

Welcome to

msqD

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

T Global
Business
Tech
Awards

B BIMA
Awards

The Drum
Awards



G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

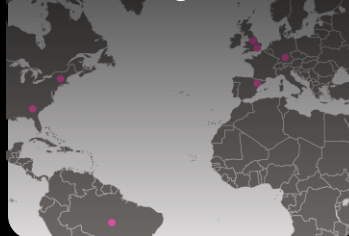


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



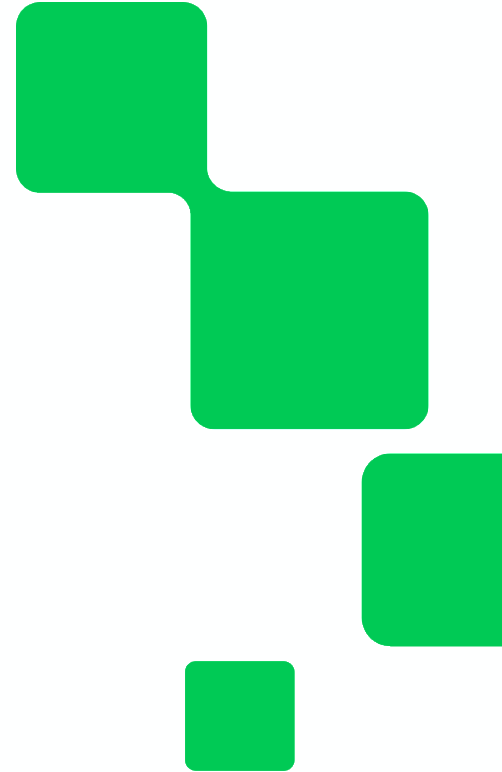
Mobile Application Development

MSQ DX provides end-to-end mobile application development services, delivering native and cross-platform applications for iOS and Android devices. Our technology-agnostic approach enables us to recommend and implement the most appropriate solution for each client's requirements, whether native iOS (Swift), native Android (Kotlin), or cross-platform frameworks including React Native and Flutter.

We use AI-assisted development tools to improve delivery speed, code quality, and operational efficiency throughout the development lifecycle.

Example platforms and technologies:

- iOS native development (Swift)
- Android native development (Kotlin)
- Cross-platform development (React Native, Flutter)
- Integration with enterprise systems (Salesforce, SAP, CRM platforms)
- API development (.NET, JavaScript/Node.js)



Discovery and requirements analysis

MSQ DX begins each mobile application project with a structured discovery phase to understand user needs, technical requirements, and business objectives. This phase ensures the mobile solution aligns with organisational goals and delivers measurable value.

Discovery activities include:

- Stakeholder interviews to understand business challenges and success criteria
- User research to identify target audiences, use cases, and device preferences
- Technical audit of existing systems, APIs, and integration requirements
- Platform assessment to recommend native, cross-platform, or hybrid approaches based on requirements

Discovery outputs:

- Requirements documentation with functional and non-functional specifications
- Technical architecture recommendations
- Platform and technology recommendations with rationale
- Project roadmap with prioritised features and delivery phases



User experience and interface design

MSQ DX combines human-centric design thinking with data-driven insights to create mobile experiences that connect technology to user needs. Our design approach prioritises usability, accessibility, and performance on mobile devices.

Design activities include:

- Customer journey mapping to identify mobile touchpoints and user goals
- User experience (UX) design including wireframes and user flows
- User interface (UI) design optimised for iOS and Android design guidelines
- Accessibility design to meet WCAG compliance requirements
- Prototype development for user testing and stakeholder validation

Design outputs:

- User journey maps and flow diagrams
- Wireframes and interactive prototypes
- UI design specifications for iOS and Android
- Design system components for consistent implementation



Development and quality assurance

MSQ DX follows a mobile-first development approach, ensuring applications are optimised for performance, speed, and usability. Our development teams use agile methodologies and AI-assisted tools to accelerate delivery while maintaining code quality.

Development approach includes:

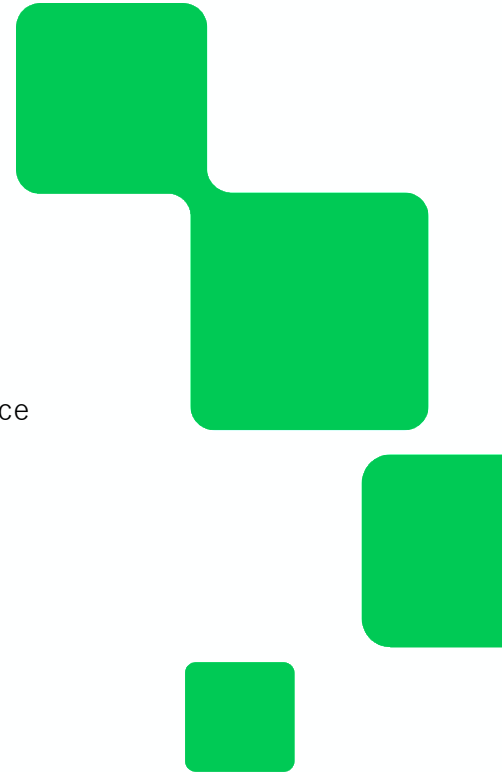
- Agile delivery with iterative releases of prioritised features
- AI-assisted development to improve code quality and delivery speed
- Continuous integration and continuous deployment (CI/CD) pipelines
- Responsive development with lazy loading and asynchronous programming for efficient performance

Quality assurance:

- Functional testing across target devices and operating system versions
- Performance testing to ensure speed and responsiveness
- Security testing to protect user data and meet compliance requirements
- Cross-device and cross-browser compatibility testing
- User acceptance testing (UAT) in dedicated test environments

Deployment outputs:

- Published applications in Apple App Store and Google Play Store
- App store listing optimisation and submission management
- Release documentation and version control



Ongoing support and maintenance

MSQ DX provides comprehensive support services to ensure mobile applications remain secure, performant, and aligned with evolving platform requirements and user needs.

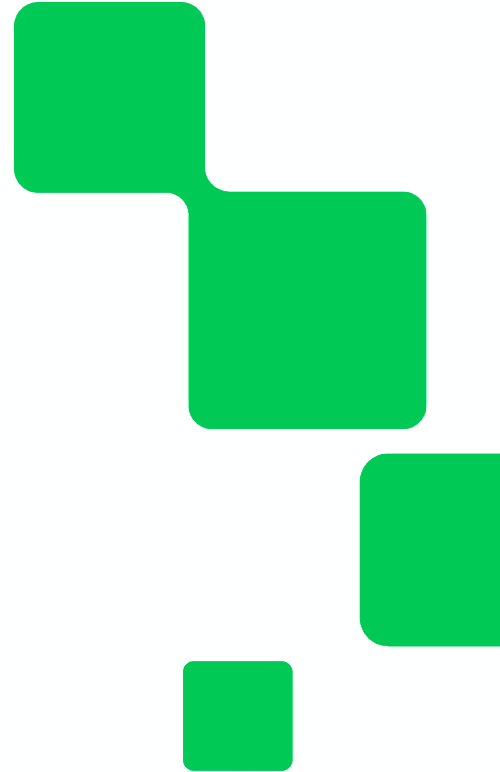
Support includes:

- Platform maintenance including operating system updates and security patches
- Performance monitoring and optimisation
- Bug fixes and issue resolution via ticketed support service
- Feature enhancements and continuous improvement

Service levels:

- Priority 1 (Critical): Target response within 30 minutes, resolution within 2 hours
- Priority 2 (High): Target response within 2 hours, resolution within 8 hours
- Priority 3 (Medium): Target response within 8 hours, resolution within 5 days
- Priority 4 (Low): Target response within 1 week, resolution within 2 months

Support is managed within dedicated Client-Focused Teams (CFT), ensuring project continuity and retained knowledge.



Working with MSQ DX

MSQ DX operates as an extension of client teams, providing skilled specialists who integrate with existing structures and working practices. We focus on collaboration, transparency, and continuous improvement throughout engagements.

1.

Dedicated Client-Focused Teams with designated Project Manager and developer access

2.

Governance through regular progress meetings, weekly reports, and quarterly reviews

3.

Flexible resourcing to scale teams based on project requirements and timelines

Contact

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