



UX Design Sprint

UX concept workshop in a design sprint format

Title	Goal	Activity	Deliverables
Intro	System Learning	<ul style="list-style-type: none">• System learning meeting with customer's stakeholders & users, including system presentation, competitors, and additional subjects that the customer would like to discuss.• Preparation conversation with the Decider.• Initial Preparation towards Day #1 - HMWs, Long Term Goal, Sprint questions.• Logistic preparation – Kit preparation.	Learning phase summary presentation: <ul style="list-style-type: none">• System Goal• System users• Users' main tasks
• Day # 1 - Focus	• Long term goal definition, focusing on the main subject	<ul style="list-style-type: none">• Common interview with all content experts, while writing HMWs.• Sorting and choosing the HMWs• Long term goal definition• Sprint questions definition• Process mapping and focus challenge tagging.• Preparation for day #2	Presentation which contains: <ul style="list-style-type: none">• Prioritized HMWs list• Long term Goal• Sprints Questions• Process Map contains the important HMWs & the tagged focus challenge. Looking for inspirations as homework
• Day #2 - Concept	• Selecting Concept/Solution, focusing on single main flow.	<ul style="list-style-type: none">• Inspirations presentation• Note taking• Crazy 8• Concepts drawing• Concepts presentation• Concept selection• Prototype workflow drawing (Facilitator & Decider only)	<ul style="list-style-type: none">• Inspirations screen captures presentation.• Proposed concepts drawing captures presentation, including the elements that the team preferred in each concept.• Selected concept• Definition of the workflow that will be built in the prototype.
• Day #3 – Prototype	• Creating a prototype	• Creating a prototype	• Functional prototype ready for testing
• Day #4 – Test	• Concept usability test	<ul style="list-style-type: none">• Up to 5 users testing (One Day)• The customer will recruit and coordinate with the users.	<ul style="list-style-type: none">• Pictures of usability testing.• Report that will present the users' questionnaires.• One page document including main findings
• Day #5 – Delivery	• Summary of the process, decision making	• Prototype updated according to the usability test insights.	<ul style="list-style-type: none">• Updated prototype• Summary presentation

The UX prototype will include 3-7 screens, depending on the screen's complexity. The screens list will be defined after the concept workshop.

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1. Prices and Payment

This project is suggested in a fixed pricing format.

The total price of the project is 60,000 NIS.

Online special price: 54,000 NIS

VAT and/or any other legally required fees will be added to all prices mentioned above, according to the laws and rules in Israel.

The request for payment will be delivered by the end of each calendar month and will include all payments for the milestones that were completed during that month. Payment will be concluded by the end of the work's current **month + 30 days**. The invoice and receipt will be delivered to the customer immediately following payment.

Payment will be made by bank transfer directly to UI's bank account.

Late payment will result in an interest charge at the rate charged by Bank Leumi for withdrawals over the credit line.



2. Working assumptions

- ◆ UI – Human Factors Ltd. (Company ID 512834250) is presented in the proposal as "UI".
- ◆ The proposal does not include a specifications document.
- ◆ Screen – the definition of a screen refers to all elements included in **one screenshot**. For example, in case a screen contains several tabs, each tab will be counted as a screen; Dialogs (that may be opened from a screen) are not considered a part of the screen. However, it may be possible to convert one screen for approximately three dialogs (according to the dialogs' complexity).
- ◆ The project does not include specifications of the main menu, and/or context menu (right click menu)
- ◆ There will be no employee – employer relationship between the customer and UI's employees.
- ◆ The customer will not form any business relationships with UI's team for 12 months following the end of the project.
- ◆ The intellectual property of UI's activities will belong to UI until full payment is received for the project. Following payment, the intellectual properties of the final deliverables will belong to the customer.
- ◆ This Agreement contains the entire understanding of the parties and supersedes any previous understandings or agreements with respect to the subject matter hereof. Any modification requested by the customer regarding this proposal will be made in writing. This does not imply that UI automatically accepts/approves any such modification.