

DRAFT

# Scope of Work

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*FlyBy* play your music online.

## User Experience Improvement Project Phase I: Content and Domain Analysis

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Prepared by:



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## User Experience Improvement Project

### Phase I: Content and Domain Analysis

This Scope of Work outlines efforts to be performed towards the User Experience Improvement Project for FlyBy Music's website to be completed by **Michael Adcock** and **Andrew Szydlowski**, as principles for IdeAUX Consulting, for **Ludo -----**, and **Peter -----**, as principles for FlyBy, between the dates xx/xx/xxxx and xx/xx/xxxx.

### Project Overview

FlyBy recently launched and has been growing its website which allows users to **discover** music, **play** music, **sync** music to an iPod, and **buy tickets** to attend concerts. While much of the functionality is already in place, there is a need to evaluate and improve the user experience of the site. These improvements will not only maintain, grow, and further satisfy the customer base, but will also support a branding effort to solidify the identity of the Flyby service and company.

### Phase Focus

Work in this phase will focus on answering this question: *What is the current state of the FlyBy service?*

To help find that answer the following sub-questions will be explored and answered:

- What content is on the current site? (This includes page content and features in addition to available song/media content.)
- Who are the users, and how do they currently use the service? (domain analysis)
- What works well (and what doesn't) in the current user experience of the site?

This phase will culminate in the identification of design improvement suggestions and future work based on present data. The findings of this phase will be discussed with primary stakeholders to address their concerns and values.

### Timeline

Phase 1 work is projected to take 7 calendar days time. Day 1 is the day the phase has been agreed to start (typically the day after the Scope of Work has been signed).

Day 1 *Content Analysis and Sitemap work begins.*

Day 2 **11:59 pm** - All user data to be considered is delivered to IdeAUX in PDF, Excel, or Word formats via email. A list of accessible links to sources of social media data is sufficient for that type.

*User Analysis work begins.*

Day 5 **11:59 pm** – Handoff meeting date and time scheduled

Day 7 **11:59 pm** - All Phase I deliverables will be sent via email to FlyBy in PDF format. Document source files will be made available upon request.

TBD Handoff meeting to discuss the deliverables, findings and recommendations. Also the direction and plan for future work will be discussed.

## Deliverables

- **Content Analysis Report** – A page by page analysis of the design and current components of the website. This will serve as an identification of trouble spots and areas for further exploration, as well as identify design solutions that are quick wins and easy fixes.
- **Sitemap** – An inventory of all the pages currently on the website, roughly connected hierarchically based on depth of navigation from the homepage.
- **User Report** – An analysis of users' behavior informed by quantitative site analytics and qualitative feedback from Twitter/Facebook. This will give insight into users' likes and dislikes, what features users are accessing, and might point to usability trouble spots.
- **Recommendations Report** – A document addressing potential improvements to the design based on current analysis, and recommendations on continued work needed to enhance the quality of design solutions. This recommendations report will be used as the framework to discuss the direction of the project and the work of subsequent phases.

## Cost Estimates

Content Analysis & Report	\$████ (25 hr * \$████)
Sitemap	\$████ (5 hr * \$████)
User Data Analysis & Report	\$████ (15 hr * \$████)
Recommendations Report	\$████ (10 hr * \$████)
<b>TOTAL</b>	<b>\$████ (55hr * \$████)</b>

## Assumptions

In order to expedite progress on this project there are some considerations that need to be addressed to avoid unnecessary delays. It is necessary that FlyBy provide the following information and resources:

- Access to current site analytic data and reports.
- Access to existing user feedback and user research documentation, as collected from Twitter, Facebook discussions, and other interactions.

## Future Considerations

Building from this phase of the project, several areas of future work will be explored and recommendations made with special consideration to the cost of the work and returns in the form of user experience benefits.

Work not being done on this phase of the project:

- Branding and graphic design (although considerations will be made for any impending branding strategy and how branding can improve the overall design)
- New user testing and data acquisition (all data will be from existing sources)
- User task flows
- New designs and layouts

### Ownership and Rights

All deliverables and documentation submitted to FlyBy as part of this proposal will be jointly owned by Flyby and IdeAUX. IdeAUX will retain permission to use parts or all of these deliverables for use in portfolios on the web, to show to future clients, or to incorporate creative property towards other projects. If required, any identifying or sensitive information can be removed if explicitly stated.

### Acknowledgement and Sign-off

This Scope of Work Agreement must be signed and dated by an authorized representative of FlyBy and IdeAUX in order to be in effect. By signing this Scope of Work, it is acknowledged and agreed in its entirety by FlyBy and IdeAUX. This Scope of Work constitutes the entire agreement between the parties with respect to the work to be performed by IdeAUX. This Scope of Work merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. Each of the parties acknowledges and agrees that in executing this Scope of Work Agreement it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or in the Agreement.

FlyBy

IdeAUX

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Signature

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Signature

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Printed Name

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