

# Consulting Proposal

**Sean Ringrose**

Prepared for SRAS Studios

May 4, 2026

SERVICE	LOCATION	RATE
<b>UX/UI Design</b>	<b>Houston, TX</b>	<b>\$150/hr</b>

To: SRAS Studios

From: Sean Ringrose

Date: October 26, 2023

Subject: Proposal for UX/UI Design Audit

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## 1. EXECUTIVE SUMMARY

Sean Ringrose is pleased to submit this proposal to SRAS Studios to conduct a comprehensive UX/UI design audit of your e-commerce platform. With over 15 years of experience in UX/UI Design, I will identify specific friction points in the customer journey and provide actionable design recommendations to increase conversion rates and improve brand perception. This engagement is designed to provide a high-impact roadmap for your shop's growth over a focused two-week period.

## 2. SCOPE OF WORK

The audit will focus on the end-to-end user experience of the SRAS Studios e-commerce site, specifically targeting the following areas:

- **Heuristic Evaluation:** An analysis of the site against industry-standard usability principles to identify navigation hurdles and accessibility issues.
- **E-commerce Conversion Funnel:** A deep dive into the "Path to Purchase," including product discovery, cart management, and the checkout sequence.
- **Visual Design & Branding:** Assessment of typography, color theory, imagery, and layout consistency to ensure the UI aligns with SRAS Studios' brand identity.
- **Mobile Optimization:** A review of the responsive experience to ensure seamless functionality across all device types.
- **Performance & Interaction:** Identification of slow-loading elements or confusing interactive components that may contribute to bounce rates.

## 3. DELIVERABLES

Upon completion of the audit, SRAS Studios will receive:

- Comprehensive Audit Report: A detailed PDF document outlining findings across usability, visual design, and e-commerce functionality.
- Annotated UI Screen Captures: Visual markups of existing pages highlighting specific areas for improvement.
- Prioritized Action Plan: A categorized list of recommendations (High, Medium, and Low impact) to guide immediate and long-term design updates.
- Summary Presentation: A 30-minute video call to walk through the findings and answer specific implementation questions.

## 4. TIMELINE & MILESTONES

The project will be completed over a 2-week duration:

- Phase 1: Discovery & Analysis (Week 1): Initial site review, user flow mapping, and identification of pain points.
- Phase 2: Synthesis & Reporting (Week 2): Development of the audit report, creation of annotated visuals, and final delivery of all documentation.

## 5. PRICING

The project is billed at a flat hourly rate for a total estimated effort of 16 hours.

Item	Rate	Hours	Total
UX/UI Design Audit & Reporting	\$150/hr	16	\$2,400.00
Additional Expenses	\$0.00	0	\$0.00
<b>PROJECT TOTAL</b>			<b>\$2,400.00</b>

## 6. TERMS & CONDITIONS

### Payment Schedule

A 50% deposit (\$1,200) is due upon signing to secure the project start date. The remaining 50% (\$1,200) is due upon delivery of the final Audit Report.

### Intellectual Property

Upon final payment, all reports and deliverables created by Sean Ringrose for this engagement shall be the sole property of SRAS Studios.

### Confidentiality

Sean Ringrose agrees to keep all proprietary business information, customer data, and internal metrics shared by SRAS Studios strictly confidential.

### Termination

Either party may terminate this agreement with 7 days' written notice. In the event of termination, SRAS Studios will be responsible for payment for all hours worked up to the date of termination.

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Accepted by:

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\*SRAS Studios Representative\*

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\*Date\*