

UI/UX Design Project Proposal Framework

1. Project Overview

[Brief summary of the project, goals, and background]

2. Objectives

- [Objective 1]*
- [Objective 2]*
- [Objective 3]*

3. Target Audience

[Description of target users, personas, or market segments]

4. Project Scope

- [Key deliverables & features]*
- [Platforms, devices, or channels]*
- [Inclusions and exclusions]*

5. Methodology & Approach

- Discovery & Research
- Wireframing & Prototyping
- UI Design & Branding
- User Testing & Feedback
- Iteration & Finalization

6. Project Timeline

Phase	Duration	Description
<i>Discovery</i>	<i>[e.g., 2 weeks]</i>	<i>[Tasks and goals]</i>
<i>Design</i>	<i>[e.g., 3 weeks]</i>	<i>[Tasks and goals]</i>
<i>Testing</i>	<i>[e.g., 1 week]</i>	<i>[Tasks and goals]</i>

7. Team & Roles

- [Role 1] â€” [Responsibility]*
- [Role 2] â€” [Responsibility]*
- [Role 3] â€” [Responsibility]*

8. Deliverables

- [List of files, prototypes, guidelines]*

9. Budget Estimate

[Optional: table or brief note on estimated cost]

10. Next Steps

- *[Review proposal]*
- *[Feedback & approval]*
- *[Project kickoff]*