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 are available through GSA Advantage®, a menu-driven database system. The INTERNET address for GSA Advantage® is: GSAA Advantage.gov.

Multiple Award Schedule (MAS)

FSC Group: Professional Services  FSC Class:
Contract Number: GS-07F-289BA

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

Contract Period: September 15, 2014 – September 14, 2024

Media Barn, Inc.
2200 Clarendon Blvd., Suite 1200
Arlington, VA  22201
www.mediabarninc.com

Contract Administrator:
Greg Herring
VP, Strategy and Operations
Phone: 703.964.0440
greg.herring@mediabarninc.com

Business Size: Small

Price list current as of Modification #PS-0017 effective 06/07/2022
Prices Shown Herein as Net (discount deducted)
Customer Information

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SINs</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research &amp; Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM’s)</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See Pricing Schedule Lowest priced model number and price for each SIN: See Pricing Schedule

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See Pricing Schedule

2. Maximum Order: $1,000,000

3. Minimum Order: $100.00

4. Geographic Coverage (delivery area): Domestic

5. Point(s) of production (city, county, and State or foreign country): Arlington, VA

6. Discount from list prices or statement of next price: Government Net Prices (discounts already deducted.)

7. Quantity Discounts: None

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

9. Foreign items (list items by country of origin): Not Applicable

10a. Time of delivery (Contractor insert number of days): To Be Determined at the Task Order Level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list: To Be Determined at the Task Order Level
10c. Overnight and 2-Day Delivery: Contact Contractor

10d. Urgent Requirements: Contact Contractor

11. F.O.B. point(s): Destination

12a. Ordering Address: Media Barn, Inc.
2200 Clarendon Blvd., Suite 1200
Arlington, VA 22201-3331

12b. 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(es): Media Barn, Inc.
2200 Clarendon Blvd., Suite 1200
Arlington, VA 22201-3331

14. Warranty Provision: Not Applicable

15. Export Packing Charges, if applicable: Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable): Not Applicable

17. Terms and conditions of installation (if applicable): Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price Lists and any discounts from list prices (if applicable): Not Applicable

18b. Terms and conditions for any other services (if applicable): Not Applicable

19. List of service and distribution points (if applicable): Not Applicable

20. List of participating dealers (if applicable): Not Applicable

21. Preventive maintenance (if applicable): Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov/
https://mediabarninc.com
Media Barn’s point of contact regarding Section 508 is Greg Herring, 703-964-0440.

23. Unique Entity Identifier (UEI): PE9WLM3JXZM7

24. Notification regarding registration in System for Award Management (SAM) database: Contractor registered and active in SAM
Pricing Schedule  
(SINs: 541430, 541511, 541910)

Mediabarn’s net labor rate prices shown below include IFF and discounts. Prices are in effect from September 15, 2019 through September 14, 2024.

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>Contractor or Customer Facility or Both</th>
<th>Unit of Issue</th>
<th>Awarded Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430, 541511, 541910</td>
<td>User Experience Strategy Lead</td>
<td>Both</td>
<td>Hour</td>
<td>$200.15</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Senior User Experience Designer</td>
<td>Both</td>
<td>Hour</td>
<td>$162.69</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Senior Graphic Designer</td>
<td>Both</td>
<td>Hour</td>
<td>$156.11</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>User Interface Designer</td>
<td>Both</td>
<td>Hour</td>
<td>$156.11</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Graphic Designer</td>
<td>Both</td>
<td>Hour</td>
<td>$137.40</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>User Experience Researcher</td>
<td>Both</td>
<td>Hour</td>
<td>$149.38</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>Research Manager</td>
<td>Both</td>
<td>Hour</td>
<td>$145.51</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Usability Test Moderator</td>
<td>Both</td>
<td>Hour</td>
<td>$145.51</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Focus Group Moderator</td>
<td>Both</td>
<td>Hour</td>
<td>$145.51</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Senior Writer</td>
<td>Both</td>
<td>Hour</td>
<td>$134.87</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Program Manager</td>
<td>Both</td>
<td>Hour</td>
<td>$155.05</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Technical Project Manager</td>
<td>Both</td>
<td>Hour</td>
<td>$148.33</td>
</tr>
<tr>
<td>541430, 541511, 541910</td>
<td>Project Manager</td>
<td>Both</td>
<td>Hour</td>
<td>$149.69</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>Project Coordinator</td>
<td>Both</td>
<td>Hour</td>
<td>$116.01</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>Senior Developer</td>
<td>Both</td>
<td>Hour</td>
<td>$150.44</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>Developer</td>
<td>Both</td>
<td>Hour</td>
<td>$135.23</td>
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<tr>
<td>541430, 541511, 541910</td>
<td>QA Engineer</td>
<td>Both</td>
<td>Hour</td>
<td>$129.61</td>
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</tbody>
</table>
Labor Category Descriptions

Allowable Education Equivalents:
For the following labor categories, five (5) years of relevant work experience is an allowable equivalent to a Bachelor’s degree. Two (2) years of relevant work experience plus an Associate’s degree is also an allowable equivalent to a Bachelor’s degree.

User Experience (UX) Strategy Lead
Minimum Education and Years of Experience: Bachelor’s degree or equivalent, 10 years minimum
Responsibilities: Serves as the overall Mediabarn user experience (UX) research and design team lead, providing the vision for the planning and delivery of all UX services provided by the Mediabarn team. Assists federal leads with design strategy and stakeholder management, including workshops, meetings and cross-team communication. Helps evangelize UX research and design to various product stakeholders who may not yet be experienced in this area. Facilitates ideation sessions to establish solutions that target specific audiences and help meet business objectives. Supports efforts for understanding resource demands for project initiatives including prioritization and planning. Ensures all Mediabarn deliverables are of the highest quality and are delivered within time and budget parameters. Assists federal product leads with team coordination, scheduling and communication, and serves as their main POC for the Mediabarn team. Note, the term 'user experience' (UX) is also commonly referred to as 'user centered design' (UCD) and 'human centered design' (HCD).

Senior User Experience (UX) Designer
Minimum Education and Years of Experience: Bachelor’s degree or equivalent, 8 years minimum
Responsibilities: Serving in UX design and design prototyping roles, provides design assets such as information structure (IA), navigation, user flows, workflows, wireframes, storyboards that illustrate the user experience, user interface elements, and user interaction models. Plans and creates design elements including visual design compositions and explorations, style tiles/mood boards, pattern libraries, style guides, iconography, clickable design prototypes for usability testing and stakeholder review purposes, design specifications and documentation, as well as other design assets. Provides final design deliverables to product development teams for front-end implementation. Contributes to any relevant style guides and design documentation. Note, the term 'user experience' (UX) is also commonly referred to as 'user centered design' (UCD) and 'human centered design' (HCD).

User Experience (UX) Researcher
Minimum Education and Years of Experience: Bachelor’s degree or equivalent, 5 years minimum
Responsibilities: Assesses the current user experience and seeks to understand future user experience needs. Plans, moderates, and summarizes reporting of a wide range of research activities. Coordinates with the design team to ensure design assets are in alignment with the goals of the studies being conducted. Conducts and evaluates qualitative and quantitative user research to understand needs, goals, and challenges to make recommendations for maximum project benefit. Conducts data collection and analysis through ethnographic, in-depth interviews (IDIs), focus groups, usability testing, surveys, persona creation, and experience mapping research techniques. Develops personas for each audience segment to enable a common understanding and adoption of each audience segment. Identifies, portrays, and evaluates the existing as well as to-be-created journey for a particular persona to help understand users and their challenges.
Oversees UX lab operations including participant recruitment and scheduling, incentive disbursement, facility and equipment set-up, recording of research sessions. Note, the term 'user experience' (UX) is also commonly referred to as 'user centered design' (UCD) and 'human centered design' (HCD).

**User Interface Designer**

**Education and Years of Experience:** Bachelor’s degree or equivalent, 4 years minimum  
**Responsibilities:** Responsible for the information architecture of online content areas and functionality specifications for tools and features. UI designers create wireframes, navigation maps, user flows, functional specifications and design requirement documents in addition to producing compelling design media for interactive web applications, including graphic elements and overall look and feel. Collaborates with other product specialists to optimize the UI design component of various products with a focus on creating easy and engaging end user experiences.

**Senior Graphic Designer**

**Education and Years of Experience:** Bachelor’s degree or equivalent, 8 years minimum  
**Responsibilities:** Senior Graphic Designers create compelling, original design ranging from websites to rich media online advertising to branding. A Senior Graphic Designer is able to translate client business requirements, user needs and technical capabilities into designs that are visually exciting, easy to use and emotionally engaging. Expected to participate actively in a culture of innovation and teamwork, Senior Graphic Designers have excellent ideation and conceptual skills, as well as effective interpersonal and presentation skills, including the ability to communicate effectively to clients, project managers and developers.

**Graphic Designer**

**Education and Years of Experience:** Bachelor’s degree or equivalent, 4 years minimum  
**Responsibilities:** The Graphic Designer will design and execute graphical interface treatments, navigation and page structures and graphical and multimedia elements. Graphic Designers may serve as a member of a project team to define and meet project deadlines and may be called upon to provide creative direction and technical design leadership as needed. Graphic Designers will also identify, address and solve technical problems as they relate to interface, screen design and/or the web.

**Research Manager**

**Education and Years of Experience:** Bachelor’s degree or equivalent, 3 years minimum  
**Responsibilities:** Manages all aspects of the research facility, including scheduling the various stages of studies, setup and maintenance of the facilities and testing rooms, and running test-day operations. Will set up all cameras, on-screen recorders, audio sources, etc. for each study.

**Usability Test Moderator**

**Education and Years of Experience:** Bachelor’s degree or equivalent, 3 years minimum  
**Responsibilities:** Oversees recruiting, can write the screener, and help identify the audience. Recommends the methodology and writes the moderator’s guide. Moderates the study. Analyzes the data and makes recommendations. Writes a report based on the findings and can present the findings and recommendation to stakeholders.

**Focus Group Moderator**

**Education and Years of Experience:** Bachelor’s degree or equivalent, 4 years minimum
Responsibilities: Oversees recruiting, can write the screener, and help identify the audience. Recommends the methodology and writes the moderator’s guide. Moderates the study. Analyzes the data and makes recommendations. Writes a report based on the findings and can present the findings and recommendation to stakeholders.

Senior Writer
Education and Years of Experience: Bachelor’s degree or equivalent, 6 years minimum
Responsibilities: To write, proofread and rewrite technical manuals, training materials, user documentation and presentations. May also write marketing materials, subject matter content, product narratives, descriptive text, or fulfill other writing needs. Maintain a library of technical publications and journals. Recommend changes to document formats to make them easier to develop and use. Coordinate the production and presentation of documents, text, artwork, photographs and other media requirements. Maintain and modify any documentation as needed because of changes to products. The Senior Writer may also be called upon to coordinate and/or manage teams of writers, as well as assist in setting marketing strategy.

Program Manager
Education and Years of Experience: Bachelor’s degree or equivalent, 7 years minimum
Responsibilities: Oversees planning and execution of client programs to meet business objectives. Responsible for the direction, oversight and outcome of multiple programs and/or projects for a single client. Responsible for rolled-up schedules of multiple projects in a given program. Provides ideas proactively to project teams to maximize results and anticipate issues while ensuring client objectives are met. Leads teams and optimizes resources across multiple projects the assigned client. Must have strong project management skills.

Technical Project Manager
Education and Years of Experience: Bachelor’s degree or equivalent, 4 years minimum
Responsibilities: Ability to manage multiple projects concurrently in a rapid development environment. Estimates costs and timelines and assists in preparing proposals and statement of work contracts. Develops and manages project plans, business and functional requirements and budgets. Identifies and schedules appropriate resources to complete assigned project. Manages the day-to-day technical aspects of a project as well as the scope. Identifies and resolves deviations in project planning to deliver projects as planned. Builds strong client relationships and appropriately manages client expectations. Leads, oversees and coordinates development and QA teams.

Project Manager
Education and Years of Experience: Bachelor’s degree or equivalent, 4 years minimum
Responsibilities: Specific duties include defining project scope and requirements, managing project budget, acquiring creative and technical resources from internal and external resource pools, organizing team meetings, facilitating client meetings, product reviews and approvals, creating and maintaining production schedules, troubleshooting problems and communicating project status to internal clients, team members and Senior staff as required. Project Manager will also work with other departments within client company environment as project liaison to ensure successful implementation of product and interdepartmental support as needed. May participate in planning marketing strategies for product and provides input into the development of marketing materials. Works with all departments involved to implement the product on time and within budget.
Project Coordinator

**Education and Years of Experience:** Bachelor’s degree, 2 years minimum

**Responsibilities:** Assists project teams with collecting timesheets, managing project financials, and communicating with team members regarding administrative needs of the project. Assists with scheduling team members and determining availability of alternative resources. Assists project managers with minor day-to-day tasks as needed. Must have strong organizational and communications skills.

Senior Developer

**Education and Years of Experience:** Bachelor’s degree or equivalent, 6 years minimum

**Responsibilities:** The Senior Developer creates, codes, and maintains large-scale web sites and applications. Senior Developers will troubleshoot bugs and deal with cross-browser and interface testing as well as discuss requests with users for clarification. Senior Developers will recommend modifications to lower costs, enhance usability or expand functionality. Senior Developers create time and expense estimates to fulfill user requests. The Senior Developer uses in-depth knowledge of multiple technologies, user-centered analysis and evaluation techniques, and new programming standards to develop world-class products, sites and applications.

Developer

**Education and Years of Experience:** Bachelor’s degree or equivalent, 4 years minimum

**Responsibilities:** The Developer creates, codes and maintains user experiences for high profile web sites. Developers keep abreast of developing web technologies and issues and adhere to and develop new programming standards. They understand browser specific compatibility issues and ensure that they are delivering software which is fully compatible & fully exploits available capabilities.

QA Engineer

**Education and Years of Experience:** Bachelor’s degree or equivalent, 2 years minimum

**Responsibilities:** Test web sites and applications for technical and functional accuracy. Identify and evaluate tools that will streamline testing. Create test plans and cases by analyzing product requirements and system architecture; execute test plans accordingly. Document test results. Report and track bugs and discrepancies between requirements and the product, facilitate remedies to any issues found.

Service Contract Labor Standards:

The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA 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/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Mediabarn Company Overview

Human-Centered Design (HCD), Customer Experience (CX) and User Experience (UX)

Founded in 2004 and based in Arlington, VA, Mediabarn is a Human-Centered Design (HCD) consultancy providing expertise in strategy, research, design, and execution.

Mediabarn's overall mission is to deliver superior customer experience (CX) solutions for our clients, with a focus on HCD best practices and methodologies. Our capabilities include strategy and leadership, stakeholder engagement, project management, product strategy, content strategy, qualitative and quantitative user research, information architecture, UX design, responsive design, visual design, prototyping, as well as design systems and governance.

To gauge customer perceptions and inform designs, we specialize in qualitative research methods, with activities including usability testing, focus groups, in-depth interviews (IDIs), expert reviews, and stakeholder interviews.

User Experience Lab
To support our research efforts, Mediabarn also operates a modern, full-service, research lab facility with in-house recruitment and technical support capabilities. In addition to in-lab research, we have full capabilities to conduct studies remotely. Research is conducted with actual users who fit a variety of attributes and circumstances. Part of our lab operation is a team that recruits, vets, schedules, and disburses incentives, where applicable, to the actual users who participate in our research studies.

Conveniently located in the metro Washington DC area just minutes from downtown, our space is designed to be contemporary yet comfortable for both study participants and observers.

Mediabarn's Research Lab is optimized for usability testing, IDIs and focus groups and includes:

- Reasonable equipment needs (laptop/desktop computers, smartphones, tablets, cameras, recording software)
- Naturally lighted observation room that comfortably sits 10 observers with laptops, etc.
- One-way observable mirrored glass in the focus group suite
- Secure project website with participant videos (when recording is permitted)
- High definition capable video recording
- Picture-in-picture technology that allows concurrent views of test stimulus and participant
- Time-coded video recording and editing
- Redundant internet connections and wireless access for observers
- Office services (copying, printing)

Mediabarn shares the same building complex as the Courthouse Metro, with a stop at our door.