Filled example · fictitious business

PROJECT BRIEF · MOBILE APP

Mobile app for Fitness Moreau

Business: Fitness Moreau, Rennes Version: 1, dated 2 November 2026

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1. About the business

Fitness Moreau, in Rennes.

Gym: group classes, personal training and memberships.

Team: 2 to 10 people.

2. The project

Creation of a mobile app for iPhone and Android.

Project type: mobile app.

3. Goals and target audience

1. Bring customers back. Measured by: active users per month.
2. Take bookings from a phone. Measured by: bookings made in the app.
3. Send notifications to customers. Measured by: notifications opened.

Users: the customers of Fitness Moreau.

4. The screens

Home | Login and sign-up | List and detail page | Booking | Profile | Admin, on a computer

6 main screens, to be adjusted with the provider.

5. Features

iPhone and Android	Essential
User accounts	Essential
Notifications	Essential
Admin on a computer	Nice to have
Slot booking	Nice to have
In-app payment	Nice to have

6. Content and visual identity

Content prepared together: the quote says who does what.

Logo, colours and app icon: to be provided if they exist, otherwise to be included in the quote.

7. Technical and legal requirements

- A single app for iPhone and Android.
- Published on the App Store and Google Play, in the name of Fitness Moreau.
- Account deletion possible from within the app, as both stores require.
- Data hosted in Europe, in line with the GDPR.
- iOS and Android updates covered by the maintenance.
- Source code owned by Fitness Moreau.

8. Budget, timeline and maintenance

Planned budget	to be agreed with the provider, who proposes a core version and its options
Launch	within 6 months
Maintenance	priced separately (updates, backups, small improvements)

9. What each quote must include

- A detailed quote, item by item, to compare the replies with each other.
- A schedule with the sign-off dates.
- Two or three similar projects already delivered.
- The price of maintenance, per month or per year.
- Confirmation that the source code and the store accounts belong to Fitness Moreau.

Reply expected by: *to fill in*

Document prepared with the free generator on dibodev.fr. For a quote on this project: Léo Guillaume, Dibodev, dibodev.fr/en/contact.