

Software Project Brief Template

A simple, one-page-per-section brief that helps you get an accurate scope and quote from any development team. Fill in what you can — even rough answers make estimates far more reliable.
By Bracket Coder.

1. Project overview

One or two sentences: what are you building, and what is it called?

2. The problem & business goal

What problem does this solve, for whom, and what business outcome should it drive?

3. Target users

Who are the primary users? Describe roles and the key jobs they need done.

4. Must-have features (first release)

List only what a first version genuinely needs. Keep it lean.

5. Nice-to-have features (later)

Ideas for after launch — helps us design for the future without over-building now.

6. Existing system & integrations

Any current app, data, or third-party services (Stripe, CRM, email, auth) to connect?

7. Design & brand

Do you have a brand, designs, or reference products you like? Link them.

8. Technical constraints

Any required stack, hosting, compliance (GDPR, HIPAA) or performance needs?

9. Budget range

A range is fine. It helps us recommend the right scope honestly.

10. Timeline & key milestones

Any hard deadline, launch event, or preferred start date?

11. Success metrics

How will you know this project worked? (signups, revenue, time saved...)

12. Stakeholders & decision-makers

Who approves scope and budget? Who will we work with day to day?

13. Risks & open questions

Anything uncertain, risky, or still being decided?

Ready to move forward? Send this brief to Bracket Coder at bracketcoder.com/contact and we'll reply with a clear scope, timeline and quote within one business day.

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