

C I V I C

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expert usability review

Cloud Based Services

G-Cloud 15



Expert Usability Review

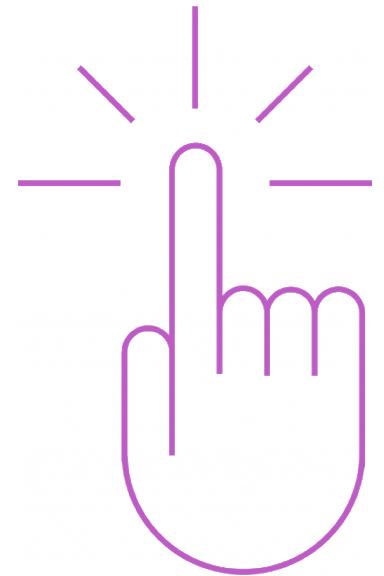
When is it right for you?

Utilise the expert knowledge of our UX specialists through an Expert Review of your website/app.

If time, budget, and resources are stopping you conducting Usability Testing with end users, then an expert review is the next-best way to highlight what works and doesn't work so well on your site/app.

Our team will work with you to understand typical user journeys, which they will then 'walk-through' to determine how to improve your content.

An expert review is also a great way to address quick wins before conducting usability testing.



Expert Usability Review

Features and benefits

A structured evaluation conducted by UX experts that quickly reveals usability issues within the navigation, layout, content and more. After understanding the business/website objectives, and user needs/goals, our experts conduct a cognitive walkthrough of the site, undertaking typical user tasks/journeys, noting problematic usability features encountered.

Features

- Usability review conducted across all platforms/devices (desktop, mobile, tablet)
- Evaluation against agreed user journeys and key tasks
- Provides practical recommendations based on UX best practice
- Identification and severity ratings of usability issues provided
- Detailed report of findings supported by illustrated recommendations

Benefits

- Cost-effective method for identifying the main user experience issues
- Conducted at any stage of the design; prototypes to concept
- Clear and actionable recommendations for fixing user experience issues provided
- Faster to conduct than usability testing
- Prioritisation of issues based on agreed criteria
- Findings can help to identify and guide subsequent research requirements
- 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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