



# UX as a Service

*Unlimited UX Services*

## Description

User Experience as a Service (UXaaS) is a monthly subscription to all of our UX services. It is flexible to any size UX need, from augmenting the largest enterprise product development teams, to being the entire UX team for earliest stage startups where user experience is central to ultimate success.

- All tiers have access to all UX services -- Design, Research, Usability, Strategy, UX Prototyping.
- Tiers differ by scope and flow, concurrent activities, and dedicated resources.
- Ongoing monthly subscriptions can adjust tiers as needed, level & price.
- Ongoing resourcing is flexible within tiers -- For example, 1 “resource” could be i) 1 senior person; ii) 2 people half-time across expertise (e.g., research and design); or, iii) many people at less than part time, depending on project needs.
- No minimum upfront commitment, beyond one month. Larger engagements scope and plan accordingly.
- An independent *Discovery Month* “trial” is available to help prioritize UX scoping and strategy. (*Discovery Month* activities are available, and recommended, to every engagement.)

## Tiers

The table below shows general Tier service to match scope. Specific engagement activities are customized to your needs.

	Tier 1	Tier 2	Tier 3	Enterprise
<b>UX SCOPE</b>				
<b>Volume</b>	Low	Moderate	High	Significant
<b>Variability</b>	Steady	Low	Moderate	High
<b>Activities</b>	One at a time	1-2	2-3	3+
<b>Complexity</b>	Low	Moderate	High	Significant
<b>ECHOUSER RESOURCING</b>				
<b>Account Representative</b>	Part-time	Part-time	Dedicated	Dedicated
<b>Staff Resourcing</b>	Part-time	Full-time	1-2 Full-time	2+ Full-time
<b>Senior Resourcing</b>	-	Part-time	Part or Full-time	1+ full-time
<b>Project Manager</b>	-	-	Part-time	Full-time

## Engagement Examples

Tier 1:

- Iterative design across multiple months
- Iterative research conducted across multiple months
- UX advice, guidance, and selected key activity support

Tier 2:

- Dedicated full-time design resource for ongoing design needs
- Set of user research or usability activities on a quarterly basis
- Two designers split approximately 50% time on two products

Tier 3:

- Small design team supporting 1-2 needs (across multiple activities)
- Significant user research effort needing multiple resources

- Ongoing robust benchmark usability testing

Enterprise:

- Large primary UX team across product/company
- Comprehensive and longitudinal user research
- Development support

## Pricing

Pricing is commensurate with needed scope of UX support. Generally, with the flexibility of UXaaS, we do not need to adjust pricing for senior resource commitments. We can also operate UXaaS more efficiently than equivalent milestone or hourly projects, which leads to cost savings to you (especially at higher tiers).

Contact us at [uxaas@echouser.com](mailto:uxaas@echouser.com) for more specific information.

## Discovery Month

*Discovery Month* is available as an independent UXaaS trial month, or integrated into the first month of any tier engagement. It is highly recommended to set the foundation for our UX partnership and best plan for accomplishing your UX needs.

As an independent trial, it is a fixed price of \$12.5k and includes all the following. In the context of ongoing or specified UXaaS tier engagements, we will customize the below to integrate within your expanded tier needs.

### Discovery Kickoff

Approximately a half-day meeting with principal project members from your company and ours to discuss project goals, transfer knowledge, plan initial activities, and any other needs to best get the project underway.

### Principles & Definition

A moderated group session or series of stakeholder interviews to define the project/product/company's guiding principles and "*YOUR COMPANY/PRODUCT Experience*" that you're aspiring to deliver.

## UX Workshop

A facilitated one-day workshop event at EchoUser’s office with a wider resource & expertise group, targeting key design & research challenges, as identified by you and EchoUser.










## Limited High Priority UX Service

As part of an independent *Discovery Month*, we dedicate two person resources at limited part-time to help address some immediate, small UX needs. Full tier UXaaS, as described above, offers successively more comprehensive scoped work and resourcing, at the given tier, to address all needs.

## UX Scoping

Understanding that UX is important is more and more a given in modern business & product development. Scoping UX, however, is still challenging. Largely it mirrors the scope of development and business altogether. Fortunately, we now have years of expertise helping our clients with UX scoping. The conclusion of the *Discovery Month*, through the above activities, sets the foundation for prioritizing UX needs and setting near-term milestones for ongoing UXaaS.

## Initial Engagement Timeline

Phase / Milestone	----- Discovery Month -----	- Mon 2 -	- Mon 3 -	...	...
Discovery Kickoff					
Principles & Definition					
Key Issues UX Workshop					
Prioritized UX Activities					
Ongoing Engagement Plan					
Ongoing Engagement					

## What's Next?

Find more case studies at:  
[www.echouser.com/our-work/#  
case-studies](http://www.echouser.com/our-work/#case-studies)

*We'd love to hear about your UX  
challenges and discuss how we  
can help!*

### **PATRICK STERN**

*Director of Business  
Development*

415-273-9654

[patrick.stern@echouser.com](mailto:patrick.stern@echouser.com)

### **MICK MCGEE**

*CEO*

415-449-5751

[mick.mcgee@echouser.com](mailto:mick.mcgee@echouser.com)

115 Sansome St, Suite 700  
San Francisco, CA 94104