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*knows*

*user journey mapping*

Cloud Based Services

G-Cloud 15



# ***User Journey Mapping***

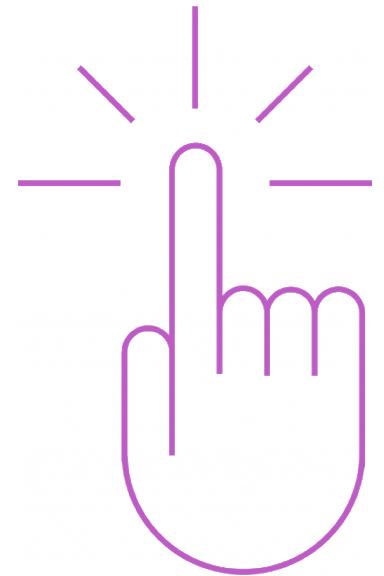
## **When is it right for you?**

Do you have a clear understanding of your users? Do you know what they go through at each touchpoint when interacting with your service?

You might think you do, but unless you conduct user research to fully engage and understand your users, you may be missing opportunities to improve their experience.

Our User Journey Mapping service will help you see what your users do at each stage, identifying pain-points and moments of delight, highlighting where you can improve and delight your users.

The visual output of this research is great for aligning stakeholders and creating a roadmap for design. (We recommend you start with Personas!)



# ***User Journey Mapping***

## **Features and benefits**

Understand how your users interact with your service/product at each touchpoint, digital and non-digital, through User (Customer) Journey Mapping (CJM). Through user research, user actions are mapped into a timeline, supported by their thoughts/emotions. All visualised in the CJM to highlight opportunities for improvement.

### **Features**

- Conduct appropriate user research to capture required insights
- Start with Personas and/or Empathy Maps to define the user
- Understand your users' motivations and goals
- Visualise their experience at each touchpoint
- Empathise with their feelings of frustration or delight
- Understand where opportunities lie to improve your service
- CIVIC will recommend research, conduct, analyse and create the CJM
- Engage stakeholders during our workshop presentation

### **Benefits**

- Understand and empathise with your users
- Visualise the users' journey and their experience with your service
- Highlight where opportunities from current pain points lie
- Prioritise actions and create a roadmap for improvement
- Get stakeholder buy-in from hearing/seeing what users do

# 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 900 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
- Information architecture
- Expert review
- Heuristic review
- Accessibility audit
- Accessibility testing
- 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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