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UX/UI design
Prices 2026 · inreallab

5.1 UX research

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Express UX audit	Nielsen heuristics, checklist, priorities	$190 – $1,000	**from $440**	project
In-depth usability audit	all scenarios, report, workshop presentation	$750 – $3,200	**from $1,200**	project
In-depth interviews / CustDev / JTBD	script, recruiting, 5–10 interviews, insights	$65 – $190/interview	**$100/interview, pack of 5 from $750**	interview/package
Usability testing	scenarios, 5–8 respondents, video, report	$750 – $3,800	**from $1,200**	project
CJM (customer journey map)	stages, emotions, barriers, growth points	$500 – $2,500	**from $900**	project
User flow / information architecture	screen map, scenarios, navigation	$320 – $1,500	**from $600**	project
Competitor analysis / benchmarking	5–10 competitors, feature matrix	$250 – $1,200	**from $440**	project
Personas and segmentation	3–5 profiles, scenarios, triggers	$250 – $1,000	**from $380**	package

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Card sorting (open/closed)	$380 – $1,700	**from $600**	project
Tree testing of navigation	$320 – $1,300	**from $500**	project
First-click testing	$250 – $900	**from $380**	project
Unmoderated remote usability testing	$100 – $1,900	**from $650**	project
Accessibility audit (WCAG 2.1 / GOST R 52872, a Russian state standard)	$650 – $4,400	**from $1,000**	project
Quantitative UX survey / questionnaire	$500 – $2,500	**from $750**	project
UX metrics measurement (SUS / UMUX / CSAT / NPS)	$250 – $1,200	**from $440**	measurement

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Focus group moderation	$500 – $1,700 per group	**from $750/group**	group
Diary study	$1,000 – $4,400	**from $1,500**	project
Field / ethnographic research (contextual inquiry)	$1,300 – $6,300	**from $1,900**	project
Service blueprint	$750 – $3,200	**from $1,200**	project
JTBD map / job map	$500 – $2,000	**from $700**	project
Respondent recruiting for research	$20 – $75/resp. B2C; $75 – $320/resp. B2B	**from $35/resp. B2C, from $100 B2B**	respondent
Interview transcription and coding	$15 – $45 per interview	**from $20/interview**	interview
Product analytics setup (events, funnels, goals)	$380 – $1,900	**from $600**	project
Heatmap and session-replay analysis (behavioural analytics)	$190 – $1,000	**from $380**	project
A/B test: hypotheses, setup and results analysis	$380 – $1,900	**from $650**	test
UX strategy / research plan and roadmap	$650 – $2,800	**from $900**	project
Prototype design for testing	$320 – $1,500	**from $500**	project
UX research by subscription (research-as-a-service)	$1,000 – $5,000/month	**from $1,500/month**	month

5.2 UX/UI interface design

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing page	prototype, UI desktop+mobile, re-sponsive layout	$190 – $1,900	**from $750**	project
Premium promo landing page	concept, complex grid, animations	$1,300 – $6,300	**from $1,900**	project
Corporate / multi-page website	UX structure, 8–20 screens, UI kit	$1,900 – $10,000	**from $3,200**	project
Online store	catalogue, product page, cart, checkout, customer account	$3,200 – $19,000	**from $5,000**	project
Web service / platform	20–60+ screens, states, design system	$5,000 – $37,500	**from $7,500**	project
Mobile app	UX flows, 20–50 screens, HIG/Material, 2 platforms	$3,800 – $31,500	**from $6,300**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Telegram Mini App (TMA)	UX flows for the Telegram UI Kit, light/dark theming, 8–25 screens, states (development — see 3.1)	$1,300 – $5,000	**from $1,900**	project
Dashboards / admin panels / BI	metrics visualisation, tables, filters	$2,500 – $15,000	**from $3,800**	project
Single screen design	UX+UI, responsive layout, states	$65 – $320	**$100**	screen
Prototyping (interactive)	clickable Figma prototype	$380 – $3,200	**from $650**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Wireframes / low-fi prototype (greyscale)	$130 – $1,000	**from $320**	project
Quiz landing page / multi-step quiz design	$250 – $1,500	**from $600**	project
Adapting a desktop design for mobile (existing mockup)	$190 – $1,500	**from $380**	project
Tablet adaptation	$100 – $750	**from $250**	project
Dark mode design for an existing interface	$250 – $1,900	**from $750**	project
Product card design (template)	$100 – $500	**from $190**	template
Catalogue / listing page design with filters	$190 – $1,200	**from $380**	screen
Cart and checkout design (separately)	$250 – $1,500	**from $500**	flow
Customer account design as a separate block	$500 – $3,800	**from $1,000**	project
App onboarding flow (welcome / first launch)	$250 – $1,500	**from $500**	flow
Empty states / errors / 404 design (set)	$100 – $500	**from $190**	package
Complex form / questionnaire / configurator design	$190 – $1,300	**from $380**	project
Email / newsletter template design	$100 – $650	**from $190**	email
Push / in-app notification design (set of states)	$75 – $380	**from $150**	package
Custom interface icon set	500 – $40/icon, set $190 – $1,000	**$15/icon, set from $320**	icon/set

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Design + build of a landing page on Tilda	$380 – $2,500	**from $750**	project
Design of a single landing page block / section (customisation)	$65 – $320	**from $100**	block
Smartwatch / watch app interface design	$500 – $3,200	**from $1,000**	project
Embeddable widget / module design (calculator, chat)	$190 – $1,300	**from $380**	project
Design iterations / revisions (hourly rate)	$20 – $65/hour	**from $35/hour**	hour
Dev handoff: preparing mockups for development (annotations, spec, assets)	$130 – $900	**from $250**	project
Business-card website (mini, 3–5 screens)	$380 – $1,900	**from $900**	project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи