

An abstract, three-dimensional architectural structure composed of numerous white, curved, and stepped layers that spiral upwards and outwards, creating a sense of dynamic movement and depth. The structure is set against a plain white background.

NEXER – G-CLOUD 14 SERVICE DESIGN

A human-centred research, design and development company.

NEXER

NEXER DIGITAL

We're a human-centred research, design and development company. We design and build digital products and services that are inclusive, impactful, and informed by working with real users. From co-design, prototyping and usability testing, through to the full design, build and optimisation of accessible digital services that help people to live and work better.

Based in Macclesfield and Cambridge, we benefit from being part of the Nexer Group – a 2,000-strong technology services company headquartered in Sweden with 10 office locations around the world.

OVERVIEW OF SERVICES



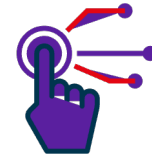
Research

Inclusive user research and engagement, contextual analysis, heuristic evaluations, diary studies, customer journey mapping, persona development and observational user testing



Design

Service and product design, content design, creative strategy, design thinking, information architecture, rapid prototyping, UX and CX innovation, interface and interaction design



Build

Functional web, API and mobile application development, integration, web content management customisation and implementation, Umbraco, Optimizely and SharePoint



Optimise

Data-driven design, performance monitoring, analytics review and set-up, usability and accessibility testing, multivariate and A/B testing, CRO and on-going optimisation



Train

Training in core UX and UI principles and practices including user research techniques, accessibility, prototyping, service design, sketching, collaborative workshop facilitation, usability testing and content design



Support

Ongoing support, maintenance, hosting and optimisation of your site or application, including ITIL service desk and DevOps for BAU applications, analytics and web performance reviews

SERVICE DESIGN

We help clients design end-to-end services across different touchpoints (digital and non-digital) that meet the needs of service users.

We have an adaptable, iterative research framework that allows us to include your audience throughout, either to help you define new products and services or to optimise what you already have.

SERVICE DESIGN – SERVICES INCLUDE:

- Research planning
- Customer journey mapping across multiple channels
- Designing service blueprints that map all touchpoints in the service
- Translating research insights into design and technology decisions
- Conducting workshops with users and business stakeholders to co-design services
- Prototyping service components
- Conducting inclusive usability testing of service components
- Training and capability building in service design
- Understanding and documenting user needs

BUILD

Beyond research and design, Nexer can help with the full build and optimisation of accessible digital products and services.

Our technical team specialises in .NET-based application and web development, with expertise in content management systems, database design, web and mobile architecture. We have particular expertise in accessibility and build solutions that conform with standards such as WCAG and beyond.

Our projects are implemented using Agile or Waterfall methodologies and include working to the Government Service Standard.

ONBOARDING AND OFFBOARDING

We will work closely with you to plan any research and design activities and discuss the the outputs you can expect. We use various tools and methods, and will shape an approach that meets your needs. We can also handle the full recruitment of research participants through our established partnerships, if required.

We have a full offboarding process for the purposes of handing over data and other assets at the end of a contract. Encrypted files can be provided to a secure repository.

ORDERING AND INVOICING PROCESS

Please contact our sales team to discuss ordering and invoicing.
Invoices are normally issued monthly with 30 day payment terms.

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