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business requirements
gathering

Cloud Based Services
G-Cloud 15

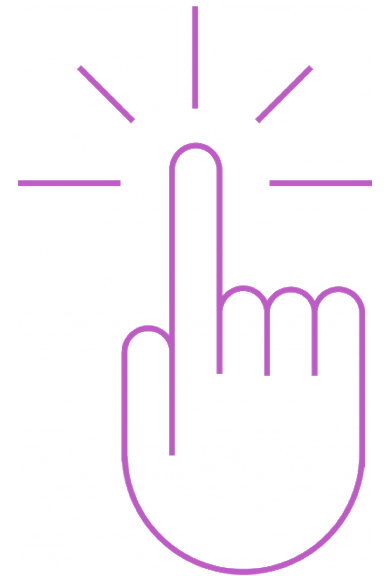


Business Requirements Gathering

When is it right for you?

Gathering requirements is the essential first step toward digital success. Without it, there is no guiding light. It's what informs your marketing efforts and outlines how you will reach your goals online.

There's no one-size-fits-all approach when it comes to your digital marketing efforts. Rather, gathering requirements should be a compilation of different methods, beginning with an audit of your current efforts, followed by stakeholder and user research to discover what works, what doesn't, what's missing and what's needed to achieve digital success.



Business Requirements Gathering

Features and benefits

Business requirement gathering identifies your business, customers, processes, digital assets and goals. We'll conduct interviews and workshops with key stakeholders to get to grips with your organisation, the needs and requirements of your team and your users. We bring together this knowledge to deliver a precise plan and vision.

Features

- Depth interviews and focus groups
- Co-design workshops
- Brainstorming
- Storyboarding
- Facilitation of workshop/one-on-one interviews
- Identification and prioritisation of requirements and goals
- Analysing and interpreting existing systems, processes and data
- Stakeholder and user needs analysis
- CIVIC will design, facilitate, analyse and report the results

Benefits

- Establish project goals and objectives early
- Precisely define requirements to meet a specific business objective
- Prioritise product and project features
- Get everyone involved in a project to agree what will be delivered
- Gain early stakeholder support and buy-in
- Bring clarity and ownership, a shared goal
- Opportunity to generate real improvements to a business
- Delivery of an agreed, precise plan and vision

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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