

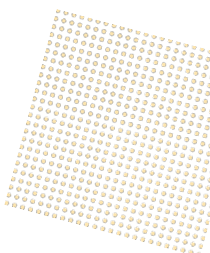


**G-Cloud 15
Service Description**

**Contensis DXP/CMS
User Experience (UX) Services**



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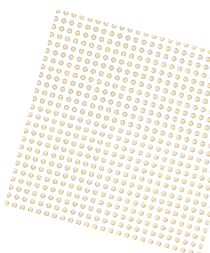
User experience (UX) services

In all aspects of design and user experience, demonstrating value rather than promising it is crucial. We can support your organisation in establishing its character and brand through our user experience (UX) consultancy services, which include user workshops, content analysis, audits, personas, customer journeys, and information architecture development. This helps you produce websites and digital experiences that reflect your vision and are easy to engage with.

Discovery is where we work with you to understand your organisation, your users and their journeys. This is the part of the project where we get to know your team and address any questions you may have about your goals. It's where we also plan any research required.

We are an extension of your team and are committed to collaborating with you throughout the project and beyond.

Discovery usually involves UX and visual designers, content strategists, and front-end developers. Sometimes, people play more than one role as we work toward fully understanding your vision.

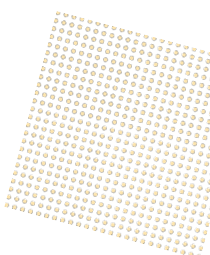




Workshops and tools

We use an appropriate selection of workshops and tools at this stage to build up a clear picture of your audiences and your own goals:

- User workshops – We gather people from within your organisation to find out what you already know (and expect) about your users.
- Surveys – We can design online surveys to gather information about who is using your site, what they're trying to do, and how they find your current content.
- User interviews – Moving beyond the breadth of a survey, we can delve deeper through one-on-one interviews with users to gain a more in-depth understanding of their goals and experiences.
- Staff interviews – Tapping into your experience and knowledge, we ask your team for their insight into your users.
- IA Testing – For testing your current information architecture (IA), we can create a series of tasks and benchmarks to determine how people find the content they're looking for.
- Card sorting – We use card sorting workshops to organise content for your IA, and also to gather information about your users.
- Heuristic analysis – We slip into the role of users, and work our way through your own website, analysing your content and noting information such as tone, consistency and information architecture.





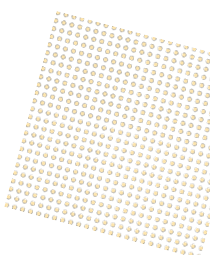
- Content audits – A deep analysis of your current content, cataloguing and studying your websites.
- Analytics analysis – we review your existing analytics to understand how people currently use your site.

Personas

Our UX designers review and absorb any existing research you have conducted and characterise the main persona types to inform further development. These are typically based on key audiences, users and stakeholders.

We create a profile for each persona that includes their priorities and key customer journeys, key concerns, their level of technical knowledge, and, most importantly, the questions they need answering so they can successfully use the site.

Based on the user research and content analysis, we can build up a proposed information architecture to create a structure for your content, making journeys as easy as possible for users.





Customer journeys

As we build a set of personas and prioritise them, we will also be creating a wider set of customer journeys. While each of these journeys may map to a specific audience, there are likely to be many crossovers.

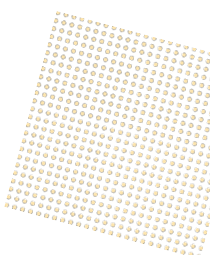
Typically, as we progress through wireframes, design, and build, we look to test these journeys with real users to ensure they meet the identified goals and achieve a successful outcome.

Information architecture

Getting the information architecture right is vital. As part of discovery, we conduct specialised user-experience exercises (such as tree testing and card-sorting), highlighting problem areas in a website's structure. Essentially, we find out where people think something should live and work out where they struggle to find it.

We also look deeply into the audiences, their needs, and journeys. Following this, we would design or consult on the information architecture, including navigation, sub-navigation, and planning for microsites if appropriate.

For projects we build, the information architecture will be reflected in our wireframes and is subject to both our own usability testing and user testing. As a





consulting project, we produce an outline with clear labelling and paths to help users make sense of your site. We make sure journeys make sense, not just to us on a whiteboard, but to users in the real world.

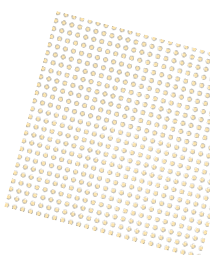
Prioritising user experience

Prioritising user experience is at the heart of the website, and it's really what our projects are about. In a team of, say, five, almost half of the team is dedicated to working with users and the user experience aspects of the project.

The wireframing of core templates is a key outcome of the initial research and discovery phase, where we aim to translate all our findings into a working, low-fidelity, click-through prototype for both desktop and mobile devices.

These templates would be composed of reusable brand elements, components, and layouts that form the basis of your design system. The design system will serve as your single source of truth for consistently delivering content and efficiently consuming it, based on a set of principles, standards, and defined rules.

Prototypes would consist of multiple user journey templates and pages that allow users to click through and complete several key tasks identified from the initial research phase. This feedback enables us to gain insight into how users will engage with the design and content before a single line of code is written.



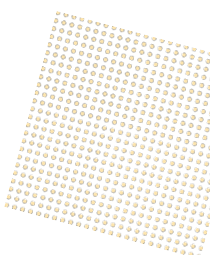


Throughout the design process, we use various tools to ensure we meet all accessibility standards for colour contrast and can simulate different forms of colour blindness. This means we can create a product that is not only accessible but also ethical and inclusive.

As we achieve a greater level of clarity and confidence about proposed components from our user testing, we'll begin to develop them and define the data props that they should accept.

Initially, we develop all site elements and components in a standalone UI called Storybook, as this provides a way for people to test and use components before any content is finalised.

Each component is treated as an individual element that's developed in a reusable way to adapt to the container within which it's constrained. This offers a considerable level of flexibility as we combine components into page layouts, drawing on a diverse library of functionality and presentation options.





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New features and updates are made to Contensis as releases are pushed out. For the most up-to-date information, visit www.contensis.com

