App specification template

SaaS

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 lesson scheduling and payment SaaS for driving schools.
- 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 SaaS 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
Driving schools manage lessons in a paper diary or a spreadsheet: double bookings, hours forgotten at billing time. Goal: 30 paying driving schools six months after launch.

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 SaaS, 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?
- Does each customer get its own space, with its own users and data?

EXAMPLE
Owners (one per school): set up the space and prices. Instructors (2 to 10 per school): open their slots. Students (about 200 per school): book and pay. Each school only sees its own data.

YOUR ANSWER

Profile	Number	Where and when	What they can do

PRICE AND TIMELINE
Each role adds screens and permissions to test, and multi-tenancy is designed from day one. Both push a SaaS 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?
- What goes in the back office: customers, subscriptions, support, metrics?

EXAMPLE
“Book a lesson” journey: instructor schedule, slot choice, payment, confirmation. “Subscribe” journey: pricing, free trial, card details. Back office: schools, subscriptions, support.

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
A lesson cancelled less than 48 hours ahead is still due. An instructor teaches no more than 8 hours a day. Subscription billed monthly, per active instructor.

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 SaaS 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
For each school: students, instructors, vehicles, lessons, invoices. Students imported from a CSV file provided at sign-up. Pricing page copy written by the founder.

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 SaaS 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 subscription plans: free trial, per-user or per-account pricing?

EXAMPLE
Subscription payment for schools, lesson payment for students. Invoices exported to the accounting software. Text reminder the day before each lesson.

YOUR ANSWER

Tool	Data exchanged	Direction	Frequency

PRICE AND TIMELINE
Recurring payment adds €4,000 to €10,000 excl. VAT, one-off payment €2,000 to €5,000. Every other connection costs €2,000 to €15,000 depending on complexity.

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
Owners on the web. Instructors and students on their phones, with a PWA installed from the browser, without going through the stores.

YOUR ANSWER

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

PRICE AND TIMELINE
A SaaS usually starts on the web. A PWA avoids the stores; Trottr, our field service SaaS, made that choice. iOS and Android apps in Flutter can follow if the stores become necessary.

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?
- Does your SaaS invoice its customers? If so, plan for e-invoicing.

EXAMPLE
No offline mode. Student data: name, email, phone, date of birth. Hosting in France. Invoices to schools issued as e-invoices.

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: store apps, theory test practice, exam pass-rate stats, English version.

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 €30,000 SaaS MVP and a €40,000 to €80,000 complete SaaS platform.

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
€25,000 excl. VAT for the V1. Launch before the autumn, when enrolments pick up again.

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 SaaS MVP takes 4 to 8 weeks to build, a complete platform 10 to 16 weeks.

SECTION 11

After launch

Who keeps the SaaS 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, driven by feedback from the first schools. Code, accounts 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
SaaS MVP	€6,000 to €30,000, 4 to 8 weeks
Complete SaaS platform	€40,000 to €80,000, 10 to 16 weeks
Recurring payment	+€4,000 to €10,000
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.