

Bitshares UX/UI estimation

Research phase

Activities	Days	Role	Hour rate, \$	Work Load, %	Day Rate, \$
Survey users and witnesses	3	Design Director	150	50%	600
Interviews with traders	3	Lead UX Designer	125	100%	1000
Personas	4	Business Analyst	75	50%	300
Interaction scenarios	3	Technical Writer	60	30%	144
Discovery Summarizing	5	Project Manager	125	30%	300
Current CJM	3	Sum per day			2344
Ideal CJM	3				
Design Brief	5				
Sum	29				
Sum \$ Phase					67976

UX Design phase

Activities	Days	Role	Hour rate, \$	Work Load, %	Day Rate, \$
Wireframing for Exchange	20	Design Director	150	50%	600
Wireframing for Landing	5	Lead UX Designer	125	100%	1000
Prototyping	5	Business Analyst	75	50%	300
UX Design - Testing	5	Technical Writer	60	10%	48
Improvements based on testing	5	Project Manager	125	30%	300
Sum	40	Sum per day			2248
Sum \$ Phase					89920

Visual Design phase

Activities	Days	Role	Hour rate, \$	Work Load, %	Day Rate, \$
Definition of visual language	3	Design Director	150	50%	600
UI Design Concept for Exchange	10	Lead UX Designer	125	30%	300
UI Design for Exchange (Responsive)	35	Senior Visual Designer	100	100%	800
UI Design for Landing (Responsive)	15	Senior Interaction Designer	100	30%	240
Interaction design	10	Technical Writer	60	10%	48
Style Guide	10	Project Manager	125	30%	300
Sum	83	Sum per day			2288
Sum \$ Phase					189904

Total

bitUSD	347800				
BTS	5434375				
Working days	152				
Calendar days	245				
BTS per day	22181				