UX Services

Master Flat Fee Handout

Harris Anthropological Research LLC, John S. Harris, MA
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Master Fee Table

Service	Flat Fee Range
A/B Testing *An opinion about which version is better is a guess dressed up as confidence, this replaces the guess with a number.*	$2,403.71 – $4,805.25
Accessibility Audit *A user who can't complete your flow doesn't file a complaint, they just leave, this finds the barriers before they do.*	$2,670.00 – $5,340.00
Affinity Mapping *A pile of research notes isn't insight until someone finds the pattern inside it, this is that work done for you.*	$1,601.40 – $3,203.40
Brand Identity Translation † *The identity you've already built in person doesn't disappear online unless nobody translates it, this makes sure it doesn't.*	$4,005.00 – $8,010.00
Card Sorting *Your team's mental model of your own site is not your customer's, this is how you find out where the two disagree.*	$1,601.40 – $3,203.40
Competitor Audit Analysis *Your competitors have already made their mistakes in public, this is how you learn from them without repeating any.*	$2,403.71 – $4,805.25
Contextual Inquiry *People describe their workaround differently than they perform it, watching them in the moment catches what the interview alone would miss.*	$3,203.40 – $6,406.80
Design System Creation *Every inconsistent button and mismatched spacing chips away at trust in small, cumulative ways, this is how you stop paying that cost one screen at a time.*	$2,670.00 – $7,476.00
Diary Study *A single visit shows you a moment, this shows you the pattern that moment was part of.*	$2,670.00 – $5,786.71
Ethnographic Study *The habits that shape a purchase rarely surface in a single conversation, this is built to catch them anyway.*	$3,203.40 – $6,406.80
Feedback / Textual Analysis * *The complaints already sitting in your reviews and support tickets are telling you something specific, this is how you actually hear it.*	$1,601.40 – $3,203.40
High-Fidelity Mockups *Stakeholders react to what something looks like, not what it's supposed to look like eventually, this gives them the real thing to react to.*	$3,203.40 – $6,406.80
How-Might-We Workshops *A vague problem stalls a team fast, this turns it into a question everyone can actually act on.*	$1,068.00 – $2,136.00
Interactive Prototypes *A click that behaves like the real thing surfaces problems a static image never will, this is how you find them before a developer builds around them.*	$2,670.00 – $7,476.00

Service	Flat Fee Range
Journey Mapping Workshops *A journey map built by one person reflects one person's view, this builds it with everyone who holds a piece of the answer.*	$3,203.40 – $6,406.80
Literature Review *Somebody has likely already answered part of your question, this makes sure you're not paying to rediscover it.*	$1,201.86 – $2,403.71
Persona Development *A team that argues about who the user is will design for no one in particular, this gives everyone the same person to build for.*	$2,136.00 – $4,272.00
Redesign Project *A product that's quietly stopped working for its users doesn't announce itself, it just loses them slowly, this is how you catch it before that's permanent.*	$6,406.80 – $12,813.60
Responsive Design *A product that only works on the screen it was designed on is a product half your visitors can't actually use, this closes that gap.*	$3,736.20 – $9,612.00
Service Blueprinting † *Every handoff a customer never sees is also a place a sale can quietly fail, this maps every one of them before they cost you a customer.*	$3,204.00 – $6,408.00
Storyboarding *A concept is easy to misread in a meeting and easy to align on in a picture, this is the picture.*	$1,601.40 – $3,203.40
Systems Integration and Automation Audit † *If a connected tool fails silently, you won't be the one who catches it, a customer will, this finds those failures first.*	$2,002.50 – $4,005.00
Task Analysis *Every extra click is a small tax on someone's patience, this finds where that tax runs highest.*	$2,002.14 – $4,006.11
Usability Testing *The feature your team is proud of and the feature your users can actually use aren't always the same thing, this is how you find out before launch does.*	$2,403.71 – $4,805.25
User Behavioral / Interaction Flow Mapping *Where people actually pause, backtrack, or drop off rarely matches the flow on the whiteboard, this shows you the real one.*	$2,403.71 – $4,405.86
User Interviews *What you assume your buyers want and what they actually say are rarely the same thing, this closes that gap before you build around a guess.*	$2,403.71 – $4,006.11
User Journey Mapping *A customer's experience looks different from inside your product than it does from where they're standing, this puts you back on their side of it.*	$2,803.86 – $4,805.25
User Surveys *One person's opinion is a data point, five hundred is a pattern, this tells you which one you're actually looking at.*	$2,002.14 – $3,603.14
UX Artifact Analysis	$3,203.40 – $6,406.80

Service	Flat Fee Range
People show you what they actually need through the workarounds they build, this reads those signs so you don't have to guess at them.	
Wireframes *A layout is cheap to change on paper and expensive to change in code, this is where you make the changes while they're still cheap.*	$2,136.00 – $4,272.00

Discounts

First-time clients

- 10% off flat rates.
- 10% off for 10+ hours of work billed at the hourly rate.
- Does not apply to subscription plans.

Veterans, including veteran-owned businesses

- 15% off flat rates.
- Not stackable with other discounts
- Does not apply to subscription plans.

Tribal clients

- 15% off flat rates.
- Not stackable with other discounts
- Does not apply to subscription plans.

Environmental or Conservationist Non-profit Organizations

- 15% off flat rates.
- Not stackable with other discounts
- Does not apply to subscription plans.

Loyalty Discount for repeat clients

- 15% off flat rates for a returning client
- 15% off hourly rate, after first fifty hours at the hourly rate with first-time or returning client.
- Not stackable with other discounts
- Does not apply to subscription plans

Bundled Discount Packages

For combining UX services at the flat rate and/or hourly rate, not stackable with other discounts and not available on subscription plans.

- 10% discount (Basic Package) when two services bundled together
- 15% discount (Standard Package) when three services bundled together
- 20% discount (Comprehensive Package) when four or more services bundled together. This tier is recommended for covering a full phase of a project, such as exploratory research, ideation, testing, or prototyping, or for a whole project taken together.

Notes

* Feedback / Textual Analysis: the range shown assumes cleaned data. Uncleaned data adds a fifteen percent data-cleaning fee on top of the range shown.

Discounts

Ten percent off for first-time clients. Does not apply to subscription plans.

Ten percent off for ten or more hours of work billed at the hourly rate.

Fifteen percent off for veterans, including veteran-owned businesses. Not stackable with other discounts, does not apply to subscription plans.

Fifteen percent off for Tribal clients. Not stackable with other discounts, does not apply to subscription plans.

Fifteen percent off for environmental or conservationist non-profit organizations. Not stackable with other discounts, does not apply to subscription plans.

Fifteen percent off as a loyalty discount for repeat clients, available after their first fifty hours at the hourly rate. Not stackable with other discounts, does not apply to subscription plans.

Bundled discount packages for combining UX or BI services, not stackable with other discounts and not available on subscription plans. Two services bundled together receive the Basic Package, a ten percent discount. Three services bundled together receive the Standard Package, a fifteen percent discount. Four or more services bundled together receive the Comprehensive Package, a twenty percent discount. This tier is recommended for covering a full phase of a project, such as exploratory research, ideation, testing, or prototyping, or for a whole project taken together.