YOUR  
LOGO

**COMPANY NAME**

REMOTE UX TESTING LAB PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to implement a Remote UX Testing Lab. We specialize in setting up robust environments for remote user research, usability testing, and experience validation across devices and demographics.  
  
This proposal outlines our approach to building a scalable remote UX testing solution for [Client Name].

# Project Objectives

The primary goals are:  
  
- Establish a remote lab to conduct moderated and unmoderated UX tests  
- Capture qualitative and quantitative user experience data from real users  
- Support agile product development through continuous UX feedback  
- Provide tools, training, and protocols for scalable testing practices

# Proposed Services

Our remote UX testing lab services include:  
  
- Design and setup of testing infrastructure and toolkits  
- Platform selection (e.g., Maze, Lookback, UserTesting, Zoom)  
- Participant recruitment support and session management  
- Data collection, screen/audio recording, and usability metrics  
- Analysis frameworks and UX reporting templates  
- Training for in-house teams to manage sessions independently

# Scope of Work

Scope includes:  
  
- Discovery sessions to define research goals and target users  
- Testing protocol development and scenario design  
- Remote tool and platform setup with branded environments  
- Pilot testing and calibration  
- Reporting workflows and ongoing support

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Planning | Define goals, participants, and tool stack | [Start Date] |
| Platform Setup | Configure platforms and branding | [Date] |
| Pilot Testing | Run pilot sessions and calibrate processes | [Date] |
| Training & Launch | Train team and enable independent testing | [Completion Date] |

# Pricing

Estimated cost breakdown for remote UX testing lab setup:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Setup | UX research goal mapping and toolkit selection | [Amount] |
| Platform Configuration | Configure tools, user workflows, and templates | [Amount] |
| Pilot Execution | Run moderated/unmoderated tests and refine | [Amount] |
| Training & Reporting Frameworks | Train staff and deliver templates | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a UX consultancy with extensive experience in remote research methods, usability testing, and experience design.  
  
- Experience: [X] years in user-centered design and research infrastructure  
- Expertise: Remote testing tools, user research operations, agile UX  
- Mission: To empower product teams with rich, user-driven insights from anywhere in the world

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Global remote UX testing environment for a fintech app  
- Outcome: 3x increase in monthly research sessions and improved product usability ratings by 25%  
  
Testimonial:  
“[Your Company Name] helped us test faster and smarter with real users—without being in the same room.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% upfront, balance in installments.  
Scope: Includes discovery, platform setup, pilot run, and training.  
Client Responsibilities: Provide access to product environments, define goals, and approve test participants.  
Adjustments: Changes in tools, scale, or scope may affect cost and delivery timeline.

# Acceptance

To approve this Remote UX Testing Lab Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_