
txp
Technology
X People

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G-CLOUD 15 SERVICE DEFINITION

Content Design

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CONTENT DESIGN

The key aim of our Content Design service offering is ensuring clarity of the message and its content, as well as how it is communicated to its target audience.

Our Content Designers are expert practitioners in content strategy and taxonomy design.

They will ensure content quality is consistently achieved across the entire product portfolio and align strategy and objectives to meet user's needs.

At TXP our content designer will:

- Develop a robust governance approach for content processes and policy strategy
- Manage relationships and collaborate with other disciplines
- Shape the structure and architecture of content based on user's needs
- Ensure message consistency across all the channels
- Construct content using Plain English standards

Service Coverage:

- Persona creation
- Quality Assurance reviewing
- Policy shaping
- Content optimisation
- Content testing and iteration
- Technical writing
- Content strategy
- Stakeholder management
- User-centred mindset
- Accessibility design
- Strategic planning
- Agile framework understanding

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FEATURES & BENEFITS

Features

- Creating content that meets the needs of diverse users and aligns with the GDS framework
- Embedding, adopting, implementing and executing Agile framework
- Experience of working within the GDS framework, service standards and best practice
- Writing content in clear, concise and plain language
- Ensuring the content is accessible for all users including those with disabilities
- Adherence to government regulations and policies
- Working closely with multi-disciplinary teams, including designers, developers, researchers and SMEs
- Developing content through applying design patterns and styles

Benefits

- Clarity and transparency through simplifying the complexities of information by adhering to plain language standards
- User-centred content design by focusing on user needs and behaviours, making it useful, easy to navigate and improving overall experience
- Compliance by ensuring content meets the government standards regulations and policies
- Policy simplification to easy-to-follow content with keeping the necessary information intact
- Iterative improvement to content, utilising feedback from user research, improving accessibility and effectiveness
- Creation of content which is consistent across wide portfolio and clear to digest
- Content designed and compliant with Gov.uk platforms (CMS) standards

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ADDITIONAL SERVICE INFORMATION

Backup, Restore and Disaster Recovery

TXP has a robust DR plan, tested six-monthly (further details on request). Though we would look to use shared repositories when executing work with the client, any repositories which are within our domain will be subject to these disaster recovery and backup plans. The majority of repositories and tooling are typically cloud based and so benefit from the associated assurance of continuity of service.

Onboarding / Offboarding

As part of the service design phase, the onboarding requirements would be carefully scoped and planned. Typically, this would be sensitive to the impact of business change and underlying technology and services.

Benefits

TXP has a general four phase implementation plan that looks to pragmatically onboard, measure and continually improve services. Further information is available on request, but the phases are summarised as:

	Overview	Milestone
Phase 1	Scoping & Planning	Agree Plan
Phase 2	Initial Setup	Agree SLAs, KPIs
Phase 3	Transition	Service Sign Off
Phase 4	Continual Improvement	Monthly Service Reviews

Benefits

Due to the nature of the services being provided, the pricing is reflected in the SFIA model, referenced in the Pricing Document within the G-Cloud Service Description on Digital Marketplace.

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ADDITIONAL SERVICE INFORMATION

Service constraints

There are no specific service constraints.

Service levels for support hours

Support is available by email/ticketing, phone and web – and is available 24/7/365. Extra charges may apply.

Service levels

These are typically on a project-by-project basis, but mechanisms for remedy include the use of service credits for example.

The process

Ordering, invoicing and cancellation are as per the G-Cloud process.

After-sales support

After-sales support for the cloud related services provided under G-Cloud is typically 9am-5pm and available by phone and email.

TXP also operates an ITIL-aligned, SLA driven support function which can provide 24/7 support as part of a specific offering. Our governance wrapper extends to the use of third-party support providers to deliver scalability.

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WHAT WE CAN DO FOR YOU

25

Years in Operation



True Technology Partner

180+

Staff Base



4 Specialist Sectors



Innovative Engagement Models

£40m

Annual Turnover



Near-shore & Off-shore development Partners



Access to more than 1000 Associates

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WHY TXP



Secure, Agile Cloud Development

We execute cloud projects using agile DevSecOps.



Driving ROI

We help clients drive out improving ROIs, by upwards of 20%.



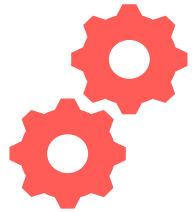
UK - Led

Our client engagement, execution and design governance teams reside in the UK



Industry Experience

We have a proven track record of successful delivery within the Public Sector



Scalable Offering

We are able to respond rapidly to emerging resourcing needs and scale up and down at pace.

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THANKS

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