



G-Cloud 15 Pricing Document

Aaseya UX Consultancy Services

1. Aaseya UX Consultancy Services - Pricing

Pricing for Aaseya UX Consultancy Services will be engagement-specific and aligned to the scope, complexity, and objectives of the user experience initiative. Aaseya will adopt a flexible pricing approach, enabling organisations to engage through fixed-price, time-and-materials, or milestone-based commercial models, depending on delivery needs and maturity.

Engagements will typically commence with a time-boxed discovery and assessment phase, during which Aaseya will evaluate user experience objectives, platform context (including low-code environments such as Pega Constellation), design maturity, usability gaps, and delivery constraints. Outputs from this phase will inform the UX roadmap, delivery approach, and commercial structure for subsequent phases.

Pricing will be logically phased and aligned to agreed deliverables and milestones, ensuring transparency, predictability, and flexibility across the engagement lifecycle—from discovery and design through implementation support and evaluation.

Pricing will be influenced by factors including, but not limited to:

- Scope and complexity of the UX engagement (discovery, design, prototyping, or implementation support)
- Number of applications, user journeys, and personas in scope
- Platform context and alignment requirements, including low-code platforms such as Pega Constellation
- Use of Aaseya pre-built UX frameworks, design systems, and reusable components
- Level of fidelity required (wireframes, interactive prototypes, design systems)
- Integration with development teams and implementation support needs
- Delivery model, timelines, and phasing
- Governance, quality assurance, and stakeholder engagement requirements
- Level of client and third-party involvement

Aaseya will own and provide the specialist UX, platform, and low-code expertise required to deliver the service, including UX architecture, interaction design, prototyping, usability standards, and implementation support. This integrated delivery model ensures consistency, accountability, and efficient collaboration across design and delivery teams.

The final pricing model, including commercial structure and payment milestones, will be determined through mutual discussion and agreement with the customer, based on engagement objectives, delivery approach, and governance requirements, and will be formally documented through the Statement of Work (SoW).

2. Contact Information

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