App Project Planning Worksheet

Fill this in before you talk to any developer. It makes every quote faster and easier to compare.

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1. THE PROBLEM

In one or two sentences: what's hard, slow or impossible today? Who feels it most?

2. WHO WILL USE IT

List each type of user. Fewer user types means a simpler, cheaper first version.

User type	What they need to get done	How many?

3. MUST-HAVES FOR VERSION ONE

If the app could only do three things on launch day, what would they be?

#	Must-have	How you'll know it works
1		
2		
3		

4. NICE-TO-HAVES (LATER)

5. WHERE IT NEEDS TO RUN

☐ iPhone ☐ Android ☐ Web browser ☐ Tablet ☐ Works offline ☐ Not sure yet

6. SYSTEMS IT MUST CONNECT TO

Payments, accounting (e.g. QuickBooks), CRM, email or SMS, calendars, existing databases or spreadsheets, maps…

System	What should flow between them	Has an API? (Y/N/?)

7. DATA AND PRIVACY

☐ Personal information ☐ Health information ☐ Payments ☐ Children's data ☐ Files or photos ☐ None of these

Anything sensitive changes how the app must be built and hosted. Say so early.

8. EXISTING MATERIAL

☐ Sketches or mockups ☐ Figma or design files ☐ Brand guide ☐ An existing app or site ☐ Content and data to move

9. BUDGET

A range is fine. It helps a developer suggest the right first version instead of guessing.

☐ Under $10k ☐ $10–25k ☐ $25–60k ☐ $60k+ ☐ Grant-funded or phased

Monthly budget after launch (hosting, updates, support): $ _____ / month

10. TIMELINE

Is there a real deadline: an event, a grant period, a season?

Hard deadline: _____ Why: _____

Who approves the project and the budget?

11. OWNERSHIP CHECKLIST (ASK EVERY DEVELOPER)

☐ We own the code (in our repository)
☐ The app is published under our App Store and Google Play accounts
☐ Hosting, domains and services are in our accounts, billed at cost
☐ We get documentation and a handover if we ever change developers
☐ Fixed quote before work starts, paid by milestone
☐ Year-two costs are written down: store updates, security, support

12. WHAT DOES SUCCESS LOOK LIKE A YEAR AFTER LAUNCH?

Want a second opinion or a fixed quote? Send this worksheet to austin@elcodev.com or book a free 30-minute call at www.elcodev.com/contact. Elco Dev, LLC · Nashville, Tennessee. You're free to copy and share this worksheet.