



NORTHSTAR STUDIO / Prepared for Relay

# A clearer first mile.

Illustrative proposal for a fictional SaaS business. Six weeks to connect customer research, a focused onboarding experience and a practical measurement plan. Prepared with LightNote AI.



# Make activation easier.

Relay customers need a clear next step after creating an account. We will identify points of friction with stakeholder interviews and five customer sessions, then prototype and test three core onboarding flows. Success measures: task completion, time to first shared project and support questions. Baselines and targets will be agreed during discovery; no uplift is guaranteed.



## A shared delivery plan.

Week 1: discovery workshop, interviews and success brief. Weeks 2-3: two design directions, three onboarding flows and an interactive prototype. Weeks 4-5: production-ready specifications and implementation support. Week 6: usability review, measurement plan and handover. Includes two consolidated review rounds. Client supplies access and feedback within two business days. Out-of-scope work requires a separately approved estimate.



# The people behind the plan.

Engagement roles: a strategy lead for discovery and alignment, a product designer for the flows and prototype, and an implementation partner for technical handover. Named staffing is confirmed before kickoff. Prior-work evidence should include approved source links, project scope, dates and attributable results. This fictional example intentionally makes no claim about real clients or previous outcomes.



# An investment in clarity.

Illustrative fees in USD: discovery and strategy \$2,000; design and delivery, six weeks at \$1,500, \$9,000. Total \$11,000 before applicable taxes. Payment milestones: 40% on approval, 40% after concept sign-off, 20% at handover. Schedule starts after approval, initial payment and required access. Changes are estimated before work begins. Ownership and confidentiality terms must be agreed in the final contract.



## Ready for the next step?

What if scope changes? We review the impact and obtain written approval before proceeding. Can the timeline change? We agree a revised plan if feedback, access or dependencies shift. What happens after handover? Additional support is estimated separately. To create your own proposal, visit [lightnoteai.com/signup](https://lightnoteai.com/signup). Product questions: [Official@lightnoteai.com](mailto:Official@lightnoteai.com). This document is a sample, not a binding commercial offer.