

Service Definition Guide



Find out more at bigbluedoor.net

Some of our services

Design and development

Hosting

User research

Digital consultancy

User experience

Support and maintenance



Contents

1

Overview

2

Service specific guidance

3

About us

4

Accreditations

5

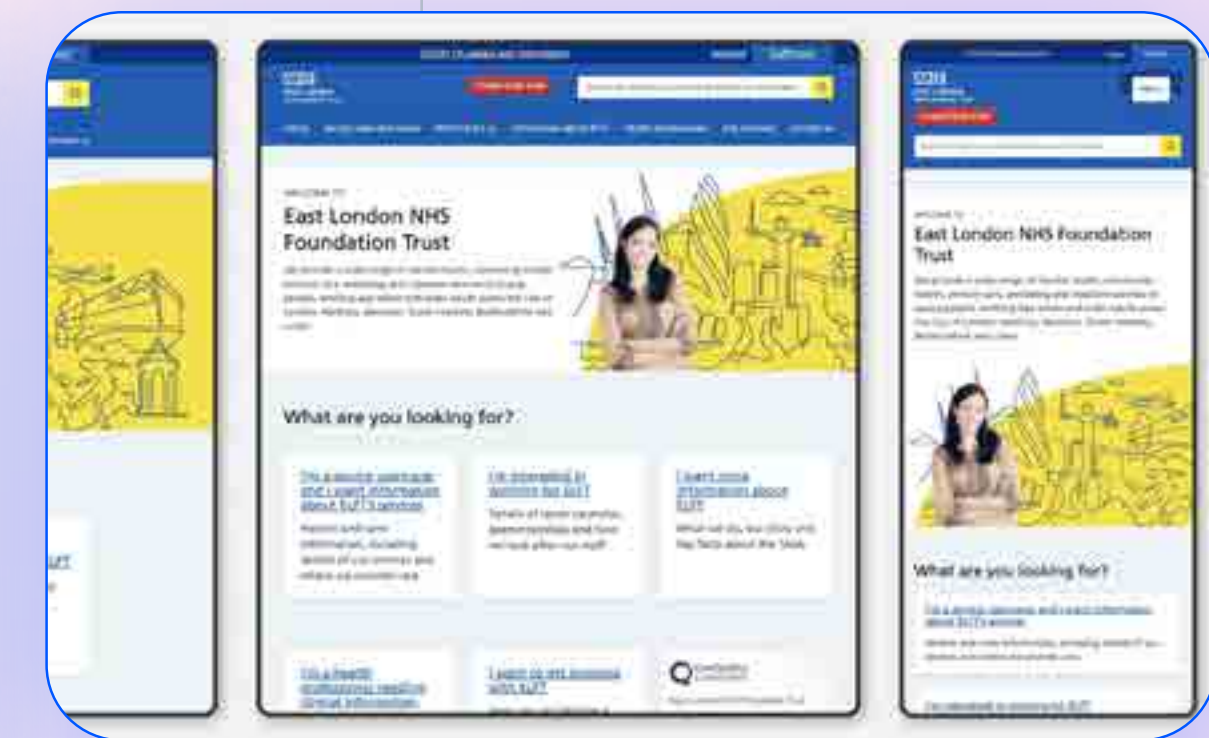
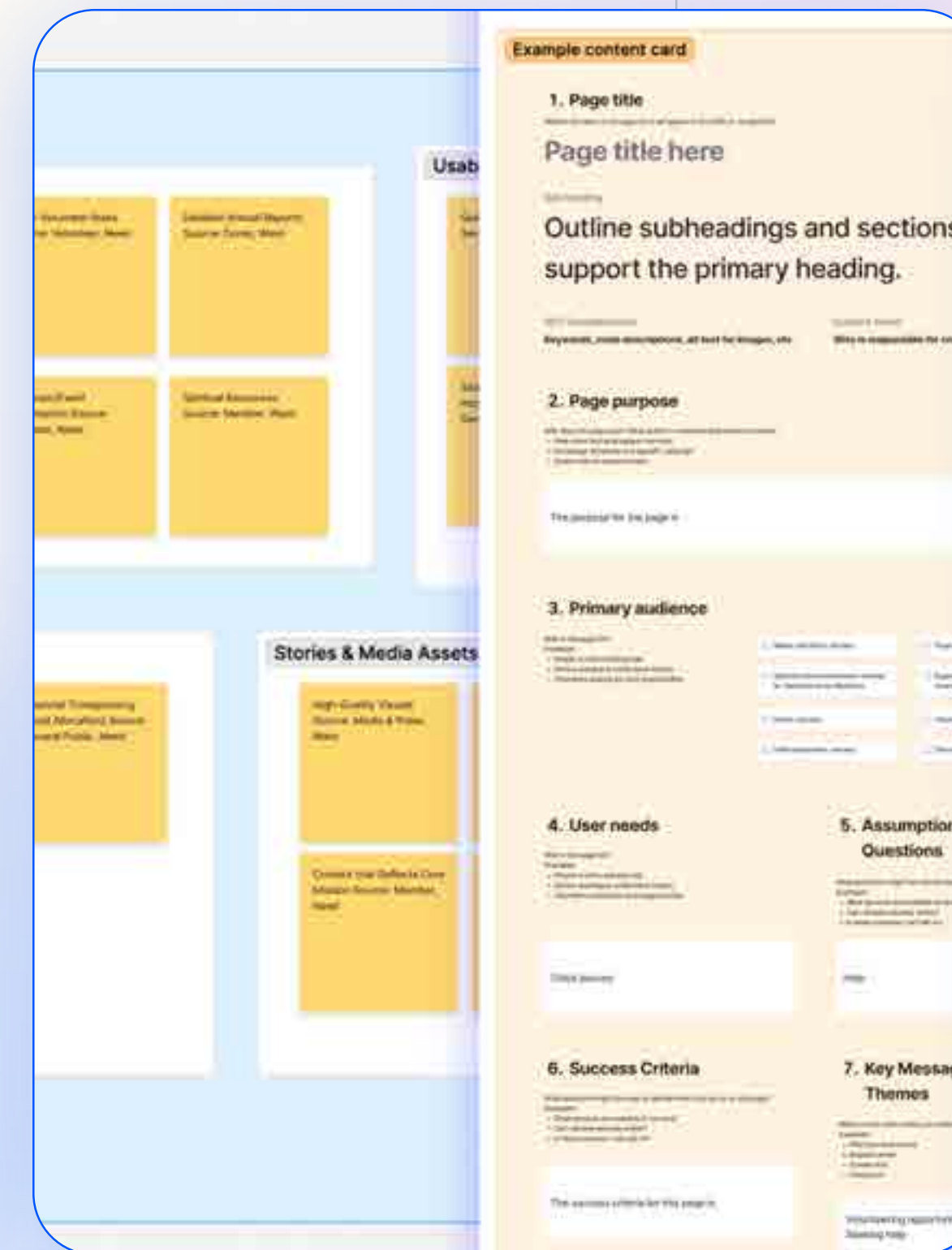
Clients

6

Services

7

Case studies



Overview

We offer a range of services, including:

User research

Hosting

Digital consultancy

Content design

User experience

Strategy

Accessibility

Support and maintenance

Design and development

Big Blue Door is an open-source digital agency that has delivered transformational services across the public sector for over 10 years. We work transparently and collaboratively, integrating with your teams and ways of working. We invest as much time in helping you understand your product and how to get the most from it as we do in designing and building it.

We support a wide range of organisations, including central and local government, charities, the NHS, emergency services, cultural organisations and the voluntary sector. Our services align with the [Government Digital Service \(GDS\) Service Standard](#), and we apply principles from the [Service Manual](#) wherever appropriate. We have successfully completed a number of NHSX and GDS service assessments and work to the latest accessibility guidelines.

Our delivery frameworks include **Drupal**, **WordPress**, and **Wagtail**, and we primarily use [Amazon Web Services \(AWS\)](#) for hosting.

We are a **distributed team** primarily based in the UK with additional team members across Europe and Canada. All team members can work remotely when they choose, supported by flexible working practices. We do not use zero-hours contracts and never will.

Whether you need a long-term delivery partner, support to get started, or a team to maintain and improve an existing platform, please get in touch to discuss how we can help.

User research and testing

Big Blue Door's specialist research and testing team uses a variety of industry-leading techniques to gather insights into your audience and cloud-hosted digital services. A full set of target user personas, user stories, and information architecture (IA)/functional recommendations will be developed, tested and refined to ensure optimal results for your requirements.

Features

- Cyber Essentials Plus certified
- Interactive user-centered discovery and research
- Defined testing programmes
- Face to face and remote research and testing
- Evidence based personas, user stories, and information architecture recommendations developed
- Production of a full research report, including analytics review
- Clear recommendations made and next steps defined
- Work completed by our specialist team

Benefits

- Tried and tested user-centred methodology
- Research and testing across devices (mobile, tablet, and desktop)
- Clear recommendations on how to improve content and user experience
- Optimal information architecture and UX proposals
- Potential for drastic improvement of website metrics against performance indicators
- Improved user experience and engagement
- Improved SEO ranking
- Cycle of continuous improvement with ongoing research and insight
- Public sector specialists with over a decade of experience
- Comprehensive insight into audience behaviour and core requirements

Service specific guidance

Training

We are committed to empowering clients to take control of their systems and their integration into wider business operations. The exact approach would be agreed with you directly, but we would typically:

- Run classroom-style training sessions
- Provide easy to follow and in-depth step-by-step guides
- Create accessible screencasts

Backup, restore, and disaster recovery

We include backups and disaster recovery as part of our standard support and maintenance offerings, but we also offer these services independently. Procuring these services independently of your hosting provider spreads risk and removes potential single points of failure.

We can provide point-in-time database recovery with retention periods as follows:

- Daily backups for one week
- Weekly backups for one month
- Monthly backups for one year, or in accordance to your corporate data retention policies

Termination terms

This can vary per project, but we would expect this to be a one-month notice period and often involves offboarding with a new partner, or a project closure.

Pricing

Please see our service pricing document for our daily rates for all of our team members: this ranges between £550 and £1000 a day dependent on the role and expertise required. Our separate SFIA rate card also details these rates against the Government Digital Service's "Skills For the Information Age" roles.

On-boarding and off-boarding

We provide a range of development and consultancy services. All engagements include clear on-boarding and off-boarding processes that are specifically relevant to the project in-hand and would be tailored to your organisation's needs. This will normally involve a number of face-to-face meetings and we can manage handover processes from a previous supplier for you as required. the Government Digital Service's "Skills For the Information Age" roles.

Information assurance

Big Blue Door is ISO9001, ISO27001, and Cyber Essentials certified. All staff are checked with the Disclosure and Barring Service, and relevant staff hold Enhanced clearances. In addition, senior staff hold (or have previously held) Police (NPPV) or Security (SC/CTC) clearances.

Service levels and constraints

For every project we will agree a full Service Level Agreement with you at the outset of the project which will allow us to ensure an appropriate level of support for your needs.

We offer 24/7/365 critical support as standard, providing assurance for any issues which may occur. For noncritical requests within our core hours of Monday to Friday, 8:30am to 6:00pm, our full service desk includes email, phone, instant-messaging, and onsite support.

Consumer responsibilities

These responsibilities will vary per project but normally focus on a commitment to:

- Resourcing the project internally
- Ensuring that key project sign-off points are met
- Making key decision makers available to review progress at points identified in the project plan

Ordering and invoicing Process

Orders will typically be confirmed by a signed Statement of Work and associated client Purchase Order number. This will normally outline a payment schedule linked to project milestones.

Invoicing terms are thirty days following invoicing once a milestone is completed to your satisfaction in association with an agreed deliverable.

Technical requirements

Technical requirements will vary per project but will generally focus on agreeing any specific organisational requirements you may have in terms of browser support, including security restrictions for hosting.

Financial recompense for not meeting service levels

This would be agreed on an individual project basis according to the nature of the project.

About us

Big Blue Door is an open source digital agency that has been delivering outstanding transformational services across the public sector for over 14 years.

Our company and our work are fully transparent, so that we become part of your team. We invest as much time in educating you about your products, and the best ways to use them, as we do developing them.

We work with a wide range of clients including central government, local government, charities, the NHS, Emergency Services, cultural organisations, and the voluntary sector. All our services meet the Government Digital Services Service Standard, and we adopt principles from the service manual wherever possible. We have passed a number of NHSX and GDS service assessments, and work to the latest accessibility guidelines.

Values

1 Users come first

We identify user needs and how best to meet them, through research and testing.

3 Innovate and delight

Delivering innovative open source digital solutions at outstanding value drives our business and partnerships.

5 Open and flexible

We provide a safe and professional environment within which to work and develop skills, in a transparent and agile manner.

2 Openness and integrity

Honest and transparent communication underpins everything we do, building trusting and long term relationships.

4 Diversity and inclusion

Our diverse and close knit team and their wellbeing is the bedrock of Big Blue Door and always will be.

6 Sustainable

We run and build our business in a sustainable way.

Accreditations

Accreditations

As an agency we hold the following accreditations:

- [ISO 27001](#)
- [ISO 9001](#)
- [ISO 14001](#)
- [Cyber Essentials Plus](#)

Wider policies are available on request, please contact us for further details.

Frameworks

We are listed on the following frameworks:

- GCloud
- Digital Outcome Specialists
- [BBC Digital Services](#)

We are also proud to be signed-up to the [Police Industry Charter](#)

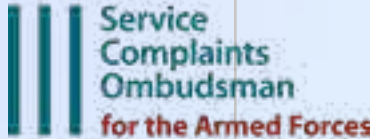
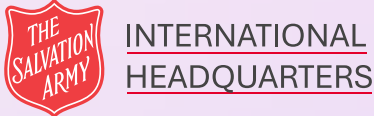
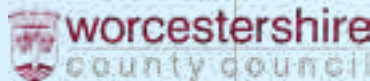
Partners

We are a registered member of the Drupal Association, and have previously sponsored DrupalCamp London. We are also registered with the [Information Commissioner's Office \(ICO\)](#). All our team have completed Disclosure and Barring Service (DBS) checks and senior staff hold (or have previously held) Police (NPPV) or Security (SC/CTC) clearances to work with sensitive government data.

We are also founder members of the [Open Digital Cooperative](#) and subscribers to [LocalGov Drupal](#).



Clients

Environmental responsibility

Big Blue Door is committed to ensuring that its effect on the environment is kept to the minimum level possible. We will operate in compliance with all relevant environmental legislation and aim to continue to improve our environmental performance and impact in a number of ways.

Central to our environmental commitment has been achieving **ISO 14001 certification**, which we reached in 2024, demonstrating our dedication to stringent environmental management practices, ensuring that our operations minimise their impact on the planet. This certification validates our efforts to reduce waste, conserve resources, and continuously improve our environmental performance.

Moreover, our status as a **Carbon Neutral Organisation**, certified by the United Nations Clean Development Mechanism, underscores our proactive approach towards combating climate change. We recognise the urgency of reducing carbon emissions and have taken concrete steps to offset our carbon footprint through innovative projects and initiatives. By achieving carbon neutrality, we not only fulfill our responsibility to the environment but also inspire others to prioritize sustainability in their own endeavors.

At Big Blue Door, our ISO 14001 certification and Carbon Neutral status symbolise more than just compliance: they represent our commitment to preserving the planet for future generations. We are proud to lead by example and contribute positively to a more sustainable world.

Commitment to Net Zero

Big Blue Door is a Carbon Neutral Organisation, certified by the United Nations Clean Development Mechanism. We have signed up to carbon neutral energy tariffs with our utilities suppliers, and are monitoring Amazon Web Services' parallel journey to carbon neutrality, which is a 2040 commitment.

To monitor our path to Net Zero, we have chosen to track our carbon emissions and environmental impact using the CDP (formerly the Carbon Disclosure Project) framework.

Energy efficiency

The use of heating, ventilation, lighting, IT systems, water, and transportation by Big Blue Door and our employees is based on the need to maximise efficient energy use and to minimise harmful emissions. Therefore, management and staff must make sure that:

- Heating and ventilation systems are only switched on when necessary
- The lights in the office/other facilities used in the office block are switched off when they are the last to leave
- IT systems are only left on when not in direct use if this is necessary to perform a task associated with the work of the company (e.g. backing up data)
- Taps used within the office/building are never left running
- Public transport is used to travel to client meetings wherever possible

Efficient use of resources

Big Blue Door ensures that the waste that is produced through its operation is minimised and that unnecessary use of materials is avoided. Management and staff are required to do this by:

- Using recycled materials where possible
- Keeping the office as paperless as it can be by storing data in our cloud based facilities rather than printing it out
- Ensuring that information sent out to our clients is done online rather than via post where possible

Recycling and waste management

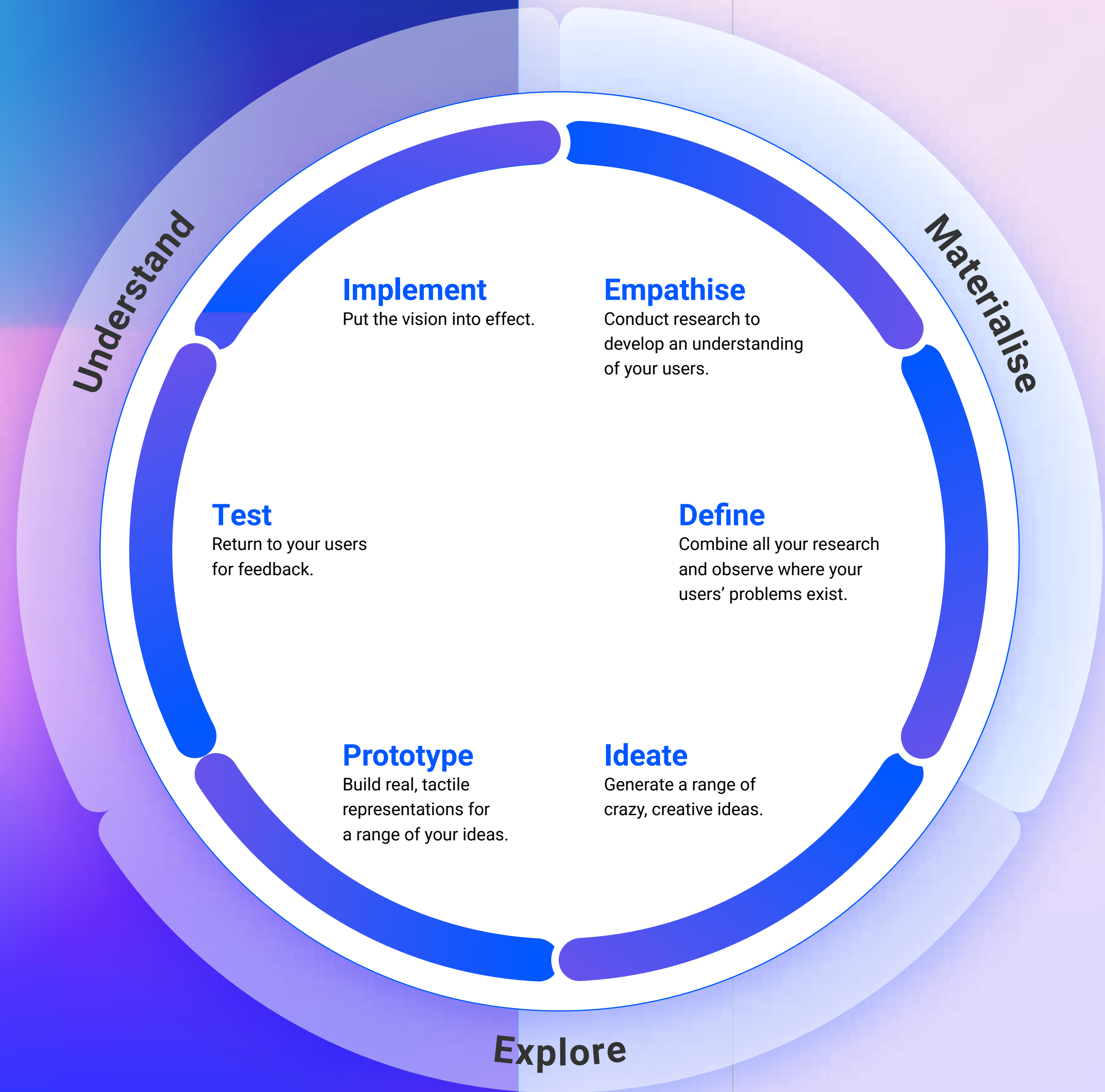
Big Blue Door ensures that waste items are recycled or responsibly disposed of whenever this is practicable. Management have ensured that:

- The company does not rent office space in serviced office blocks that do not recycle
- In the case of hazardous waste materials that may be produced in the event of a fire, emergency response plans are in place
- Hardware is disposed of responsibly and ethically



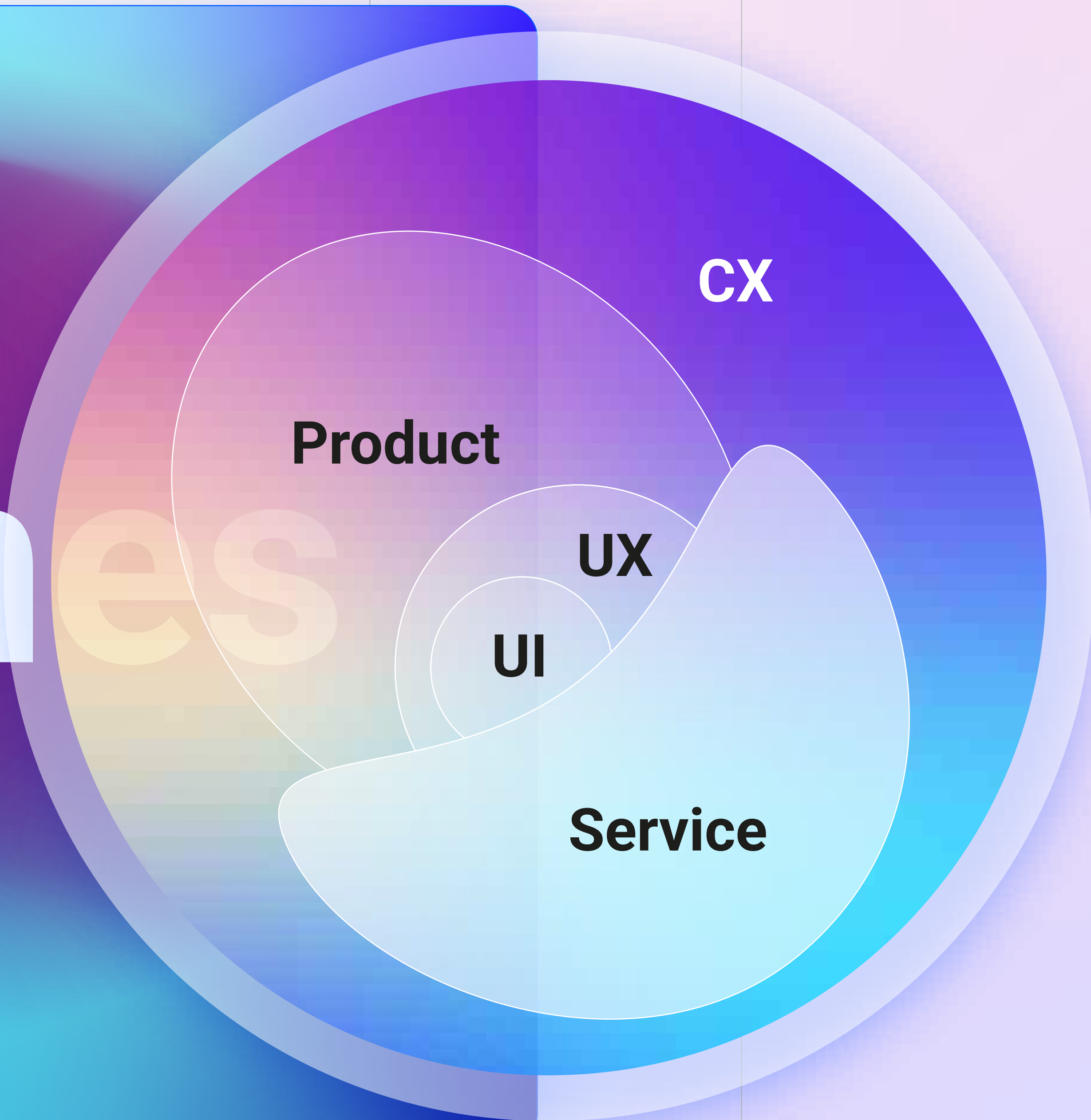
Design thinking

Creative design, agile
development, and
innovative digital solutions



Design disciplines

Service design
Product design
User experience (UX)
User interface (UI)
Customer experience

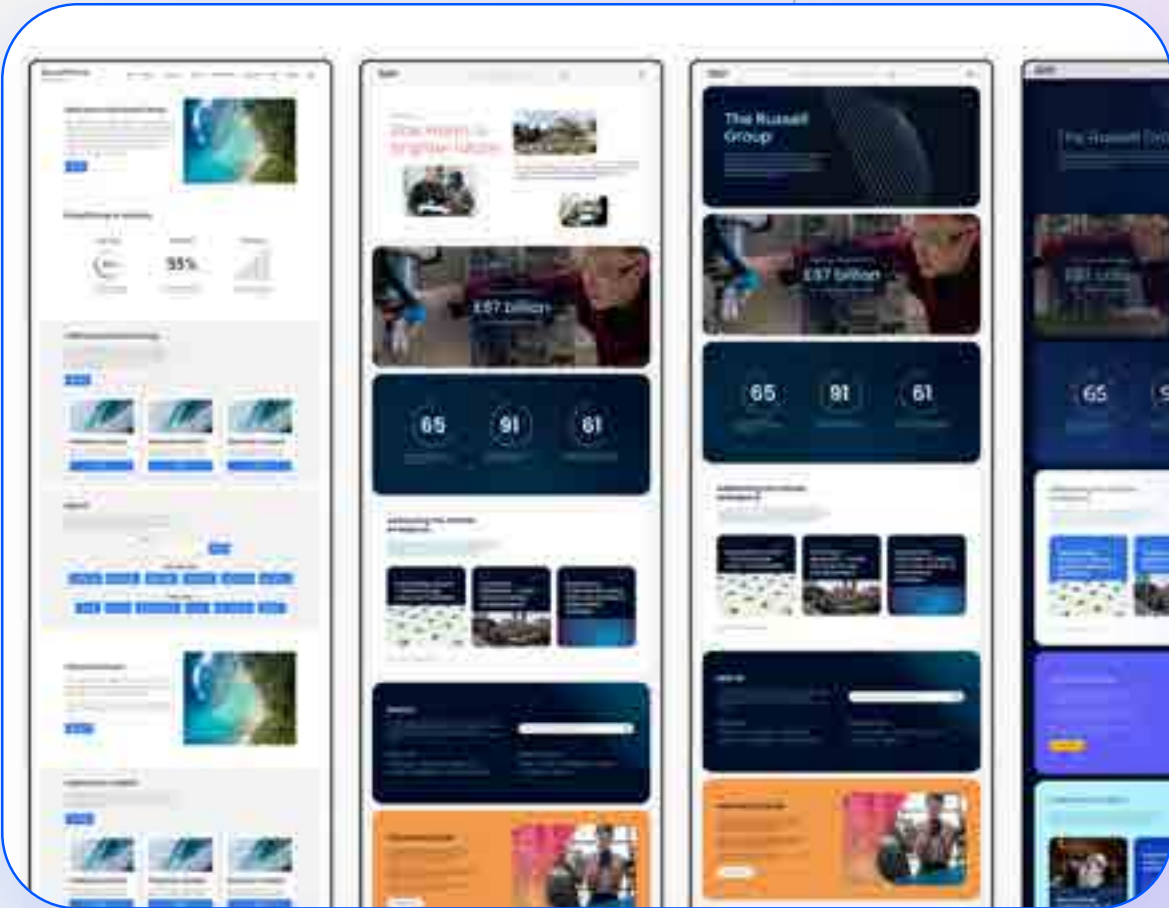


User research and user experience design

User research and user experience design are interconnected fields that play a crucial role in the development of products, services, and systems that are both user-friendly and effective.

User research involves systematically studying target users' needs, behaviors, experiences, and motivations through various methodologies such as surveys, interviews, observations, and usability testing. This research helps in gathering insights into what users truly need and prefer, which in turn informs the user experience (UX) design process.

UX design focuses on creating products that provide meaningful and relevant experiences to users, encompassing aspects like usability, accessibility, efficiency in performing tasks, and overall satisfaction. By integrating findings from user research, UX designers strive to create intuitive interfaces, anticipate user needs, and design solutions that meet these needs in the most effective and enjoyable way possible.



Several users tried to use the breadcrumbs to navigate back to the home page. Most participants successfully used the 'back' button on the landing pages. The 'back' button was not located in the same spot on the content pages.

Suggestions: Make sure the breadcrumbs are interactive elements for all pages. Ensure consistency in the placement of the back button across different pages.

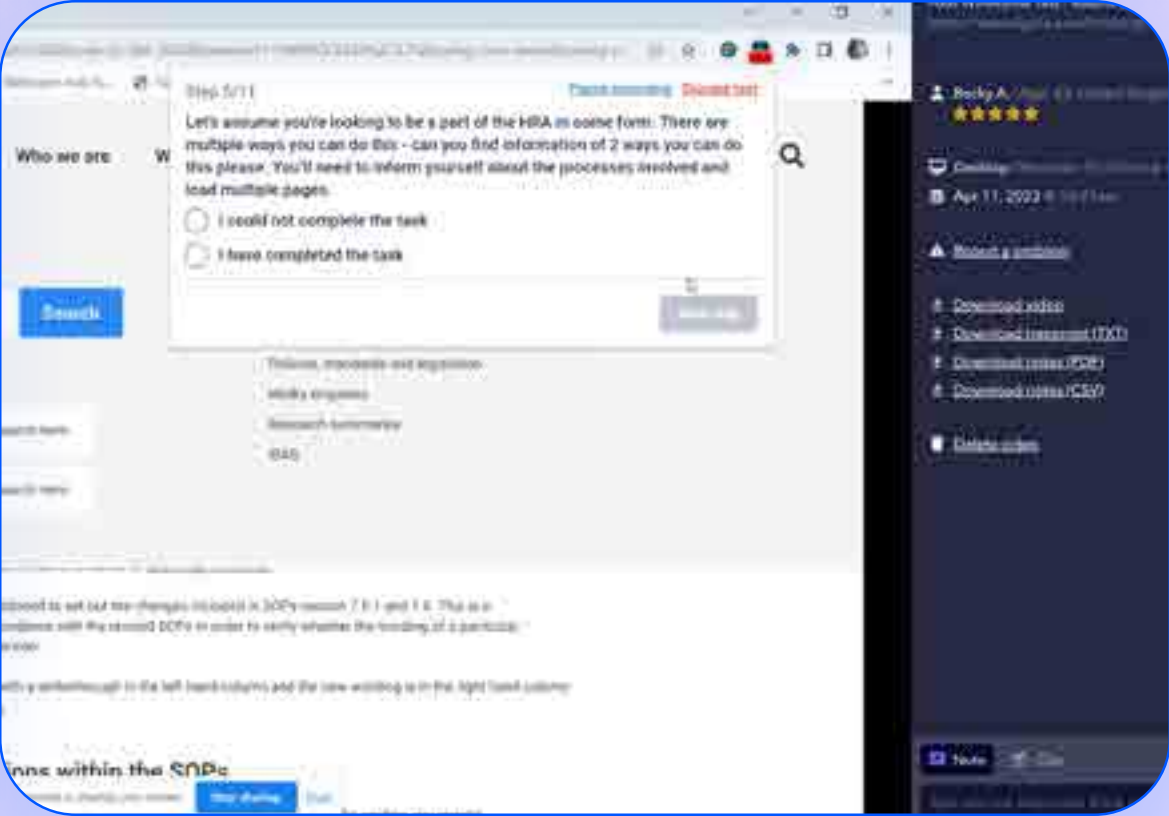
Overall Experience and Ratings

	test 1	test 2	test 3	test 4	test 5	test 6
overall experience	3	4	3	4	4	4
navigation	3	4	3.5	4	3.5	4
look and feel	4	5	4	4.5	5	3.5

The user testing sessions for the Southwark Council website provided valuable insights into the overall experience with the site, the ease of navigation, and their opinion on the look and feel. Here's a breakdown of the findings:

Overall Experience

Users generally found the website functional and useful for accomplishing tasks. However, the overall experience ratings varied, with many users giving high scores for navigation and look and feel. Lower ratings were influenced by specific challenges or usability issues in certain sections of the website.

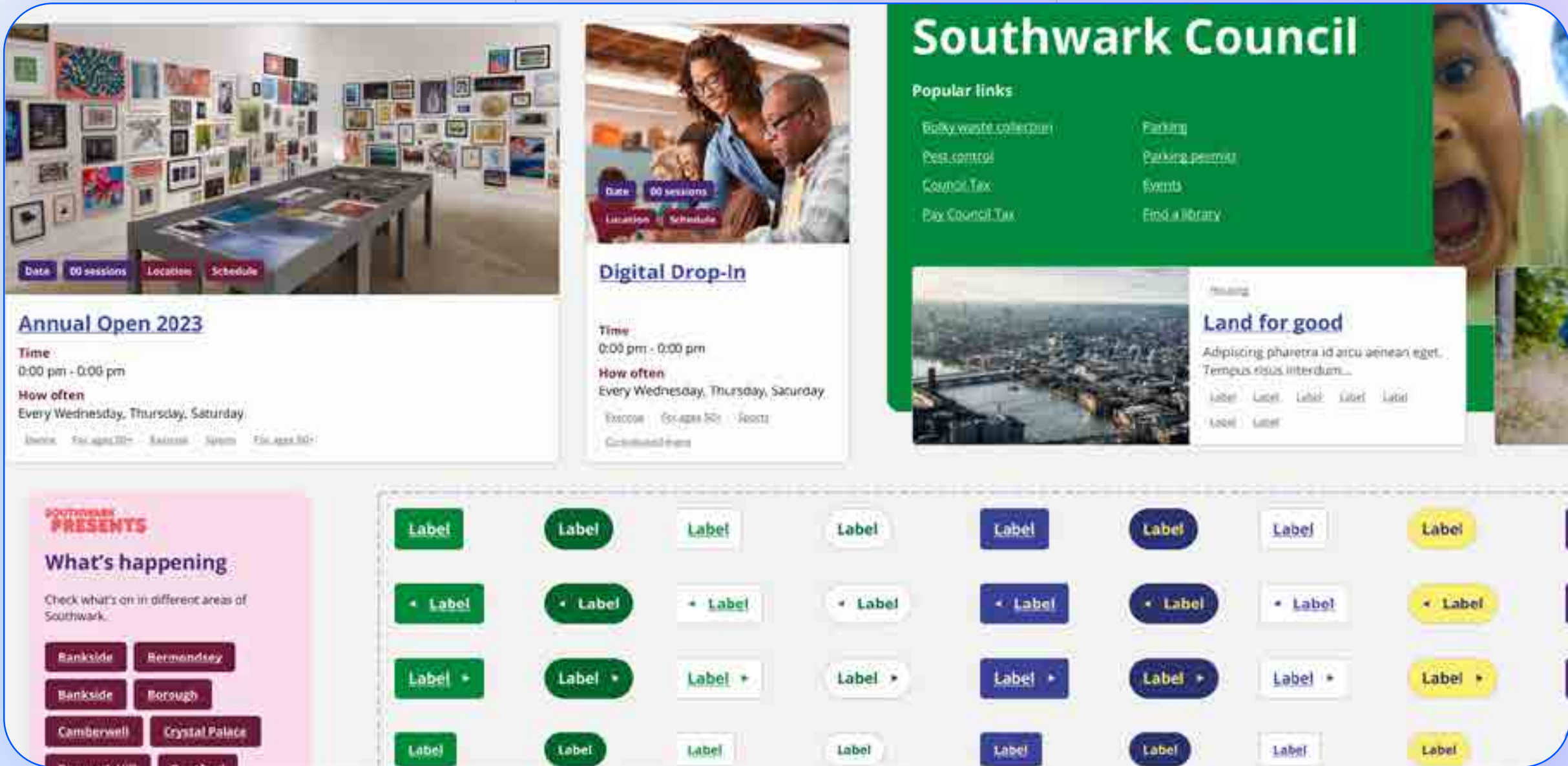
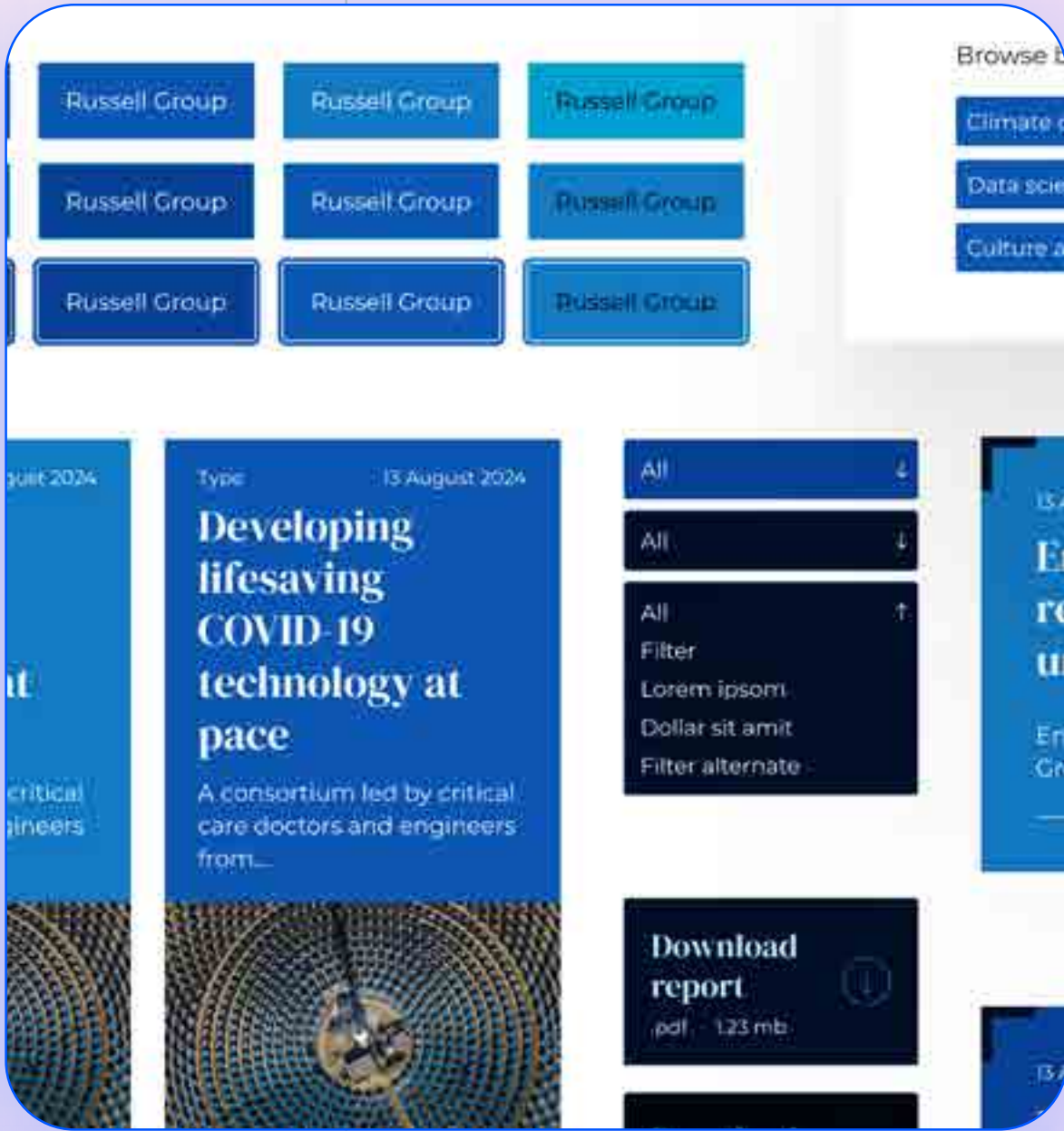
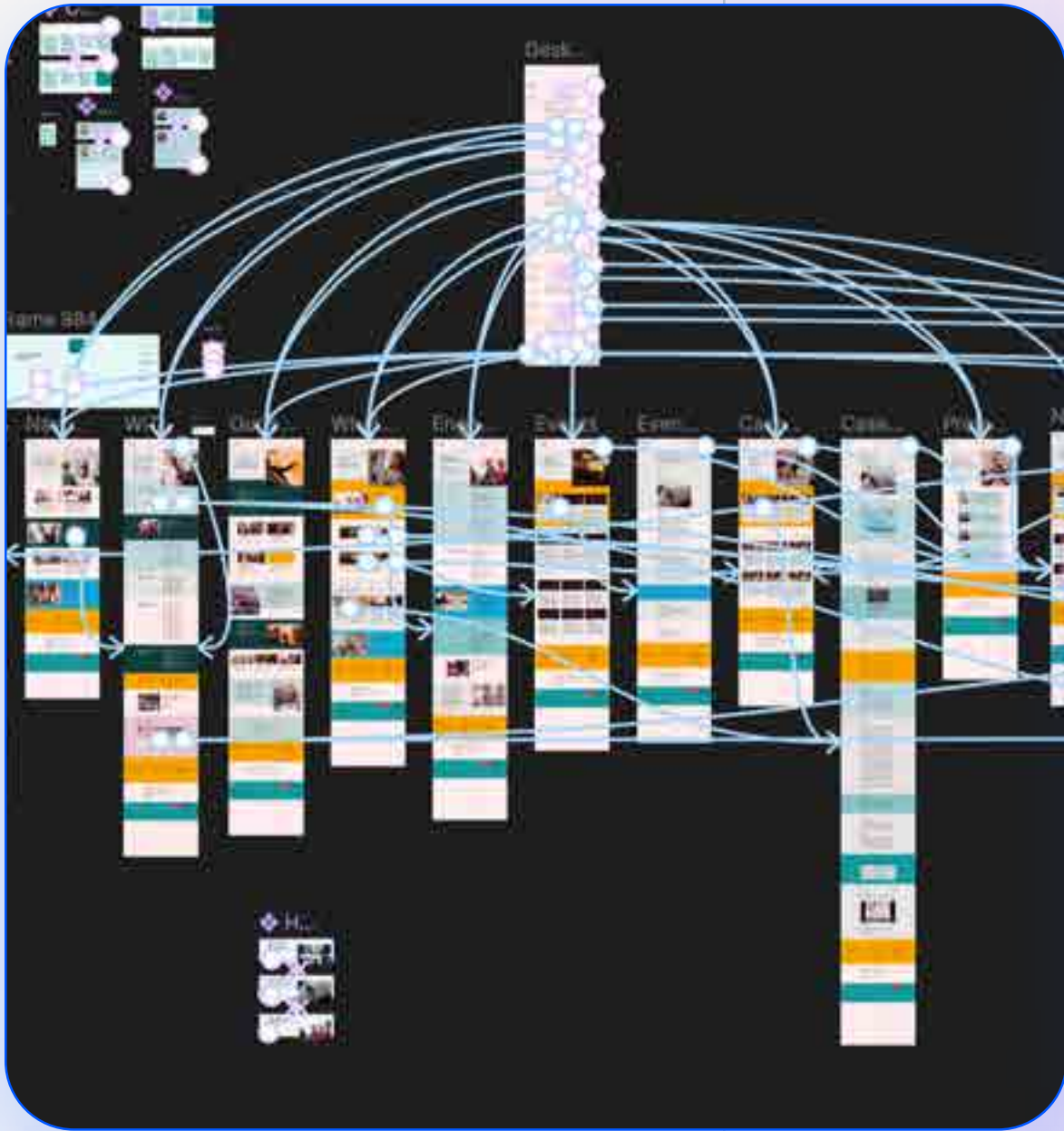


Product design and design systems

Product design, user interface (UI), and design systems represent interconnected facets of creating user-centered digital products. Product design encompasses the holistic process of identifying a market opportunity, defining the problem, and developing a solution, including aspects such as usability, functionality, aesthetics, and user experience.

The user interface is a specific component of this process, focusing on the design of the product's interfaces, where users interact with the product, through elements like buttons, icons, spacing, and typography to ensure an intuitive and efficient user experience.

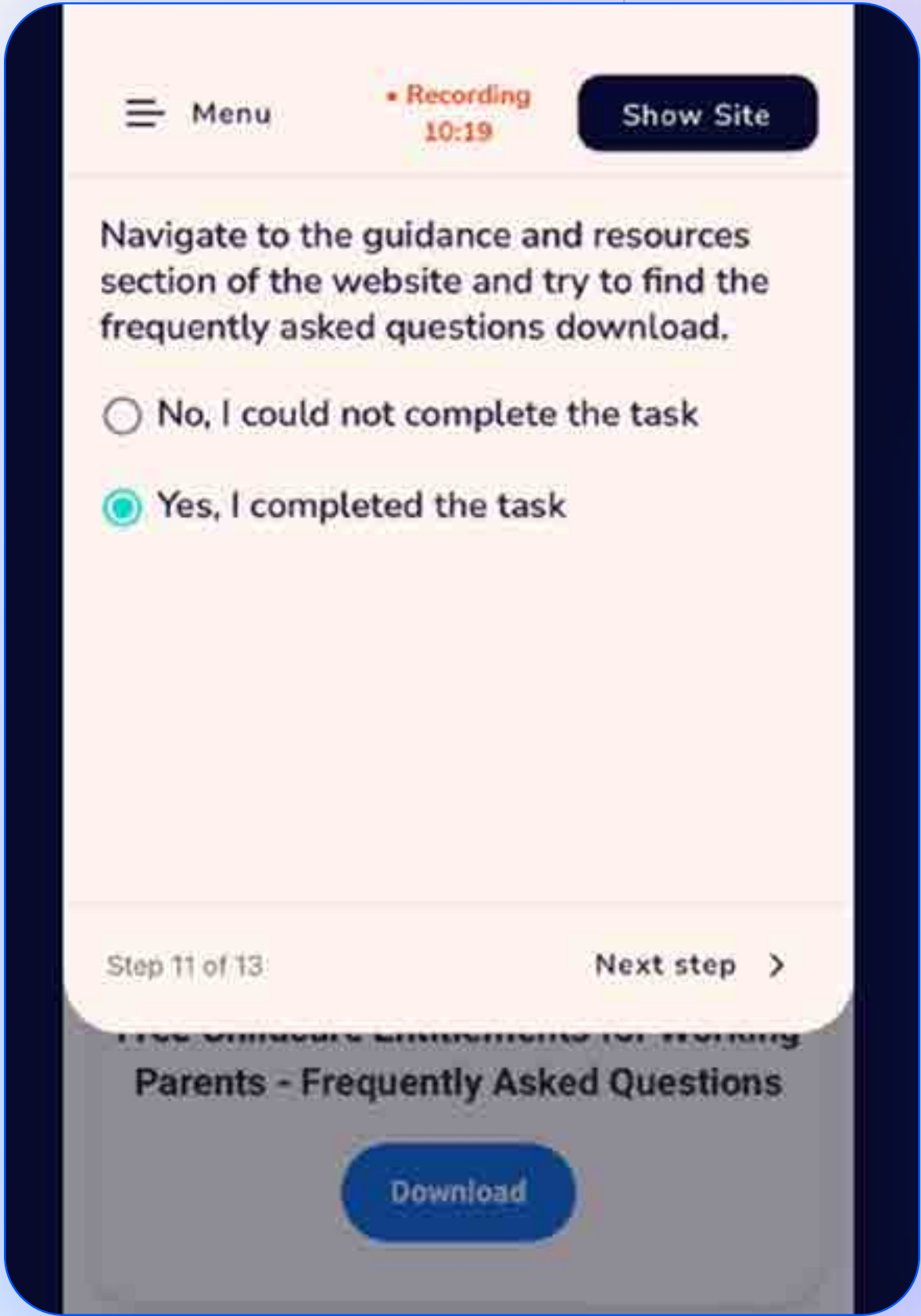
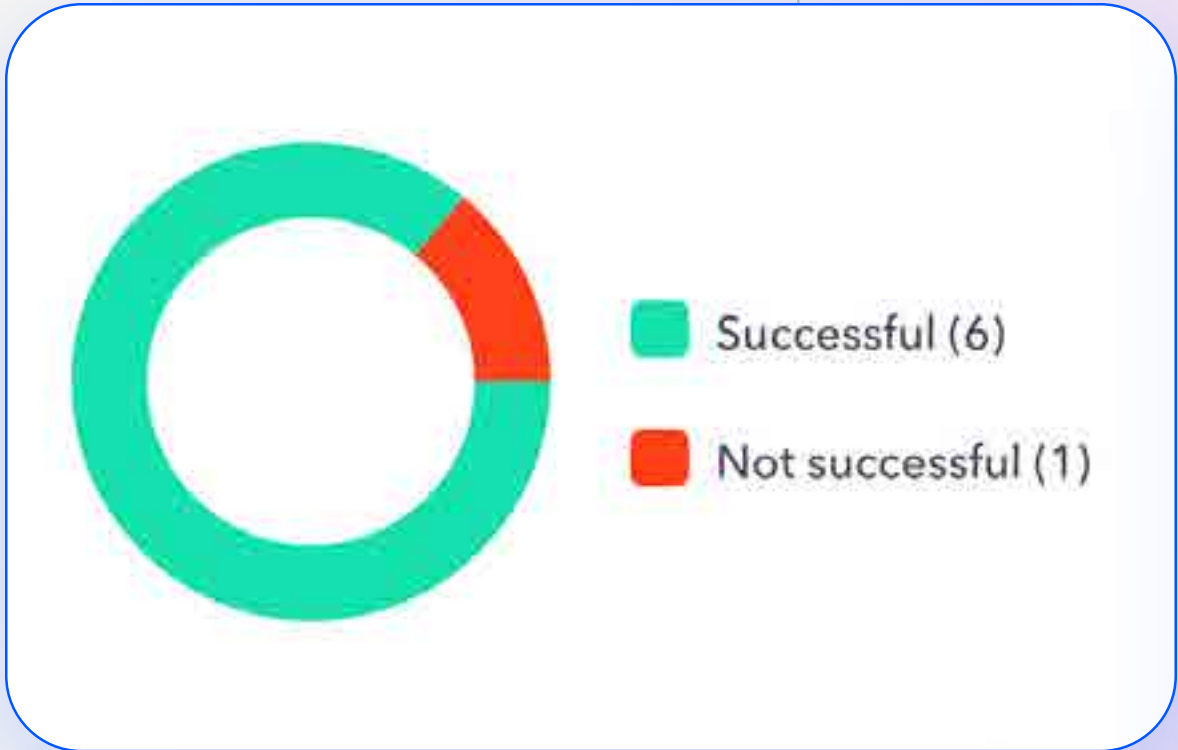
Design systems, serve as a comprehensive set of standards, components, and guidelines that ensure consistency and coherence across a product's UI, facilitating a scalable and efficient design process. Together, these elements contribute to the creation of digital products that are not only aesthetically pleasing but also user-friendly, consistent, and scalable.



User testing

User testing is a research methodology focused on evaluating a product or service by testing it with potential users. This process involves observing participants as they interact with the product in a controlled environment or in their natural usage context, aiming to uncover usability issues, understand user behavior, and gather feedback on the product's features and functionality.

User testing can take various forms, including usability studies, A/B testing, and beta testing, each tailored to specific goals such as improving user experience, validating product concepts, or identifying user needs and preferences. The insights gained from user testing are invaluable for informing design decisions, enhancing user satisfaction, and ultimately ensuring that the product meets the users' needs and expectations.



Several users tried to use the breadcrumbs to navigate back to the homepage. Participants successfully used the 'back' button on the landing pages. Still, the button was not located in the same spot on the content pages.

Suggestions: Make sure the breadcrumbs are interactive elements for further consistency in the placement of the back button across different pages.

Overall Experience and Ratings

	test 1	test 2	test 3	test 4	test 5	test 6	test 7
overall experience	3	4	3	4	4	4	3.5
navigation	3	4	3.5	4	3.5	4	2
look and feel	4	5	4	4.5	5	3.5	4

The user testing sessions for the Southwark Council website provided valuable insights into the overall experience with the site, the ease of navigation, and their opinions on the look and feel. Here's a breakdown of the findings:

Overall Experience

Users generally found the website functional and useful for accomplishing their tasks.



Development

Whether you require a new website, intranet, or digital service, we will work with you to:

- Define a full set of user stories that will dictate the way the service develops
- Create a number of design iterations that reflect your brand and requirements
- Develop wireframes that map the exact information architecture and functionality required
- Plan and deliver a number of development 'sprints'
- Design user testing rounds that work for your team and your stakeholders
- Put on training sessions and develop supporting guides for your team
- Agree a support and maintenance plan that works for you going forward

Our digital designers and development team are here to provide you with cost effective open source solutions that meet your users' needs.

Regardless of the project and which of these stages you commission us to undertake, our transparent Agile approach means that your team will be involved in how the project develops at every step. You will be able to review progress after each sprint using a secure staging environment and will decide what you would like to see developed in the next sprint.

This way of working also means that you can change elements of your requirements to reflect evolving organisational and user needs at any stage of the project. Everything that we develop for you will be fully responsive across all devices (mobile, tablet,

and desktop) and will adhere to WCAG 2.2 accessibility standards by default. It will also be fully flexible and open to customisation.

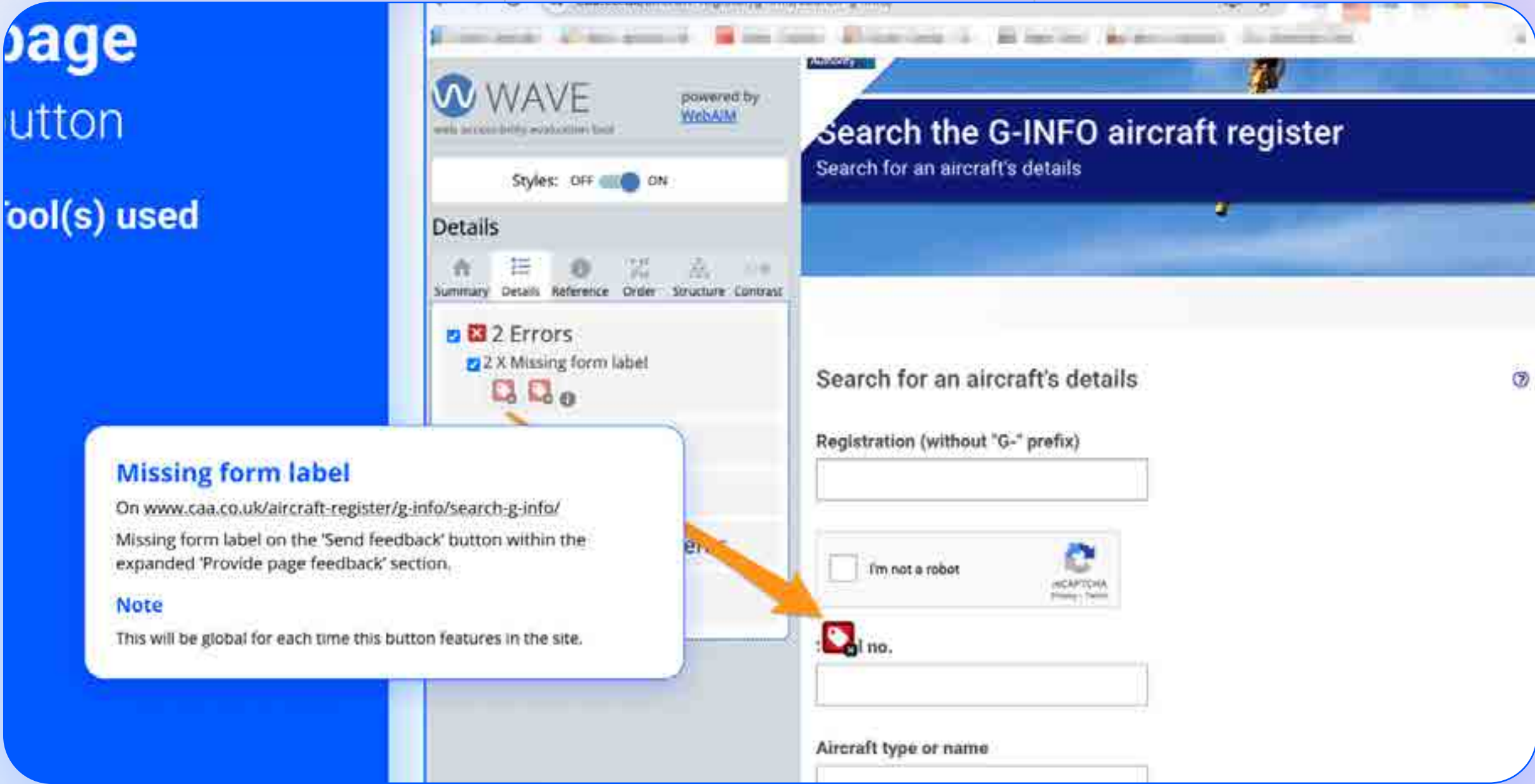
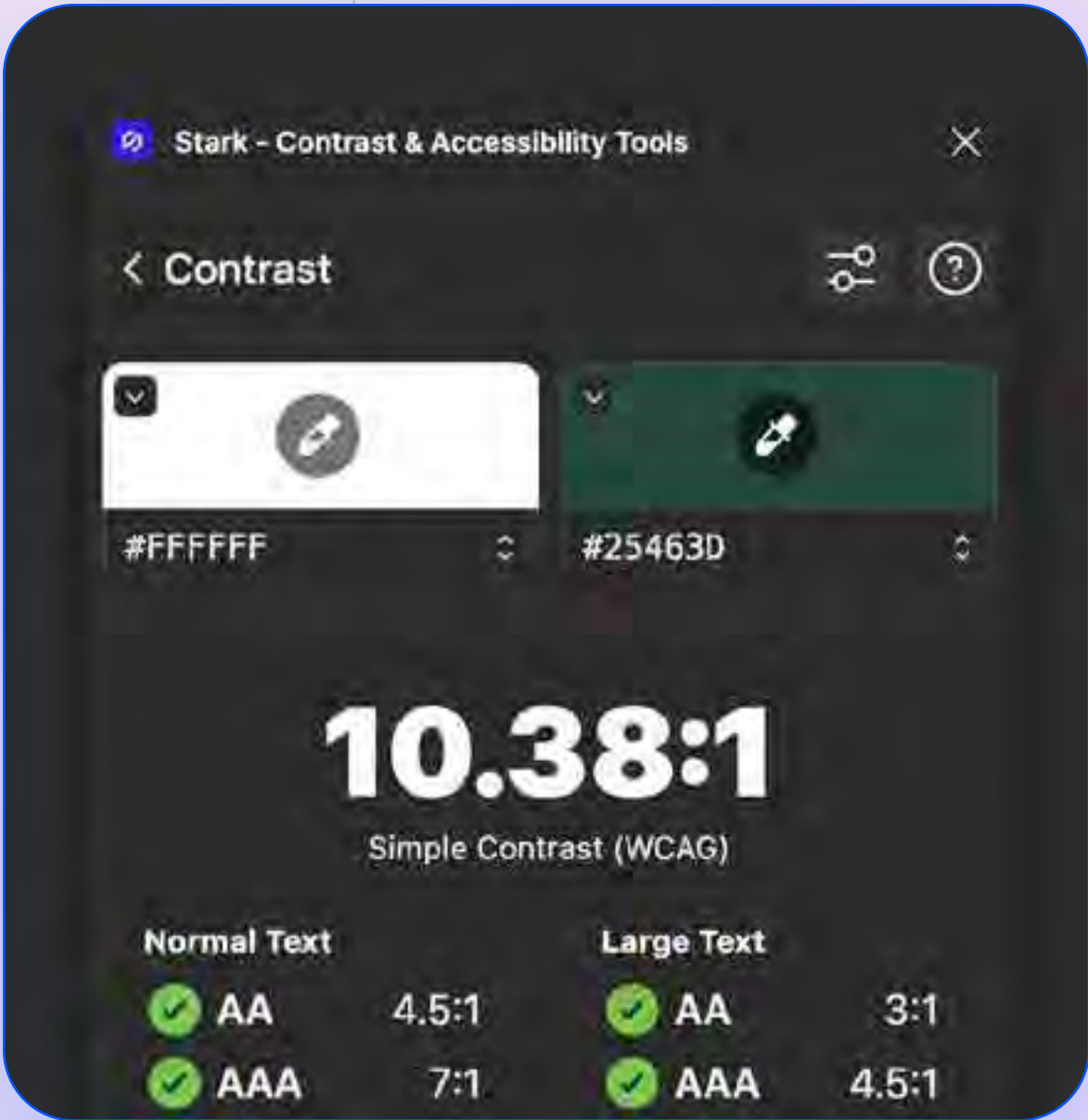
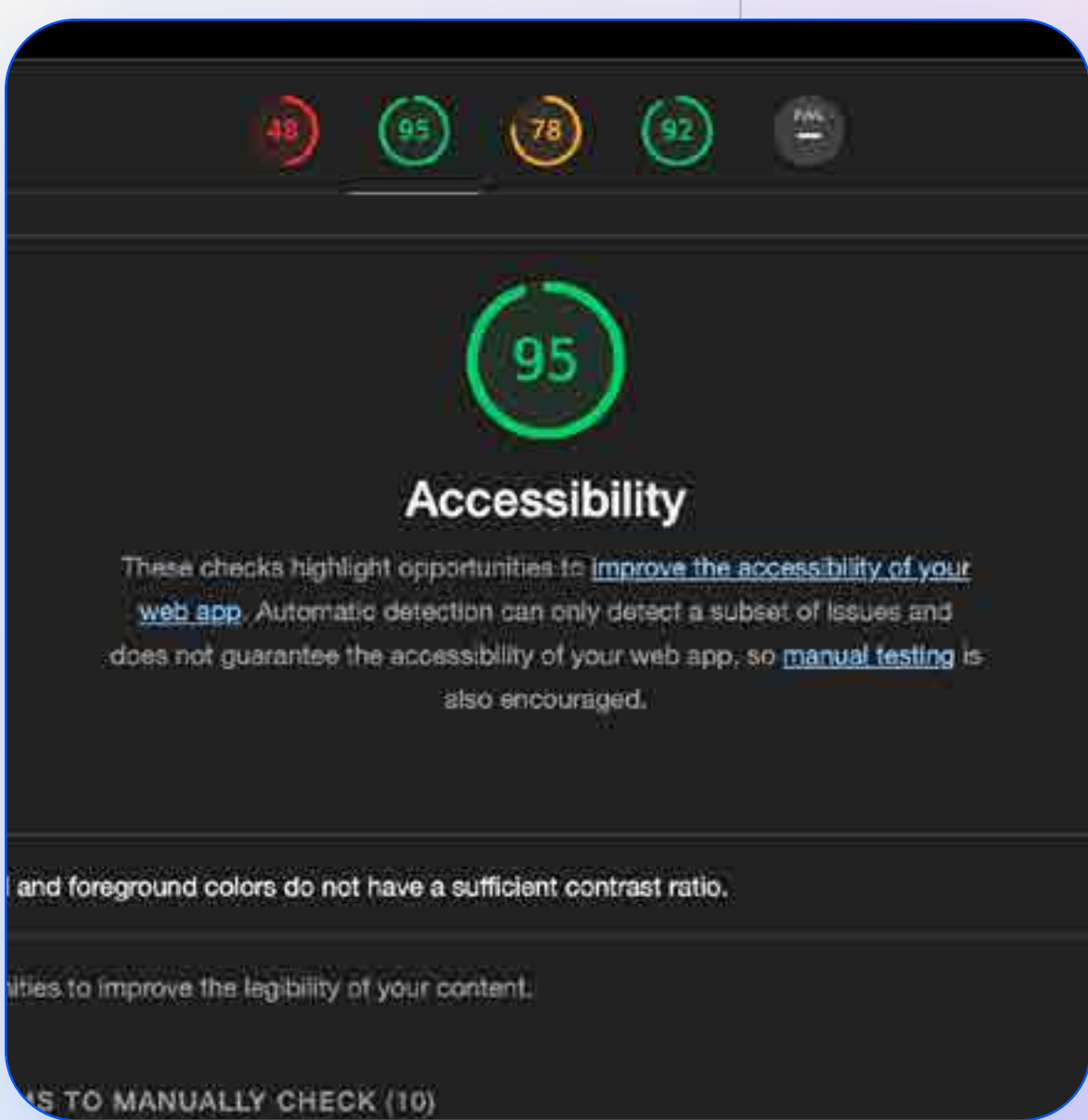
Once developed, we are committed to empowering our clients to take control of their systems and their integration into wider business operations. We therefore ensure that everything we develop is designed to allow clients full access via the Content Management System (CMS): we never hardcode content, so your project team will not rely on us to make copy changes to the platform, or spend time and resource on support requests for content changes.

Accessibility

Web accessibility testing and design focus on ensuring digital products are usable by everyone, including individuals with disabilities. This involves adhering to standards and guidelines, such as the Web Content Accessibility Guidelines (WCAG 2.2), to design features and content that can be accessed and understood by users with a wide range of abilities.

Accessibility testing is a critical part of this process, employing both automated tools and human evaluators to identify and resolve barriers that might prevent users with disabilities from navigating a site, accessing information, or interacting with elements.

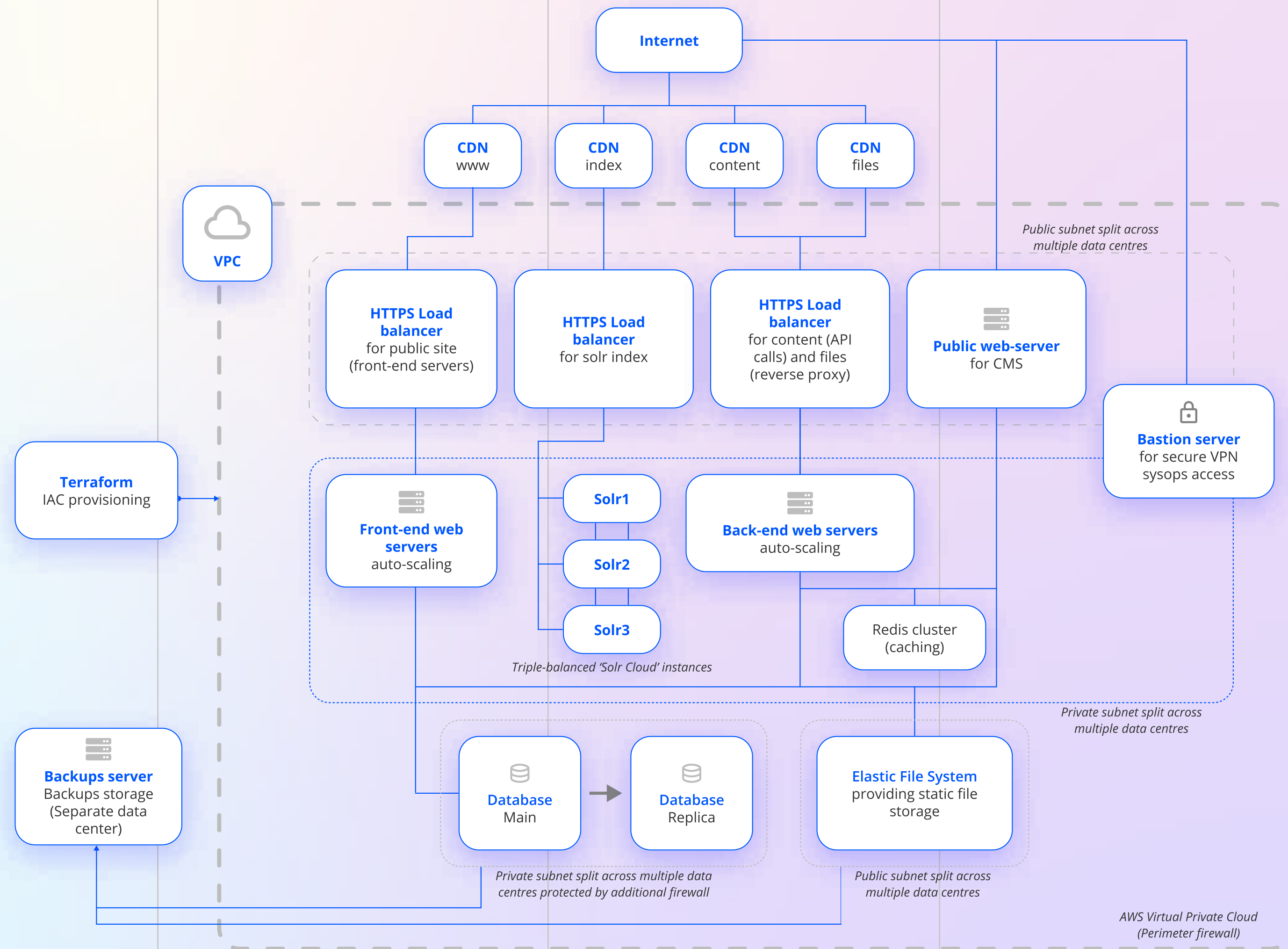
This includes testing for compatibility with assistive technologies, like screen readers, and ensuring that all users can perceive, understand, navigate, and interact with the web effectively. The goal is to create inclusive digital environments that support a diverse range of user needs and preferences, thereby enhancing the overall user experience. Our team uses a mix of in-person testing as well as automated tests to review both a projects initial creative design phase as well as the technical build. Key tools include Wave, Axe, and Lighthouse to ensure all our digital services surpass W3C WCAG 2.2 standards.



Hosting and maintenance

Like all of our offerings, our support and maintenance services are fully flexible. Whether you require ongoing help with a platform we have developed for you, or one which you have worked on with another agency, we can offer you a bespoke support package which meets your needs. We have a comprehensive service level agreement for all support services which includes:

- 24/7 monitoring to achieve 99.95%+ application uptime
- Security updates for Operating System
- Security updates for Application (Drupal, WordPress, Wagtail, and more)
- Secure UK-hosted backups of data and files
- AWS based auto-scaling solution with CDN
- Monthly vulnerability scan
- Secure staging environment for testing
- Verified HTTPS certificates via Comodo/Sectigo
- Helpdesk: phone, email and portal support facility
- Instant messaging via dedicated Slack channel
- A full ticketing system for logging tasks and requests

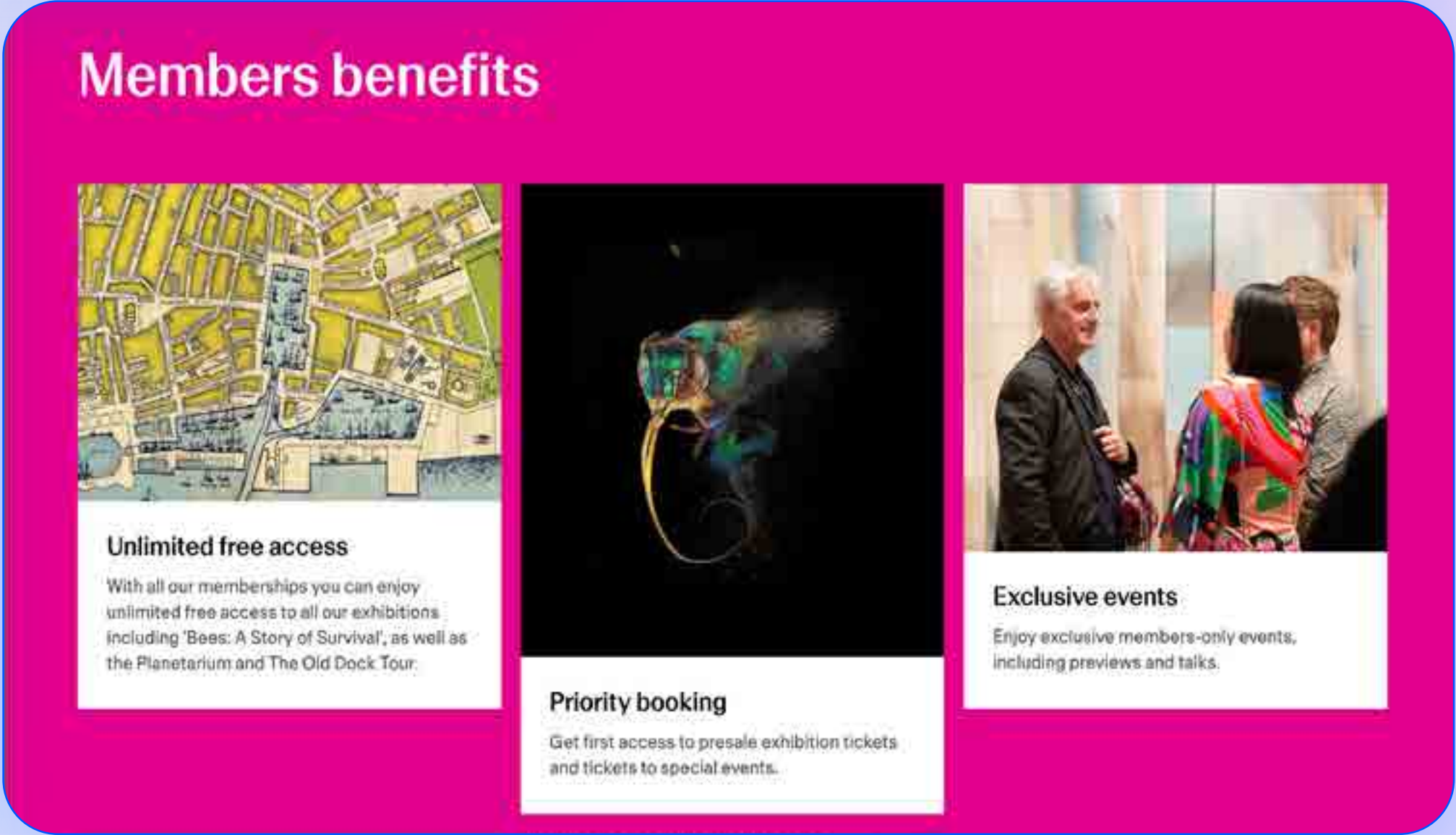
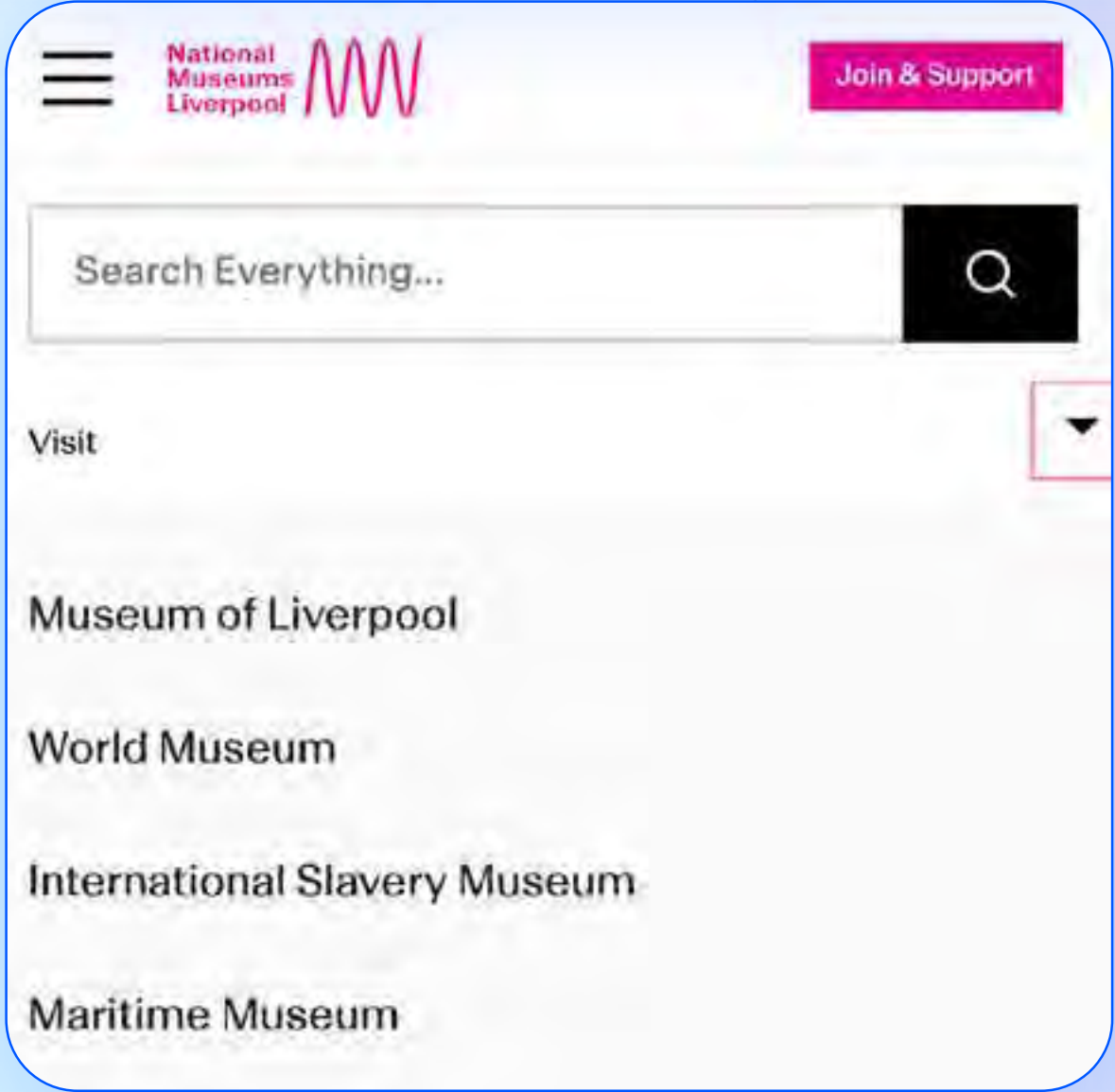
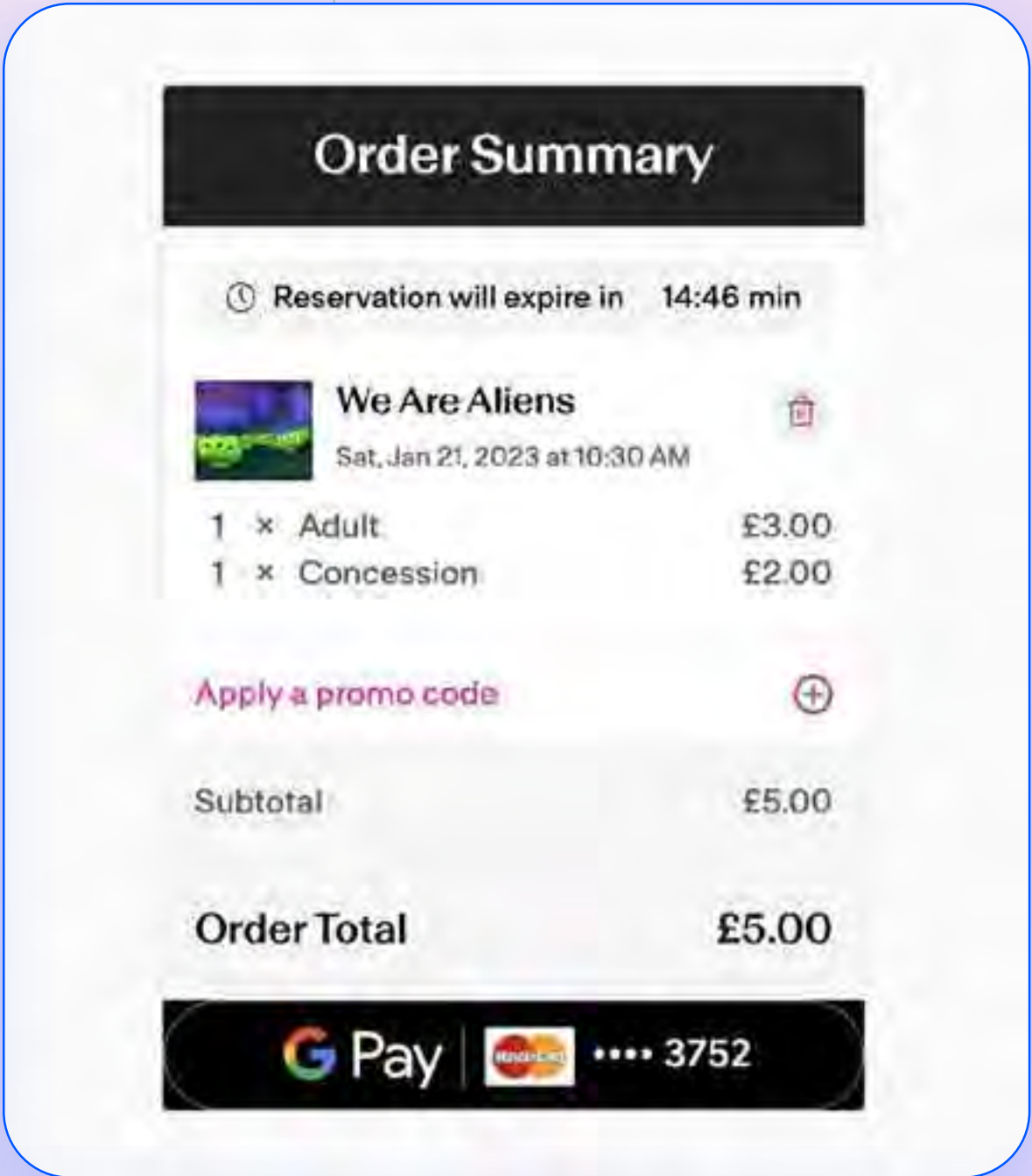
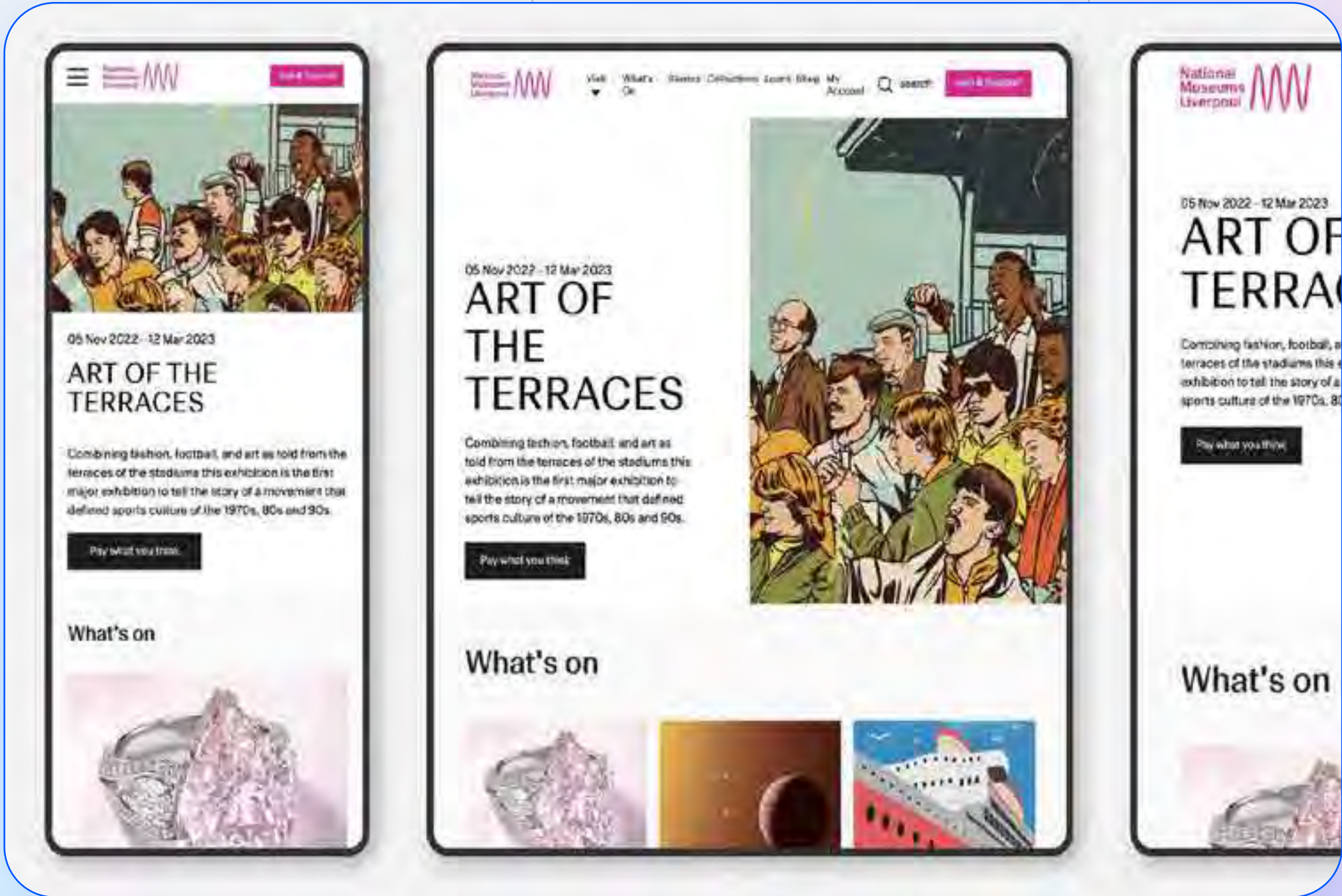


Case studies



National Museums Liverpool

National Museums Liverpool (NML) is one of the world’s leading museum organisations, and currently comprises eight museums in and around Merseyside, and receives more than three million website visits per year.



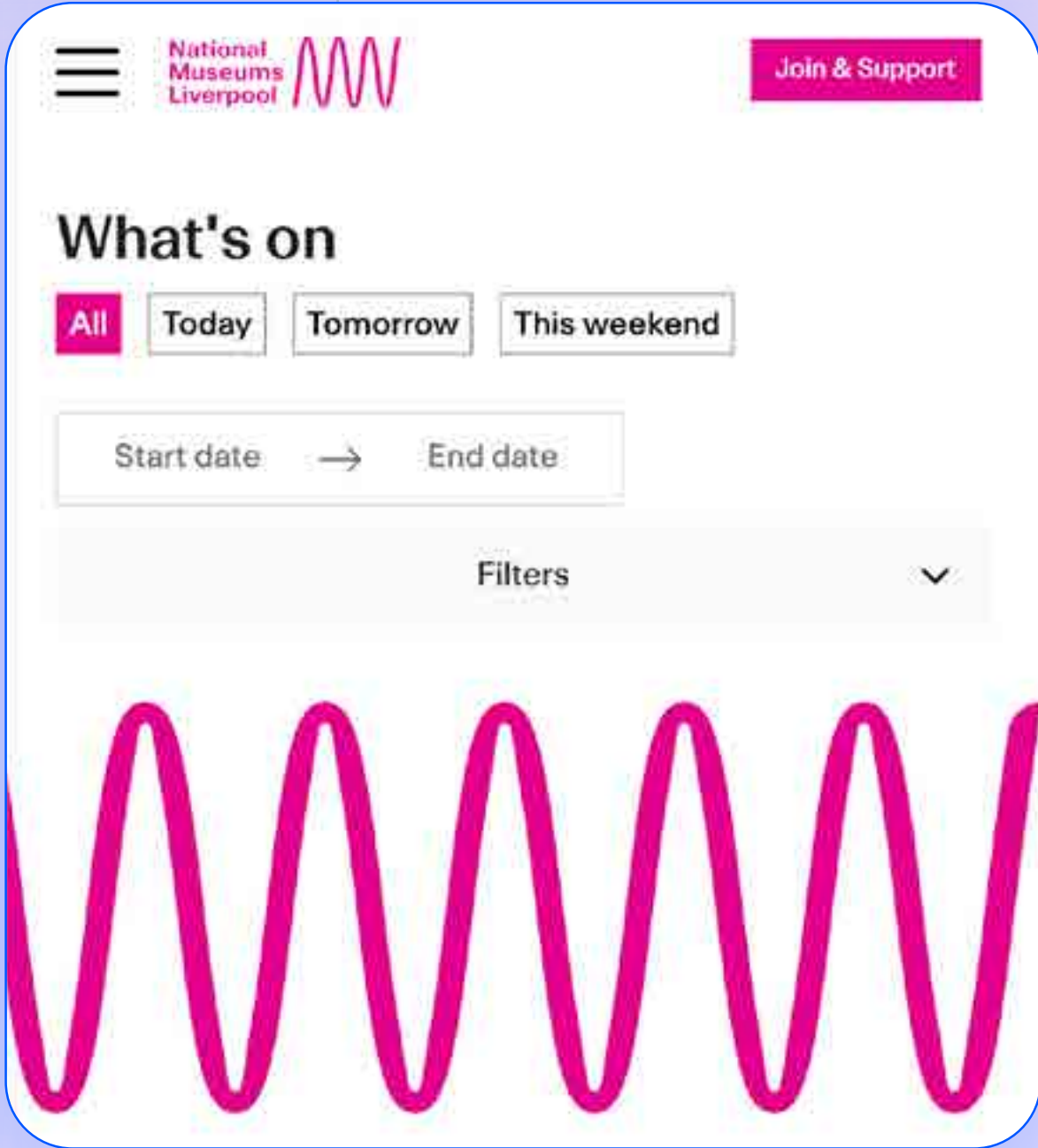
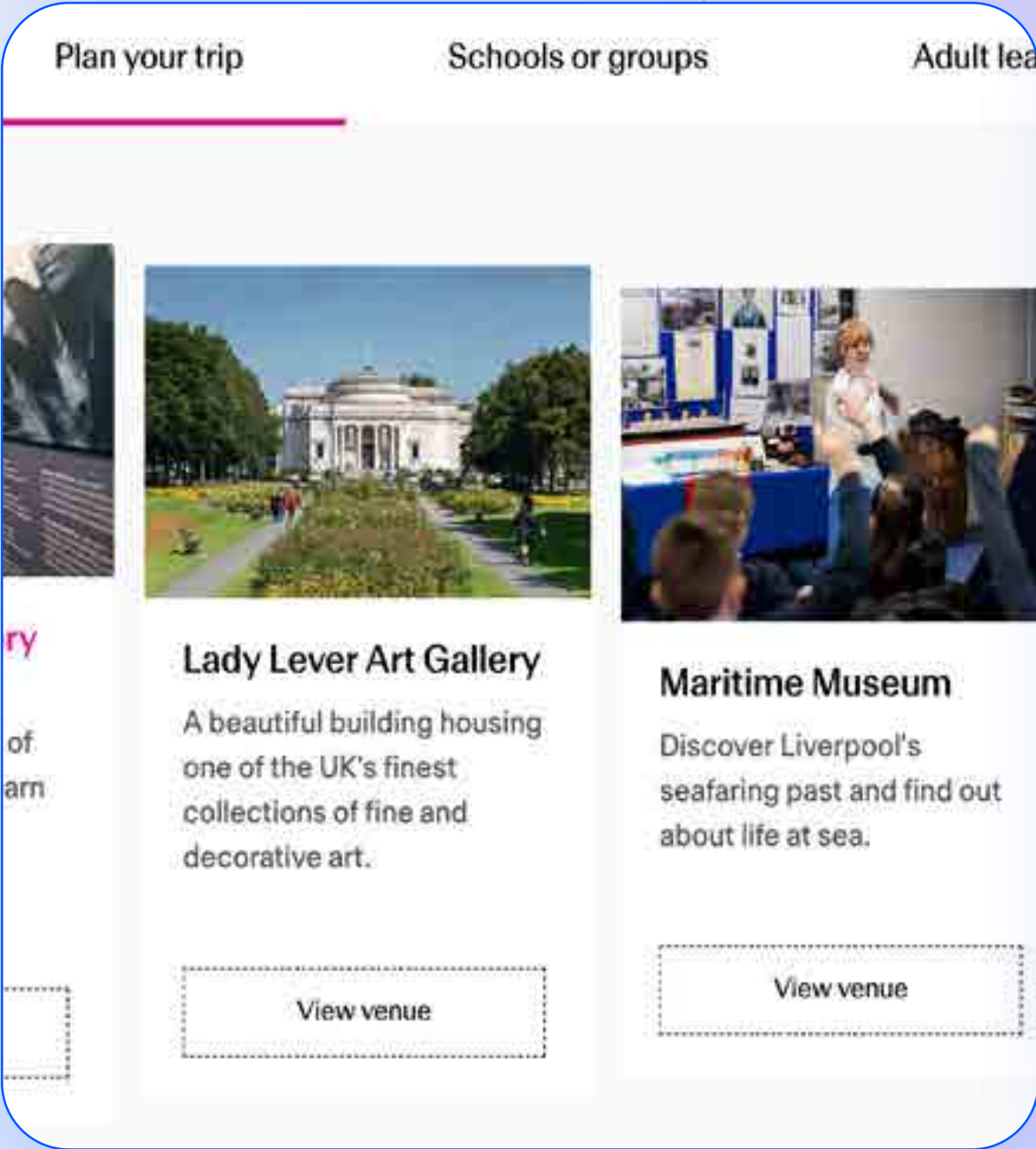
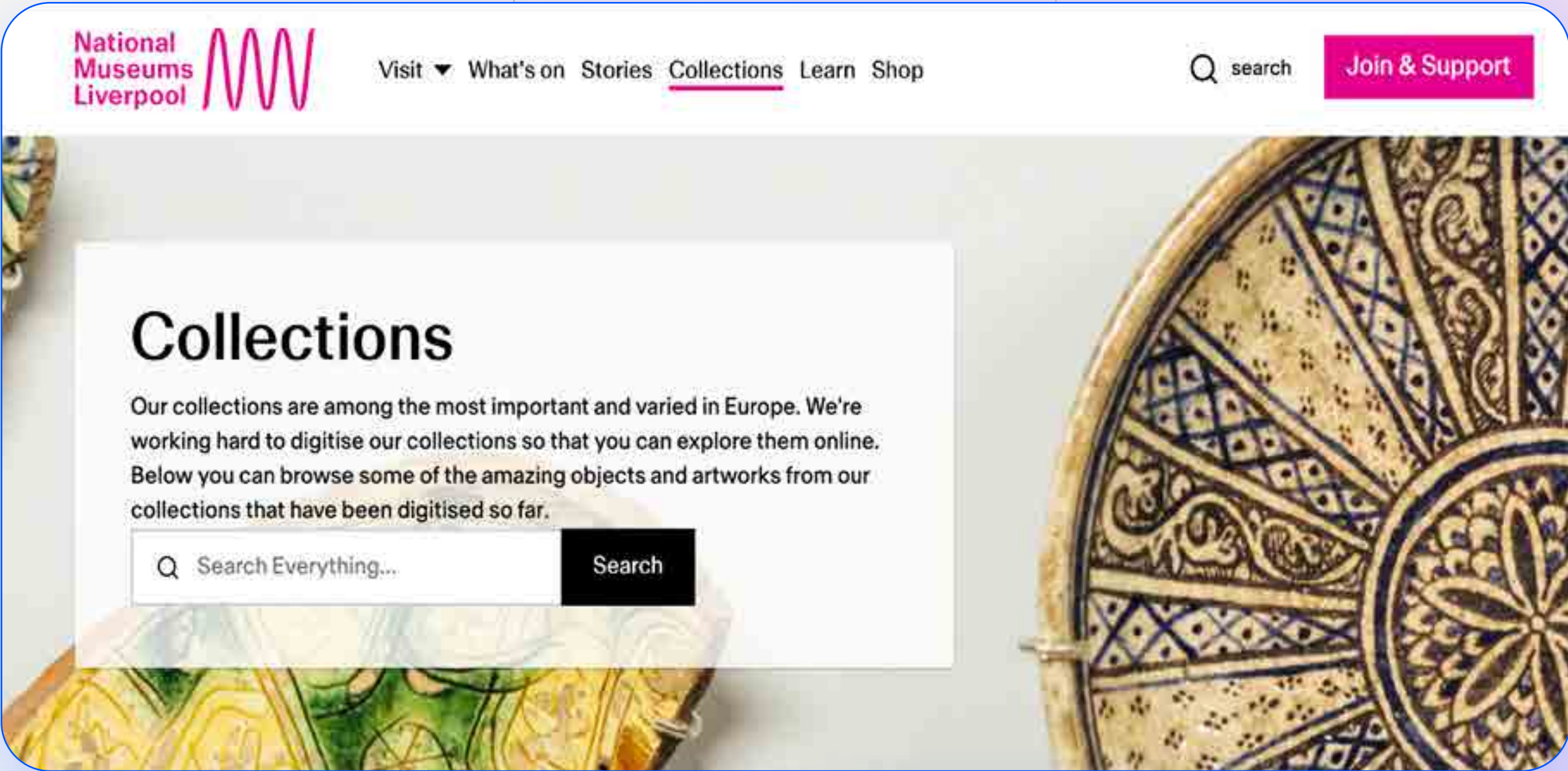
We have been working with NML as part of an end-to-end service transformation project, aiming to modernise how content is published across the digital estate and provide an easy to use framework. We launched their new website in January 2020, providing a new look and feel, navigational structure, and launch of a new online shop (Shopify) which is essential to enable future sales growth.

The project itself was a complex one, working across separate technologies and external partners. Prior to our involvement, NML had agreed a new design concept, which was developed using atomic design principles and had completed a UX/discovery piece which focused on bounce rates, expected journey funnels and competitor analysis. We completed the build phase with Drupal 8 and a headless solution, using React, a JavaScript library for building user interfaces, giving developers the flexibility to innovate rapidly while ensuring future-proof builds.

As part of this project, we worked in a fortnightly sprint pattern, with the NML digital team involved in planning, reviews and retrospectives.

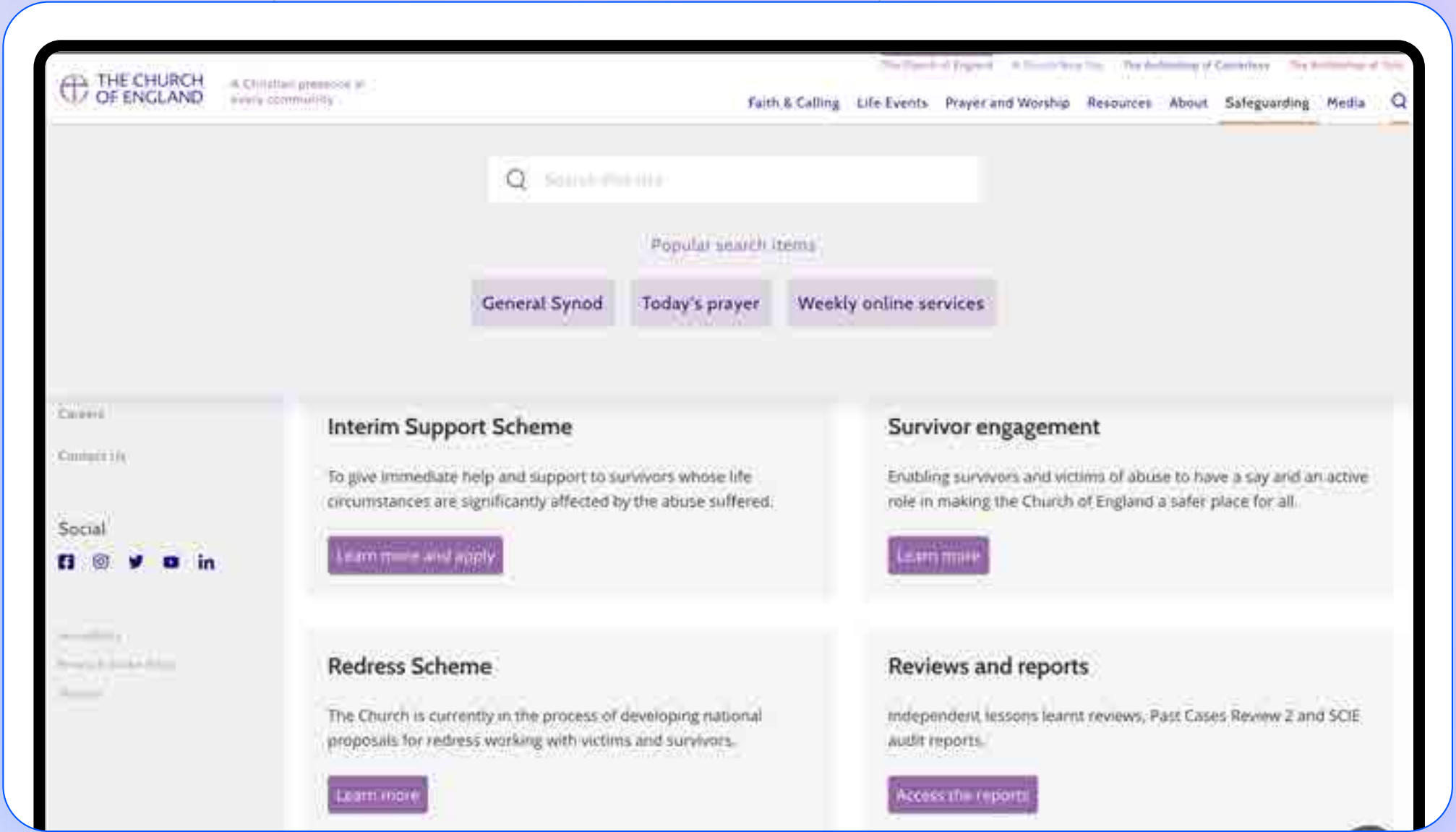
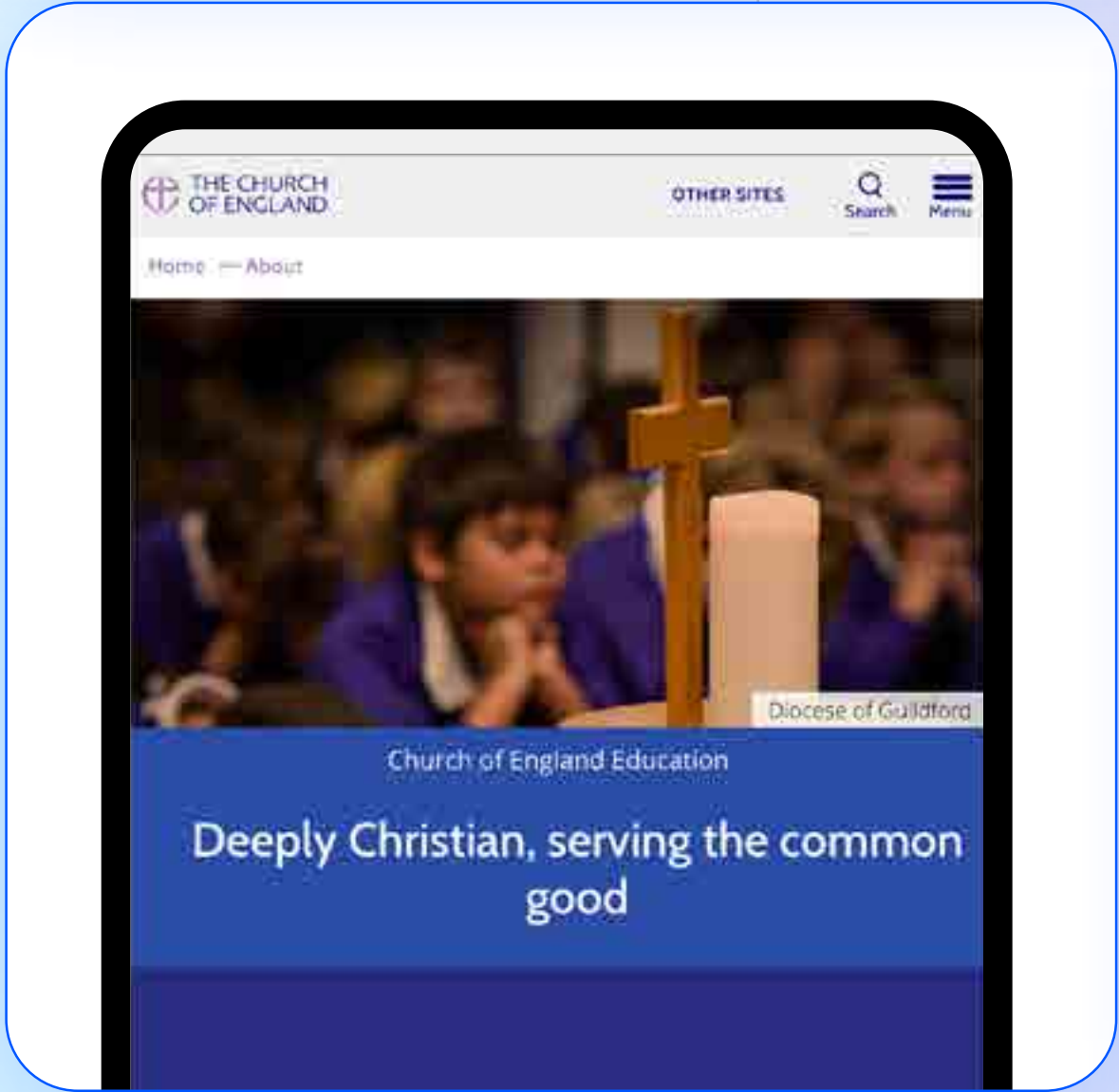
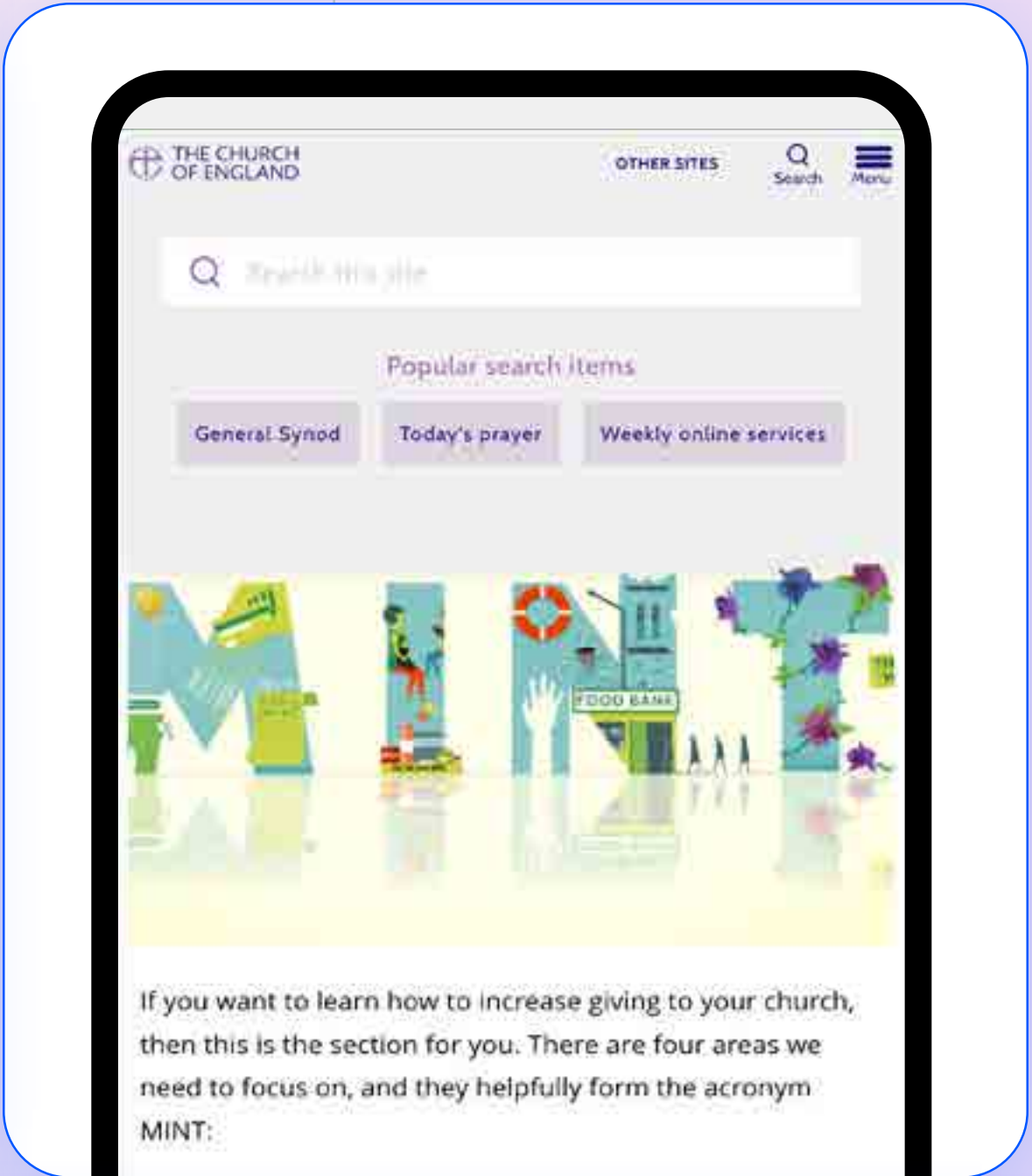
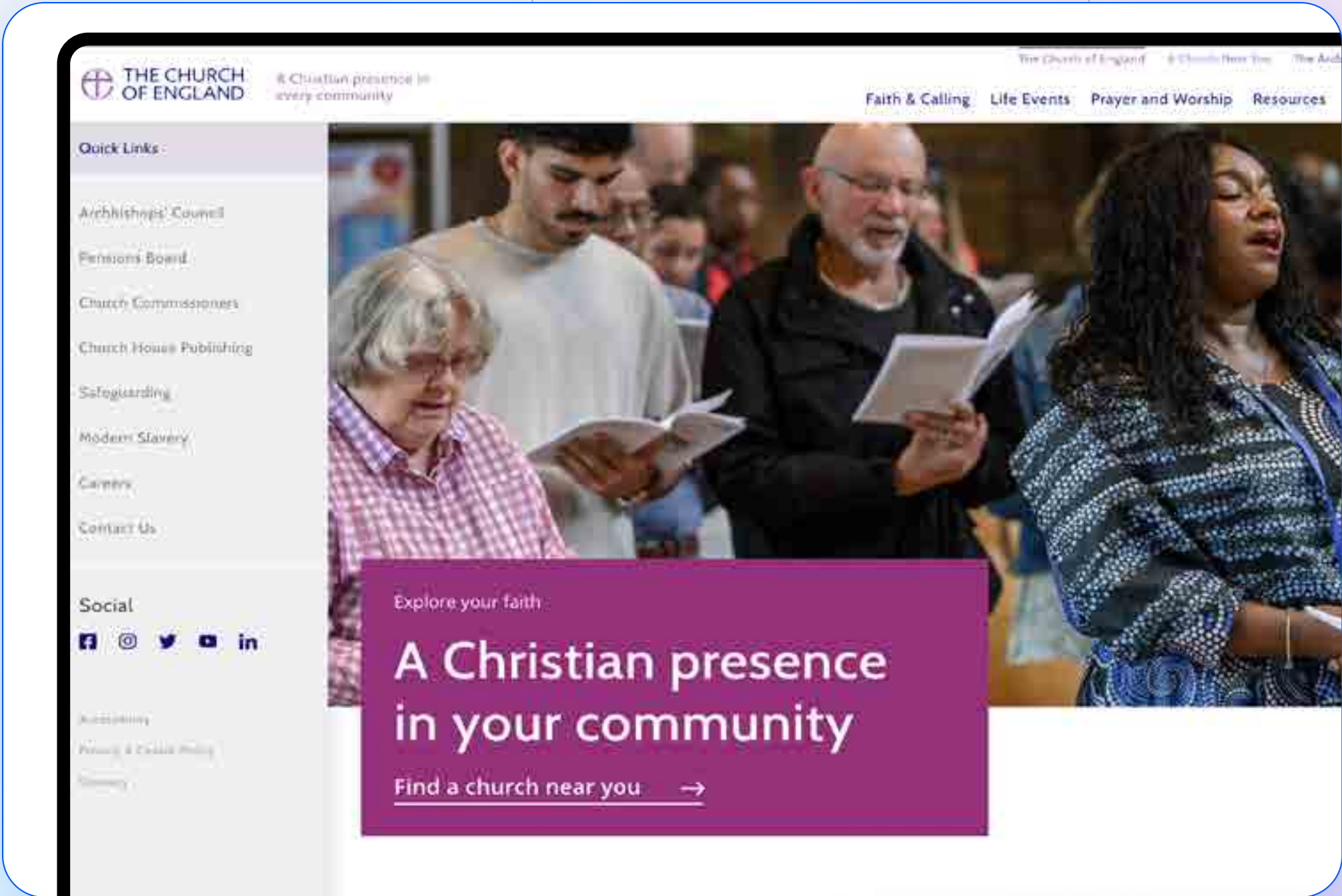
Post-launch we are providing ongoing hosting via AWS, support and maintenance, with support work managed against a number of agreed KPIs, using a formal service level agreement (SLA) and service desk process for management reporting.

For more details please visit www.liverpoolmuseums.org.uk



Church of England

Since May 2018, Big Blue Door has been working in partnership with the Church of England (CofE) as their primary digital agency, providing ongoing support and maintenance of their public-facing digital estate. This is a set of projects and a collaboration of which we are particularly proud and on which we enjoy working.



After this initial period of work, we have moved into an agile development pattern, working to a fortnightly sprint pattern to deliver a significant number of improvements across the site, as well as scoping out wider CofE digital projects.

We have also moved the sites to an auto-scaling AWS solution, from their previous Microsoft Azure platform, to help increase technical resilience across the estate. This migration was particularly key ahead of the festive period which is understandably very busy for the websites. We have since developed our partnership by engaging on new projects including Thy Kingdom Come, The Archbishop of York Youth Trust, A Church Near You, and many others.

We have recently delivered a number of UX and search improvements to the main Church of England website which preserved brand identity whilst providing users with a fresh and engaging experience. Based on the expansion of the website over time, a number of the original search

features across the platform and core navigation routes were not supporting users in an optimised manner. Navigation levels across the website had become very deep with content nested down seven levels of navigation. This, coupled with an internal search engine which was a number of years old, meant that users were struggling to access content in a timely and optimised manner. In order to deliver creative improvements across the platform, we completed a number of workshops with the core delivery team and reviewed user feedback gathered from online surveys, social media, and helpdesk enquiries.

Based on this research, our team came up with a new creative menu structure that reimaged how users navigate through the website as well as a range of search improvements.

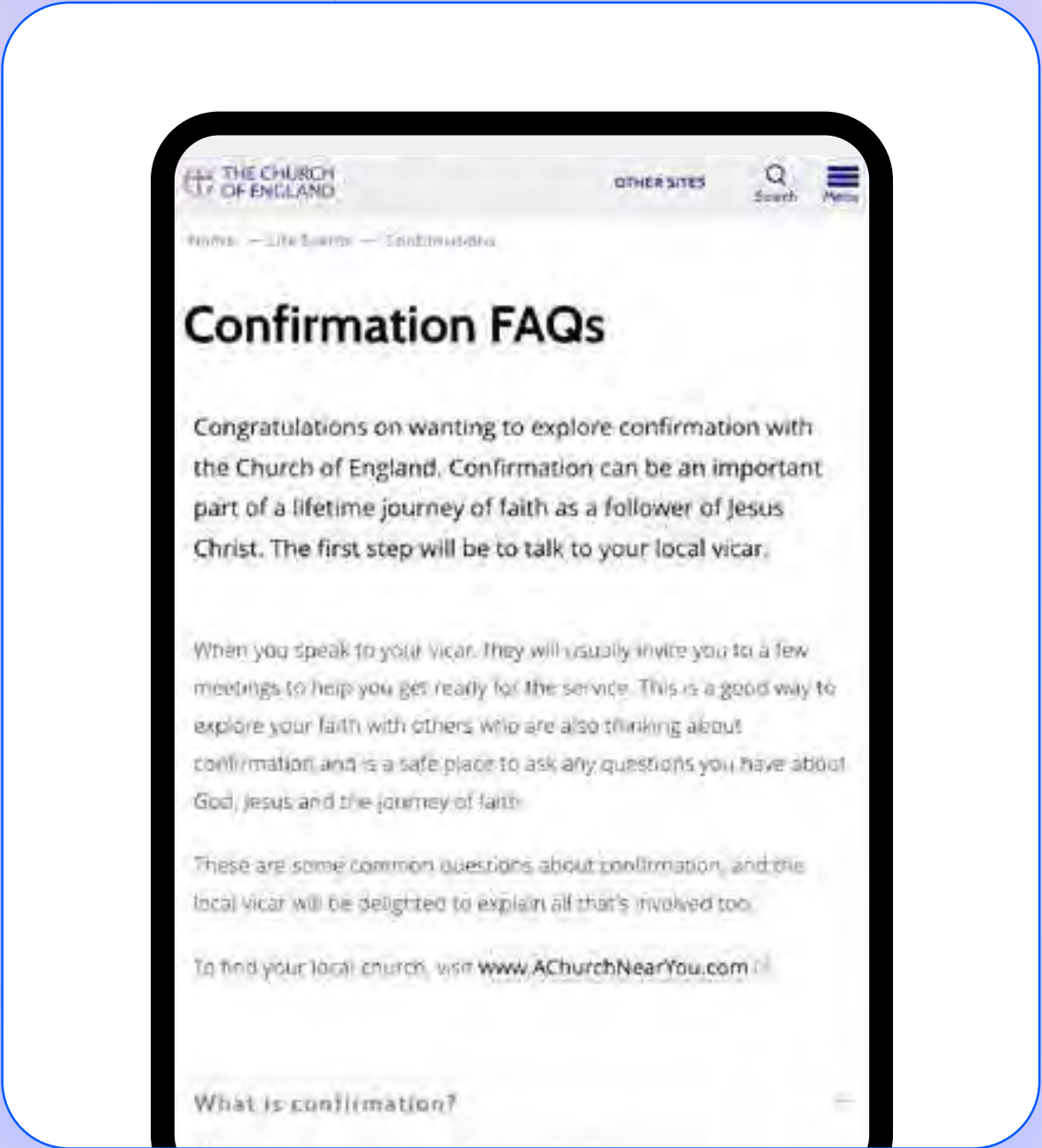
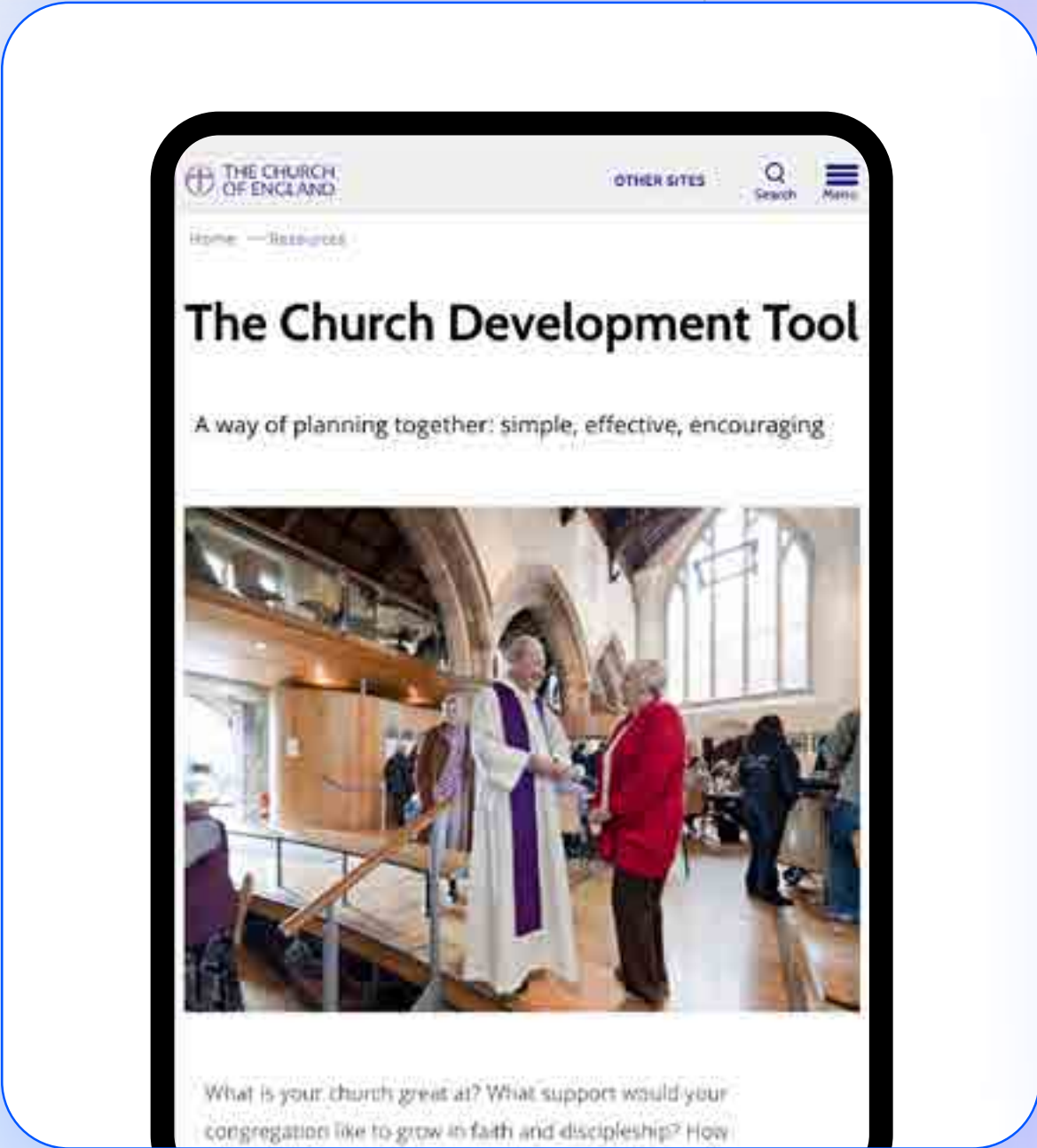
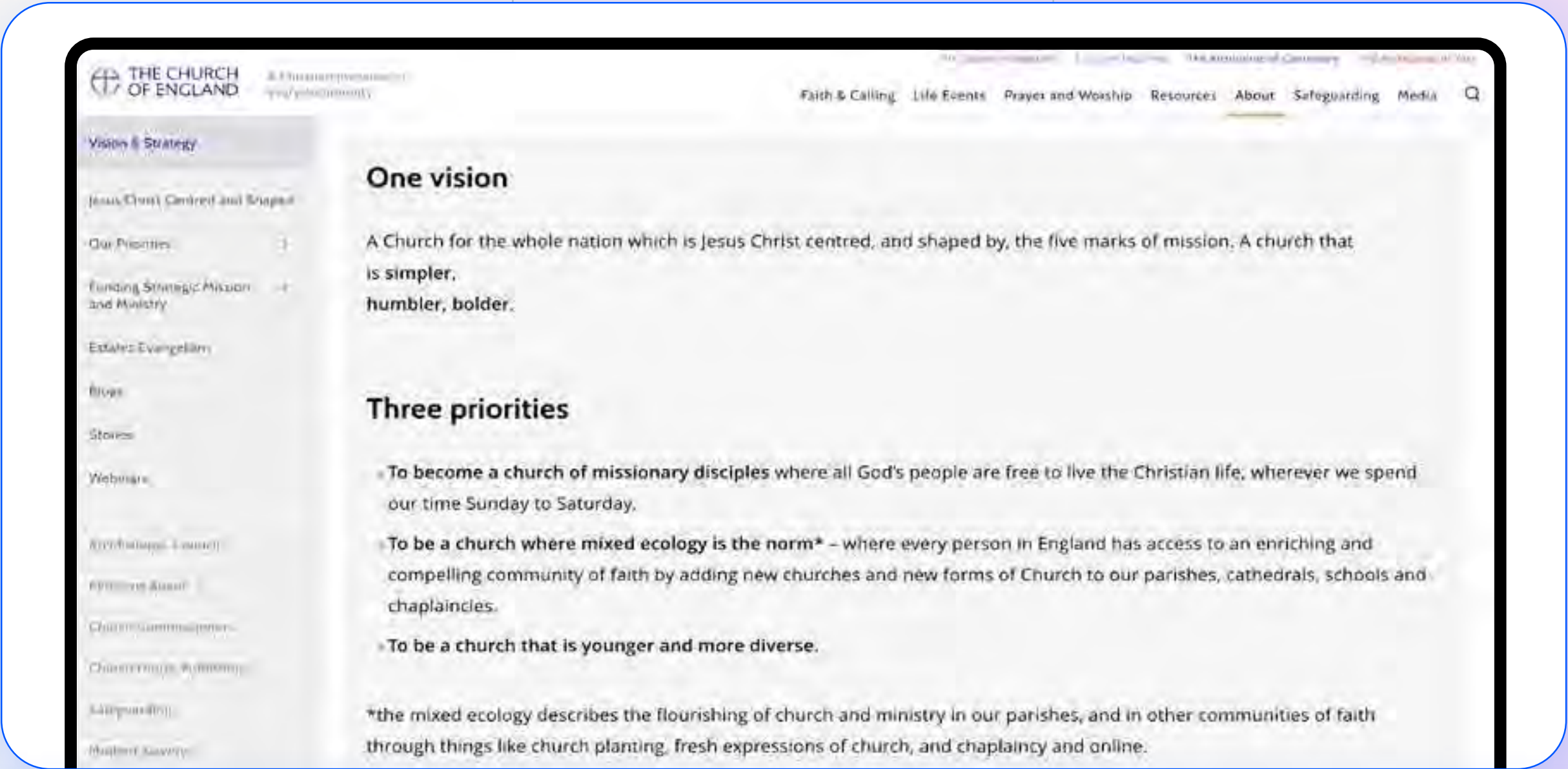
For more details please visit www.churchofengland.org

Drupal

Support and maintenance

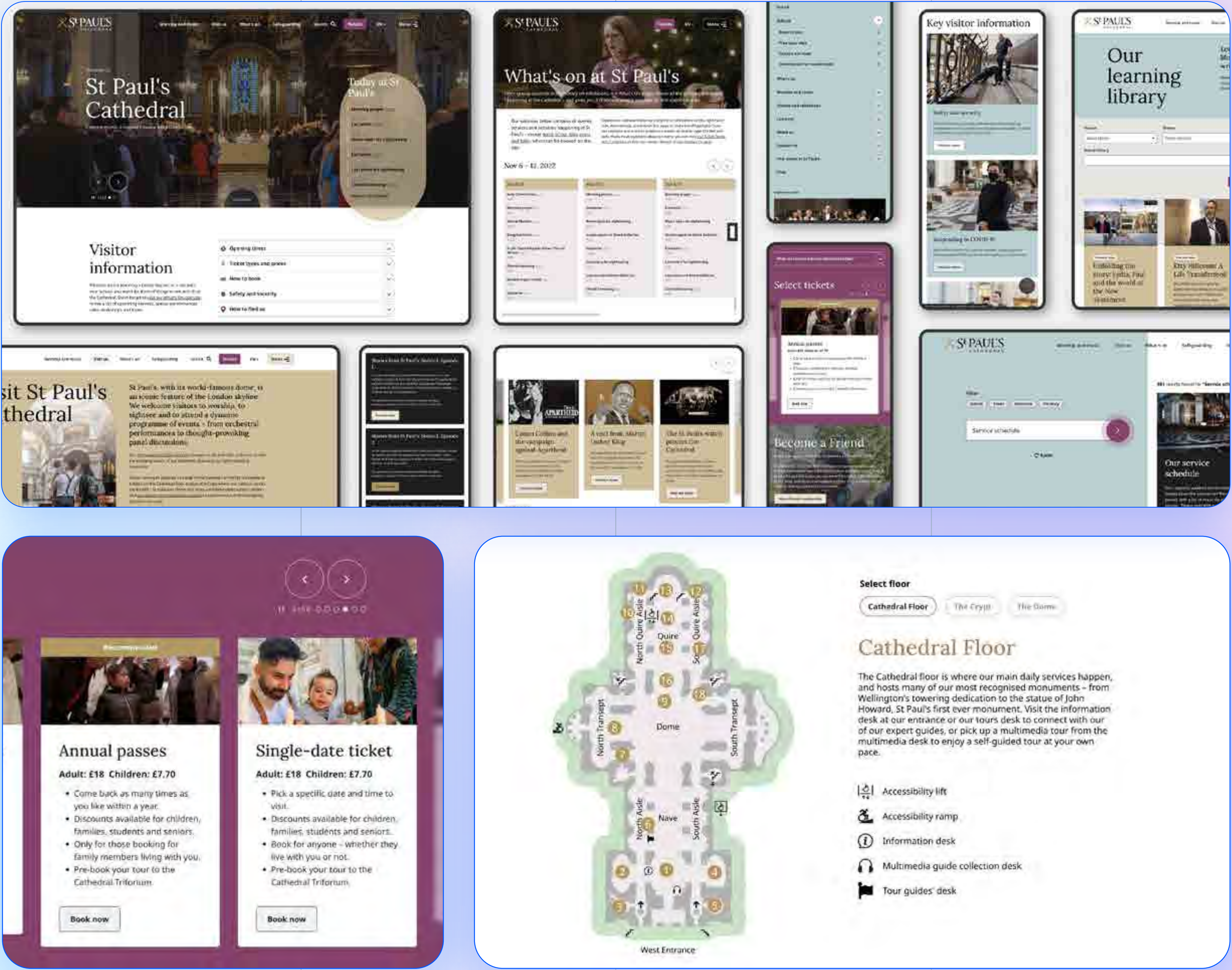
Development

Cloud hosting



St Paul's Cathedral

First opened on Christmas day 1711, we were honoured to build a new digital home for one of the best known Cathedrals in the world and a tourist attraction with over a million visitors a year.



The old product was out of date, unresponsive, and did not tell visitors anything new about the great work the Cathedral does. It would have been straightforward just to rebuild the website with the current content and architecture to modern standards. We, however, went beyond simply designing a ticket booking experience for visitors to provide a genuine resource, for music enthusiasts, worshippers, schools, media, and donors of the Cathedral.

We discovered users wanted to find more information about “spending their time” before they committed to attending the Cathedral.

The Cathedral has an extensive calendar of events, opening times, and private bookings throughout the year, communicating this to the audience was a key aspect of the new product.

We also uncovered a desire to fully understand the layout of the Cathedral to support international

visitors, with information around accessibility and facilities a particular need.

More informed users also have a need to continue their visit through engaging with resources and educational materials, often in addition to a physical visit to the Cathedral (and increasingly in isolation when an in-person visit is not possible). A particular need was to support school visits with an engaging interactive timeline of the Cathedral.

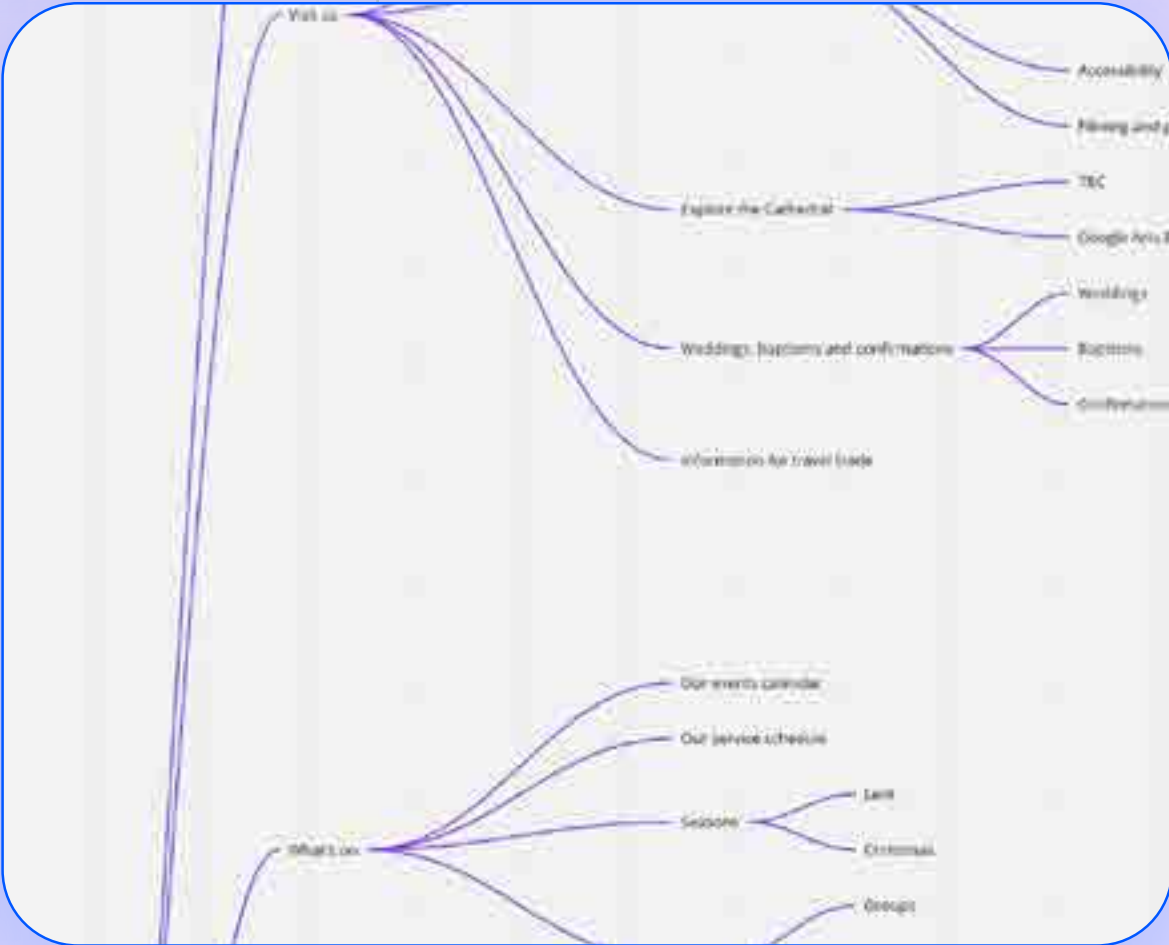
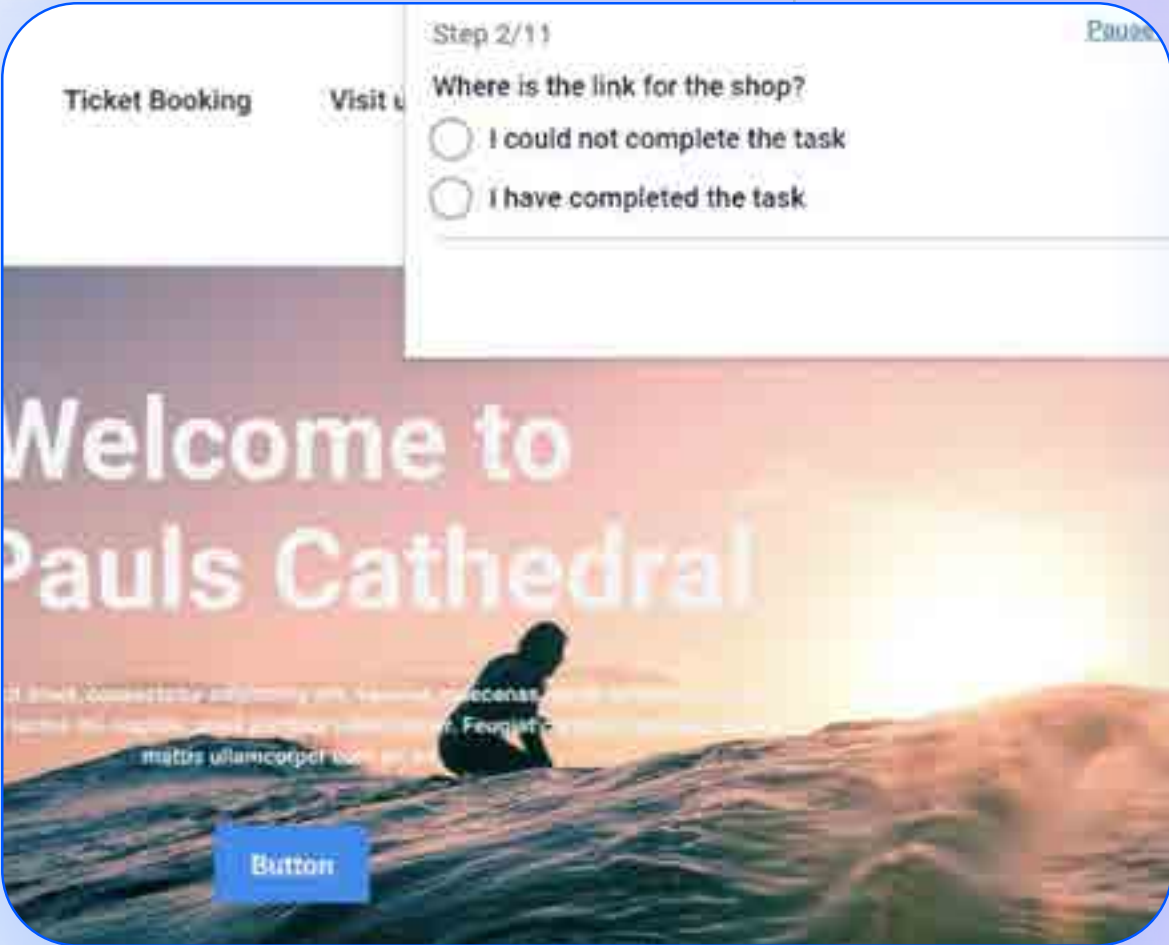
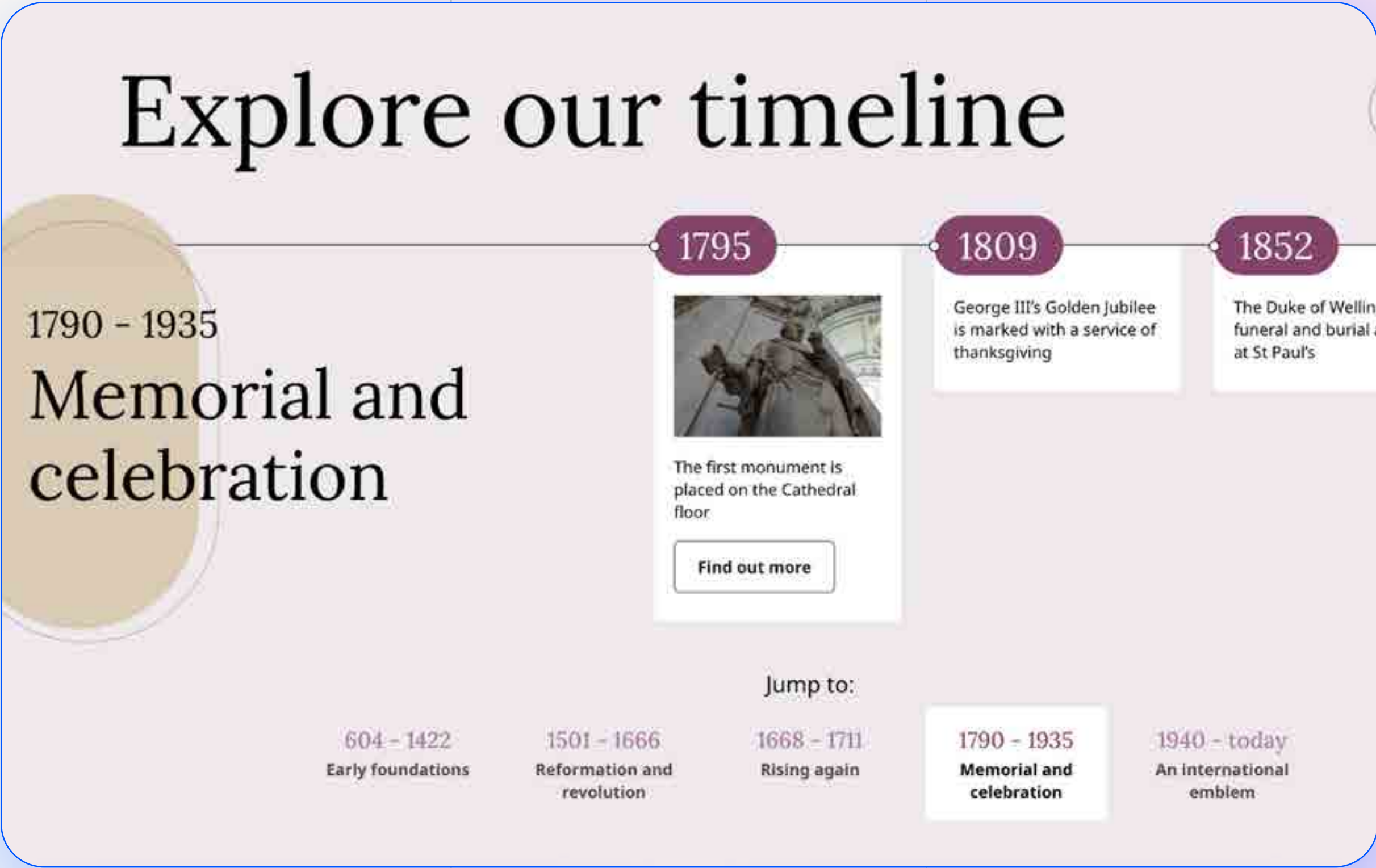
For more details please visit www.stpauls.co.uk

Drupal

Support and maintenance

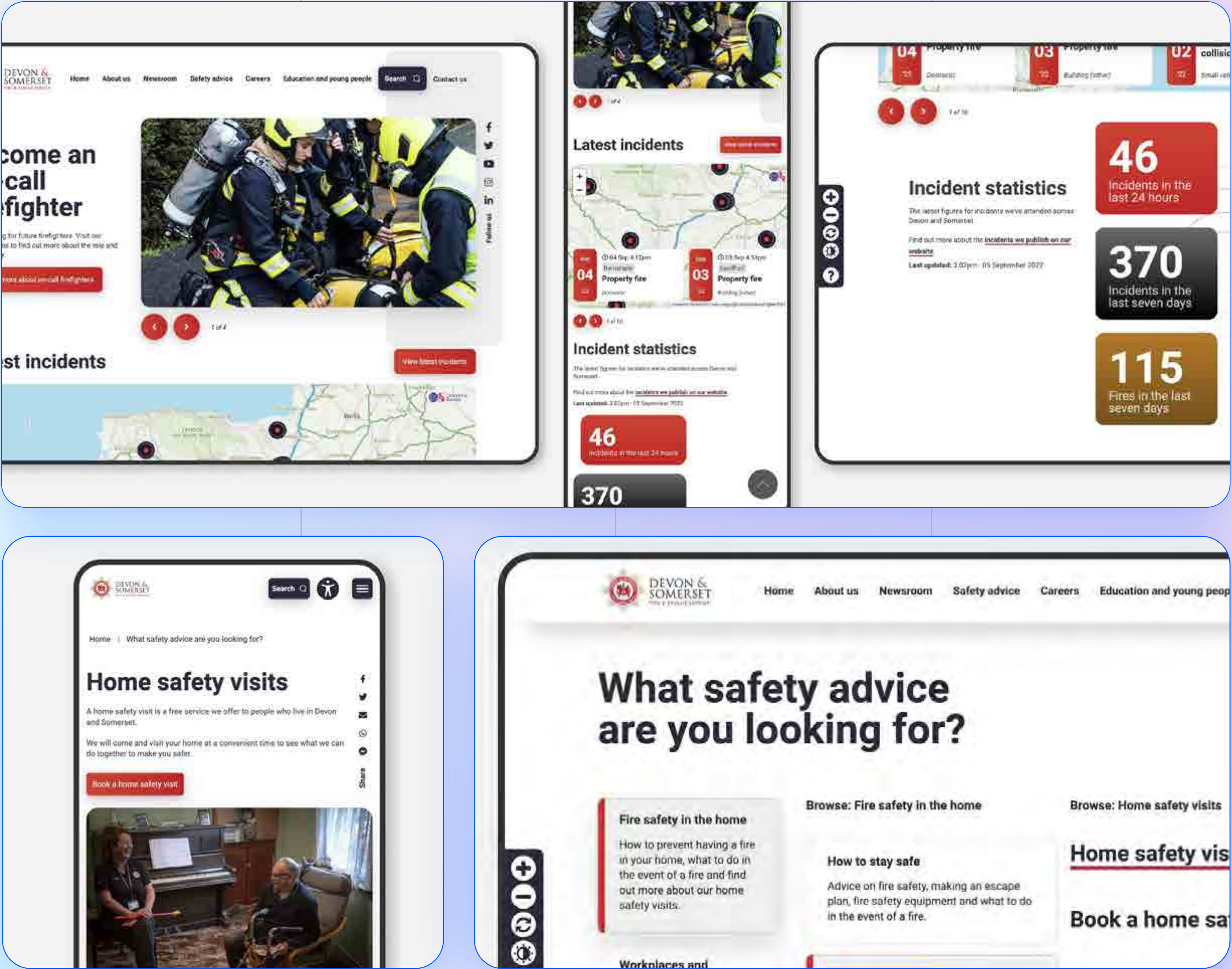
Development

Cloud hosting



Devon and Somerset Fire and Rescue Service

Following an open tender competition, Big Blue Door was awarded the opportunity to work with Devon and Somerset Fire and Rescue Service in order to transform their digital offering.



This work was designed to provide the Service with a new brand and design for their corporate identity as well as a modern and flexible open source CMS to support their work. The force supports over 19,000 incidents across their region each year and required a new platform to help demonstrate their work as well as attract new firefighters to a career in the industry, whilst also promoting safety to residents and tourists.

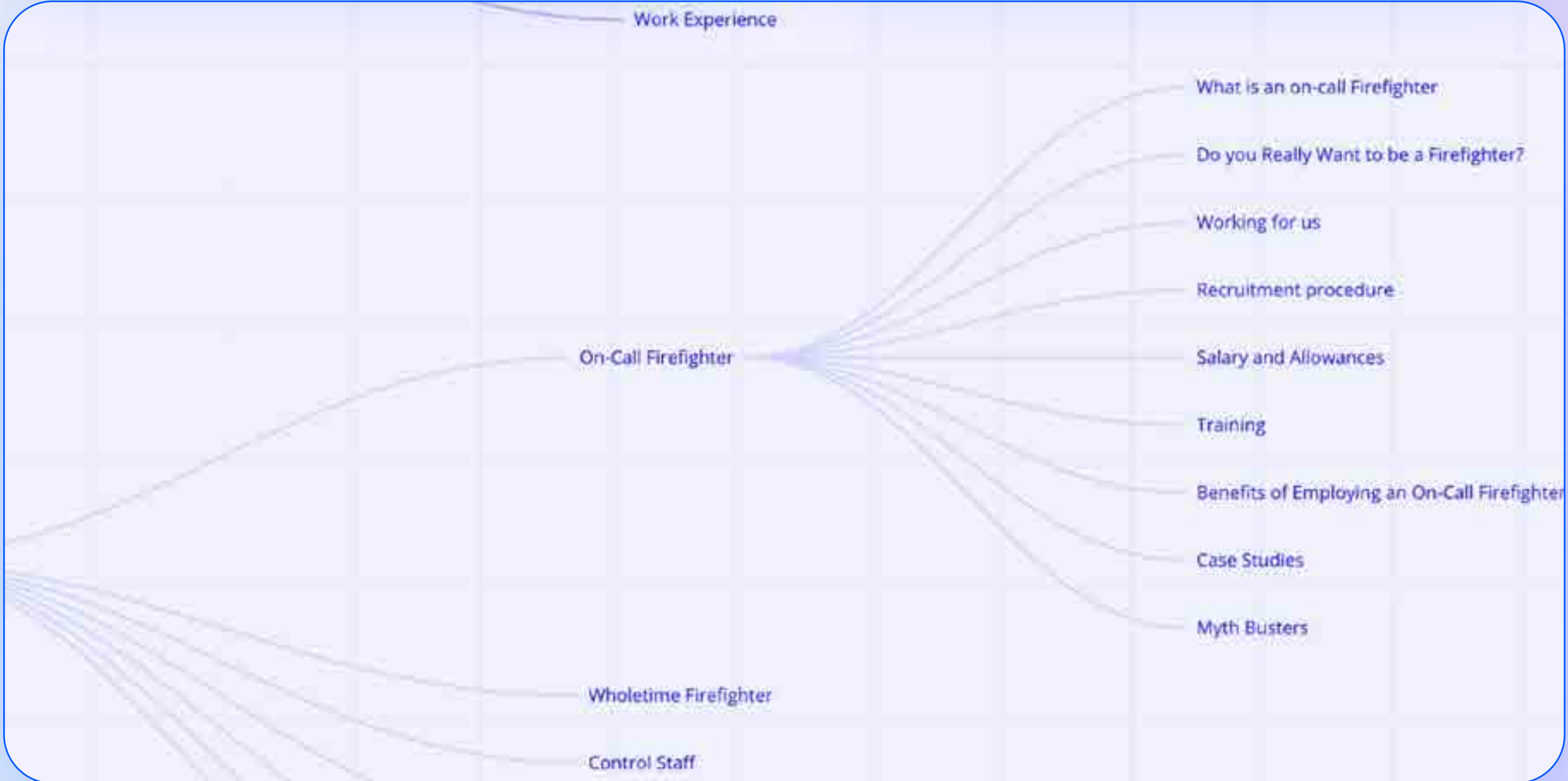
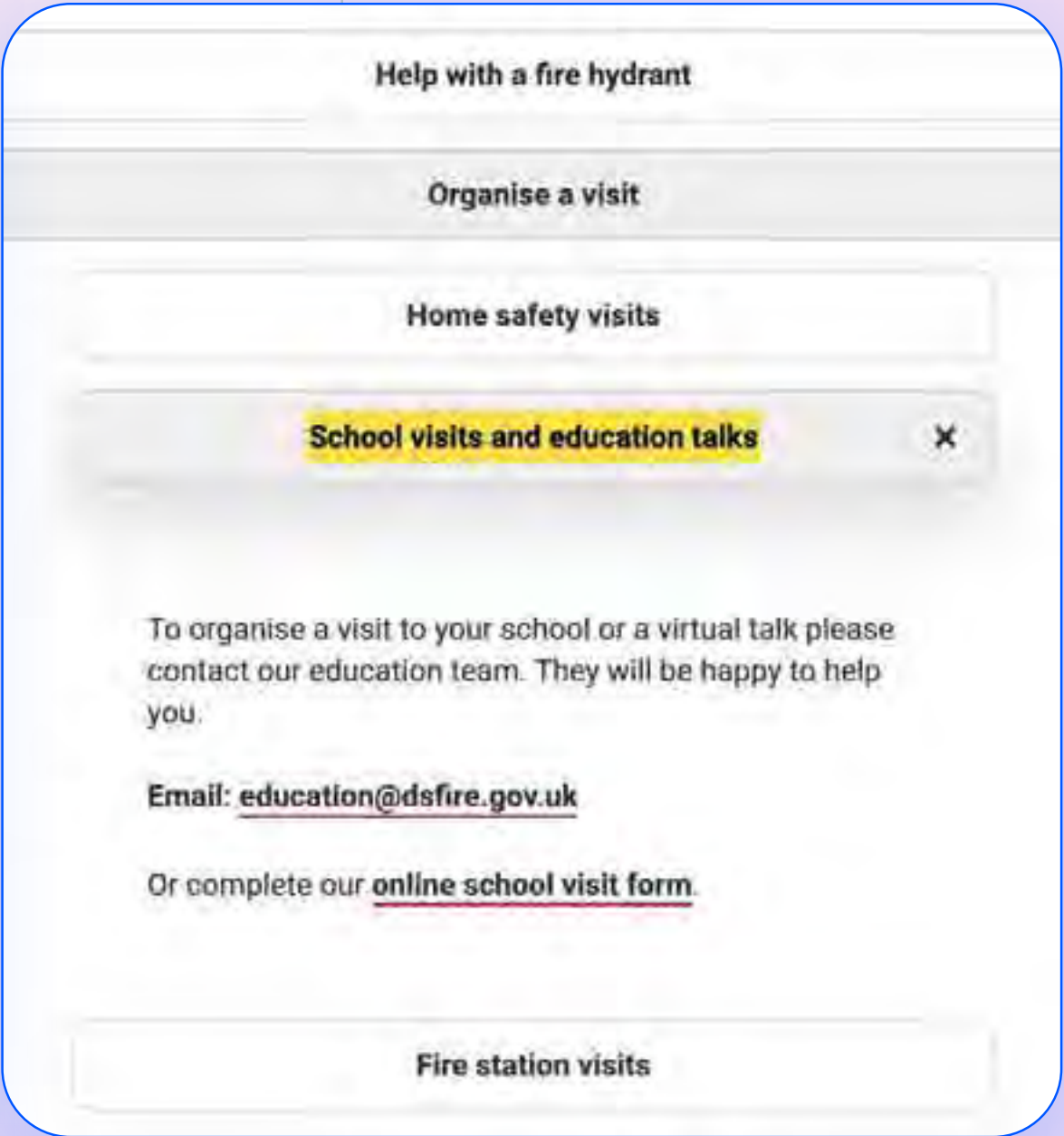
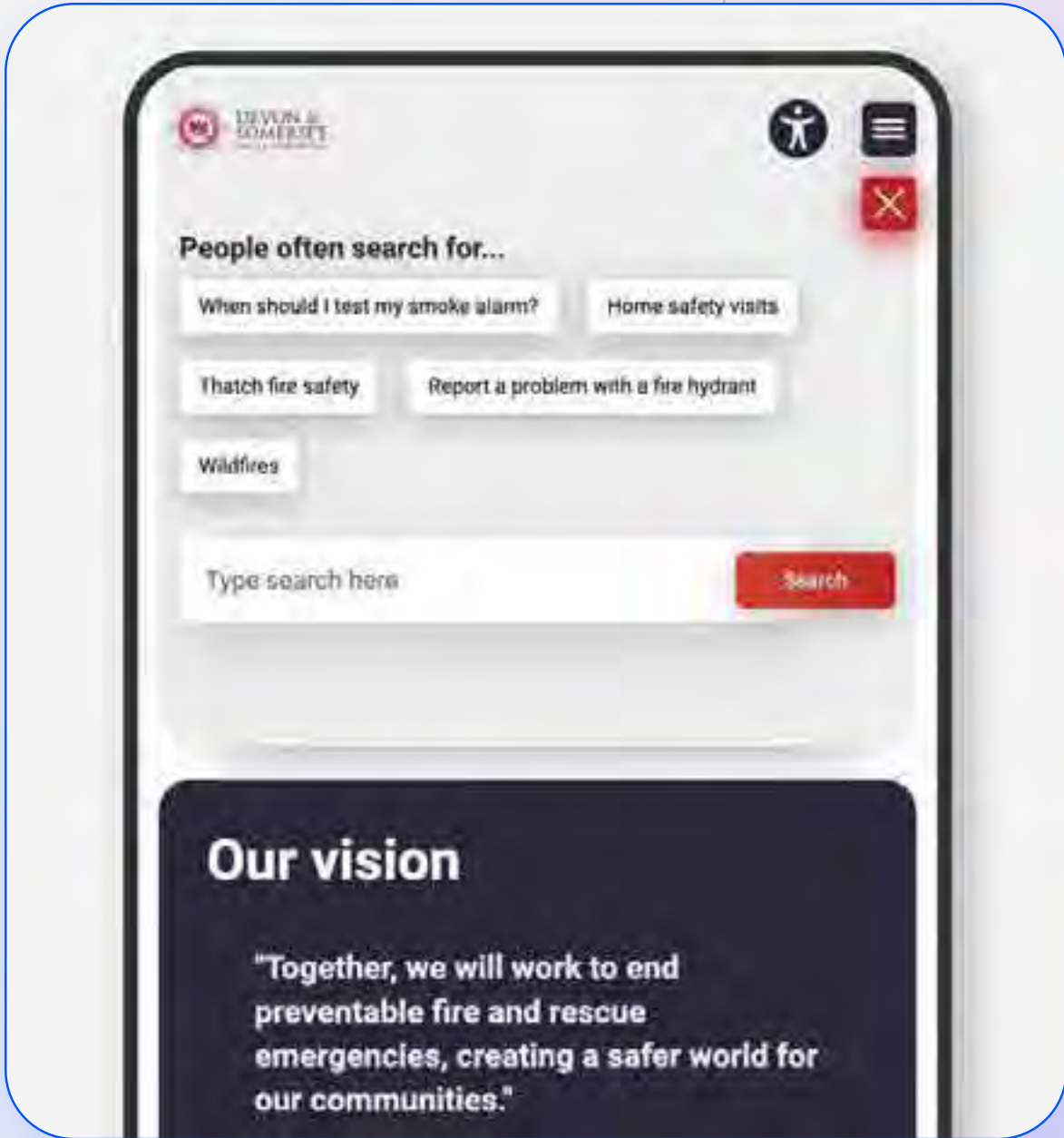
One of the first discoveries was a desire to reduce the number of enquiries to the Service and their contact centre, which generated a significant offline cost, a prime example being where multiple reports of the same incident were being collected. There was, however, also a desire to increase the quality of any enquiries, with users informing themselves ahead of first contact, which could manifest in different ways, for example by finding easy-to-understand fire safety information, standards, or offline materials for educational purposes via the website. We achieved this with an innovative discovery mechanism for fire safety information,

a triage-style contact process to direct users to the correct part of the Service, in addition to an easy-to-use home safety visit booking mechanism.

The public demands value for money, and a great way to demonstrate the hard work that goes into keeping them safe is with data. The output of this was to design and build incident and headline data feeds into the product. Specifically this included surfacing incident data on the site using a bespoke API to pull incident data from the Service's internal platforms into the website in realtime, and display it intuitively via visual maps.

For more details please visit www.dsfire.gov.uk

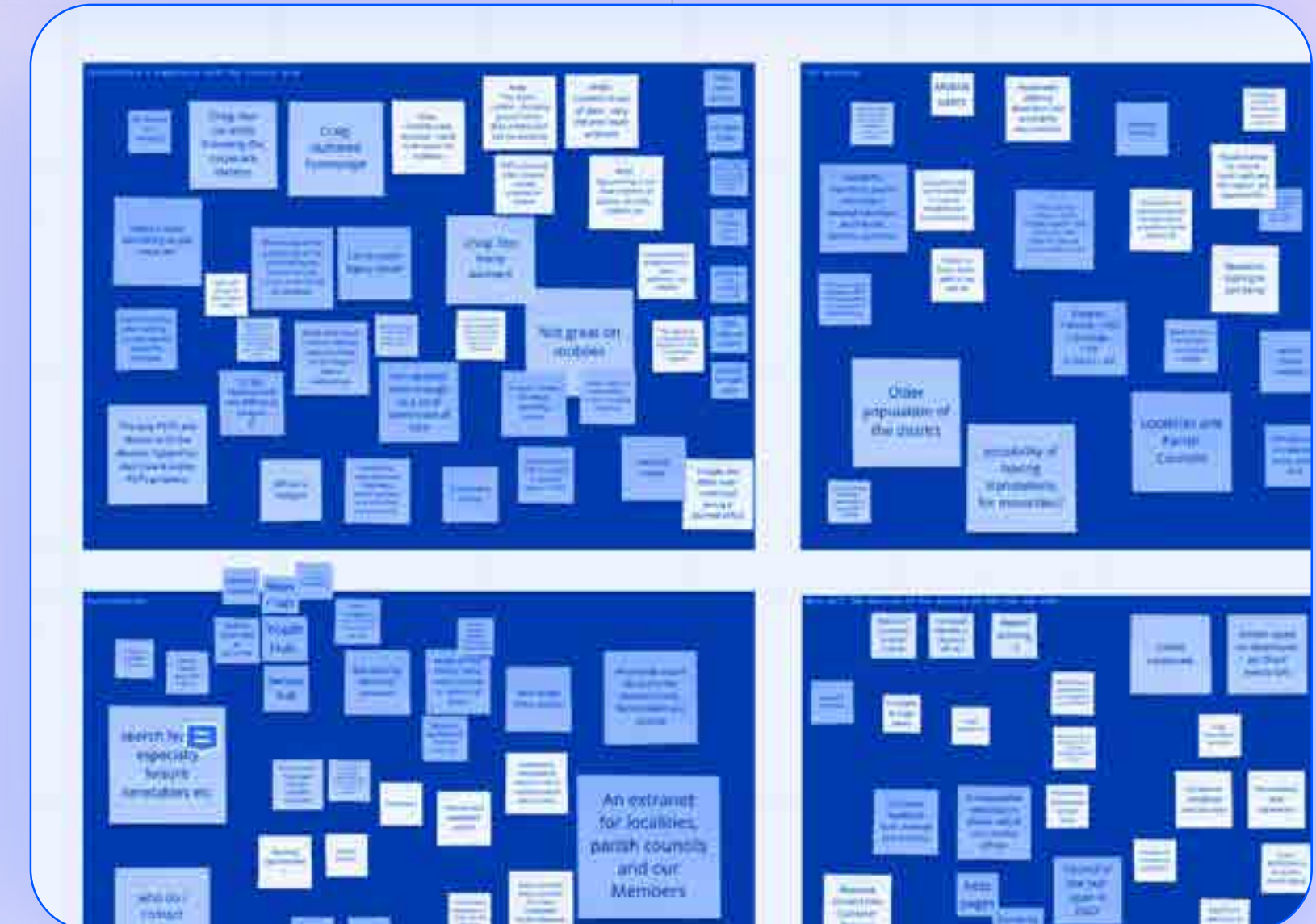
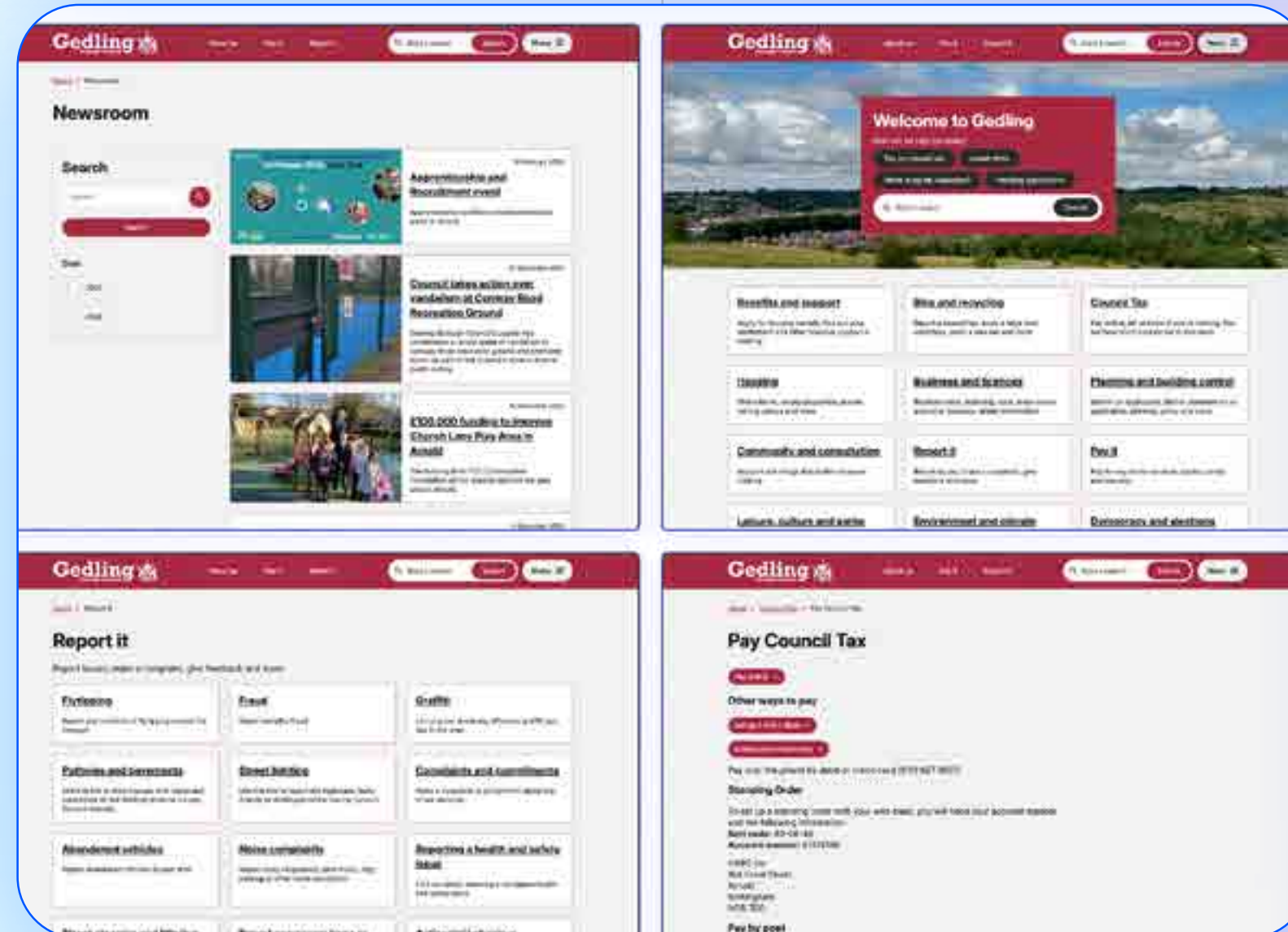
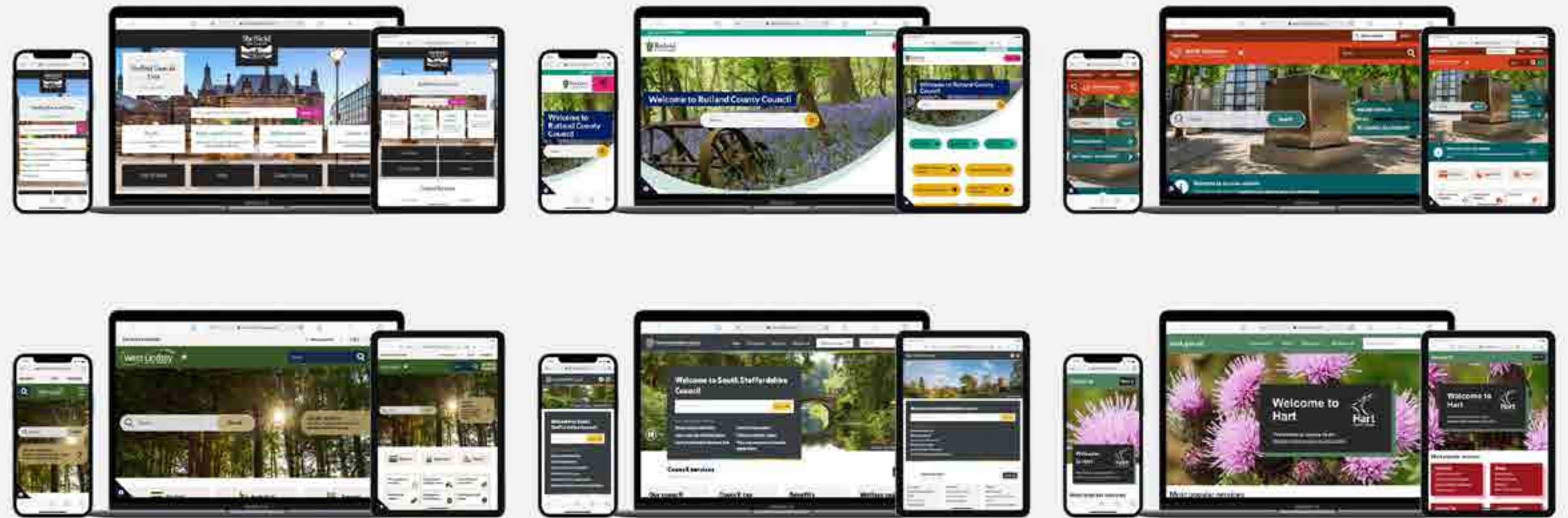
- Drupal
- Support and maintenance
- Development
- Cloud hosting



LocalGov Drupal

We support LocalGov Drupal websites for district, city, and county-size local authorities including intranet and microsite solutions. By using a solution that is already configured for the requirements of local authorities, we can deliver and scale our offering at speed and within budgets for the public sector.

Big Blue Door is an [official LGD supplier](#), regularly contribute to the LGD codebase, and are active members of the community as well as sponsors for several LGD events. We are also founder members of the [Open Digital Cooperative](#).



Meeting accessibility guidelines, robust security, and completing many customised integrations and enhancements for our clients, we also give code back to the LocalGov Drupal community to improve its offering for all.

Alongside this framework we use our industry-standard discovery process following design thinking, common design patterns, stakeholder engagement, and user testing, whilst also maintaining and enhancing the brand for digital presentation across different screen sizes.

We ensure stakeholders are part of the project team from the outset of a project. Using agile ceremonies we make sure the project is always on track. Above you can see an excerpt from a stakeholder engagement session and below the output from a card sorting session. By including both internal stakeholder and members of the public we can ensure that solutions we deliver are tailored to the needs of the council.

All of our LocalGov Drupal products feature a distinct visual style to express each council's individual brand look and feel. Meeting accessibility

standards is always a huge part of the design and build of these products and it is easy to test accessibility from the early stages of visual design all the way through to delivery of production-ready code.

All of products are tested with real users to deliver insights on improving their experience. We use a combination of in-person, online, moderated and unmoderated testing approaches to deliver testing on time and on budget, delivering simple-to-digest yet insightful reporting with actionable steps to take. Find out more about our [LocalGov Drupal "Plus" service.](#)

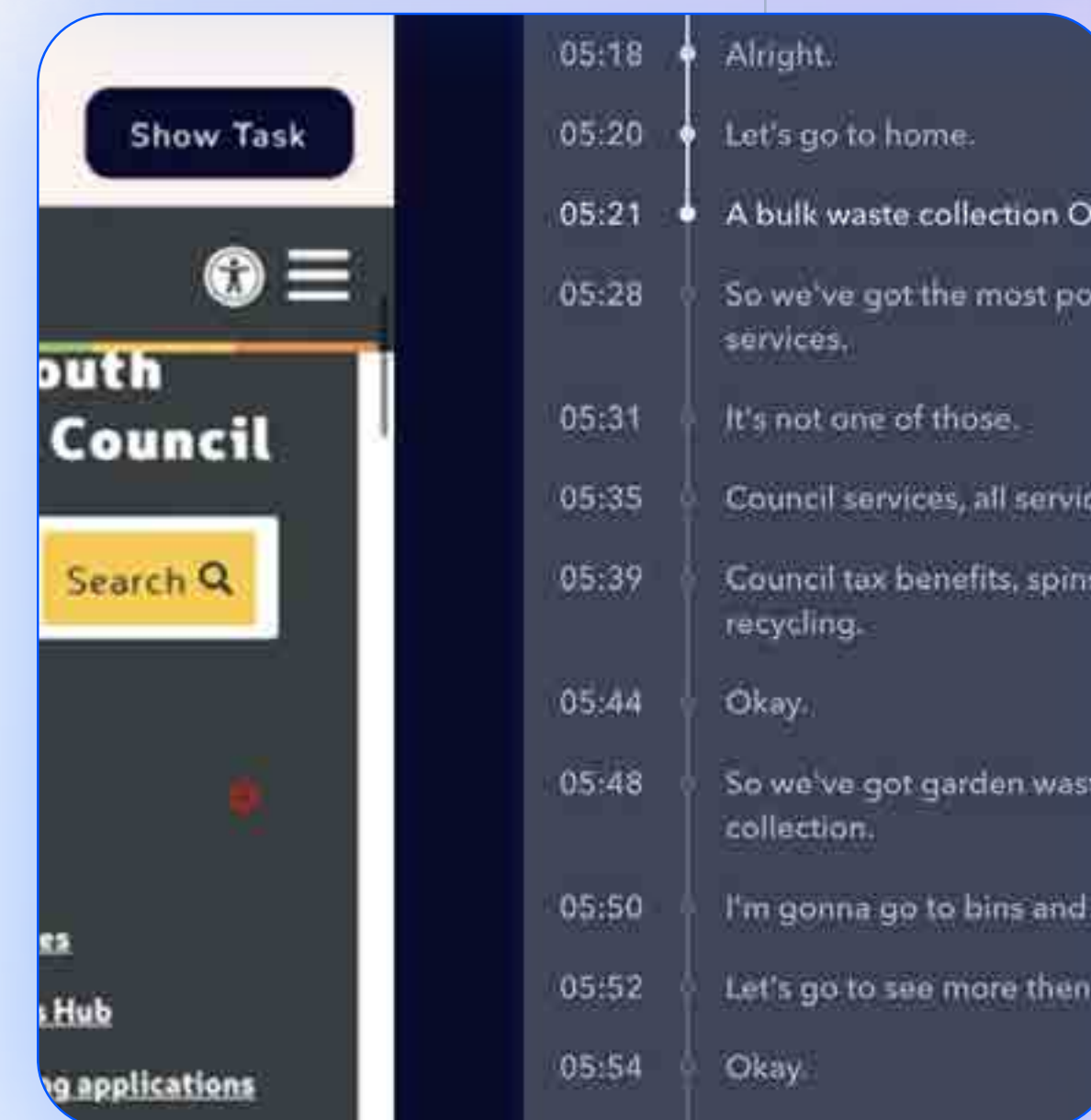
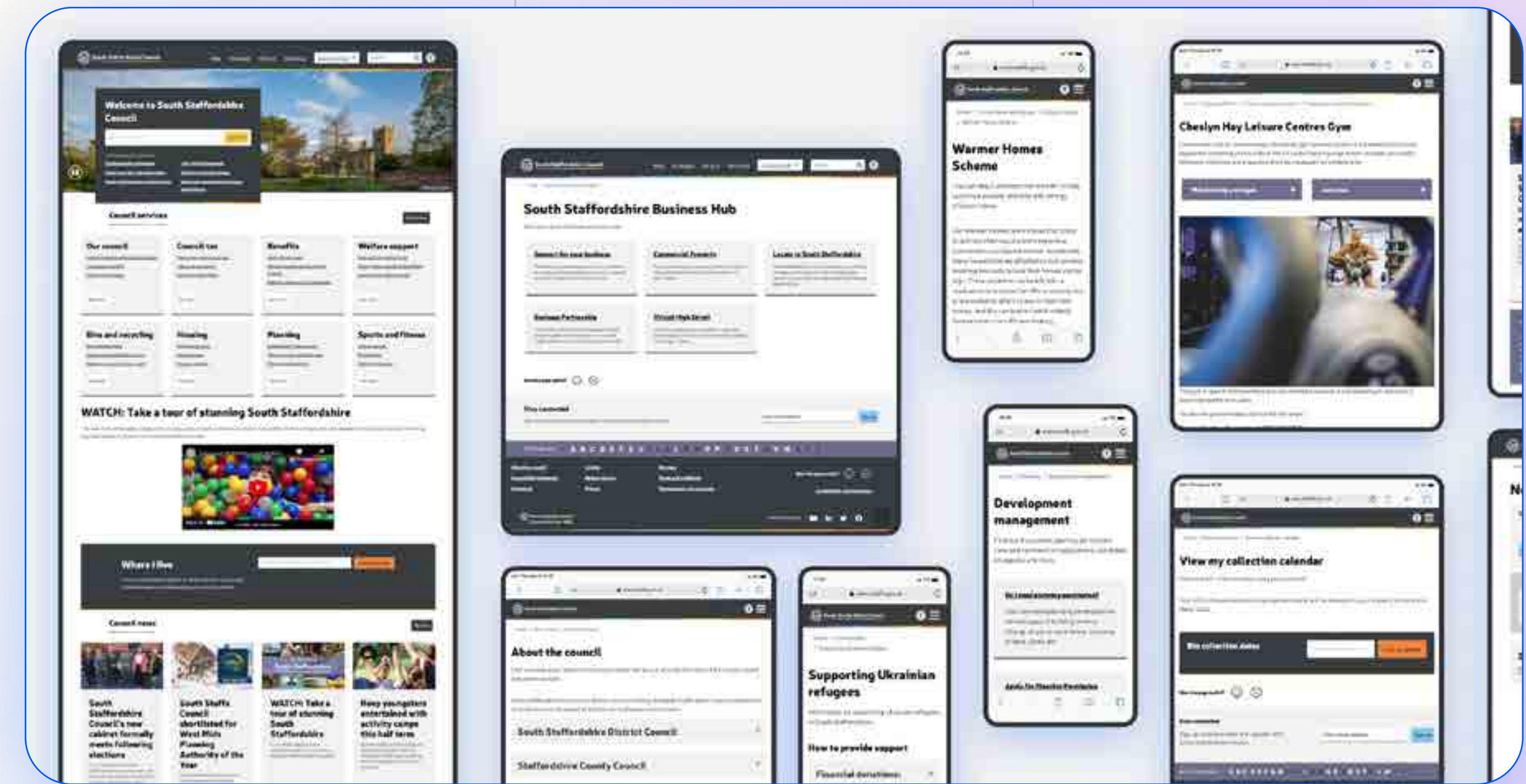
Drupal

Support and maintenance

Development

Cloud hosting

Headless



Big Blue Door - South Staffordshire Council - User Testing Report

June 2023

Conclusion

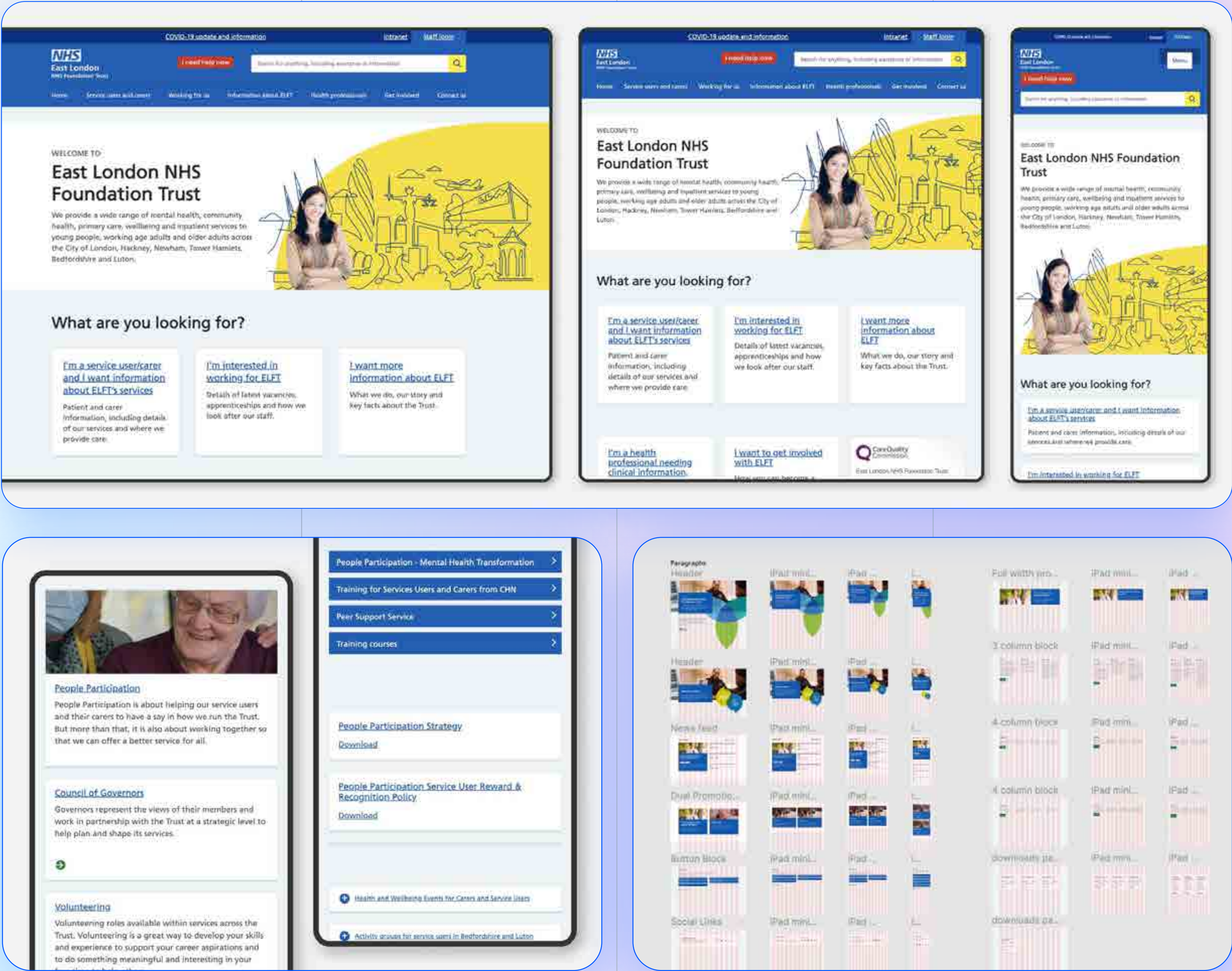
All users encountered some questions that posed difficult to answer.

The garden waste collection service signup worked well for most users. However, some users found the different styling and lack of menu difficult to navigate away from onto other pages. Some users found the length of content a challenge on this page too. There was also some confusion around the naming of it being a subscription, when the question was about the service. One user found the length of descriptions on this section too long and it should be accommodated with a link to another page.

On the bin collections form some users noticed this is a separate website different. It would reduce user friction if the users had a seamless experience consistent branding, styles and fonts on this system. The dropdown box with number of subscriptions were noted as a strange way to articulate the something like 'number of bins to subscribe to' might be better.

East London NHS Foundation Trust

Working in partnership with the East London NHS Foundation Trust in order to redesign and redevelop the Trust’s flagship website, as well as their intranet.



Big Blue Door has been successfully working in partnership with the East London NHS Foundation Trust (ELFT) since June 2021 in order to redesign and redevelop the Trust's flagship website, as well as their intranet. With an annual turnover of over £400m and operating across 160 sites, the Trust required a new cutting-edge digital solution which incorporated a range of new technologies to deliver innovative content to its users.

Our team completed a number of remote engagement sessions across key users and stakeholders; these sessions explored the existing Trust website and why users visit the website in the first place, current likes and dislikes, as well as aspirations for the future. Our team also completed a full Information Architecture (IA) review using Miro, to map out the old website and proposing a new streamlined structure: this analysed how to present content to two distinct audiences (professionals and members of the public), significantly reducing the complexity of their existing IA.

For more details please visit www.eft.nhs.uk

The overall aims of the project were to:

- Support the Trust's Digital First strategy by having strong transactional functionality and links to existing apps and tools
- Support the integration of fifteen microsites with their own branding
- Be compliant with WCAG 2.1 AAA accessibility standards
- Utilise open source technologies to ensure the Trust has a fully extensible technology model going forwards
- Consider the wider infrastructure to take advantage of cloud hosting and associated benefits

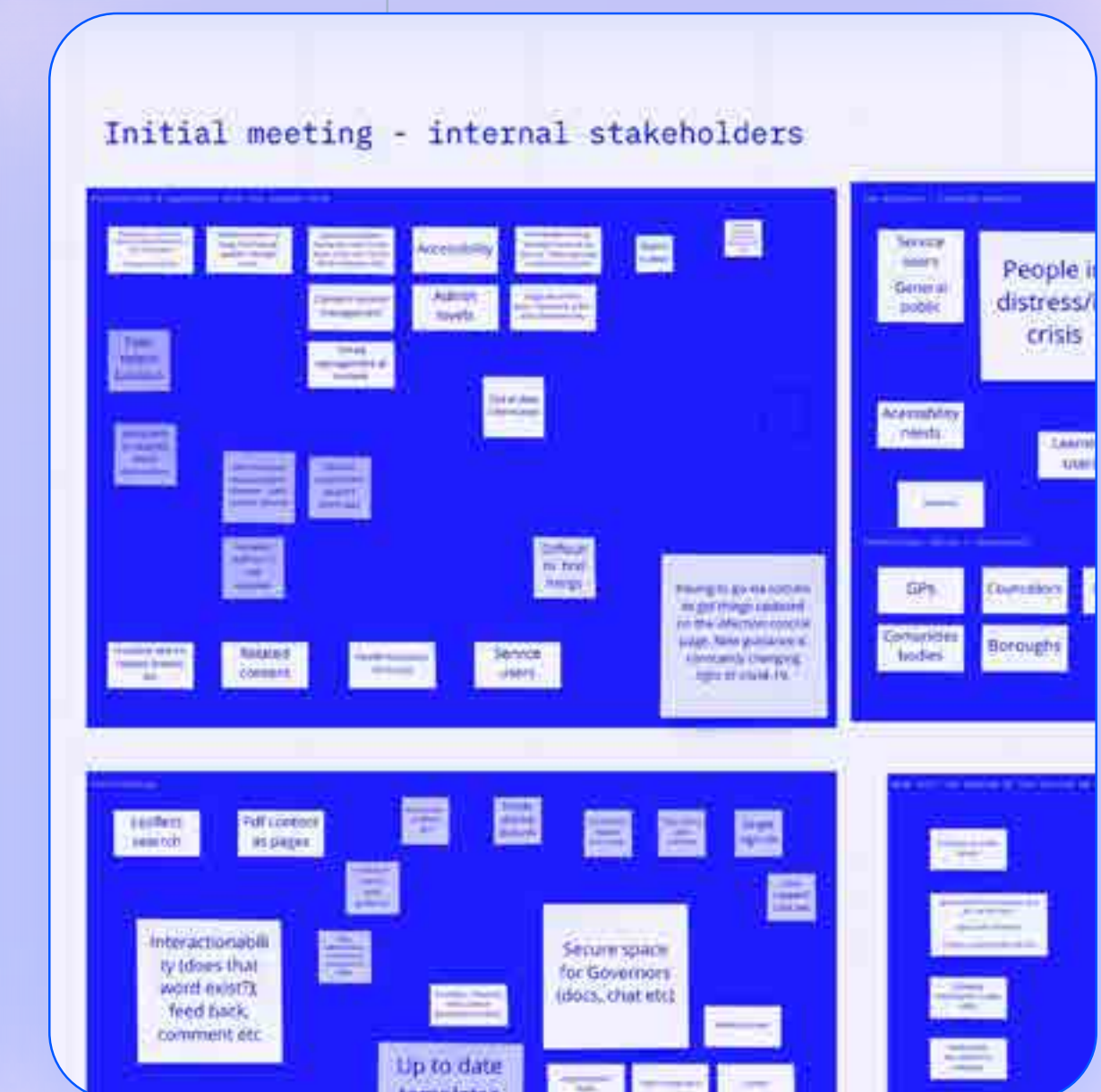
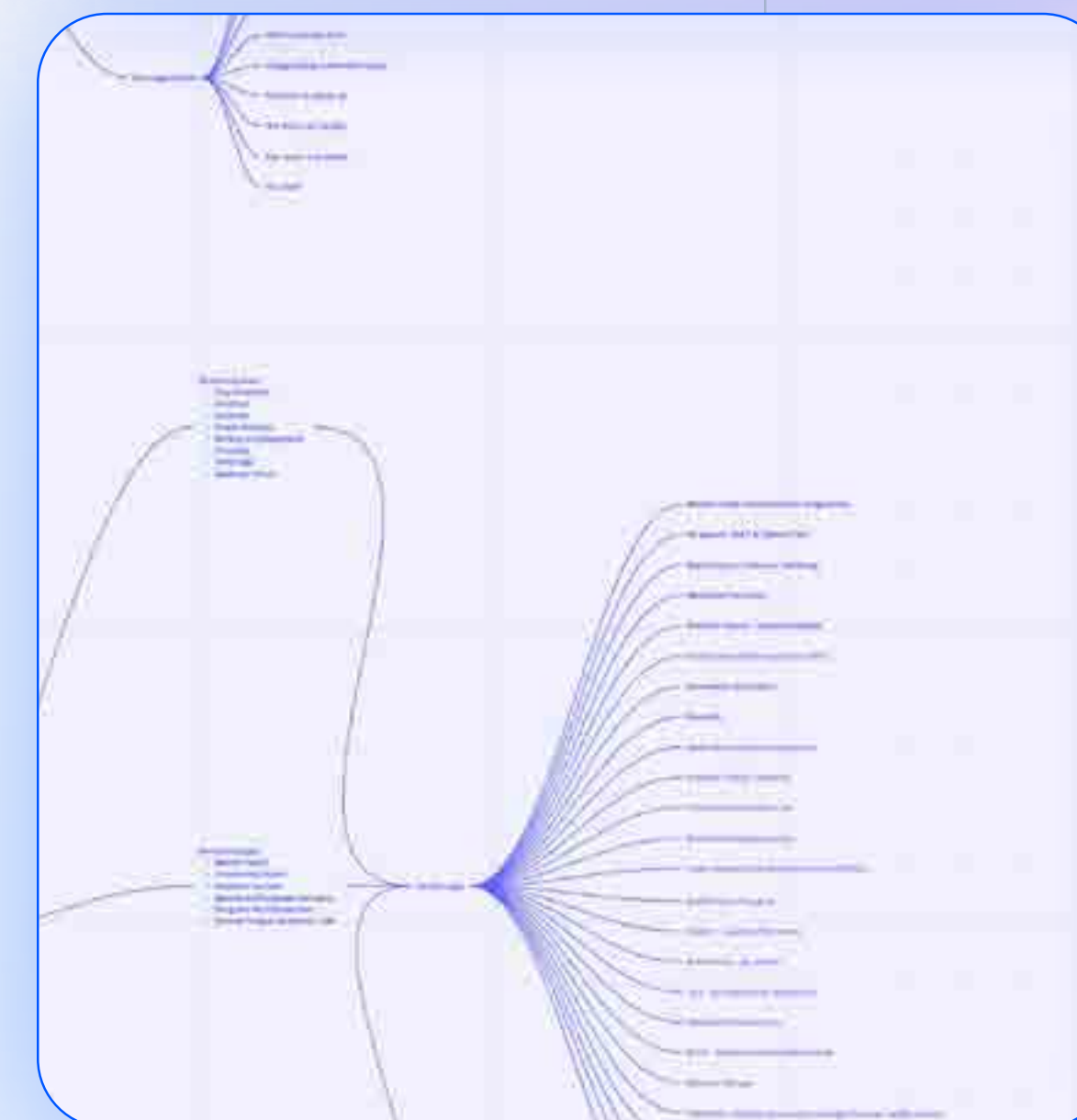
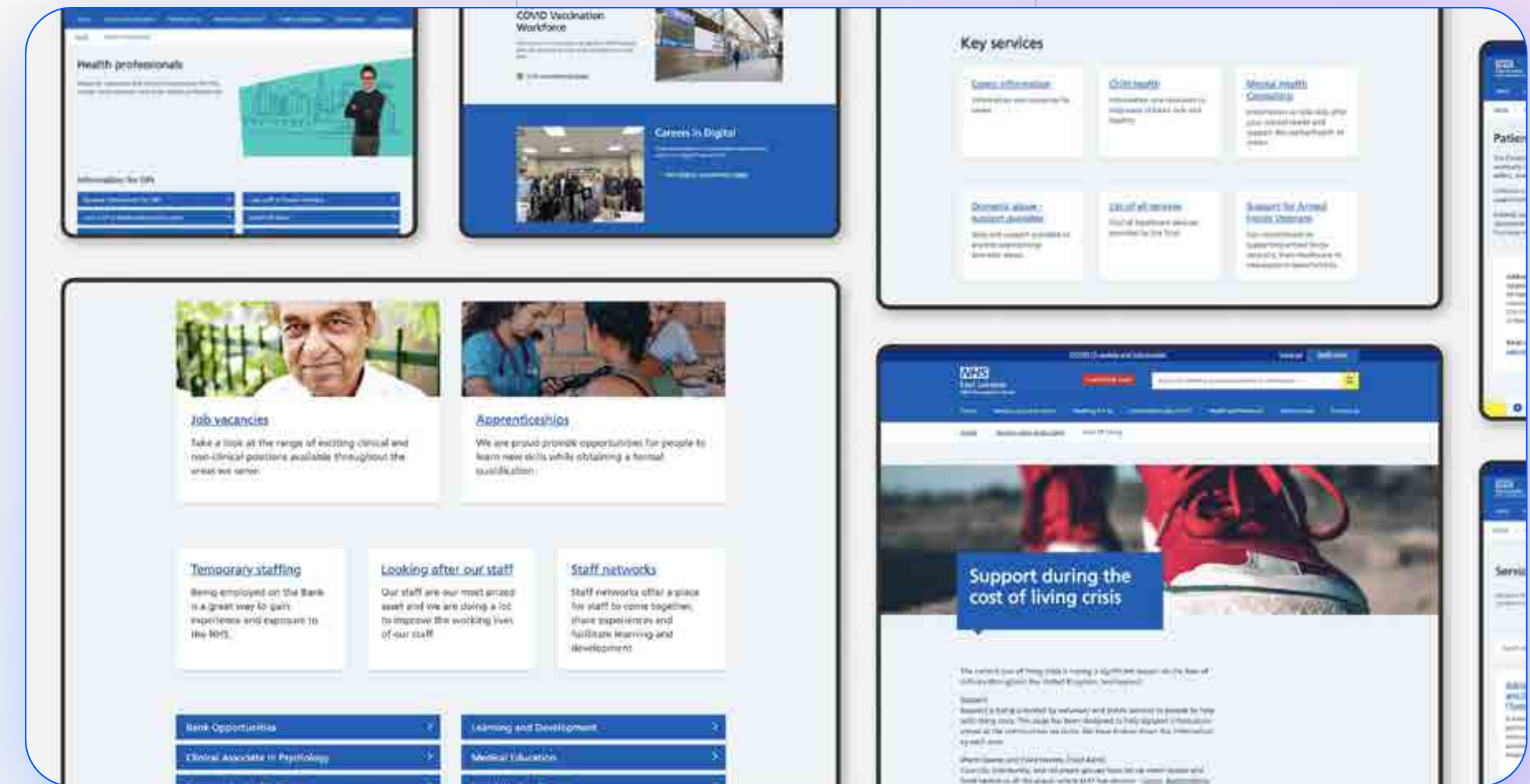
Drupal

Support and maintenance

Development

Cloud hosting

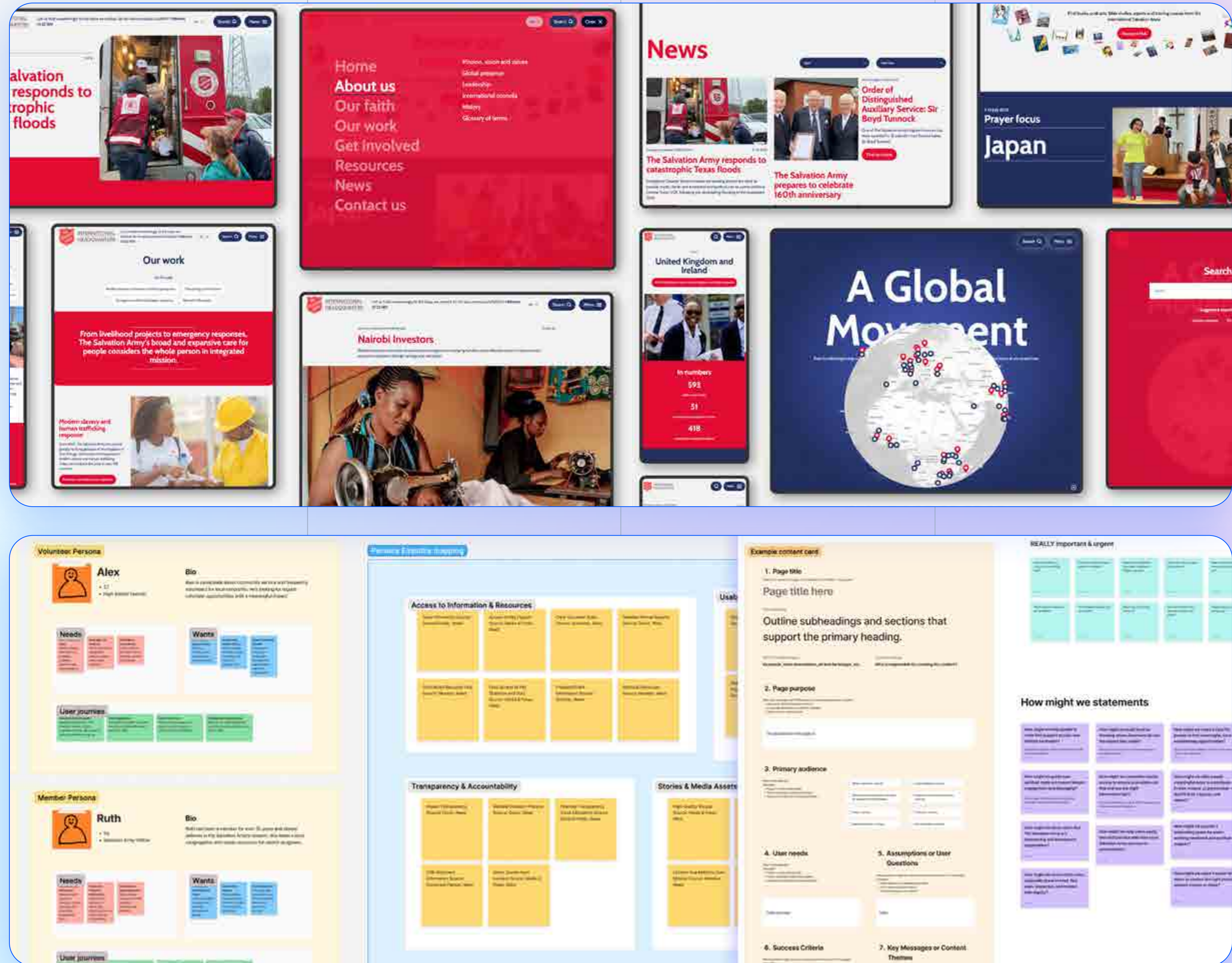
Microsites



Salvation Army International

Marking 160 years with a new digital presence

Big Blue Door worked with the Salvation Army to deliver a modern Drupal 10 website for the International Headquarters' digital estate, launched for the movement's 160th anniversary. The website provides a scalable, accessible, and engaging digital home for audiences across 130+ countries.



The Salvation Army is a global Christian movement active in more than 130 countries, known for its worship and its wide-ranging work in social justice, humanitarian aid, and community support. To mark its 160th anniversary, the organisation sought to transform its digital presence with a new International Headquarters website.

Big Blue Door was appointed to deliver this ambitious project: a complete rebuild of the website for the Salvation Army's International Headquarters. The new website needed to reflect the breadth of the organisation's work, showcase its global reach, and provide a digital home that is accessible, reliable, and easy to navigate for audiences worldwide.

The project began in October 2024 and launched in July 2025, coinciding with the Salvation Army's 160-year anniversary celebrations.

The launch of the new International Headquarters website marked a major milestone for the Salvation Army. Unveiled in July 2025 as part of their 160th anniversary celebrations, the new website provides

a modern, accessible, and engaging platform that reflects the global scale of the organisation's mission.

The project has delivered a website that offers clear, intuitive navigation for diverse audiences, reflects the Salvation Army's heritage while positioning it for the future, and provides a reliable, secure, and scalable foundation for ongoing digital growth.

By combining deep stakeholder engagement, robust technical delivery, and a carefully designed system, Big Blue Door has created a digital home that will serve the Salvation Army's international community for years to come.

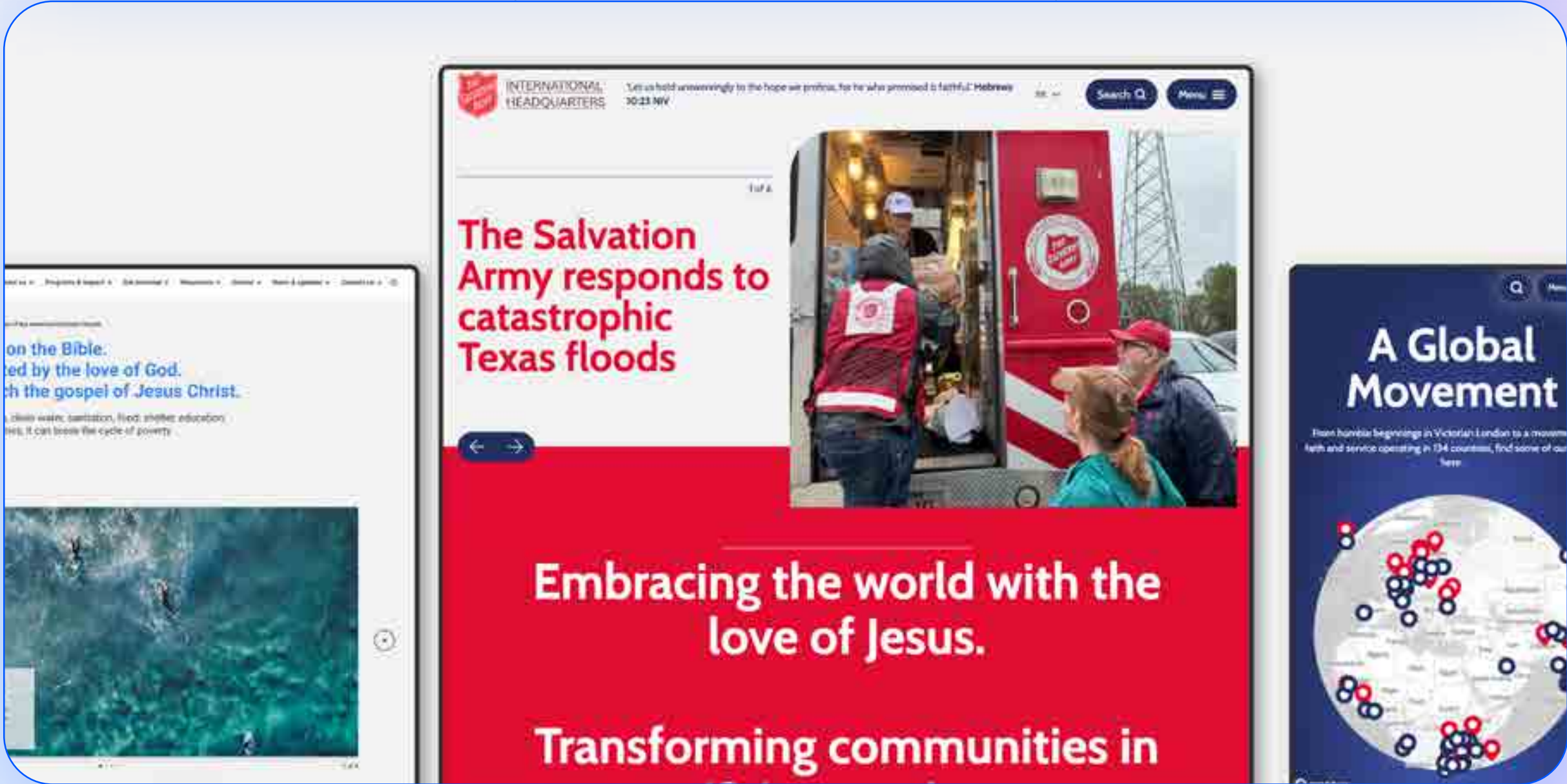
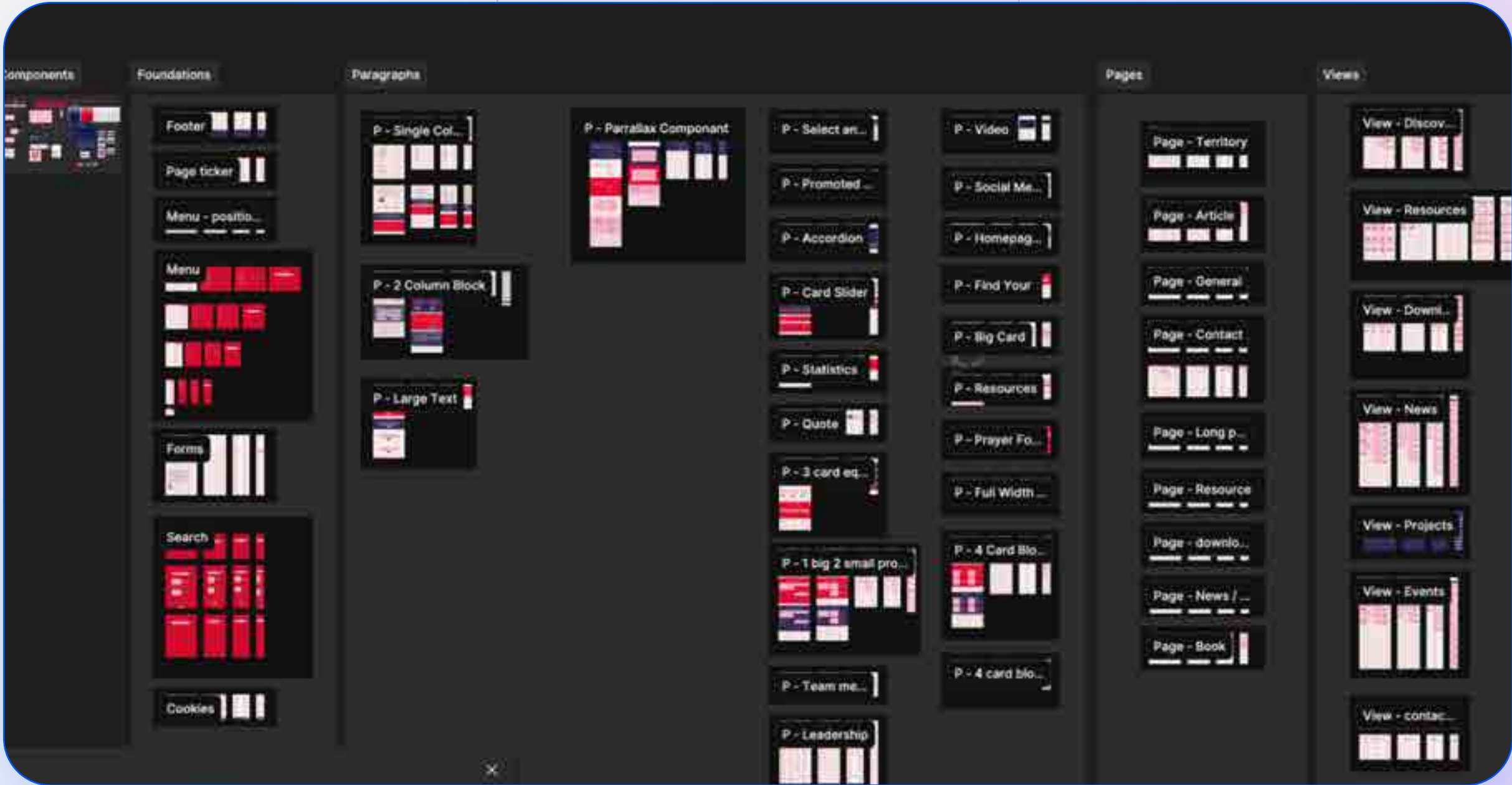
For more details please visit www.salvationarmy.org

Drupal

Support and maintenance

Development

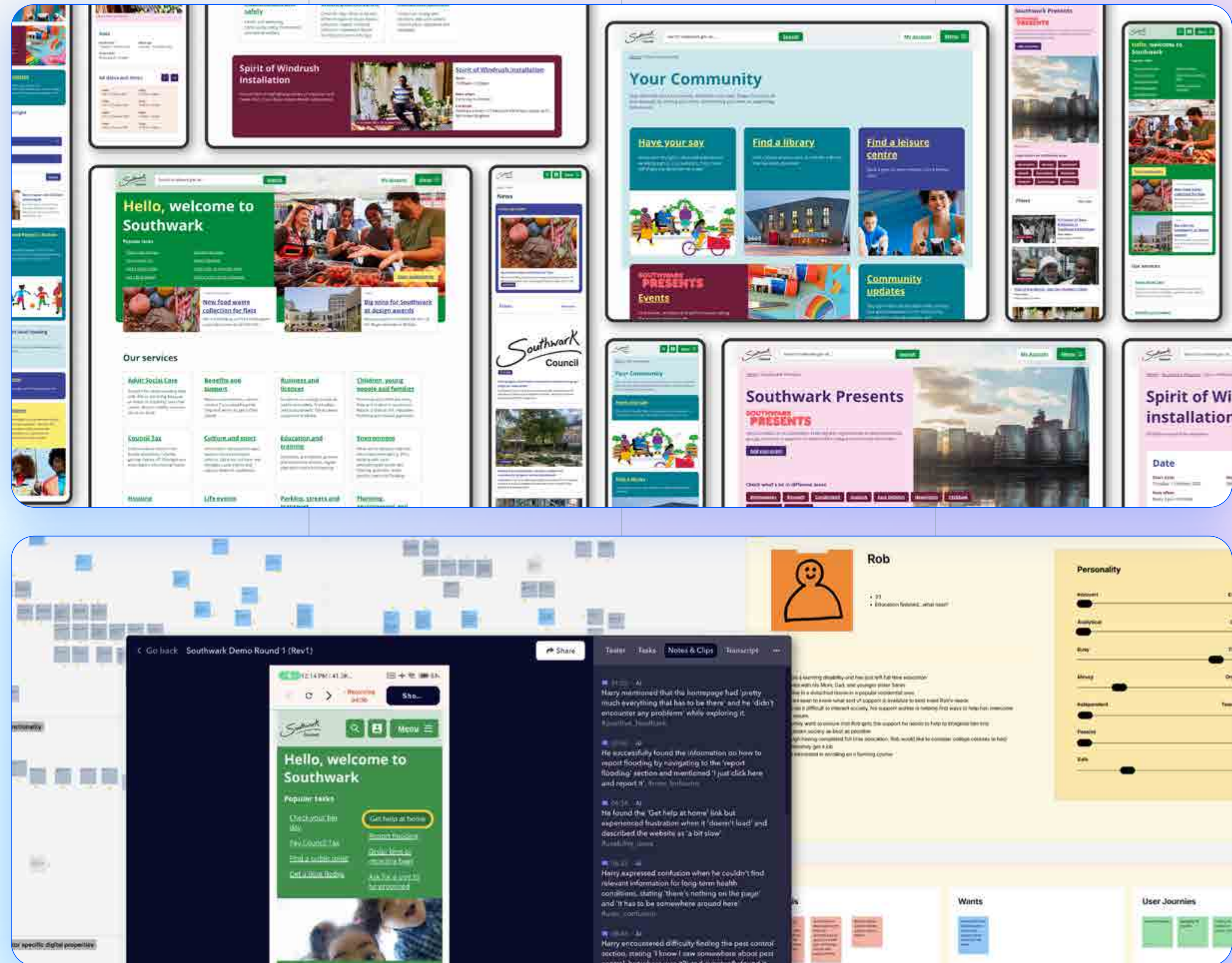
Cloud hosting



London Borough of Southwark

Delivering a modern, accessible digital platform using LocalGov Drupal.

Big Blue Door has been delighted to partner with the London Borough of Southwark to deliver a transformative new digital presence for the Council using LocalGov Drupal (LGD). This project involved a complete overhaul of the Council's online presence, replacing an outdated and inflexible CMS with a modern, user-friendly, and fully accessible solution.



The new website, launched at southwark.gov.uk, as well as the creation of a specialised LocalGov Drupal microsite distribution to promote local wedding venues, empowers residents with a seamless digital experience, while providing Southwark with a powerful content management system that supports their ongoing communication needs.

As part of the design phase we delivered and open sourced the design system. The design system, now available publicly on Figma, provides a comprehensive set of components, patterns, and guidelines designed to streamline the design process and ensure consistency across projects. It was delivered at four screen sizes to aid the handover to the technical development team. This system also supports a range of third party solutions that Southwark works with (e.g. My Account, Moderngov) to follow the new centralised look and feel creating a seamless user experience for residents regardless of technical platform.

For more details please visit www.southwark.gov.uk

Drupal

Support and maintenance

Development

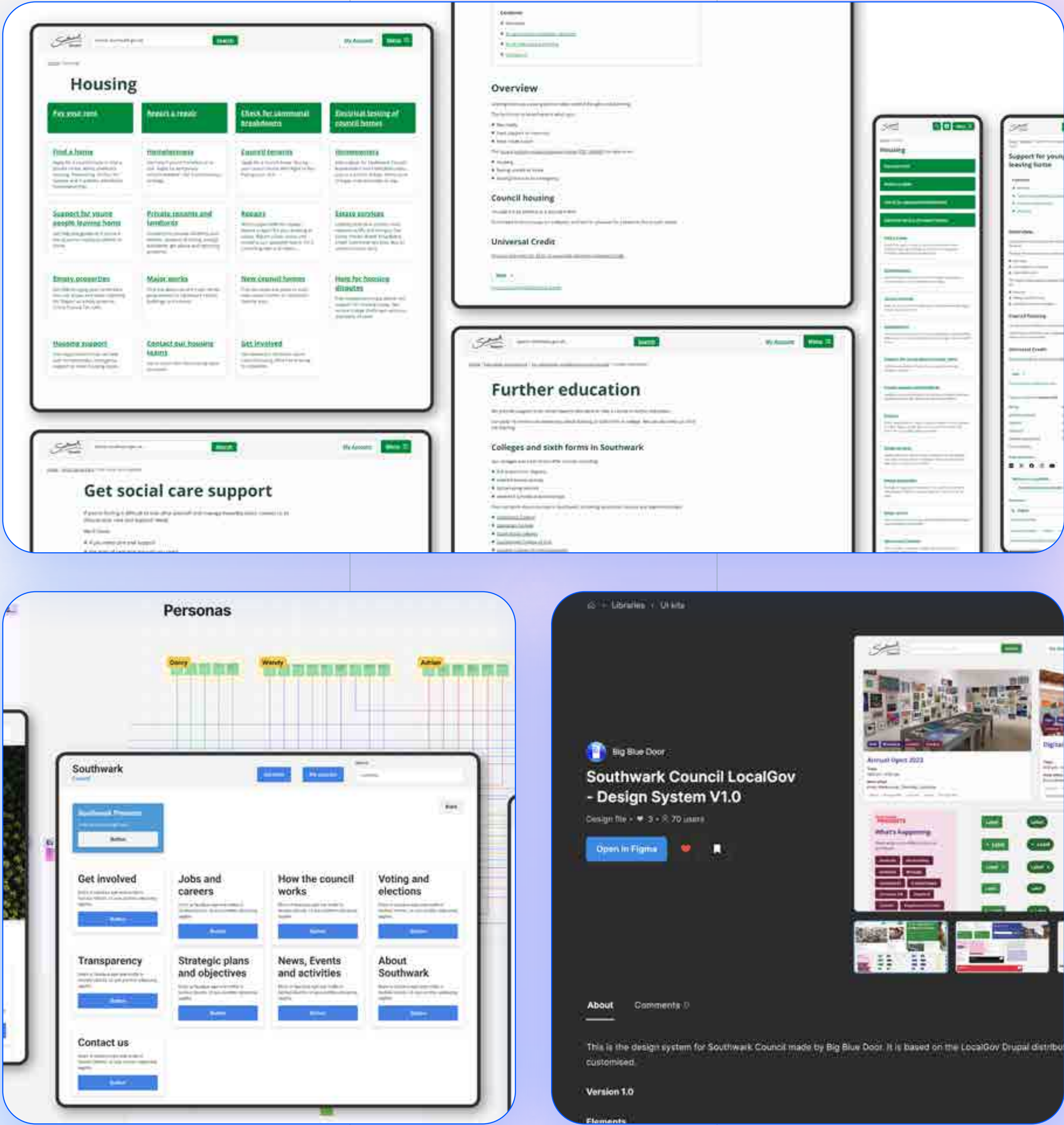
Cloud hosting

Microsites

Big Blue Door worked closely with the Council to introduce a content governance model where each piece of content now has an assigned content owner. This ensures that every page, service description, and guide on the website has a clear point of responsibility within the Council, supporting the long-term quality and accuracy of information.

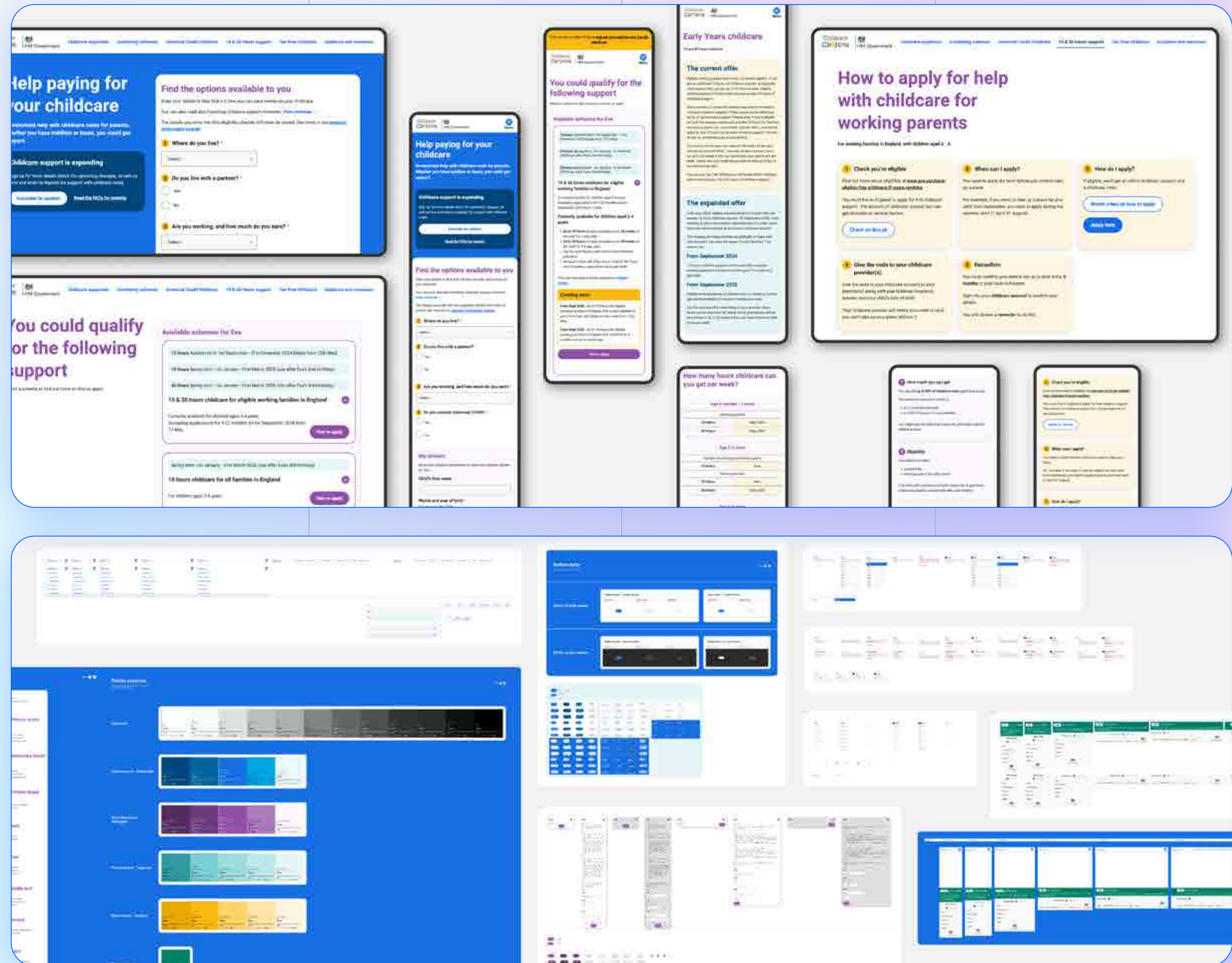
User experience (UX) design played a crucial role in the project. Big Blue Door employed a user-centred approach, incorporating user feedback from the research phase to create an intuitive and accessible website. Key UX elements included:

- Clear navigation
- Search functionality
- Responsive design
- Accessibility features



Childcare Choices

The childcare policy changes being rolled out throughout 2023, 2024, and 2025 necessitated a full rebuild of the product into a flexible and agile tool. The goal was to provide simple and accurate information for residents of England, Scotland, Wales, and Northern Ireland as the changes were implemented.



To streamline the form processes, we developed decision trees that guided our early design decisions. These decision trees were crucial in creating a simplified user experience. Meanwhile, the central government teams rewrote the content to ensure clarity and accuracy.

We wireframed multiple approaches to accessing information, focusing on minimising the required user input while ensuring the information provided was current and accurate. Our wireframes also incorporated upcoming changes, such as the expansion of the 30-hour childcare support.

The visual design of the product emphasized utility and aligned with other leading public sector platforms like gov.uk, while still offering a distinct look through typography and color choices. The goal was to create an accessible and user-friendly utility that allowed users to navigate a changing system with confidence.

On launch, the product has proven highly popular, with a significant increase in traffic compared to the previous version. Notably, the number of mobile

users has increased significantly, indicating the product’s improved user-friendliness and its utility as a quick reference tool before users embark on the more rigorous full applications it links to.

By focusing on user needs and leveraging modern design and development practices, we successfully delivered a product that meets the evolving requirements of government childcare support while providing a seamless user experience.

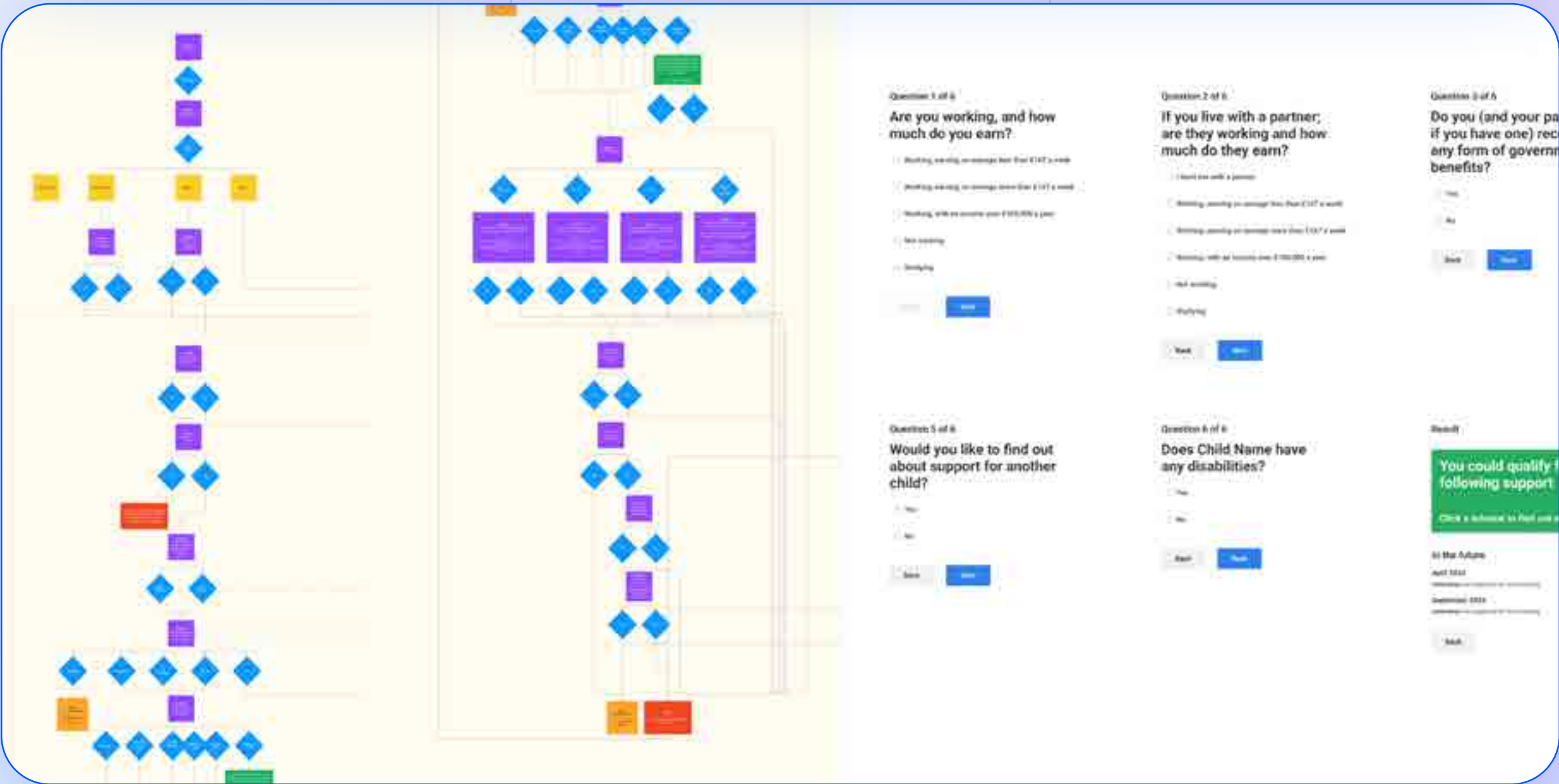
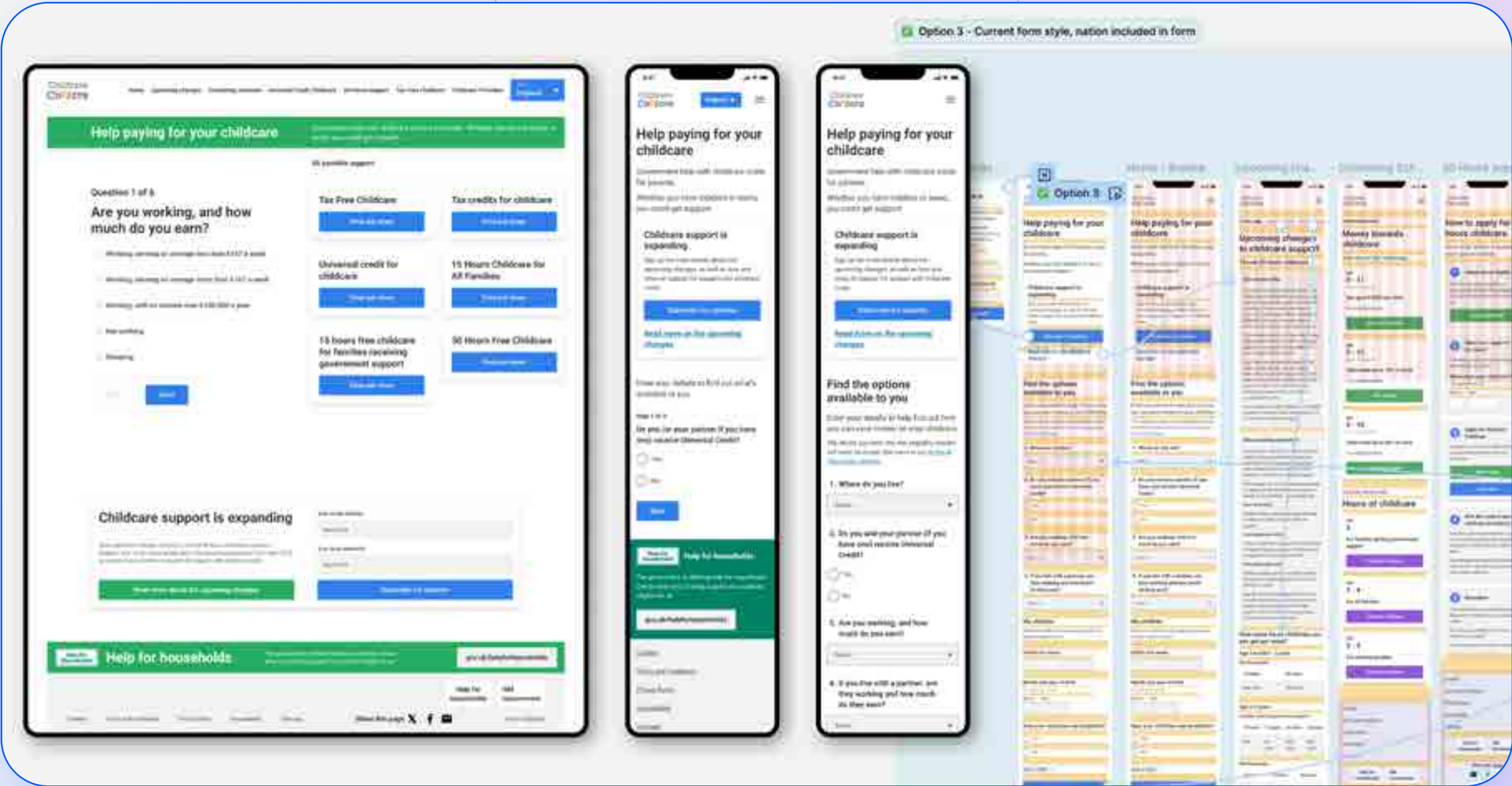
For more details please visit www.beststartinlife.gov.uk

Drupal

Support and maintenance

Development

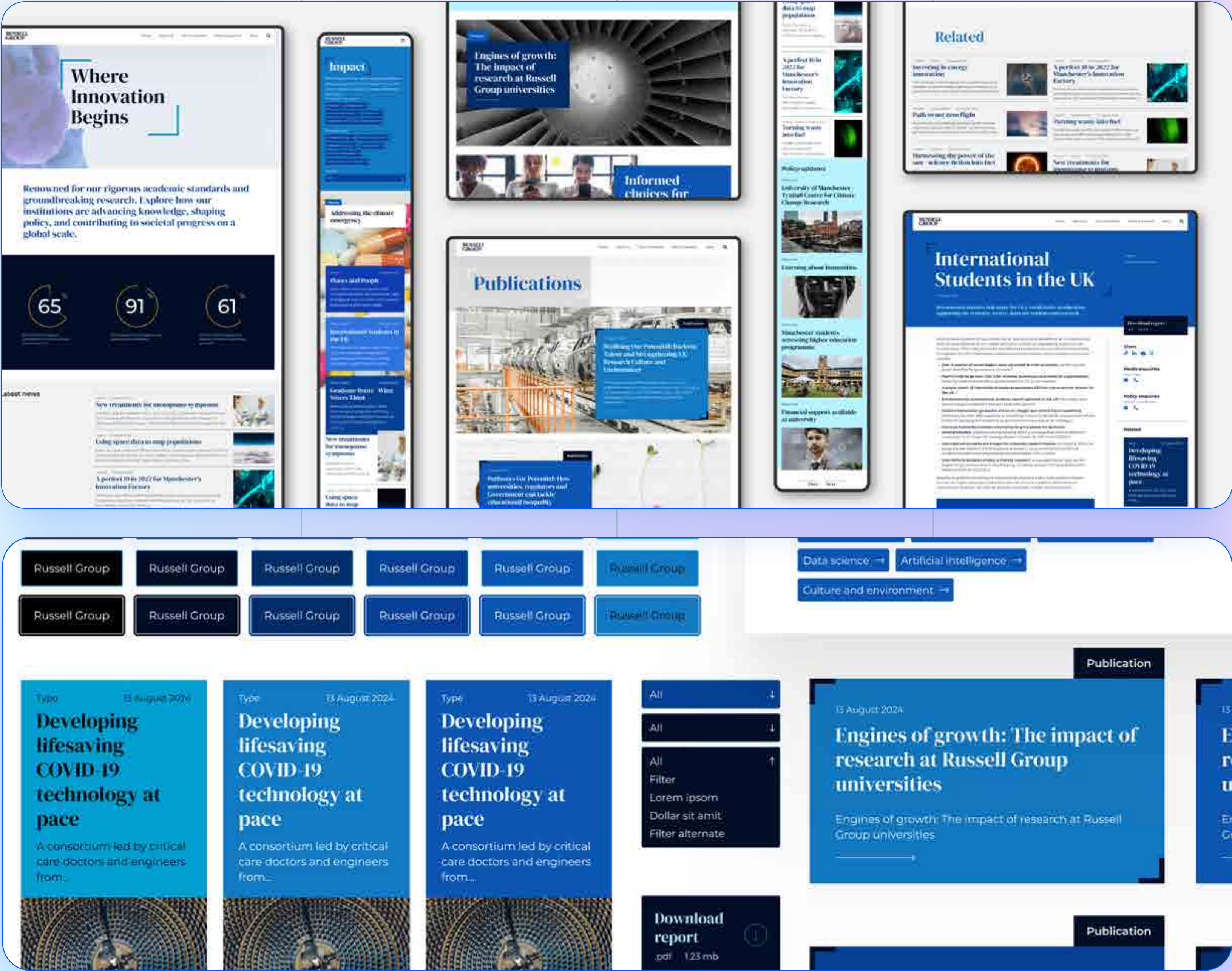
Cloud hosting



Russell Group

A Unified Digital Presence for the UK's Leading Research Universities

Big Blue Door partnered with the Russell Group to redevelop its corporate website, creating a refreshed, accessible, and user-focused platform using Drupal. The new site offers a simplified information architecture, improved mobile experience, and stronger visual identity, ensuring the Russell Group can better communicate its policy work and the collective impact of its 24 research-intensive universities.



Big Blue Door delivered a complete redesign and rebuild of the Russell Group website using Drupal 10. We began with a discovery and content audit phase, streamlining the site's structure and working closely with the Russell Group's communications team to develop a simplified content model.

The new website launched in April 2024, offering a streamlined and accessible experience for users across policy, media, academic and student audiences. The refreshed brand and information architecture have helped reposition the Russell Group's digital presence as modern, authoritative and responsive. We implemented and tested 5 distinct visual styles with internal and external stakeholders, iterating quickly and making decisions as a joined up project team to move into development.

For more details please visit www.russellgroup.ac.uk

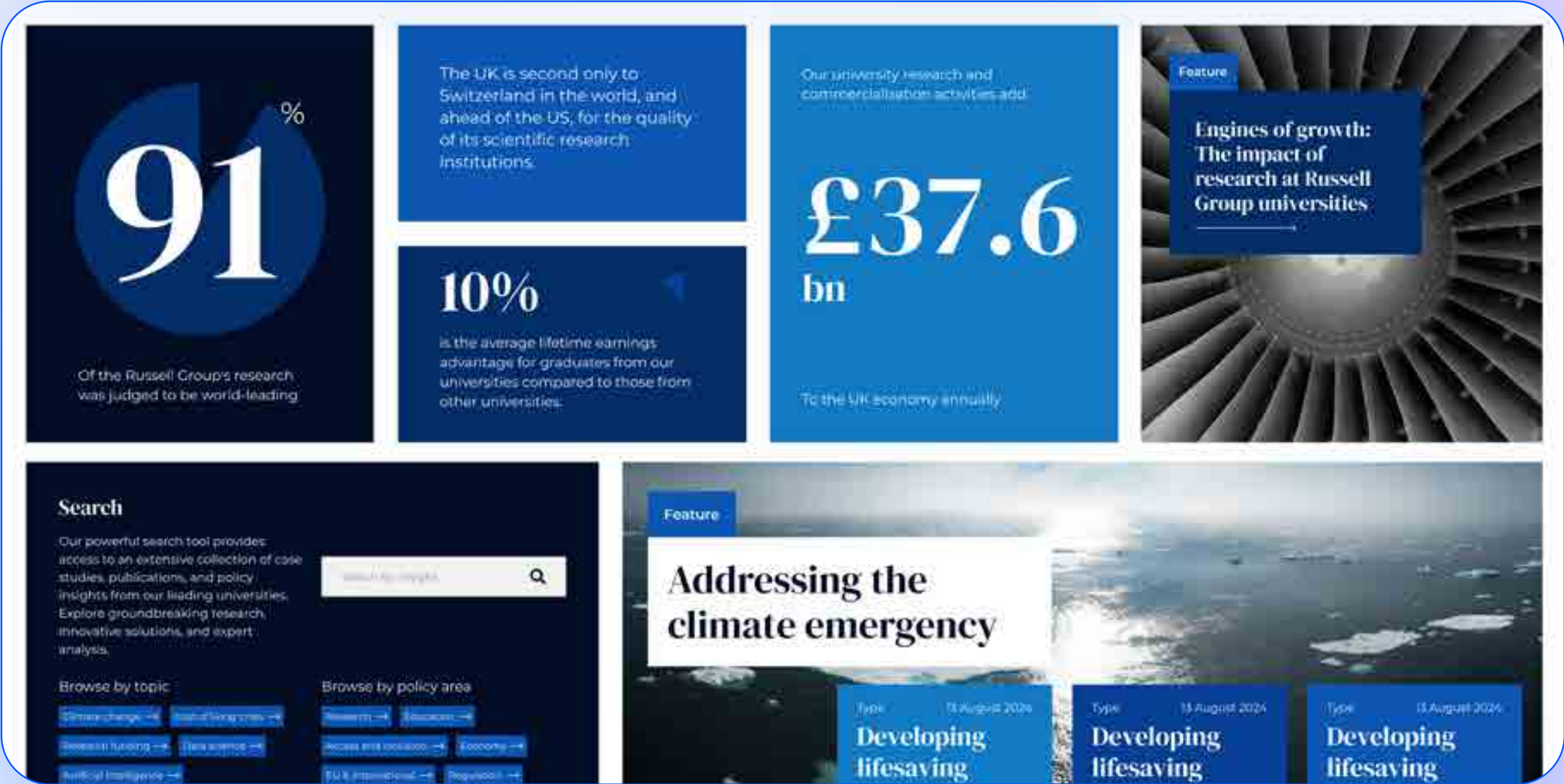
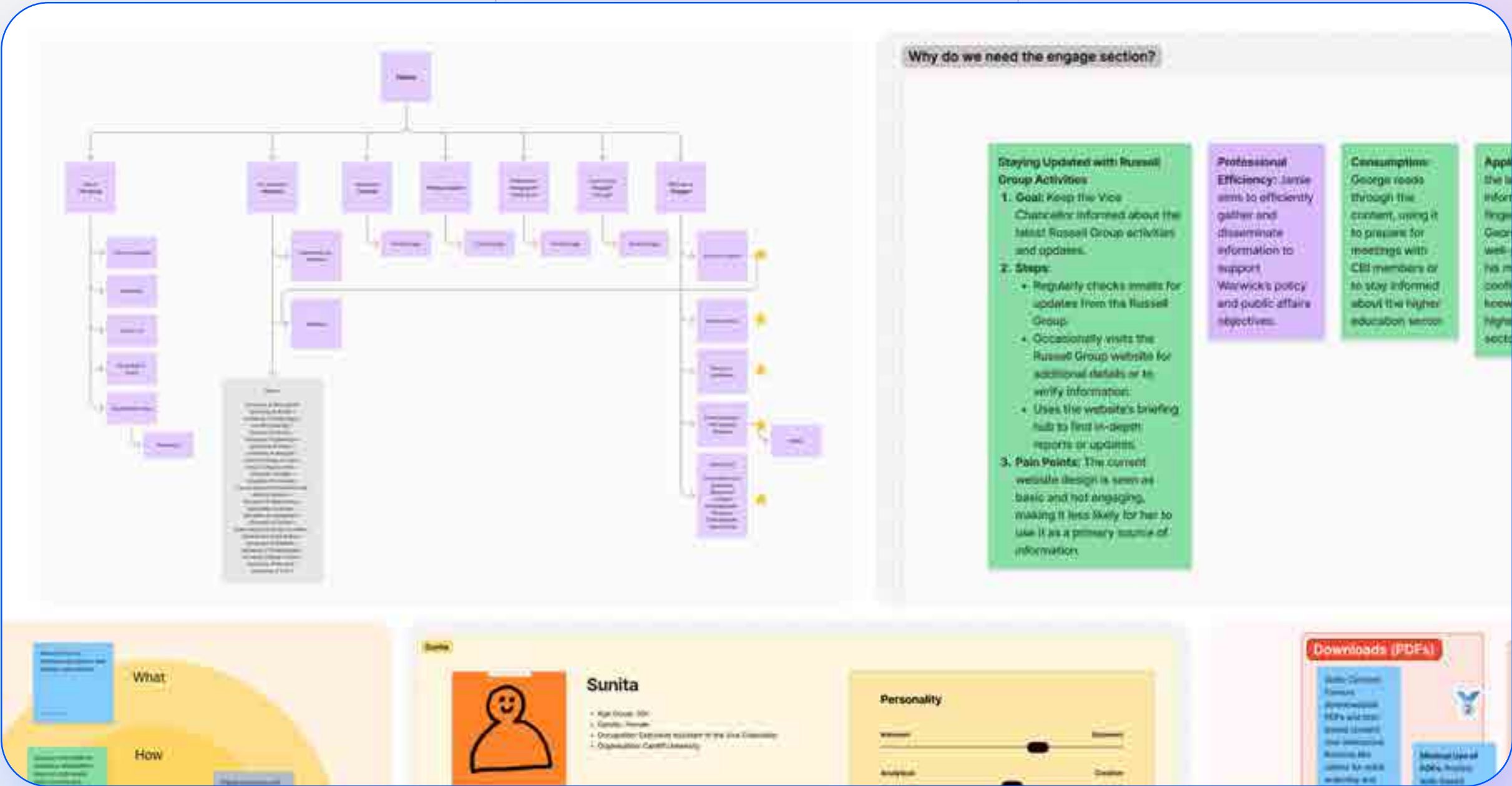
Drupal

Support and maintenance

Development

Cloud hosting

- Key features and services delivered include:
- A new component-based design system built in Figma
 - Full Drupal 10 build with flexible paragraph components (this allowed for complex and flexible content design across the site)
 - Improved tagging and taxonomy system to surface related content
 - Custom resource hub for policy briefings, press releases and publications
 - WCAG 2.2 AA accessibility compliance, tested using Axe, Silktide and Lighthouse
 - Editorial workflows for content governance and sign-off
 - Secure, scalable hosting on Amazon Web Services (AWS) infrastructure



Thank you



Find out more at bigbluedoor.net

Paul Jenkins
Managing Partner

paul@bigbluedoor.net
0203 773 6040

Phillip Kynaston
Managing Partner

phillip@bigbluedoor.net
07592 503 591

Simon Stewart
Client Services Director

simon@bigbluedoor.net
07484 647 936