

#TEMPLATE

Client Details

Prepared by 'Your Name' for 'Client Name' | Date

Introduction

Hi, I'm 'Your Name' based in 'Country Name'. I love to solve problems and make everyone's life a little easier with great experiences. I primarily specialize in web & mobile applications well versed in all aspects of delivering quality and user-friendly products.

In this UX design proposal, I will outline my design process for reaching the desired outcome, the project's delivery timeline, and all project costs.

Context

A brief about the company: Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet. Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.

Goal & Vision: They are aimed at winning all the e-groceries Industry in India, targeted at XX,XXX active monthly users with XXX,XXX registered users.

Project Approach & Scope of work

My UX process follows industry-standard UX standards. Each project is completed in three key phases:

- Research
- Design
- Iterate

Phase 1: Research

In this phase, I'll use a combination of qualitative and quantitative research methods to identify the following:

- Key users and their demographic criteria
- The needs that your product meets for your users
- The goals which your users rely on your product to meet
- The user experience offered by your competitors

This phase is critical to a successful UX strategy, as it provides the baseline data that will drive all design decisions.

Phase 2: Design

In this phase, I'll create a UX strategy and various prototypes to be tested and deployed, including:

- Documented UX strategy and user flows
- Design wireframes for review and approval by you
- Functional design prototypes for user testing

Phase 3: Iterate

In this phase, I will deploy the prototype to the selected user groups. By measuring interaction with these prototypes against predefined standards, we will be able to make a series of iterations to the UX strategy and product design. Each iteration will be redeployed to target groups, and measured for performance.

At the conclusion of this iterative process, we will be able to deliver a final product design for deployment to your full user base.

Project Timeline

The table shown below are the detailed milestones associated with this project, including the time required in each phase. The time below are projections only, and are subject to change depending on required prototype iterations or other project delays.

Milestones	Time Required	Cost	Description
Phase I <ul style="list-style-type: none">• Client Interviews• User Surveys• Competitive UX Analysis	X weeks	XXXX.XX	Discussion with the client to know their product better, understand the users and their pain-points, analyze the competitors UX behavior
Phase II <ul style="list-style-type: none">• UX Documentation, & User Flows• Rough Sketch• Wireframes	X weeks	XXXX.XX	Creating user personas and flows based on the UX Documentation. Sketch initial ideas of the product and create low-fidelity wireframes. After the usability testing and client approval, high fidelity wireframes will be created.
Phase III <ul style="list-style-type: none">• Mockups and Prototype• Testing & Iterations• Final Design	X weeks	XXXX.XX	Based on the wireframes, mockup of all the screens will be designed and an interactive prototype will be created for the user testing. After collecting the reviews from the users and client, iterations will be performed and final product will be delivered.
Total	X weeks	XXXX.XX	

Copyright

Full ownership of the design is transferred to the client once work is completed. This ownership also allows for the designer to display the work in their portfolio.

Termination Clause

Due to unforeseen and unexpected reasons, both the client and the designer have the ability to terminate the project at anytime. If this occurs, the ownership of completed work stays with '**Your Name**'. Payment for any unutilized hours will be returned to '**Client Name**'.

Terms & Conditions

- Payment structure: 25% upfront, 50% after I finished the wireframes stage, 25% after the approval of the final design.

Payment via PayPal.

- Resources needed for the design, such as fonts, stock photos, and icons, are not included in the prices above. Those will be paid by the client, and the rights to use them shall be theirs.
- New components that are not described in the scope of work will be assessed in a new estimate.
- Business day count starts only after the client provides all resources requested. The milestones might extend based on your feedback time.
- Usage rights: After the work is completed and payment has been received, the client will own the rights to the design.
- In case of project cancellation after the work has started, the client will pay for the relative part of the work.

Client's Signature and Date

Your Name & Signature

W: yourwebsite.com

E: yourname@email.com