

UI/UX DESIGN

Avalon designs the interface before the build, so the agency pays to build the right thing once instead of rebuilding the wrong thing twice.

THE PROBLEM WE ADDRESS

Federal systems were procured, not designed — screens are a projection of the database schema, and the interface confuses the very users the mission depends on.

GSA's 18F, the government's internal design shared service, was eliminated in March 2025 — agencies that used to borrow 18F designers now have no internal option.

WHAT WE DO

- Heuristic evaluation of the current interface and its analytics
- Stakeholder interviews and documented hard constraints
- Identification of top tasks and user flows, including error and edge states
- Low-fidelity, annotated wireframes for each priority flow
- Interactive clickable prototypes for stakeholder alignment
- USWDS-based visual design, tokens, and typography
- Design-stage accessibility annotation mapped to WCAG success criteria
- Build-ready developer handoff package and design decision log

HOW WE DO IT

1 DISCOVERY & TASK DEFINITION

Heuristic evaluation, stakeholder interviews, and definition of the top tasks the interface must support.

DELIVERABLE

Top-task definition

3 VISUAL DESIGN & ANNOTATION

USWDS theming and design-stage accessibility annotation mapped to WCAG.

DELIVERABLE

Annotated visual design

2 WIREFRAMES & PROTOTYPE

Annotated wireframes and a clickable prototype for priority flows, with one structured review cycle.

DELIVERABLE

Clickable prototype

4 DEVELOPER HANDOFF

The build-ready developer handoff package and design decision log delivered.

HANDOVER

Developer handoff package

VALUE DELIVERED

- › **Built once, not rebuilt twice.** Tested, annotated wireframes come before a line of code is written.
- › **Accessibility written in, not promised later.** Every screen carries an annotation layer in the language 508 testers use.
- › **Security-UX conflicts resolved early.** Session handling, warning banners, and MFA flows are solved in design, not discovered during integration.
- › **Buildability pre-checked.** Designs are checked against the agency's actual environment and legacy backend behavior before reaching a developer.

THE ONE THING TO REMEMBER

The senior designer in the room is the one who does the work.

COMMONLY PROCURED AS

UI/UX design & prototyping services

AT A GLANCE

Model	Fixed-price, scoped per engagement
Typical	4–8 wks for a standalone design definition package
NAICS	541512, 541511, 541519, 541611, 541690
UEI	Y9MXMMHY3HA1
CAGE	242T0
Standards	Section 508/WCAG, 21st Century IDEA, OMB M-23-22, USWDS

WHO WE WORK WITH

- Product owner needing design work lost when GSA's 18F was eliminated
- Program manager wanting build risk de-risked before a larger contract is scoped
- ISSO needing security-UX conflicts (session, MFA, banners) resolved before integration

COMMITMENT TO QUALITY

Avalon is led directly by a PMP-certified founder with a decade of enterprise engineering experience where every engagement gets senior-level attention, never a subcontracted bench. Delivery follows NIST SP 800-53, RMF, and FISMA, evidence-backed and control-mapped by design. ISO 9001/27001 is on the roadmap as the pipeline scales.

Status: Small business federal contractor based in Los Angeles, CA

SECTION 508/WCAG

21ST CENTURY IDEA

OMB M-23-22

USWDS