

C I V I C

knows
ux design

Cloud Based Services
G-Cloud Framework



UX Design

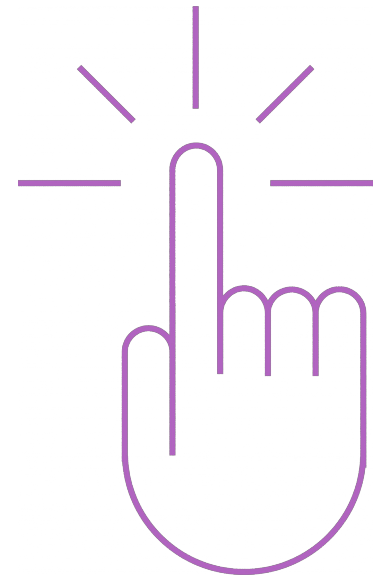
When is it right for you?

You could have the best-looking website or app on the market, but if your users can't get what they're looking for quickly and easily, they'll leave you behind.

This makes competition high and UX crucial. User Experience (UX) Design is the process of designing products that are useful, easy to use and delightful to interact with.

That means designing with the user in mind. To do that, you need to have an awareness of every touchpoint that makes up the overall experience with your product/service.

UX design is about crafting interactions that span the entire user journey, while adhering to brand, design and UX. It considers both business and user needs. Good UX happens when these overlap.



UX Design

Features and benefits

We focus on user experience (UX) design throughout every step of our design process. With a human centered design approach at the heart of everything we do, including User Research, Personas, User Journey Mapping, Information Architecture, Wireframes, Prototyping, Responsive Design, Usability Testing and Evaluation. We strive for a perfect balance between functionality, visual design and usability.

Features

- Analysing and interpreting existing systems and data
- User and stakeholder research and insights
- Personas and user journey development
- Information Architecture (IA) development
- Content strategy, design and development
- Development of interactive wireframes and prototypes
- High fidelity User Interface (UI) design
- Usability Testing (remote and face-to-face)
- Agile project management
- Alignment to Government Design Principles (GDS)

Benefits

- Digital that works a lot harder and achieves more
- A solution that focuses on business objectives and user needs
- Tried and tested user-centered methodology
- Visually engaging, clear and highly usable services and websites
- Responsive across multiple devices and browsers
- Highly accessible website (W3C, WAI, DDA compliant)
- Key Performance Indicators (KPI) to measure, optimise and improve
- Open Source, future-proof technology
- Award-winning design and technical teams
- Public sector specialists with two decades of industry-leading experience

Who are we

We're an award winning, full-service creative agency, covering all aspects of design, development and delivery.

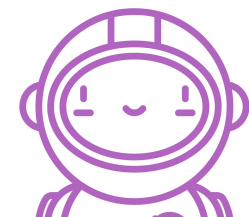
We use creative thinking and digital innovation – and 20 years of know-how – to help our clients communicate better with their audiences and achieve their goals.

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 strategists, creatives, designers, artworkers, motion designers, digital designers, copywriters, 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



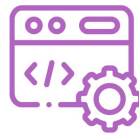
User Experience

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



Design

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



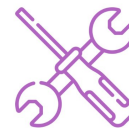
Development

- 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

Design and creative at CIVIC

From the simple to the complex, every project is delivered with thought, design and creativity at its heart.

From branding and visual identities, to campaigns and packaging, to digital products and design and all points in-between, we deliver compelling creative that works.

From strategy to execution, we work hand-in-hand with our clients – asking questions, understanding the challenge – to develop creative design solutions.

We design and create for our clients, by placing them at the centre of everything we do.

Design and creative at CIVIC

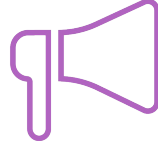
What we do



Branding &
visual identity



Creative concepts



Campaigns



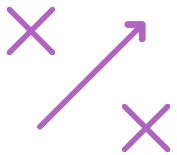
Design



Digital design



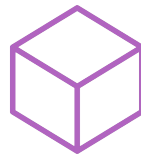
Copywriting



UX / UI



Development



Packaging



Corporate
communications



Exhibition &
outdoor display



Video
& animation

Our user centred design approach

GCloud services we provide



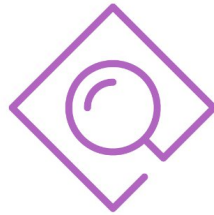
Design & creative

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



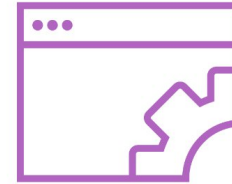
Accessibility evaluations & testing

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



Discovery & UX

- User research
- User-centred design
- Usability testing & evaluations
- Content strategy & planning
- Service design & strategy
- SEO analysis & strategy
- Copywriting
- UX 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 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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