



**Web & UX Design**

Sam Robertson

## **A Design Services Proposal by SR UX**

**Prepared on June 1st 2019**

**Expires on November 1st 2019**

### **Introduction**

SR UX is a design agency providing bespoke UX design solutions to brands in many industries.

Our team of analysts and UX designers perform the critical research and analysis necessary for successful UX in your products, and develop cohesive UX strategies that allow you to become a product-driven organization.

In this UX design proposal, we will outline the project at hand, our process for reaching your desired outcome, the project's delivery timeline, and all project costs.



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## Lake Wanaka Tourism Travel App Proposal

### Table of Contents

Project/Client Description  
Target Audience  
Constraints  
Time Frame  
Estimated Cost  
Contract



## Client Description & Needs

TimeZoneOne is a global web agency specialising in tourism. TimeZoneOne require an "Trip Adviser" IOS and Android app to accompany their Lake Wanaka Tourism website.

## Project

The approach we are taking will include UX Research and to identify a strategy and solution. There after our UX team will create mock ups with extensive testing before finally creating a prototype. We will then do further user testing on the prototype before proceeding with the final product.

After our initial discussions with the TimeZoneOne, we will propose to complete a functional app for IOS and Android devices which will give user the ability to plan their holiday with rental vehicle hire, pricing, itinerary planning along with fuel consumption estimation based on their itinerary. The functions and design of this app will be developed through the initial stages.

As discussed from the initial interview with TimeZoneOne, below are the minimum functions that will be included for this app.

- Function to select the date range of the trip (max 15 days)
- Function to select number of people going on the trip (1 to 6)
- Function to select type of vehicle & model based on number of people & days
- Function to select destinations within Wanaka and surrounding areas
- Function to display distance travelled & estimated fuel consumption
- Function to display total cost and to pay online with credit card



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### Target Audience

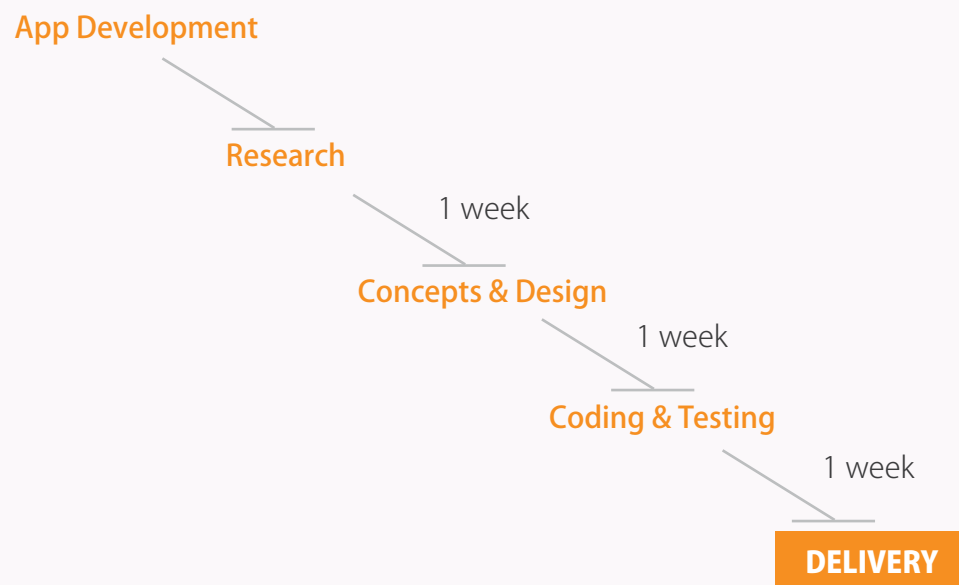
The target market will be young travellers who are on a budget & need help and advice on Wanaka & the area.

### Constraints

At this stage there are no constraints, we will however re review at after completing our first prototype.

### Our Process

The home automation project will be split into 4 stages, UX Research and Development, Mock-ups, Prototyping, User Testing.





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## Estimated Cost

Below is a summarisation of the estimated costings per stage.

**App Costing**

\$3850.00

**Research**

\$5775.00

**Concepts & Design**

\$3850.00

**Coding & Testing**

**Total \$13475.00**



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## **Contract**

**Please also initial each page.**

**This contract is between:**

**TimeZoneOne** here after referred to as the **"Client"**.  
and **SR UX** hereafter referred to as the **"Contractor"**

### **1) Who will actually do the work?**

All work will be carried out by the Contractor, or by sub- contractors working to specifications determined by the Contractor .

### **2) What work will be done?**

The contracted work for this contract is detailed in the previous section. Any work that is requested by the Client after this contract has been signed, will be subject to a separate contract.

### **3) What about the content?**

Everything is supplied by the client, unless otherwise agreed.

All images, text, data or other content supplied or used on this site must be either copyright-free, or owned by the client.

When the supply of content is critical to the progress of the development of the site, this will be clearly indicated in the "Contracted Work" section. Failure to supply content by the agreed dates may affect the deadline, or even the delivery of the site.



#### **4) Site hosting**

Much of the code needed for most web sites has already been written by the contractor, and tested on the Contractor's web servers. If the site is not hosted on servers operated by the Contractor, problems may arise which are due to the way the web server has been set up. Final completion time is rarely affected by problems with other servers, but the Contractor reserves the right to extend this date if necessary. Additional charges may be incurred. The Contractor agrees to keep the Client informed of any such situation as it arises. Web site hosting will be covered by a separate agreement. Charges commence on publication.

#### **5) Charges and Quotes**

Unless otherwise agreed, the Contractor will provide an estimate of the potential cost, and/or hours for the job as understood at that time. The quote in the "Contracted Work" section will be based on more research, and will incorporate changes agreed by negotiation. It will be either:

- a) A fixed sum for an agreed task.
- or
- b) An hourly rate with an estimated number of hours required. In this case the Contractor will charge only for the hours spent on the job, and will notify the Client when 80% of the agreed time has been spent. If further time is required, an estimate will be provided.

#### **6) Payment**

Unless otherwise agreed, a standard hourly rate of \$70.00 (ex GST) will be applied to all work agreed on and listed in the "Contracted Work" section of this document. A 50% deposit, plus any additional one-off charges, for example, but not exclusively, URL registration fees, Fee for alternative hosting, additional software required etc, must be paid before any work is commenced. If the quote has been provided on an hourly basis, the initial invoice will be for half the estimated time. When that time has been reached, invoices will be sent weekly, unless otherwise arranged. Invoices are sent by email only, and terms, unless otherwise agreed, are payment in full in 7 days.



### **7) What is the process?**

Where possible, all work will be carried on a development server on a sub domain of one of the Contractor's web. Search engines are repelled as much as possible at this stage to avoid any unfortunate caching of development code being cached by Google.

Once the site is working to the agreed specifications, and all design details have been resolved, the final sums are due. Upon payment the site will be transferred to the Client's URL, and be published.

There will be a period of 28 days from publication when the Client may request minor changes without further charges.

Major changes or new functionality will be subject to a new agreement and contract.

### **8) Who owns the code?**

The Contractor may write some of the scripts and develop part of the database as part of establishing the quote, but reserves the right to uplift the code and the database at any stage before this contract is signed. When final payment has been made, the Client has the right to use all the code supplied by the Contractor forever, but the Client may not re-use the code, or allow it to be used, on any other web site without the prior agreement of the Contractor.

Contractor: \_\_\_\_\_ Date \_\_\_\_\_

Client: \_\_\_\_\_ Date: \_\_\_\_\_