YOUR  
LOGO

**COMPANY NAME**

APP UI/UX LOCALIZATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your App UI/UX Localization needs. We specialize in adapting digital experiences for global markets to ensure consistency, usability, and cultural relevance.  
  
This proposal outlines our approach to localizing the user interface and user experience of your app for [Client Name]'s international markets.

# Project Objectives

The primary goals are:  
  
- Adapt app interface elements to target languages and regional conventions  
- Ensure culturally appropriate user flows and content display  
- Maintain design consistency and usability across all localized versions  
- Improve user satisfaction and adoption in non-native markets

# Proposed Services

Our UI/UX localization services include:  
  
- Multilingual content integration and layout adaptation  
- Cultural customization of icons, imagery, color palettes, and user interactions  
- Review of design responsiveness and RTL (right-to-left) layout support  
- Usability testing in target regions  
- QA checks for linguistic accuracy and UI integrity

# Scope of Work

Scope includes:  
  
- Assessment of existing UI/UX design and components  
- Creation of localization kits and content guides  
- Design updates for target language(s)  
- Coordination with translators and developers  
- Final testing and delivery of localized app assets

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Design Audit | Assess app interface and identify localization needs | [Start Date] |
| Localization Implementation | Adapt UI elements and update layouts | [Date] |
| Testing & QA | Validate language accuracy and UX consistency | [Date] |
| Delivery | Provide final localized design files and documentation | [Completion Date] |

# Pricing

Estimated cost breakdown for UI/UX localization services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Audit & Strategy | Review of current UI/UX and localization planning | [Amount] |
| Localization Design | Adapt interface for multiple languages and cultures | [Amount] |
| Usability Testing & QA | Validate user experience and functionality | [Amount] |
| Final Handoff & Support | Provide files, documentation, and post-launch support | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a global design consultancy with proven success in digital product localization.  
  
- Experience: [X] years in UI/UX design and internationalization  
- Expertise: Mobile and web UI localization, multilingual design systems  
- Mission: To make your app intuitive and delightful for users in every language and culture

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: UI/UX localization for a lifestyle app in 8 languages  
- Outcome: Increased retention in non-English markets by 30%  
  
Testimonial:  
“[Your Company Name] helped us scale our app internationally without compromising on design quality.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone-based billing.  
Service Scope: Includes design review, localization updates, QA, and delivery.  
Client Responsibilities: Provide source files, language files, and market feedback.  
Adjustments: Scope changes require agreement and may impact timeline and budget.

# Acceptance

To approve this App UI/UX Localization Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_