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](http://www.gsaadvantage.gov)

**SCHEDULE TITLE:** Multiple Award Schedule

**FEDERAL SUPPLY GOURP:** Professional Services

**CONTRACT NUMBER:** 47QRAA21D001E

**CONTRACT PERIOD:** December 30, 2020 through December 29, 2025

Price List current through mass modification A815 January 4, 2021

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

**CONTRACTOR:** KEY LIME INTERACTIVE, LLC  
8350 NW 52ND TER STE 210  
DORAL, FL 33166  
Phone number: 305-809-0555  
E-Mail: arod@keylimeinteractive.com  
Website: [http://www.keylimeinteractive.com](http://www.keylimeinteractive.com)

**CONTRACTOR’S ADMINISTRATION SOURCE:** Alex Rodriguez  
Phone number: 305-809-0555  
E-Mail: arod@keylimeinteractive.com

**BUSINESS SIZE:** Small 8(a), woman owned small business
CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)/NAICS

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541611</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>Order level materials</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

N/A

1c. HOURLY RATES (Services only):

Either enter information here or direct to the page # where the information is located

2. MAXIMUM ORDER*: $1,000,000

NOTE TO ORDERING ACTIVITIES: *If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: $100


5. POINT(S) OF PRODUCTION: Columbia, MD

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

7. QUANTITY DISCOUNT(S): 1% on single orders over $250,000 and 2% on single orders over $1,000,000

8. PROMPT PAYMENT TERMS: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions

9. FOREIGN ITEMS: N/A

10a. TIME OF DELIVERY: 30 DARO

10b. EXPEDITED DELIVERY: Items available for expedited delivery are noted in this price list or negotiated at the task order level.

10c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

10d. 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.
11. **FOB POINT:** Destination

12a. **ORDERING ADDRESS:** Same as contractor

12b. **ORDERING PROCEDURES:** 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

13. **PAYMENT ADDRESS:** Same as contractor

14. **WARRANTY PROVISION:** N/A for services

15. **EXPORT PACKING CHARGES:** Not applicable

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

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

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A

18b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

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

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

21. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

22a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A

22b. **Section 508 Compliance for Electronic and Information Technology (EIT):** Section 508 compliance information on the supplies and services in this contract are available at the following website address (URL): [http://www.keylimeinteractive.com](http://www.keylimeinteractive.com)

The EIT standard can be found at: [www.Section508.gov/](http://www.Section508.gov/).

23. **DUNS NUMBER:** 830364449

24. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.
# Labor Category Descriptions

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate User Experience Researcher</td>
<td>Minimum of two (2) years of experience supporting, designing, and analyzing both generative and summative customer experience user research inclusive of personas, customer journey maps, qualitative research (in-depth one-on-one interviews, focus groups, triads, and usability tests), as well as quantitative research (surveys, true intent, benchmarks, card sorts, tree tests, and remote unmoderated usability testing).</td>
</tr>
<tr>
<td>User Experience Researcher</td>
<td>Minimum of two (2) years of experience designing, leading, and analyzing user research and usability testing. Make strategic design and user-experience decisions related to core, and new, functions and features. Take a user-centered design approach and rapidly test and iterate your designs. Collaborate with other team members and stakeholders.</td>
</tr>
<tr>
<td>Senior UX Researcher</td>
<td>Minimum of five (5) years of experience designing, leading, and analyzing both generative and summative customer experience user research inclusive of personas, customer journey maps, qualitative research (in-depth one-on-one interviews, focus groups, triads, and usability tests), as well as quantitative research (surveys, true intent, benchmarks, card sorts, tree tests, and remote unmoderated usability testing).</td>
</tr>
<tr>
<td>Principal / Executive User Experience</td>
<td>Minimum ten (10) years’ experience overall, with at least 2 years managing UX/UI team and activities across portfolio teams for enterprise-level applications. Responsible for executive-level oversight of all strategic related issues related to the user experience / customer experience.</td>
</tr>
<tr>
<td>Service</td>
<td>Key Words</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Associate User Experience Researcher</strong></td>
<td>Test Plan, Moderator Guide, Notetaker Guide, Research Report</td>
</tr>
<tr>
<td><strong>User Experience Researcher</strong></td>
<td>Personas, Journey Map, Test Plan, Moderator guide, Research Report</td>
</tr>
<tr>
<td><strong>Principal / Executive User Experience</strong></td>
<td>Advocates for team members, establishes standards and procedures, review work and approves</td>
</tr>
</tbody>
</table>

**Price**

<table>
<thead>
<tr>
<th>Service</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate User Experience Researcher</td>
<td>$140.81</td>
<td>$143.91</td>
<td>$147.07</td>
<td>$150.31</td>
<td>$153.62</td>
</tr>
<tr>
<td>User Experience Researcher</td>
<td>$158.00</td>
<td>$161.48</td>
<td>$165.03</td>
<td>$168.66</td>
<td>$172.37</td>
</tr>
<tr>
<td>Senior UX Researcher</td>
<td>$182.00</td>
<td>$186.00</td>
<td>$190.10</td>
<td>$194.28</td>
<td>$198.55</td>
</tr>
<tr>
<td>Principal / Executive User Experience</td>
<td>$209.57</td>
<td>$214.18</td>
<td>$218.89</td>
<td>$223.71</td>
<td>$228.63</td>
</tr>
</tbody>
</table>