



## CSMB Design - Service Definition...

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## 2. Introduction

CSMB deliver hand crafted Website and software solutions and creative services to the NHS, Healthcare and Recruitment sectors as well as many others. We work with our clients to create Websites and lasting brands and intelligent digital solutions that will engage their target audiences whilst providing all the necessary impact and functionality to empower them to realise online success.

Working on the premise that you never get a second chance to create a first impression, we use our experience to provide eye catching designs and innovative solutions which enable our client to achieve to best first impression possible.

We know websites must be more than just a traditional set of static pages describing your services, they need to become an experience for visitors, with informative content and eye catching and interaction with social media.

Our websites are created utilising high quality imagery and graphics with clear and efficient navigation underpinned by the industry-leading Umbraco Website Content Management System. The Websites we design are built from the ground up with Search Engine Optimisation (SEO) in mind to ensure they are search engine friendly which will ultimately help drive traffic to them.

Our Websites are underpinned by Google analytics enabling clients to view a multitude of statistics on the Website traffic including, visitors to the site, geographical location of visitors, time spent on certain pages and sections of the site, devices used to view the sites and many more important views of information enabling them to build and maintain a successful online marketing strategy.

This document is designed to explain at a high level our approach a Website project.

### Typically our clients key objectives for their Website are:

- To have an eye catching design which engages visitors utilising digital and social media channels as well as traditional content.
- For the Websites to be built on an easy to use Content Management System enabling staff to easily update content and add downloadable information.
- To work seamlessly across all devices, desktops, tablets and mobiles.
- For the Websites to be designed and built to best industry practice and COI guidance and the RNIB accessibility guides
- For the Websites to be built with search engine optimisation in mind to achieve a solid rankings
- For the Websites to be future proofed and scalable to they can be enhanced and built upon at any time.

## 3. Why CSMB Design

CSMB Design has many satisfied clients. We help them achieve online success and succeed with their digital strategy by delivering all the things they expect from a creative Website partner.

### 1. Understanding the target audience

The most compelling reason to choose CSMB is our expertise in understanding our clients target audience. We have a strong track record of delivering NHS Websites and design projects to the likes of South London and Maudsley NHS Trust, King College Hospital, Maudsley International and South Essex Partnership Trust. We achieve success by having a solid brief, doing the right research, putting plans in place and delivering the right message using the right technology or media. By taking the time to understand your target audiences, we'll tailor and deliver the message to them in the most appropriate and appealing way.

### 2. Creative thinking

CSMB doesn't have a 'house style' and we don't use pre-defined templates to build our Websites. All our creative thinking and design is based on the all-important brief and built from the ground up by our talented designers and developers.

### 3. Project management and planning

We believe in the importance of planning here at CSMB to ensure a successful delivery. We use an agile development methodology for our Website deliveries and involve our clients in each step facilitating a rapid but controlled delivery. We keep clients informed every step of the way making sure they know exactly what is required, by whom and by when.

### 4. Being proactive

We're passionate about design, technology, marketing and communications. Which means we're always coming up with new ideas, finding new ways to market, researching new technology, looking for new opportunities. We ensure where possible that information continually flows through to you ensuring you are always informed to make the best decision possible.

### 5. Delivery using the right technology

Web (.Net, Java, Ajax, Flash), print, video, podcasts, adverts, email marketing, search engine optimisation... There are so many ways to deliver your message. We have the experience to recommend what's best and to deliver it quickly and efficiently and the skills in house to produce it.

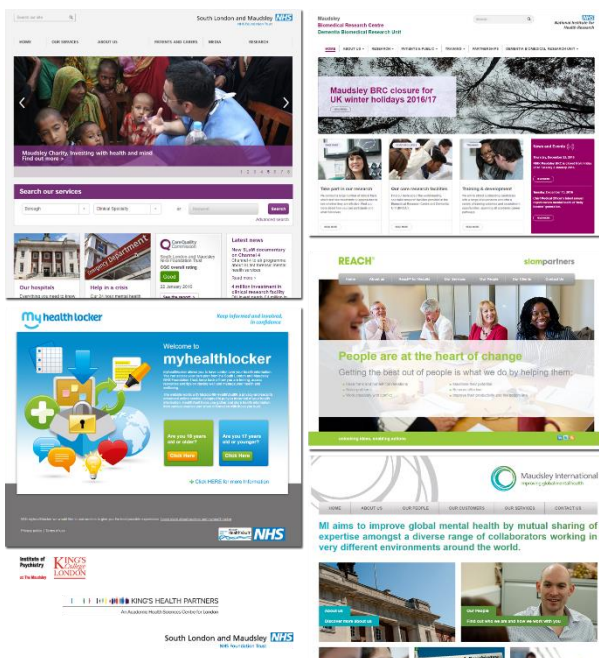
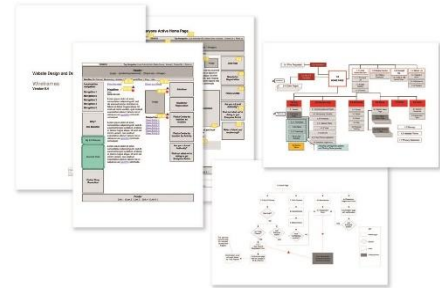
### 6. Getting results

We approach your Website with measurable business objectives in mind, ensuring that what we develop works for you. We'll always happy to sit down with you to review the project either during or after it has been delivered to ensure you are happy with the outcome.

## 4. How we'll meet your needs

### Website Planning and Specification

One of the first deliverables is the all-important design brief and Website specification. These planning and scoping documents are critical to the successful delivery of any project.



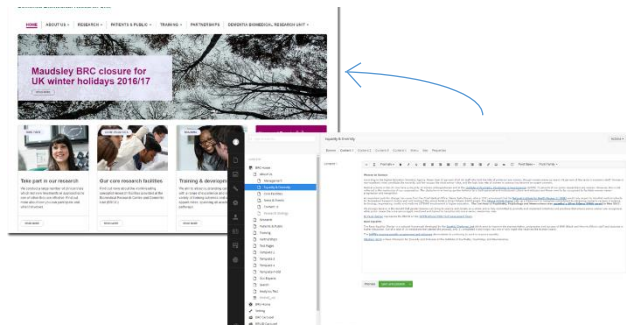
### Website Design

We are experts in designing Websites that are impactful and create a great first impression. We design everything from the ground up and we have vast experience in delivering sites to NHS trusts. It is this experience that allows us to create striking eye catching designs whilst adhering to the NHS and individual trusts brand guidelines.

All of the sites we design are functional, interactive, informative, user friendly and work across all devices.

### Website Building

We will build your Website using best practice and industry standards. DDA compliance, W3C and COI accessibility standards will be adhered to. Our quality assurance processes ensure your website goes live without any issues.



### Integrated Content Management System

The Umbraco Content Management System enables simple and user friendly management of your Website content. From the words to the menus, the images to the downloadable content you will be in full control enabling you to keep your site fresh and up to date which not only helps encourage visitors to return by plays a significant part in your search engine ranking.

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## 5. The Umbraco CMS and Hosting

Umbraco is a leading Website Content Management System running over 250,000 websites around the world. Microsoft, Peugeot, Costa and Heinz are just a few of the house hold names utilising the platform.

Umbraco offers a very secure platform to control a Website from. Users must enter username and password credentials to gain access and are assigned varying levels of permission to restrict or increase their ability to change or update content. Changes are version controlled, super users can approve content before it is published and there are roll back features should mistakes be made.

Umbraco is being continually enhanced and developed to ensure it is at the forefront of technology releases and remains up to date with its ability to integrate with third party tools.

All CSMB websites are hosted by a Tier 1 UK based Datacentre delivering 99.99% availability. The Datacentre is Ofcom regulated on the G-Cloud government framework and carries ISO 27001, ISO 9001 and ISO 14001 British Standard certifications.

## 6. Project and Timescales

Typical project stages and milestones are:

### Planning and Design Implementation Phase

Working with our clients we will scope out the requirements for the Website and:

- Hold a face to face planning meeting
- Create a written specification and design brief including:
  - Sitemaps and wireframes
  - Visitor route plans
- Roll these out across mock ups for each page
- Review and refine the brief based on their feedback
- Sign-off agreement of the Planning and Design Phase

### Website Build and Development Phase

Following the Design Phase sign-off we will:

- Build the Website using best practice and industry standards and incorporate Google Analytics.
- Population of the site to include text, images, documents, news etc
- Integration Umbraco Content Management System so you can make content changes to the Website
- Training in the Umbraco Content Management System to ensure you know how to make changes when required
- Conduct User Acceptance Testing to review and approve the Website before it goes live
- Sign-off agreement on the Build and Development Phase

### Launch Phase

Following the sign-off of the Website Build and Development Phase we will:

- Transfer the site to the live servers
- Conduct final quality checking
- Roll the site live and deliver the content management training

### Ongoing Support

Through our 'Site Management' service we will support your website:

- Active monitoring of Website uptime and proactive maintenance
- Telephone technical support Mon – Fri 9am – 5.30pm.

## 8. About CSMB Design

CSMB are experts in building Websites. Whether it's a simple brochure Website or a complex web application we have the skills and experience to deliver.

We provide Websites, internet marketing services and internet communications strategies. We create brand identities and deliver graphic design services such to assist in the production of annual reports, company literature design, investor relations materials, advertising and integrated communications plans.

Unlike most marketing and communications companies we approach your brand with measurable business objectives in mind, ensuring that what we develop works for your business.

We work for a broad range of clients in the following sectors: NHS, Recruitment, Pharmaceutical, Facilities Management, Retail, Consultancy and Technology.

### Ethics

Most importantly we make CSMB a great place to work. We have a strong, experienced team who enjoy their work and have a passion for software development, communications and design. Our passion is to continually achieve results for our clients and create a great working environment for our staff and clients.

The Directors of CSMB have a common business goal:

- Continually work with our clients providing up-to-date advice, strategies and tools providing them a solid platform that they can rely on.
- Create a positive and fun work place for our team and continue to develop our people.



We value your feedback.

If you have any questions or comments  
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