

How to brief a software project

A practical worksheet for turning an operational problem or product idea into a useful first brief. You do not need to choose the technology - focus on the people, process and outcome.

1. The current situation

Describe how the work happens today. Who is involved, which tools or documents are used, how often does it happen and where do delays, errors or frustration occur?

What triggers the process?

What happens from start to finish?

Where is time lost or information duplicated?

2. The outcome

Explain what should become faster, safer, easier or more measurable. Avoid listing features until the outcome is clear.

What should users be able to do?

What would success look like after six months?

Which result matters most?

3. Users and access

List each audience that may use the software and the information or actions each group should be allowed to access.

Staff roles

Customers, suppliers or partners

Administrators and reporting users

4. Data and integrations

Record the existing systems that hold important information or need to exchange it with the new solution.

CRM, ERP, accounts or e-commerce platforms

Spreadsheets, databases, email inboxes or shared drives

Required imports, exports or real-time connections

5. First-release priorities

Separate the smallest useful first release from valuable ideas that can follow later. This reduces risk and gets feedback sooner.

Must have for launch

Useful soon after launch

Future possibilities

6. Constraints and assurance

Share practical constraints early so the delivery plan can account for them.

Budget range and target timing

Personal, financial, health or commercially sensitive data

Useful planning guideposts

Indicative investment and timing

These are conversation-starting ranges, not quotations. Integrations, data migration, security, design depth and assurance requirements can materially affect scope.

Project type	Indicative investment	Common delivery window
Focused integrations	From GBP 4,000	4-10 weeks
Bespoke business systems	From GBP 7,500	8-16 weeks
Mobile products	From GBP 12,000	10-20 weeks
AI discovery / proof of concept	From GBP 495 / GBP 1,500	2-4 weeks for a proof of concept

Ready for a useful first conversation?

Send this brief to hello@fusionsoftwareconsulting.co.uk or use the project planner at fusionsoftwareconsulting.co.uk/project-planner. We will help identify the simplest credible route forward.

Fusion Software Consulting Ltd | Company no. 10719300 | Cotton Court, Church Street, Preston, PR1 3BY | +44 1772 283480