

C I V I C

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usability testing

Cloud Based Services
G-Cloud 15



Usability Testing

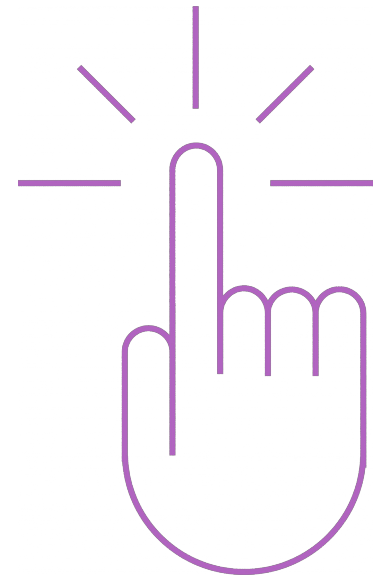
When is it right for you?

There's no wrong time to conduct Usability Testing.

The question should be: what is it you want to capture? Doing usability testing the right way, at the right time, with the right set of people reduces the risk of building the wrong product, saving you time, money and resources!

In other words, if done at an early stage, it finds the problems when they are easy and cheap to fix.

And, when done on a product which has attained maturity, it helps you to understand what works and doesn't work so well.



Usability Testing

Features and benefits

CIVIC specialise in usability and accessibility and have extensive expertise in user research and accessibility testing. We conduct all aspects of the testing, from recruiting participants, moderating the tests, to analysing the data presented back in our detailed reporting. Testing can be face-to-face or remote, moderated or unmoderated.

Features

- Test with participants across all platforms and devices
- Testing anywhere; in a dedicated lab, your offices, user's home
- Detailed recruitment screener profiles for recruiting of the right participants
- Test plan outlining objectives, recruitment, approach, test script and deliverables
- Tasks based on your typical user journeys
- Detailed report with prioritised findings and recommendations
- Presentation or workshop of results in person or remotely
- Recordings and highlight reel from sessions visualising key issues
- Agile project management and sprint testing

Benefits

- Clear and actionable recommendations for fixing user experience issues
- Evidence-based recommendations that focus on business objectives and user needs
- Tried and tested user testing methodology
- Qualitative and quantitative feedback helps improve your interactive experience
- Gain insight into what your users really think and do
- In-house lab-based or location-based testing available
- We recommend an iterative testing approach
- Public sector specialists with two decades of industry-leading experience

Who are we

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

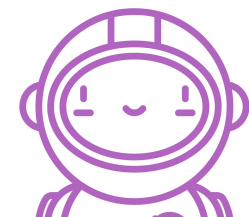
With over 20 years experience in the digital world, we have experience across every sector and clients across the globe.

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



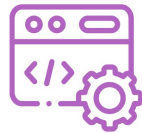
User Experience

- 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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