

We deliver high performing websites

Client Name

Prepared by

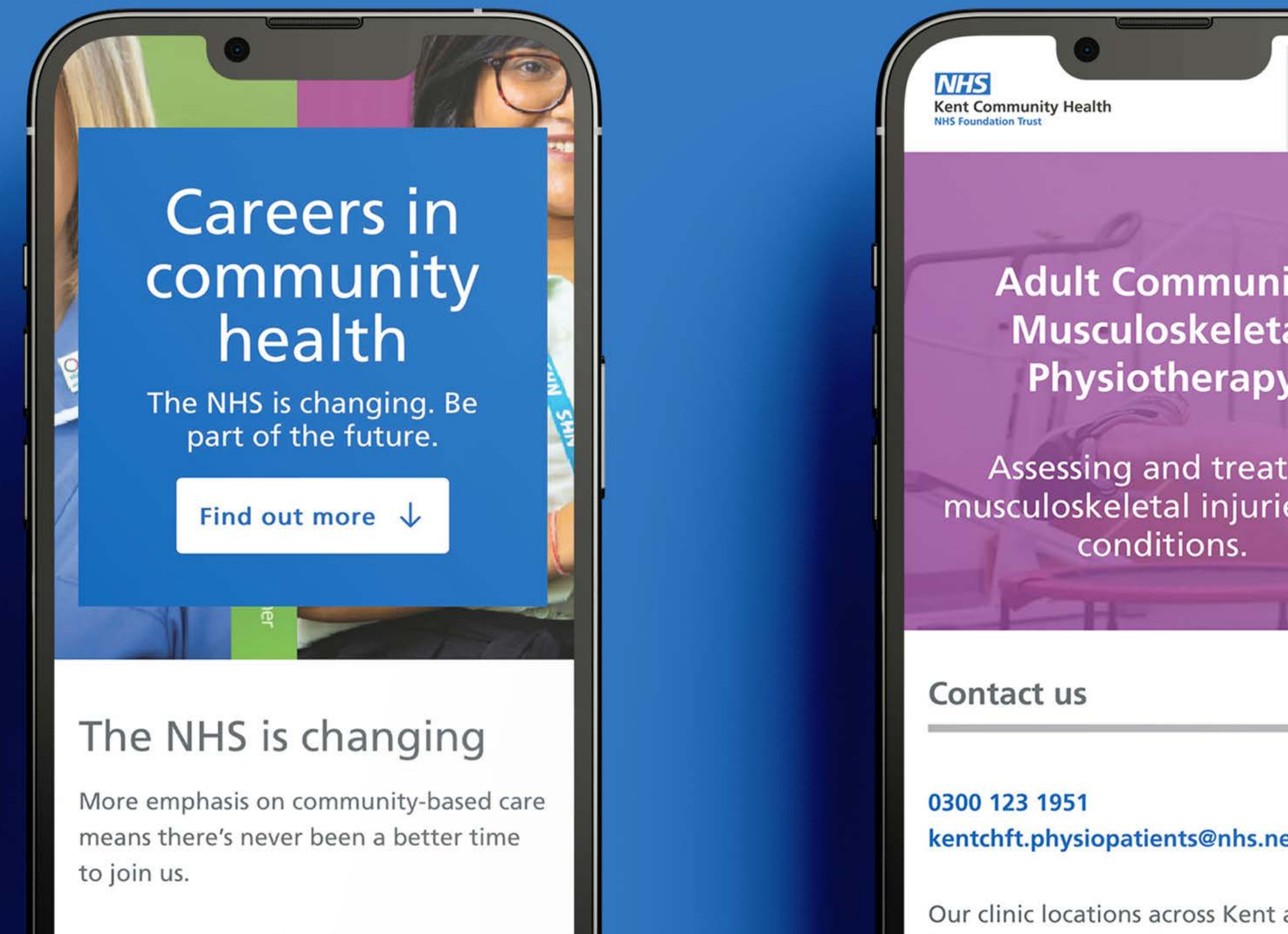
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Kayo Digital

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Kayo Digital – your conduit.

Before we begin, we want to express our gratitude for this opportunity. As a team, we understand the magnitude of a decision like this, and we've endeavoured to make this document as comprehensive as possible. However, if there's anything you want to know, please don't hesitate to ask for further information.



“

Awesome knowledge, especially technical developments for our website and a great service delivery. Always happy to help and talk through ideas.



Andy Crouch

Digital Communications Manager, Kent NHS

Our services.

WE DELIVER HIGH PERFORMING WEBSITES

Our end-to-end service offering.

Every engagement is tailored to the client's needs. The overview illustrates what a full end-to-end project can include, providing a reference point for the complete range of services available.

1

KICK-OFF

Creating the project plan, gathering information, drafting the Statement of Works (SOW), and setting up the billing schedule.

2

CX RESEARCH

Engaging with clients and customers to understand their challenges, conducting competitor and data analysis, and aligning with the company's goals.

3

LO-FI PROTOTYPING

Developing low-fidelity wireframes to map out the website's layout and structure, ensuring an intuitive user flow.

4

USABILITY TESTING & CUSTOMER VALIDATION

Allowing real users to test the lo-fi prototype, identifying any usability issues, and refining the prototype based on feedback.

5

HI-FI PROTOTYPING

Creating an interactive, high-fidelity version of the website that closely resembles the final product. Ensuring AA accessibility compliance in design.

6

BUILD

Developing the Umbraco website, providing platform training, executing the SEO migration, and preparing for launch.

7

LAUNCH

Time to celebrate.



8

HYPERCARE & HINDSIGHT

The first three months post-launch typically require the most support, so we ensure you have the help you need during this period.



OUR SERVICES
IN A LITTLE MORE DETAIL.

Research.

We work with your stakeholders to gather insight, analyse the market and benchmark best practice, enabling us to define the most effective approach and create a clear roadmap for the website.

This can include:

Strategy

- A full day workshop with you and your team.
- Identify KPIs.

Customer

- Persona and user journey creation.
- Client/contacts/prospects phone calls. Five per persona identified (*optional*).

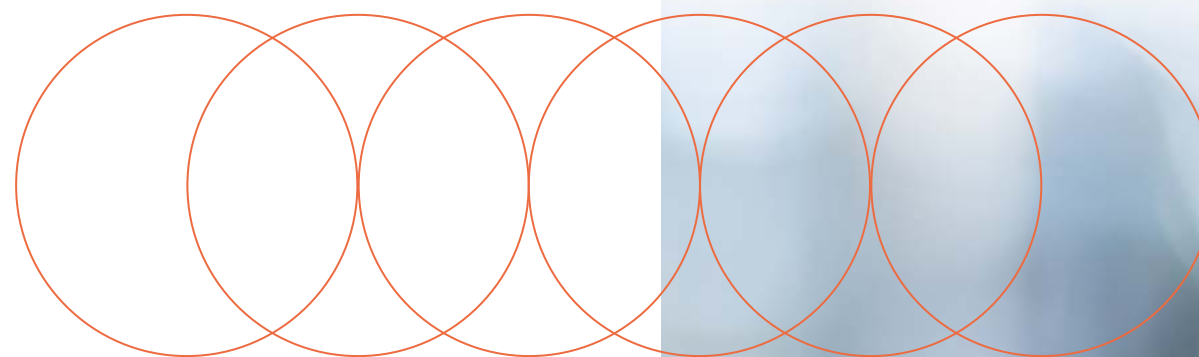
Design

- Competitor analysis
- Sitemap creation
- Data analysis
- Defined website strategy

Research provided to:

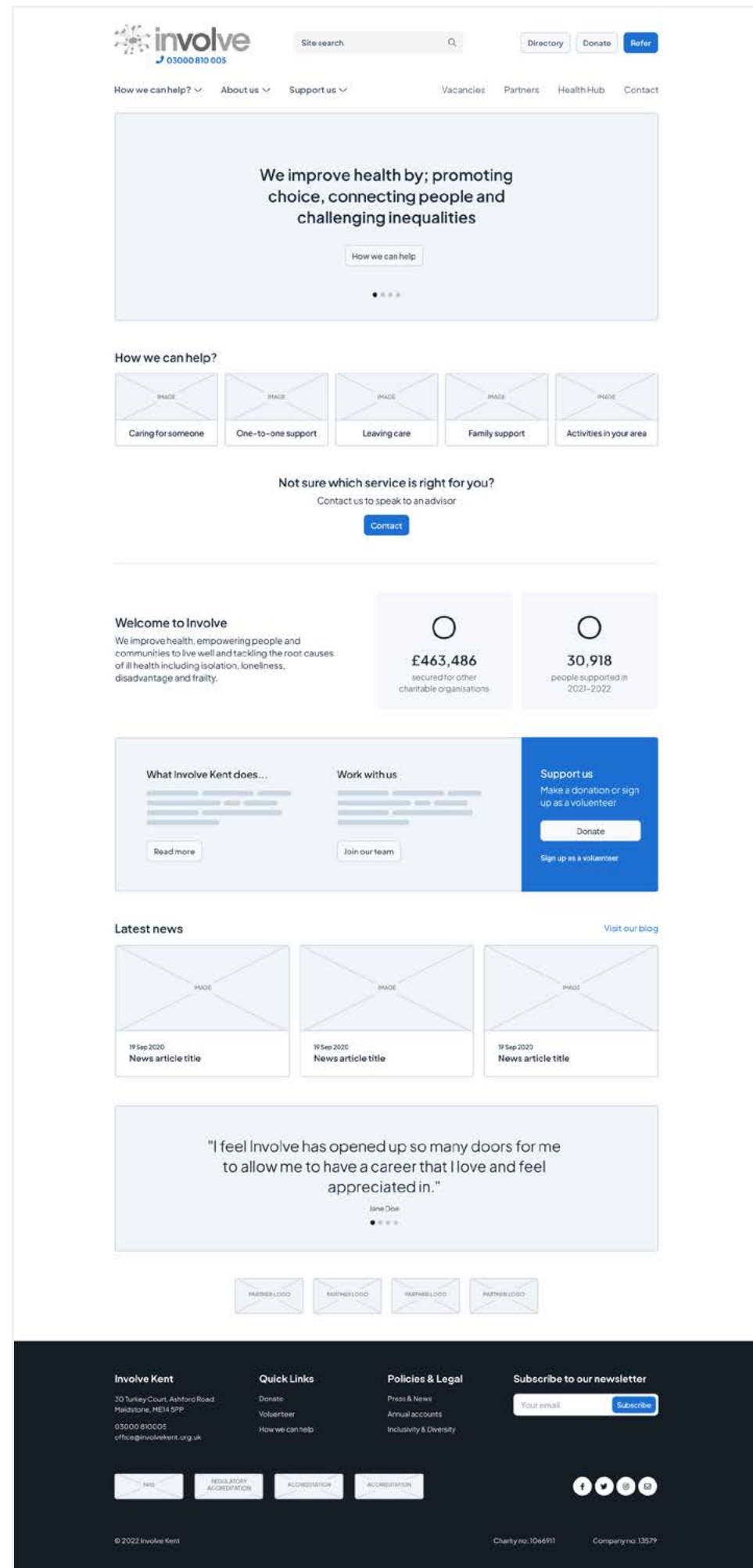
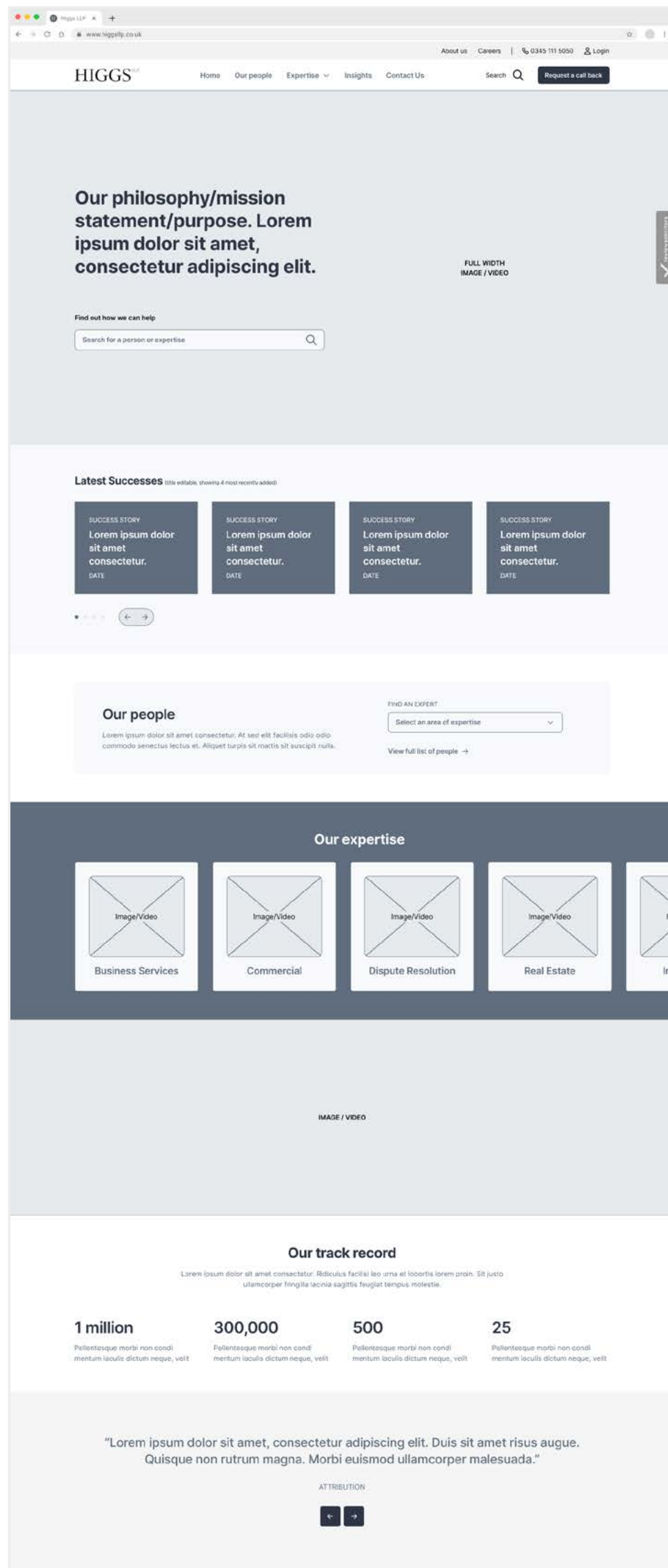
- ✓ Identify opportunities to increase your organisations performance.

If you would like to see a redacted version of a report please do ask.





OUR SERVICES IN A LITTLE MORE DETAIL.



Lo-fi prototyping.

The User Experience (UX) wireframing stage translates research and insight into a clear, practical structure for the website. Using findings from discovery and user research, we define what the platform needs to include, who it needs to serve, and how users should move through it.

We create low-fidelity wireframes and interactive prototypes using Figma, mapping page layouts, content hierarchy and core functionality without visual design detail. These prototypes allow stakeholders to explore user journeys, validate requirements and provide feedback early in the process.

Wireframes focus on clarity, usability and accessibility, providing a shared reference point before progressing to visual design and development.



OUR SERVICES
IN A LITTLE MORE DETAIL.

Usability testing & customer validation.

As part of our UX and CRO service, we validate designs with real users to ensure key needs, pain points and conversion goals are addressed before progressing to high-fidelity design and development.

Using low-fidelity prototypes, we test priority user journeys identified during research—assessing whether users can complete critical tasks quickly, clearly and with minimal friction. For example, where a primary user need is urgent contact or support, we test whether the wireframed structure enables this efficiently.

Insights from usability testing and CRO analysis are used to refine layouts, content hierarchy and calls to action, improving clarity, accessibility and task completion rates. This evidence-led approach reduces risk, improves performance and ensures the final solution is optimised for real user behaviour as well as organisational objectives.

Validation activities may include:

Usability Testing & Interviews:

- Customer interviews and usability tests
- Moderated customer research





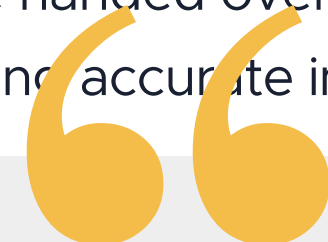
OUR SERVICES
IN A LITTLE MORE DETAIL.

Hi-fi prototyping.

We create high-fidelity (Hi-Fi) designs and interactive prototypes for both mobile and desktop, bringing the approved wireframes to life and closely representing the final website. This stage provides a clear, tangible view of how the platform will look, feel and behave across devices before development begins.

All designs are produced to WCAG AA accessibility standards, ensuring inclusivity is embedded from the outset. Using real content and functional components, we demonstrate realistic user journeys, interactions and responsive behaviours.

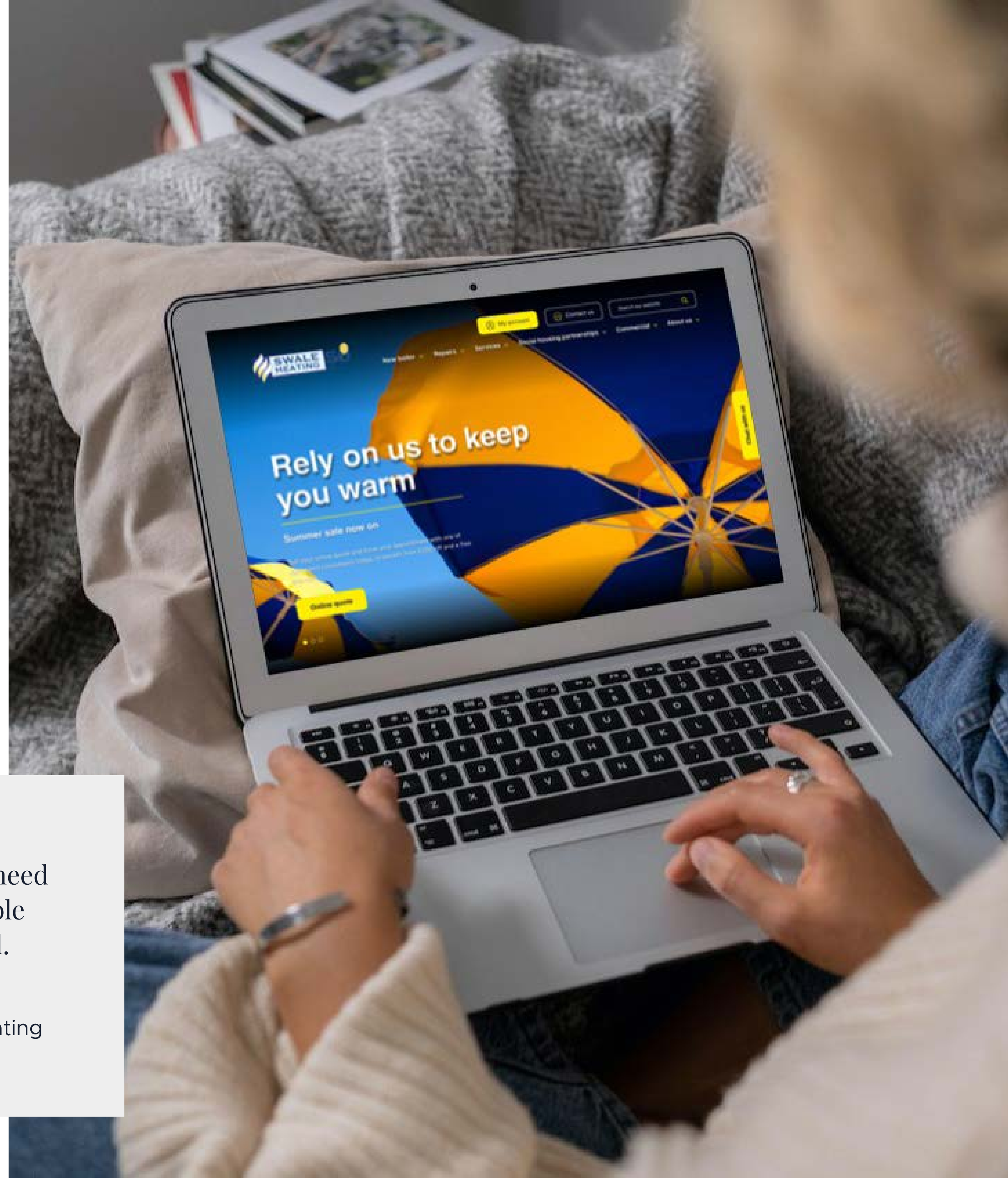
Once designs are finalised and signed off, they are handed over to our development team with clear, documented specifications, ensuring accurate implementation and a smooth transition from design to build.



Nothing is too much! I can talk to who I need to and they will explain things in a suitable way! Response time is always fast as well.



Jessica Smith
Marketing Manager, Swale Heating





OUR SERVICES
IN A LITTLE MORE DETAIL.

Evolutionary development.

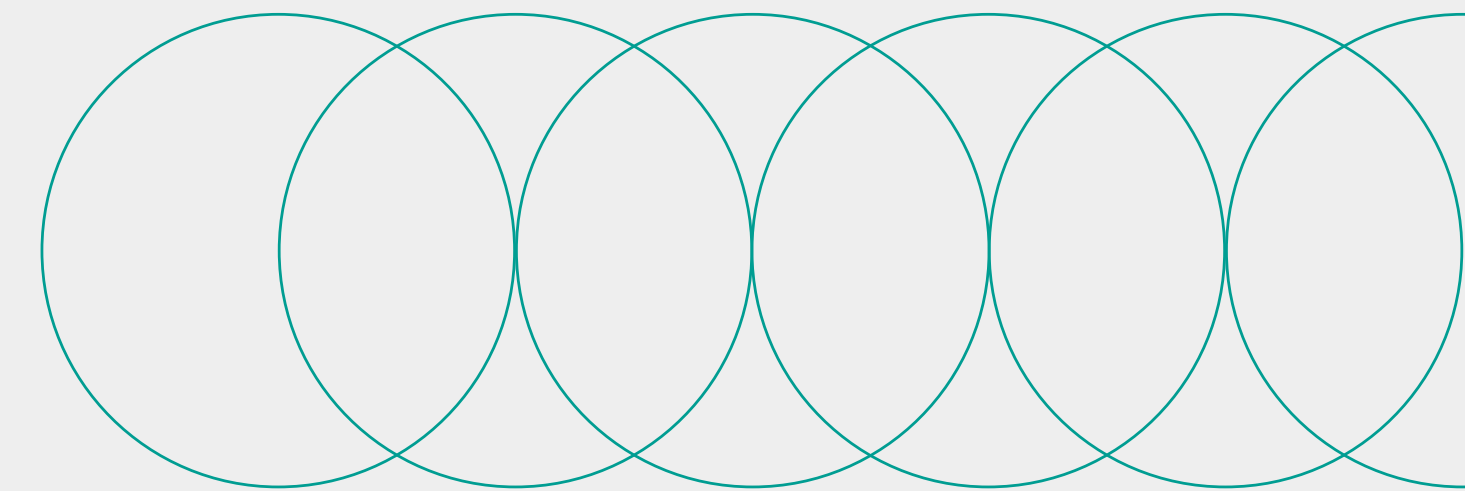
(build, deployment, training)

Kayo Digital delivers secure, scalable Umbraco-based development using a modular, composable architecture designed to evolve over time. Platforms are built with multi-stage approvals, version control and multilingual support, including compliance with Welsh Language Standards.

We integrate AI-powered search, AI-assisted content creation, and a built-in WCAG accessibility audit tool within the CMS. All solutions are optimised for SEO, GEO and AI discovery.

Platforms are hosted on secure, managed Open Source CMS infrastructure within the UK and EEA, with ongoing support, maintenance and security updates provided by our specialist team. Development includes:

- Front end development
- Back end development
- Testing
- Training
- Integrations
- And more



Handover.

One of the key metrics set to ensure project success is the handover of the project to you.

Critically the success of a project is how well people interact with the solution provided, be that a customer experience on the frontend, understanding of a new piece of technology, down to an admin user creating a new page.

We strive for excellence in the process. We do this by providing:

- 3-month warranty post launch
- Dedicated support team
- Maintained services (OPTIONAL)
- Research documentation
- Functional documentation
- Design prototypes



WE DELIVER HIGH PERFORMING WEBSITES



OUR SERVICES
IN A LITTLE MORE DETAIL.

Hypercare & hindsight.

Hypercare begins at launch and continues for a **3-month period**.

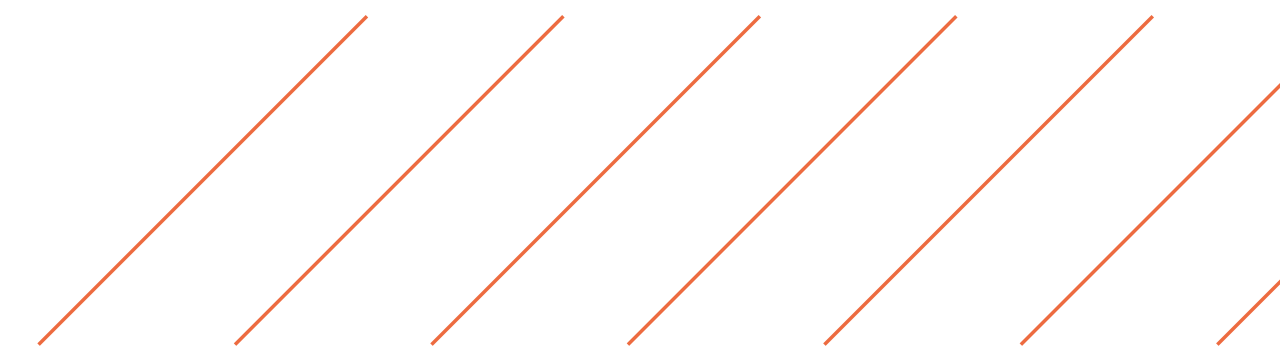
During this time, we provide additional support for both the website and your team as you become familiar with the system.

This may include:

- ✓ Snag fixing
- ✓ Additional training, as needed
- ✓ Ongoing support

Throughout the hypercare phase, there will be regular checkpoints to ensure progress is on track.

Three months post-launch, we aim to comprehend the real-world impact of our decisions via additional research. With the insights we gather, we compare the website's actual performance to its intended functionality and provide recommendations for improvement. We allocate a day's worth of development hours to implement the suggested changes.



Some of our clients

NHS



Plane&Simple®



Gallery™



Driscoll's
Only the Finest Berries™



MACKNADE



watts *farms*



We build high performing websites.

We're a team of specialists who complement each other and solve clients' problems—**making real-world change through a better understanding of your clients and technology.**

Clients including Plain & Simple, The NHS, Macknade, Driscoll's, Parson's Nose and VW have relied on us to build and maintain cutting-edge websites and software to give them a competitive edge in an age of disruption.

Kayo Digital has four key values we live by. These are:

- + **We work as a team.**
- + **We use evidence.**
- + **We make real life differences.**
- + **We provide a quality solution.**

Our team's expertise includes:

- + Web design (UX and UI)
- + Project Management
- + Front-end development
- + Back-end development
- + Software development
- + Content Strategist
- + Digital Strategist

14

full time UK based employees

Plus additional individuals who are used on a freelance basis
[all based in the UK]



- + Incorporated 2010
- + Self-funded
- + Hourly rate is a flat rate of £105

Services

- + High performing websites
- + Design (UI and UX)
- + CRO and UX research
- + Software and integration

How we give back

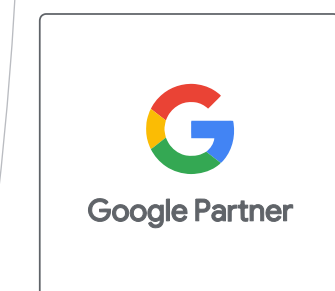
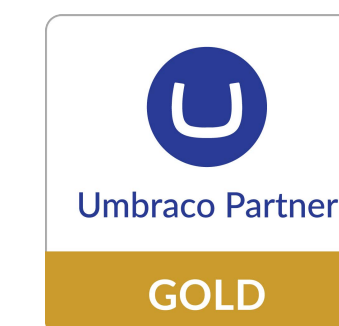
- + Guest lecturers at Kent University and Birkbeck University
- + Industry adviser to the Kent Community Foundation IT Committee
- + We're green conscious, reducing our carbon footprint as much as possible
- + We sponsor local activities, including the Sittingbourne Carnival
- + We regularly give to charity. Our most notable campaign being, during COVID, we encouraged companies UK wide to donate Christmas funds to food banks

Some quick credentials

- + Winner in the UK Dev Awards 2021 and 2023
- + Winner in the UK Agency Awards 2020
- + Regular contributor to KMTV and other media outlets, including BBC Radio Kent



Accreditations



Thank you



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