

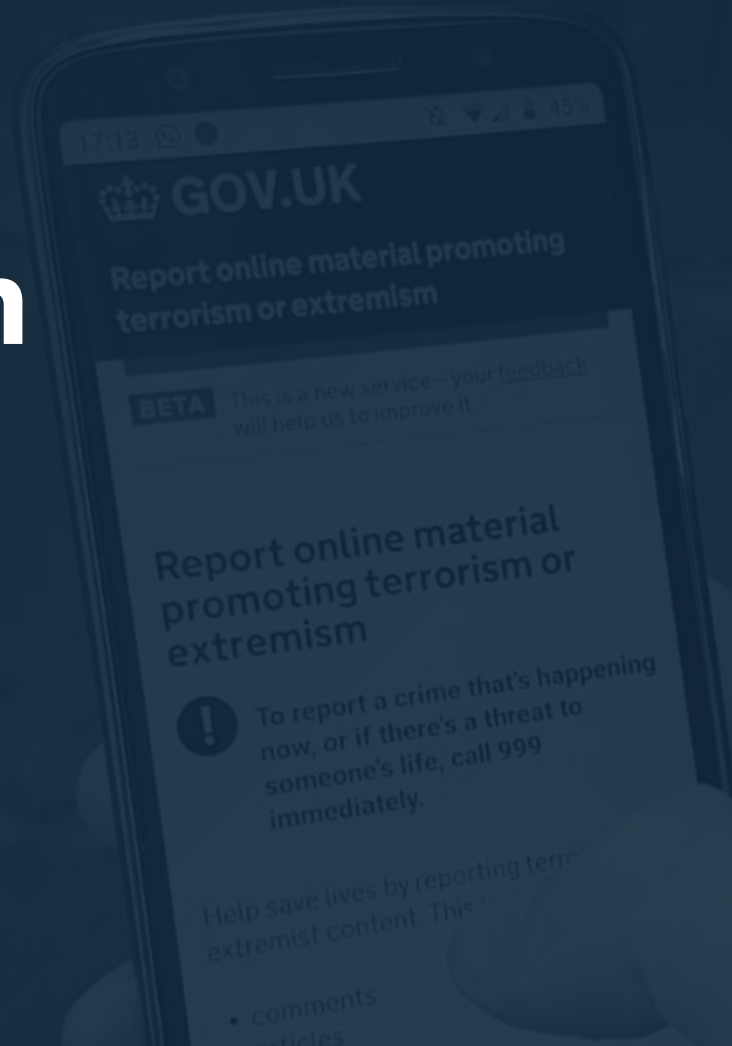
Content design

Service definition

G-Cloud 15



Marvell Consulting



Content design

Service summary

Government specialists in content design available to work on end-to-end complex domains, services, websites, documentation and more. Extensive government and public sector expertise creating clear, accessible, user-centred content to GOV.UK standards. Experience working in multidisciplinary teams and pair-writing with subject-matter experts in a variety of policy areas.



Service summary

Features

- Content design for services, websites, apps and other products
- Content reviews ahead of alpha, beta or live assessments
- Design of end-to-end services accessible to all users
- Pair-writing with subject-matter and policy experts
- Delivery of service naming and content design workshops
- Development of style guides and best practice documents
- Production of blog posts and editorial content
- Drafting of privacy policies and accessibility statements
- Consultancy, training and support to in-house teams
- Content in Welsh to meet bilingual statutory requirements

Benefits

- Ensures content meets GOV.UK and NHS.UK standards for clarity
- Ensures WCAG 2.2 guidelines for accessible content are met
- Supports the development of user-centred, end-to-end services
- Engages subject-matter experts to safeguard accuracy and efficacy
- Optimises microcopy and removes unnecessary content for faster user journeys
- Uses research, analytics and other insight for evidence-based decisions
- Supports services to meet the Government Service Standard for design
- Demonstrates the value of content design to organisations
- Provides content support to multidisciplinary teams
- Supports knowledge-sharing and communication with the wider content profession



About us

Marvell Consulting work with public sector organisations to research, design and build services that help people thrive.



About us

Marvell Consulting

Marvell Consulting are a digital software and strategy specialist. We work with public sector organisations to research, design and build digital services that help people thrive.

Bringing together a curated, multidisciplinary team of experts across user research, design and software development, we help organisations understand user needs, build consensus and empower their teams.

This results in digital services that are easier to use, more efficient to deliver and fit for the future.



About us

Our experience

As a small company, we're proud to have been trusted by some of the UK's most recognised institutions.



About us

Our approach

Building digital services can be time-consuming and complex. Working to agile methodologies allows us to break difficult problems down into clear, manageable pieces of work that can be delivered in stages.

Working in fortnightly sprints, we use agile tools to help us track where we are with the delivery of new software or features. Progress is reported in weekly reports, fortnightly show and tells and at governance meetings as determined by the client. We define, track and, wherever possible, mitigate risks to us being able to deliver our work.

Our trained agile coaches are experienced at introducing agile ways of working to teams as well as giving more in-depth tutorials to key contacts. An important part of our service is finding the right ways to communicate progress to stakeholders and bringing teams with us as new digital ways of working become a reality.



About us

Our culture

Open, clear, respectful. Success isn't just in what we deliver, it's in how we do it too.

Working as a team

We know that well designed services aren't the brainchild of a single genius. They're the result of experienced specialists working together towards a shared outcome. That's why our team are all experts in their fields with years of government experience behind them.

We also maintain a flat structure in our teams to allow ideas to surface and assumptions to be challenged. This open culture isn't just a nicer way of working (although it is that too). It allows us to spot and resolve problems quickly, ensuring a safer and less risky approach to development.



About us

Working together

Working with clients

Our approach to working with clients is rooted in transparency and respect. Some clients are experts in digital product development, others less so. No matter who we're working with we always communicate clearly and report on progress every week.

We also respect the different disciplines we work with. Experts in operations or policy are vital to helping us create products and services that serve government's and users' needs. Respect for the people who know what we don't is a core part of our ethos and success.

Working in the open

We're big believers in learning from the public sector's wider digital community and in sharing our own knowledge with other teams. Sharing research, solutions, patterns and code makes government services more consistent and cost-effective.

Wherever possible we like to present our work at cross-government events and share our outputs with teams working on related services.



What previous clients have said about us

"This is a great example of the value of a user-centred approach. This team has worked extremely hard, building trust in our ability to create digital services that are genuinely transformative."

Deputy Director at the Home Office

"This [service] is the fruition of a huge amount of work...and I just wanted to say congratulations and well done, it's really an incredible feat."

Director of Standards and Interoperability at the NHS

"I genuinely am so impressed with the level of detail and the way [the work] has been structured and presented. It's already got me into full analysis mode and I know it will play a crucial role in the transformation plans."

Head of grant giving at the Greater London Authority

"Marvell Consulting has been integral in the transformation of the Home Office's digital operations. The research, design and build has been exceptional."

Product lead at the Home Office

Detailed specification

Information on pricing, on-boarding and service management.



Detailed specification

Overview

Ordering

Email us at gov@marvell-consulting.com or call [020 3886 0115](tel:02038860115) to discuss your requirements.

On-boarding

Onboarding is informed by the client's needs. As a minimum we would produce a statement of work defining the agreed tasks and deliverables. We would also expect to agree project milestones, working patterns, locations, access to specialist equipment and team roles and responsibilities.

Service constraints

Our services are typically delivered remotely or from our London Bridge office from Monday to Friday, 9am to 5pm. However we can accommodate onsite work and out-of-hours support as required.

Security assurance and data resilience

We have practiced methods for recovering and restoring operations in rare cases where our automated processes fail. We've worked to varied security specifications and can work with you to meet your requirements. Many of our consultants are SC-cleared and can obtain further clearance if needed.



Detailed specification

Overview

Training

Our aim is to build simple, intuitive services that can be used first time without the need for extensive documentation or training.

However we recognise there are some circumstances in which training may be required. In these cases we're happy to work with clients to design an appropriate training plan.

Invoicing

To be agreed with the client.

Early termination

Terms to be agreed with the client.

Off-boarding

Wherever possible we deliver software with open licences and deploy into client-owned infrastructure. Outputs are clearly documented. We're flexible about handover and can arrange job shadowing, training and/or the production of detailed documentation as per the client's preference. Knowledge-transfer is treated as an ongoing process throughout the project's lifecycle.



Detailed specification

Rate card

SFIA Level	Strategy & Architecture	Business Change	Solution Development & Implementation	Service Management	Procurement & Management Support	Client Interface
1 Follow	£500	£500	£550	£500	£500	£500
2 Assist	£550	£550	£600	£550	£550	£550
3 Apply	£600	£600	£700	£600	£600	£600
4 Enable	£700	£700	£800	£700	£700	£700
5 Ensure/Advise	£800	£800	£900	£800	£800	£800
6 Initiate/Influence	£900	£900	£1000	£900	£900	£900
7 Set Strategy, Inspire, Mobilise	£1,000	£1,000	£1,100	£1,000	£1,000	£1,000



Talk to us

We're always here to answer questions or to discuss the needs of your project.

gov@marvell-consulting.com

020 3886 0115

www.marvell-consulting.com



Crown
Commercial
Service
Supplier