

# USER EXPERIENCE DESIGN SERVICES

## PROJECT PROPOSAL TO REMINDER X

PREPARE BY:

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## **Introduction.**

This document is a proposal for services to RemiderX by UX Practitioner.

Daniela Diez de Bonilla is responding to a request by Vera co-founder of ReminderX to deliver a project proposal.

This project is intended to give more insight on what users want on a to-do reminder app, what problems they need to be solved and how to solve them. The objective is designing a more functional app that cover the users' needs, a reminder app with access to a calendar, voice reminders, alarms with daily, weekly and monthly reports.

## **Project background.**

Reminder X is an Android and IOS reminder app that is having some trouble growing because is a very generic app, and they want to redesign the app to enhance its features and make it more friendly to the user. The founder Vera has contact me because she wants to improve the functionality of their app and to get a better insight on how users interact with it.

## **Project goal.**

The project goal is creating more useful features to the app that can meet the users' wants and needs. This will make the app to stand up among other reminder apps adding more value to the company and increasing their user data base.

I will research how users compare Reminder X with other reminder apps, their usage, activities, layouts; and how the experience of the user can be improved identifying areas of satisfaction, dissatisfaction, moments of happiness, and friction points while using the app.

## Project activities, scope, and deliverables.

### Scope of work

We were approach by ReminderX to provide all the services required to redesign their app. The UXD practitioner will focus on the user experience design aspects of the ReminderX's app and company will have to provide all the required information to the UX practitioner.

Daniela Diez de Bonilla will deliver the following information for the project:

- Conduct user research to discover who the target users are, what they need from the product, and creating design tenets to reflect your findings.
  - Recruit 4 people to conduct interviews with.
  - Create a research protocol
  - Run interview sessions: write notes and observations.
- Create Shared Vision. Analyze user research, develop a user persona, design tenets, and document the work in a user experience brief. Affinity diagrams card sorting??
  - Introduction
  - Research approach
  - Findings and recommendations
  - User persona
  - Design tenets
- Design and critique low fidelity sketched workflows and wireframes for the app. Sketch by hand 4 workflows and screen wireframes with paper and pencil (or pen) that illustrate key users' journeys that the new release of ReminderX will support.
  - Sketch by hand and submit initial designs to the group discussion board.
- Critiquing and iterating the design based on critique and feedback from your teammates.
  - After critiquing and being critiqued, then submit
  - Revise your sketches and then submit the designs based on feedback given by your peers in the critique phase.
- Mocking up and annotating the design using a digital tool of your choice.

- Transform your sketched wireframes into something high-fidelity. Choose a software tool and then reproduce the sketched design digitally.

## A timeline of activities.

Activities	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Project Proposal	✗					
Conduct User Research		✗				
Create Shared Vision			✗			
Creating low-fidelity sketched workflows and wireframes for the app.				✗		
Critiquing and Iterating the design based on critique and feedback from your teammates.					✗	
Mocking up and annotating the design using a digital tool of your choice.						✗

## Responsibility matrix.

UX recruitment, planning, and strategize: Daniela Diez de Bonilla

Interviews: Daniela Diez de Bonilla

Approving: Vera

Executing and consulting: Jorge

## Acknowledgement and sign-off.

This proposal is acknowledged and agreed in its entirety by ReminderX. By signing this acknowledgement with date \_\_\_\_\_ ReminderX authorize the project, goals, and procedures that the UX practitioner will deliver in the timeline established.

This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representations contained in any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties' agreement.

Each of the parties attest that they have read this proposal completely and thoroughly, fully understand it, and agree in executing the plan provided.

[CLIENT NAME] \_\_\_\_\_ Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Date [UX Practitioner] \_\_\_\_\_ Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_