Project Estimate
Sample Project

Prepared for Client Name by HQ

Month Day, Year

Phase 1 Total	**$XX,XXX – $XX,XXX**
Estimated Hours	**XXX – XXX hours**
Estimated Timeline	**X weeks**

Project Overview

Open with what the client is trying to do and why it matters, in their terms. Keep it to two or three short paragraphs. The reader should recognize their own project before they reach a single number.

What we understood

Restate the goals, constraints and dates we heard, so the client can catch anything we got wrong before the work starts.

Our Approach

Describe how the work is staged, with a decision point after each stage.

- **Phase 1, discovery and design.** What it covers, what it produces, and how it's reviewed.
- **Phase 2, build.** What it covers. Estimated after Phase 1.

> **Why start with a smaller phase?**
> Use a callout for the one idea that most needs to stand apart from the body. One per document is usually plenty.

Scope & Pricing

Explain what moves the range and what we do if something changes the number of hours required.

Phase 1: Discovery and Design

A one-line description of the phase.

Deliverable	Hours	Price
Kickoff and discovery Stakeholder interviews, goals, content inventory	XX – XX	$X,XXX – $X,XXX
Design Sitemap, key page designs, design system	XX – XX	$X,XXX – $X,XXX

Deliverable	Hours	Price
Review and handoff Two rounds of feedback, final files	XX – XX	$X,XXX – $X,XXX
Phase 1 Total	**XXX – XXX**	**$XX,XXX – $XX,XXX**

Timeline

When	What
Week 1	Kickoff, access, discovery calls
Weeks 2 to 4	Design and reviews
Week 5	Final files and handoff

Questions?

Happy to go over any of this. Let us know if you'd like to change anything.

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