YOUR
LOGO

**COMPANY NAME**

 UX AUDIT FOR ONLINE STORE PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to conduct a UX audit of your online store. We specialize in evaluating and enhancing digital experiences to boost engagement, reduce friction, and increase conversions.

This proposal outlines our approach to auditing and improving [Client Name]'s e-commerce user experience.

# Project Objectives

The primary goals are:

- Identify usability issues and friction points in the online store
- Provide actionable recommendations to enhance user experience
- Improve conversion rates and customer satisfaction
- Ensure accessibility and mobile optimization

# Proposed Services

Our UX audit services include:

- Heuristic evaluation of website structure and design
- Usability testing and user journey analysis
- Accessibility compliance assessment
- Mobile responsiveness and performance testing
- Conversion funnel analysis
- Comprehensive UX audit report with prioritized recommendations

# Scope of Work

Scope includes:

- Initial consultation to understand business goals and KPIs
- Full audit of the online store’s UX across devices
- Analysis of navigation, layout, content, and interactions
- Recommendations for design, functionality, and performance improvements
- Presentation of audit findings to key stakeholders

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Research | Understand business goals and collect data | [Start Date] |
| UX Audit & Analysis | Conduct heuristic evaluation, testing, and assessments | [Date] |
| Reporting & Recommendations | Deliver audit report and prioritized action items | [Date] |
| Presentation & Follow-Up | Review findings with stakeholders | [Completion Date] |

# Pricing

Estimated cost breakdown for UX audit services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Heuristic Evaluation | Expert review of website usability | [Amount] |
| User Testing & Analysis | Usability tests and conversion funnel analysis | [Amount] |
| Accessibility & Performance Review | Compliance and speed optimization assessment | [Amount] |
| Audit Report & Recommendations | Comprehensive findings and improvement plan | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading UX and digital optimization agency, helping businesses create seamless and effective online experiences.

- Experience: [X] years in UX design and optimization
- Expertise: E-commerce usability, conversion optimization, accessibility
- Mission: To enhance digital experiences that drive user engagement and business growth

# Case Studies / Testimonials

Case Study: [Client Example]

- Project: UX audit for a fashion e-commerce site
- Outcome: Identified key friction points, leading to a 25% increase in conversions after implementation

Testimonial:
“[Your Company Name] provided a thorough and insightful UX audit that significantly improved our online store’s performance.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, balance upon delivery of audit report.
Confidentiality: All audit data and findings are strictly confidential.
Client Responsibilities: Provide access to website analytics and staging environments.
Adjustments: Scope changes subject to mutual agreement and may affect cost and timeline.

# Acceptance

To approve this UX audit for online store proposal and begin the engagement, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client Name]
Title: [Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_