

/ Visual design audit

agile {collective}

We believe in making things
better, together.

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→ About this service

We conduct comprehensive visual design audits that assess and refine your website's aesthetic elements to ensure they align with your organisational goals and branding strategy. Our audit focuses on creating a site that is focused on your users.

Service features

- Evaluate the effectiveness of your colour palette and font choices
- Review design and functionality of navigational elements, optimising user flow
- Assess the relevance and consistency of visual content sitewide
- Analyse page layouts and space
- Ensure a consistent and accessible user experience across all devices
- Review the usability and visual appeal of buttons, links, forms
- Check compliance with accessibility standards
- Recommendations for enhancing the visual design of the site
- Detailed feedback on your branding document
- Develop or refine your visual design guidelines

Service benefits

- Understand user needs and the purpose of your site
- Ensure content clarity and hierarchy
- Create a more inclusive user experience
- Consistent and comprehensive visual representation across all digital platforms
- A cohesive colour scheme and typography standards
- Optimised imagery and icon usage
- Effective layout and responsive design practices
- Ongoing support and development to implementing design changes
- Training for your team on maintaining visual design standards

→ Who we are

We're a different kind of digital agency.

Agile Collective is a purpose-driven business. We want our work to have a big, positive impact on the world, so we seek out clients whose values we share and whose mission we want to help deliver.

With Agile Collective, everyone you work with is a co-owner of the business, bringing an additional level of enthusiasm and commitment to each project.

Working in the open, collaboration and sharing our work are core values that ensure we deliver for our clients and enable us to thrive as a worker-owned cooperative.

{ Find out more
agile.coop }

→ What we do

Agile Collective has been delivering enterprise-scale digital services for over a decade, catering to organisations across the public, private and third sectors.

We have empowered hundreds of organisations at the local, national and international level to better understand and meet their users' needs.

We use Agile methodologies to design, build and support Drupal-powered websites, as well as providing a full suite of digital design and research services.

Our support team have been providing support, maintenance and development services for our clients for over a decade, whether the sites were built by us or another supplier.

{ Find out more
agile.coop }

Commitment to the Local Digital Declaration

We are passionate believers in the principles of the Local Digital Declaration, prioritising real user needs to ensure technology enables better public services for all.

Agile Collective have been key partners in two flagship Local Digital Fund projects:

- As the Lead Technical Partner for LocalGov Drupal, we provided technical leadership for all stages of the project
- We provided communications and website development for Open Digital Planning

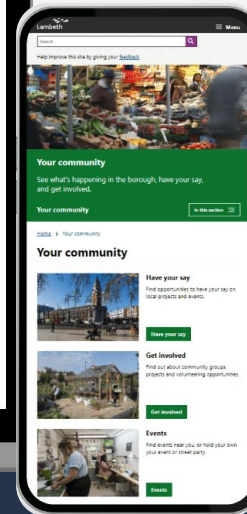
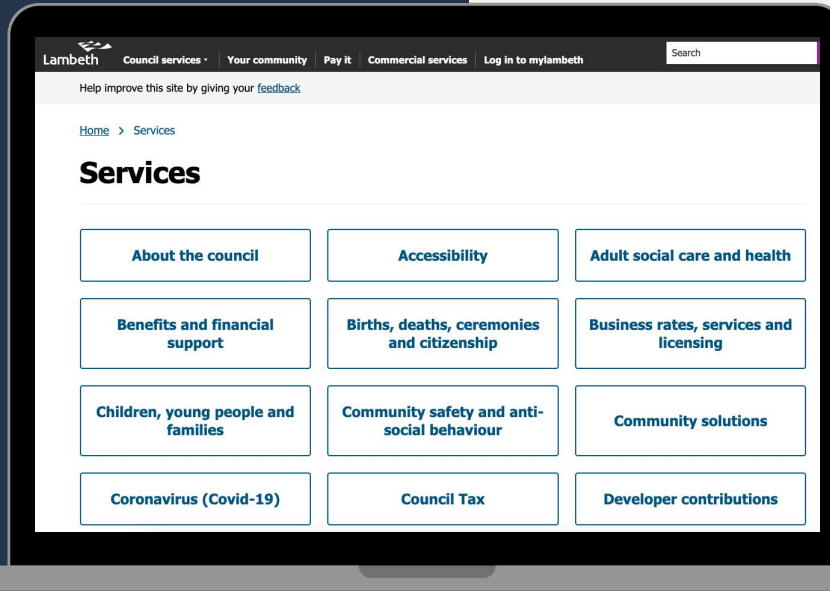
{ Find out more
agile.coop }

→ Our clients

Lambeth Council

Lambeth Council needed to redevelop its outdated website to serve its constituents better with a focus on a more intuitive and accessible online platform. Interested in LocalGov Drupal, they entrusted Agile Collective - the lead technical partner for LGD - to rebuild.

www.lambeth.gov.uk

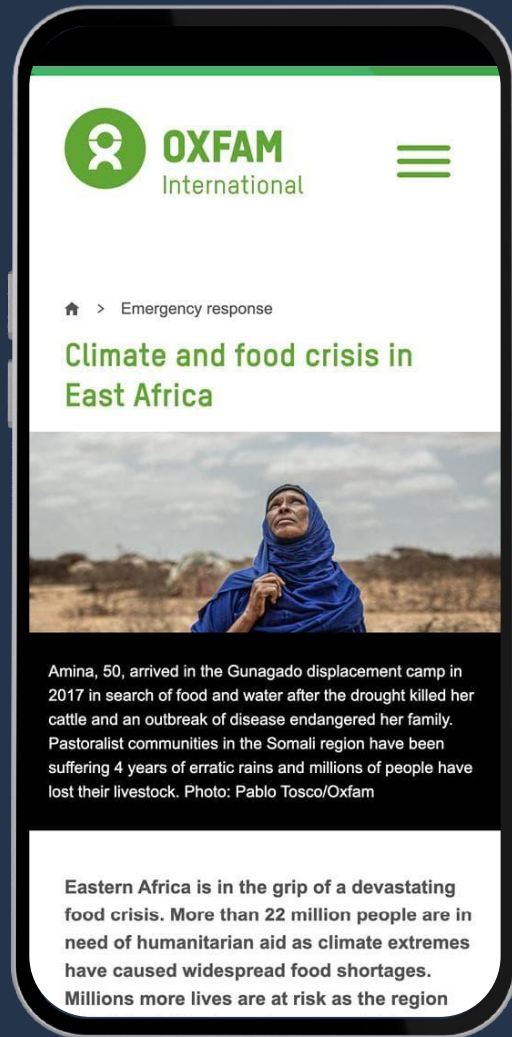


Accessibility training and support

Oxfordshire County Council

Oxfordshire County Council asked us to lead a series of workshops for their content team. Our workshops are informative, conversational and interactive. We illustrate concepts with real-life examples from the organisation's daily practice, tailored to the needs of the group we are working with.

- Scene-setting: understanding the vision, roadmap and current knowledge
- Empathy building: experiencing first-hand the barriers that web content can create
- Accessible content 101: the basics of writing and testing accessible content
- Accessible forms 101: the basics of designing and creating accessible forms
- Accessible PDFs 101: the pros of cons of PDFs and the basics for designing and creating accessible PDFs



Support and maintenance

Oxfam International

We're proud to have been working with Oxfam International for many years, initially on their GROW campaign and then on the redevelopment of their main Oxfam.org website on Drupal 7 – including a major migration of content from their old CMS – a site that we subsequently supported, maintained, and continuously improved in line with Oxfam's strategic objectives.

www.oxfam.org

British Association of Social Workers (BASW)

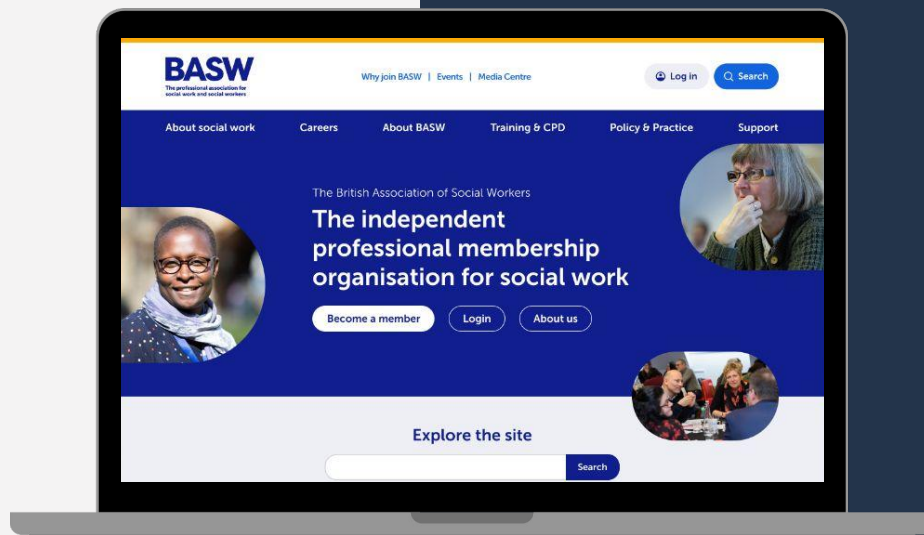
www.basw.co.uk

The challenge

BASW's strategic goals were being hindered by a lack of systems integration between the membership database, member-facing websites, shop, CPD diary, events system, finance, and email marketing. A complete digital overhaul was required.

Our approach

Agile Collective were commissioned for brand development and website redevelopment. We began by immersing ourselves in BASW's business: their brand identity, the membership model, existing digital estate, back office systems, processes and content workflows.



British Association of Social Workers

www.basw.co.uk

The work

We designed a new information architecture to support BASW's strategic priorities, and gave structure to the review, de-duping, re-structuring and classification of legacy content. We led a creative process to unify the fragmented brand across national sub-brands.

The outcome

The redeveloped, responsive website showcases a fresh and unified BASW identity. With Drupal, the content team have a powerful set of editorial tools to help them create engaging content within the new IA, and the new self-service portal allows members to manage their renewals, subscriptions, CPD and preferences.



Accessibility training and support

CALP Network

The CALP Network commissioned us for an accessibility and usability audit of their digital communication channels. Our approach focused on enabling lasting change in the organisation.

- Audits: conducted accessibility and usability audits and testing
- Report: an overview of the website's state based on both audits, with recommendations for improvements and fixes
- Roadmapping: we worked with the CALP team to prioritise work into achievable and logical streams
- Training: a whole-team training session looking at the intersection of multiple factors (e.g. poverty, health, digital literacy, gender), with first-person accounts of accessibility barriers and a demonstration of how people with different disabilities might experience the site; a dedicated content accessibility session with the comms team; a final session to discuss practical tips and tricks for implementing our recommendations

UNICEF / WHO Joint Monitoring Programme

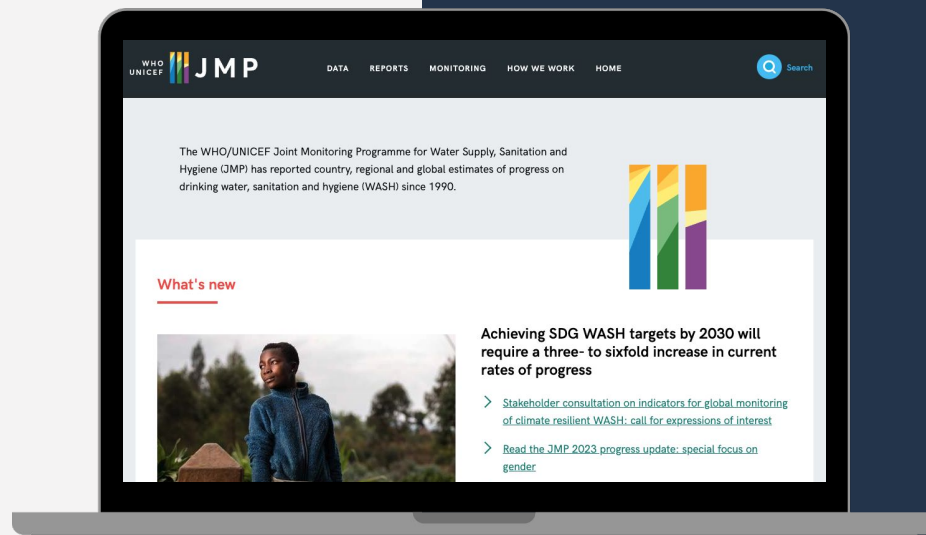
washdata.org

The work

The Joint Monitoring Programme (JMP) is the global guardian of water, sanitation and hygiene data (WASH). The JMP's site was difficult to navigate, content management was complicated, and it lacked accessibility, security, and mobile optimization.

The outcome

We put a project team together with the skills to produce complex data visualisations as well as to securely host, rebuild, re-architect and support the JMP website. We delivered the project in collaboration with fellow CoTech members, Outlandish, who brought their skills and experience to bear on the development of the data analytics tool.



Here's what **our clients** have to
say about working with us

“

I would have absolutely no hesitation in recommending Agile Collective and have genuinely found them fantastic to work with.

I think you'd be hard pushed to find another whole team of people like this. I usually have one or two people within suppliers I use that I prefer to work with, but I would happily go to any team member at Agile Collective and know that I would receive great service.

Chrissie Duxson

Communications Manager, BISA

“ I felt that everyone I met at Agile Collective understood and shared our objectives and our values as an organisation.

It was great to work with skilled, motivated people who take real ownership of the project and were invested in its success. I'm only sad we were too scattered across the globe to have a beer after work.

Ed Crompton

Web Developer, Oxfam International

“

What really made a difference was the human side of the project.

We had a complex stakeholder context and Agile Collective always knew just what to do. Our project was deeply collaborative and delivered a wonderful website that everybody is over the moon with! I can't thank them enough.

Rob Safar

Digital Producer, ActionAid

“

We've been delighted with their expertise, vision and dedication to the task.

As a group of councils, we didn't have any expertise in collaborative working with open source code. It was essential that our suppliers could guide us, and Agile Collective has been more than equal to the challenge. We recommend Agile Collective wholeheartedly. They are very capable Drupal builders and thinkers, and all round good people to have on your team.

Will Callaghan

Delivery Manager, Croydon Council Digital Service

“

We found Agile Collective to be a fantastic co-operative to work with.

They have been helpful and supportive all through the web build process, offering detailed explanations and advice where necessary and also responding quickly to requests and issues as they have arisen. We now have a much quicker website, that has **100%** uptime. Their work on our e-commerce has improved sales by just over **80%** year on year while other metrics have also shown improvement including bounce rates and time on site.

Tim Hunt

Co-Editor and Director, Ethical Consumer