

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

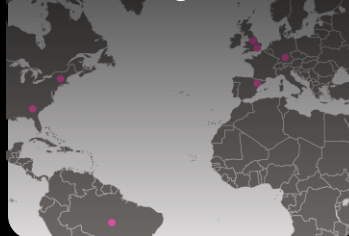


Canal &
River Trust

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

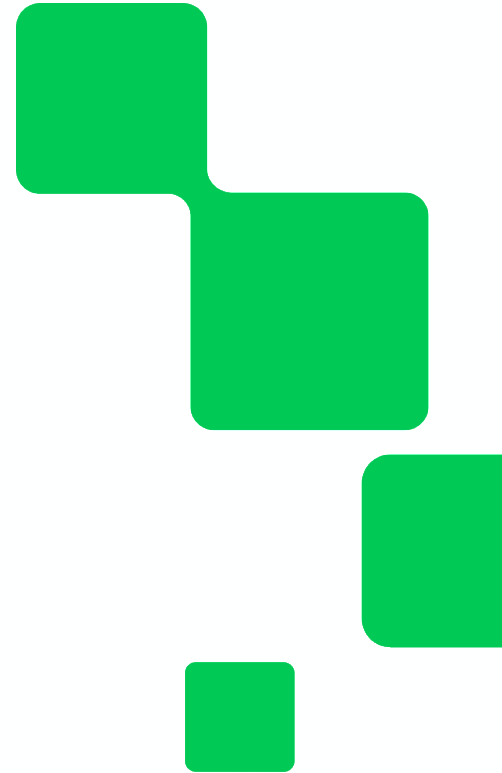


Digital Experience, Discovery & Research

MSQ DX provides discovery, research, and digital strategy services that establish the evidence base for digital transformation programmes. This service combines stakeholder engagement, user research, technical assessment, and data analysis to define requirements, validate assumptions, and create actionable roadmaps.

The service is designed for organisations planning digital platform investments, requiring clarity on user needs, current-state capabilities, and target outcomes before committing to implementation.

Service components include: stakeholder interviews, user research, customer journey mapping, competitive analysis, technical audits, digital maturity assessments, and strategic roadmap development.



Discovery and requirements gathering

Discovery establishes a shared understanding of organisational goals, user needs, and current digital capabilities. MSQ DX conducts structured research to identify opportunities, constraints, and priorities that inform platform decisions and implementation planning.

Discovery activities include:

- Stakeholder interviews and workshops to understand business objectives, success criteria, and organisational constraints
- Current-state assessment examining existing systems, content, data, and technical architecture
- Competitive and comparator analysis benchmarking digital capabilities against sector peers
- Digital maturity assessment evaluating organisational readiness for transformation

Discovery outputs:

- Discovery report with findings and recommendations
- Prioritised requirements documentation
- Risk and dependency register
- Success criteria and measurement framework



User Research & Insight

MSQ DX employs qualitative and quantitative research methods to understand user needs, behaviours, and preferences. Research findings inform design decisions, content strategy, and platform requirements.

Research activities include:

- One-on-one user interviews gathering qualitative insights on needs, pain points, and expectations
- Biometric user testing using eye-tracking, facial expression analysis, and galvanic skin response measurement in dedicated lab facilities
- Usability testing validating design concepts and identifying friction points
- Customer journey mapping documenting touchpoints, pain points, and opportunities across channels

Research outputs:

- User personas grounded in research data
- Customer journey maps with identified opportunities
- Usability findings and recommendations
- Research insight reports



Digital strategy and roadmap

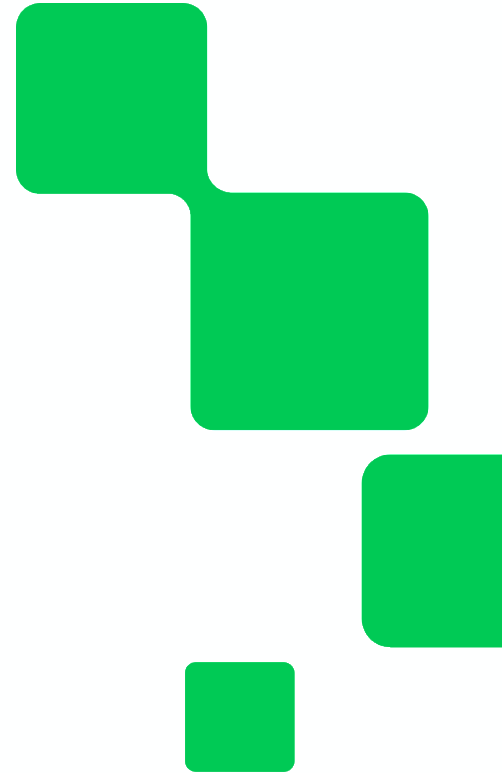
MSQ DX synthesises discovery findings and user research into a coherent digital strategy with actionable roadmap. Strategy development aligns digital investment with organisational objectives and user needs.

Strategy activities include:

- North star definition establishing a compelling vision for digital transformation
- Opportunity prioritisation assessing initiatives against impact, feasibility, and strategic alignment
- Roadmap development sequencing initiatives with dependencies, milestones, and resource requirements
- Business case support providing evidence and analysis to support investment decisions

Strategy outputs:

- Digital strategy document
- Transformation roadmap with phased delivery plan
- Business case documentation
- Measurement framework defining success metrics and KPIs



Research methods and capabilities

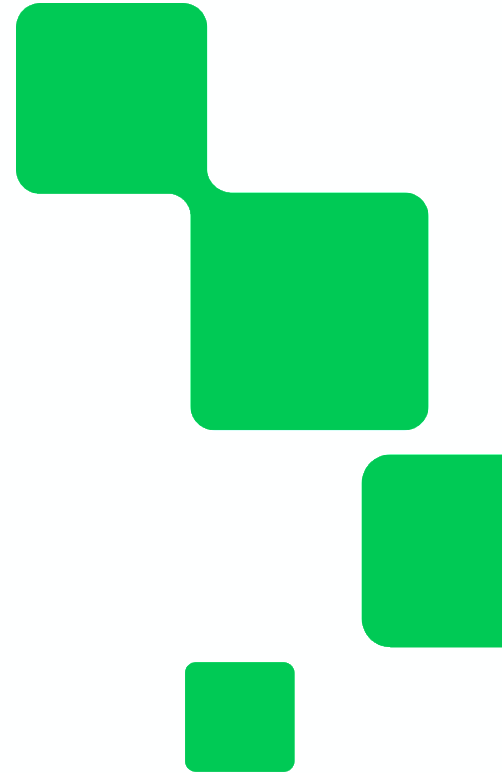
MSQ DX combines human-centred design thinking with data-driven analysis to ensure recommendations are grounded in evidence rather than assumption.

Research capabilities include:

- In-house biometrics lab equipped with eye-tracking, facial expression analysis, and galvanic skin response technologies for measuring user engagement and emotional response
- Qualitative research including interviews, focus groups, and contextual inquiry
- Quantitative analysis of analytics data, performance metrics, and user behaviour patterns
- Accessibility research understanding the needs of diverse user groups including users with disabilities

Quality assurance:

MSQ DX validates research findings through triangulation of multiple data sources and methods. Research participants are recruited to represent target user populations, with screener surveys ensuring appropriate demographic and behavioural representation.



Working with MSQ DX

MSQ DX operates as an extension of client teams, with collaborative working practices designed to build internal capability alongside delivering research outputs. Knowledge transfer ensures organisations can apply research findings beyond the engagement.

1.

Collaborative workshops

involving client stakeholders in research synthesis and prioritisation

2.

Regular reporting

with fortnightly progress updates and findings reviews

3.

Flexible scaling

with team composition adjusted to match engagement scope and timeline

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

