

C I V I C

*knows*

*user research*

Cloud Based Services

G-Cloud 14



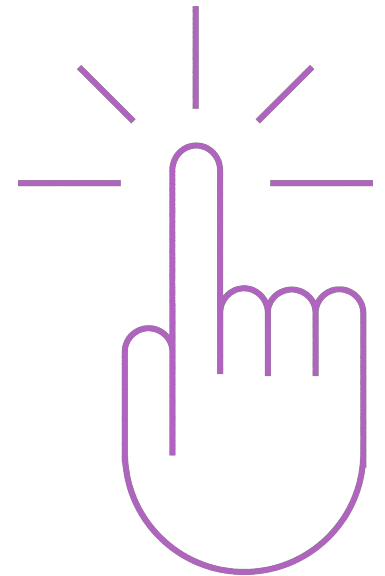
# User Research

## When is it right for you?

User research is essential when designing products or services to ensure they meet the needs and preferences of the intended users. It helps uncover insights about user behavior, pain points, and preferences, guiding informed design decisions for a more successful outcome.

There's no one-size-fits-all approach when it comes to your user research. Rather, discovering requirements should be a compilation of different methods, depending on budget, timescales and location. From user testing through to full Discovery projects, we'll help you understand what will work best.

It helps to discover what works, what doesn't, what's missing and what's needed to achieve your business objectives by meeting your users needs!



# User Research

## Features and benefits

Business requirement gathering identifies your business, customers, processes, digital assets and goals. We'll conduct interviews and workshops with key stakeholders to get to grips with your organisation, the needs and requirements of your team and your users. We bring together this knowledge to deliver a precise plan and vision.

### Features

- Research methodology and planning
- Depth interviews and focus groups
- Co-design workshops
- Ethnographic research methods
- Surveys and True Intent capturing
- Usability testing both face-to-face and remote
- Providing clear, actionable findings and recommendations with priority ratings
- CIVIC will create detailed recruitment briefs and handle all research logistics
- Creation of Personas and Customer Journey Maps

### Benefits

- Create shared understanding of user needs through evidence-based research
- Conduct research at any stage of the design and build process
- Create an iterative approach to your research and development
- Reduced risk of costly re-design work post-service launch
- Learn how to plan and conduct user research yourself
- Stakeholder buy-in through evidence-based research
- Answer key questions with evidence and storytelling

# Who are we

We're an award winning, full-service, digital solutions agency, covering all aspects of development and delivery

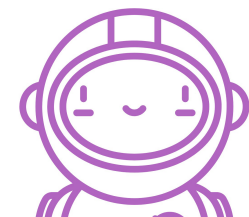
With over 20 years experience in the digital world, we have experience across every sector and clients across the globe.

## Our locations

Although we have physical offices, **we can work from anywhere!** We've got clients in the UK, US, Europe and many more...

## Our team

We have an amazingly talented team of developers, designers, software engineers, accessibility experts and UX specialists

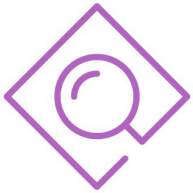


# Our services

## We believe good design is based on user needs

We've delivered and hosted over 1,500 websites and online systems and have built up a profound understanding of websites and platform requirements across all sectors, all with the user at the heart. We work with our clients to understand their goals and objectives, developing a collaborative approach to deliver creative solutions that meet business and user needs.

### Some of the ways we can help



#### Discovery & research

- User research
- Business strategy definition
- Usability testing & evaluation
- Content strategy & planning
- Service design & strategy
- User-centered design
- User Journey Mapping
- UX training



#### Design & creative

- Brand strategy
- Brand development
- Visual identity
- Creative design
- Marketing campaigns
- Corporate communications
- Digital design
- Responsive web design



#### Accessibility evaluations & testing

- Consultancy & strategy
- Accessibility audits
- Accessibility testing
- Accessibility training



#### Development & integration

- Website development
- Content management
- Systems integration
- Bespoke development
- Product development
- Enterprise solutions



#### Hosting & support

- Virtual private servers
- Bespoke hosting solutions
- CMS optimised managed hosting
- ISO 27001 certified
- Maintenance & technical support

# ***Our discovery and research GCloud services***

**We provide a range of UX research across all stages**



## **Discover & Strategise**

Understand both business objectives and user needs by empathising with your users, defining who they are and what they need from your service

- Discovery research
- Brand research
- Online survey
- User interviews
- Focus groups
- Diary studies
- Ethnography
- Stakeholder workshops
- Personas / Empathy maps
- User Journey Maps



## **Design & Test**

Innovate and design based on user and business requirements, testing at all stages of development

- Co-design workshops
- Content strategy
- User testing
- Accessibility testing
- Information architecture (IA)
- Card sorting
- Tree Testing
- Expert usability review
- Heuristic review
- Accessibility audit
- Wireframes / prototypes



## **Optimise & Iterate**

Track how well your service offering is doing and iterate to provide the best experience to your users while defining your future strategy

- Competitor review
- Benchmarking
- Conversion rate optimization
- Iterative user testing
- Service Design
- Digital strategy
- UX Strategy / Road map

# Our clients

Some of our wonderful clients include...





# ***Our accreditations***

**We strive to deliver the best service to our clients**



In recognition of our Quality Management System the NQA has awarded CIVIC ISO9001 accreditation for project delivery and online marketing.



The ISO27001 acknowledges CIVIC's best practices across digital and web-based communications and, in particular, recognises our quality assurance and Information Security Management System (ISMS).



The Cyber Essentials Scheme (CES) is a set of measures that all organisations should implement to protect against basic cyber threats on the internet.





## Lets chat

*Got a question? Need some advice? We're here to help.*

**info@civicuk.com**

+44 131 624 9830

