



Design for Success

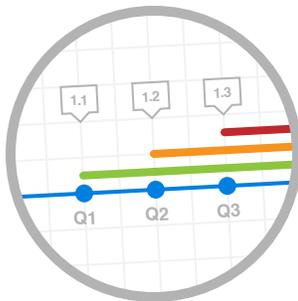
The research shows* every dollar invested in UX brings 100 dollars in return.

Launching a successful app or web service comes with many things to consider, and sometimes the hard work of designing the user experience of your product is saved for last, resulting in weeks or months of re-work, development cost overruns, and product delays.

ProtoPlay Product and Design helps you to develop a product and design strategy, all the way from your MVP to your long term product roadmap. Whether you are a lean startup looking for some quick concepts, or an enterprise ready to develop the next evolution of your product, we're here to help you get the most of every hour spent in development.

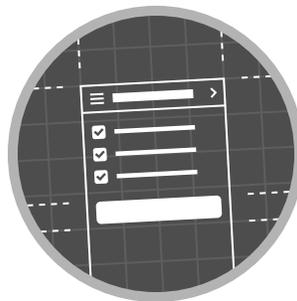
Let's Play.

Great products are built with imagination. We'll help you at any stage of your lifecycle with customized workshops starting at \$450



Product Strategy

Feature ideation and development, market research, functional specifications, product roadmaps



UX+UI Design

Covering all stages of design from concept development to user interface mockups



Prototyping

Sketches, paper prototyping, clickable demos and MVP presentations



ProtoPlay
Product and Design

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* Forrester Research: Business Case: The Digital Customer Experience Improvement Playbook - December 28, 2016

Workshops and Rates

Intensive Product Workshops

ProtoPlay offers three options for workshops that combine on-site working sessions with dedicated design time to produce deliverables to help you craft your product vision.

MVP Clinic - Quick Product Mockups

Includes intensive 3hr workshop to develop your product concept, and 3 hours of dedicated design time to produce up to 5 screen mockups, which can be shared with your product team, developers, and investors.

6hrs / \$450 Prepaid

MVP Elevator Demo - Quick Product Demo

Includes intensive 3hr workshop to develop your product concept, and 12 hours towards the development of a quick "elevator pitch" style MVP presentation.

15hrs / \$975 Prepaid

MVP Camp - Detailed Interactive Product Demo

For producing a functional demo of your minimal viable product concept, highlighting essential product features and interface design, to share with your product team, developers, and investors. Includes weekly 2hr workshops with your team, research, mockups, draft product roadmap, and interactive demo of your product for mobile or desktop.

30hrs (5hrs per week for 6 weeks) / \$1950 Prepaid

Contract Rates

Flexible rates to suite your short-term or long-term strategic product and design needs.

Hourly Contract Rates

Short term projects or support, invoiced Monthly	\$110 /Hour
Long term projects, Less than 100hrs per year	\$90 /Hour
Long term projects, 100-200hrs per year	\$75 /Hour
Long term projects, 200-500hrs per year	\$65 /Hour

Dedicated time retainer (for projects 3 months or more)

120 hrs per month	\$6600 /Month
60 hrs per month	\$3600 /Month

Special prepaid rates for new businesses *

100 prepaid hours	\$5500
50 prepaid hours	\$3000

* Lower prepaid rates are based on the following conditions: 1. Prepaid rates are for small business (fewer than 10 employees), first-time clients, or for new and emerging businesses. 2. Payment in full is received prior to commencement of work, 3. Availability varies and is guaranteed to a maximum of 10 hours per month, 4. Prepaid time must be used within a 12-month period