

Content design

Service definition
G-Cloud 13



Content design

Service summary

Government specialists in content design available to work on end-to-end complex domains, services, websites, documentation and more. Extensive government and public sector expertise creating clear, accessible, user-centred content to GOV.UK standards. Experience working in multidisciplinary teams and pair-writing with subject matter experts in a variety of policy areas.



Content design

Service summary

Features

- Content design for services, websites, apps and other products
- Content reviews ahead of alpha, beta or live assessments
- Design of end-to-end services accessible to all users
- Pair-writing with subject matter and policy experts
- Delivery of service naming workshops
- Development of style guides and best practice documents
- Production of blog posts and editorial content
- Drafting of privacy policies and accessibility statements
- Consultancy and support to in-house teams
- Specialist support to discoveries with a content focus

Benefits

- Ensures content meets GOV.UK and NHS.UK standards for clarity
- Ensures WCAG 2.1 guidelines for accessible content are met
- Supports the development of user-centred, end-to-end services
- Engages subject matter experts to safeguard accuracy and efficacy
- Optimises microcopy and removes unnecessary content for faster user journeys
- Uses research, analytics and other insight for evidence-based decisions
- Supports services to meet the government service standard for design
- Demonstrates the value of content design to organisations
- Provides content support to multidisciplinary teams
- Supports knowledge-sharing and communication with the wider content profession



About us

We partner with government to build digital services that help people get things done.



About us

Marvell Consulting

Marvell Consulting is a team of digital specialists with a track record of building secure, reliable, easy-to-use products and services.

We put users at the heart of everything we do to create beautifully simple services that are responsive to their needs.

Our strength is in delivering measurable value to stakeholders whilst fulfilling our commitment to building user-centred, government-approved services.



About us

Our experience

As a small company we're proud to have been trusted by some of the UK's most recognised institutions.



About us

Our approach

Building digital services can be time-consuming and complex. Working to agile methodologies allows us to break difficult problems down into clear, manageable pieces of work that can be delivered in stages.

Working in fortnightly sprints, we use agile tools to help us track where we are with the delivery of new software or features. Progress is reported in weekly reports, fortnightly show and tells and at governance meetings as determined by the client. We define, track and, wherever possible, mitigate risks to us being able to deliver our work.

Our trained agile coaches are experienced at introducing agile ways of working to teams as well as giving more in-depth tutorials to key contacts. An important part of our service is finding the right ways to communicate progress to stakeholders and bringing teams with us as new digital ways of working become a reality.



About us

Our culture

Open, clear, respectful. Success isn't just in what we deliver, it's in how we do it too.

Working as a team

We know that well designed services aren't the brainchild of a single genius. They're the result of experienced specialists working together towards a shared outcome. That's why our team are all experts in their fields with years of government experience behind them.

We also maintain a flat structure in our teams to allow ideas to surface and assumptions to be challenged. This open culture isn't just a nicer way of working (although it is that too). It allows us to spot and resolve problems quickly, ensuring a safer and less risky approach to development.



About us

Working together

Working with clients

Our approach to working with clients is rooted in transparency and respect. Some clients are experts in digital product development, others less so. No matter who we're working with we always communicate clearly and report on progress every week.

We also respect the different disciplines we work with. Experts in operations or policy are vital to helping us create products and services that serve government's and users' needs. Respect for the people who know what we don't is a core part of our ethos and success.



Working in the open

We're big believers in learning from the public sector's wider digital community and in sharing our own knowledge with other teams. Sharing research, solutions, patterns and code makes government services more consistent and cost-effective.

Wherever possible we like to present our work at cross-government events and share our outputs with teams working on related services.

Detailed specification

Information on pricing, on-boarding and service management.



Detailed specification

Overview

Ordering

Email us at gov@marvell-consulting.com or call [020 3886 0115](tel:02038860115) to discuss your requirements.

On-boarding

Onboarding is informed by the client's needs. As a minimum we would produce a statement of work defining the agreed tasks and deliverables. We would also expect to agree project milestones, working patterns, locations, access to specialist equipment and team roles and responsibilities.

Service constraints

Our services are typically delivered remotely or from our London Bridge office from Monday to Friday, 9am to 5pm. However we can accommodate onsite work and out-of-hours support as required.

Security assurance and data resilience

We have practiced methods for recovering and restoring operations in rare cases where our automated processes fail. We've worked to varied security specifications and can work with you to meet your requirements. Many of our consultants are SC-cleared and can obtain further clearance if needed.



Detailed specification

Overview

Training

Our aim is to build simple, intuitive services that can be used first time without the need for extensive documentation or training.

However we recognise there are some circumstances in which training may be required. In these cases we're happy to work with clients to design an appropriate training plan.

Invoicing

To be agreed with the client.

Early termination

Terms to be agreed with the client.

Off-boarding

Wherever possible we deliver software with open licences and deploy into client-owned infrastructure. Outputs are clearly documented. We're flexible about handover and can arrange job shadowing, training and/or the production of detailed documentation as per the client's preference. Knowledge-transfer is treated as an ongoing process throughout the project's lifecycle.



Detailed specification

Rate card

SFIA Level	Strategy & Architecture	Business Change	Solution Development & Implementation	Service Management	Procurement & Management Support	Client Interface
1 Follow	£450	£450	£450	£450	£450	£450
2 Assist	£475	£475	£475	£475	£475	£475
3 Apply	£500-650	£500-650	£500-650	£500-650	£500-650	£500-650
4 Enable	£650-850	£650-850	£650-850	£650-850	£650-850	£650-850
5 Ensure/Advise	£750-950	£750-950	£750-950	£750-950	£750-950	£750-950
6 Initiate/Influence	£850-1000	£850-1000	£850-1000	£850-1000	£850-1000	£850-1000
7 Set Strategy, Inspire, Mobilise	£950-1250	£950-1150	£950-1250	£950-1200	£950-1150	£950-1250



“Marvell Consulting has been integral in the transformation of the Home Office’s digital operations. The research, design and build has been exceptional.”

Ben Stevens, Product lead

Home Office



Things we've delivered

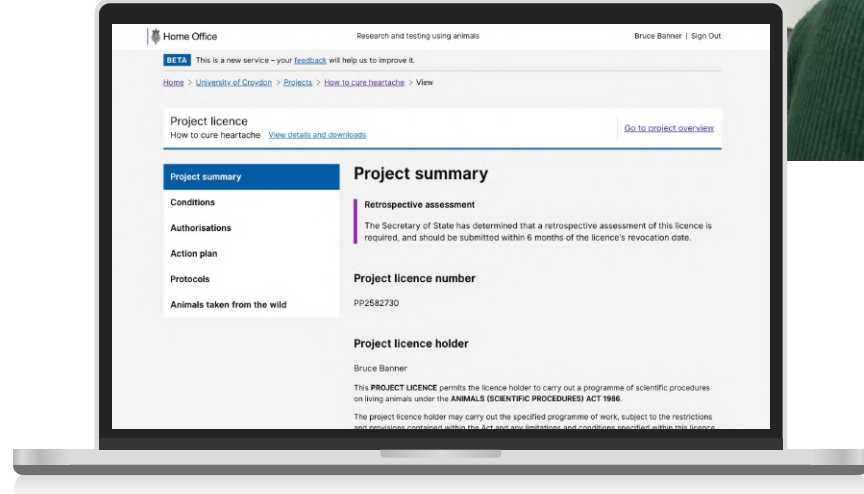
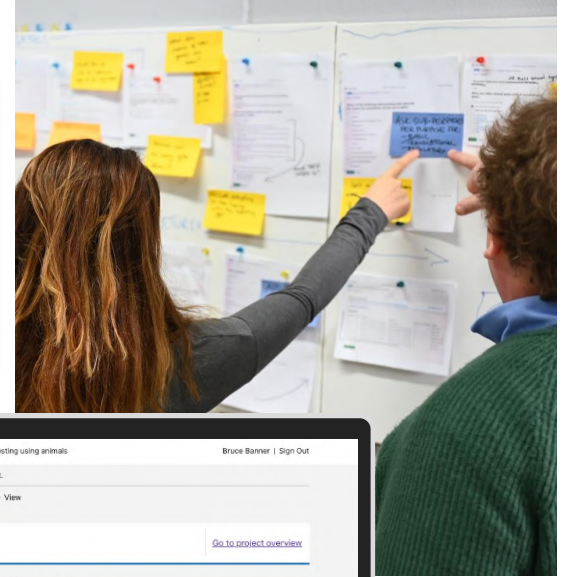
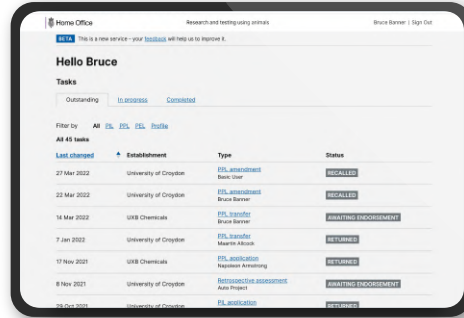
Some examples of what we've helped deliver with this service.



Case study

Building a new licensing system in the biosciences industry

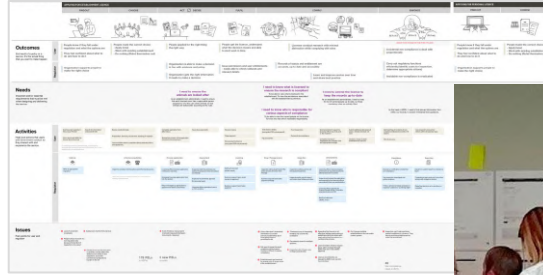
In 2018 we were asked to design and build a bespoke online licensing service for a regulator that delivered efficiencies whilst allowing them to continue to carry out their day-to-day operations.



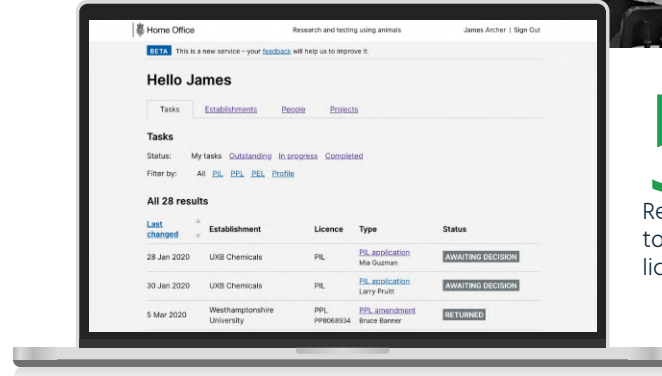
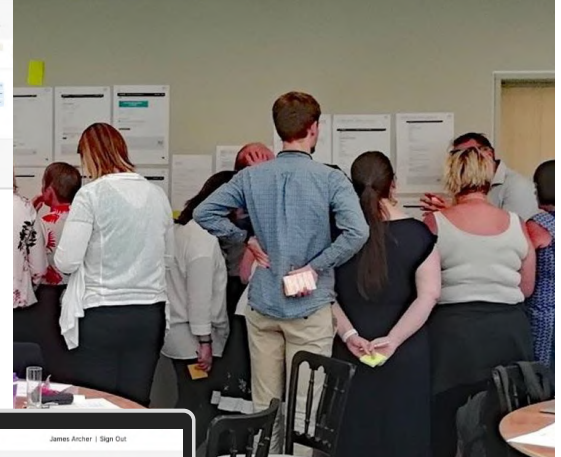
The service needed to be resilient enough to be able to process tens of thousands of requests each year from 18,000+ scientists. It also needed to protect valuable intellectual property and sensitive customer data.

Working closely with the regulator and the scientific community, we carried out over 500 research sessions and designed dozens of prototypes to ensure we created the right solution. We also put in place a security-first model so that sensitive data can only be accessed by authorised individuals.

Since the service has gone live it's delivered some impressive results including a 30% increase in customer satisfaction; a 50% fall in the time needed to process licence documentation; and up to a 75% fall in late submission of key documents.



30%
Increase in customer satisfaction



50%
Reduction in staff hours to process personal licence applications



Case study

Helping suppliers find standards to build joined up healthcare services

In 2021 we were engaged by NHSX to carry out a discovery into the barriers to interoperability (joining up IT systems so they can exchange data) in health and social care.

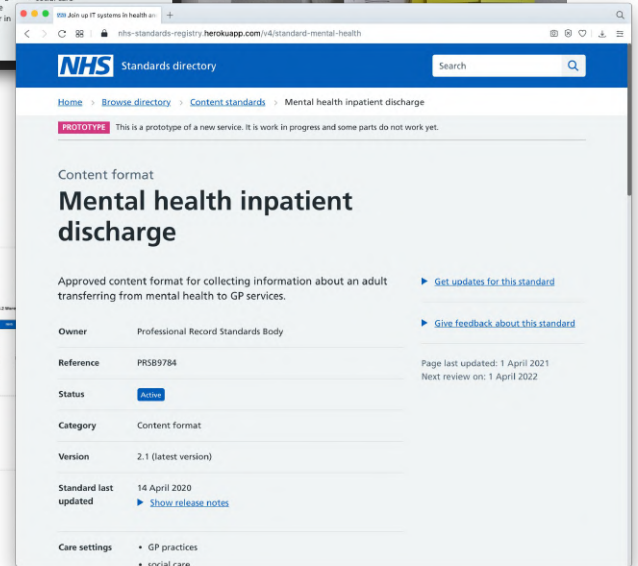
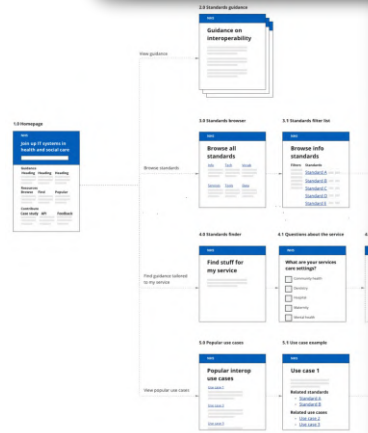
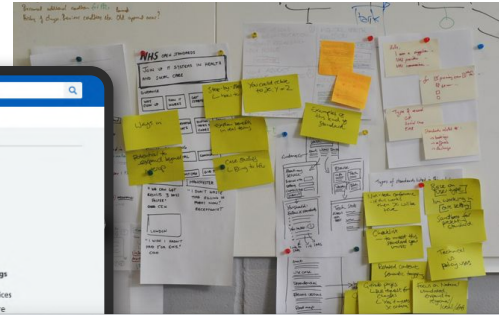
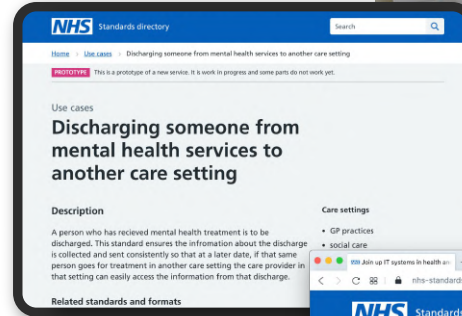


The benefits of interoperability are considerable. Care professionals will be able to instantly access patient records (with permission), making care faster and safer.

The discovery identified 50 user groups and over 60 unmet user needs for interoperability to be achieved. We then proceeded into an alpha phase to explore solutions to our highest priority user needs.

We explored a range of different approaches to meeting these needs, and through user testing and refinement identified that a directory of interoperability standards would help people joining up services find the standards they needed.

The service passed it's alpha assessment first time, and has gone on to be built out in the Beta phase.



Our services on G-Cloud

We provide a number of related services that can meet your needs and also be procured through G-Cloud.

- Delivery partner
- Discovery phase delivery team
- Alpha phase delivery team
- Beta phase delivery team
- Live phase delivery team
- User research
- Service design
- Content design
- Interaction design
- Delivery management
- Cloud support and operations
- GOV.UK forms
- Case management and licensing services
- Case-working workflow management and processing pipelines
- Performance dashboards and management information services
- Project rescue
- Project delivery on time and to budget
- Project delivery using JIRA and Trello



“The work delivered by Marvell Consulting has helped transform data sharing across government!”

Product Manager

Government Digital Service



Talk to us

We're always here to answer questions or to discuss the needs of your project.

gov@marvell-consulting.com

020 3886 0115

www.marvell-consulting.com



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Service
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