SAMPLE — FICTIONAL OPPORTUNITY, FOR DEMONSTRATION ONLY. NOT A REAL ENGAGEMENT.

Send kit — Riley Cohen for Northline

Prepared 22 November 2026. Use these with the proposal PDF. Do not send the pre-send notes to the client.

Pitch email

Subject: Proposal for the Northline admin first-run redesign

Hi Priya,

Thanks for the time on Thursday. The proposal is attached.

Short version of what I heard: new workspace admins still go through a 12-step setup checklist built three years ago, teams stall before they invite anyone, and CS is carrying the gap with screen-shares. You want a redesigned first-run path for admins, shippable in 6 to 8 weeks from early December, so your team can build it before the March partner launch.

The proposal has three options. I recommend Option B, at $13,500 over 8 weeks. It includes a short set of conversations with admins and CS, the redesign built inside your Figma design system, a clickable prototype, and an annotated handoff with two working sessions for your front-end team. Your team builds it.

The approach and handoff sections are written so your design lead and engineering can read them without a call.

Would it help to walk through it together next week, or would you rather review it internally first?

Riley

Follow-up (only if they go quiet)

Send after: 3 to 4 business days

Subject: Re: Proposal for the Northline admin first-run redesign

Hi Priya,

A quick note on timing. To start the week of 8 December and hand off in late January, with February clear for your team ahead of March, I would need to confirm by the end of this month.

If the proposal raised questions from your design lead or engineering, I am happy to answer them by email or in a short call. If the timing has changed on your side, let me know and I can rework the schedule.

Riley

Leave-behind (one-page summary)

Northline admin first-run redesign: summary

Prepared by Riley Cohen, independent product designer **For** Priya Shah, Head of Product, Northline **Date** 22 November 2026

The situation. New workspace admins go through a 12-step setup checklist built three years ago. Teams often stall before the admin invites anyone else. CS is covering the gap with screen-share onboarding. Northline wants a redesigned first-run path for admins, shippable in 6 to 8 weeks, ahead of the March partner launch.

The work. Audit the current path. Talk to a small set of recent admins and CS. Propose a new information architecture. Design mid-fi then hi-fi screens inside Northline's existing Figma design system. Build a clickable prototype. Hand off to engineering with annotations and two working sessions. Northline's front-end team builds it.

Recommended option. Option B: research, redesign, and handoff.

Fee. $13,500 USD, fixed.

Timeline. 8 weeks from the week of 8 December, including a pause the last week of December. Handoff the week of 26 January, leaving February for the build.

What Northline provides. Figma design system access, 3 to 5 admins or CS people for short conversations in week one, an engineering contact for three reviews, and feedback within two working days.

Not included. Production code, the marketing site, work outside the admin first-run path, a large research program, or retained design work after handoff.

Other options. Option A, audit and redesign without admin interviews, 6 working weeks plus the pause week (7 calendar weeks), $9,500. Option C, Option B plus a post-launch iteration pass, $17,000.

Fees valid until 6 December 2026.

Next step. Reply to confirm Option B, or book a 30-minute call next week to adjust scope.