



# G-Cloud 15 Service Definition: Strategy and Experience



Powered by Drupal 





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Zoocha is a specialist technology and experience design agency focused on creating people-first solutions that support sustainable growth and improve lives.



Digital by Default  
Service Standard



Evidence  
Matters™  
Company Partner





# About us



# Our locations

3

Countries

90+

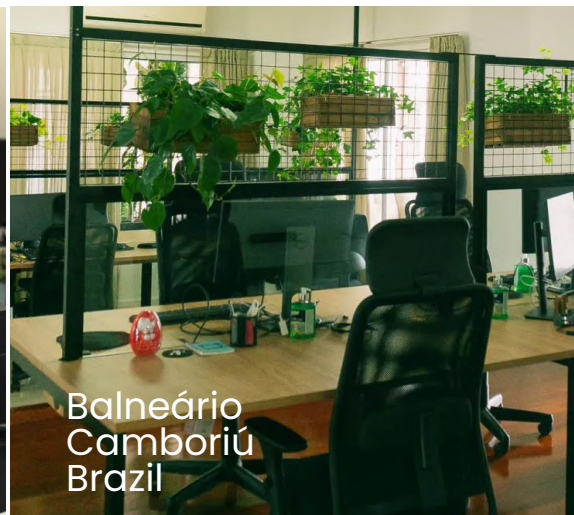
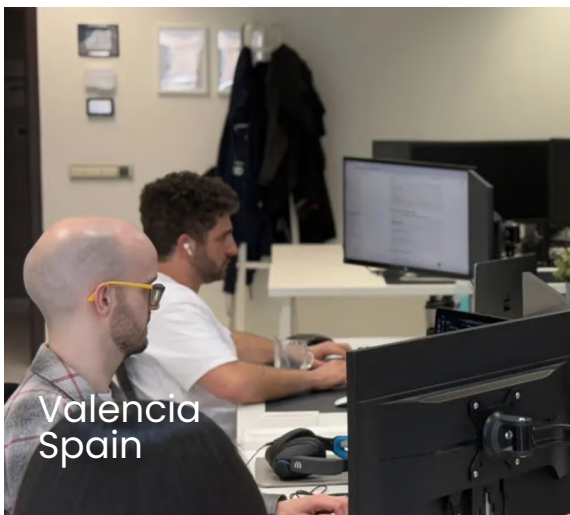
People

1000+

Projects delivered

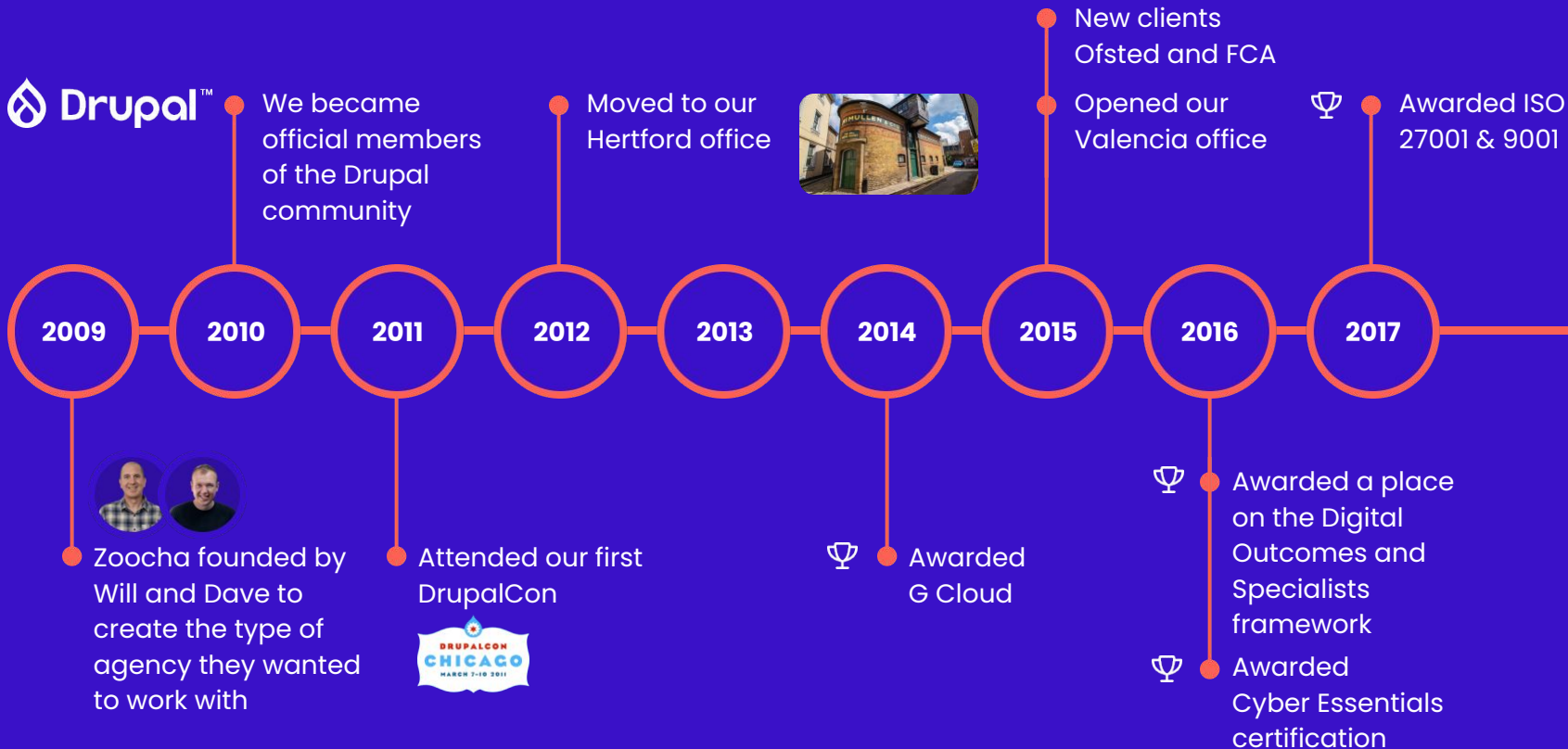
2009

Zoocha founded





# Zoocha timeline







# Our values



Our values are built  
around our people, our  
clients, and the impact  
we collectively strive to  
make.



# Our core values

## Open and Inclusive



From the products & experiences we create, to our people, culture and the relationships we build – we strive to be ‘open by design’.

- We place a focus on accessible, inclusive, sustainable digital products and services, designing for all, by default. We seek to ‘work out in the open’, sharing our learnings, insights and expertise with the world.
- Our doors are open to all, too. Whoever you are, wherever you’re from – we want you to feel welcome at Zoocha.



# Our core values

## Creative and curious



We refuse to stand still,  
and always seek to  
question whether  
there's a better way to  
do things.

- We place a focus on accessible, inclusive, sustainable digital products and services, designing for all, by default. We seek to 'work out in the open', sharing our learnings, insights and expertise with the world.
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# Our core values

## Collaborative & accountable



We seek to build long-lived collaborative partnerships, and recognise these are built through transparency, trust, and by holding ourselves to high standards of excellence.

- We want to work with – not for – our clients; to celebrate successes together, to support each other, and to do it all with the honesty and humility that comes from knowing we're always learning.
- We trust our teams to deliver their work with autonomy, while holding each other accountable to be our best – learning, growing and developing together, and supporting each other along the way.



# Our core values

## Adaptive & Agile



Change is happening around us all, every day. Turning that change into opportunity is central to our mission.

- Our deep heritage as an agile agency – with Drupal as our engine – means we're equipped to navigate uncertainty with agility.
- We stay focused on our clients and their audiences' needs, drawing on our collective experience, and working with each other to deliver measurable value against a shared vision.



# Our accreditations



We're proud of our  
accreditations and  
acknowledge the added  
confidence they bring to  
our clients.



# Our accreditations



- UKAS rated ISO Certifications
  - ◆ ISO 9001 – Quality
  - ◆ ISO 27001 – Information Security
  - ◆ ISO 14001 – Environmental
  - ◆ ISO 27701 – Privacy
  - ◆ ISO 22301 – Business Continuity
  - ◆ ISO 20000– Service Management
- Cyber Essentials Plus Certified
- BPSS & BS7858 Security Cleared Team
- GDPR Compliant / ICO Registered
- ITIL and SCRUM Accreditation
- Member of IAAP
- Great Place to Work Certified
- Carbon Neutral Organisation



# Our services



We provide an extensive range of digital services – enabling end-to-end solutions, at scale with 24/7 support.



# Our services



## Strategy & consultancy

- Digital strategy
- User experience strategy
- Drupal consultancy
- Drupal training



## Experience design

- Audits
- Research
- Workshops
- Stakeholder engagement
- Recommendations
- Concept development
- UI & interaction Designs
- Design systems & guidelines



## Drupal services

- Drupal Strategy & Consultancy
- Drupal Upgrades & Migrations
- Custom Development & Integrations
- Custom Development & Integrations
- Drupal Hosting & Support



## Support

- Hosting & Infrastructure
- Optimisation & Improvements
- Performance & Continuous Enhancement



# Strategy & consultancy







# Our strategy services

Our **cross-functional strategy** services slice through digital complexity, steering your business with practical strategies that support growth, innovation and lasting positive change.

From tackling your AI roadmap, to understanding your users, our team support you each step of the way.

Digital strategy → Drupal consultancy → Drupal training → AI strategy & consultancy



# Digital strategy

Our digital and product strategy services are geared to ensure that your technology and digital investments directly contribute to your overarching business objectives.

From ensuring a new product is set up to evolve alongside the needs of digital-first consumers, to developing a cohesive strategy and transformation roadmap for your entire digital estate, we're here to help you navigate the uncertainties of change with a refreshingly down-to-earth and practical approach.

- Digital transformation initiatives
- Product lifecycle management
- Customer experience strategy
- Technology assessment and planning



# Drupal consultancy

Whether you're new to Drupal, or looking for some expert hands to support your Drupal strategy, our Drupal Consultants are on hand to help.

At Zoocha, we specialise in Drupal, with over 16 years of experience in growing a genuine breadth and depth of Drupal talent, skills and knowledge. Our Drupal Consultants are able to develop a detailed understanding of your challenges, opportunities and digital strategy. Our Drupal Consultancy service is tailored to your specific needs, and can drill down into key themes that represent maximum value to our organisation.

- Open-source consultancy
- Security consultancy
- E-Commerce consultancy
- Performance consultancy
- Multilingual consultancy
- Accessibility consultancy



# Drupal training

Our Drupal Training services empower teams with the skills and knowledge to get the most from your Drupal application and leverage its full potential.

Tailored to your exact needs, we offer comprehensive coaching, from fundamental content management concepts to advanced site building techniques. Our experts facilitate hands-on sessions, ensuring your team can confidently build, manage, and continuously innovate with Drupal – day in, day out.

- Customised training programs for all skill levels
- Available for technical or non-technical audiences
- Coverage for multiple Drupal versions
- Provision of and support with the rollout of training assets
- Available on-site, off-site, or at Zoocha's offices
- "Zoocha Academy" dedicated Drupal training LMS



# AI strategy and consultancy

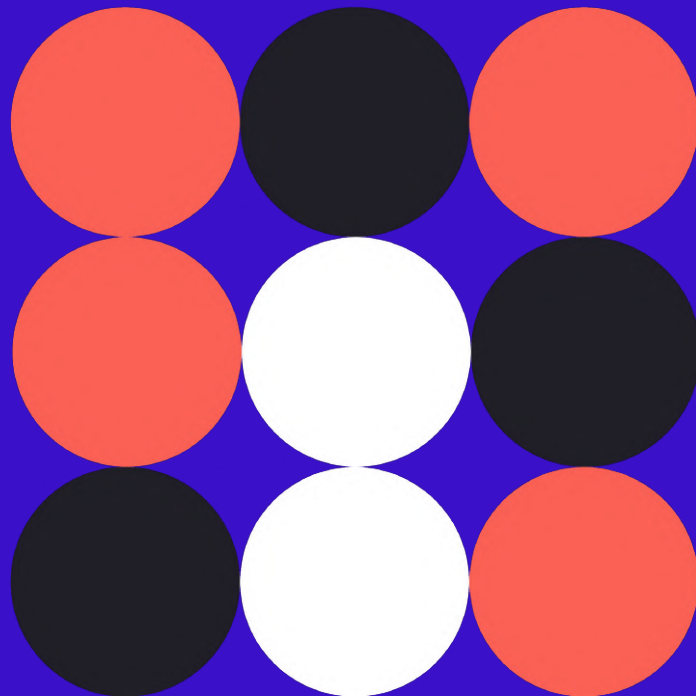
As Drupal AI Initiative Gold Partners, we cut through the hype to design, validate and ship AI features that feel native to your CMS, not bolted on. We start with your goals, data and constraints, then define a pragmatic roadmap: rapid prototypes, controlled pilots, and production hardening with clear success metrics.

Solutions are designed for privacy and security by default. Delivery operations are managed under our ISO-certified management system (ISO 27001, 27701, 9001, 22301, 14001) and our ongoing alignment with ISO 42001 for AI management, where we intend to achieve full certification in 2026.

- AI readiness assessment
- Knowledge transfer & training
- OpenAI, Google Gemini, AWS (inc personalise), Co-pilot and more
- Monitoring & optimisation



# Experience design







# Our experience design services

Zoocha explores, envisions and designs **memorable and meaningful end-to-end digital experiences** – crafted to inspire and engage audiences, and to realise new opportunities for your organisation.

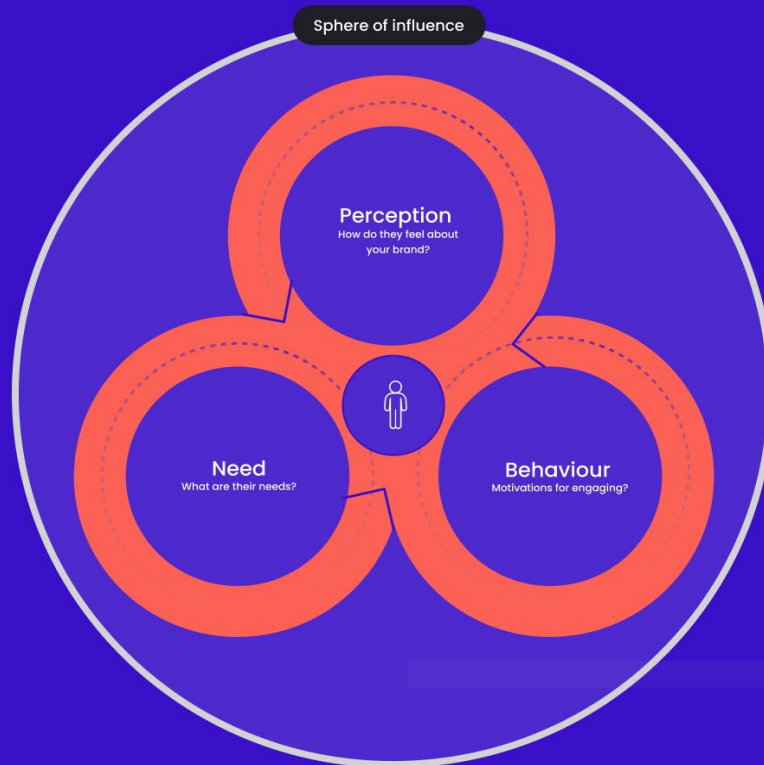
User-centred design principles inform everything we do, delivering usable and accessible experiences that delight.

Research and Discovery → UI and design systems →  
UX design → Optimisation & improvements →

# User-centred design

We thrive in delivering engaging insight-led solutions that inspire, inform and delight. Every project starts with a deep understanding of your audience

- How do they feel about your brand/service?
- What are their needs?
- What are their motivations for engaging with you?





# User centred design

How we do it

Leveraging design thinking methodologies from our 'Zoochange' kit to collect insights and requirements. We utilise proven techniques to involve and collaborate both you and your audience in actively shaping the future.



# Zoochange toolkit

ntation title

users feel  
concept? Is it

## Hopes and fears →

Kick-off with a shared understanding  
of risks and aspirations

## Vision Statement →

Co-create a collaborative vision for  
the project

## KPI Setting →

Measurements for success

## Empathy mapping →

Understand audience  
pain-points, emotions and  
opportunities

## Impact Mapping →

Understand the end goals and  
define the path to success

## 1-2-1 Interviews →

User-focused qualitative  
studies

## Stakeholder Interviews →

Understand how key actors in  
your organisation see change

## Usability testing →

Get close to how users interact with  
your product and uncover hidden  
insights

## Per Cre

## Journey Mapping →

What does a user need to do  
and how do they get there

## Experience Mapping →

Set a vision for the future  
experience by understanding  
user touch points

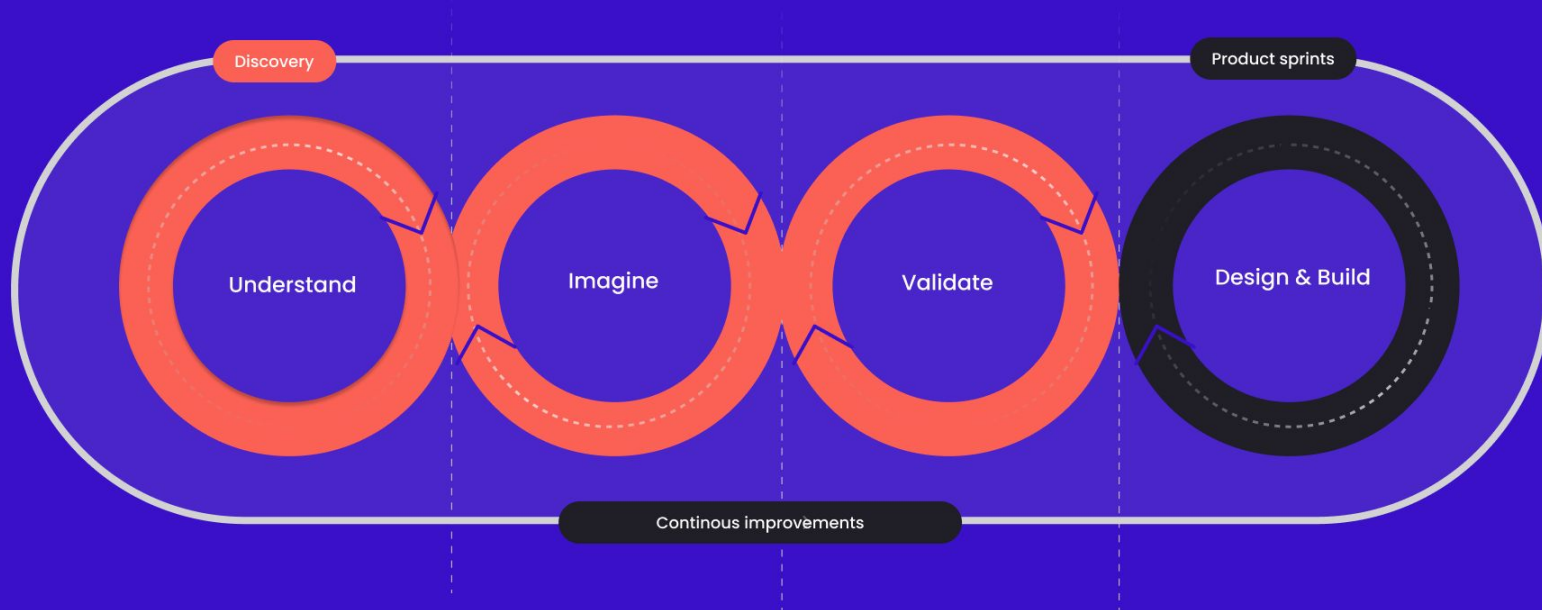
## Prototype Creation →

## Concept testing →

Focuses on the core idea, not  
finished marketing, to validate  
viability before development



# Our process





# Audience research

Understand your audiences, inside and out  
Zoocha's flexible, mixed-methods approach to audience research bridges the gap between customer needs and business objectives.

With insights synthesised from multiple perspectives, it's designed to support confident, informed decision-making and strategic clarity – helping not only transform user experiences but drive measurable business value, too.

- Stakeholder workshops and interviews
- Focus groups
- User interviews Surveys & polls
- Analytics reviews
- Usability testing
- Competitor & market research



# UI and design systems

A well-crafted design system ensures flexibility, consistency and scalability across your digital products.

Zoocha's design systems are thoughtfully crafted via atomic design principles to include reusable components, design guidelines, and digital standards that streamline the design and development process, helping you scale, repeatedly, and with less effort.

Our approach promotes efficiency, reduces time-to-market, and ensures a cohesive brand experience across all digital touchpoints.

- UI & interaction design
- Design systems and guidelines
- User experience designs
- Digital branding
- Reusable and flexible design systems



# Design thinking

User-centred problem-solving utilising our Zoochange methodology.

Based on a flexible toolkit of tried and tested collaborative design approaches, Design Thinking at Zoocha is designed to quickly remove inertia and get you from problem to tested solution. Pick and mix the right approach for your project budget, timescales and the nature of the challenge

- Vision and objective setting
- Desk, audience and stakeholder research activities
- Personas and audience profiles
- Experience and journey mapping
- Impact mapping and prioritisation
- Collaborative ideation workshops and sketching
- Variable fidelity prototyping



# User experience design

Zoocha's user experience design services provide you with the solid foundations for meaningful, engaging and accessible solutions that don't just go above and beyond for your users, but deliver real impact and ROI for your business, too.

We blend research, insight and purposeful design to ensure your service feels natural to use and drives the outcomes that matter most. By focusing on clarity, empathy and continuous validation, this service delivers digital experiences that users love and that support stronger engagement, satisfaction and conversion.

- Research and Discovery
- User journeys & experience mapping
- Information architecture
- Wireframing & prototyping
- Usability testing
- Interaction design



# Research and Discovery

Our research services lay the foundations for informed, confident decision-making and strategic direction. They provide a holistic view of the spaces you're operating within, that your customers inhabit, and the opportunities across both.

With a focus on a practical and efficient research approach that builds on top of what you already know, we rapidly generate actionable insights and opportunities for innovation and differentiation – ensuring digital solutions are designed around the needs of audiences, as well as your internal business objectives.

- Desk research and existing research analysis
- Competitive analysis and benchmarking
- Qualitative research
  - ◆ User and stakeholder interviews
  - ◆ Workshops
  - ◆ Focus groups
- Quantitative research
  - ◆ Surveys and questionnaires
  - ◆ Data and analytics



# Conversion rate optimisation

Conversion Rate Optimisation (CRO) combines analytical precision with creative problem-solving to improve digital products and make them convert more effectively.

It involves clearly understanding users' pain points and frustrations before taking a structured hypothesis-led approach to prioritising, testing, and implementing improvements.

The ultimate result? Happier, better-supported customers, which is good news for them, and good news for your business

- Pain-point focused
- Informed by UX insights
- Strategic optimisation for immediate value
- Continuously evolving monitoring



# UX audits

Remove uncertainty, build confidence with a UX Audit. Zoocha's UX Audits are a focused and proven way to quickly identify usability issues, improve user satisfaction, and boost the business effectiveness of your digital products.

Harnessing tried and tested audit criteria along with best practice thinking, tools and techniques, our UX Audits are designed to be practical and actionable – with a clear focus on data-backed recommendations that drive measurable improvements in engagement, conversion, and user retention.

- Heuristic evaluation against established UX principles
- User journey mapping and pain point identification
- Information architecture assessment
- Usability and accessibility review
- Visual design and brand consistency analysis
- Content effectiveness evaluation
- Conversion path optimisation recommendations
- Competitor analysis and benchmarking
- Prioritised improvement recommendations



# Drupal services







# Our Drupal services

**Specialising in Drupal** – but no means limited to it – our 60-strong technology team is Zoocha's engine for transformative digital experiences. Working across Drupal development, bespoke web, app and mobile development, we build, maintain and support business-critical digital products – at scale.

Drupal strategy & consultancy → Drupal upgrades & migrations → Custom development & integrations → Drupal development → Drupal hosting & support



# Drupal consultancy

Whether you're new to Drupal, or looking for some expert hands to support your Drupal strategy, our Drupal Consultants are on hand to help.

At Zoocha, we specialise in Drupal, with over 16 years of experience in growing a genuine breadth and depth of Drupal talent, skills and knowledge. Our Drupal Consultants are able to develop a detailed understanding of your challenges, opportunities and digital strategy. Our Drupal Consultancy service is tailored to your specific needs, and can drill down into the following key themes.

- Open-source consultancy
- Security consultancy
- E-commerce consultancy
- Performance consultancy
- Multilingual consultancy
- Accessibility consultancy



# Drupal site audit and evaluation

Get your Drupal website or platform reviewed by our team of experts.

A clear view of your Drupal site's strengths and weaknesses makes smarter decisions possible. Delivered by Acquia Certified Triple Experts, our Site Audit and Evaluation service brings expert eyes to your Drupal implementation to uncover performance issues, architectural gaps and opportunities for improvement.

We blend technical inspection with strategic insight so you emerge with a snapshot of where you are, what matters most, and a set of actions that help you reduce risk and move forward with confidence.

- Technical assessment
- Performance benchmarking
- Security review
- Content structure check
- Accessibility overview
- Prioritised recommendations
- A prioritised roadmap of recommendations, scored by impact, effort and risk



# Replatforming to Drupal

We're passionate about Drupal for a reason. The flexibility, scalability and performance of a Drupal solution have really changed the game for a number of our clients. Our replatforming service helps organisations move onto Drupal with clarity, control and confidence.

We've handled complex site replatforming projects from SiteCore, Umbraco, Optimizely, WordPress and custom solutions to name just a few. Central to our approach to replatforming is understanding what you know and love about an existing solution and replicating this in Drupal, whilst alleviating any pain points that are preventing your team from reaching their goals.

- Technical discovery
- Content migration
- Data integration
- Architecture design
- User experience continuity
- Risk management



# Upgrade to Drupal 11

Drupal 11 is making the editor experience as intuitive as possible, empowering digital teams with flexible, scalable, and accessible content that is easy to manage. Coupled with modern advancements in performance and security, as well as API-first architecture that facilitates ease of integration with 3rd party tools, Drupal 11 is the perfect solution to power an exceptional user experience.

We assess your current implementation, plan the upgrade path that fits your needs, and execute with care to minimise disruption. The result is a modernised Drupal foundation that strengthens stability, reduces technical debt and unlocks the benefits of the latest capabilities.

## Drupal 11 highlights

- AI-ready
- Easy to use editor experience
- Advanced media management
- Usability & accessibility
- Future ready architecture



# Upgrading from Drupal 7

Drupal 7 is now End of Life (EOL), meaning the Drupal community no longer supports it and is therefore at increased risk of major security vulnerabilities and malicious attacks.

Moving on from Drupal 7 allows you to take advantage of all the modern features associated with the latest version of Drupal. Our Drupal 7 'Triple Certified' developers will be able to ensure the upgrade from Drupal 7 to 11 is as straightforward as possible, working with your team through the transition onto a secure digital platform.

- Ongoing security support
- Better performance and stability
- Access to modern features
- Improved developer experience
- Greater integration options
- Reduced operational risk



# Data and analytics

Ensure your platform is optimised to collect tangible user insights. Leverage tools such as Google Analytics, Google Tag Manager and Hotjar to map a full picture of your users' behaviour. Our team ensure integration is optimised for maximum data capture, and support you with the collection and interpretation of meaningful data insights.

Our robust security certifications ensure we are always compliant to GDPR and emerging data standards, keeping your data capture compliant with evolving legislation.

- Google Tag Manager setup
- Google Analytics 4 setup
- Google Analytics personalised reports
- Digital analytics dashboard
- Conversion rate optimisation



# Mobile applications

Working closely alongside our Drupal specialists, our mobile team enables beautiful, performant and secure content managed experiences that provide a seamless user experience across all devices and platforms.

Zoocha specialises in the open source framework Flutter for easier maintenance, simplified upkeep and lower cost of ownership via a single code-base, as well as native iOS and Android development.

Whatever your requirements, we'll work closely with you to find a mobile-first solution that delights your users and supports your business objectives.

- Flutter specialists
- Native app development for iOS and Android
- Cross-platform app development
- Mobile web optimisation
- Mobile app support



# APIs & integrations

Zoocha's API and integration services break down data silos and create seamless connections between your digital platforms and external systems. By enabling smooth data exchange between systems your business will be set up for improved, joined-up customer experiences, with better visibility around how your systems are working to create value for your business.

Whether integrating with CRM systems, DXPs, or custom APIs, we're here to help you scope and successfully deliver a cohesive, scalable, and future-proof data-first digital infrastructure.

- Bespoke API design and development
- Third-party service integration
- Data synchronisation and workflow automation
- Reduced manual overhead
- Greater platform flexibility



# Drupal development

Zoocha is a specialist Drupal agency and Diamond Certified Drupal partner, delivering enterprise Drupal platforms since 2009.

With more Acquia Triple Certified Developers and Triple Experts than any other UK agency, our team leverages the latest tools, methodologies and best practice to deliver custom, scalable, and secure solutions tailored to meet the unique needs of your organisation and its audiences.

- ISO 9001, 14001, 22301 and 27001 certified software development processes
- Site migration and replatforming
- Custom module development
- Multi-language and multi-site development
- Theme customisation and development
- Third-party integrations and APIs





# Drupal AI and machine learning

Zoocha are Drupal AI Initiative Gold Partners – Cutting through the AI hype to deliver meaningful impact.

Our architects bring deep Drupal expertise together with hands-on experience across OpenAI, Google Gemini, AWS (incl. Personalise), and more, so recommendations across search, chat, and automation feel native to your CMS, not bolted on.

We start with your goals, data and constraints, then define a pragmatic roadmap: rapid prototypes, controlled pilots, and production hardening with clear success metrics.

- Content generation
- AI enhanced search
- Personalisation and recommendation engines
- ChatBots
- Internally focused domain expert assistants
- Enhanced power to editors



# Drupal commerce

Drupal Commerce provides a flexible, powerful foundation for organisations that need more than an off the shelf ecommerce solution.

Our Drupal Commerce service helps you design and deliver transactional experiences that integrate seamlessly with your wider digital ecosystem. We use Drupal Commerce to support complex products, bespoke user journeys and deep integrations. The result is a scalable, secure and adaptable platform that grows with your users, content and business model.

- E-commerce strategy and platform selection
- Content management integration
- Custom shopping cart and checkout development
- Payment gateway integration
- Flexible product models
- Scalable transaction handling



# LocalGov Drupal

LocalGov Drupal is an open-source, collaborative solution for local authority platform development.

It provides an out-of-the-box solution that is designed to meet the core needs of Council websites, with extensions being continuously contributed back to the solution for all councils to benefit from.

Zoocha is actively engaged in both the Drupal and LocalGov Drupal communities, contributing financial support, patches, feature enhancements and fixes. Our user-centred approach to development, combined with the powerful LocalGov Drupal distribution, supercharges delivery for local authorities.

- Accessible by design
- Clear user journeys
- Flexible and futureproof
- Scalable platform performance
- Strong regulatory compliance
- Future-ready digital foundation



# Drupal support

Our Drupal Support service provides 24/7 critical incident cover, routine proactive maintenance and a continuous improvement mindset that keeps your platform performing at its best.

Our ITIL-aligned Jira Service Desk allows us to work transparently and collaboratively as an extension of your team, offering visibility, trusted advice and responsive support whenever it is needed.

Our service is backed by fully transparent, comprehensive SLA reporting and regular check-ins, giving you confidence, predictability and measurable performance.

- ISO certified support services
- Aligned to ITIL Standards
- 24/7/365
- Competitive SLAs
- Jira Service Desk
- Transparent insight into service performance



# Drupal hosting

A high performing Drupal platform depends on infrastructure that is secure, resilient and able to scale with demand. Our Drupal Hosting services provides a robust AWS-based foundation designed to support modern, mission-critical digital services.

We combine cloud native architecture with deep Drupal expertise to deliver hosting that is optimised for performance, resilient under load and secure by design. Through ongoing management and optimisation, we ensure your platform remains responsive, reliable and ready to grow as user needs and organisational priorities evolve.

- Fully certified to our suite of ISO standards
- Security and compliance you can trust
- Proven Drupal expertise at scale
- Always-on support and reliability
- Performance and scalability optimised



# Drupal 7 extended life support

Extended life support from our team of trusted Drupal experts.

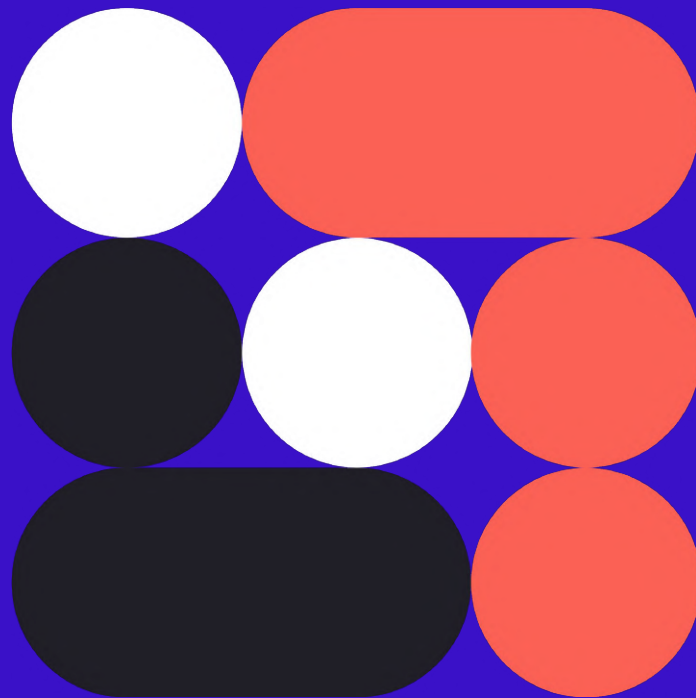
Our Drupal 7 extended life support package is designed to fit you, with no surprise extras or lock-in, so you can rest easy knowing your site is covered as long as you need it.

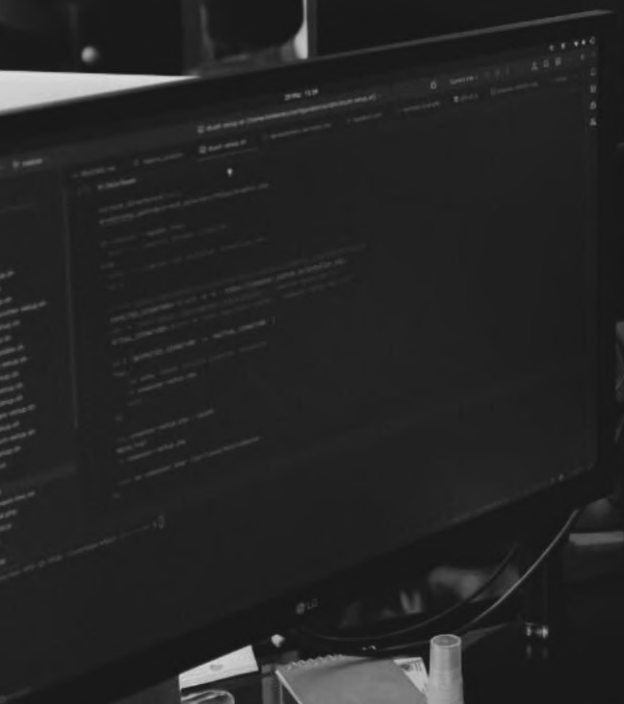
Whether it's a few extra months while you migrate to the latest version, or a longer-term solution, Zoocha has you and your Drupal 7 site covered.

- Flexible to suit your timeline and needs
- Informed by over 16 years' of Drupal experience
- Supported by trusted Acquia Certified Drupal 7 Triple Experts
- Community and collaboration driven



# Support & optimisation







# Support and optimisations

We're here to support the end-to-end lifecycle of your digital products with security, hosting and **24/7 support and maintenance**.

Our ITIL-based service desk ensures transparency and accountability, giving you total peace of mind to the performance of your service.

Hosting & infrastructure → Performance & continuous enhancement → Optimisation & improvements



# DevOps

Streamlined DevOps solutions that optimise reliable and secure deployments for Drupal projects.

Zoocha use GitHub Actions and Jenkins as our preferred CI/CD tools of choice. Our DevOps service brings together infrastructure automation, continuous delivery and robust operational support so your platform stays secure, performant and easy to release to.

Built on cloud-native principles and supported by experienced engineers, this service reduces friction between development and operations, strengthens resilience and gives you the confidence to deploy changes quickly without sacrificing stability.

- Automated delivery pipelines
- Infrastructure as code
- Performance optimisation
- Resilient operations
- Security-first practices
- Reliable uptime and scalability



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# Accessibility services

We test for accessibility from the beginning of each project, ensuring accessibility is never an afterthought. This includes testing with users with assistive needs and low digital literacy, all the way through to our extensive accessibility testing suite that ensures compliance in our codebase.

Our team help organisations embed accessibility into their platforms through continuous monitoring, expert evaluation and practical remediation. We take accessibility beyond compliance, ensuring usability for all, meeting the needs of a diverse and evolving user base.

- WCAG2.2 AA Compliance
- User testing
- Accessibility audit
- Accessibility testing
- Ongoing accessibility monitoring
- Reduced legal and reputational risk
- Better usability for all



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- Continuously evolving monitoring



# QA testing

Our in-house QA and Testing team provide continuous assurance that your platform performs as expected as it evolves. Through structured automated and manual testing, early issue detection and clear reporting, we help you reduce defects, minimise risk and release changes with confidence.

Our approach seeks to embed quality into the delivery lifecycle, this service supports smoother launches, stronger user experiences and greater long term platform stability.

- Peer-to peer code review
- Manual testing
- Automated testing
- Post-launch testing
- Functional & regression testing
- Performance testing
- Accessibility testing
- Cross browser and real device coverage
- Visual regression testing



# Website monitoring

Our suite of monitoring and alerting tools encompasses both infrastructure and application components. This includes application logs, environment logs, AWS service logs, user activity, availability, performance, security and accessibility.

This suite allows us to stay on top of emerging issues before they occur, and immediately respond to any critical incidents impacting your platform.

With proactive alerts, clear insights and practical recommendations, you stay ahead of risks, optimise performance and maintain a strong user experience around the clock.

- Full coverage security monitoring
- Real-time performance insights
- Early issue detection
- Uptime and reliability visibility
- Proactive alerting
- Trend-based optimisation
- Stronger platform confidence



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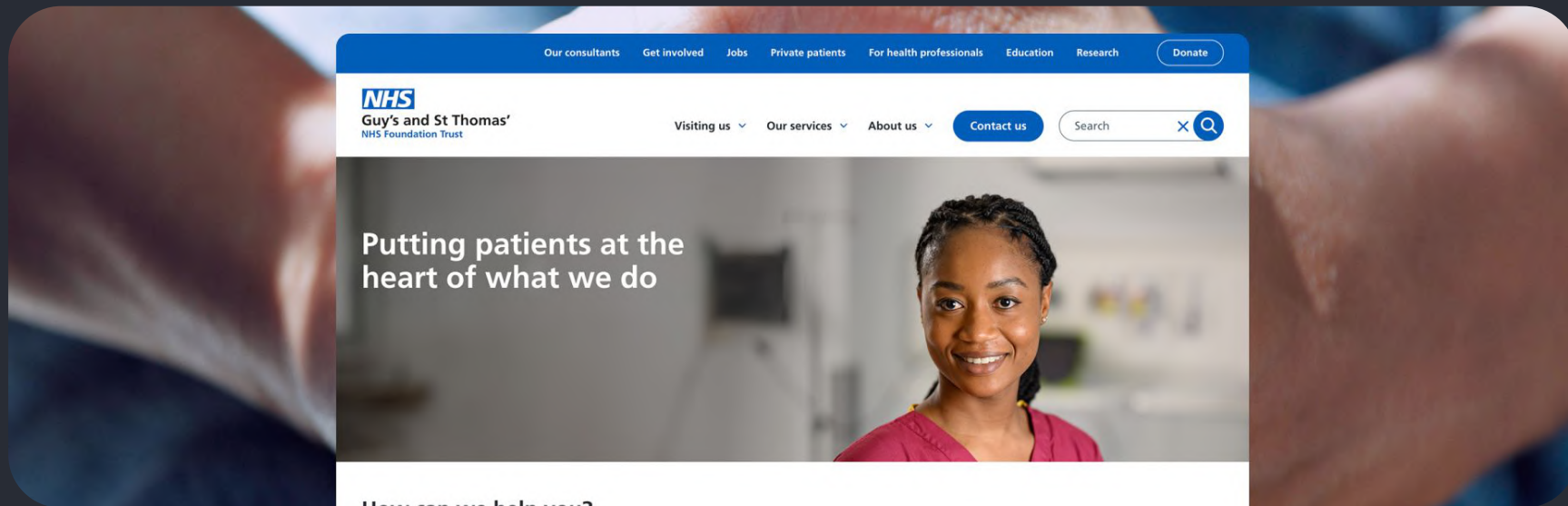


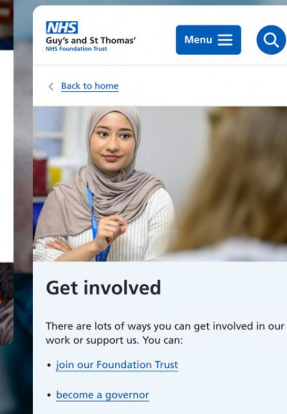
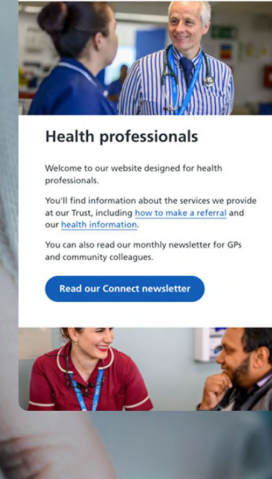
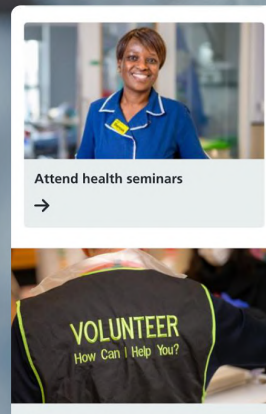
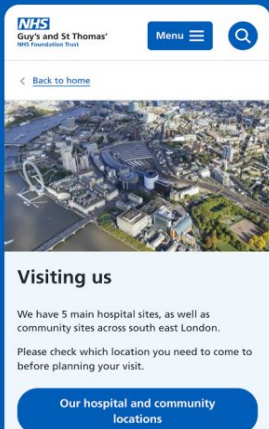
# Case studies



# Guy's & St Thomas' NHS Trust

Guys and St Thomas' NHS Trust serves over 2.5 million patients and has over 25,000 members of staff, with this expansive range of potential platform users, ensuring an accessible and usable design was paramount.





# The ask

Guy's & St Thomas's NHS Trust (GSTT) needed a digital platform that would meet the needs of patients, carers, families, and medical professionals, all with a need to access pivotal trust information.

The redesign and development of the GSTT platform centered accessibility and usability, ensuring users would be able to find essential information as easily as possible, often in times of distress.



# Our approach

## Understanding the audience

Throughout Discovery, our team engaged with over 770 users from across the GSTT ecosystem, these included patients, carers, parents, medical professionals and wider staff within the Trust, all using the platform for a bespoke set of needs. This included a focus on users with assistive needs, including both cognitive and physical disabilities to ensure the content structure, visual design and information presented on the platform would be clear and easy to use for all users.

## Iterative designs

Building on the outputs of Discovery, the solution design phase continued our engagement with GSTT users. Through 1-2-1 user testing, each design prototype increased in fidelity with each iteration of feedback from users and GSTT stakeholders. This resulted in hi-fi clickable prototypes that would be easily translated into development through leveraging Storybook as our front end library of choice.

## Validated by users

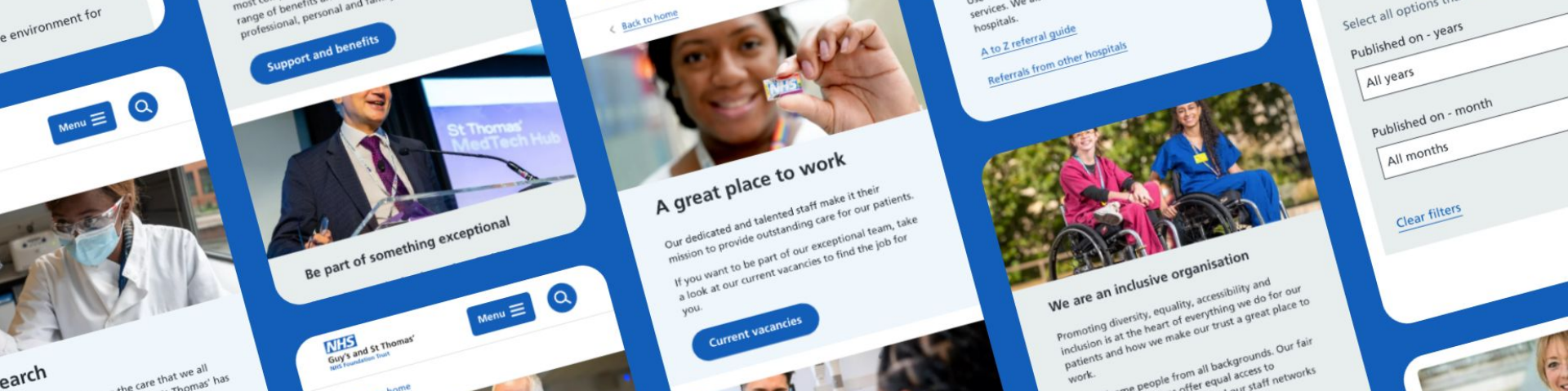
Throughout 1-2-1 testing, GSTT team members were invited to participate as passive observers in the testing process. This provided GSTT with a first hand experience of the user testing process, as well as direct insight into the user experience.



The Zoocha team were lovely; the sprints were run really well, huge thanks to Hannah for how you did it. Great to have access to Figma, made the design process clearer to see how it was being put together

Guy's & St Thomas' NHS Trust





## The results

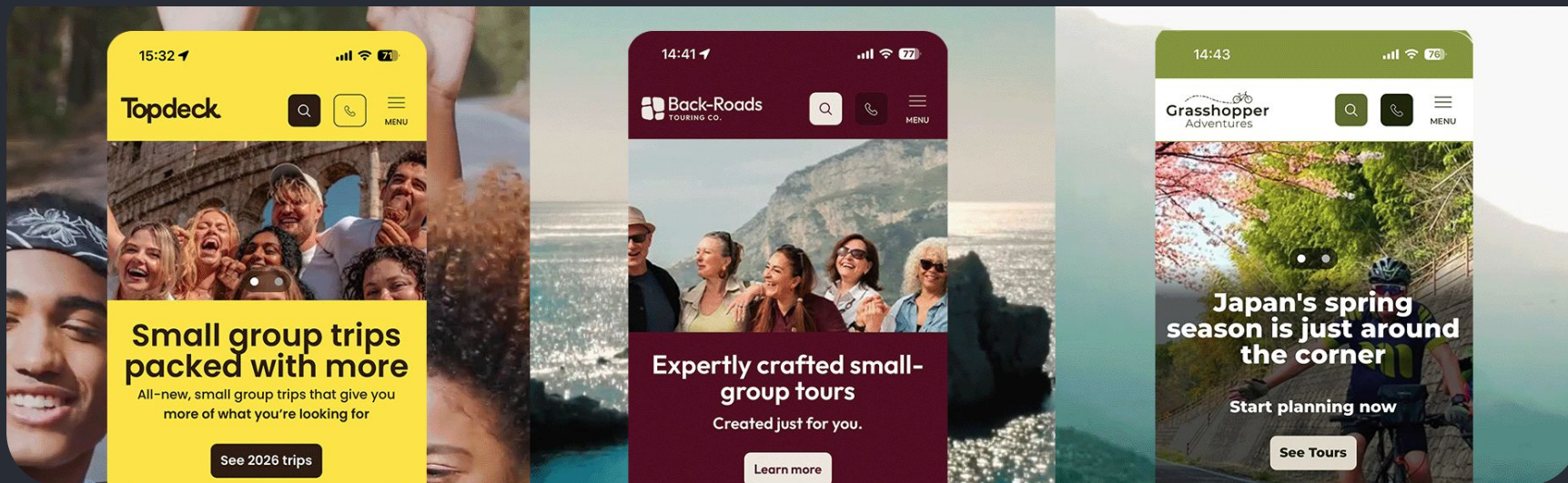
The GSTT platform is now fully accessible to WCAG2.2 standards, as verified by 3rd party audit to 2.1 standards that were applicable at the time.

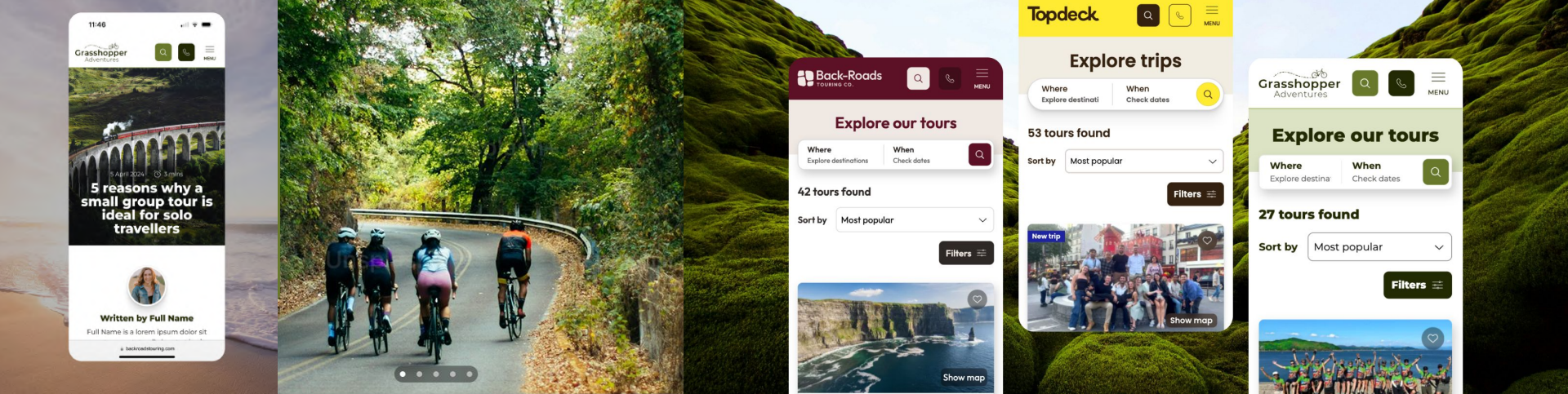
This has resulted in an award winning platform, with GSTT placing 1st at the Web Excellence awards for Accessibility in Healthcare.

GLOBAL  
TOURING

# Global Touring multi-brand platform

Delivering a flexible Drupal 11 foundation to support the success of three unique brands, with one design system and codebase





# The ask

Our client, Global Touring consists of Topdeck Travel, Back-Roads Touring and a newly acquired Grasshopper Adventures.

The opportunity with another brand coming into the portfolio was to provide a solution to showcase new branding across all of the brands, whilst improving the user experience across key journeys and creating efficiencies for Global Touring to manage the brands daily.



# Our approach

## A collaborative approach

Zoocha seized this pivotal opportunity to enhance and streamline the user experience from inspiration through to booking. Using collaborative design thinking workshops, we defined the top priorities to take forward into concepts. Our goals were to deliver a frictionless process which promoted inclusivity through an easy to use engaging experience.

## Flexible design system

The flexible design system delivered for Global Touring has facilitated a consistent user experience across all three brands, without compromising brand identity.

Additionally, this has introduced significant time savings for the Global Touring team, with confidence in the multipurpose and cohesive designs produced.

## Validated by users

User centricity is key to our work. In order to ensure that our concepts and hypotheses were well received, we created prototypes to test new booking flows and interactive features for the trip pages enhancing itineraries and maps. We conducted usability sessions with two groups of existing customers who had diverse ages, abilities, backgrounds, across multi brands and devices.



# The results

Global Touring is now able to build and offer new services in a relatively plug-and-play environment, increasing independence and flexibility over its own digital estate.

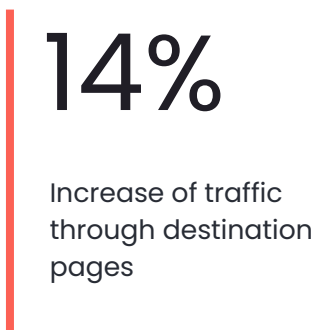
The Global Touring team have remarked on the time savings achieved through the centralised platform, as well as efficiencies gained through an easy to use Drupal editor interface.

This project recently won Gold at the NYX Awards, with measurable outcomes such as:



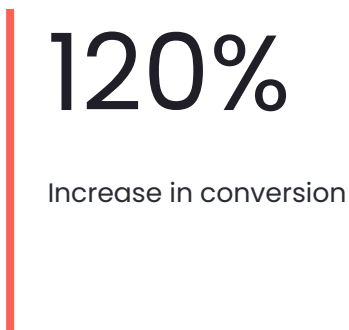
28%

YOY booking increase

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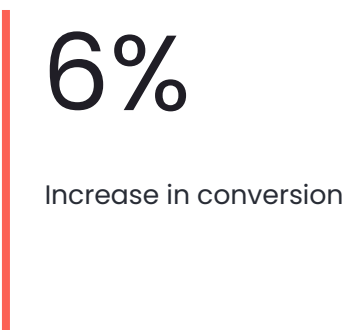
14%

Increase of traffic through destination pages

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120%

Increase in conversion

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6%

Increase in conversion

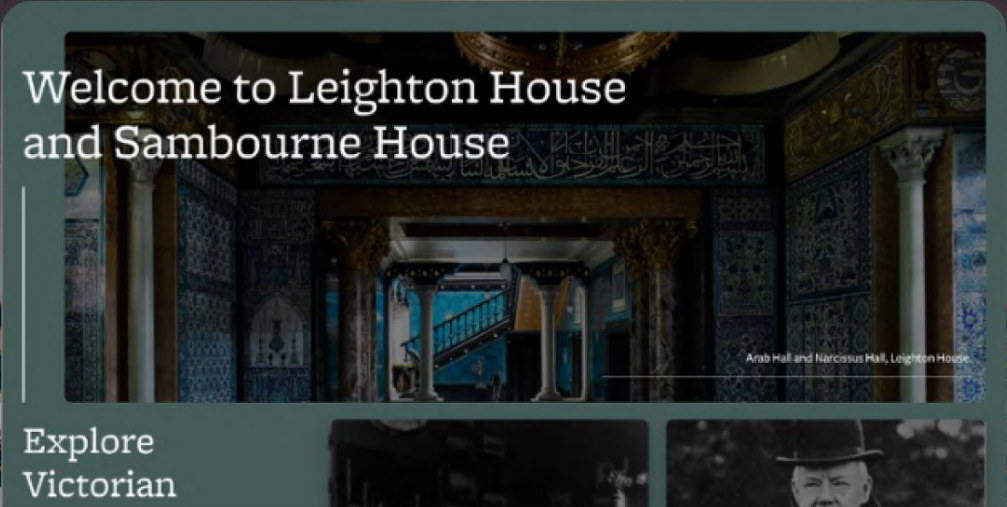
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Leighton  
House

Sambourne  
House

# RBKC Museums

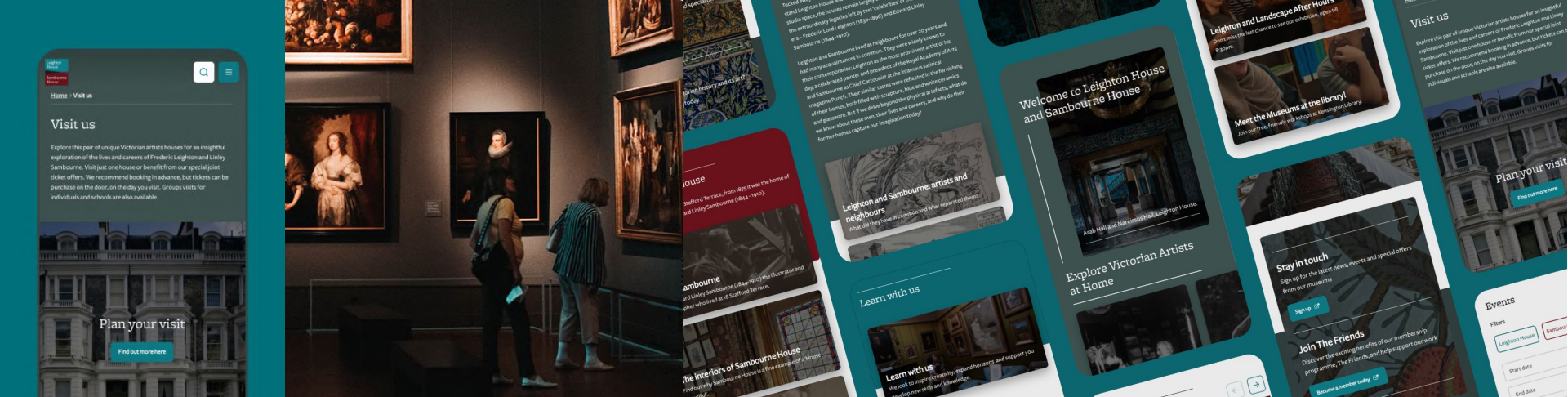
Delivering a modern and visually engaging digital platform to showcase the RBKC museums, without compromising accessibility.



Welcome to Leighton House  
and Sambourne House

Arab Hall and Narcissus Hall, Leighton House

Explore  
Victorian



# The ask

The RBKC museums platform hadn't been updated in over 10 years and no longer reflected the image of the museums. The process of updating the museums had already begun with a new logo and brand that the client wanted to translate digitally to the new site.

Kensington is well known for its big museums, but now these hidden gems had their opportunity to shine.



# Our approach

## Discovery workshops

Our UX team began with a Discovery workshop which aimed to understand the organisations goals, success criteria, key users, user objectives and take a competitive analysis of how other organisations showcase their history and beauty.

The priority for Discovery was to develop a new information architecture, incorporating the 2 museums' individual needs and how they would work together as a collective organisation.

## User recruitment & design

Each iteration of testing informed the next, as participants reviewed low-fidelity wireframes, concentrating on content and page structure. Key to this phase was recruiting users matching RBKC's research goals—targeting young people interested in museums and those working in schools. Researched informed prototypes that met key user goals and reflected RBKC's updated branding, incorporating patterns and colors from the museum's interiors into the page design.

## Accessibility

Throughout design, accessibility remained a core focus for our team. All designs were validated against WCAG standards, across both mobile and desktop prototypes.

This commitment extended into development, ensuring standards of accessibility would be met whilst also bringing the museums to life in an engaging design experience.



## Sambourne House

Previously known as 18 Stafford Terrace, from 1875 it was the home of Punch cartoonist Edward Linley Sambourne (1844 - 1910).

### Linley Sambourne

Meet Edward Linley Sambourne (1844-1910) the illustrator and photographer who lived at 18 Stafford Terrace.

## The results

This resulted in the most successful launch of the platform as part of our continuing partnership with RBKC. Our team continue to work with RBKC in providing hands-on support, and continuous improvement to the wider digital estate.



# Get in Touch

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[gcloud@zoocha.com](mailto:gcloud@zoocha.com)



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