

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

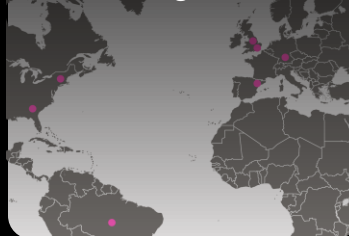


Canal &
River Trust

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

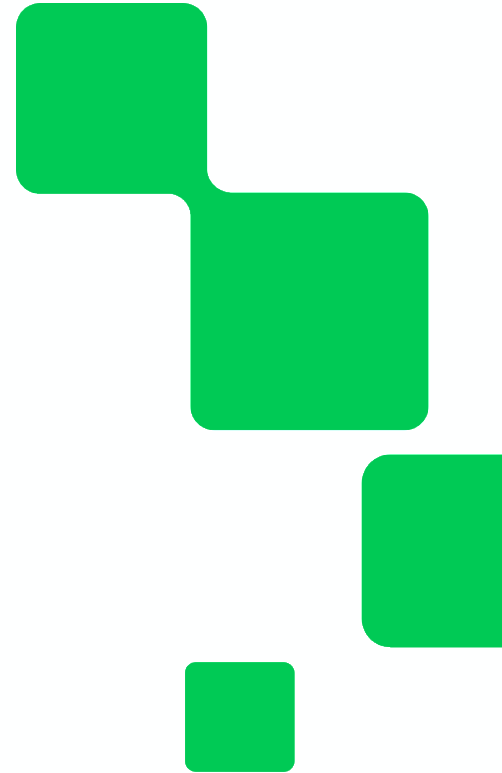


User Experience Design

MSQ DX provides user experience (UX) design services covering user research synthesis, journey mapping, wireframing, prototyping, usability testing, and visual design. Our approach ensures digital products and services are intuitive, accessible, and aligned with both user needs and business objectives.

This service supports organisations planning or undertaking digital transformation by providing the design capability analysis and user-centred design expertise required to define effective digital experiences prior to implementation.

Capabilities include: User journey mapping, wireframing, prototyping, interaction design, visual design, accessibility compliance (WCAG), responsive design, design system development



Understanding users and business goals

MSQ DX begins every UX design engagement with a discovery phase that establishes a clear understanding of user needs, business objectives, and technical constraints. We synthesise findings from user research to create actionable design foundations.

Discovery activities include:

- Stakeholder workshops to understand business goals, constraints, and success criteria
- User research synthesis combining qualitative and quantitative data to identify needs, behaviours, and preferences
- Customer journey mapping to document key touchpoints and interactions across digital channels
- Persona development creating detailed user profiles that guide design decisions

Discovery outputs:

- User personas and journey maps
- Experience audit findings
- Design requirements documentation
- Prioritised opportunity areas



User centered design process

MSQ DX employs an iterative, collaborative design process that moves from low-fidelity concepts through to validated, production-ready designs. We involve users and stakeholders throughout to ensure designs meet requirements and can be validated before development.

Design activities include:

- Wireframing to establish information architecture, layout, and interaction patterns
- Prototyping creating interactive prototypes for testing and stakeholder review
- Usability testing validating designs with representative users and iterating based on feedback
- Visual design creating cohesive brand experiences aligned with visual identity and audience expectations
- Accessibility review ensuring designs meet WCAG standards and support diverse user needs

Design outputs:

- Wireframes and interaction specifications
- Interactive prototypes
- Visual design mockups and specifications
- Design systems and component libraries
- Accessibility compliance documentation



Design delivery and handover

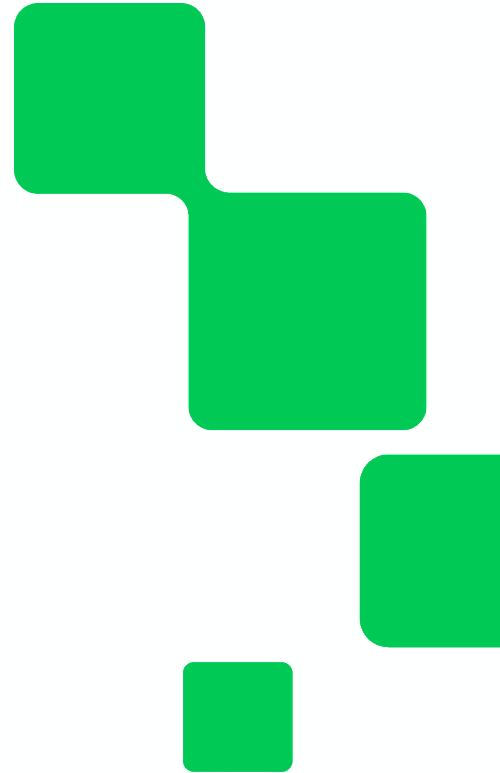
MSQ DX delivers production-ready design specifications and works collaboratively with development teams to ensure designs are implemented as intended. Our designers work alongside developers throughout the build phase to resolve queries and maintain design quality.

Implementation approach includes:

- Responsive design specifications covering all target devices and platforms
- Component-based design systems enabling consistent implementation
- Developer handover documentation with interaction specifications
- Design QA during development to verify implementation accuracy
- Performance and sustainability considerations integrated into design specifications

Quality assurance:

MSQ DX conducts design QA reviews during development, comparing implemented experiences against approved designs and specifications. We use analytics and user feedback to monitor and optimise performance post-launch.



Ongoing design support

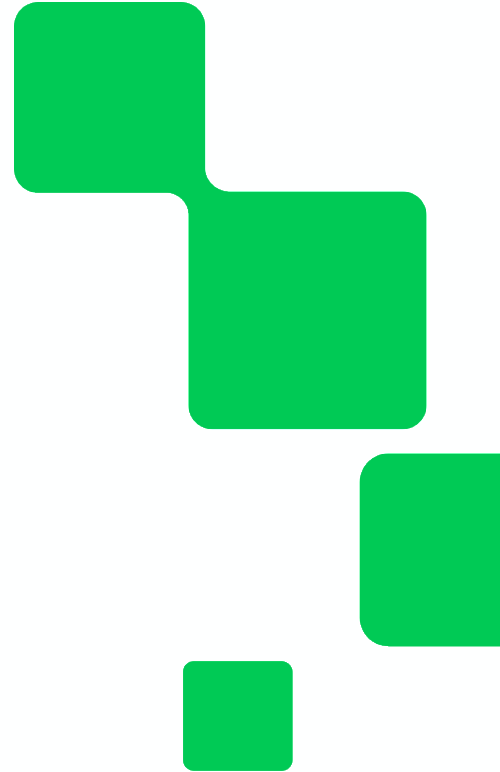
MSQ DX provides ongoing UX design support to ensure digital experiences continue to meet user needs as requirements evolve.

Support includes:

- Design iteration based on user feedback and analytics
- Design system maintenance and extension
- Usability testing for new features
- Accessibility audits and remediation

Service levels:

Support arrangements are tailored to client requirements, with options ranging from retained design capacity to project-based engagements for specific enhancements.



Working with MSQ DX

MSQ DX operates as an extension of client teams, immersing ourselves in organisational context and existing partner relationships. We prioritise collaboration and transparency, with shared goals and regular communication supporting effective delivery.

1.

Dedicated design team with named lead designer

2.

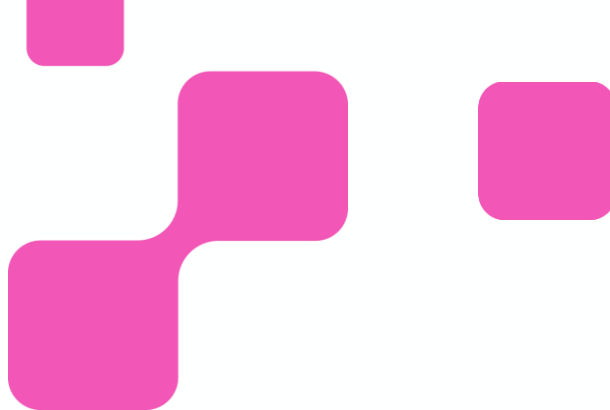
Regular design reviews and stakeholder presentations

3.

Collaborative tools enabling real-time feedback on designs

4.

Flexible resourcing to match project phases and priorities



Contact

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