

Amplify Design Proposal

Overview

Amplify is a media advertising platform where people share the content they care about with others who they may not normally interact with on the web. This brief outlines the design project engagement between David Kim and Amplify. The services being provided include: Kickstarter page, branding, website design, and web app design.

Deliverables

1. Kickstarter landing page and assets
2. Branding and Marketing assets
3. Website
 - i. Order/Amplify flow
 - ii. Home page
 - iii. Topic pages
 - iv. How it works pages
4. App
 - i. Dashboard
 - ii. Profile
5. Product Design and Development guidelines

Milestones

Assuming that we have all necessary materials ready, here are the suggested milestones:

1. Research & Discovery (1-2 weeks)

Kick-off meeting, market reserach, user research, interviews & insights gathering

2. Branding & Kickstart Page (1 week)

3. Website & App (1-2 weeks)

4. Deliver & Implementation (1-2 weeks)

Final testing & approvals, production, developer communication & hand off, launch of outcomes, evaluation

On Iteration

The process to completing and getting to our desired results will not always be a clear cut path. I'm happy to provide as many revisions and changes necessary during the engagement of the project.

Why work with me

I bring over 6 years of experience specializing in helping early stage companies succeed in design. I believe in blurring the lines of what a designer should be for startups. Dabbling in adjacent fields has deepened my understanding and enriched my work. Yes, people in print should try to learn HTML, and digital designers should work on some letterpress. I understand what it means to move fast, whilst respecting craftsmanship. Fostering creative thinking, whilst maintaining a steadfast commitment to doing the hard work.

Fees

The estimated total price of the project is \$1000 USD.

30% of total estimated fee upon project initiation: \$333 USD

Remainder of fee payable not more than 14 days after receipt of finished product: \$667 USD