



S8080®

G-CLOUD SERVICE DEFINITION GUIDE

CLOUD SOFTWARE & SUPPORT SERVICES

UMBRACO

DISCOVERY & USER RESEARCH

FOR DIGITAL SERVICES & WEBSITES

Prepared by

S8080's Directors, Chris Cowell and Matt Howard, directors@s8080.com

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A BIT ABOUT US

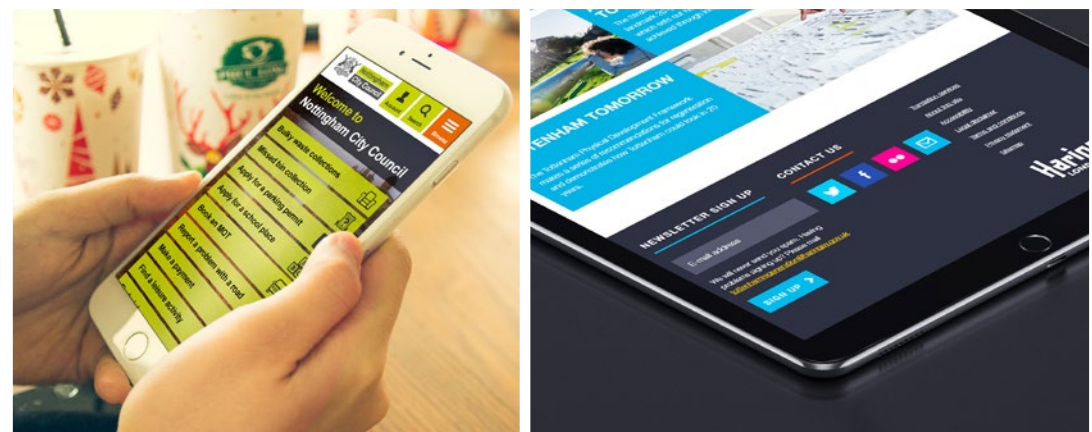
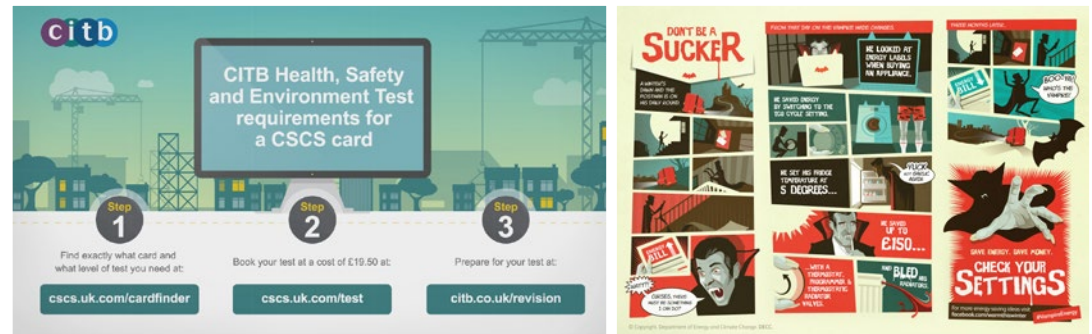
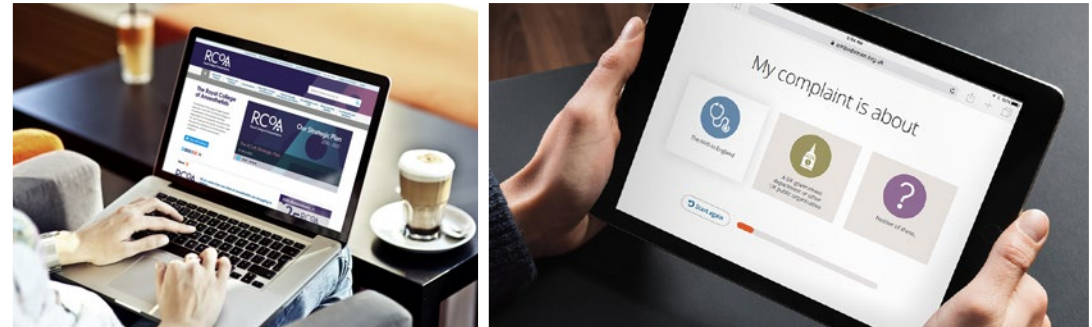
S8080 is a UK based, straight-talking 20 strong independent digital agency established in 2000 by Chris Cowell and Matt Howard. We are service led, not sales led, so we don't have a sales team and we don't use account managers; just very experienced and pragmatic technical project managers.

Our core areas of expertise are digital strategy, security and privacy, user research, service and user experience design, creative front-end design, technical development and systems integrations. We are ISO 27001 certified.

We only work with public and third sector clients, helping them design, develop and deploy effective online strategies and user-centred open-source websites digital services and website, onto secure UK based hosting environments.

We have done this for some very important clients including No. 10, Welsh Government, Department of Energy and Climate Change, Office for Students, PHSO, universities and Royal Colleges, police forces and local government, including the LGA.

We are also on the Digital Outcomes and Specialists framework and spent 10 years on the COI Digital Roster.



SOME OF OUR CLIENTS

WWW.S8080.COM DIRECTORS@S8080.COM



- Number 10
- Department of Energy and Climate Change
- HM Cabinet Office
- Health and Safety Executive
- Department of Work and Pensions
- Department of Health
- UK Trade and Investment
- Welsh Parliament
- Welsh Government
- Royal College of Obstetricians and Gynaecologists
- Defra
- Leicestershire County Council
- Ministry of Justice
- BBC
- National Highways
- Devon and Cornwall Police
- CITB - Construction Skills
- Duke of Edinburgh's Award
- University of West London
- Traffic Wales
- Ombudsman Association
- Parliamentary and Health Services Ombudsman
- Adobe
- Development Bank of Wales
- Alzheimer's Research UK
- Local Government Association
- Cadw
- Wales Audit Office
- Grammy Awards
- Careers Wales
- Ryder Cup
- Historic England
- 20th Century Fox
- South Wales Police
- West Midlands Police
- Haringey Council
- NHS
- Transport for London
- Lee Valley Regional Park
- Office for Students
- Royal College of Radiologists
- Nottingham City Council
- Environment Agency
- Royal College of Anaesthetists
- Natural Resources Wales

UMBRACO DISCOVERY AND USER RESEARCH ISO 27001 CERTIFIED

Aligning your Umbraco digital service or website development with your objectives and your user's needs. Expert user research, evaluation and remedial action covering usability, security, online goals, and accessibility. S8080 employ qualitative and quantitative research methods including workshops, personas, user journeys, IA and wireframe prototype iteration testing, ensuring user-centred design.

Features

- Expert review before and/or after your Umbraco development
- Stakeholder research experience up to Minister level
- Qualitative and quantitative research, identifying target user needs
- Qualitative: Face-to-face/remote depth interviews, testing, ethnographic and guerrilla research
- Quantitative: analytics, surveys
- User testing respondent recruitment and management
- Outcomes: detailed insights, recommendations, personas, user journey mapping, user stories
- User testing, open card sorting and eye tracking
- Information architecture (IA), analyse and iterate during testing
- Umbraco optimised wireframes, web prototyping, design and Agile development

Case studies

To see our latest public-sector case studies and examples of our work:

<https://www.s8080.com/our-work/>

Benefits

- UK based UX, design and technical Umbraco development agency
- Umbraco information security assured, ISO 27001 and Cyber Essentials Plus+
- Provides guidance for proceeding to Alpha and Beta
- Clients include No.10, ministerial departments, emergency services, local authority, education
- Provides evidence to support your project's GDS service assessments
- User centred Umbraco services that meet the Digital Service Standard
- Ensures Umbraco is optimised for user's security and privacy
- Success metrics defined, implemented and measured
- Umbraco platform recommendations to work with your existing technologies
- Pan-disability user testing available

UMBRACO DISCOVERY & USER EXPERIENCE DESIGN

Discovery aims

Our aims are simple - to tightly align your organisation's objectives and your audience's needs. This ensures that whatever you develop is optimised for your users and will perform exactly as expected. A truly agile, user-centred design approach.

We need to understand:

- who your likely users are
- what they're trying to do
- how they're trying to do it now
- how their life or work influences what they do and how
- how they use and experience existing services

User research

During discovery, depending on the size and scope of your project, we'll run a number of research exercises with you, your stakeholders and your users. In these sessions, we spend time learning about you, your objectives and your users. We'll begin gathering user 'needs and wants', all the while helping you to define your objectives and digital strategy.

S8080's user experience design process

We work rapidly using simple digital tools and pens and paper, so it's quick and inexpensive to review and iterate, continuously updating our understanding of users and their needs .

We work collaboratively with you and your users to create sets of user needs, a very detailed experience map and technical personas that will inform your user journeys, information architecture diagrams, prototypes, engagement mechanisms and processes.

This thorough and research driven, step-by-step approach allows us to test and iterate the usability of your service or website or in various levels of detail at key stages through the project.

Discovery and UX design services

S8080 employ qualitative and quantitative research methods including:

- Alignment sessions
- Expert review
- Stakeholder and user engagement, requirements gathering workshops, depth interviews
- Competitor and peer analysis
- Content audit, analysis and migration strategy
- Surveys and analytics research to help inform user journeys
- Persona workshops and persona development
- User journey design
- Card sorting
- Information architecture
- Iterative prototyping and wireframes
- Lab / online user testing and eyetracking
- Pan disability user testing
- Pop-up / guerrilla user testing
- Test and iterate
- Analysis and sharing findings

UMBRACO SOLUTIONS

S-Eighty Eighty are an experienced and creative UK based Umbraco development agency, solving complex design and build, integration, single sign-on, configuration and workflow problems cleanly and efficiently.

We have developed many high-profile websites and digital services for public-sector and private sector clients including the Department of Energy and Climate Change (DECC), HM Cabinet Office, National Assembly for Wales, Welsh Government, MoJ, Local Government, police forces, the Duke of Edinburgh's Award and a number of Universities.

Seasoned Umbraco developers

Our seasoned team of Umbraco developers, all full-time employees, are based in our UK offices. We don't use offshore developers, freelancers or contractors for reasons we'll explain later.

But our team are not just 'front end' developers who throw a few modules together. S8080 is a very technical agency with expertise in developing on the Microsoft stack, complex integrations and systems performance.

Our project management and development team will guide you every step of the way – making sure you get a lean but functionally rich solution. We are well known for straight talking, so if we feel an external 3rd party web service will do a better job than a custom extension, we'll advise accordingly.

Our technical experience goes well beyond standard Umbraco CMS implementation. Security is vital to us and our clients, so we offer setup of hosting, security hardening, PEN testing and provide consultancy on server infrastructure requirements.

Umbraco support

Due to our extensive experience working on the most important websites in the country (No.10 Downing Street and Nation Highways for example), we are often called in to help breathe new life into an existing Umbraco website, helping update the site, secure it and increase its performance.

This is often combined with a rethink of the information architecture and streamlining and modernising the user experience and Umbraco functionality. We've done this for some very significant clients.

Umbraco is strongly supported by both an active

community of users around the world and by a financially stable commercial organisation providing professional support and tools. Umbraco can be easily used in its free, open-source format and professional tools and support can be added as needed, at your discretion and without obligation.

Extensibility and integration

One of Umbraco's strengths is its ease of extensibility. Using the Umbraco API we can customise any of Umbraco's features or add new features for you.

There are also many robust and well supported 'off-the-shelf' extensions available; they are generally free of charge or very good value for money.

S8080 can help you integrate Umbraco with myriad systems and customise your workflow. We can integrate with Microsoft SharePoint, Microsoft CRM and Salesforce.com. And of course, the simpler social integrations like sending a Tweet every time you post a news article.

Umbraco for mobile

Umbraco is not just for websites and digital services, though it does beautiful, fast websites extremely well.

Umbraco is an expert at providing mobile-platform specific sites and services with a single set of content. Umbraco can deliver a responsive experience to iPhone, Android and Windows phones seamlessly while you maintain only one set of content.

Umbraco migration

Most projects we work on involve migration of content from one system to another – either between two different content management platforms or moving between old and new versions of an upgraded CMS. This generally includes user migration (for example, full user accounts and privileges), data migration (for example, purchase history data or application process data) and content migration (pages, downloadable documents, digital assets, etc.).

The way we approach content migration depends on many factors, including:

- Is a content audit required / has a content audit been undertaken?
- Is the content going over as-is, mapping to a like-for-like information architecture?
- Is content being edited or rewritten as part of

the migration strategy, and inserted into a new IA?

- Can we automate or semi-automate all or part of the migration process?
- Client resource available for any manual migration and UAT testing tasks?
- Length of process and embargo periods

If the client has available resource, manual elements of content migration are generally shared to keep costs down, with S8080 training the client content team and supporting them throughout the migration process. The migration / loading piece is a distinct phase in the project Gantt chart and the time allocated is discussed with the client, considering the above bullet points, and planned accordingly. Progress is communicated via your weekly status report and weekly status call.

Our creative team generally migrate / load and style your content to make sure your CMS pages not only look great, but also to provide examples for your editorial team to follow in the future. We usually help our clients with the more complex top-level pages and examples of all lower level pages templates, sharing the content loading with your team once they have been trained, but it's all

very flexible and we can do as much or as little as you need.

Depending on your current CMS system, content and data being migrated and migration strategy, we may be able to automate, or at least semi-automate content migration from existing websites. We will discuss this during alignment and investigate options during technical meetings.

What key Umbraco services do we provide?

We have been designing, developing and managing business-critical, complex websites, and digital services since 2000, working with some of the UK's most important organisations. We offer the following services:

- Umbraco website and digital service design and build including bespoke themes and templates
- Umbraco migration, development, support and consultancy services
- Custom Umbraco and API development
- Integrating with business systems including linking into 3rd party web services
- Microsoft CRM integration, SharePoint integration and many, many more

- And of course, supporting you – both technical support and 24/7/365 hosting support

What about more complex Umbraco work?

Below are a few examples of our work that goes beyond simple CMS deployment. Please email directors@s8080.com if you'd like to discuss your technical challenges in more detail.

- Bilingual websites and multilingual websites
- Multi-site development – that means that many sites, sub sites and services with different branding can run off the same Umbraco CMS installation, each with their own unique URL
- XML integration into 3rd party bespoke systems
- JSON integration with GOV.UK delivery platform / R.E.S.T. services
- Microsoft SharePoint integration
- Complex forms
- LDAP integration for authentication / sign in
- Extremely complex workflow, moderation and secure access areas with distributed content management across hundreds of publishers within an organisation

- News, events systems, publications databases, document libraries, surveys and polls
- Social media integration
- Integration with CRM systems including MS CRM / Dynamics, SugarCRM and Integra
- Integration with 3rd party bespoke systems, APIs, XML importers and JSON feeds and of course bespoke module development
- Setup of hosting, security hardening, PEN testing and provided consultancy on server infrastructure requirements

Why choose Umbraco CMS

Umbraco is a fully-featured open source content management system with the flexibility to run anything from small campaign or brochure sites right through to complex applications for some of the largest sites in the world. It has all of the functionality you would expect from a modern content management system.

It is also open source, so you don't pay a single penny for the software and due to nature of open source software and the extensive developer network, vendor lock-in is no longer an issue.

Contact us

If you'd like to talk about Umbraco CMS platforms as part of your G-Cloud research, please email Chris Cowell or Matt Howard, S8080's directors on directors@s8080.com

UMBRACO CLOUD HOSTING

With our help, most clients procure their own hosting so they hold the contract and ultimate control of the account, reducing agency dependency, but for those that don't, we partner with three leading cloud hosting providers, using UK data centres, providing a fully managed service.



Choosing the right hosting provider and specification will be driven by your requirements. Depending on the size of your organisation, these requirements may be identified and provided by your internal IT department or digital team. However, if you'd like help choosing a suitable hosting platform, we'll design a solution for you during the discovery phase.

In our pricing document we've provided **monthly hosting costs** for typical specifications, based on four real-life solutions for our public sector clients. Ask us to refine these specifications for you, contact directors@s8080.com

Public or Private cloud?

Public Cloud

UK government promote 'public cloud hosting first' as a deployment model. Government Digital Service (GDS) state systems and information classified as 'official' can be stored and processed in the public cloud.

You have your own dedicated, highly secure resources, on shared multi-tenant infrastructure, that are not affected by other tenants. The

infrastructure is owned and operated by a service provider, like Microsoft Azure or Rackspace. Because you can scale resources quickly to meet demand, it's a far lower-cost option for hosting and deploying services and websites.

Advantages of public cloud:

- Lower costs – no hardware purchase, only pay for the service you use
- Near-unlimited scalability – on-demand resources
- High reliability – a vast network of servers ensures against failure

Private Cloud

With private cloud, single tenant infrastructure on a private network that you own, is hosted on-site or in a hosting provider's data centre. This isolates your processing and data, increasing levels of control and security. As the solution is dedicated entirely to your organisation, you can customise processing, storage and networking components.

Typically used by financial institutions or other large organisations with mission critical operations who need ultimate control over their environment.

Advantages of private cloud:

- Improved flexibility – customisable cloud environment
- Improved security – resources are not shared with others
- High scalability – the scalability and efficiency of a public cloud

PROJECT MANAGEMENT

S8080 employ a team of project managers to adopt and scale relevant elements of PRINCE2 Waterfall and Agile methodologies. The elements we use depend on the project scope and your specific requests, however all S8080 projects are run using these core principles and that means your project proceeds according to an agreed plan, with agreed deliverables and that all risks are monitored and communicated to your project team.

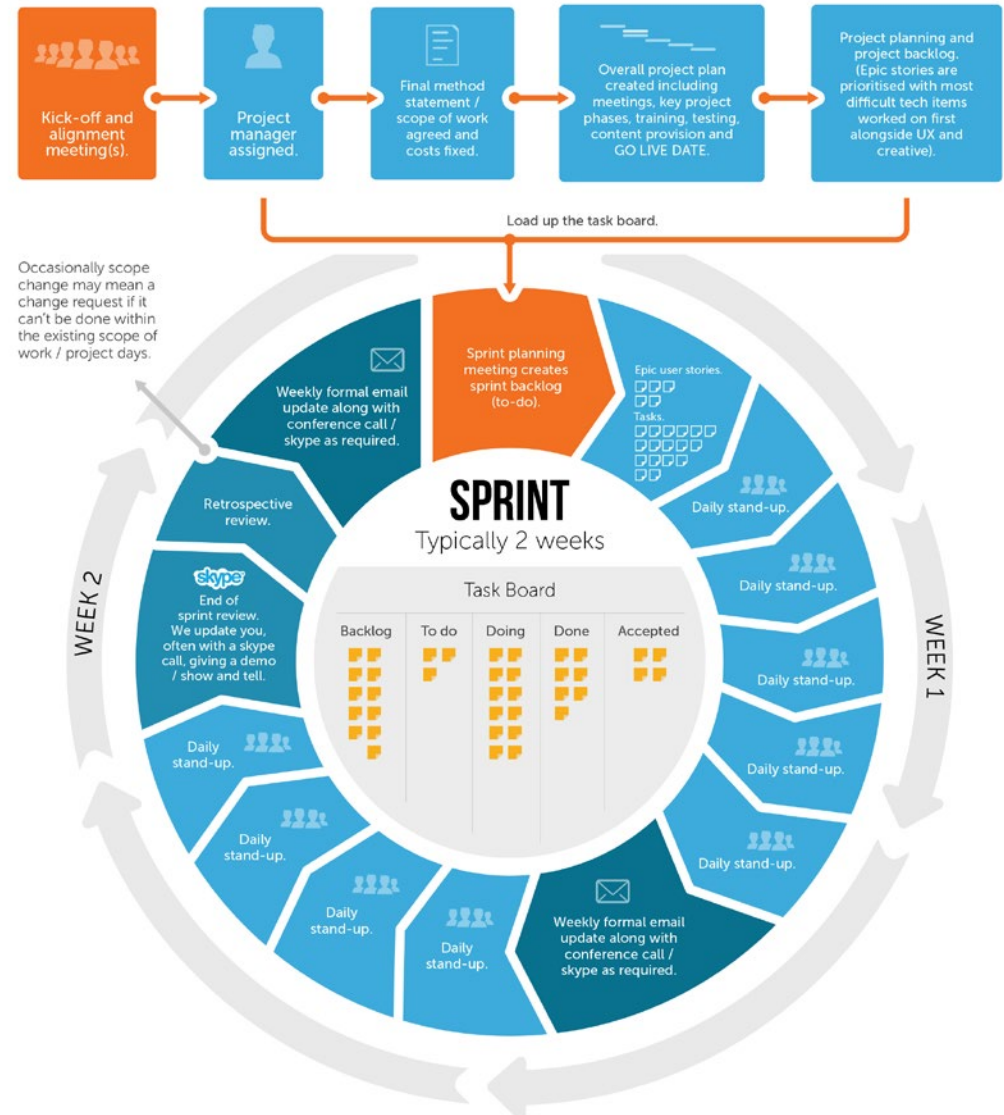
We pay great attention to the initial scoping of the project to ensure that all deliverables are clearly defined so that everyone is clear as to their responsibilities and the expected outcome of the project. The devil is always in the details.

Most of our clients prefer a mix of Agile and Waterfall. This generally translates as...

- Internal Agile development process based on user stories
- Daily stand ups (clients sometimes attend physically or via technology)
- End of sprint demo / show and tell and reprioritisation of user stories
- Retrospectives (lessons learned)

But with

- A project plan and an itemised and costed scope of work
- Weekly status reports and updates
- Project logs (action, issue and risk logs) and change request process documentation



DOING THINGS RIGHT: OUR STANDARDS

We have invested heavily to make S8080 the best it can possibly be. We hope that the standards we have achieved give you confidence when dealing with us.



Information Security Standards

- Information Security Management ISO/IEC 27001
- Cyber Essentials (IASME)
- Cyber Essentials Plus (IASME)
- HSCIC NHS Organisation Code: 8WG82
- S8080's principles have SC clearance

Quality, Environmental and Health and Safety Standards

- Quality Management System - BS EN ISO 9001
- Environmental Management System – ISO 14001
- Occupational Health and Safety Management System – ISO 45001

Investors in People

S8080 achieved the Investor in People standard on the 11th January 2007.

SUB-CONTRACTING: WE DON'T

S8080 delivers all UX, creative and technical solutions using our UK based in-house teams. None of the work is entrusted to external contractors and all testing and quality control is carried out in-house.

No freelancers or contractors

All of the design, development, training and support for your project will be delivered using permanent employees who are based in our Swansea offices. We do not use and have never used freelance staff or contractors.

You will find this is very unusual for an agency, but we demand complete control over our production schedule and allocation of human resources and this difficult to guaranteed if freelance staff and contractors are used.

This policy also ensures information security and maintains consistency in the quality of our development.

WHAT CAN S8080 OFFER YOU?

Specialist skills:

- Usability (UX) and accessibility consultants
- Digital service, website, intranet and extranet design and build
- Creative - including UI design, digital branding and campaign creative
- Functional specification and technical specification
- Secure technical web development and integrations (Microsoft and PHP)
- Network infrastructure and development security hardening (experienced at Ministerial Department level) ISO 27001
- Commissioning and hardening of cloud hosting
- CMS deployment - content management systems
- Open source platform development – Drupal and Umbraco
- Email newsletter design, build and broadcast (including GovDelivery)
- Creative content development (including copy, animation, video, illustration, infographics and interactive)

Support:

- Training across our specialisms
- Knowledge transfer and building capability in your organisation
- Email and telephone support - single point of contact, you always have guaranteed access to a named project manager and /or a developer
- 24/7/365 technical support for our development and hosting
- Tailored support packages for special high-load events or heightened security periods

Our Discovery and UX design experience covers:

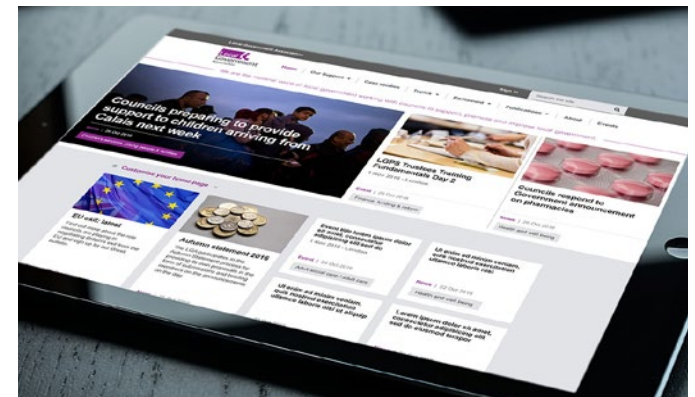
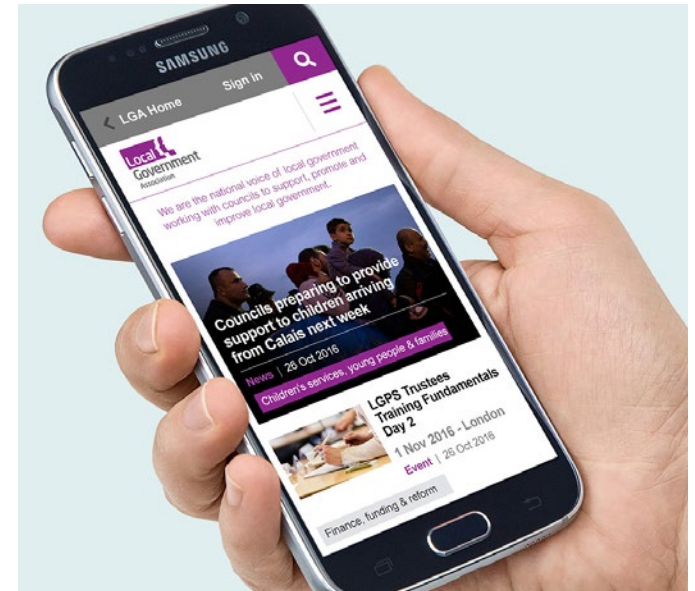
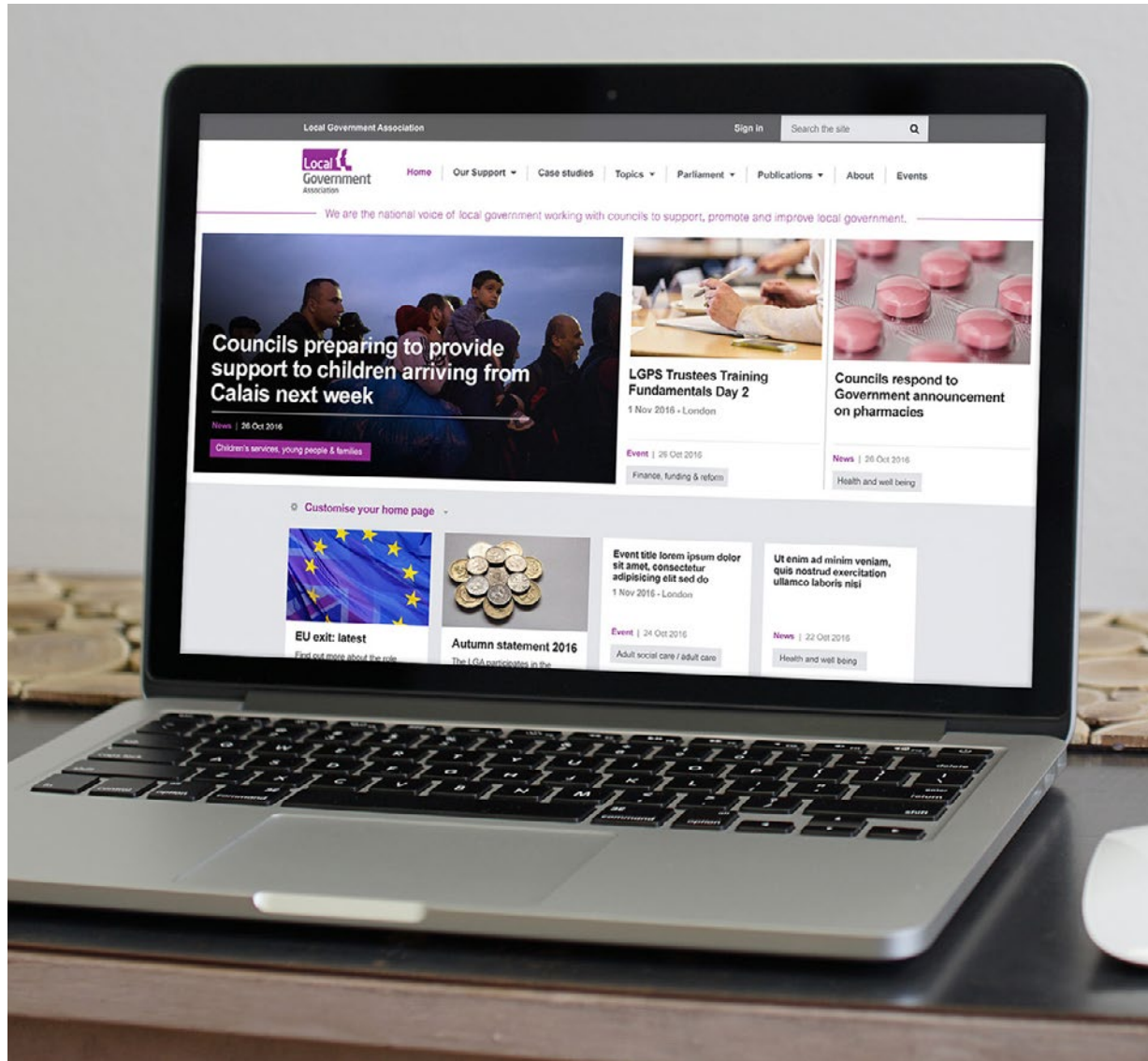
- Usability consultancy and user research
- Expert reviews - usability, accessibility and compliancy
- Stakeholder engagement workshops
- Requirements gathering workshops
- User experience design
- Web competitor analysis
- Web peer analysis
- Learnings from SOCITM 'Better Connected' research
- Content audit, content inventory and content plan for migrations
- Persona development
- Scenarios of use
- User journey development (inc. GDPR touchpoints and process flows)
- Information architecture (IA)
- Iterative prototyping and wireframes
- Gorilla usability testing
- Accessibility - Pan disability user testing
- Lab based / online user testing and eye tracking
- Key phrase research for SEO (controlled vocabulary development)

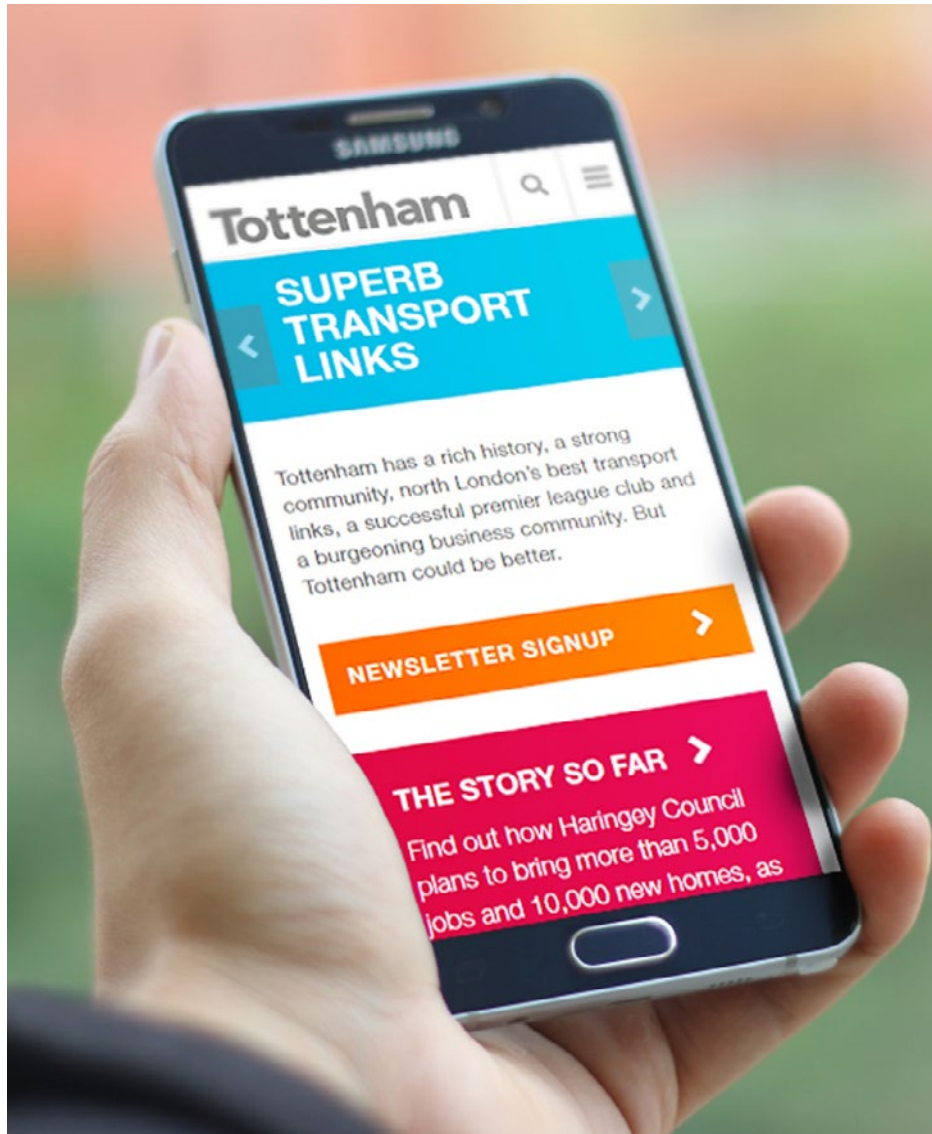


A FEW EXAMPLES OF OUR WORK

To see our latest public-sector case studies and more examples of our work:
<https://www.s8080.com/our-work/>

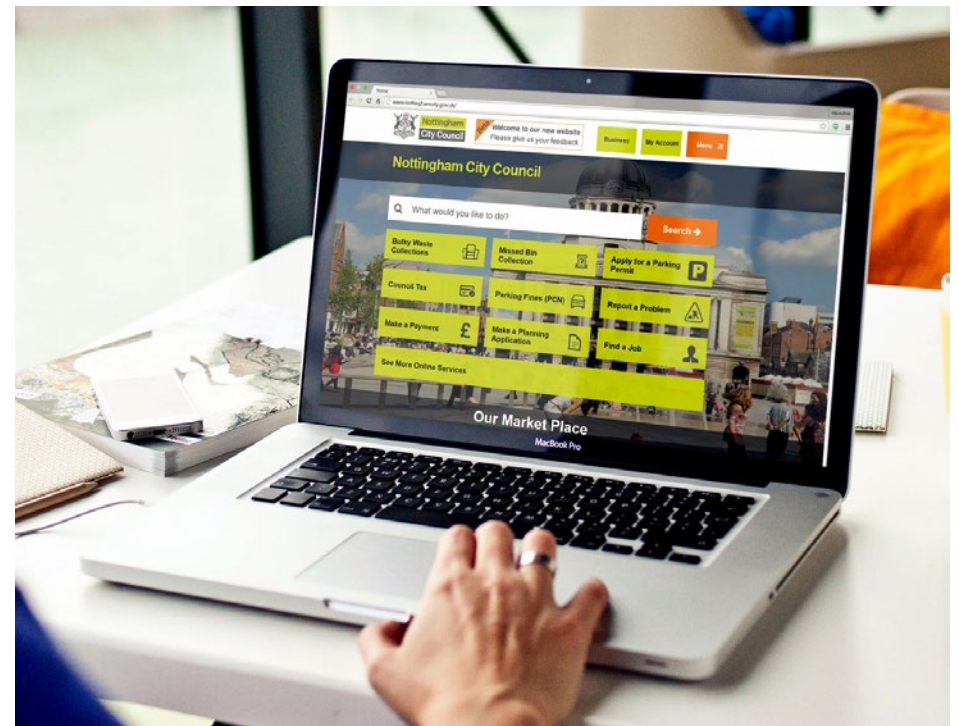
Client Prime Minister's Office, 10 Downing Street

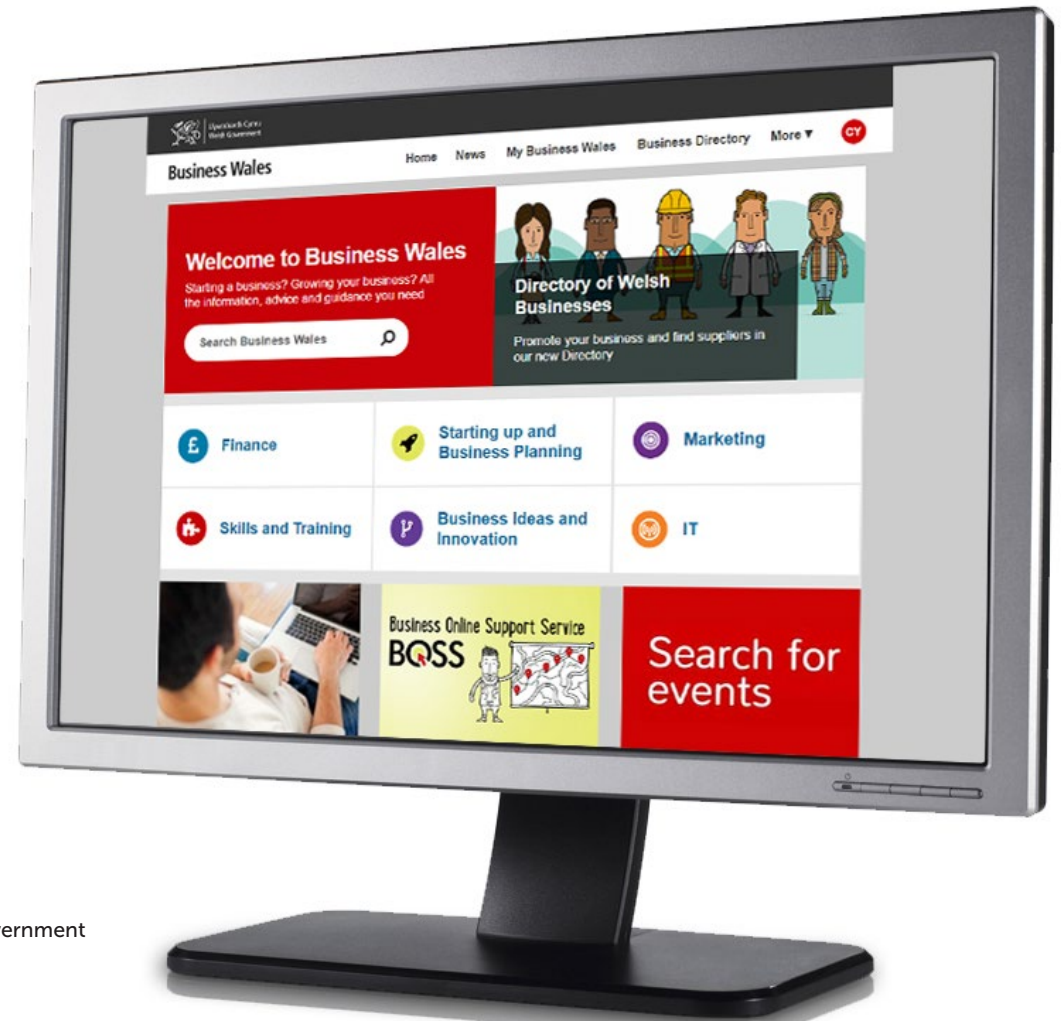
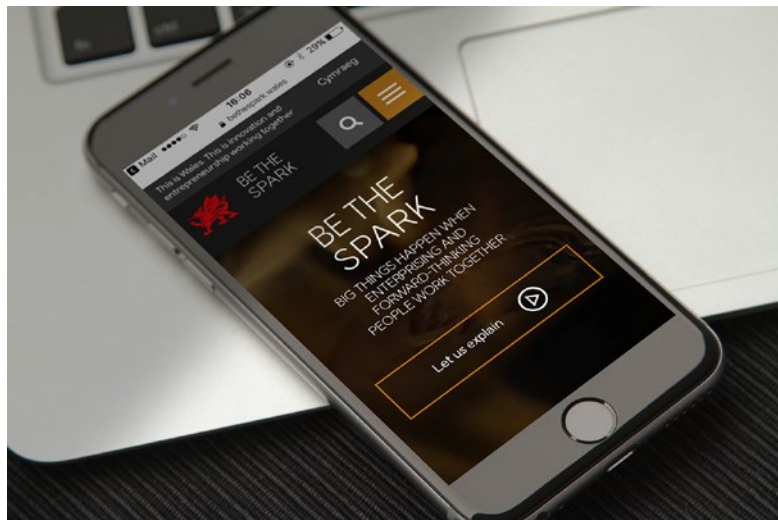


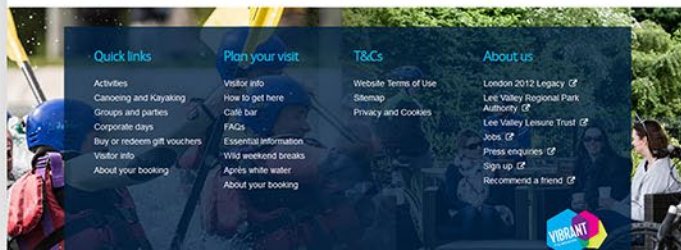
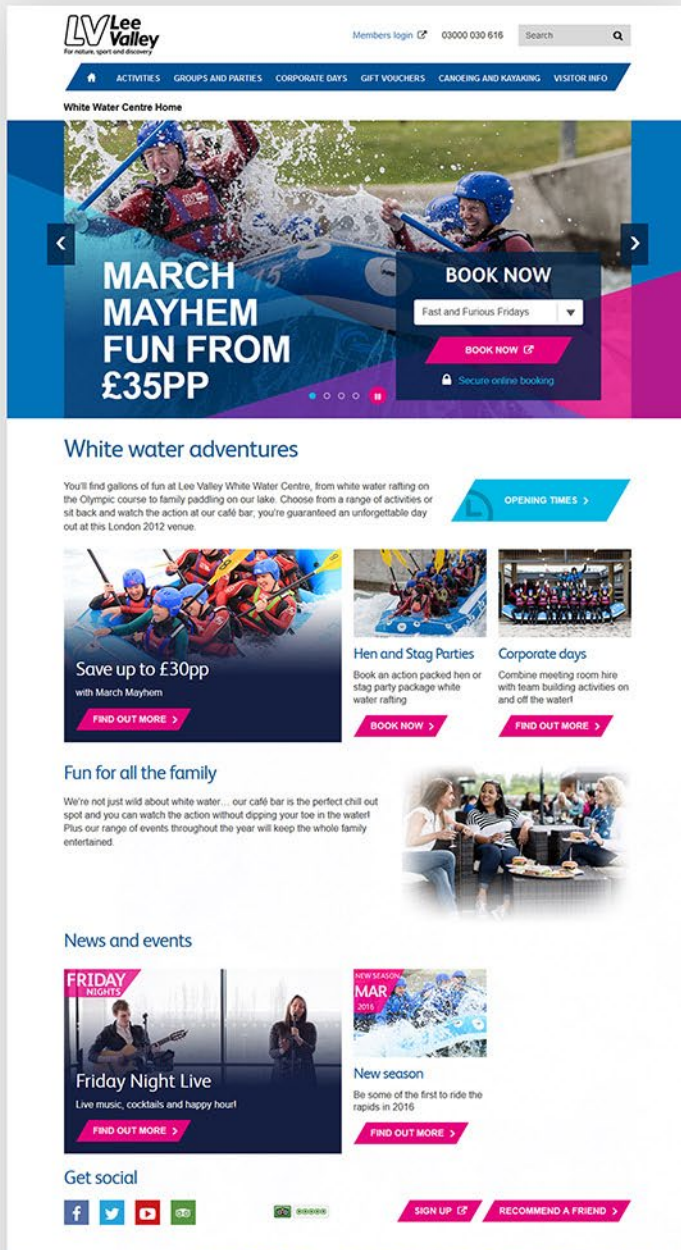


Client Haringey Council

Client Nottingham City Council

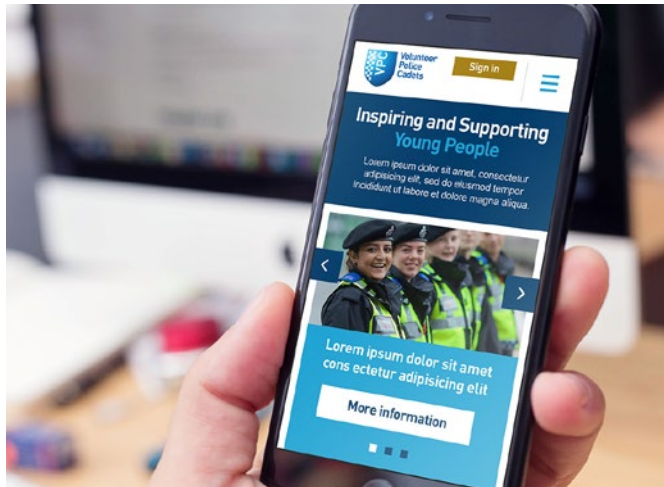




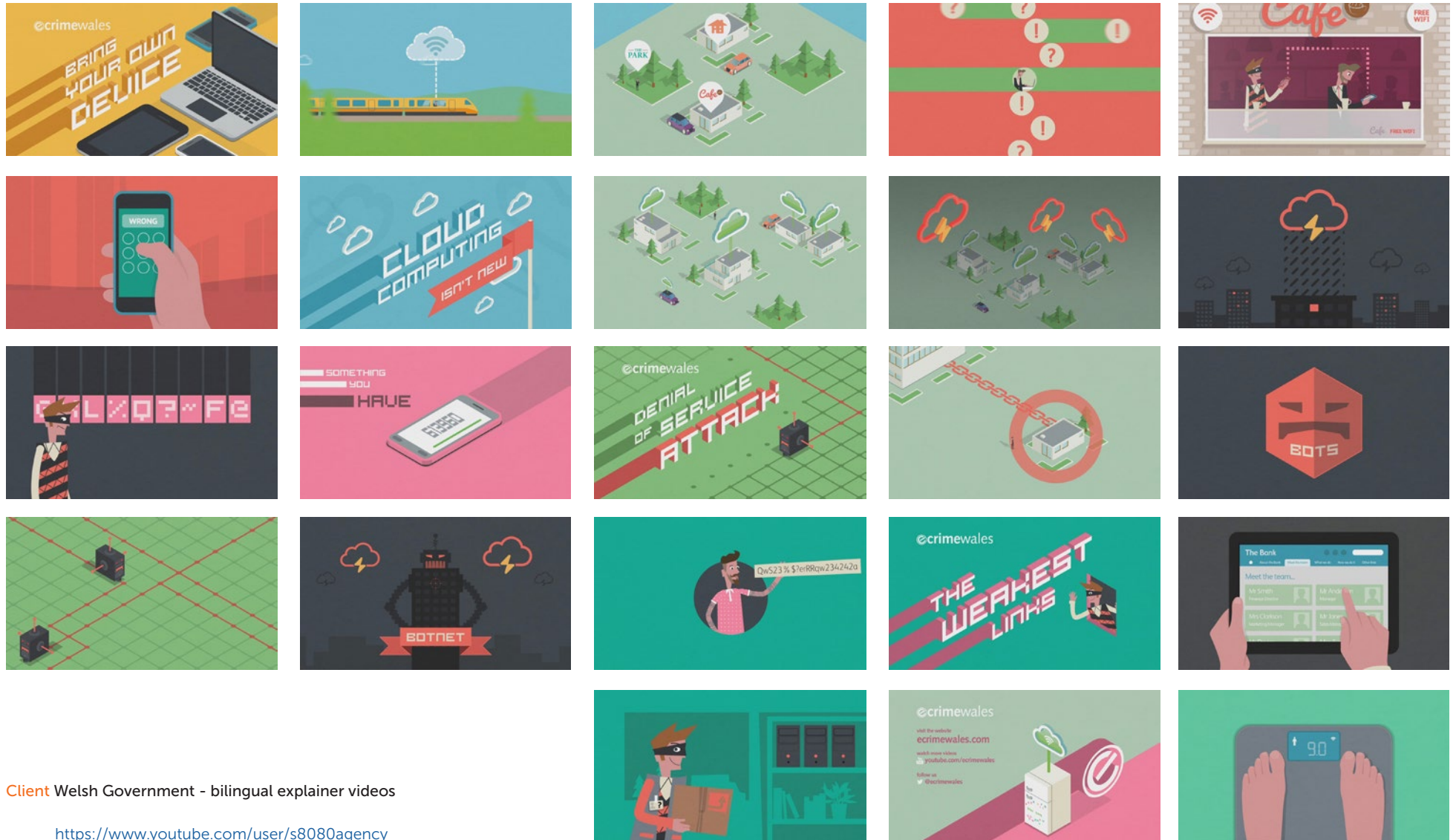


Client Visit Lee Valley





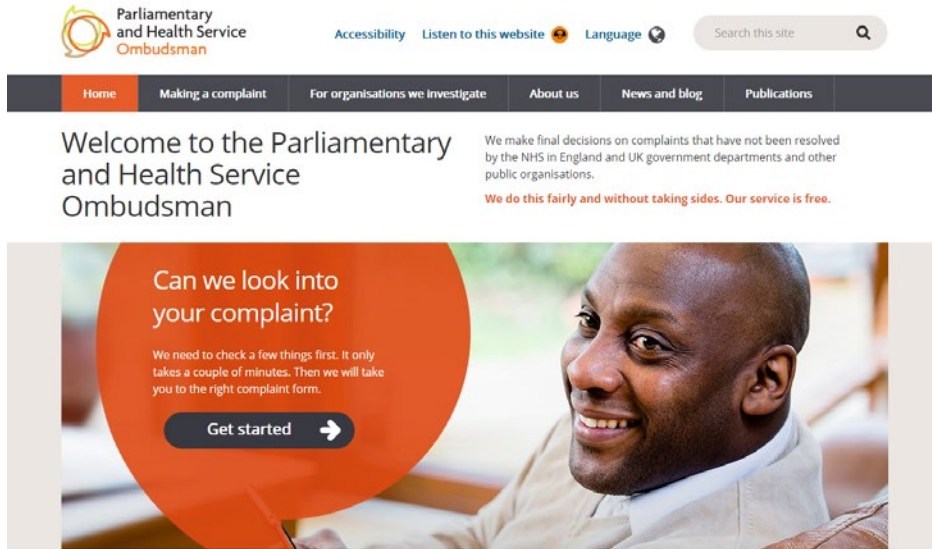
Client Volunteer Police Cadets



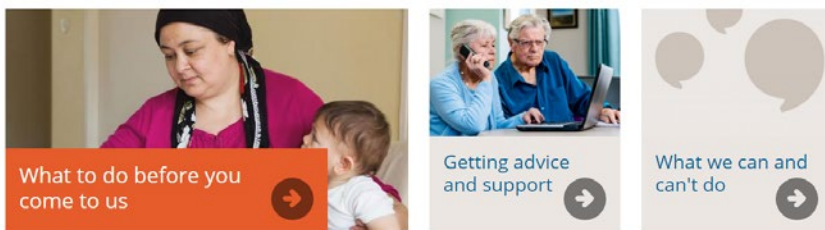
Client Welsh Government - bilingual explainer videos

<https://www.youtube.com/user/s8080agency>

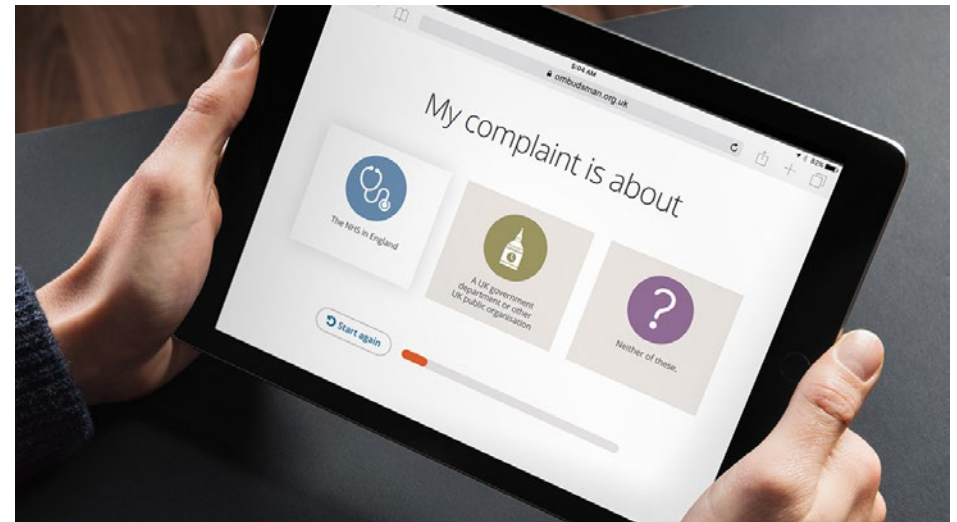




Information for people who want to **make a complaint**



Information for:





Client CITB, Construction Industry Training Board

Home > Case studies > Bibi Shoes

Bibi Shoes

We're here
Development Bank of Wales

Get the finance your business needs to succeed.

In under five minutes, you can check if your business is eligible or you can start your online application now.

Check if my business is eligible → Apply now →

Flexible finance for businesses based in Wales from £1,000 up to £5 million.
Loans and equity. Secured and unsecured.

- ✓ 99% of new customers recommend us*
- ✓ Local teams with a face-to-face approach
- ✓ Support for both start-ups and established businesses
- ✓ Finance tailored around your individual needs
- ✓ Dedicated ongoing support

£1.1bn
Loaned and invested in businesses in Wales
More stats

Flexible finance to suit your business

- Starting a business →
- Growing a business →
- Buying a business and succession →
- Developing a tech venture →
- Property development →

Loans and investment to start or finance your company's early years.

- ✓ Micro loans £1,000 - £50,000
- ✓ Loans and equity funding from £50,000 - £5 million

Check out our starting a business page for more info.

Company information

Location: Cwmbran

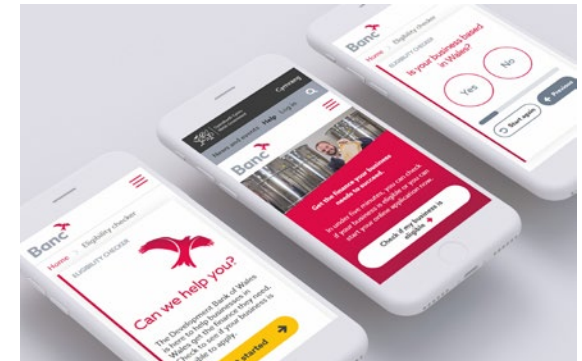


Getting help from the Development Bank of Wales really makes you want to achieve more, when you know that they are willing to help you from scratch."

Myriam Hassan, Founder and Owner

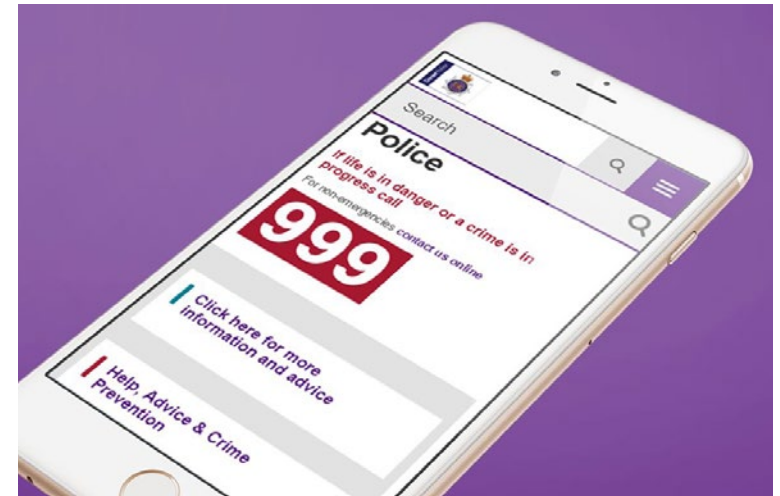
Designer shoe retailer Bibi Shoes secured £25,000 from the Development Bank of Wales following the opening of her first store in Cwmbran in 2016.

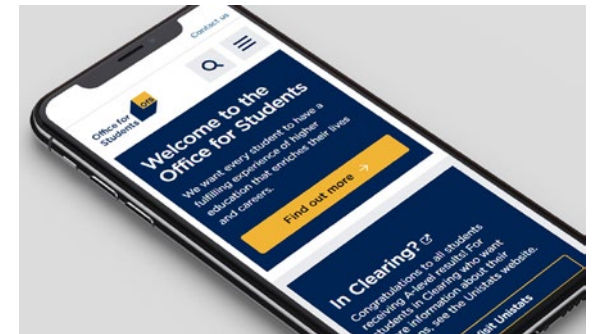
Owner Myriam Hassan used the investment to fund the purchase of a new POS system.



Client Welsh Government - Development Bank of Wales

The desktop view of the Dorset Police website features a purple header with navigation links: Neighbourhood Policing, Help, Advice & Crime Prevention, Do it Online, News & Information, and Contact us. A search bar is positioned in the top right. The main content area includes a 'Welcome to Dorset Police' section with a prominent '999' emergency call banner. Below this is a large red banner that reads 'IT'S PROBABLY NOTHING, BUT... 0800 789 321 YOUR CALL COULD SAVE LIVES'. To the right, there is a 'News' section with several article teasers, including 'Dorset Police welcomes first inspector through the Direct Entry programme' and 'Dorset Police officer dismissed after misconduct hearing'. At the bottom, there are links for 'Help, Advice & Crime Prevention', 'Neighbourhood Policing', and 'Contact us', along with a 'Volunteer or Work With Us' section and a 'Domestic Abuse' notice.





NICE PEOPLE DOING A GOOD JOB

“S8080 are by a long way the best digital agency I’ve ever worked with.

They worked with us, very much in partnership, in a very supportive way on a very large complex project with lots of issues (none of their making). They were at all times very positive, solutions driven, and we felt they were always there to help - above and beyond what one would normally expect of an agency.

Working with them my whole team and I developed trust and respect for their expertise on both the creative and technical side. We really enjoyed working with them and would love to do so again”.

CITB - Construction Industry Training Board



IT'S NOT ROCKET SCIENCE

“Just a quick note to say many thanks for all your efforts on the upgraded No.10 site. It has been well received.”

Prime Minister's office, 10 Downing Street

“Best agency in the world!”

Department of Energy and Climate Change

