01 SHAPE THE BRIEF

Start with one useful outcome.

Use this checklist to request a free tailored concept preview for your website, app or AI workflow.

- [ ] **Name the problem**

  Who will use it? What task should become easier? Describe the current process in two or three sentences.

- [ ] **Choose a first-release journey**

  Pick one: a customer enquiry, a booking, an order, a team task or an AI-assisted answer. List the screens and the final action.

- [ ] **Separate must-haves from later ideas**

  Write your three essential features. Put everything else in a later phase. Include integrations that the first journey depends on.

- [ ] **Set an INR budget and target date**

  State your initial build budget in INR, plus an ongoing monthly allowance. Is the launch date flexible or tied to a business event?

What the free preview means

Request a tailored concept preview based on your brief. We confirm what it will cover and its timing after reviewing the brief. The preview illustrates a direction; the full build is separately scoped and priced.

02 PLAN FOR INDIA

Make the everyday details work.

A clear brief covers how people enquire, pay, receive updates and get help - on the devices and in the languages they use.

- [ ] **Plan for mobile and language**

  List Android, iPhone and desktop priorities. Choose English, Hindi or the regional languages you need, and who will review translations.

- [ ] **Map WhatsApp and follow-up**

  Decide which actions open WhatsApp and which save an enquiry. Name the person who follows up, the useful message context and customer notification preferences.

- [ ] **Describe UPI and payment needs**

  List payment providers, payment links or checkout needs. Include success, failure, pending payment, cancellation and refund journeys. Never include payment credentials in your brief.

- [ ] **Define GST-aware business workflows**

  If relevant, list invoice fields, GSTIN capture, tax breakdowns and exports your team needs. Your accountant should confirm applicable tax and invoicing requirements; software scope is not a compliance promise.

- [ ] **Budget beyond the first build**

  Allow separately for domain, hosting, business email, payment-provider fees, messaging, AI usage and ongoing support. Confirm what the written proposal includes.

03 KEEP AI USEFUL AND CONTROLLED

Give AI a job. Set its limits.

Begin with one task where an AI assistant can help. Keep the data, approval steps and fallback clear before expanding its access.

- [ ] **Identify approved knowledge and data**

  List the documents or systems the AI may use, who owns them, and what must stay private. Start a preview with synthetic or redacted examples.

- [ ] **Set human approval points**

  Define what AI may draft, suggest or read. Require approval before sending messages, changing records, confirming bookings, charging payments or taking other consequential actions.

- [ ] **Plan for uncertainty and failure**

  What happens when an answer is unsupported or a service is unavailable? Specify a human handoff, logs, access permissions and a way to stop the workflow.

- [ ] **Choose a useful success measure**

  Pick a baseline such as response time, time saved or accepted qualified enquiries. Agree how you will test accuracy and track usage costs; avoid assuming a revenue uplift.

Ready to request your concept preview?

Share your business goal, first journey, must-haves, INR budget range and target date. Do not send passwords or private customer records. Preview scope and timing follow brief review; full delivery is a separate agreement.

Request your preview at rdmiwebservices.com