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inclusive user personas

Cloud Based Services

G-Cloud 15



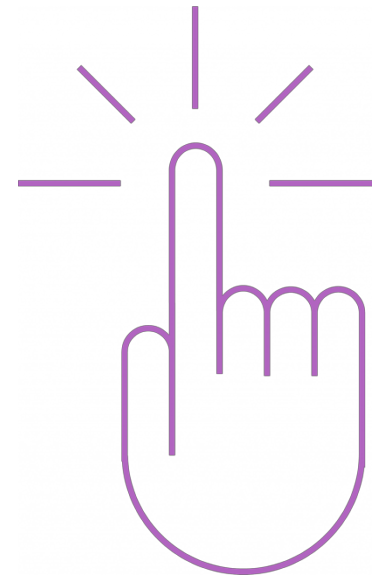
inclusive user personas

When is it right for you?

Do you face conflicting views internally about who your users are or what they might want from your service? Do your stakeholders keep referring to what they want, rather than what the user wants?

If this is the case, creating personas that outline who your typical users are and what they want and need from your service will help align the decision-making process and ultimately prioritise the design.

Our inclusive approach ensures that rather than being an afterthought, accessibility is a primary consideration for design choices. We explore the challenges faced by users with disabilities and help you sensitively create diverse user personas that represent the full range of people who will use your service.



inclusive user personas

Features and benefits

Personas are fictional representations that capture the needs, goals, motivations and behaviours of your current and prospective users. Knowing your audience will help influence the features and design elements of your service. A persona clarifies who is in your target audience and is usually supported by user journey maps.

Inclusive personas ensure that disabled users and those with diverse access needs are represented in your design process, helping you meet your obligations under the Equality Act 2010 and create services that work for everyone.

Features

- Conduct appropriate user research to capture required insights
- Identify behavioural patterns from research data
- Prioritise information and create relevant personas and empathy maps
- We recommend research approaches, conduct the research, analyse findings and create the personas
- Engage stakeholders during our workshop presentation

Benefits

- Personas remove assumptions about who your users are
- Empathise with your users and predict behaviour
- Create organisational alignment on who your users are
- Understand what your users need, want and desire
- Use the personas to inform design decisions
- Personas help guide the ideation process
- Give a voice to each audience type, including those with access needs

Who are we

We're an award winning, full-service, digital solutions agency, covering all aspects of development and delivery

With over 20 years experience in the digital world, we have experience across every sector and clients across the globe.

Our locations

Although we have physical offices, **we can work from anywhere!** We've got clients in the UK, US, Europe and many more...

Our team

We have an amazingly talented team of developers, designers, software engineers, accessibility experts and UX specialists



Our services

We believe good design is based on user needs

We've delivered and hosted over 1,500 websites and online systems and have built up a profound understanding of websites and platform requirements across all sectors, all with the user at the heart. We work with our clients to understand their goals and objectives, developing a collaborative approach to deliver creative solutions that meet business and user needs.

Some of the ways we can help



Discovery & research

- User research
- Business strategy definition
- Usability testing & evaluation
- Content strategy & planning
- Service design & strategy
- User-centered design
- User Journey Mapping
- UX training



Design & creative

- Brand strategy
- Brand development
- Visual identity
- Creative design
- Marketing campaigns
- Corporate communications
- Digital design
- Responsive web design



Accessibility evaluations & testing

- Consultancy & strategy
- Accessibility audits
- Accessibility testing
- Accessibility training



Development & integration

- Website development
- Content management
- Systems integration
- Bespoke development
- Product development
- Enterprise solutions



Hosting & support

- Virtual private servers
- Bespoke hosting solutions
- CMS optimised managed hosting
- ISO 27001 certified
- Maintenance & technical support

Our discovery and research GCloud services

We provide a range of UX research across all stages



Discover & Strategise

Understand both business objectives and user needs by empathising with your users, defining who they are and what they need from your service

- Discovery research
- Brand research
- Online survey
- User interviews
- Focus groups
- Diary studies
- Ethnography
- Stakeholder workshops
- Personas / Empathy maps
- User Journey Maps



Design & Test

Innovate and design based on user and business requirements, testing at all stages of development

- Co-design workshops
- Content strategy
- User testing
- Accessibility testing
- Information architecture (IA)
- Card sorting
- Tree Testing
- Expert usability review
- Heuristic review
- Accessibility audit
- Wireframes / prototypes



Optimise & Iterate

Track how well your service offering is doing and iterate to provide the best experience to your users while defining your future strategy

- Competitor review
- Benchmarking
- Conversion rate optimization
- Iterative user testing
- Service Design
- Digital strategy
- UX Strategy / Road map

Our clients

Some of our wonderful clients include...



Our accreditations

We strive to deliver the best service to our clients



In recognition of our Quality Management System the NQA has awarded CIVIC ISO9001 accreditation for project delivery and online marketing.



The ISO27001 acknowledges CIVIC's best practices across digital and web-based communications and, in particular, recognises our quality assurance and Information Security Management System (ISMS).



The Cyber Essentials Scheme (CES) is a set of measures that all organisations should implement to protect against basic cyber threats on the internet.



Lets chat

Got a question? Need some advice? We're here to help.

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