App specification template

Mobile app

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 booking app for a network of 12 gyms.
- 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 app 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?

EXAMPLE
Our 12 gyms handle bookings by phone and on a shared spreadsheet: 15 hours lost every week. Goal: 80% of bookings made in the app within three months.

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 app, 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
Members (about 4,000): book and cancel. Coaches (40): open time slots, check attendance. Head office (3): manages the schedule and reports.

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?
- Which notifications: what triggers them, what they say, how often?

EXAMPLE
“Book a class” journey: home, gym schedule, class page, confirmation, reminder the day before. Five screens, one photographed sketch each. Notification the evening before, and when a spot opens up.

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?

EXAMPLE
Free cancellation up to 4 hours before class, otherwise the session is used. Waiting list: the first person is notified and has 30 minutes to confirm.

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 app 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?

EXAMPLE
Import of 4,000 member records from the current spreadsheet. Class descriptions and gym photos supplied by head office before launch.

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 app 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?

EXAMPLE
Online membership payment. New members pushed to the CRM every night. Visits read from the access control software.

YOUR ANSWER

Tool	Data exchanged	Direction	Frequency

PRICE AND TIMELINE
Each connection costs €2,000 to €15,000 excl. VAT depending on complexity. Payment adds €2,000 to €5,000 for one-off charges, €4,000 to €10,000 for subscriptions.

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?
- Will the Apple and Google developer accounts be opened in your name?
- Who prepares the store listings: name, description, screenshots?

EXAMPLE
Members and coaches on iOS and Android, through the stores, with developer accounts in the company's name. Head office on a web back office. Store listings written by head office.

YOUR ANSWER

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

PRICE AND TIMELINE
Krafter builds iOS and Android in Flutter from a single codebase: one budget. Developer accounts cost $99 a year at Apple and $25 one-off at Google.

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?
- Which phone permissions (camera, location), and why each one?

EXAMPLE
No offline mode. Only permission requested: notifications, for reminders. Personal data limited to name, email and phone. Hosting in France required by head office.

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: loyalty programme, online shop, English version, per-coach reports.

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 €25,000 mobile MVP and a €25,000 to €60,000 complete app.

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
€20,000 excl. VAT for the V1. Live before the September rush, the peak sign-up period of the year.

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 mobile MVP takes 4 to 8 weeks to build and 8 to 12 weeks to reach the stores.

SECTION 11

After launch

Who keeps the app 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 on a time credit, paced by feedback from the gyms. Store accounts, 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, which keeps up with iOS and Android releases: 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, store and cloud accounts 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
Mobile MVP (Flutter, iOS and Android)	€6,000 to €25,000, 4 to 8 weeks of development, 8 to 12 weeks to the stores
Complete mobile app	€25,000 to €60,000, 3 to 5 months
Offline or geolocation app	€30,000 to €70,000, 4 to 6 months
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.