What should the app do, for whom, by when?

Ten questions that a two-week discovery starts with. Short answers are fine; “not sure yet” is an answer too. Send it with your enquiry, or keep it for any agency you talk to.

Company and your name

Date

Who signs off the budget

1. The problem

What goes wrong today, and what does it cost you each month in time or money?

2. The people who will use it

Customers, staff, partners? Roughly how many in year one, and on which phones or computers?

3. The three jobs that matter most

What must a user be able to do on day one? Everything else can wait for version two.

4. Platforms

Tick all that apply.

- ☐ iPhone
- ☐ Android
- ☐ Web app
- ☐ Tablet
- ☐ Admin dashboard
- ☐ Not sure

5. Systems it must connect to

Payments, CRM, booking, accounting, patient or policy systems, your own database, any AI model.

6. Rules it sits under

UK GDPR, NHS DSPT or DTAC, FCA, PCI DSS, accessibility (WCAG 2.2), age checks, anything your sector adds.

7. What already exists

Designs, a prototype, an older app, a spreadsheet the team runs on, brand guidelines, store accounts.

8. How you will know it worked

One or two numbers you will check three months after launch.

9. Deadline and why

A launch event, a contract, funding, a season? Is the date fixed or a wish?

10. Budget, excluding VAT

Our published steps: discovery £3,000 to £6,000 · MVP £15,000 to £40,000 · full iPhone and Android app £40,000 to £90,000.

- ☐ Under £15,000
- ☐ £15,000 to £40,000
- ☐ £40,000 to £90,000
- ☐ More
- ☐ Not sure

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