UX Design Proposal
The Heel Toe Sneaker Company

October 6, 2021

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Prepared for: The Heel Toe Sneaker Company

Prepared by: John Williams

Introduction

John Williams is an experienced designer with a 10+ year track record designing mobile and responsive products. Williams specializes in providing UX design services for small businesses, and kiosk experiences. He's spent his career honing his user-centered design process. His work can be viewed on his portfolio website. In this proposal, Williams outlines the project, process, the project's delivery timeline, and all project costs.

Statement of Work

The Heel Toe Sneaker Company is a medium sized retail company, working on rebranding their business for an upcoming launch of a new line of sneakers. They would like to create an e-commerce application similar to large retail competitors like Nike and Adidas. The Heel Toe Sneaker Company is seeking John Williams expertise with the research, ideation, and creation of the app's design. Once initial designs are agreed upon, the designer (John Williams) will support the prototyping phase. There will be three phases of the project: researching, ideating & designing, and testing & iterating. Each of these phases have individual milestones detailed below. The completion date of the project is currently December 3rd, 2021.

My Process

John William's UX design process follows common UX best practices. Each project is completed in three key phases:

1. Research
2. Ideate and design
3. Test and iterate

Phase 1: Research

Use qualitative and quantitative research methods to:

- Identify key user demographics, like
- Deeply understand user pain points
- Clearly define the problem that users are facing
- Outline how The Heel Toe Sneaker Company app can meet those needs

Phase 2: Ideate and Design

Create a UX design strategy and various prototypes to be tested and deployed,

including:

- Document UX strategy and user flows
- Ideate design options
- Design wireframes of key screens of the app for review and approval by The Heel Toe Sneaker Company
- Develop functional end-to-end prototypes of The Heel Toe Sneaker Company app for client feedback and user testing

Phase 3: Test and iterate

Conduct research with potential users to gather feedback about prototypes of the app and iterate on designs based on research insights

- Conduct one round of hallway testing to gather feedback about early stage designs
- Conduct two usability studies about prototypes of The Heel Toe Sneaker Company app
- Share four rounds of design iterations, based on research insights at each stage

Milestones

PHASE 1

- 50 client interviews
- 100 user surveys
- Competitive UX Audit

PHASE 2

- UX Documentation & User Flows
- Initial Wireframes
- Functional Design Prototypes

PHASE 3

- Prototype Deployment & Testing
- Final Design

Project Timeline

Estimated hours for completion: 250 hrs in total

This is where your hours quoted for the project should go.

Estimated date for completion: December 3rd, 2021

This is your "if all goes well this is when the project will be done" date.

Phase	Duration	Date
Research Phase	1 week	11/01/2021
Design Phase	4 weeks	11/29/2021
Iteration Phase	5 weeks	12/03/2021
	Total: 10 weeks	Due Date: 12/03/2021

Budget

TARGET BUDGET	ACTUAL BUDGET	UNDER/OVER
$ 4,830.00	$ 4,000.00	$ 830.00

TASK	Target Date	BUDGET	ACTUAL	UNDER/OVER
Milestone 1	11/01/2021			
Client Interviews		$ 530.00	$ 800.00	$ 270.00
User Surveys		$ 2,000.00	$ 1,200.00	$ (800.00)
Competitive UX Analysis		$ 2,300.00	$ 2,000.00	$ (300.00)
		$ 4,830.00	$ 4,000.00	$ (830.00)
Milestone 2	11/29/2021			
UX Documentation & User Flows		$ 2,000.00	$ 3,000.00	$ 1,000.00
Initial Wireframes		$ 3,000.00	$ 2,000.00	$ (1,000.00)
Functional Design Prototypes		$ 1,200.00	$ 1,000.00	$ (200.00)
		$ 6,200.00	$ 6,000.00	$ (200.00)
Milestone 3	12/03/2021			
Prototype Deployment & Testing		$ 1,200.00	$ 1,200.00	$ -
Final Design		$ 2,000.00	$ 2,000.00	$ -
		$ 2,000.00	$ 2,000.00	$ -
Buffer	12/15/2021	$ 510.00		
TOTAL		$ 4,830.00	$ 4,000.00	$ (1,030.00)

Assumptions and Dependencies

- Pricing in proposal is effective for 30 days
- Timeline depends on client providing the needed information to proceed
- Terms for which client owns the work

Acceptance

Your electronic signature below indicates your agreement to the proposed deliverable items and pricing outlined in this proposal, and will signal our team to initiate the project.

Signature: _____

Date: _____