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***discovery phase***

Cloud Based Services  
G-Cloud 15



# ***Discovery Phase***

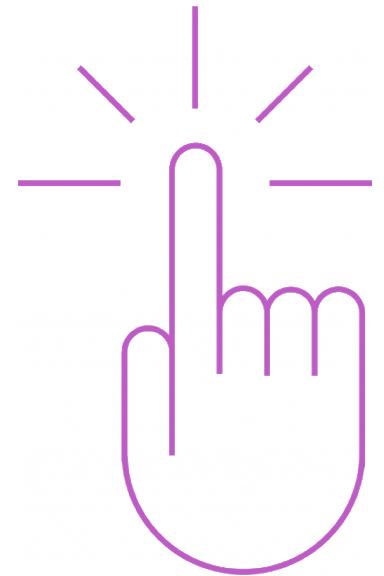
## **When is it right for you?**

Discovery is right for you when you need clarity before committing to delivery!

It's ideal if your problem isn't fully defined, user needs are unclear, or there are multiple possible approaches and risks to explore.

Choose Discovery when you need evidence to support decisions, alignment across stakeholders, or confidence that proposed solutions are feasible, usable and deliverable.

It's especially valuable at the start of a new service, when improving an existing one, or when previous delivery has stalled due to uncertainty, complexity or lack of shared understanding.



# Discovery Phase

## Features and benefits

Discovery provides structured research, stakeholder engagement and technical exploration to define the right problem to solve. It reduces delivery risk, builds shared understanding, validates assumptions and priorities, and produces clear recommendations, giving you confidence to invest in the right solution with evidence, not guesswork.

### Features

- User research with real service users
- Stakeholder interviews and alignment workshops
- Problem definition and service scope clarification
- Current state and journey mapping
- Technical and data landscape review
- Assumption and risk identification
- Evidence-based insights and findings
- Clear recommendations and next steps

### Benefits

- Define who your users are and their needs
- Identify issues and improve usability and task completion
- Align content with user expectations
- Increase accessibility and inclusivity
- Prevents costly rework later
- Aligns teams around user needs
- Supports confident, evidence-based decisions
- Creates a strong foundation for Alpha or Beta

# 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 have delivered and hosted over 1,000 websites and online systems and have built up a profound understanding of websites and platform requirements. 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



#### Digital Strategy

- Branding
- Digital strategy
- Content planning



#### User Experience

- User Research
- Service Design
- Accessibility
- Prototyping & Wireframing



#### Design

- Responsive Web Design
- Interactive content
- Mobile Applications
- Rich media campaigns



#### Development

- Web and application development
- Content Management Systems (CMS)
- Systems development
- Systems integration



#### Hosting

- Managed hosting
- Dedicated server management
- Security & Networks



#### Support

- Service Level Agreements
- Support team and help-desk

# Our user centred design approach

## GCloud services we provide



### Discover & Strategise

Understand both business objectives and user needs by empathising with your users, and bring alignment to the design process

- Discovery
- Surveys
- 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, but be sure to test your designs at all stages of development

- Co-design workshops
- Content delivery
- Usability testing
- Accessibility testing
- Information architecture
- Expert review
- Heuristic review
- Accessibility audit
- Wireframes / prototypes



### Optimise & Iterate

Track how well your service offering is doing and continue to iterate to provide the best experience to your users

- Competitor review
- Benchmarking
- Conversion rate optimization
- Iterative testing
- Service Design
- Digital strategy



### Development

Building your website, app or software with accessibility in mind to ensure inclusivity at every stage

- Front-end development
- Back-end development
- Responsive / mobile first
- Web and Application development
- Content Management Systems (CMS)
- Systems development & integration



### Hosting & Support

Offering support from our dedicated team across all aspects with hosting on our own dedicated servers

- Managed hosting
- Dedicated server management
- Security & Networks
- Service Level Agreements
- Support team and help-desk

# 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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