

FREE DOWNLOAD

2026 UX/UI AI Services & Pricing Planner

Turn a new Figma, Framer or AI capability into a clear service with defined scope, responsible quality control and pricing that protects your time.

1	Choose one client problem
2	Define the workflow and deliverables
3	Estimate cost, risk and profit
4	Test the offer for 30 days

Created for practical planning. Suggested prices are examples, not universal market rates.

1. Build your service offer

Start with the client problem, not the tool. A clear offer explains who it helps, what changes and what the client receives.

Target client and urgent problem

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New capability or workflow you will use

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Business outcome the client will understand

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Included deliverables

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Not included

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Timeline, revision limit and final handoff

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Proof you can show: sample, audit, case study or process

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2. Calculate a sustainable price

Estimate the full responsibility, not only the time spent inside a design tool. Include discovery, communication, review, revisions, quality assurance and handoff.

Work item	Hours	Rate	Cost
Discovery and research			
Design and iteration			
Content or data preparation			
Accessibility and QA			
Revisions and meetings			
Documentation and handoff			
Direct tool, asset or contractor costs			
Contingency for risk			

Minimum project fee = labour + direct costs + overhead + contingency + profit

Do not reduce the fee automatically because an AI feature saves time. Faster delivery can be part of the value, while you remain responsible for decisions and quality.

ESSENTIAL	STANDARD	PREMIUM
One focused outcome Limited scope Price: _____	Core service More states or support Price: _____	Full implementation Training or governance Price: _____

Step 3: Protect quality and client trust

Use AI-assisted production only inside a controlled process. The designer remains responsible for verifying what reaches the client.

[]	The client problem and success measure are documented.
[]	Generated layouts are reviewed for hierarchy, usability and responsive behaviour.
[]	Content, data and claims are checked before delivery.
[]	Components, variables and states follow the agreed design system.
[]	Keyboard use, contrast, labels and focus states are reviewed.
[]	Mobile, tablet and desktop layouts are tested where relevant.
[]	Tool limits, exclusions and required human decisions are explained.
[]	Client data and confidential files are handled according to approved policies.
[]	Final files are organized, editable and supported by handoff notes.
[]	The work is shown in a case study only with permission.

Offer promise

In one sentence: I help [client] achieve [outcome] through [service] within [timeline].

Boundary statement

What the tool assists with, what you review personally and what the client must approve.

4. Test the offer for 30 days

Do not build six offers at once. Test one service, collect evidence and improve the package before expanding.

WEEK 1	Define	Choose one audience and problem. Write the scope, deliverables, timeline, exclusions and three pricing levels.
WEEK 2	Demonstrate	Create a small original example or audit. Show the problem, your process, human review and the improved result.
WEEK 3	Reach out	Contact relevant past clients or prospects with a specific observation and a clear invitation to discuss the offer.
WEEK 4	Review	Record questions, objections, hours and costs. Adjust the scope or price before the next project.

The offer I will test

The result I will measure

What I learned and what I will change

Suggested planning ranges

Entry audit: USD 600-1,200 | Focused sprint: USD 1,500-3,500 | System or automation project: USD 3,000-8,000+. Adjust for scope, risk, expertise, region and client value.