GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: http://www.GSAAdvantage.gov.

Schedule – Multiple Award Schedule (MAS)
Federal Supply Group: MAS     Class: R708
Contract Number: 47QRAA19D00AH

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering
Contract Period: July 22, 2019 – July 21, 2024
Price list current as of Modification # PS-A812 effective February 3, 2020

CONTRACTOR: User Insight, Inc
1 Glenlake Parkway NE, Suite 200
Atlanta, GA 30328-3487

BUSINESS SIZE: Small Business

TELEPHONE: 770-391-1099

WEBSITE: www.UserInsight.com

E-mail: koconnor@userinsight.com

CONTRACT ADMINISTRATION: Ms. Michele Hughes
1 Glenlake Parkway NE, Suite 200
Atlanta, GA 30328-3487
E-Mail: mhughes@userinsight.com
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User Insight (Ui) is a firm dedicated to delivering the highest quality user research to inform product development, iterative design and campaign strategies. Headquartered in Atlanta, GA, Ui has a state-of-the-art user research laboratory and an established track record executing an average of 100 user experience projects per year. Our company has worked with 300 different clients across 92 organizations, including Fortune 500 & Global 2000 companies and government agencies such as CDC, NIH and AHRQ. As such, our User Experience Researchers, Strategists and Architects have experience spanning 18 different industries. We provide both B2C and B2B user experience research on various platforms and products to uncover how and why users interact with products and campaigns.

We specialize in mapping core behaviors to digital interactions in order to optimize the user experience online and influence behavior offline. Since 2005, User Insight has provided design consulting for websites within Traveler’s Health, The Environmental Health Tracking Network, NCHHSTP, Emergency Preparedness & Response and the Office of the Director. User Insight’s design consulting includes user experience design mockups, information architecture, content presentation, user experience recommendations, static and clickable prototypes. In addition, User Insight’s design adheres to 508 guidelines.

Ui’s experts have been conducting user experience research and consulting with commercial companies for 18 years. Our behavioral experts uncover how and why users interact with our clients’ products through comprehensive qualitative research. Our interdisciplinary teams leverage our corporate experience to inform research protocols, adeptly moderate user sessions using the latest technology, and provide actionable recommendations and move forward strategies. We have developed a robust user research methodology that identifies issues and trends as each user session completes. Our team “mind-maps” data points immediately after each user session so that all recommendations can be tied back to specific user identified issues. By documenting and analyzing the data as we go, we are able to provide our clients with move forward strategies immediately and customized reports within a week of completing the last user session.

Ui dedicates a project team comprised of diversified industry professionals to every client engagement. Our team approach provides flexibility and allows us to turn projects quickly, ultimately yielding accurate, actionable research and high-quality deliverables. On-staff resources include Project Managers, Researchers, User Experience Strategists, User Experience Architects, Graphic Designers, Recruiters, Logistics Coordinators, and Account Managers. User Insight's team members have Masters and Doctorates degrees in fields such as Human Computer Interaction, Human Decision-Making, Cognitive Psychology, Anthropology, Human Factors, Industrial Design, and Information Design and Technology.

Over the last 17 years Ui has conducted one on one research in market research facilities, people’s homes and places of business and in every day settings. Ui’s research footprint, shown below, includes “feet on the street” projects in every major market in the U.S, dozens of rural markets throughout the U.S. and in 23 different countries.
541511 - Web Based Marketing
Services provided under this SIN include the development of strategies for an agency to provide the maximum use of their Internet capabilities. Services include but are not limited to the following components: website design and maintenance services, search engine development, e-mail marketing, interactive marketing, web-based advertising (including social media outlets), web-based training, web casting, video conferencing via the web, section 508 compliance, including captioning services, on-line media management; and related activities to web-based marketing services. Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

- **Applied Insights:** Are you looking to grow your user experience & design capabilities by growing your team or outsourcing some of the load? User Insight can help you optimize your design budget and make it truly user centered with iterative feedback. Our expert staff can provide design, research, expert reviews and more in an iterative approach or in an Agile environment, allowing you to leverage our resources no matter how small or large your experience organization is.

- **UX Design and Prototyping:** User Insight takes an iterative approach to design and takes advantage of the unique opportunity we have to talk to real consumers and professionals every day. This provides the added benefits of true user-centered design without the added cost. Our design staff is directly involved in formalized research with real users. This research influences your ultimate design ensuring that your customer is always at the forefront of your efforts.

541810ODC - Other Direct Costs for Marketing and Public Relations Services
All ODCs proposed must be directly related to a service being offered under this schedule and can only be purchased in conjunction with the schedule service.

- **Facility Rental:** User Insight has broken the paradigm of traditional market research with our most advanced facility. Gone are the days of one-way glass and fixed-camera recording. Our state-of-the-art facility offers multiple high-definition cameras, huge 60” flat-screens for viewing and the highest comfort for your clients. Our flexible room layouts and our use of technology for viewing make us a perfect fit for your needs. In addition, we have the best setup for usability testing and mobile device testing.

541820 - Public Relations Services
Services provided under this SIN include but are not limited to the following components: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as, background materials, press releases, speeches and presentations and press kits.

- **Persona Development and Refinement:** Through contextual interviews, User Insight will hone in on your customer’s key behaviors, attributes, characteristics, motivations, drivers and preferences. This allows us to create customer groups, or “personas” that explain who exists in your market, how they will behave with your offerings and campaigns, and why. We help you prioritize your features based on how well they meet the needs of these personas. Our lensing
exercises help your team to truly understand how to apply this research to your solutions and can guide your products and campaigns for years to come.

541910 - Market Research and Analysis
Services provided under this SIN include, but are not limited to: customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues; targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions, identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, establishing call centers.

- **Usability and User Experience Testing:** The goals and objectives of your project determine our approach to gathering feedback from people in order to ensure your product is a success – in-homes, offices, factories, in-lab at our facility, or even remote interviews. From there User Insight will consult your team on our findings and recommendations moving forward.
  - Contextual Interviews
  - In-lab One-On-One Interviews
  - Remote Online Testing (Moderated & Unmoderated)
  - Focus Group

- **Persona Development and Refinement:** Through contextual interviews, User Insight will hone in on your customer’s key behaviors, attributes, characteristics, motivations, drivers and preferences. This allows us to create customer groups, or “personas” that explain who exists in your market, how they will behave with your offerings and campaigns, and why. We help you prioritize your features based on how well they meet the needs of these personas. Our lensing exercises help your team to truly understand how to apply this research to your solutions and can guide your products and campaigns for years to come.

- **Customer Journey Mapping** Ui follows users down their natural paths to gain knowledge of how they encounter, interact with and venture from your services. We visualize this process so you can identify moments when users succeed and key areas to invest in moving forward.
OLM – Order-Level Materials (OLM)

OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs.

OLMs are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.

- OLM SIN-Level Requirements/Ordering Instructions. OLMs are:
  - Purchased under the authority of the FSS Program
  - Unknown until an order is placed
  - Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115

- Special Ordering Procedures for the Acquisition of Order-Level Materials. (Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs)
  - Only authorized for use in direct support of another awarded SIN.
  - Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH)

- Contract Line Item Number (CLIN)
  - Subject to a Not To Exceed (NTE) ceiling price

- OLMs are not:
  - Open Market Items.
  - Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level)

- OLM Pricing:
  - Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF).
  - The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against an FSS BPA awarded under an FSS contract.
CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBER(s) WITH APPROPRIATE CROSS-REFERENCE TO PAGE NUMBERS:

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
</tbody>
</table>

1.b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A

1c. HOURLY RATES: See below “User Insight Labor Categories, Descriptions, and GSA Schedule Rates”

2. MAXIMUM ORDER: $1,000,000.00

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE (DELIVERY AREA): Domestic delivery that includes all 50 states and Washington D.C. only.

5. POINT(S) OF PRODUCTION (CITY, COUNTY, AND STATE OR FOREIGN COUNTRY): Same as company address

6. DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE: Government net prices (discounts already deducted).

7. QUANTITY DISCOUNT(S): 2.00% for orders greater than $200,000.00

8. PROMPT PAYMENT TERMS: 2.00% 10 Days, Net 30 Days

"Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions."

9a. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED UP TO THE MICRO-PURCHASE THRESHOLD: Yes

9b. NOTIFICATION WHETHER GOVERNMENT PURCHASE CARDS ARE ACCEPTED OR NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD: will accept

10. FOREIGN ITEMS (LIST ITEMS BY COUNTRY OF ORIGIN): None

11a. TIME OF DELIVERY: Specified on the task order.

11b. EXPEDITED DELIVERY: Items available for expedited delivery are noted in this price list.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery is available. Contact the Contractor for rates for overnight and 2-day delivery

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. F.O.B POINT(s): Destination

13a. ORDERING ADDRESS(es): Same as contractor address.

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS(es): Same as contractor address.

15. WARRANTY PROVISION: Contractor’s standard commercial warranty.

16. EXPORT PACKING CHARGES (IF APPLICABLE): N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above or below the micro-purchase level): Contact Contractor

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION TECHNOLOGY (EIT) SUPPLIES AND SERVICES AND SHOW WHERE FULL DETAILS CAN BE FOUND. THE EIT STANDARDS CAN BE FOUND AT WWW.SECTION508.GOV: Contact Contract Administrator for more information

25. DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER: 137808478

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Yes
27. **Final Pricing:**
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>SIN(s) Awarded</th>
<th>Labor Category</th>
<th>Minimum Education</th>
<th>Minimum Experience</th>
<th>Contractor or Customer Facility or Both</th>
<th>Domestic or Overseas</th>
<th>GSA Rate (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511, 541820, 541910</td>
<td>Project Manager</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$130.16</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Project Coordinator</td>
<td>High School</td>
<td>2</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$68.06</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Recruiting Lead</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$108.57</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Recruiter</td>
<td>High School</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$69.27</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Executive Strategist/Subject Matter Expert</td>
<td>Bachelors</td>
<td>10</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$200.60</td>
</tr>
<tr>
<td>5541511, 541820, 541910</td>
<td>User Experience Strategist</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$136.77</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Social and Digital Media Strategist</td>
<td>Bachelors</td>
<td>1</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$130.16</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Senior Strategist</td>
<td>Masters</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$160.07</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>User Experience Researcher</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$119.21</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Moderator/Facilitator</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$118.93</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Research Analyst</td>
<td>Bachelors</td>
<td>3</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$68.06</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Creative Director</td>
<td>Bachelors</td>
<td>8</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$145.09</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Multimedia Designer</td>
<td>Associates</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$68.06</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Senior Application Developer</td>
<td>Bachelors</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$129.03</td>
</tr>
<tr>
<td>541511, 541820, 541910</td>
<td>Application Developer</td>
<td>Associates</td>
<td>2</td>
<td>Both</td>
<td>Domestic Only</td>
<td>$93.01</td>
</tr>
<tr>
<td>5418100DC</td>
<td>Facility Rental</td>
<td>Contractor Facility</td>
<td></td>
<td></td>
<td>Domestic Only</td>
<td>$1,958.69</td>
</tr>
</tbody>
</table>
**Service Contract Labor Standards:** The Service Contract Labor Standards, formerly the Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

**LABOR CATEGORY DESCRIPTIONS**

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Description</th>
<th>Experience and Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager</td>
<td>Directs the work of a multidisciplinary team to meet task and schedule milestones. Manages day-to-day team and client communications. Advocates for client needs and ensures appropriate project resources and staffing. Initiates client communications and sets project expectations and requirements.</td>
<td>Bachelor’s degree in business, management, market research, communications, or other relevant field and minimum three years of project management, marketing, market research, or similar experience.</td>
</tr>
<tr>
<td>Project Coordinator</td>
<td>Supports project manager by coordinating the completion of administrative and logistical activities. Interfaces with research participants and vendors. Coordinates travel, events, answers phones, prepares reports, records maintenance, and project correspondence. Supports content, research, and strategy team members.</td>
<td>High school degree and minimum of two years of project management, event management, logistics, administrative, marketing, market research, or similar experience.</td>
</tr>
<tr>
<td>Recruiting Lead</td>
<td>Manages all recruiting and facility rental projects. Leads internal, contractor, and nationwide recruiting staff. Reviews recruitment screeners and respondent grids. Manages respondent scheduling, incentive payments, front desk, and human subjects protection and privacy issues as needed.</td>
<td>Bachelor’s degree in business, management, market research, communications, or other relevant field and minimum three years of market research. Experience coaching staff on multiple online and database search and recruitment methods.</td>
</tr>
<tr>
<td>Recruiter</td>
<td>Responsible for calling, emailing, and/or intercepting respondents to participate in research projects. Creates recruitment screeners and respondent grids. Responsible for respondent scheduling, front desk operations, and participant incentive payments.</td>
<td>High school degree and minimum five year’s experience recruiting for business, healthcare, and consumer participants. Excellent communication and experience using multiple online and database search and recruitment methods.</td>
</tr>
<tr>
<td>Executive Strategist/Subject Matter Expert</td>
<td>An industry thought leader in a relevant market research or technical area of expertise such as social marketing, health communications, cognitive psychology, user experience, content strategy, mobile applications, human-computer interaction,</td>
<td>Bachelor’s degree and minimum 10 years of experience deep technical expertise and mentorship experience in a marketing, entrepreneurship, management, user experience, computer science, communications,</td>
</tr>
<tr>
<td>Role</td>
<td>Responsibilities</td>
<td>Education and Experience</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>User Experience Strategist</td>
<td>Responsible for working with clients to uncover actionable insights from user-centered research and develop meaningful strategies for improving interactive, online, and mobile experiences. Collaborates with research teams by combining digital and social media consumer behavior with offline behaviors. Creates deliverables such as sample content and messages, actionable analysis reports and briefings, baseline assessments of social conversations, and mapping of digital conversations to additional research.</td>
<td>Bachelor’s degree and minimum three year’s experience in human interface design, user experience, industrial design, information design, product design, computer science or other relevant area. Applied experience designing consumer-oriented, web-based and mobile interfaces as well as prototypes, consumer mind maps, and other product visualizations.</td>
</tr>
<tr>
<td>Social and Digital Media Strategist</td>
<td>Responsible for working with clients to uncover actionable insights and strategies based on user-centered research, literature reviews, digital ethnography, and other social listening data. Provides clients meaningful strategies for engaging consumers, stakeholders, and thought leaders within social and digital communities. Collaborates with research teams by combing digital and social media consumer behavior with offline behaviors. Creates deliverables such as sample content and messages, actionable analysis reports and briefings, baseline assessments of social conversations, and mapping of digital conversations to additional research.</td>
<td>Bachelor’s degree in marketing, communications, journalism, or relevant degree and a minimum of one-year experience working on social and digital media campaigns, online audits, media monitoring, and/or digital ethnography projects.</td>
</tr>
<tr>
<td>Senior Researcher</td>
<td>Responsible for leading research teams on complex and mixed methods projects. Research leadership responsibilities include stakeholder interviews, benchmark studies, lab-based and remote user assessments, qualitative, contextual, focus group, digital media, social marketing, and/or survey-based research projects. Serves as principal investigator, interviewer, facilitator, moderator, mentor, and lead researcher on formative, marketing, audience, and evaluation research initiatives. Creates research protocols and prepares proprietary as well as publishable presentations and reports.</td>
<td>Master’s degree in experimental psychology, cognitive science, anthropology, human computer interaction, computer science, industrial design, information science, market research, public health, communications research, or related field. Minimum of three years of demonstrated experience in applied settings.</td>
</tr>
<tr>
<td>User Experience</td>
<td>Serves as lead researcher on user</td>
<td>Bachelor’s degree in experimental psychology.</td>
</tr>
<tr>
<td>Role</td>
<td>Responsibilities</td>
<td>Required Education</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Researcher</td>
<td>Research responsibilities include stakeholder interviews, benchmark studies, lab-based and remote user assessments, usability testing, qualitative research projects, contextual interviews and card-sort studies. Creates research protocols, moderates interviews and card Sorts, works with strategy teams, and prepares proprietary as well as publishable presentations and reports.</td>
<td>Psychology, cognitive science, anthropology, human computer interaction, computer science, industrial design, information science, market research, public health, communications research, or related field. Minimum of three years of demonstrated experience in applied settings.</td>
</tr>
<tr>
<td>Moderator/Facilitator</td>
<td>Organizes and guides panel discussions, ideation sessions, focus groups, in-depth interviews, contextual interviews, and usability assessments. Consults on discussion/interview guide development, break-out sessions, and leads strategic planning and brainstorming sessions. May provide moderation, facilitation, and interviewing with non-English target audiences.</td>
<td>Bachelor’s degree in experimental psychology, cognitive science, anthropology, human computer interaction, computer science, information science, market research, public health, communications research, or related field. Minimum of three years of demonstrated moderating experience in various settings and for different types of study designs.</td>
</tr>
<tr>
<td>Research Analyst</td>
<td>Prepares research protocols. Supports panel sessions, focus groups, in-depth interviews, contextual interviews, digital ethnographic studies, and survey development. Analyzes qualitative and quantitative data. Synthesizes findings and recommendations. Provides market research report.</td>
<td>Bachelor’s degree in experimental psychology, cognitive science, anthropology, human computer interaction, computer science, information science, market research, public health, communications research, or related field. Minimum of three years of demonstrated experience in applied settings.</td>
</tr>
<tr>
<td>Creative Director</td>
<td>Supervisory creative designer for graphics, illustrations, Web development, software development, marketing, and outreach projects. Leads the communication design, interactive design, and guides teams for visual layout, brainstorming, copywriting, and other artistic and graphic talent. Collaborates with user interface, software development, content strategy, and client teams to accomplish marketing and communication objectives.</td>
<td>Bachelor’s degree in graphic design, illustration, fine arts, performing arts, multimedia design, or other relevant discipline and minimum of eight years of progressively responsible positions in a creative field.</td>
</tr>
<tr>
<td>Multimedia Designer</td>
<td>Consults with clients to conceptualize, prototype, and produce multimedia, graphic, and visual elements for digital and print communications.</td>
<td>Associate’s degree in graphic design, illustration, fine arts, performing arts, multimedia design, or other relevant discipline and minimum five years of progressively responsible positions in a creative field.</td>
</tr>
<tr>
<td>Senior Application Developer</td>
<td>Leads a team of other applications developers in the design, development, and programming of database, software, Web-based and mobile applications and</td>
<td>Bachelor’s degree in computer science, programming or relevant discipline with minimum of five year’s experience in a related field.</td>
</tr>
</tbody>
</table>
systems. Collaborates with user interface and visual design and development teams as well as the client to ensure that technical requirements meet user, business, and program needs.

Application Developer
Designs, develops, and programs database, software, Web-based, and mobile applications and systems.

Associate’s degree in computer science, programming or relevant discipline with a minimum of two year’s experience in a related field.

User Insight Other Direct Costs

<table>
<thead>
<tr>
<th>ODC Category</th>
<th>Unit of Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility Rental</td>
<td>1 Day</td>
</tr>
</tbody>
</table>