

C I V I C

knows
information architecture
(IA)

Cloud Based Services
G-Cloud 15



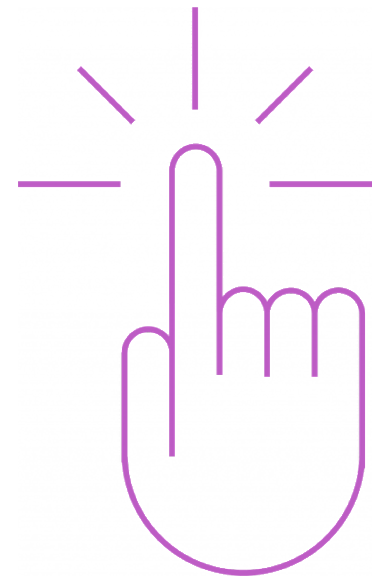
Information Architecture (IA)

When is it right for you?

A fundamental part of our user-centred design approach, Information Architecture (IA) is usually one of the first UX deliverables that follow from an in-depth Discovery Phase.

It's when we use insight gained from user research, usually from a card sort, and develop a complete navigation scheme based around both your business goals and user needs.

Our IA typically consists of a site map, identifying the main pages and how they relate to each other; taxonomies (content categories); navigation structures; required page templates and key functionality within those templates.



Information Architecture (IA)

Features and benefits

The Information Architecture (IA) of your site/software/app is critical to a good user experience. A well-designed IA provides a logical structure to content that aids users in easily finding content. We work with you to create an IA based on research with end users e.g. card sorting.

Features

- Content audit of your current website
- Review of web analytics
- Stakeholder and user insight and research
- Creation of labels for groups of content that resonate with users
- Robust research through open and closed card sort and tree jack testing
- Navigation, menu search schemes and taxonomies
- Identify the key needs/top tasks of your users
- Content delivery plan to help you manage the process of developing the new IA

Benefits

- Address the needs of users, business goals and SEO
- Users group content into logical groups
- User-focused results as opposed to organisation opinion
- Creates a robust user-centric IA
- Content Delivery Plan helps manage the process of reviewing, writing and uploading content

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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