



G-Cloud 15 Service Definition: Cloud Hosting, Software and Support



Powered by Drupal 





Contents

About us

- [About us](#)
- [Our values](#)
- [Our accreditations](#)

Our Services

- [Strategy & consultancy](#)
- [Experience design](#)
- [Drupal services](#)
- [Support & optimisation](#)

Case studies

- [Global Touring](#)
- [Newport City Council](#)
- [University of Portsmouth](#)
- [University College London](#)



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+

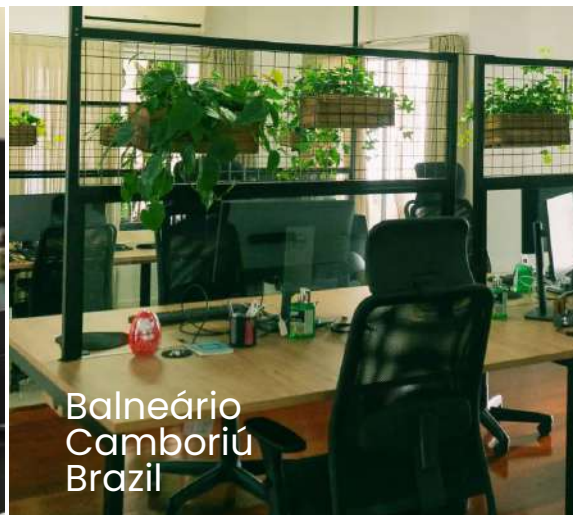
People

1000+

Projects delivered

2009

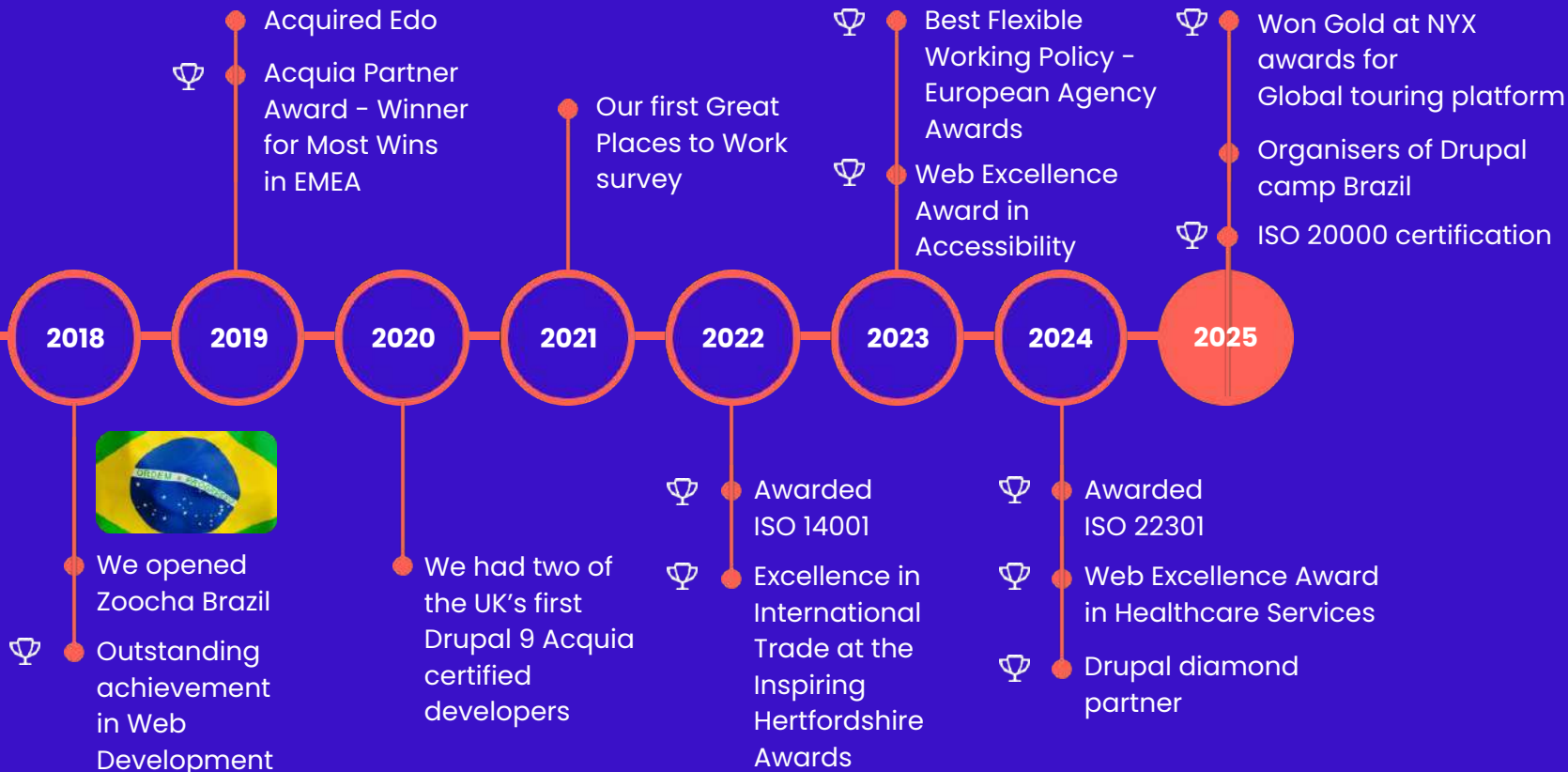
Zoocha founded





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

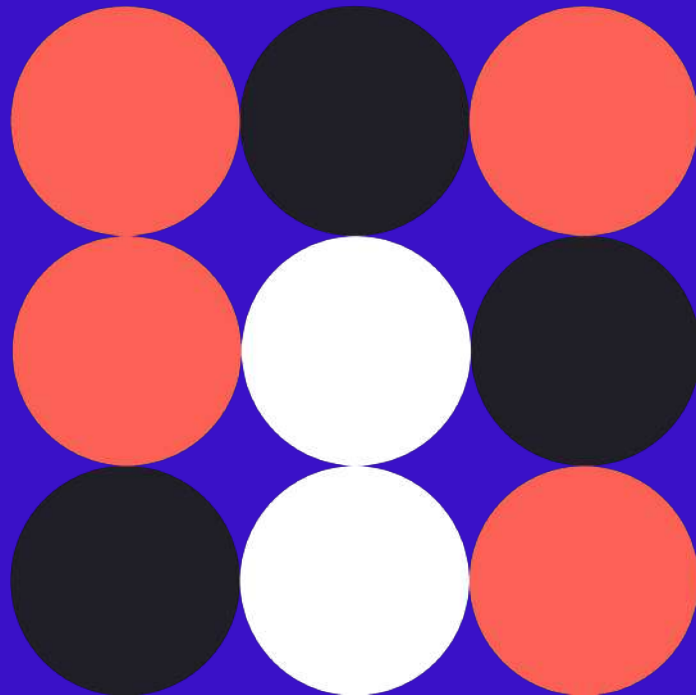
As Drupal AI Initiative Gold Partners, we cut through the hype to design, validate and ship AI features that feel native to your CMS, not bolted on. We start with your goals, data and constraints, then define a pragmatic roadmap: rapid prototypes, controlled pilots, and production hardening with clear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

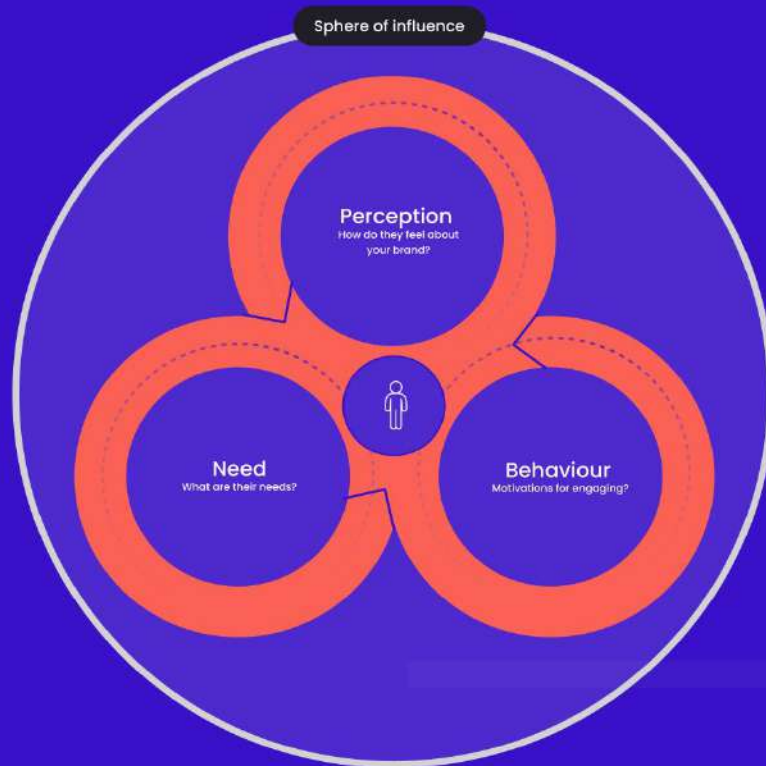
Research and Discovery → UI and design systems →
UX design → Optimisation & improvements →



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



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

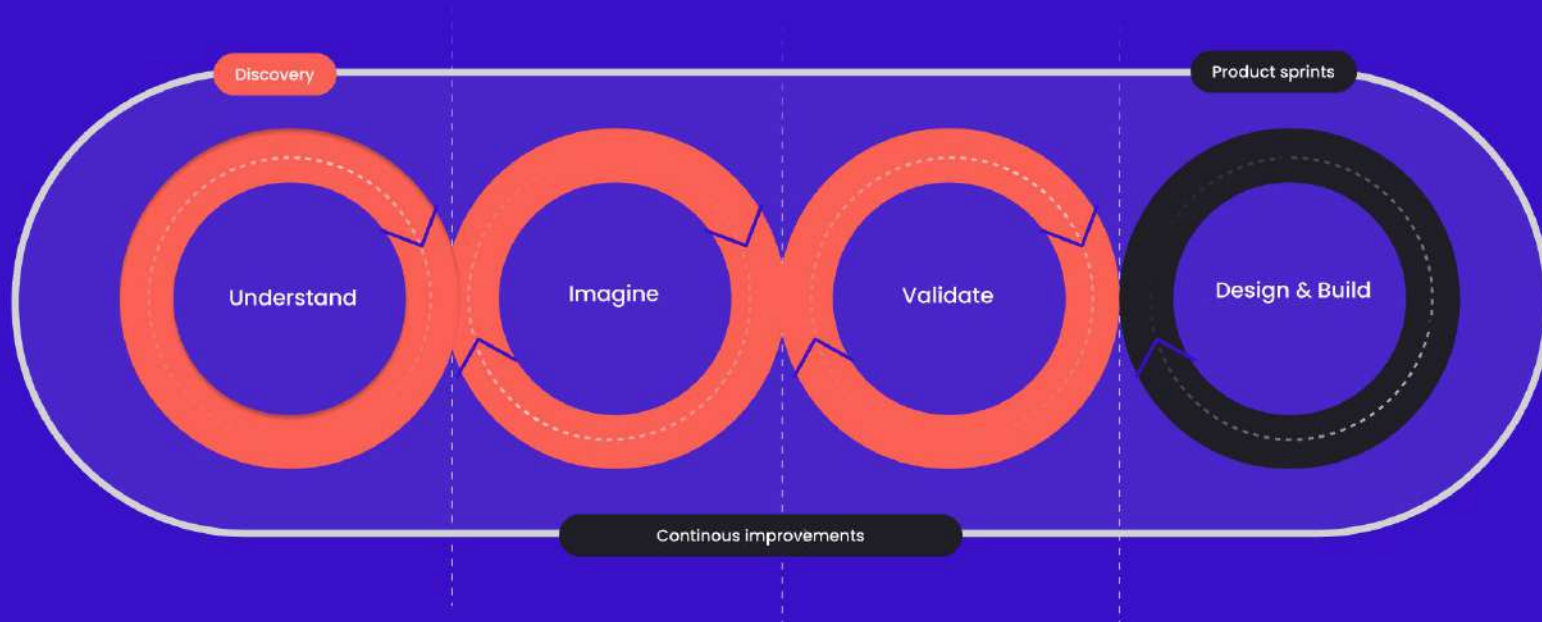
Prototype Creation →

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.

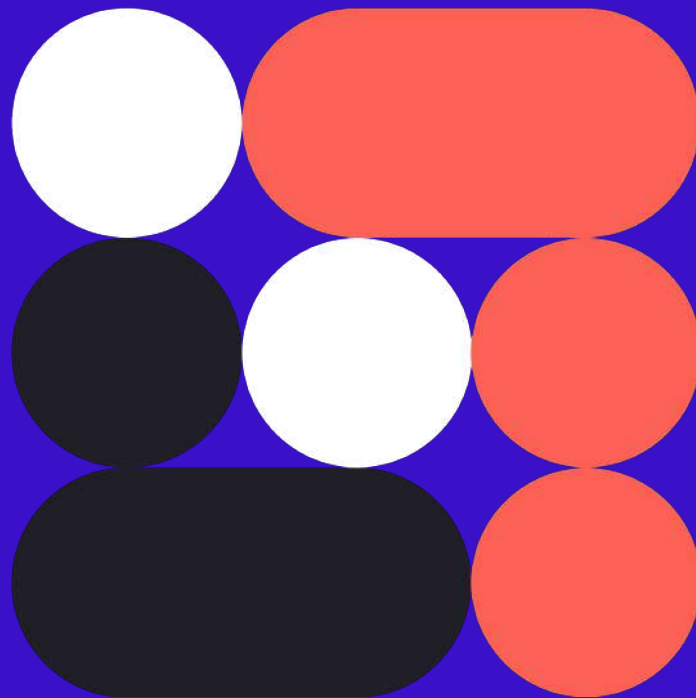
Our Drupal 7 extended life support package is designed to fit you, with no surprise extras or lock-in, so you can rest easy knowing your site is covered as long as you need it.

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





ZOOCHA



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



Conversion rate optimisation

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



Data and analytics

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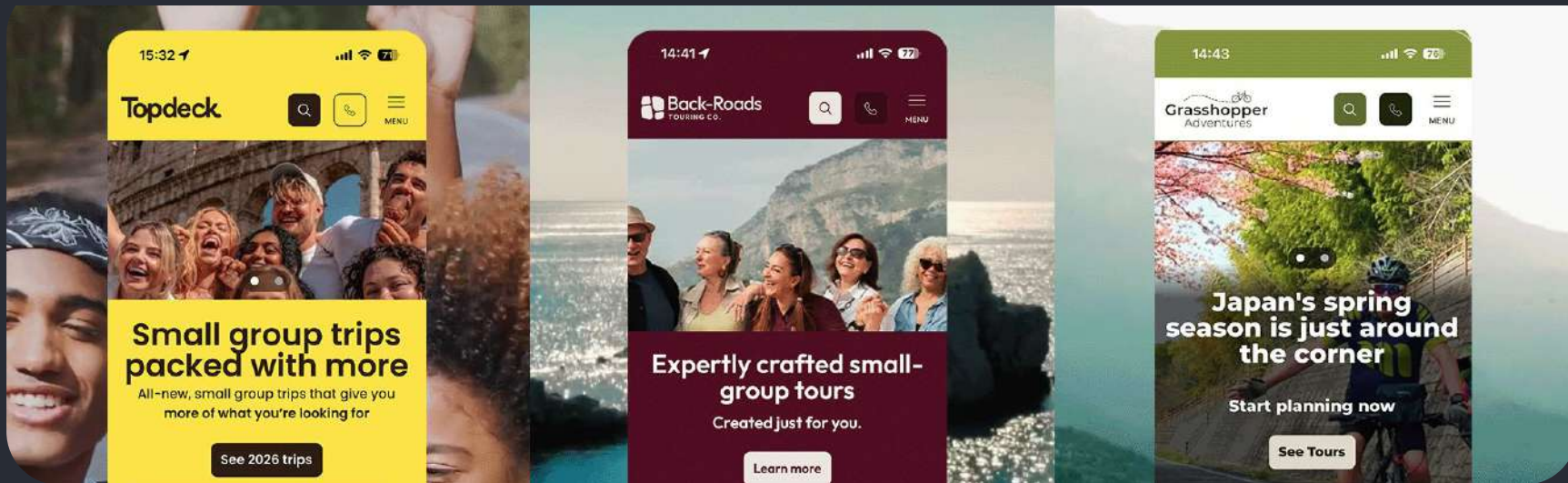


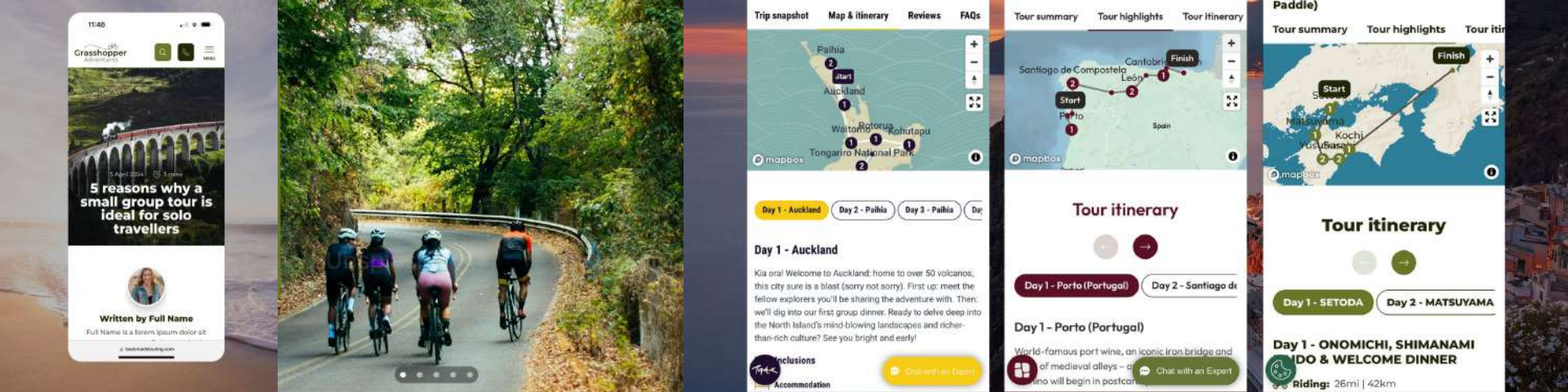
Case studies

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.

A strategic decision was made to consolidate the existing Drupal estate into a Drupal 11 multisite capable of supporting the three brands.

This aimed to improve the conversion funnel, offer a consistent user experience across brands and provide greater flexibility to the Global Touring team managing the CMS.



Our approach

A single platform on Drupal

Our proposed strategy was the creation of a single platform on Drupal, using a multi brand global design system to unify and ensure design consistency while still allowing for brand differentiation.

The multisite approach has enabled cost savings through reduced duplication of effort in development, and reduced repetitive tasks in maintenance.

Integrating with TravelStudio

TravelStudio is the booking management system that is the source of truth for all bookings across the Global Touring estate. Effective integration ensures the Drupal platform pulls up to date booking information, powering the booking process and post-booking user experience.

There were a number of additional integrations on the platform, including HubSpot CRM, Feefo, and Adyen.

Ambitious Deadlines

The project mandated ambitious timelines in order to meet key marketing dates for Global Touring. As is standard, we used Scrum as the backbone of the project, working as one-team with Global Touring. Key elements included agreed and documented ways of working, clearly communicated roles and responsibilities, and full transparency around risks/dependencies.

This allowed us to be truly agile, and manage a large-scale architectural transformation within budget and timeline.



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.

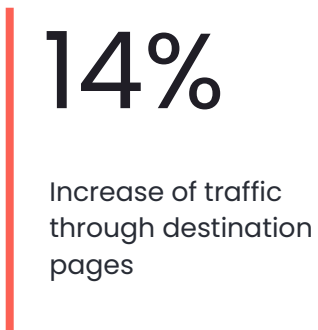
The Global Touring team have remarked on the time savings achieved through the centralised platform, as well as efficiencies gained through an easy to use Drupal editor interface.

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



28%

YOY booking increase

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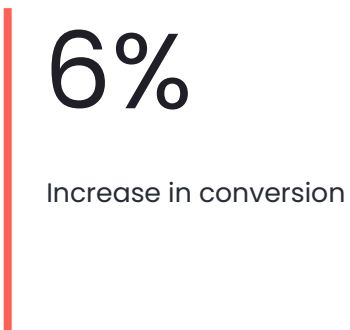
14%

Increase of traffic through destination pages

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120%

Increase in conversion

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6%

Increase in conversion

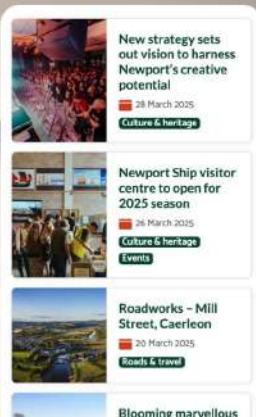
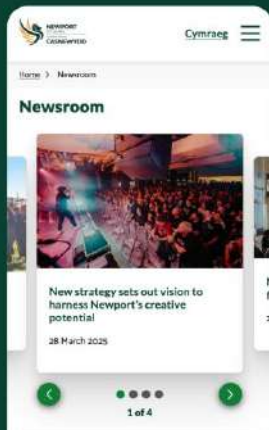
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Newport City Council

With outdated digital systems, Newport City Council's (NCC) in-house team partnered with Zoocha and LocalGov Drupal to deliver a modern, collaborative platform.





The Ask

NCC required a user-centred platform transformation that would meet the needs of the local community through serving bilingual content, and also improve ease of use for the web team.

LocalGov Drupal represented the perfect solution for the NCC team, with a structural foundation tailored to the needs of local authorities; LocalGov Drupal was essential in allowing the NCC team to meet an ambitious launch timeline.



The approach

LocalGov drupal

LocalGov Drupal offered a series of templates and flexible functionality out-of-the-box that streamlined development and provided the NCC team with assurance that the new platform would be accessible and user-centred.

Multilingual content

Zoocha extended LocalGov Drupal to facilitate a bilingual content experience. The Welsh Language Act 1993 dictates that Welsh and English languages should be treated equally, therefore, providing users with a complete bilingual experience was crucially important to the success of this project. NCC are able to leverage automated translation from within the CMS, supported by a process of manual human review to ensure accuracy and completeness.

New microsite development

Zoocha have also worked with NCC to release multiple microsites in Drupal to support the wider digital estate. Each site is fully bilingual, with centralised content management delivered through the core platform. This has provided greater consistency and control across the NCC digital offering, maintaining a cohesive user experience for their audiences.



The results

Our work with the NCC resulted the launch of the UK's first multilingual LocalGov Drupal platform in just 5 months from project inception through to live.

Zoocha continue to work with the Council on the delivery of continuous improvement features to the platform, enhancing user experience and providing greater ownership to the Council.



"We have thoroughly enjoyed the experience of working with the Zoocha. It has been invaluable for us to be able to lean on their expertise in LGD and wider web development, helping us to bring our ideas to life in ways that are modern, accessible and user-focused.

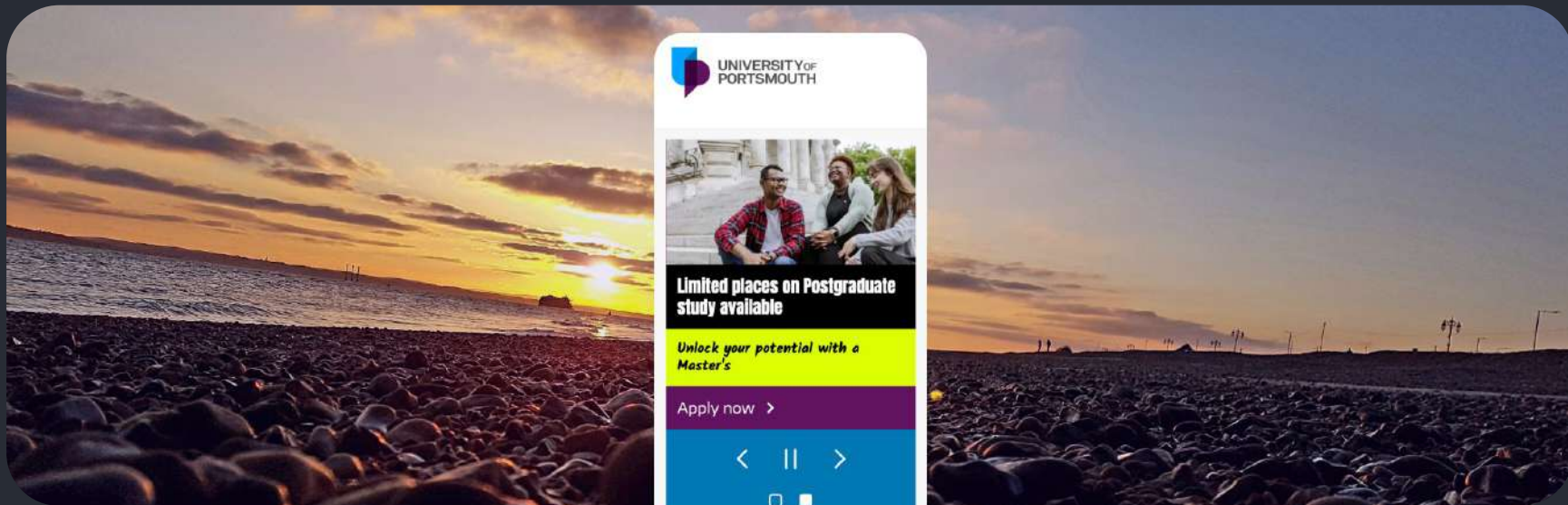


Communication Officer – Newport City Council



University of Portsmouth

The University of Portsmouth (UoP) aimed to move away from a legacy Sitecore implementation towards a modernised, flexible, and scalable Drupal CMS.





The ask

UoP had key goals centred around enhancing user experience and driving efficiency in the editor experience. In migrating away from Sitecore, ensuring all content would be seamlessly captured in the new Drupal implementation was critical.

Through selecting Drupal, the University aimed to provide editors with greater flexibility and ownership over content, without compromising on content governance and quality.



The approach

Content Control

Zoocha implemented custom workflows and permissions management for the University, ensuring administrators had full visibility over the version history of content and access is restricted to only users that require it.

This has dramatically simplified the user experience for content editors that are only responsible for one area of the site, as well as ensured that administrators have the oversight that they need.

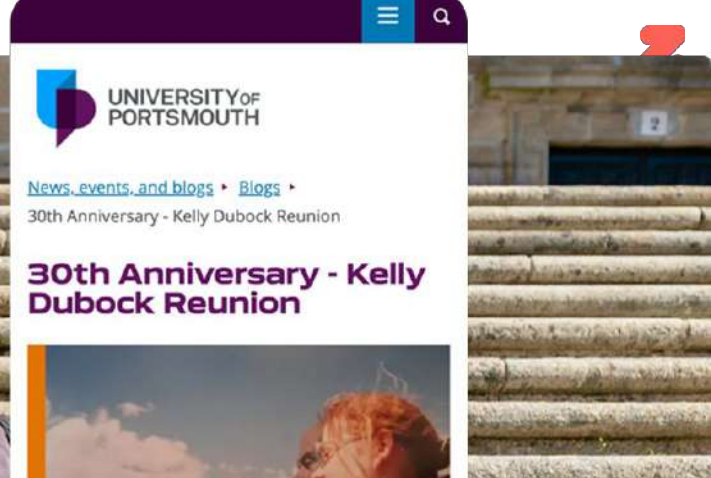
Personalisation

Acuia Personalise (now VWO) allows the University to substitute existing page elements with personalised content and target content to unique audience groups. The University are now able to conduct A/B testing with distinct content experiences to different users, with no reliance on code beyond the initial set up.

3rd Party Integrations

Drupal's API-first infrastructure enables the UoP platform to seamlessly integrate with a selection of tools and services to enhance editor and user experience. Enterprise DAM functionality has provided greater control and flexibility over the media exposed on the platform.

Additionally, AI-powered search has enabled intelligent results to support a modern user experience.



The results

Since project inception, UoP have benefited from consistency in personnel, with the Technical Architect offering over 12 years' experience in Drupal remaining a core contact from the offset. This has allowed our team to make practical recommendations for improvement that stem from a deep understanding of the UoP platform and organisational objectives.

We continue to work with the University as we collaboratively grow and optimise their digital estate.



If an organisation is looking to partner with a digital agency that delivers high quality outputs, is conscientious and puts its customers at the heart of everything they do Zoocha would be that ideal partner

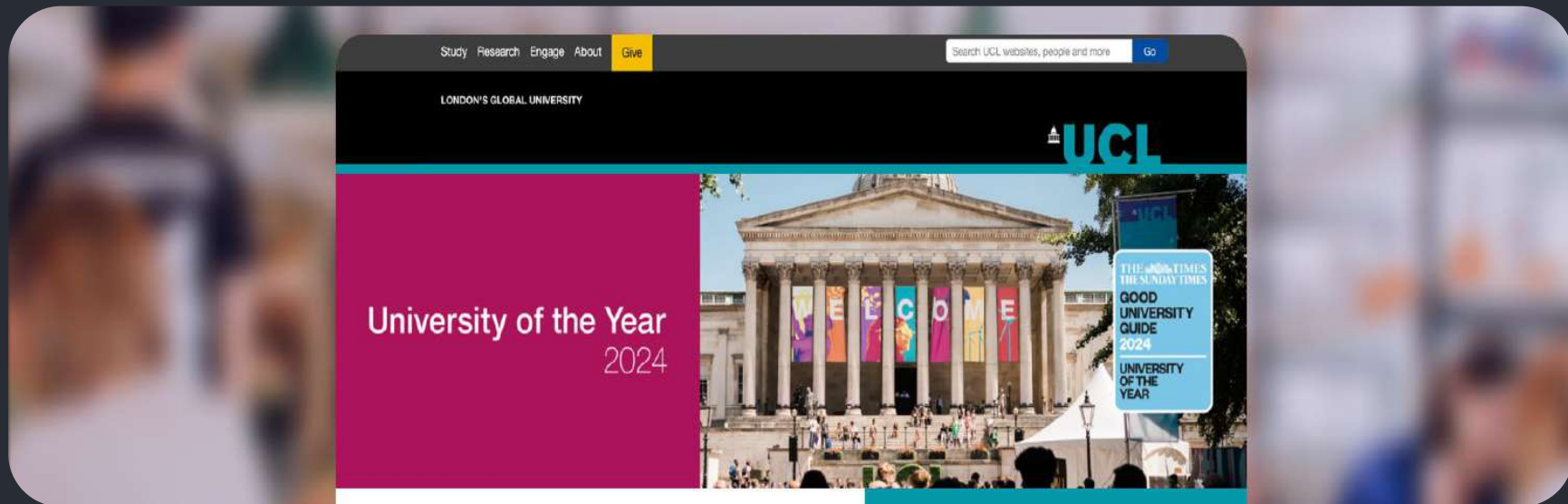
Head of Digital – University of Portsmouth





University College London

Tackling a sprawling Drupal 7 multisite, powering 500+ microsites, to create efficiency and enhanced editor experience.





The ask

The UCL site had become difficult to manage, with a lack of cohesion between platforms causing an inefficient user experience as well as a headache for the content management team.

The priority for UCL was not only the upgrade to the latest version of Drupal, but also providing greater flexibility to their internal development and content teams to have maximum control over the multisite platform. In order to keep cost and time investment as low as possible, ensuring UCL would have the capability to manage the bulk of the move internally was of paramount importance.



The approach

Multi-site management dashboard

The first game changer for UCL was the development of a customer dashboard that operated as a command centre for managing hundreds of microsites. This dashboard automatically syncs when changes are made to the microsite estate, ensuring that the UCL team have full ownership and view of the content across the multisite platform.

Global design system

Each page includes best practices on content management, with a global template that allows users to clone an example page rather than create a new concept from scratch.

In order to ensure this continuously evolves, Zoocha have also provided UCL with the ability to update the template to reflect the most recent example of best practise, ensuring that content editors remain consistent and are appropriately reflecting the UCL brand.

Cohesive Content

With a large variety of departments and faculties requiring access to the platform and needing to share aspects of the functionality (menu, taxonomy etc), ensuring that certain areas of content would be locked and others open to flexibility was a critical success factor.

Faculty editors are now able to login and make updates to their own content, whilst benefiting from the global functionality that helps maintain a cohesive experience with the UCL main platform.

University of the Year
2024



**Gain knowledge. Gain
advantage.**

Make your Master's matter



The results

This new UCL platform has brought significant growth in efficiency and independence to the University. Additionally, this project has resulted in significant cost savings for the University, as well as a more sustainable approach to hosting infrastructure.

Our team to continue to work in collaboration with the UCL internal team through an open-door approach to knowledge sharing and upskilling in Drupal.



The Zoocha team's collaborative and agile approach, their Drupal expertise and user-centric focus have delivered a CMS and a migration process that will bring huge value to UCL's digital teams and to our many audiences.

The UCL team





Get in Touch

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