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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_