Scope for LA Philharmonic			PM	Blended Rate	
Natasha Ness & Stefana Simmons			**PM**	**Blended Rate**	
Shift Paradigm			*Typically 20%*	*Typically $250 RPH*	
			16%	**$220**	**Dates**
Phase 0: Team Onboard, Project Planning & Alignment		**Hours**			
Team Onboarding & Resourcing	☑	25	4	$6,380	December 2024
Onsite Kickoff (4x people)	☑	36	6	$9,240	Est 2 Weeks
Project Planning	☑	25	4	$6,380	
Phase 1: Discovery & Audience Research (by 3 sites)		**Hours**			
Research Plan	☑	30	5	$7,700	
Technology Selection & System Access	☑	30	5	$7,700	
User Survey (2 surveys per site)	☑	45	8	$11,660	
User Interviews (20 interviews per site)	☑	60	10	$15,400	
Focus groups with target audiences	☑	80	13	$20,460	December 2024 to
Web Personas by Site	☑	100	16	$25,520	February 2025
End-to-End Experience Blueprint by Site	☑	100	16	$25,520	Est 6 weeks
Audience Research Report	☑	30	5	$7,700	
Usability Testing Reports	☑	30	5	$7,700	
Survey Data Analysis and Reports	☑	30	5	$7,700	
Cross-Agency Collaboration	☑	40		$8,800	
Phase 2: Competitive Analysis (3 companies per category)		**Hours**			
Conduct Evaluations of Direct Competitors	☑	60	10	$15,400	
Conduct Evaluations of Ideal Companies	☑	60	10	$15,400	
Conduct Evaluations of Companies w/ Similar Personas	☑	60	10	$15,400	
Facilitate User Testing Comparison Sessions	☑	30	5	$7,700	January to February 2025
Competitive Usability Comparison Report	☑	30	5	$7,700	Est 6 weeks
Competitive Analysis Report	☑	75	12	$19,140	
Cross-Agency Collaboration	☑	50		$11,000	
Phase 3: UX Design Strategy & Site Architecture (by 3 sites)		**Hours**			
Information Architecture (IA) (15 hours per site)	☑	45	8	$11,660	
Site Maps (15 hours per site)	☑	45	8	$11,660	
User Flows (6 core ones by site)	☑	120	20	$30,800	February to April 2025
Develop Low Fidelity Wireframes (15 by site)	☑	40	7	$10,340	Est. 6 weeks
Inform Early Design Systems (documenting & sharing to agency)	☑	30	5	$7,700	
Cross-Agency Collaboration	☑	50		$11,000	

Phase 4: Iterative Design Prototyping & Usability Testing (by 3 sites)		Hours			
Co-Develop Interactive Prototypes (40 hours per site)	☑	120	20	$30,800	
Conduct Usability Testing (40 hours per site)	☑	120	20	$30,800	
Analyze User Feedback (15 hours per site)	☑	45	8	$11,660	May to August 2025
Revised Sitemaps, Wireframes, & Prototypes (20 hours per site)	☑	60	10	$15,400	Est. 12 weeks
Cross-Agency Collaboration	☑	90		$19,800	

Phase 5: Content, Information Architecture & SEO Strategy (by 3 sites)		Hours			
Content Audits (36 hours per site)	☑	108	18	$27,720	
Content Strategy (25 hours per site)	☑	75	12	$19,140	
Web Copy (40 hours per site)	☑	120	20	$30,800	May 2025 to Pre-Launch
Information Architecture & Sitemap Refinement (15 hours per site)	☑	45	8	$11,660	On-going throughout
SEO Strategy (20 hours per site)	☑	60	10	$15,400	project
SEO Page Meta Data (20 hours per site)	☑	60	10	$15,400	
Cross-Agency Collaboration	☑	90		$19,800	

Phase 6: Pre-Launch Testing & UAT (by 3 sites)		Hours			
Pre-Launch Checklist	☑	20	4	$5,280	
Technical & Functional Testing (20 hours per site)	☑	60	10	$15,400	
Accessibility Testing (20 hours per site)	☑	60	10	$15,400	
Cross-Browser & OS Testing (20 hours per site)	☑	60	10	$15,400	April to June 2026
User Acceptance Testing (UAT) Guidance & Support (10 hours per site)	☑	30	5	$7,700	
End-to-End Use Case Testing (30 hours per site)	☑	90	15	$23,100	
Cross-Agency Collaboration	☑	80		$17,600	

Phase 7: Post-Launch Support		Hours			
KPI Reporting Dashboard Builds (20 hours per site)	☑	60	10	$15,400	
Post-Launch Testing & Bug Finding Resolution (20 hours per site)	☑	60	10	$15,400	
Post-Launch SEO Migration & Mitigation Support (20 hours per site)	☑	60	10	$15,400	
Website Documentation Updates (10 hours per site)	☑	30	5	$7,700	July to August 2026
Monthly Performance Reports (6 months)	☑	60	10	$15,400	
Bi-Monthly User Feedback Facilitation & Reports (6 months)	☑	30	5	$7,700	

		Totals			
Investment Total		3049	442	$768,020	$256,007
		Delivery Hours	PM Hours	Total Cost	Est. Per Site (3 sites)

Additional Costs for LA Philharmonic

The costs reflected here are purely estimates and independent of the services provided by Shift Paradigm but intedependent on several key areas.

User Testing Compensation	Several of the tools below include compensation for user testers and interviews, but not all. In the event you want to not use the tools and do direct testing we tend to still recommend compensating users with a small incentive.
User Incentives	$25 to $50 per user tester / per test

User Testing Technology	*These are simply options for user testing solutions to set tests up. You would not need to select all of them, just one, but they all have different capabilities and benefits.*
UserTesting.com	$15k to $50k annually depending on the tier - requires sales discussion.
loop11.com	$2,500 to $6k est annually depending on the tier
userbrain.com/	$3,600 est. annually
Hotjar + user testing	$6k annually

KPI & Analytics Tools	*You will only need to select one of these options not all.*
Pendo	Depending on sales call
User Maven	$5k annually - but depends on tier and traffic
Heap	Depending on sales call
Amplitude	Starts at $600 per site, but basic plan is more limited, but talk to sales for higher plans.