

Swim Phone Redesign: Initial Price Estimates

	Min Hours	Max Hours	Price/Hour	Min Price	Max Price
Phase 1: Research (3 weeks)					
User Interviews	8	12	\$30.00	\$240.00 - \$360.00	
Competitive Analysis	4	6	\$30.00	\$120.00 - \$180.00	
Personas Creation	2	4	\$30.00	\$60.00 - \$120.00	
Creative Brief	4	6	\$30.00	\$120.00 - \$180.00	
Lo-Fi Prototyping	20	30	\$30.00	\$600.00 - \$900.00	
Requirements Gathering	5	10	\$50.00	\$250.00 - \$500.00	

Phase 2: Design (4 weeks)					
Development Consulting	1	5	\$50.00	\$50.00 - \$250.00	
Hi-Fi Prototyping/Design	50	70	\$30.00	\$1,500.00 - \$2,100.00	
User Testing	20	40	\$30.00	\$600.00 - \$1,200.00	
Client Feedback	5	15	\$30.00	\$150.00 - \$450.00	

Phase 3: Development (3 weeks)					
Site Development	30	40	\$50.00	\$1,500.00 - \$2,000.00	
Cross-Browser Testing	1	2	\$50.00	\$50.00 - \$100.00	
Cross-Browser Fixing	5	10	\$50.00	\$250.00 - \$500.00	
Client Feedback - Design	1	10	\$30.00	\$30.00 - \$300.00	
User Testing	2	5	\$30.00	\$60.00 - \$150.00	
Client Feedback - Dev	1	5	\$50.00	\$50.00 - \$250.00	

Totals					
	159	270		\$5,630.00 - \$9,540.00	