



# 6bythree Service Definition

G-cloud 14: May 2024





# About us

6bythree is a people-centric design agency with a vision **“to help improve education, employability and wellbeing worldwide”**. We partner with organisations to create innovative, tailored solutions and purposeful experiences.

Our diverse team of over 30 experts in strategy, service design, UX research, development, digital marketing, and capacity building has helped foster breakthrough change for clients in higher education, government, and nonprofits. We take a collaborative approach to help you become more people-oriented through **research, design, technology, and transformation**.

Imperial College  
London



**CAMBRIDGE**  
CITY COUNCIL







# Design

Our research-driven design services enhance user engagement.

# Development

Agile, secure, performance-driven custom solutions.

# Strategy

Collaborative strategies for sustainable digital transformation.





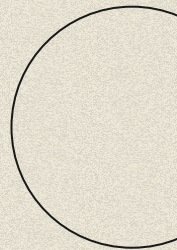


6bythree



# 01

# Design services





# About our design services

## Data-driven insights

With a strong focus on data and research to drive decisions, our design services help organisations enhance user engagement, improve efficiency, and deliver **meaningful value** to their stakeholders.

## Helping your teams work better

We work closely with each organisation to understand their **unique needs, culture, and audiences**. This collaborative partnership allows us to create integrated, transformational digital experiences and products that drive breakthrough change.







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**“We were very satisfied with the outcome. The team at 6bythree’s collaborative approach helped ensure the design and development phases were aligned to our vision and delivered considerable improvements to the user journey on these pages.”**







# Design services

## **User Experience Research & Design**

We conduct in-depth research to understand user needs, behaviours, and preferences, and translate these insights into intuitive, engaging, and accessible digital experiences.

## **Service Design**

We help organisations design end-to-end services that are user-centric, efficient, and effective, focusing on the entire customer journey and touchpoints.

## **Visual Design**

Our team creates visually stunning and brand-aligned designs that effectively communicate key messages and engage target audiences.







# Design services

## **Interaction Design**

We design intuitive and seamless interactions that enhance user engagement and satisfaction, ensuring a smooth and enjoyable experience across various digital touchpoints.

## **Information Architecture**

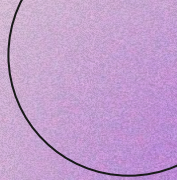
We organise and structure content in a logical, user-friendly manner, making it easy for users to find the information they need and navigate through complex digital environments.

## **Content Strategy**

We develop comprehensive content strategies that align with organisational goals and user needs, ensuring that content is relevant, engaging, and effective in driving desired outcomes.







# 02

# Development services





# About our development services

## Security and performance

We prioritise security and performance, implementing secure coding, encryption, and vulnerability testing. Our **optimised and scalable solutions** minimise load times, ensuring reliability and instilling trust in users and stakeholders.

## Future proof solutions

Our team stays up-to-date with the latest development trends and best practices, ensuring that our solutions are **future-proof and adaptable to changing business needs.**







# Development services

## **Content Management Systems (CMS)**

We implement and create custom CMS solutions that empower organisations to manage their digital content effectively, ensuring easy updates and maintenance. We use WordPress, Umbraco and Drupal as our main platforms.

## **Web & Mobile app dev**

Our team develops high-quality, responsive, and user-friendly web and mobile applications that deliver exceptional user experiences across various devices and platforms.

## **API Development & Integration**

Our experts build and integrate APIs that enable seamless communication between different systems, applications, and services, ensuring smooth data flow and enhanced functionality.







# Development services

## **Systems Architecture**

We design scalable, secure, and robust systems that support the organisation's digital ecosystem, ensuring seamless integration and optimal performance.

## **Accessibility Audit & Testing for WCAG Compliance**

We conduct comprehensive accessibility audits and testing to ensure that digital products and services comply with Web Content Accessibility Guidelines (WCAG) standards, making them inclusive and usable for people with disabilities.

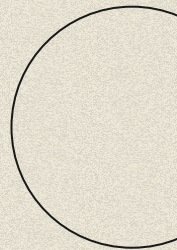






# 03

# Strategy services





# About our strategy services

## Holistic approach

We take a holistic approach to digital transformation, considering the **organisation's culture, processes, and technology landscape**. By leveraging our deep understanding of user needs and market trends, we help organisations develop actionable roadmaps that drive meaningful change.

## Collaborative and iterative

We believe that effective digital transformation requires a collaborative and iterative approach, and we work hand-in-hand with our clients to ensure that their digital strategies are **aligned with their business goals and deliver tangible results**.







# Strategy services

## **Digital Strategy: Define & Develop**

We work with organisations to define and develop comprehensive digital strategies that align with their business objectives, target audiences, and market dynamics.

## **Capability & Capacity Building**

We help organisations build the necessary skills, knowledge, and resources to effectively implement and manage their digital initiatives, fostering a culture of continuous learning and improvement.

## **Target Operating Model (TOM)**

We assess an organisation's current operating model, identify areas for improvement, and develop a future-state model that aligns with strategic objectives, optimising processes, structures, and systems for enhanced efficiency and adaptability







# Strategy services

## **Innovation & Transformation Consulting**

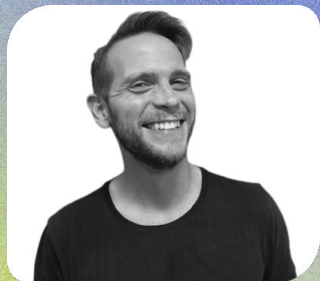
Our team provides strategic guidance to help organisations navigate the complexities of digital transformation, identifying opportunities for innovation and growth.

## **Stakeholder Engagement & Alignment**

We facilitate collaborative workshops and sessions to engage key stakeholders, build consensus, and ensure alignment around digital initiatives and objectives.







**“6bythree understood the strategic aims of what we're doing, why we're doing it and who it's for. This strategic underpinning is not only impressive, but it's one of the things that separates them from other agencies and is the reason they can deliver such effective results.”**







# Contact us

Do you have any questions?

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