

Service Definition

User Experience (UX) Services



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



User Experience (UX) Services

Netcel's User Experience (UX) service delivers research-driven design to enhance usability and accessibility. We analyse user needs, map journeys, and create prototypes aligned with GDS principles. Our User Experience approach ensures intuitive, inclusive experiences that optimise engagement, improve performance, and support measurable growth across digital platforms.

Features

- Discovering user Jobs to be done, and defining relevant journeys
- Core modelling, to define the purpose of each page type
- Block diagrams, to define the general anatomy of each page
- Wireframes, to create medium-fidelity representations of pages and blocks
- Digital style tiles, to define the overall design (brand) direction.
- Design system, to create the UI's atomic styles and states
- Annotations and documentation to capture non-visual/functional requirements

Benefits

- Incrementally increasing design fidelity allows delivering value early and often
- Focuses on the purpose of each aspect of the journey
- Regular opportunities for client collaboration, review and feedback
- Allows multiple stages of user research and evaluation
- Framework for frequent collaboration with technical architects
- Atomic design principles foster consistency, modularity and reusability
- Design system provides foundation for brand, accessibility and usability compliance
- Regular touchpoints with brand, marketing, and content guardians



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL mace

 Optimizely

20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

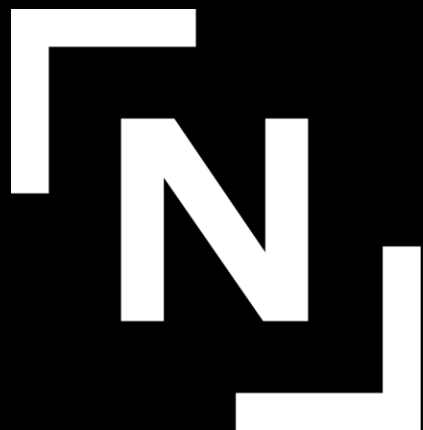


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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