





Important: Once you give me the design details and I start working, that's the direction we're locked into. If halfway through you decide to change the whole look or switch inspiration, that's a brand-new job—and it'll be billed as such. One project, one direction. Want a new concept? No problem, you would be charged for the cost of an additional concept.

SOW – Scope of work Hexicidan

	Item	Price	Total
Phase 1: Figma Design			
Unique homepage with up to 10 sections design – desktop view 1 concept with unlimited changes 1 theme (light or black)	1	\$780	\$780
Unique homepage with up to 10 sections design – mobile view 1 concept based on approved homepage desktop design with unlimited changes 1 theme (light or black)	1	\$210	\$210
Custom Illustrations			\$1690
		TOTAL	\$2680

What is included and not included

1

INCLUDED	NOT INCLUDED
 Explanation to your developer on how to animate the homepage design, up to a 30-minute Zoom call	 Figma animations and effects

I fully understand that clients are eager to see attractive animations on their website right now! However, the animation phase should occur after the development phase is



completed, definitely not during the Figma design phase. The industry standard is that any kind of animation is not part of the Figma design phase.

All ideas you and I generate for animations during the static Figma design phase I am happy to explain to your developer during a 30-minute Zoom call.



Figma, as a tool, has some limited animation options. Keep in mind that these animations are primarily for presentation purposes, to "sell" the design more effectively. It may be challenging for a developer to reproduce these animations on actual websites.

Available at additional cost

If you are still interested in Figma animations and effects, these can be purchased at an additional price.

If you need a detailed presentation including animated parts for your developer, rather than just an explanation via Zoom, preparing those materials is also possible at an additional cost.

3

INCLUDED	NOT INCLUDED
 Figma source file Figma canvas view	 Figma Prototype

Yes, some designers include a Figma prototype by default. Due to the ongoing pressure to reduce prices, they often compensate for the time spent creating the prototype by using templates for the overall design or skimping on quality.



I have decided not to compromise on quality.

I focus on what is essential: the design itself, which your users will interact with for the next 1,000 days. Therefore, I offer the prototype as a separate service for those who require it.

Available at additional cost

For a nicer presentation of the design to decision-makers or your clients, a clickable Figma prototype can be provided at an additional price.

4

INCLUDED	NOT INCLUDED
 Providing feedback visually in Figma (preferred) or textually on the Fiverr order page (less preferred)	 Providing feedback via Zoom or Slack





I wanted to kindly remind you that this is a project-based engagement, and I am not hired full-time for this week. Participating in Zoom calls means pausing my design work, and research shows that "switching costs" involve a 20-minute period for the brain to reset and regain focus after switching tasks.

While I would be delighted to join your startup team and engage on Slack, it is challenging to accommodate this within the scope of a typical small project like a homepage and three inner pages.

Available at additional cost



Should you require frequent Zoom calls and Slack interactions, I am available for full-time hire. This would ensure my availability for 8 hours per day, Monday to Friday, during EST (New York) hours.

5

INCLUDED	NOT INCLUDED
 Standard Delivery Terms: Homepage delivery: 5-6 days (could be more if specified) Other pages: up to 48 hours, usually within 24 hours for feedback delivery	 Paying extra to receive design faster

I don't work in a rush. I am more than happy to accept any future projects from you that are not rushed.

6

INCLUDED	NOT INCLUDED
 One theme (Dark or light)	 More than one theme

Yes, some designers include both light and dark themes by default. However, this is often because they use existing pre-made templates that already come with both themes, requiring no additional time for conversion.



When creating a unique design from scratch and not using existing templates, converting a light theme to a dark theme (or vice versa) requires extra time and effort.

Available at additional cost

If you would like to have both themes, you can purchase the second theme (light or dark) for an additional fee.





7

INCLUDED	NOT INCLUDED
 Photos Freepik (249M assets) or free stock photos	 Paid stock photos

I wanted to let you know that 99% of the websites in my portfolio <https://hipfolio.co/> use <https://freepik.com> or other free stock photos.

You are welcome to purchase photos from stock websites yourself, and I will gladly include them in the website. Adding photos with watermarks for preview purposes and offering reasonable assistance with photo selection is included in the price.

8



INCLUDED	NOT INCLUDED
 Static graphics	 Animated graphics Animated GIF, Animated PNG, Lottie

Creating animated graphics requires additional time and effort. As per industry standards, this is not typically included in the standard website design process by default.

Available at additional cost

You can order animated graphics at an additional cost.

9

INCLUDED	NOT INCLUDED
 Icons Flaticon (16.5M icons), Freepik (249M assets) or other free icon sets Up to 4 custom-made icons	 More than 4 custom-made icons



I wanted to inform you that 99% of the websites in my portfolio <https://hipfolio.co/> use free icon sets, which is a common industry practice.

Available at an additional cost



If you would like custom-made icons for your project and need more than the 4 custom-made icons included in the project, you can purchase additional icons for an extra fee.

10



INCLUDED	NOT INCLUDED
 Desktop and/or mobile views (depending on what is specified at the top of this document)	 Tablet views

The industry standard is to have designs prepared for desktop and mobile views. Tablet views are not the industry standard and are not included in the price.

Available at additional cost

You can purchase tablet views for an additional cost.

11

INCLUDED	NOT INCLUDED
 Desktop and/or mobile views (depending on what is specified at the top of this document)	 Figma Auto Layout (a.k.a. Responsive Website Design in Figma) Demo: http://youtu.be/fghWUZfkyew

While the Figma Auto Layout (also known as Responsive Website Design in Figma) technology demonstrated in the video looks impressive, it is still not ideal and takes a considerable amount of designer time to get it right.

For smaller projects, which would be everything below 60 screens/pages, Figma Auto Layout is not feasible. It requires a lot of back-and-forth adjustments to make it perfect.

What I can offer you is to follow standard industry practices. I will deliver the desktop and mobile screens, and then the developer can code them responsively during development. This method has worked perfectly for the past 14 years.



Developers can handle this more efficiently during coding. If you look at the usage statistics of most apps, you'll see that the majority of users are on desktop and mobile devices. Tablet users typically account for less than 0.5% and are accustomed to viewing the responsive version of the desktop site.

Available at additional cost

If you prefer, it's possible to use Figma Auto Layout, but please note that it will incur an additional cost.



12



INCLUDED	NOT INCLUDED
 Standard UX Wireframe Design	 UX Architecture: Preparing project documentation for confusing projects without clear documentation

As a courtesy, I provide a free black and white UX wireframe design that simplifies and speeds up the process.

Available at additional cost

In some rare instances, clients provide confusing documentation or do not provide any documentation at all. This requires UX architecture to compile everything necessary for your project, ensuring I have enough details to work on.

13

INCLUDED	NOT INCLUDED
 Fair tabs policy: Design for one unique tab per unique inner screen	 Design for multiple tabs per inner screen for the price of one inner screen

For example, a client might ask me to design a profile page, and I count it as one profile page. A dummy example of this can be seen here:

https://dl.dropboxusercontent.com/scl/fi/j0eyj526b9nxehhmg840s/THORYN-FF_Take_Assesment_Dashboard_v2.png?rlkey=dkz0poy78rpud9oawjxwj1tmr&dl=0

Then the client might say, "Actually, this page has 3 tabs (analytics, engage, recommendations). I need designs for all 3 of them."

Here is the design for the Engage tab:

https://dl.dropboxusercontent.com/scl/fi/8i6vegcp8xud4x4dpvzmu/THORYN-FF_Dashboard_Engage_v2.png?rlkey=zlgswgx1wuzl7x5v2ggcke1j&dl=0



As you can see, these look like two separate pages since the content of the second tab is entirely unique.

To avoid any conflicts, I want to be straightforward and upfront about this: How many pages should I count there? 1 or 3?

In situations like this, I would count each tab as a separate page. Therefore, for 3 tabs, I would count it as 3 pages, not just 1 page.



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INCLUDED	NOT INCLUDED
 Figma source file once the project has been completed and paid	 Figma file during the design process Access to the Figma file for the developer

I understand that you are eager to start coding the design and that you may have developers available on payroll. However, rushing into coding without a completed design could create challenges for your developer and potentially double the time required to complete the coding. A change that can be made in 5 minutes in Figma could easily take 5 hours in development.

Additionally, to receive the source files, the project needs to be fully paid.

The only solution for this situation is to complete and pay for everything right now, even if the project is not actually finished. I will hand over the files and continue with the promised changes.

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INCLUDED	NOT INCLUDED
 One unique homepage concept with unlimited changes	 More than one homepage concept

Please note that only one unique homepage concept is included in the original price. To ensure we get it right on the first attempt, please provide all necessary details.

Brand Identity

If you have it, please don't skip this step or provide it later once the project has started. Kindly provide it now to help us align with your brand vision.

Content

For optimal design quality, it's always better to work with some content than without any content. You don't need to provide the final version of the content; simply share what you have now. If nothing else, please provide a hero headline and section headlines.

Available at additional cost

Some clients prefer to start with 3 unique concepts instead of just 1. If you would like to explore additional concepts, they can be purchased for an additional price.