

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 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>

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

SIN	DESCRIPTION
541511	Web Based Marketing
541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541910	Marketing Research and Analysis
OLM	Order level materials

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

4. GEOGRAPHIC COVERAGE: 48 contiguous states and the District of Columbia.

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 REQUIRMENTS: 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.kevlimeinteractive.com>

The EIT standard can be found at: 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

Service	Description
Associate User Experience Researcher	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).
User Experience Researcher	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
Senior UX Researcher	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).
Principal / Executive User Experience	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.

Service	Key Words	Activities
Associate User Experience Researcher	Test Plan, Moderator Guide, Notetaker Guide, Research Report	Information Architecture Research, User Research, 508 compliance, Support recruiting participant activities, collect informed consent for all participants, take notes, analyze results, and develop actionable recommendations, Report
User Experience Researcher	Personas, Journey Map, Test Plan, Moderator guide, Research Report	Information Architecture Research, User Research, 508 compliance, Support recruiting participant activities, collect informed consent for all participants, take notes, analyze results, and develop actionable recommendations, Report
Senior UX Researcher	Personas, Journey Map, Workshop Artifacts, Test Plan, Moderator Guide, Notetaker Guide, Research Report	User Research, Usability Assessment / Expert Review, Lead design thinking and research strategy workshops, Moderate generative and summative customer experience / user experience research, create and review reports with recommendations, provide UX/UI design recommendations.
Principal / Executive User Experience	Advocates for team members, establishes standards and procedures, review work and approves	Advocate for the user as a member of the product development team; Project Management for all UX Strategy and Research project deliverables; Lead design thinking workshops; Lead stakeholder 1-1 interviews and groups; Review and approves: User Research Plans and reviews Usability Assessments; Review and provide feedback on UX Designs; Review and provide feedback on Content Strategy; Review Accessibility / Section 508 Compliance Testing Plans; Ensure that UX Designers and developers are following best practices for Accessible Content; If the engagement has an enterprise architecture team, this person acts as the representative of the User Experience

Price

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

