

UX DESIGN

PROPOSAL

**Prepared for: prepared by:**

**Client name sender name**

**[client.company] [sender.company]**

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* **Greetings**
* **Expectations**
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# INTRODUCTION

Introduction, Process, Timeline, Costs, and Acceptance are the five sections of this UX Design Proposal Template. Filling in the tokens on the right will automatically fill in crucial items throughout the proposal, and the table of contents on the next page will allow you and your customer to quickly hop to a specific section.

[Sender.Company] is a design firm that offers bespoke UX design solutions to businesses across a variety of sectors. Our analysts and UX designers conduct the essential research and analysis for successful UX in your products, as well as establish unified UX strategies that enable you to become a product-driven company.

We will define the project at hand, our process for achieving your intended output, the project's delivery timetable, and all project costs in this UX design proposal.

# YOUR NEEDS

Spend time writing a clear description of your client's requirements. This will show that you've paid attention to them in earlier conversations and that your proposal will assist them achieve their objectives. To edit this UX design proposal template to match your agency's needs, feel free to add new content blocks throughout.

[Client.Company] must establish/improve the user experience of their products in order for their users to become involved and loyal to them.

Specifically, [Sender.Company] will perform UX design services to achieve the following:

Project description

# OUR PROCESS

The UX methodology at [Sender.Company] adheres to industry-standard UX guidelines. Each project is finished in three stages:

1. **Research**

Description

1. **Design**

Description

1. **Iterate**

Description

### PHASE 1: RESEARCH

We employ a combination of qualitative and quantitative research approaches at this phase to determine 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 step is crucial to a good UX strategy since it offers the baseline data from which all design decisions will be made.

### PHASE 2: DESIGN

During this phase, we develop a user experience plan as well as several prototypes to test and deploy, including:

* Documented UX strategy and user flows
* Design wireframes for review and approval by [Client.Company]
* Functional design prototypes for user testing

This step is crucial to a good UX strategy since it offers the baseline data from which design decisions will be made.

### PHASE 3: ITERATE

[Sender.Company] will deliver a succession of functional prototypes to specified user groups throughout this phase. We'll be able to make a number of changes to the UX strategy and product design by testing interaction with these prototypes against predetermined standards. Each iteration will be re-deployed to different target groups and evaluated.

We'll be able to produce a final product design for deployment to your whole user base at the end of this iterative phase.

# PROJECT TIMELINE

The milestones related with this project, as well as estimated delivery dates, are listed in the table below. The dates listed below are estimates only, and they may fluctuate depending on the number of prototype iterations necessary or other project delays.

**MILESTONE COMPLETION DATE**



PHASE 1

Client Interviews User Surveys

Competitive UX Analysis PHASE 2

UX Documentation & User Flows Initial Wireframes

Functional Design Prototypes PHASE 3

Prototype Deployment & Testing Final Design



Change the milestones in the table below to match the project structure at your agency. You set clear expectations for the project and demonstrate that you've prepared well by offering specific milestones and timeframes.

## PROJECT COSTS

The costs related to this project are listed in the table below. At the end of each of the three project phases, [Sender.Company] will send an invoice to [Client.Company] .

| **Name Price** | **QTY** | **Subtotal** |
| --- | --- | --- |
|  | Subtotal | **$0.00** |
|  | Discount | **$0.00** |
|  | Tax | **$0.00** |

**Total $0.00**

## ACCEPTANCE

[Client.Company]

[Client.Signature]

[Client.Date]