**Work Included in Proposal:**

* 5-7 page marketing website that’s inclusive of the new branding ([Example site](https://slack.com/))
* Desktop web-app, including registration process
* Mobile app designs\*
* User Testing with changes based on those findings
* Web and micro copy for the public website, as well as both mobile and web app versions

\*The understanding is that we will not be providing final front-end code. Our designer will provide front-end code when illustrating unique user interactions, but if front-end development is needed, a sub-proposal will be needed based on the hourly rate for a front end developer provided below.

**Discovery Phase: 15-20 hours**

The primary goal of the discovery phase is to fill in the remaining requirements so that we may better understand expectations. Additionally, we’ll take a targeted look at the market you’re looking to enter to identify current customer expectations, as well as identify parameters for user testing during a later phase.

* What are the minimum requirements?
* What’s the release window?
* Variable pieces? (viewing interactive models, number of iterations expected, differences in web vs. mobile, etc.)
* Market Research
* What are the agreed milestones?

**Basic Strategy: 20-30 hours**

The primary goal of the discovery phase is to identify and create the personas used to judge the project designs and marketing against moving forward. Additionally, we will identify a set of key-terminology to use on the site as differentiating factors, as well as Search Engine Optimization long-tail phrases.

**Concept and Design: 100-150 hours**

The Concept and Design phase is the point in which we begin applying discoveries made in the previous phases into screens that will be iterated on throughout the project. By the end of the phase, the goal will be to have agreed upon screens to run usability testing against.

**Content Entry: 20-30 hours**

During the previous phases, we will be using placeholder copy in order to avoid early content re-workings. Once a design is approved, we will begin creating and entering final copy.

**Usability and Testing: 30-50 hours**

We will strip out all branding and test the site using some online user testing platforms. Findings will be reported back to you, along with our suggestions on how to address the issue(s)

**Rates & Additional Expenses**

UX & Project Planning: $60 per/hour

Content Entry: $50 per/hour

UX/UI Design: $70 per/hour

If needed/requested:

* Front End Development:  $70 per/hour
* Additional UX Designer: variable at $80per/hour

**Project Estimate: $12,000\*-18,000**

**Total Hour Estimate: 200-280 hours**

**\* Ways to keep the cost to the minimum**

* Less user testing (minimum we’re comfortable with suggesting is 10 hours over the span of 1 week)
* Scaled back front-end marketing site
* Scaled back strategy with no persona deliverables, and minimal effort into identifying key, competitive terminology.