

The client contract

Project: [project name]

Reference: [HBW-01]

Date: [date]

1. PARTIES

1.1 Client: Harrowgate Bicycle Works, [address]. Client contact: [name, title, email].

1.2 Agency: [your agency name], [address, email].

1.3 This document covers the work described in section 2, the fee in section 4, the rates for anything added later in section 5, and the way additions get approved in section 6. It replaces any scope described in earlier proposals, emails or calls.

2. WHAT WE'RE DOING

2.1 A research plan, a recruitment screener and a discussion guide, agreed with Harrowgate before any interview is booked.

2.2 Eighteen customer interviews, each sixty minutes, recorded and transcribed, with recruitment and participant incentives handled by us.

2.3 Four dealer site visits inside the continental United States, each a single day, with observation notes and photographs.

2.4 One journey map and one service blueprint covering purchase, fitting, servicing and warranty, with two revision rounds included.

2.5 Two concept testing rounds, each putting the current concepts in front of six participants.

2.6 A written findings report and one recorded readout session for the Harrowgate team.

2.7 Nine weeks from the date both of us sign, on the schedule in section 7.

3. WHAT'S NOT INCLUDED

3.1 Designing or building anything we recommend isn't included, and any design or build work is quoted separately.

3.2 Travel outside the continental United States isn't included. Interviews with participants located elsewhere can be run remotely and are priced at 5.1, with translation at 5.6.

3.3 Translation of the discussion guide, the transcripts or the report isn't included, and is priced at 5.6.

3.4 Survey work isn't included. The numbers in the report describe the eighteen interviews in 2.2 and nothing wider.

3.5 Anything not named in section 2 is priced from section 5 before it starts.

4. FEE AND PAYMENT

4.1 The fee is \$31,540, being the research plan, screener and discussion guide at \$4,300; eighteen interviews at \$640 each, being \$11,520; four dealer site visits at \$1,250 each, being \$5,000; the journey map and service

blueprint with two revision rounds at \$6,480; two concept testing rounds at \$1,240 each, being \$2,480; and the findings report with one recorded readout at \$1,760.

4.2 Payment is 40% on signature, 30% on delivery of the journey map and 30% on delivery of the findings report.

4.3 Invoices are due fourteen days from issue.

4.4 Travel and participant incentives inside the continental United States are included in 4.1. Travel outside it is quoted separately and agreed in writing before anything is booked.

4.5 If an invoice runs more than fourteen days late we can pause work, and the dates in section 7 move by the working days lost.

5. RATES FOR ANYTHING ADDED

5.1 Additional customer interview, including recruitment, the incentive and the transcript: \$640.

5.2 Additional dealer site visit inside the continental United States: \$1,250.

5.3 Additional concept testing round: \$1,240.

5.4 Revision round on the journey map or the service blueprint beyond the two in 2.4: \$820.

5.5 Additional recorded readout session: \$890.

5.6 Translation of the discussion guide and one transcript into another language: \$410 per interview.

5.7 Anything not listed above: \$125 per hour, quoted in writing and agreed before it starts.

5.8 These rates hold for twelve months from the date of this document.

6. WHO CAN APPROVE AN ADDITION

6.1 Harrowgate names one person who can approve an addition and the cost that comes with it: [name, title, email].

6.2 An addition is approved when that person replies in writing to a message naming the work, the price from section 5 and the days it adds. A call, a thread or a verbal yes doesn't start it.

6.3 A second named person may be added at any time in writing.

7. SCHEDULE AND WHAT MOVES IT

7.1 The nine weeks in 2.7 assume the materials in section 8 arrive on the dates agreed at kickoff.

7.2 Every approved addition under section 6 moves the remaining dates by the working days it consumes, stated in the same message that prices it.

7.3 Nothing else moves a date unless both of us agree in writing.

8. WHAT HARROWGATE PROVIDES

8.1 A customer list and dealer contacts for recruitment, within five working days of signature.

8.2 Introductions to the four dealers in 2.3, and confirmation from each that the visit is welcome.

8.3 One named contact who answers questions inside two working days.

8.4 Any existing research, survey data or support records Harrowgate wants us to read, supplied at kickoff rather than after the findings are written.

9. ACCEPTANCE

9.1 Each item in section 2 is accepted when Harrowgate confirms in writing, or five working days after delivery if nothing is said.

9.2 The engagement is finished when the readout in 2.6 has happened and the report is accepted under 9.1.

9.3 Questions about the findings after acceptance are welcome, and are priced at 5.7 only if answering them needs new work.

10. CONFIDENTIALITY

10.1 Neither of us shares the other's non-public information, including anything a participant says in an interview.

10.2 Recordings and transcripts are held by us, identified by code rather than by name, and deleted twelve months after acceptance unless Harrowgate asks for them sooner.

10.3 This section continues after the engagement ends.

11. OWNERSHIP

11.1 The report, the journey map, the service blueprint and the transcripts become Harrowgate's on payment in full.

11.2 Our own research methods, templates, tooling and internal frameworks stay ours, and nothing here transfers them.

11.3 We may describe this engagement in general terms as our work, without naming a participant or quoting anything confidential, unless Harrowgate asks us not to.

12. LIABILITY

12.1 Neither of us is liable to the other for lost profit, lost revenue or indirect loss.

12.2 Our total liability under this document is limited to the fee in 4.1.

12.3 Nothing here limits liability that can't be limited.

13. ENDING THE ENGAGEMENT EARLY

13.1 Either of us can end this with fourteen days written notice.

13.2 Harrowgate pays for work completed and work committed to as of the notice date, including participant incentives already promised and travel already booked.

13.3 Everything completed and paid for passes to Harrowgate under section 11.

14. GOVERNING LAW

14.1 This document is governed by the law of [state], and any dispute is heard there.

14.2 Before either of us files anything, we each name one person and those two have a conversation.

15. THE WHOLE AGREEMENT

This document, once signed by both of us, is the agreement for the work described in section 2. Changes to it are made by the process in section 6, and not by a call, an email or a message thread.

SIGNED

For Harrowgate Bicycle Works: _____ Date: _____

For [your agency]: _____ Date: _____