

MVP ESTIMATE

ShiftDesk: the first version, the approach, and what moves the cost

From a one-page brief: a staff rota app for small clinics, run by the office manager.

Prepared for
Example Rota Co.
(fictional)

Delivered
**2 working days after the
brief**

Length
7 pages

Illustrative sample. Example Rota Co. and ShiftDesk are fictional. This sample shows the format of an estimate; it is not a quote or a past engagement. Your estimate gives the timeline in weeks and the cost as a range; this sample shows effort as shares of the build instead.

YOUR BRIEF, IN OUR WORDS

What we think you are building

A web app for small clinics. The office manager builds the weekly staff rota in minutes instead of a spreadsheet, staff see their shifts on their phone and ask to swap, and the manager approves swaps in one place instead of on the phone.

THE ONE USER

The office manager at a clinic of about 20 staff.

THE ONE JOB

Publish next week's rota, and handle changes without phone calls.

SUCCESS SIGNAL

A clinic publishes four weekly rotas in a row without going back to the spreadsheet.

DECISION POINT

If fewer than half of trial clinics reach that, rethink before adding features.

OPEN QUESTIONS WE WOULD ASK BY EMAIL

? Do staff work at more than one clinic?

? Which rota rules are hard rules (rest periods, required roles on each shift)?

? Must swaps be between staff of the same role?

? Do clinics pay monthly per clinic or per staff member?

If an answer changes the scope, we say which part of the estimate it moves.

THE FIRST VERSION

Must, later and cut, with the reason

Must**Manager builds the weekly rota**

The one job. Everything else supports it.

Staff see their shifts on their phone

A web app that works on phones; no app store.

Swap requests, approved by the manager

The phone calls you said you want to end.

Email reminders before a shift

Cheap to send, and enough to test the idea.

Clinic sign-up and a monthly subscription

You said clinics must pay from day one; Stripe handles it.

Later**SMS reminders**

Each message costs money. Add it if email reminders are missed.

Payroll export

Useful, but no clinic will choose ShiftDesk for it.

Screens for clinics with several locations

The data model includes location from day one, because adding it later costs more. Only the screens wait.

Cut**Native iOS and Android apps**

We advise against this in v1: the web app does the job.

Automatic rota suggestions

We advise against this in v1: learn the real rules first.

Two things we advise against in v1: native apps and automatic rota suggestions. Both are expensive, and neither tests whether clinics will switch from a spreadsheet.

APPROACH

What to build, and what to buy

PART	RECOMMENDED	WHY
Web app that works on phones	Laravel and React	One app for desktop and phone; staff use it in a phone browser.
Login and roles	The framework's built-in login	Proven, and two roles are enough.
Subscriptions	Stripe Billing	Plans, trials, invoices and failed cards, already solved.
Email reminders	Postmark or Amazon SES	Reliable delivery without running a mail server.
Admin	Filament, a ready-made Laravel admin panel	No custom admin panel in v1.
Hosting	AWS	Room to grow, in your own account.

RUNNING COSTS AFTER LAUNCH

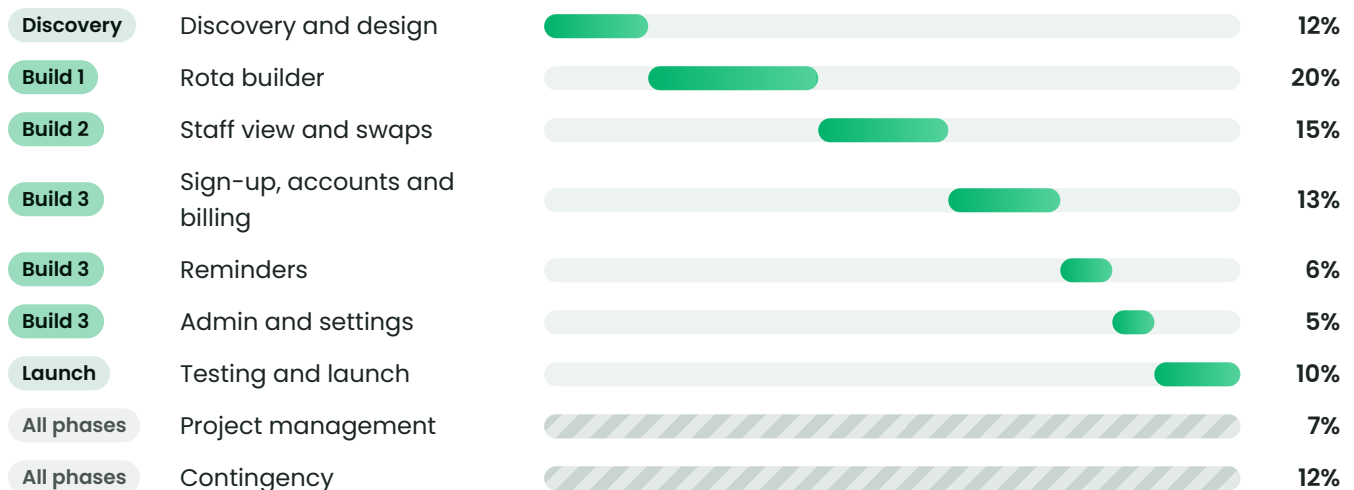
Paid to the providers, not to us. Your estimate lists each one with its monthly cost at your expected size.

SERVICE	CHARGED
Hosting	Per month
Email sending	Per message, after a free allowance
Stripe	Per payment
Error monitoring (for example Sentry)	Per month
Domain	Per year

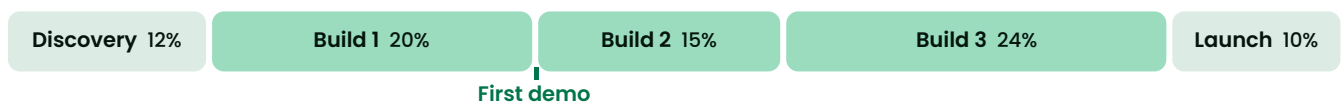
EFFORT AND PHASES

Where the work goes, and in what order

Share of the whole engagement, in the order the work happens. Project management and the contingency run across all phases. Your estimate turns these into weeks.



PHASES (project management and contingency run across all five)



- 1 Discovery and design.** The written scope, user flows and a clickable prototype of the rota builder.
- 2 Build cycle 1.** The rota builder. Your first demo you can click through yourself.
- 3 Build cycle 2.** Staff view and swap requests.
- 4 Build cycle 3.** Sign-up, billing, email reminders and admin settings.
- 5 Test and launch.** Testing on a private copy (staging), the go-live checklist, launch.

TEAM SHAPE

A project lead, a UI/UX designer during discovery and design, developers, and a QA engineer before launch.

WHAT THE CONTINGENCY COVERS

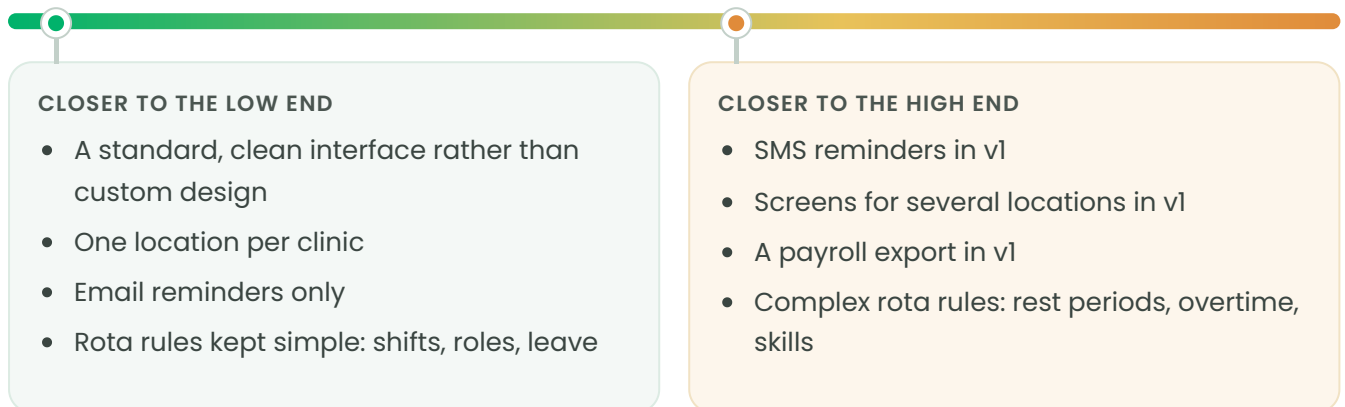
What a one-page brief can't show yet: rota rules that turn out more complex, an integration that misbehaves, small changes after the first demo.

You see working software at the end of every build cycle, starting with the rota builder.

THE COST RANGE

What puts it at the low end or the high end

Your estimate gives the cost as a range from low to high. These are the choices that decide where in that range you land.

**THREE DECISIONS THAT MOVE IT MOST**

- 1 SMS or email reminders.** SMS adds a paid service and more testing.
- 2 Screens for one location or several.** The data model allows several from day one, which is cheap. The screens for managing them are what add cost.
- 3 How complex the rota rules are.** Each rule (rest periods, overtime, skills) adds logic and tests.

CONFIDENCE

Rough: it rests on a one-page brief and the assumptions on page 7. When an assumption changes, the estimate names which one and what it moves. A discovery phase narrows the range into a firm quote.

THE FINE PRINT, WRITTEN OUT

Assumptions, exclusions, risks and the next step

WE ASSUMED

- Web app only; staff use a phone browser
- Two roles: manager and staff
- One location per clinic at launch; the data model already allows more
- You provide the content and the clinic rules
- Stripe is available in your country
- English only

NOT INCLUDED

- Custom illustration and branding work
- Native app store apps
- Importing old rotas from spreadsheets
- Running costs after launch (hosting, email, Stripe fees)
- Support after launch, agreed separately

RISKS

- **The rota rules are more complex than the brief.** Discovery confirms them before the build.
- **Staff don't open the reminders.** Test email first; add SMS only if needed.
- **Clinics expect payroll on day one.** Ask five clinics before the build starts.

YOUR NEXT STEP, YOUR CHOICE

- 1 Keep this, and do nothing yet.** It still tells you what the first version is.
- 2 A discovery phase.** It turns this rough range into a firm quote, from the written scope and prototype.
- 3 Start the build.** From the discovery output, in the cycles on page 5.

Questions about this estimate: reply to the email it came with, or visit provistechnologies.com.