Customer:

Date:

This is Project Template for all UX/UI Designers

Feel free to use and re-write ;-)

Project Name

Proposal number:

# **Executive summary**

# **OBJECTIVE**

*Describe high-level objective of this project based on your meeting or briefing.*

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**GOAL**

*Describe the goal of the project. What is the final goal, what will your customer get once you are done?*

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**PROJECT APPROACH AND SCOPE OF WORK**

The project will follow a 6-phase approach of

“Discover, Business Plan, Define, Design, UI Kit und Development Support”:

**Phase 1 - Discover** - Plan the overall strategy

**Phase 2 - Business Plan** - Minimum Viable Product and Lean Canvas

**Phase 3 - Define** - Business Metrics (KPIs), detailed User Journey Map, Information Architecture

**Phase 4 - Design** - Illustrate the user experience by creating Wireframes, Prototype, Usability Testing. Refine and polish Wireframes and resulting documentation.

**Phase 5 - UI Kit** - User Interface Kit and high-fidelity Wireframes + Prototype

**Phase 6 - Development Support** - Involvement on the development process to be a single point of contact for any user, product and design relevant questions and to ensure that the product team stays focused on the user’s needs.

**PHASE 1 - DISCOVER**

* **Project brief** - This document will outline product goals and objectives, identify project teams members, roles and responsibilities and confirm the project schedule.
* **Competitive Analysis** - Review of competitor products to identify where the new product needs to be positioned within the competitive landscape.
* **Persona Development** - Personas are documents that describe typical target users. With appropriate research and descriptions, personas can paint a very clear picture of who is using the product.
* **Card Sorting** - Card sorting is a method used to help design or evaluate the information architecture of an application or site. Card sorting may involve physical cards or pieces of paper, or it may be accomplished with one of several online card-sorting software tools. The results of a card sorting session help inform the design of the overall structure, navigation labels and home page design.

**PHASE 2 - BUSINESS PLAN**

* **Minimum Viable Product** - A detailed product requirement will be created based on the results of the above activities.
* **Business Plan** - Definition of business goals, user goals, revenue streams, costs, 1 year business plan.
* **Lean Canvas** - Is a strategic management and startup template for developing new business models. It is a visual diagram with elements that describe the values, infrastructure, customers, and finances of a company or product. He supports the companies in aligning their activities by illustrating possible compromises.

**PHASE 3 - DEFINE**

* **Business Metrics (KPI)**  - Definition of key performance indicators (KPI). KPIs evaluate the success of a platform or a business model.
* **User Journey Map** - User paths take into account people's mental models (how things should behave), the flow of interactions and possible points of contact.
* **Information Architecture** - Website architecture creation to define the overall structure, navigation labels and homepage design.

**PHASE 4 - DESIGN**

* **Conceptual modelling & Ideation** - Follow an iterative design process to gradually create more detailed designs to create a user-friendly prototype. Creation of sketches of possible ideas for workflows, layouts and interaction models.
* **Wireframes** - Also known as Screen Blueprint, is a visual guide that represents the skeleton of a website, product.
* **Interactive Prototype** - Is a model of your app, product which is designed to be tested by prospective users before you invest in developing the actual product.
* **Usability-Tests** - Prototype will be tested with 5 users. Based on the results, the prototype and wireframes are revised to create the best possible result.

**PHASE 5 - UI KIT**

* **User Interface Design** - Design of website, interface elements, typographic style, color, icons, etc.
* **Hand-over to Development Team** - Export of wireframes, IA and UI kit to the development team.

**PHASE 6 - DEVELOPMENT SUPPORT**

The consultant will be available for the product development team to answer any questions they might have about specified design solutions, to resolve any design issues that arise during development, and to clarify or amend the design artefacts as necessary.

**PROJECT EXTENSION**

The project team may identify further opportunities to enhance and improve the user experience based on information learned during the above phases. If that occurs, those opportunities can be further explored in a separate proposal outlining the activities required.

**ASSUMPTIONS**

* 5 selected users will be available to work on this project, such as user interviews, card sorting or user tests. A total of max. 5 hours each
* Phase 1 and 2 activities are carried out on the basis of research and therefore do not require multiple revisions or reviews.
* The development of the final wireframes is limited to 3 rounds of revisions.
* Interactive design is accepted.

**PROJEKT TIMING**

Phase 1 - Discover x Days

Phase 2 - Business Plan x Days

Project Meeting - Summary Phase 1 & 2 + alignment on the next steps

Phase 3 - Define x Days

Phase 4 - Design x Days

Project Meeting - Prototype Revision

Meeting with Development Team

Phase 5 - UI Kit x Days

Phase 6 - Development Support x Days

**Total: x Days**

**FINAL SUMMARY**

You will find a quote on the next page. All prices are exclusive of VAT.

You can find more information about my company, services and references on my *website*

Thank you for your inquiry and the interest you have shown.

Please don't hesitate to contact me if you have any further questions.