FolarraStudio

App Developer Project Planner

create · deliver · grow

PRINTABLE · CLIENTS, JOBS & MONEY

This Planner Belongs To

for app and software developers

BUSINESS NAME _____

OWNER _____

PHONE / EMAIL _____

SERVICE AREA _____

STARTED ON _____

How to use this planner

- Print the whole planner once, then print extra copies of the pages you use most, such as the Client Questionnaire and Client list pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Fill in a client profile for each new client and log every job on the day.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

My business word for this year

Why I love this work

Contents

tap a title in the digital planner to jump to it

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Client Questionnaire

details for every new client

CLIENT _____ PHONE _____

ADDRESS _____ EMAIL _____

DATE _____ REFERRED BY _____

App idea & users

Platforms

- [ ]
- [ ]
- [ ]
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Features

- [ ]
- [ ]
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- [ ]

Budget & deadline

Client List

everyone you work with

CLIENT	PHONE	EMAIL	SINCE	NOTES

Client Profiles

the details that matter

CLIENT _____

EMAIL _____

PHONE _____

PROJECT _____

STACK _____

RATE _____

NOTES _____

CLIENT _____

EMAIL _____

PHONE _____

PROJECT _____

STACK _____

RATE _____

NOTES _____

CLIENT _____

EMAIL _____

PHONE _____

PROJECT _____

STACK _____

RATE _____

NOTES _____

CLIENT _____

EMAIL _____

PHONE _____

PROJECT _____

STACK _____

RATE _____

NOTES _____

Project Log

every job, recorded

DATE	CLIENT	PROJECT	HOURS	STATUS	BILLED
					☐
					☐
					☐
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Services & Prices

what you offer



SERVICE	PRICE	TIME	NOTES
Discovery			
MVP build			
Feature sprint			
Bug fix per hour			
Maintenance plan			

Project Brief

start every project clearly

CLIENT _____ PROJECT _____

DEADLINE _____ BUDGET _____

Goals

Deliverables

- [ ]
- [ ]
- [ ]
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- [ ]
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- [ ]

Style & references

Revisions agreed

Time Tracker

every billable hour

DATE	CLIENT	TASK	START	END	HOURS

TOTAL HOURS

Pitch & Leads Tracker

find the next client

DATE	LEAD	WHERE FOUND	PITCHED	WON
			☐	☐
			☐	☐
			☐	☐
			☐	☐
			☐	☐
			☐	☐
			☐	☐
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			☐	☐

Feature Backlog

priority and status

FEATURE	PRIORITY	ESTIMATE	STATUS	DONE
				☐
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Bug Tracker

found to fixed

ID	BUG	SEVERITY	FOUND	FIXED
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Screen Wireframes

sketch each screen

1

Screen 1

2

Screen 2

3

Screen 3

4

Screen 4

5

Screen 5

6

Screen 6

Invoice Tracker

get paid on time

INVOICE NO.	CLIENT	DATE	AMOUNT	DUE	PAID
					☐
					☐
					☐
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					☐

Income & Expenses

money in, money out

MONTH _____ GOAL _____

DATE	DESCRIPTION	CATEGORY	IN	OUT

TOTALS _____

Yearly Overview

the business at a glance

YEAR _____ GOAL _____

MONTH	JOBS	INCOME	EXPENSES	PROFIT	NEW CLIENTS
Jan					
Feb					
Mar					
Apr					
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					
Total					

Notes



FolarraStudio

Thank you!

Thank you for choosing FolarraStudio. I hope this planner helps your business run smoothly and grow. If you enjoy it, tell a friend about folarrastudio.com.

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