App specification template

Business software

This template helps you describe your project precisely enough to get a firm price and a realistic timeline. Fill in each “Your answer” area in your own words: short sentences, numbers, examples. Attach your screen sketches, even hand-drawn. An incomplete section beats an empty one: note what you do not know yet.

How to use it

- Each section gives an instruction, the questions to cover, an example and what it changes to price and timeline.
- The example follows a fictional case: a purchase request tool for a 120-person manufacturing SME.
- Aim for fewer than ten pages once filled in. Substance matters more than layout.

Project sheet

Project	
Company	
Contact	
Email and phone	
Date	
Version	

SECTION 01

Context and goal

The problem to solve, with its numbers, and what must change once the software is live.

TO WRITE

- What problem are you solving, and what does it cost you today?
- What will prove, three months in, that the V1 worked?
- Who decides and who signs off on the project?
- Which workaround spreadsheets do you use today? Attach them.

EXAMPLE
Purchase requests go around by email with a spreadsheet attached: 10 days on average to get approval, orders placed without sign-off. Goal: every request in the tool, approved within 2 days.

YOUR ANSWER

Problem to solve	
Current cost (hours, errors, money)	
Measurable goal at three months	
Who decides, who signs off	

PRICE AND TIMELINE
No direct cost, but everything follows from it. A clear goal lets you cut the rest without debate and keeps the V1 at the low end of the range.

SECTION 02

Users and roles

Who opens the software, in what context, and what each person is allowed to see or do.

TO WRITE

- How many profiles, and how many people per profile?
- Where do they use it: office, field, sofa?
- Who creates, edits, approves, deletes?

EXAMPLE
Requesters (about 80): enter and track their requests. Department heads (8): approve. Management (2): approves above a threshold. Purchasing (3): places the orders.

YOUR ANSWER

Profile	Number	Where and when	What they can do

PRICE AND TIMELINE
Each role adds screens and permissions to test. Role management is one of the things that push an MVP above €6,000 excl. VAT.

SECTION 03

Journeys and screens

The list of screens and how the key journeys flow. A hand sketch is enough.

TO WRITE

- Which three to five journeys matter on day one?
- Which screens for each journey, and what information on each?
- What happens on an error or a cancellation?

EXAMPLE
“Request a purchase” journey: form, supplier quote attached, submission, tracking, decision sent by email.
“Approve” journey: pending requests, detail page, approval or reasoned refusal.

YOUR ANSWER

Journey	Screens, in order	On error or cancellation

PRICE AND TIMELINE
This is the section that sets the price. With a screen list, the quote is firm. Without it, €3,000 to €6,000 excl. VAT of scoping produces it before development.

SECTION 04

Business rules

The calculations, conditions and approvals specific to your business, invisible on a mockup.

TO WRITE

- Which calculations: prices, deadlines, quotas, discounts?
- Which conditions block an action?
- Which exceptions exist, even rare ones?
- Who approves what, and above which amount?

EXAMPLE
Up to €1,000 of purchases, the department head approves alone. Above that, management approves too. A request with no answer after 3 days triggers an automatic reminder.

YOUR ANSWER

Rule	Worked example	Exceptions

PRICE AND TIMELINE
A written rule can be priced; a rule discovered mid-build stretches the timeline. Processes, rules and screens defined: the project starts at €6,000 excl. VAT.

SECTION 05

Data and content

What the software stores, where the data comes from, and who provides texts, photos and videos.

TO WRITE

- What information for each object you manage: customer, order, appointment?
- Is there existing data to import, and in what format?
- Who writes the texts and supplies the images?
- How much data, and in what state are the source files: duplicates, empty columns?

EXAMPLE
Import of 600 suppliers and this year's history from two Excel files. Purchase categories supplied by the purchasing team.

YOUR ANSWER

Object	Information stored	Source or import

PRICE AND TIMELINE
A data import is priced on the state of the source file. Late content delays the launch, not the development.

SECTION 06

Integrations

Every tool the software exchanges data with: payment, ERP, CRM, accounting, external APIs.

TO WRITE

- Which tools, and which data flows in which direction?
- Real time, or once a day?
- Does the tool have a documented API, and who has access?
- Which tools already in place must be connected: ERP, CRM, accounting?

EXAMPLE
Purchase order created in the ERP as soon as a request is approved. Cost centres read from the accounting software every night.

YOUR ANSWER

Tool	Data exchanged	Direction	Frequency

PRICE AND TIMELINE
Each connection costs €2,000 to €15,000 excl. VAT depending on complexity. A documented API and test access provided on time keep the price down.

SECTION 07

Platforms

Target platforms: iOS, Android, web, or a PWA installed without going through the stores.

TO WRITE

- Are your users on iPhone, Android, desktop?
- Do you need the stores, or is installing from the browser enough?
- Is the back office on the web?

EXAMPLE
Every profile on the web, from a computer. Approval also possible from a phone, in the browser, with nothing to install.

YOUR ANSWER

Profile	Device (iOS, Android, web)	Stores or browser

PRICE AND TIMELINE
Business software often runs on the web, with nothing to install. A PWA installed on the phone avoids the stores when some users work away from the office.

SECTION 08

Constraints

What is not negotiable: offline mode, security, GDPR, hosting in France.

TO WRITE

- Do your users work without a network?
- Which personal data, and who can access it?
- Must the data stay in France, or on your own infrastructure?

EXAMPLE
No offline mode. Sign-in with company accounts. Hosting on the company's own infrastructure, required by IT.

YOUR ANSWER

Offline mode	
Personal data	
Hosting	
Security and access	

PRICE AND TIMELINE
Offline mode or geolocation moves an app into the €30,000 to €70,000 excl. VAT bracket, over 4 to 6 months. Krafter hosts with a French provider, or on your own infrastructure.

SECTION 09

Out of scope for the V1

The written list of what the first version will not do. The most profitable section of the document.

TO WRITE

- What can wait three months without blocking anyone?
- Which requests have you already heard and set aside?
- Which profiles or cases stay out of scope?

EXAMPLE
Out of V1: stock management, spending dashboard, e-signature of quotes, store app.

YOUR ANSWER

Feature set aside	Why	When to revisit

PRICE AND TIMELINE
Every exclusion is a debate avoided and a budget protected. It is often the gap between a €6,000 to €15,000 simple internal tool and a €20,000 to €60,000 complete business application.

SECTION 10

Budget and deadline

Your budget, and the date that really matters, with the reason behind it.

TO WRITE

- What is the maximum budget for the V1?
- Which date cannot move, and why: season, trade show, fundraising?
- Who funds what comes next: revenue, a raise, your own funds?

EXAMPLE
€12,000 excl. VAT for the V1. Live before the financial year closes, to start the new year on the new tool.

YOUR ANSWER

Maximum V1 budget (excl. VAT)	
Date that cannot move	
Reason for that date	
Funding for what comes next	

PRICE AND TIMELINE
A stated budget lets us propose the right scope instead of an abstract quote. A simple internal tool takes 3 to 5 weeks to build, a complete business application 8 to 14 weeks.

SECTION 11

After launch

Who keeps the software alive once it is live: updates, fixes, new features.

TO WRITE

- Who receives and sorts user feedback?
- How often should the product evolve?
- Whose name are the accounts, code and access in?

EXAMPLE
Upkeep handled by the studio. New features billed by time spent, once a quarter. Code and access in the company's name.

YOUR ANSWER

Who sorts feedback	
Pace of new features	
Upkeep	
Accounts, code and access in the name of	

PRICE AND TIMELINE
Two levels. Upkeep: 8 to 12% of the build cost per year. New features: €700 to €1,100 excl. VAT per day, or on a time credit. At the end of the project, the Git repository, cloud accounts and access are in your name.

Get this document priced

A completed specification gets you a firm price and a realistic timeline, instead of a rough range. Send it as it is, even unfinished: a Krafter partner reads it, asks questions and comes back with a priced, dated scope.

When the need is defined (processes, business rules and screens), the MVP starts at €6,000 excl. VAT. If it still has to be shaped, a scoping phase of €3,000 to €6,000 excl. VAT produces it before development.

That floor comes from an open source foundation, two senior partners who work with AI and review every line, and no sales layer.

Price guide (excl. VAT)

Offer	Price and timeline
Simple internal tool	€6,000 to €15,000, 3 to 5 weeks
Complete business application	€20,000 to €60,000, 8 to 14 weeks
Integration	€2,000 to €15,000 per connection
Scoping, if the need still has to be shaped	+€3,000 to €6,000

Before you send it

- The “Out of scope for the V1” section is filled in.
- Screen sketches are attached, even hand-drawn.
- Files to import and tools to connect are listed.

Next steps

Send your specification
https://krafter.io/en/contact

Estimate your budget online
https://krafter.io/en/software-budget-simulator

Krafter is a mobile app and SaaS development studio founded in 2021 in Morancé, near Lyon, France.