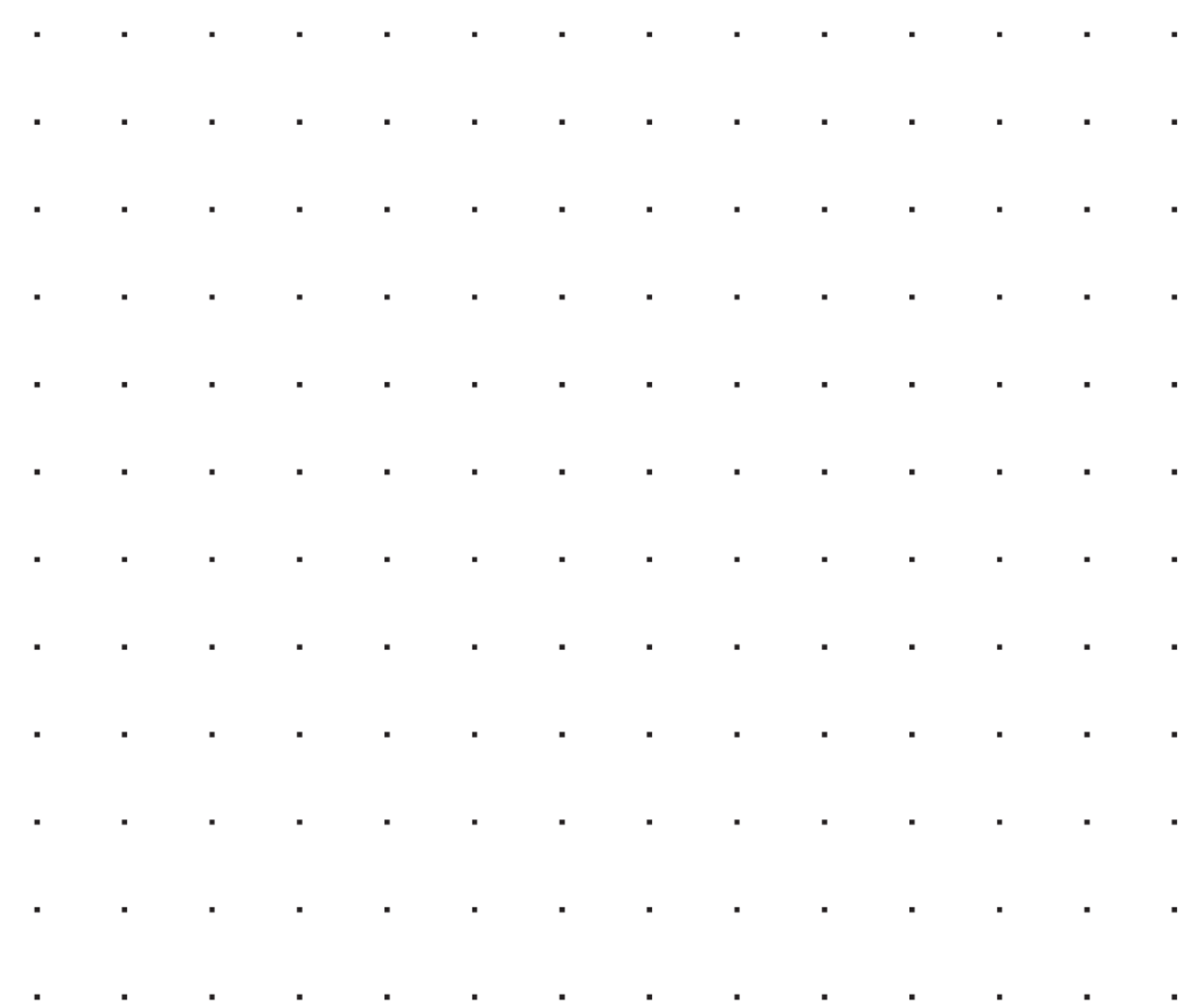# Tribal Worldwide London.

Credentials | Prepared by Tribal Worldwide London | 13. 12. 2019

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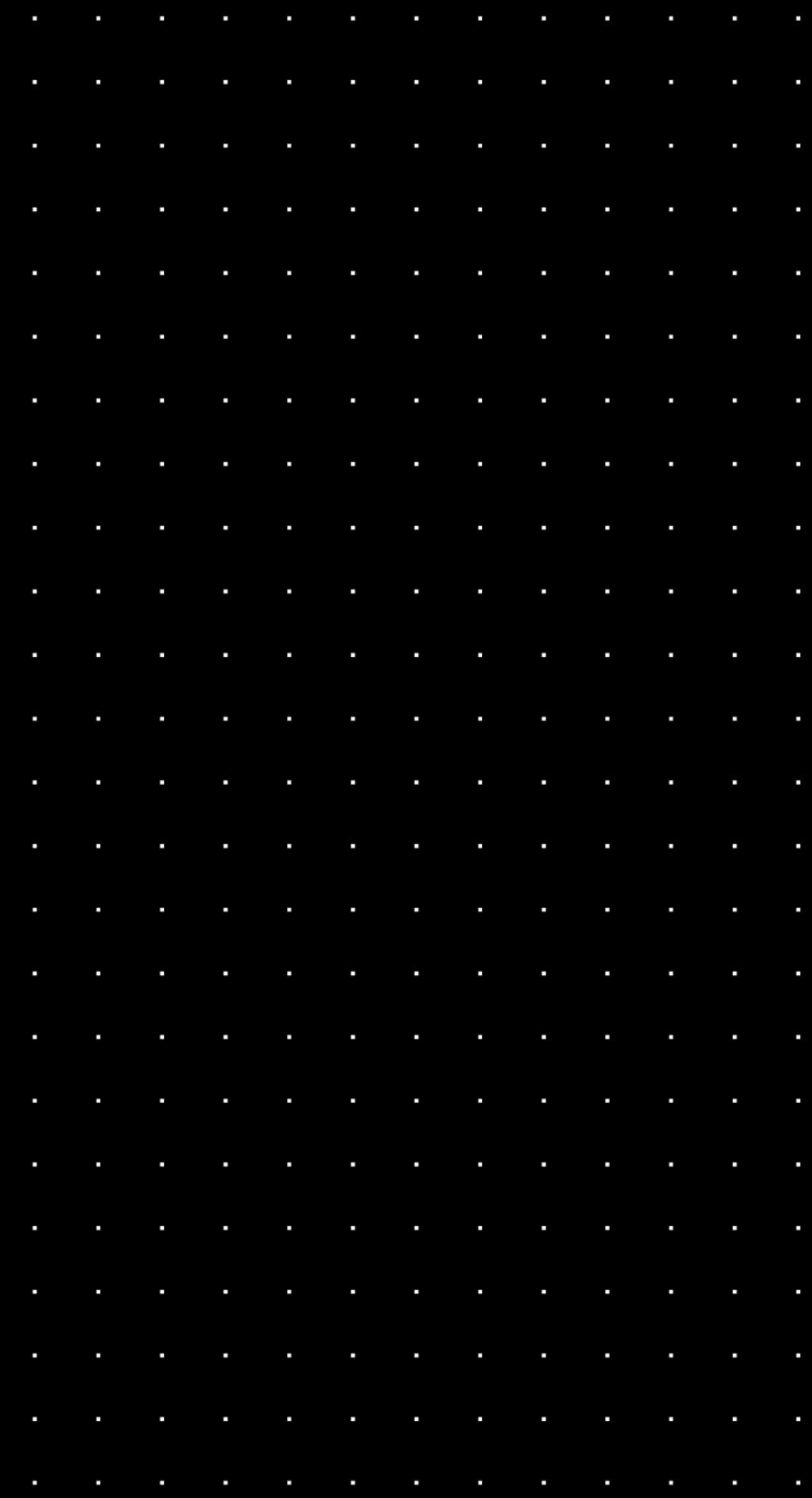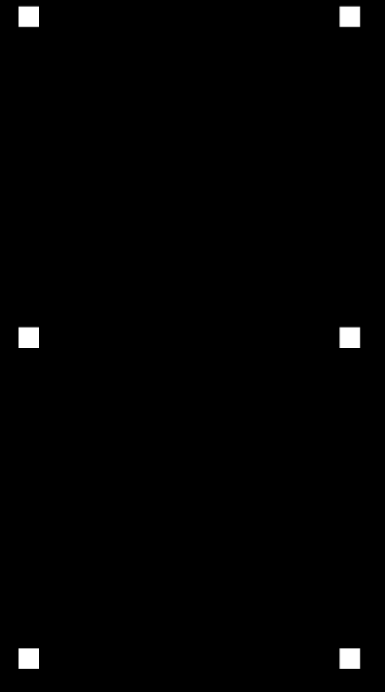12 Bishop's Bridge Road, London, W2 6AA

Tom Roberts

CEO

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Timings and costs.

Timing plan.

Week	1	2	3	5	6	7	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Discover	Data Analysis																			
	Survey review, set-up and Analysis																			
	Custom interviews																			
	Stakeholder interviews																			
Distil				IA Dev																
				IA User testing																
				User journey & flows																
				Current template audit																
				Design style guide																
				Usability testing																
Design							UX components and variants (up to 20 components)													
							Visual design of components and variants													
							Templates examples (up to 6)													
							Technical specifications													
							Non-technical specifications													
							QA test strategy													
Develop													Front end development (HTML, CSS, JS)							
													Design QA							
													Functional QA							

How we will do it

Costs breakdown.

These are indicative costs based on the scope as we know it. The following slides contain a breakdown of the proposed team for each phase.

_____

How we will do it

PHASE	COST
Discover	€30-35k
Distil	€40-45k
Design	€75-85k
Develop	€105-125k
TOTAL	**€250-290k**
Drive	Tbd based on scope
Usability Testing	€5-15k depending on number of participants
General Travel & Expenses	€500 p/m assuming main client contact is in France

Costs breakdown: Discover.

This is an indicative team based on the scope as we know it. Further discussions would be required to confirm the exact scope and therefore team for this phase.

How we will do it

ROLE	HOURS	RATE	COST
Oversight			
Head of UX	5	€280	€1,400
Head of Design	5	€234	€1,170
Head of Delivery	5	€234	€1,170
Business Director	5	€206	€1,030
Team			
Senior UX Architect	52	€168	€8,736
Senior Data Analyst	26	€159	€4,134
Senior Business Analyst	26	€179	€4,654
Technical Team Lead	26	€168	€4,368
Senior Software Project Manager	26	€140	€3,640
Account Director	10	€119	€1,190
TOTAL			**€31,492**
BUDGET RANGE			**€30-35k**

Costs breakdown: Distil.

This is an indicative team based on the scope as we know it. Further discussions would be required to confirm the exact scope and therefore team for this phase.

How we will do it

ROLE	HOURS	RATE	COST
Oversight			
Head of UX	5	€280	€1,400
Head of Design	5	€234	€1,170
Head of Delivery	5	€234	€1,170
Business Director	5	€206	€1,030
Team			
Senior UX Architect	84	€168	€14,112
Senior Designer	84	€140	€11,760
Senior Business Analyst	10	€179	€1,790
Technical Team Lead	26	€168	€4,368
Senior Software Project Manager	26	€140	€3,640
Account Director	10	€119	€1,190
TOTAL			**€41,630**
BUDGET RANGE			**€40-45k**

Costs breakdown: Design.

This is an indicative team based on the scope as we know it. Further discussions would be required to confirm the exact scope and therefore team for this phase.

How we will do it

ROLE	HOURS	RATE	COST
Oversight			
Head of UX	10	€280	€2,800
Head of Design	10	€234	€2,340
Head of Delivery	10	€234	€2,340
Business Director	10	€206	€2,060
Team			
Senior UX Architect	131	€168	€22,008
Senior Designer	131	€140	€18,340
Senior Business Analyst	10	€179	€1,790
Technical Team Lead	84	€168	€14,112
Senior Software Project Manager	52	€140	€7,280
Account Director	21	€119	€2,499
QA Lead	18	€187	€3,366
TOTAL			**€78,387**
BUDGET RANGE			**€75-85k**

Costs breakdown: Develop.

This is an indicative team based on the scope as we know it. Further discussions would be required to confirm the exact scope and therefore team for this phase.

ROLE	HOURS	RATE	COST
Oversight			
Head of UX	14	€280	€3,920
Head of Design	14	€234	€3,276
Head of Delivery	14	€234	€3,276
Business Director	14	€206	€2,884
Team			
Senior UX Architect	28	€168	€4,704
Senior Designer	28	€140	€3,920
Senior HTML Developer	280	€150	€42,000
Technical Team Lead	56	€168	€9,408
Senior Software Project Manager	70	€140	€9,800
Account Director	28	€119	€3,332
QA Lead	14	€187	€2,618
Senior QA Test Analyst	140	€164	€22,960
TOTAL			**€114,988**
BUDGET RANGE			**€105-125**

How we will do it

Assumptions.

Tribal have based the estimates on an assumed scope that will be validated throughout Discover and Distil phases

Tribal have assumed development of a design system that will cater for 6 templates and 20 components (5 large, 5 medium and 10 small)

Front-end files (HTML/CSS/JS) will be handed over to the 3rd party backend team for integration into the CMS

No content migration activities have been considered

3rd party costs associated with purchasing images for the website have not been considered within the budget
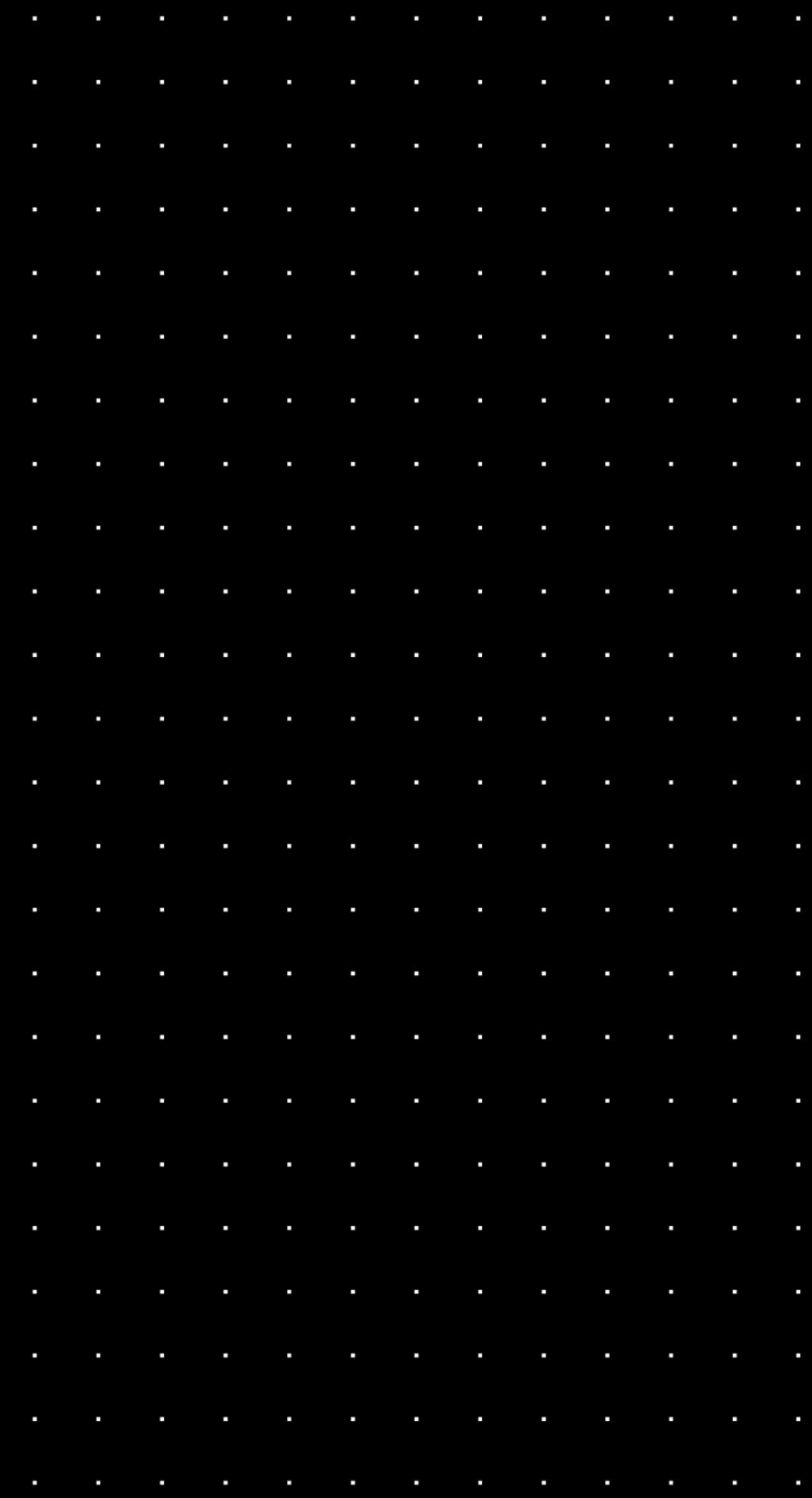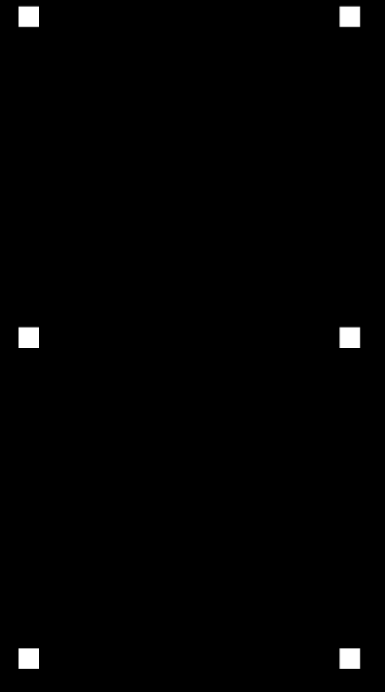
Consultancy will be provided by Tribal leads throughout the lifecycle of the project

The scope excludes setting up or configuring an analytics dashboard or regular reporting

Tribal have assumed integration with API's will be completed by the 3rd party backend integration team

This cost excludes out of hours support or setting up 24/7 monitoring

How we will do it

Thank you.