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benchmarking

Cloud Based Services
G-Cloud 15

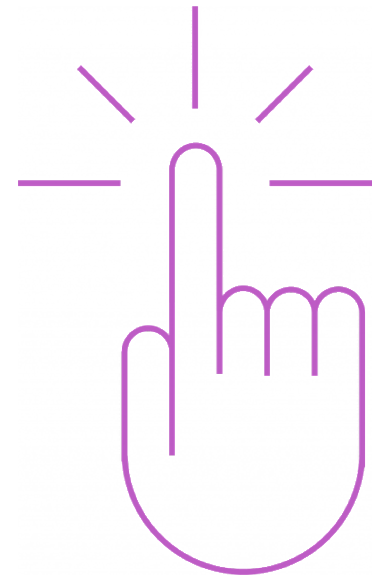


Benchmarking

When is it right for you?

If you want to monitor how your user experience is improving over time, then Benchmarking your service is key.

Benchmarking either your own developments, or how you compare to your competitors, will give you plenty of quantitative and qualitative data to back your own business decisions, prioritise product development, and ultimately, focus your goals on improving the user experience.



Benchmarking

Features and benefits

Monitor your website/app progress over time with benchmarking. CIVIC will work with you to define the relevant metrics, create a user experience baseline, and define a logical cycle for repeated assessment. Benchmarking your own progress and how you compare to competitors.

Features

- Track how a website/app user experience is progressing over time
- Focus on one area, particular journey, or the full site
- Understand where it falls/excels compared to competitors
- Assess your UX improvements
- Run as often as required, monthly to annually
- Dashboard of results for ease of comparison

Benefits

- Ensure your insights and recommendations are improving the user experience
- Identify strengths and weaknesses
- Engage stakeholders
- Tie user research to actual business Key Performance Indicators
- Benchmark yourself or against competitors

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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