1. Project Overview

The goal of this project is to overhaul the UI/UX design and implementation of the Connect Research platform (WordPress-based with AI integration) to ensure it is professional, intuitive, user-friendly, and aligned with the life sciences industry. The project will include both the design phase and technical implementation of the interface.

2. Scope of Work

2.1 Complete UI/UX Redesign and Development

- **Objective**: Revamp the platform's design with a clean, modern, and functional layout.
- **Deliverables**:
  - Full visual design mockups, including color schemes, typography, layouts, and style guide.
  - High-fidelity prototypes for all pages.
  - Strategic placement of images, text, CTAs to optimize user experience and conversions.
  - Integration of new features and functionality as outlined during the design phase.

2.2 Audience Understanding

- **Objective**: Ensure the design aligns with the professional needs of life sciences professionals (consultants, CROs, researchers).
- **Action Items**:
  - Conduct user research to refine key personas, their goals, and pain points.
  - Address issues like navigation complexity and task efficiency in the design and implementation.

2.3 User Journey and Functionality

- **Objective**: Streamline navigation and improve usability across all features.
- **Tasks**:
  - Map out existing user flows to identify and resolve bottlenecks.
  - Propose and implement improved user journeys for better task clarity and task completion.
  - Redesign intuitive navigation menus and functional UI elements.
  - Implement security measures required.

2.4 Dashboard Redesign and Development

- **Objective**: Redesign both client and consultant dashboards for better usability and functionality.
- **Deliverables**:
    - Redesign and integrate improved dashboard functionalities that align with the UI/UX.

2.5 Usability and Testing

- **Objective**: Ensure the platform is intuitive, functional, and free of bugs and bottlenecks.
- **Tasks**:
    - Conduct usability tests to verify design efficiency for new and returning users.
    - Debug and refine functionality during the testing phase.
    - Implement user feedback to address any UX-related issues.

2.6 Mobile-First and Accessibility

- **Objective**: Deliver a responsive platform that is accessible to all users.
- **Standards**:
    - Mobile-first design principles.
    - Compliance with WCAG 2.1 accessibility guidelines.
    - Optimization for touch-friendly navigation, buttons, and forms.

2.7 SEO and Performance Optimization

- **Objective**: Support improved SEO and page performance post-redesign.
- **Tasks**:
    - Optimize images, semantic HTML, and scripts to improve load speed.
    - Ensure compatibility with tools like Google PageSpeed Insights.
    - Implement SEO-friendly code and follow best web development practices.

3. Responsibilities of the UI/UX Designer

1. **Content Creation**:

    - Creation of all UI graphics (icons, banners, illustrations, etc.) required for the platform.
    - Drafting and implementing all text content.

2. **Full UI/UX redesign**:

    - Redesign of the platform UI as defined above
    - Map out the existing user journey, identify and resolve any bottlenecks and issues.

3. **Full Technical Implementation**:

- ○ Integration of all approved mockups, UI components, and functionalities into the WordPress platform.
- ○ Ensuring compatibility with existing features and plugins.

4. **Performance and Testing**:

- ○ Thorough usability testing, debugging, and refinements post-implementation.
- ○ Ensure performance meets modern web standards for speed, security and accessibility.
- ○ Review rounds will be conducted as necessary at key project stages to ensure alignment and satisfaction.