G-Cloud 14

Service document

LEADING WEB DIGITAL EXPERIENCE AGENCY

ISO 27001
Information Security Management System
Certified

LEEDS, LONDON & MANCHESTER

PART OF

msq

a B Corp Group

200
DIGITAL SPECIALISTS

DXP
IMPLEMENTATION EXPERTS

26-dx.com

26 DX
an msq agency

Experience

We have worked with many of our clients for over 8 years and value long term, value driven partnerships

Your team.
Extended.

Reach further.
Faster.

Creating better.

Website CMS and DXP Discovery

At 26 DX, our comprehensive Discovery service uncovers your users' needs, aligns stakeholders, and defines a clear roadmap for success. Discovery utilises diverse research methods, technical assessments, and collaborative workshops to deliver evidence-based insights that drive informed decisions, optimise efficiency, and move you from Discovery to a successful Alpha phase. We take a composable approach when assessing technology requirements. This means we consider not only your current needs but also your future goals, ensuring the technical stack we recommend is flexible, scalable, and adaptable to changing market conditions and organisational capabilities.

Optimizely umbraco KONTENT.AI Kentico

contentful ACQUIA

Digital strategy

At 26 DX, we leverage our comprehensive Discovery process to establish your digital strategy, define your North Star, and create a transformative roadmap for success. Our approach is designed to align stakeholders, uncover critical insights, and set a clear path forward.

During Discovery, we conduct extensive research to gain a deep understanding of your current digital landscape, organizational goals, and user needs. This includes stakeholder interviews and workshops, user research, competitive analysis, and a thorough assessment of your existing systems and processes.

North star direction

Through this process, we identify your unique value proposition and define your digital North Star—a compelling vision that guides your transformation journey. Your North Star serves as a beacon, ensuring that all initiatives and decisions align with your overarching goals and desired outcomes.

Actionable roadmap

With your North Star in place, we collaborate with your team to craft a comprehensive digital strategy. This strategy outlines the key objectives, initiatives, and tactical plans required to achieve your vision.

We consider factors such as your target audience, market trends, and internal capabilities to develop a strategy that is both ambitious and pragmatic.

To bridge the gap between your current state and your desired future, we create a detailed transformation roadmap. This roadmap breaks down your digital strategy into actionable steps, prioritizing initiatives based on their impact and feasibility. We identify quick wins and high-value opportunities to build momentum and demonstrate early success.

Solid foundations for successful transformation

By the end of the Discovery phase, you will have a clear and compelling digital strategy, a well-defined North Star, and a practical roadmap for achieving your objectives. This solid foundation sets the stage for a successful transformation, enabling your organisation to navigate the ever-changing digital landscape with confidence and agility.

Your trusted partner

At 26 DX, we are committed to being your trusted partner, guiding you through every step of your digital transformation journey. Our expert team brings a wealth of experience and a proven track record of delivering results, ensuring that your digital strategy is not only visionary but also achievable.

User and evidence-centric

26 DX combine human-centric design thinking, data-driven insights, journey mapping and an evidence-based approach in our discovery process to shape digital experiences that connect technology to customer needs and deliver impactful web solutions for our clients.

Understanding the Customer Journey:

We start by mapping out the customer journey to identify touchpoints and areas for improvement. We examine the stages customers go through when interacting with a business, including awareness, consideration, purchase, retention, and post-purchase behaviour.

Customer Experience Mapping:

We use customer experience mapping to visualize the phases and touchpoints across channels that a customer takes when trying to achieve a key task. We map the customer's goals, pain points, experience and desired actions against that journey to identify unmet needs and opportunities. This helps reveal how the website relates to other channels, which informs content, design, navigation and technology decisions.

User Journeys:

Early in the UX design phase, we create user journey diagrams based on key persona goals to ensure the website structure and navigation supports the paths customers take within the site. Flow diagrams of user steps and decisions allow us to look at journey design in detail.

Evidence-Based Approach:

We leverage existing client personas and insights, our expertise in the sector, and access to trends data to make evidence-based decisions that support customer needs and business objectives. We can also perform user testing through our biometrics lab to validate research, design or journey flows if needed.

Customer-Centric Design:

Rather than starting with a pre-defined technology stack, we advise businesses to start with the customer journey and build the digital experience stack based on actual customer needs revealed through the discovery process. We address each stage of the journey to enhance interactions.

Measuring Impact:

We have successfully applied our discovery approach for many clients, resulting in positive outcomes by aligning the web build to real customer needs uncovered during discovery.

Design

At 26 DX, our design approach is centred around creating compelling, user-centric digital experiences that drive measurable results for our clients. We believe that great design is not just about aesthetics but also about understanding the needs and goals of your users and aligning them with your business objectives.

We use our Discovery process to deep dive into your customer journey, using a combination of user research, data analysis, and stakeholder input to map out the key touchpoints and interactions across your digital channels. We use this insight to create detailed user personas and journey maps that help us identify opportunities for improvement and innovation.

UX design and prototypes

Once we have a clear understanding of your users and their needs, we move into the UX design phase, where we create wireframes and prototypes to test and validate our ideas. We believe in a collaborative, iterative approach to UX design, working closely with your team to ensure that our solutions meet your requirements and exceed your expectations.

Visual design

As we move into visual design, we aim to create a cohesive, engaging brand experience that aligns with your visual identity and resonates with your target audience. Our design team is skilled in creating responsive, accessible designs that work seamlessly across all devices and platforms.

Performance

Throughout the design process, we keep a close eye on performance and sustainability, using best practices and tools to optimize page speed, minimise carbon impact, and ensure that your site is fast, efficient, and environmentally friendly.

We believe in the power of data-driven design, using analytics and user feedback to continuously monitor and optimize site performance.

Delight, engage, convert

Ultimately, our design approach is all about creating digital experiences that delight your customers, drive engagement and conversions, and deliver measurable value for your business. We bring a passion for innovation, a commitment to excellence, and a dedication to partnership to every project we undertake.

Technology

At 26 DX, we take a composable approach when assessing technology requirements during the Discovery process. This means we consider not only your current needs but also your future goals, ensuring the technical stack we recommend is flexible, scalable, and adaptable to changing market conditions and organizational capabilities.

Our composable principles guide us in defining the right solution for your unique situation. We evaluate the trade-offs between microservices, headless architectures, and agile methodologies, seeking a balance that aligns with your specific requirements. Key factors we consider include:

1. Swappable capabilities: We look for platforms with a smaller capability footprint, making it easier to switch components as your needs evolve. However, we also consider the complexity of orchestrating these components to ensure a cohesive experience.

2. Orchestration: We assess how well the proposed architecture can coordinate experiences, data, and processes across multiple platforms. More platforms typically require a more sophisticated orchestration layer, which we factor into our recommendations.

3. Experimentation: We believe a robust experimentation toolkit is essential for driving innovation. During Discovery, we explore how well the proposed technology stack supports testing and iterating on both capability and delivery changes.

4. Cloud infrastructure: To prime your organisation for growth, we recommend leveraging cloud infrastructure that can scale quickly without requiring premature investment in excess capacity.

5. API-first integration: We prioritize solutions that utilize API endpoints, as they support independent component scaling, interoperability, and swappable capabilities.

6. Enterprise data: As your organisation grows, enterprise data volumes increase, and consistency risks arise without controlled sources of truth. We consider how well the proposed architecture can handle these data challenges.

7. Rapid value delivery: We favour SaaS and PaaS solutions over bespoke development where possible, as pre-built, configurable functionality can deliver value more quickly.

8. Iterative delivery: We assess how well the proposed technology stack supports multi-skilled teams in continuously delivering enhancements, allowing them to focus on adapting to changing customer needs.

9. Flexible contracts: We consider whether the terms of engagement with technology vendors are flexible enough to allow you to adapt while providing sufficient stability for long-term planning.

Client partnership

We mirror.

We immerse ourselves in your organisation and partner mix. We understand and mirror your structure & frameworks to best support account success.

We collaborate.

We believe in true collaboration and transparency. Shared, understood goals, priorities and results support collaboration and empower all team members to make a positive impact.

We evolve.

We bring best practice to the table but understand that flexibility is key to finding the right working rhythm. We evolve to ensure efficient and effective working practices and an enjoyable partnership.

Contact

Whether you're looking for a new agency partner or want to know more about who we are and if we'd be a good match, we're always happy to chat.

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