Tim Bendt

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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)	$ 800.00	No Tax	$ 800.00
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.			
Structure & Flow (20 hours)	$ 1,400.00	No Tax	$ 1,400.00
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) Home-page marketing analysis and competitor report Error and Messaging Inventory and Redesign			
Skeleton (24 hours)	$ 1,700.00	No Tax	$ 1,700.00
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. - Using the campaign builder to purchase ads from the search results - Using the proposal manager as a logged in user - Registration and account setup (Includes up to two rounds of revisions on wireframes and diagrams)			
Visual Design Adjustments (20 hours)	$ 1,000.00	No Tax	$ 1,000.00
Updates of up to 5 screens in PSD files and prepare them for developer handoff. (up to 2 rounds of revisions)			

	Subtotal:	$ 4,900.00
	Total:	**$ 4,900.00**

Notes:

No additional software or materials cost associated with this plan. But, for a project and application of this size and complexity the customer may want to consider the use of a full-featured online UX design system application like UXPin, which costs $49 per user per month.