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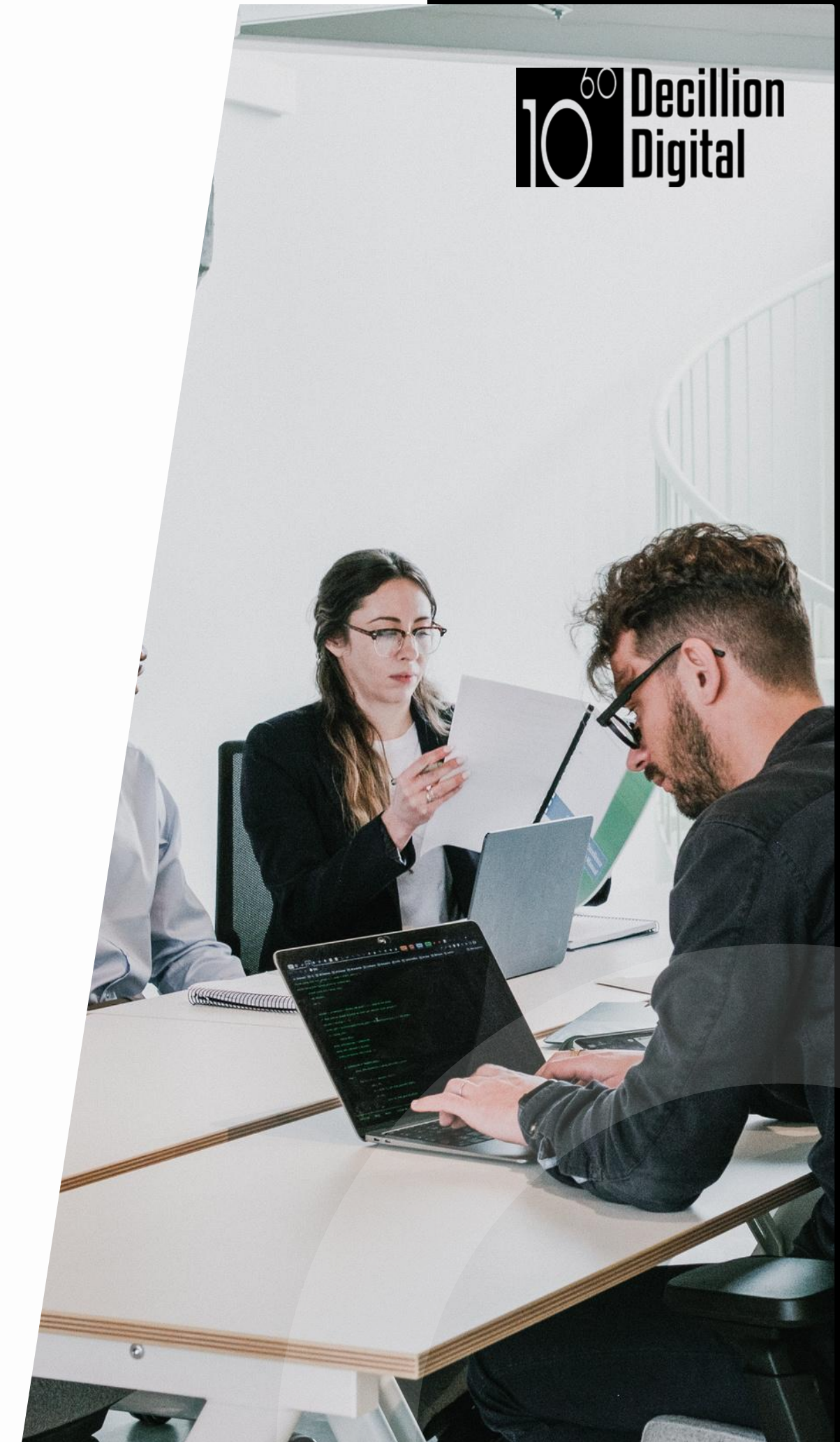
SERVICE DEFINITION
User research and product management
services

INTRODUCTION

We specialize in user-centric product development, adhering to GDS and Web Accessibility standards. Our services include comprehensive user research to build robust product foundations for cloud-based, multi-channel digital services. With a user-first approach, we facilitate the transition to product delivery, crafting visions, roadmaps, and backlogs aligned with user and business needs.

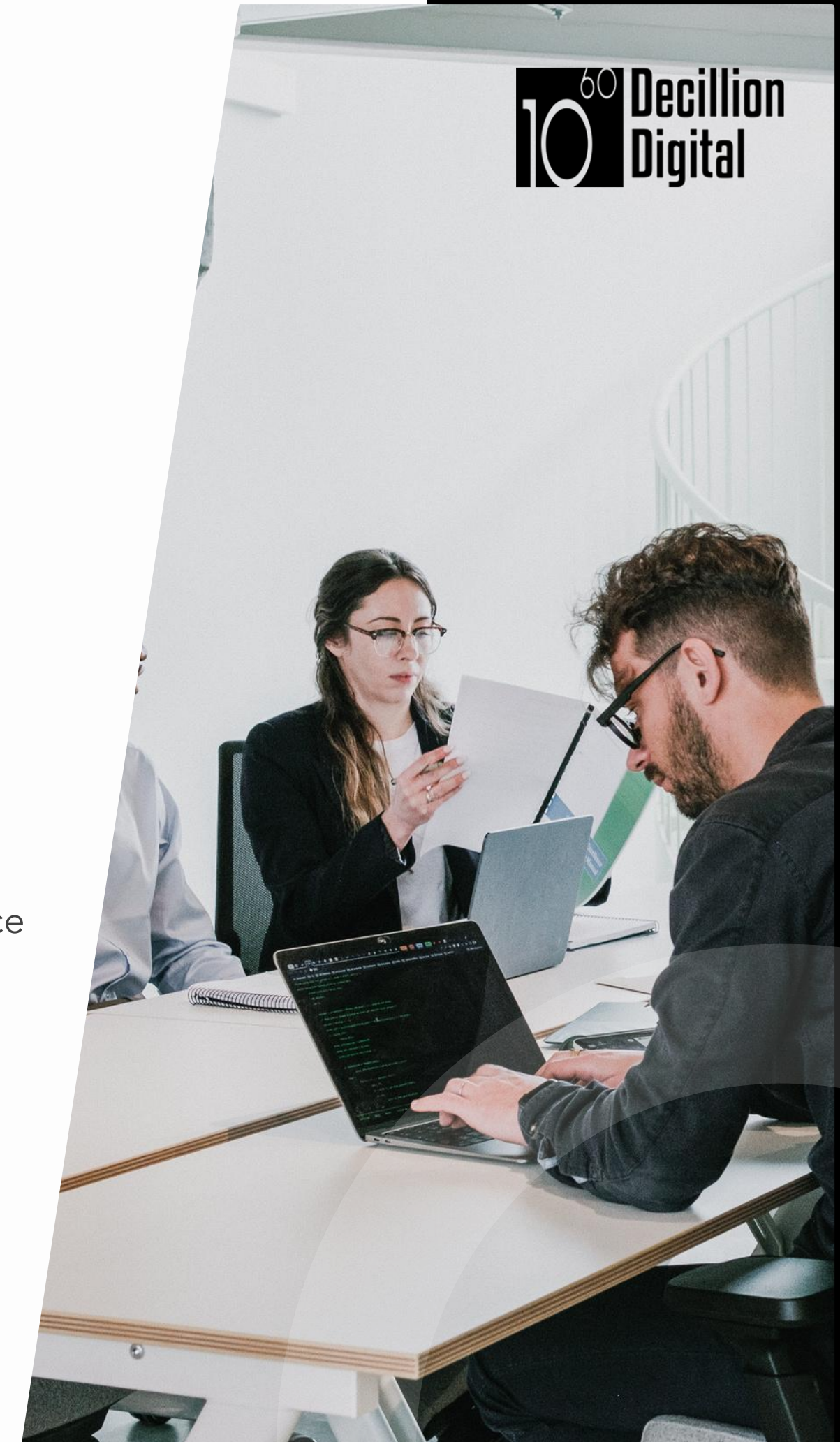
SERVICE FEATURES

- Conduct contextual research, including ethnographic observation, to understand the problem deeply.
- Align designs with GDS and GOV.UK principles, ensuring compliance and consistency.
- Carry out research across Discovery, Alpha, and Beta stages, using proven user-centric techniques.
- Regularly test and iterate designs through moderated usability testing to reduce risk.
- Test low-fidelity prototypes across omni-channel user journeys to validate hypotheses.
- Understand users with lower digital skills and confidence through assisted digital approaches.
- Utilize both quantitative and qualitative research techniques to grasp user needs and motivations.
- Ensure accessibility for users with disabilities by understanding their unique requirements.
- Tailor our approach to match client and user needs, adapting as necessary.
- Formulate clear product visions, manage delivery lifecycles, and prioritize user needs collaboratively.



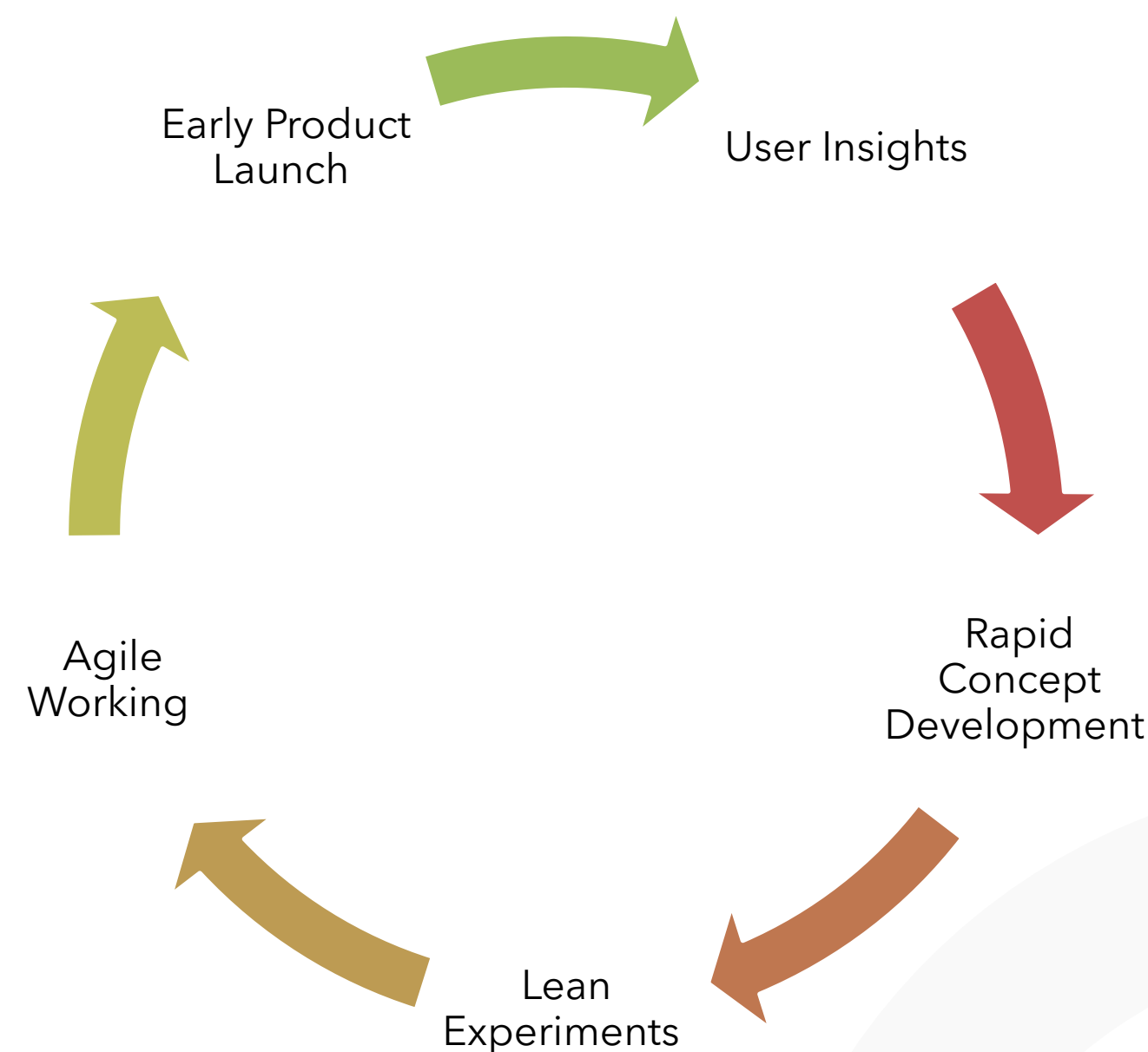
SERVICE BENEFITS

- Mitigates risk by aligning services/products with actual user needs.
- Clear and actionable understanding of user pain points and needs.
- Solutions are user-centric, meeting GDS and Web Accessibility guidelines.
- Generates value by identifying features improving experience and satisfaction.
- Research insights throughout each stage of product and service development.
- Solves real user problems in migration to cloud-based services.
- Supports evidence-based product design decisions for designers/teams.
- Reduces development costs and customer support overheads.
- Research integrated into user experience design and technical delivery.
- Creates a user-focused culture across digital, mobile, and other channels, ensuring GDS service standard-compliant products and platforms.



DELIVER APPROACH

- **User Insights:** Prioritizing thorough user research to comprehend and address user needs effectively, this strategy ensures solutions are tailored precisely to user requirements from inception.
- **Rapid Concept Development:** Encouraging the inception of bold ideas while scaling down initial implementations, this approach promotes continuous iteration to nurture sustainable product growth.
- **Lean Experiments:** Committed to speeding up the journey from idea to market-ready digital products, this strategy aims to enhance customer interaction and streamline the product delivery pipeline.
- **Agile Working:** Embracing flexibility in workflows, this ethos fosters efficient and accurate customer deliveries through adaptable processes, ensuring responsiveness to evolving requirements.
- **Early Product Launch:** Advocating for calculated risk-taking and lean practices, this approach empowers teams to navigate and excel in an ever-changing market environment efficiently.



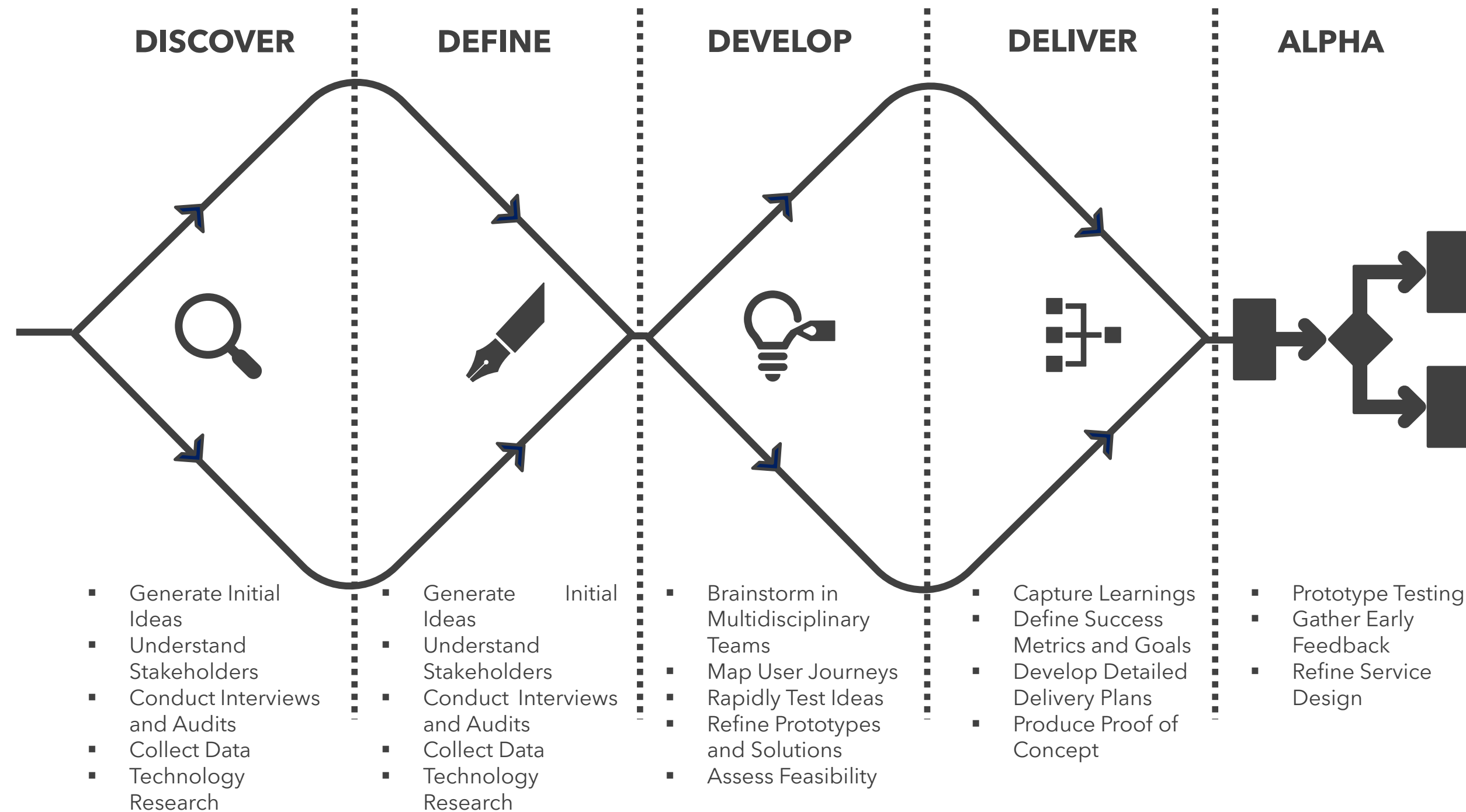
DEVELOPMENT APPROACH

- **Repeatability:** We establish standardized processes and automation for tasks that ensure consistency and efficiency in our workflow, reducing the risk of errors and allowing for scalable growth.
- **Pair Programming:** Two minds are better than one, which is why we utilize pair programming to enhance solution quality and foster knowledge sharing among developers.
- **Refactoring:** Continuous refactoring is integral to our process, ensuring that our solutions not only meet current requirements but are also adaptable to future changes without excessive rework.
- **Continuous Integration:** We integrate work frequently to detect issues early, reduce integration problems, and ensure that our software is always in a releasable state.
- **Task-Driven Design:** Development tasks are directly tied to specific, actionable items that are designed to deliver tangible results, ensuring that all efforts contribute directly to project goals.
- **Simplicity in Processes:** We aim to simplify not just our code, but also our methodologies and processes, streamlining efforts to improve focus and effectiveness.

This comprehensive approach ensures that our projects are not just completed but are done so with the highest standards of quality and efficiency, aligning closely with our core values to drive success.

DESIGN APPROACH

Our Double Diamond framework outlines a structured approach to design by researching user needs, determining relevant metrics, and exploring both technological and policy constraints.



ABOUT US

As a Decillion we partner in bridging technology and business innovation. With an extensive background across diverse technological verticals, we are dedicated to empowering your business through tailored digital solutions.

Our Expertise

Microsoft Dynamics	Technical Consulting	Azure DevOps	Technology Training	E-commerce Solutions
We specialize in MS Dynamics to streamline CRM and ERP systems, enhancing efficiency and productivity for businesses of all sizes.	Our expert consultants are adept at diagnosing your technical challenges and crafting strategic solutions that align with your business objectives.	We leverage Azure to improve your software development lifecycle, enabling faster deployment, reliable operations, and seamless integration of disparate systems.	Decillion Digital offers comprehensive training programs designed to upskill your team and keep them abreast of the latest technological advancements.	We create robust e-commerce platforms tailored to your specific needs, ensuring scalable, secure, and user-friendly shopping experiences.

At Decillion, we believe in the power of technology to transform businesses. Our approach combines innovative strategies with cutting-edge technologies to deliver measurable results. We are committed to providing exceptional service and building long-lasting relationships with our clients.

OUR MISSION

To enable businesses to achieve their full potential through the strategic implementation of technology.

OUR MISSION

To be a leading provider of technology solutions, known for our commitment to innovation, quality, and client satisfaction.

Explore how Decillion Digital can drive your business forward. Connect with us today to learn more about our services and how we can assist you in achieving your technological and business goals.

