CIVIC

knows

user experience design

Cloud Based Services

G-Cloud Framework

User Experience Design

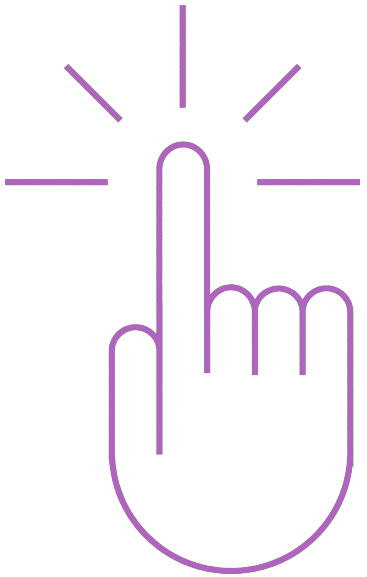
When is it right for you?

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.



User Experience 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...

Crown Prosecution Service

NHS

THE UNIVERSITY of EDINBURGH
Edinburgh College of Art

CCW
The voice for water consumers
Llais defnyddwyr dŵr

National Library of Scotland | Leabharlann Nàiseanta na h-Alba

Historic England

marketreach
unleash the magic of mail | Royal Mail

Small Business Commissioner

BIRMINGHAM CITY University

The Pensions Regulator

LIVERPOOL JOHN MOORES UNIVERSITY

energy saving trust

The Pensions Ombudsman
Trusted • Fair • Impartial Since 1991

SQA

Scottish Government
Riaghaltas na h-Alba

THE NATIONAL MUSEUM

ROYAL NAVY

IOPC Independent Office for Police Conduct

Kent Fire & Rescue Service

Office for Environmental Protection

GREATER LONDON AUTHORITY

Our accreditations

We strive to deliver the best service to our clients

In recognition of our Quality Management System the NQA has awarded CIVIC ISO09001 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.

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Lets chat

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

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