

client company name: **ConvoSpark, LLC**

project title: **Picszoom**

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\$2,250

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## Project Overview

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ConvoSpark is seeking to create a social media mobile application for the company Picszoom. The app will be based upon the look and functionality of the existing Picszoom website, adapted to the unique constraints and capabilities of the mobile environment and interface. The existing website allows users to post public messages which contain links, photos, or video, rewarding them with points for their activities.

This proposal will detail Taylor Laubach's and Xavier Valarino's process and approach for the design of the Picszoom mobile app. Based on a user-experience-based design methodology, we will draft annotated wireframes and pixel-perfect mockups to be used in developing the functionality and look of the app's user interface.

## Project Approach

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The project approach involves four major steps:

- ▷ Planning Functionality
- ▷ Designing Functionality
- ▷ Planning Appearance
- ▷ Designing Appearance

Each step will end with the provision of a deliverable and will, along with any feedback from ConvoSpark, form the planning for the following step. The two design steps will include an iterative process resulting in designs to be used as instructions for ConvoSpark's development team. Two rounds of usability testing with a small set of potential users will inform the design process.

## Scope of Work

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Taylor Laubach and Xavier Valarino [henceforth "the Designers"] will create annotated wireframes and visual mockups for the Picszoom mobile app based on an iterative design process utilizing user experience and visual design best practices.

ConvoSpark will provide any documents they have produced for Picszoom in planning the project, as well as (if these documents do not already include the following items) a list of business requirements for the app, a list of the functionality of the existing Picszoom website, and an explanation of the Picszoom concept.

The Designers will create user personas representing the range of target users.

The Designers will use these personas as a tool for determining user needs which the application may wish to address. The Designers will create mental model maps to determine which user needs are most important to address in the application's functionality.

The Designers will produce a list of the full proposed functionality for the application and provide it to ConvoSpark.

ConvoSpark will review the list of functionality, with the understanding that this list will define the functional requirements for the application. ConvoSpark will provide feedback (including any required or suggested changes to the list of functionality) with the understanding that this list will be the basis for designing the users' interaction with the application.

The Designers will organize the functionality into a flow, which they will use to create a map of the application's screens. The Designers will use this map to create a wireframe for each screen, based on the respective functionality that each screen should contain. The Designers will perform usability tests of these wireframes with 2 representative users to determine and address any potential issues with the design at this early stage. Based on these usability tests, the Designers will create a first draft of the wireframes.

The Designers will present these wireframes to ConvoSpark, explaining the interaction in detail.

ConvoSpark will meet with the Designers (in person or by phone conference and screenshare) and will provide feedback to inform the creation of a second draft of the wireframes.

The Designers will provide a written list of the proposed changes to the wireframes and will create that second draft.

ConvoSpark will sign off on the second draft. A request for additional changes will result in fees, as outlined in the "Additional Costs and Fees" portion of this proposal.

Once ConvoSpark has signed off on the second draft of the wireframes, the Designers will annotate them, creating a software specification which will explain the functionality of all screens in the application.

ConvoSpark will provide the style guide and working files(including those for logotype and all icons) for the existing Picszoom website. If these items are not provided, the Designers will create them from images found on the existing website for an additional fee, as outlined in the “Additional Costs and Fees” portion of this proposal.

Based on the above materials, the Designers will create a unique and mobile appropriate visual appearance for the mobile application.

The Designers will utilize the modified wireframes and styleguide (and other visual assets) to create a draft version of mockups of every screen in the application. The Designers will provide these mockups to ConvoSpark for feedback.

ConvoSpark will provide feedback on the visual design of the mockups.

The Designers will edit the mockups based on this feedback, to create a second draft of the mockups. The process of creating this second draft will involve a second round of user testing. Based on this testing, the Designers will provide a modified version of the annotated wireframe and specification.

ConvoSpark will sign off on this second draft of the application mockups. A request for additional changes will result in fees, as outlined in the “Additional Costs and Fees” portion of this proposal.

Once ConvoSpark has signed off on the second draft of the mockups, the Designers will provide a final set of the mockups, edited image assets, annotated wireframes, and software specifications along with an invoice for the full costs outlined in the “Project Pricing” section of this proposal as well as any additional fees incurred, as outlined in the “Additional Costs and Fees” portion of this proposal.

## Assumptions

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It is necessary that ConvoSpark provide the following assets and resources. An inability to provide these assets and resources may contribute to the unsuccessful or delayed delivery of this project.

### **The following assets and resources are expected:**

- Timely access to all required ConvoSpark employees.

- Timely access to all required assets of the Picszoom project as outlined in the “Scope of Work” section of this proposal.

- Timely feedback and signoff on all deliverables.

# Deliverables

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## User Personas

Creating User Personas is the first step in translating the business requirements into a user-centered design process. This document will contain bio's of 3-5 fictional users including their needs, preferences, and limitations in using the application.

## User Needs List

The User Needs list translates the narrative exploration of user needs, found in the User Personas, into a concise list of the user needs that may be desirable to address in the application.

## Mental Models Map

The Mental Models Map is a chart which contains the user tasks which address activities related to the business requirements and intended functionality of the application. High-level tasks or needs form column headers, while the breakdown of low-level steps involved in achieving those tasks form the items in each column. By analyzing the frequency with which each user need appears in the columns, it is possible to determine which needs are the most important to address in the application's functionality.

## Functionality List

The business requirements, user needs, and mental models map will be used to create a concise list of the proposed functionality for the application. ConvoSpark's feedback (if any) will determine any changes to this list.

## First Delivery

The User Personas, User Needs List, Mental Models Map, and Functionality List, along with a rough mockup of the main screen (which will demonstrate the early planning stages of the visual style to be used throughout the app), will be provided to ConvoSpark within 5-7 business days of the signing of this proposal and provision by ConvoSpark of the planning and visual design documents outlined in the Scope of Work.

## Functionality Flow

The Functionality Flow is the first step in turning the planned functionality into a useable application. It is a high-level overview of how each item in the functionality list will interact with the others.

## App Map

The App Map moves the functionality flow down a level of granularity. This document groups the functionality by screen, in the process defining the architecture of the user interface and forming both a validation before creating the wireframes and a checklist for creating each wireframe.

## Draft Wireframe

The Draft Wireframe will show the interaction details of the user interface for every screen in the application. It will be tested with 2 representative users and revised on the basis of that test before being provided to ConvoSpark for feedback. ConvoSpark's feedback will be used to revise the wireframes.

# Second Delivery

The Functionality Flow, App Map, and Draft wireframe will be provided to ConvoSpark within 10 business days of ConvoSpark's signoff on the Functionality Flow.

## Final Annotated Wireframes

The Final Annotated Wireframes will be a product of the draft wireframe, any feedback from ConvoSpark, and the second round of user testing, which will be completed using the Mockups. The Annotated Wireframes will contain explanations of each piece of functionality in the user interface and will function as a software spec for ConvoSpark's development team.

## Revised Image Assets

The Designers will revise the image assets from Picszoom's existing website in order to create the look and feel of the mobile app. These Revised Image Assets will be used in turning the wireframes into mockups and will be sent to ConvoSpark as part of the final set of deliverables.

## Draft Mockups

The Draft Mockups will show how every screen in the final application should look. They will be created through a visual design process incorporating the Wireframes and the Revised Image Assets. ConvoSpark's feedback on these mockups, in addition to the second round of user testing, will inform the creation of the final mockups and the Final Annotated Wireframes.

## Third Delivery

The Draft Mockups will be provided to ConvoSpark for review and feedback 5-7 business days after receipt of ConvoSpark's feedback and signoff on the draft wireframes.

## Final Mockups

Based on ConvoSpark's feedback on the Draft Mockups, the second round of user testing, and the Final Annotated Wireframes the Designers will create the Final Mockups as a piece of the final software specification. These mockups will show the graphical user interface for every screen in the application exactly as the Designers intend it to appear in the production application.

## Fourth Delivery

The Final Mockups and Final Annotated Wireframes, along with all remaining deliverables, will be provided to ConvoSpark no later than 10 business days after ConvoSpark's feedback and signoff on the Draft Mockups.

## Ownership and Rights

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We grant ConvoSpark and Picszoom full rights to use our designs and the assets contained in the deliverables for the creation of their mobile application.

We reserve the right to reproduce and distribute these items, both individually and jointly, for the purpose of demonstrating and marketing our design work.

## Additional Costs and Fees

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### Style Guide, Logotype, Working Files

If a Style Guide, Logotype, and/or Working Files are not provided, the creation of such will be carried out for an hourly fee at a rate of \$40 / hour.

### Iterations

After the initial revision to the wireframes, any additional requests for changes must be made in writing. Such changes will incur an hourly fee, at a rate of \$50/hour.

### Comparables

After the initial revision to the mockups, any additional requests for changes must be made in writing. Such changes will incur an hourly fee, at a rate of \$40/hour.

## Project Pricing

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Not including any additional fees, the project will cost \$2,250.

## Payment Schedule

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Along with the Final Mockups and accompanying deliverables, the Designers will provide an invoice for the entire cost of the project, including any additional fees incurred.

If at any point ConvoSpark cancels the project, or delays more than 10 business days in providing feedback and/or signoff for a set of deliverables, the Designers will provide an invoice for the work completed.

In the case of a delay, as outlined above, the Designers will continue work as soon as they have received signoff from ConvoSpark. In the case of project cancellation and subsequent continuation, the Designers will have first right of refusal for continuing the work contained in this proposal.

Within 5 business days of the receipt of an invoice, ConvoSpark will pay Taylor Laubach, in full, for the work described therein.



## Acknowledgement and sign-off

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This proposal is acknowledged and agreed to in its entirety by ConvoSpark. This proposal must be signed and dated by an authorized representative of ConvoSpark in order to be in effect.

This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supercedes all prior oral or written agreements, discussions, negotiations, commitments, writings or understandings. Each of the parties acknowledges and agrees that in executing this proposal, it has not relied upon, and it expressly disclaims reliance upon, any representation or statement not set forth herein. Accepted by the authorized representatives of:

### The Designers

Name: **Taylor Laubach**

Title: **UX Designer**

Date: **10/16/2013**



### ConvoSpark

Name:

Title:

Date: