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R&R Partners

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Description:

Here are my estimates of hours of work and total cost per phase or section of the UX design project for AdOmni in association with R&R Partners.

Description	Rate (USD)	Tax	Total
Strategy & Requirements (10 hours)  Business stakeholder interviews. Target User interviews and testing of current site. Later User testing of updated visual design prototypes. Report of user testing results. All meetings throughout project for review and comments.	\$ 800.00	No Tax	\$ 800.00
Structure & Flow (20 hours)  Information Architecture/Site map (up to 3 revisions) Conceptual Model Descriptions User flows and Service Journey Diagram (a white-boarding exercise done online which produces a document we build collaboratively with client or SME) Proposal Management System (PMS) flow and usability analysis Home-page marketing analysis and competitor report Error and Messaging Inventory and Redesign	\$ 1,400.00	No Tax	\$ 1,400.00
Skeleton (24 hours)  Wireframes (up to 14 screens split between desktop and mobile as needed) "Wireflow" Diagrams showing paths between screens as a user executes a certain process. 3 InVision Prototypes of certain critical features in the site, as an extension of the wireframes with added hotspots and navigation e.g. - Campaign builder to purchase ads from the search results - Proposal Management System - Registration and account setup  (Includes up to two rounds of revisions on wireframes and diagrams)	\$ 1,700.00	No Tax	\$ 1,700.00
Visual Design Adjustments (20 hours)  Updates of up to 5 screens in Sketch files and prepare them for developer handoff using zeplin.io. These screens can have multiple states and permutations to reflect complex single-page interfaces. (up to 2 rounds of revisions)	\$ 1,000.00	No Tax	\$ 1,000.00
Subtotal:			\$ 4,900.00
Total:			\$ 4,900.00

**Notes:**

No additional software or materials costs are associated with this plan. I will use several collaboration products and services at my own cost for the various phases, possibly including [lookback.io](https://lookback.io), [handrailux.com](https://handrailux.com), [realtimeboard.com](https://realtimeboard.com), [zeplin.io](https://zeplin.io) and other design and illustration software. All source files and PDF reports will be made available at the end of the project.