aibrevo

FREE TEMPLATE · 2026 EDITION

The Software Project Brief

A fill-in brief that gets you an accurate, comparable quote from any developer. 12 sections to write in, from the goal and the users to the budget, the deadline and what is out of scope, plus 8 questions to ask everyone you send it to.

How to use it. Print it or fill it in on screen, and write in plain words. You know the work; the developer turns your answers into testable requirements and an estimate.

Send the same brief to every developer you talk to, so the quotes cover the same scope and you can compare them line by line. A price given on less than this is usually a guess.

PART 1 OF 4

The goal and the people

Start with the problem, not the features. A developer who understands what is broken can suggest a smaller way to fix it.

Project name | Company | Your name | Date

1 Business goal

What is broken or slow today, who it hurts, and what it costs you.

How you will measure it

A number you can check after launch. For example: quote time goes from 3 days to under 1 hour.

2 Users and roles

Every type of user (customer, staff, manager, admin, partner) and what each one is allowed to see and do.

Role	What they need to see	What they need to do	How many

PART 2 OF 4

What version one must do

Pick 3 to 5 jobs. If you cannot name the one thing version one must do, you are not ready to ask for a price.

3 The jobs version one must do

Write each as: as a [role], I want [action], so that [outcome]. Then mark it Must, Should or Later.

#	Job	How you will know it works	Must	Should	Later
1			☐	☐	☐
2			☐	☐	☐
3			☐	☐	☐
4			☐	☐	☐
5			☐	☐	☐

4 Screens or workflows

The main screens, or the steps a user takes from start to finish. Include what happens when something goes wrong. Sketches and screenshots of tools you like help.

5 Data and imports

What the system stores, where that data lives today, and whether it must come across on day one.

Data (customers, orders, jobs...)	Where it lives today	Roughly how many	Import in v1
			☐
			☐
			☐
			☐

PART 3 OF 4

Connections, platforms and rules

Integrations and data are the parts most often underestimated. Listing them here is what keeps them inside the quote.

6 Integrations

Every outside system the software reads from or writes to: CRM, payments, email, calendar, accounting, booking, maps, AI models.

System	Direction	Who owns the data	Notes (account, API access, contact)
	☐ In ☐ Out ☐ Both		
	☐ In ☐ Out ☐ Both		
	☐ In ☐ Out ☐ Both		
	☐ In ☐ Out ☐ Both		

7 Payments

In a mobile app, Apple requires in-app purchase for digital features and content; physical goods and services use your own payment provider.

☐ No payments ☐ One-off card payments ☐ Subscriptions ☐ Deposits and balances

☐ Physical goods or services ☐ Digital content sold in the app

Payment provider today, if any

8 Platforms

Where people will use it. Each extra platform adds work, testing and store requirements.

☐ Web app (browser) ☐ iOS (iPhone, iPad) ☐ Android ☐ Admin panel for staff

☐ Must work offline

Devices and browsers your users actually use

9 Compliance and security

Any rule that applies, and how sensitive the data is. Write targets as numbers or named standards, not words like secure or fast.

☐ HIPAA (health data) ☐ PCI DSS (card payments) ☐ Accessibility (WCAG level: ____)

☐ Children's data ☐ Other: _____

Targets for speed, uptime or data handling, if you have them

PART 4 OF 4

Money, time and decisions

A range and a reason for the date let a developer tell you what fits, instead of guessing what you can afford.

10 Budget range

For the first release. Note separately anything for support after launch.

$ _____ to $ _____

Deadline

The date it must be live.

The reason for the deadline

A launch, a season, a grant, a contract. With a real reason, scope can be cut to fit the date instead of the date moving.

11 Decision maker

One person on your side who can say yes or no within a business day. When every question waits for a committee, work stalls or gets built on a guess.

Name | Role | Email | Backup person

12 Out of scope for this release

What version one will not do. For example: a mobile app, a second language, reporting beyond three dashboards, migrating old records. This list is what makes a fixed price possible.

Accounts you already have

Domain, hosting, code repository, Apple and Google developer accounts. The software should be built in accounts your company owns.

BEFORE YOU SIGN

Questions to ask every developer you send this to

A developer who answers all eight plainly, in writing, has already avoided most of the reasons software projects fail.

- [ ] **What exactly is in the first version, and what is out of scope, in writing?**
  Listen for a scope that matches this brief, with acceptance criteria for each job.
- [ ] **Who on your team will write the code, and what happens if they leave?**
  Listen for named roles, in-house or clearly disclosed partners, and a senior engineer you can meet.
- [ ] **When will I first see working software I can click, and how often after that?**
  A status report saying "90% done" is not progress. Ask for a link you can open at every milestone.
- [ ] **How do you price a change I ask for halfway through?**
  Listen for a written change process with the cost and time impact agreed before work starts.
- [ ] **Which integrations and data imports are included, and have you worked with these systems before?**
  Hold the answer against sections 5 and 6 of this brief.
- [ ] **Will the code be in a repository I own from day one?**
  And will hosting, domain and app store accounts be in your company's name? Code from an outside firm is not automatically yours under US law without a signed written assignment.
- [ ] **How do you test, and will I have a separate test version to try changes on?**
  Listen for automated tests plus manual QA, not only "the developers test their own work."
- [ ] **What do I get at handover so another developer could take over?**
  Source code, setup and deploy steps, credentials and documentation, listed as deliverables in the contract.

Compare quotes by what each phase includes and excludes; ask for hours or price by phase if a quote gives only a total. Ownership terms are general information, not legal advice; have a lawyer review the contract.

HAVE A DRAFT BRIEF?

Bring it to a free 30-minute call, or email it to info@aibrevo.com, for a free review and a written quote

On a free 30-minute call, an aibrevo engineer goes through your brief, points out what is missing or unclear, and tells you what the first version would take, whether or not you hire us.

Project builds get a fixed-price quote in writing; we also work hourly. App and web app builds run from $7,000 to around $25,000-$30,000, and larger builds are quoted on their scope. You own the code.

Book the free 30-minute call