








UX Design Workplan & Timeline



STEP	JUMP	LEAP
<div>Objective Essential design enhancement with focus on visual layout, aesthetics and interactive elements for different screen size with focus on Neogen Design System guidelines</div> <div>Activity Immerse & Planning Concept & Prototyping Testing & Refinement Testing & Finalization Design for Development</div> <div>Deliverables Typography Color Iconography/ imagery/ animation Layout Copywriting</div> <div>Brand & Customer Impact  Improved usability and visual aesthetics promotes user satisfaction and engagement with the brand</div> <div>Design & Research Time  Estimated 3-4 months Will depend on scope and resources</div> <div>Budget  Estimated 10-20k USD Will depend on scope and resources</div>	<div>Objective Fundamental design improvement with focus on user needs, goals and pain points, system's functionality and interaction behavior, as well as the industry best practice and standards</div> <div>Activity UI Activity plus: User & Task Analysis Competitive Benchmarking</div> <div>Deliverables Visual design enhancement plus: Interaction Design Information Architecture Sitemap Workflow Navigation</div> <div>Brand & Customer Impact  Improved user experience simplifies workflow or process, make it intuitive and increases efficiency and productivity for our customers</div> <div>Design & Research Time  Estimated 5-7 months Will depend on scope and resources</div> <div>Budget  Estimated 20-40k USD Will depend on scope and resources</div>	<div>Objective Create design improvement with focus on end-to-end customer journey with focus on adding value for capability and new functionality</div> <div>Activity UI Activity UX Activity plus: User Research Discovery & Exploration</div> <div>Deliverables Visual design enhancement User experience improvement plus: Learnings and explorations for innovation inspiration (e.g. integration, automation, etc)</div> <div>Brand & Customer Impact  Improved end-to-end customer journey provides a factual basis for strategic decisions, guide improvements in product delivery</div> <div>Design & Research Time  Estimated 8-12 months Will depend on scope and resources</div> <div>Budget  Estimated 40-60k USD Will depend on scope and resources</div>