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*card sorting and
tree testing*

Cloud Based Services
G-Cloud 15



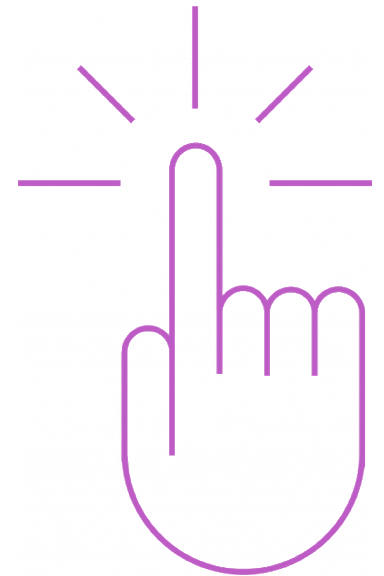
Card Sorting and Tree Testing

When is it right for you?

Do your users struggle to find content on your site/app? Are internal stakeholders pushing their content to be seen over other content? Answer all these questions with Card Sorting and Tree Testing.

Bring your users and stakeholders into the decision process when it comes to designing your Information Architecture (IA) through our card sorting research.

Here, participants will help you remove the business jargon of internal labelling and group content into how users would expect to find it, ultimately creating a site structure that makes sense to your users. We then test the groups through Tree Testing online.



Card sorting and tree testing

Features and benefits

Design/evaluate your Information Architecture (IA) with a Card Sorting and Tree Testing exercise. Understand how your users naturally group information, develop labels they are familiar with, and test it to ensure it works for all user types. Card sorting ensures content is structured based on what makes sense to your users, not the company.

Features

- Users group content into logical groups
- Creation of group labels that resonate with users
- Decide on a structure for your website
- Find the right words for your navigation
- Open/closed card sort
- Test choices with real users

Benefits

- Confirm if your proposed IA meets user needs
- Fast and inexpensive research methods
- User-focused results as opposed to organisation opinion
- Creates a robust user-centric IA
- Can be conducted face-to-face or remotely
- Moderated or unmoderated

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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