redweb®

Prototyping

Version 1.0
25th April 2018

Service definition

A prototype is a swift way to visualise broad user interface elements such as layout, navigation, content and controls ready for user testing and visual design. Our prototypes link pages together via navigational elements and simulate specific interactions to allow user journeys to be modelled and tested.

Once the scamps have been approved, our UX Consultant can produce an interactive prototype of the skeletal layout, using Axure RP Pro. This will essentially be a draft version of the site, without any design, and looks like a functional, clickable wireframe. It has the ability to link navigational elements to pages and highlight specific interactions and allows us to mock up planned functionality such as drop-down menus, text fields and dynamic panels. During user testing, it will allow end users and project stakeholders to click around the site and see the new proposed layout and navigation as it will be working once the site has been built. Our Content Editor will work closely with our UX Consultant to populate the prototype with valid content to make it feel as close as possible to the final solution for the testing participants.

Features

1. Working from prior agreed requirements/user stories
2. Interactive wireframes (prototype) representing up to 10 page templates
3. Identifies all features/content at each stage of a user journey
4. Prioritises features so that the most important are prominently positioned
5. Demonstrates content and functional interactions on each page

Benefits

1. Efficient representation of template design and user interaction
2. Experience critical user journeys upon target device/s
3. Promotes and focuses collaboration across all project teams
4. Early stakeholder engagement enables gathering of valuable feedback
5. Ability to automate specifications helps avoid tedious documentation
6. Early user testing and feedback to validate IA and design

Other UX services

Redweb also offer the following UX services:

- Customer Engagement Surverys
- Information Architecture (IA) definition
- Interaction Design
- Personas
- Responsive and Mobile Design review
- Service Design
- Style tiles for external user testing
- Style tiles for internal selection
- User research
- User testing

Pricing

Role	Daily rate
UX Director	£995
UX Consultant	£750
User Researcher	£650

Prices excluding VAT

Please refer to the pricing document for a full list of Redweb's prices.

Ordering and invoicing information

Invoicing is carried out at the end of each month on a time and materials basis. A billing plan with forecasted invoices is made available at the start of all projects.

Termination terms

Please refer to the Redweb Terms & Conditions document for full terms.

Case study – City & Guilds

We have a pre-existing relationship with City & Guilds (C&G) which spans across a wide range of their brands and websites. One of those brands is ILM – one of the users of the Walled Garden portal, another of our C&G projects.

ILM wanted a low-cost solution to modernise their site and as one of C&G's digital partners we were selected for the job. ILM wanted to rebrand the site based on their existing brand guidelines, however, through our discussions we recommended that, to modernise the site and save them money going forward, looking at the site from a responsive point of view would be the best approach.

We received client buy-in on our recommendations from the very beginning due to our pre-existing relationship with the wider group. Throughout the project we kept key stakeholders informed through constant communication including regular meetings, screen sharing capability and use of Microsoft's Team Foundation Server. This is where we managed our workflow and allowed ILM to see all tasks, providing them with full transparency during the project.

We were delivered the original brand guidelines and design specifications from their 3rd design agency who were responsible for designing the desktop version of the site. This information went on to inform the prototypes we produced for a responsive design for the website. As ILM already had a pre-existing relationship with the 3rd party design agency we were not involved in the decision process.

We created an object playground for ILM which housed all of the different design elements that could build responsive pages, giving them the ability to create new pages in-house. Instead of producing a set number of responsive designs, this process was cheaper and quicker and gave ILM more control over the pages being produced.

As we were not responsible for the overall design of the desktop version of the site and were therefore not changing the layout or IA of the site, we did not conduct any usability testing as all design decisions were down to the original design agency. We did however consider usability during prototype design of the responsive elements and designed to best practice.

As we were not building in the back end of the website for this project there were no security or data issued associated with it.

About Redweb

Located in Bournemouth, we are an independent, award-winning, full service digital agency currently in our 21st year, with a turnover of £11.5m and 70 staff. Our services cover the scoping, specification, design and development of websites; intranets, extranets; applications; mobile solutions and the underlying Content Management Systems supporting such solutions, as well as the overarching strategic thinking, planning and digital marketing activities to ensure that your solution continues to grow with your business and deliver against objectives post-launch.

Technology-wise, Redweb are partnered with Sitecore, Episerver and Drupal and have dedicated development teams for each of these CMS platforms. In addition, we are known for our accessibility, usability and innovation credentials, which run at the heart of every project we complete. Our dedicated in-house UX labs play a big part in allowing us to test cross-device at key stages during delivery, as well as post-launch as needed. Rounding out our core services, we also have dedicated specialists for search services, content, (both editorial and video production) and a full end-to-end support service covering both infrastructure and application support.

Redweb utilise a range of highly skilled individuals to ensure that our client's strategic goals are defined and delivered. Our approach places significant emphasis and effort into strategic thinking ahead of any design or build. This ensures that our solutions have longevity, deliver maximum return on investment and most importantly, meet the current and future business needs of our clients.

What we do

We pride ourselves on having a healthy balance of strategy, design and production, ensuring that your digital investment provides you with real, measurable returns. Services include:

- Digital strategy
- Development of websites, extranets, intranets and applications
- Digital design including responsive design, online brand development and toolkits
- CMS deployment, development and integration
- Integration of CRMs and 3rd party systems
- Usability services, including user research and testing
- Accessibility and compliance

- Development and integration of Ecommerce systems
- Hosting, maintenance and support
- Social media strategy
- Content strategy, development and migration
- Search strategy (paid and organic)
- Video production
- Online marketing (search engine marketing strategy, online and social media advertising, email marketing)
- In-house services (recruitment of managed contractors for internal client teams).

Our clients

Our portfolio covers a wide range of market sectors and we are continually presented with opportunities to make our mark on new ones. Here are just some of our current clients:

Our experience across varying sectors provides us with an excellent understanding of the key requirements for working with our clients, which aids us to develop long-term strategic relationships.

Our approach is to work collaboratively with our clients, leading them through the process and adding value and strategic direction where it is most needed, but ensuring engagement by working

with you, not dictating the result. We focus on objectives and requirements that are measureable rather than features which can distract the strategic vision.

A key element of our success has been the inclusion of our in-house User Experience team in all projects ensuring that the innovation and creativity at the forefront of our digital strategy remains highly usable and accessible by the target audiences. Our Creative Directors are experienced in the delivery of scoping and specification activities, Information Architecture, interactive prototyping and usability testing throughout the lifespan of any project.

User experience

A key differentiator for Redweb is our experience and knowledge around user centric websites and a user centric design process. We seek to understand what the user expects and what will drive greater value and benefit, building a model of users' attitudes and behaviours to help us consider solutions that best fit their needs and expectations. This ensures that the user experience of a website visitor is two-way; your business derives the best value from a visitor and they receive the experience and content they want.

We operate an expert in-house UX team who have access to a host of facilities at our own dedicated UX suites, as well as portable tools allowing us to take testing on the road. Our team have worked with a wide variety of clients across public, private and 3rd sector, including; Historic England, Organix, The Royal Society, Anglia Ruskin University and the Science Museum, to name a few.

Services that can be incorporated into a project to gain insight and validate ideas include:

- Collaborative workshops to aid solution definition and help scope audience requirements and needs
- One to one interviews
- Online surveys for feedback and appraisal
- Benchmarking exercises on existing and competitor websites
- Prototype testing to validate initial design
- Card sorting to aid information architecture and content structure
- Review of design and brand deployment
- Content and tone of voice evaluation
- Mobile specific activity
- Optimisation of sign-up processes and funnels
- Post launch feedback and appraisal

Design

Strategic approach

In addition to providing visual design services, our Creative Directors are adept at working with clients to devise strategic direction for your digital estates, helping to look at the entire customer lifecycle, from acquisition, through to retention and growing customer value.

From our understanding of colour and reproducing brand palettes accurately on screen, through to pushing the limits and expectations of brand teams through demonstration of what is possible with exciting and cutting-edge interaction design, we know how to work with you to get the most from your campaign and product websites. We know the right questions to ask and how much to expect from collaborating with the client marketing and or brand teams. We know what insight and brand collateral we need and which conversations to have to swiftly get to a common understanding about a brand's trajectory and the opportunities available to challenge preconceptions with fresh thinking.

Creative approach

Our creative process entails gathering business and user insight into the desired creative approach during the discovery phase, taking advantage of audience engagement activities to understand how the design of the project will evolve. Working with existing brand guidelines we explore options for how the brand can be translated online by creating style tiles to show different options for design themes (e.g. exploring font styles, colour schemes and imagery).

Having defined the style for the website and scamped/prototyped the page layout and functionality, we then typically create page concepts in a phased approach. Initially, starting with a homepage and up to two key page layouts, we demonstrate an overall look and feel to show how the agreed styles will work, producing additional key pages thereafter to expand on how the design will work across the website. Finally, we carry out further design development covering features not already addressed in the main concepts or addressing how the page structure and design will evolve when viewed on different devices.

Responsive design

Responsively designed templates are a key requirement for any project and Redweb's approach to responsive design is device agnostic, meaning we talk in terms of small, medium and large screens as opposed to device models (such as iPhone or Galaxy). This ensures that the templates we build outlive the expected lifecycle of a given device and provide a future-proofed solution. We use modern approaches and techniques such as HTML5 mark-up, CSS3 and modular JavaScript, which enables us to provide a rich user experience with an easily maintainable codebase. Modular CSS will be used, where relevant, to define clear global elements independent of any specific page layout or structure, for example; buttons, bullet lists etc. UI components will also adapt to the technical capabilities of the device being used.

Accessibility

Redweb are strong advocates of accessibility and ensure this is a key focus for every solution we develop. Our websites meet level A compliance of the WCAG 2.0 by default, whilst also incorporating many of the attributes of level AA. For the majority of our clients, this more than meets needs, but we can build to ensure full AA or AAA compliance when required.
We follow a proven methodology using a variety of online checking tools and manual checks, ensuring consideration for users of assistive technologies. We can also provide ongoing support by carrying out audits and providing guidelines/training for adding accessible content.

Innovation

Innovation runs at the heart of everything we do at Redweb and we are constantly looking at ways to harness emerging technologies to the benefit of our clients. Our dedication to innovation also gives us the chance to make a difference by utilising new and emerging technologies to deliver something different to answer specific challenges or objectives over and above any core project. Some of the areas we are currently exploring include machine learning, cognitive AI and virtual reality.

Our Senior Strategists and Creative Directors always welcome the opportunity to discuss ideas around driving deeper engagement and supporting users through clever use of technology and tools and how this can help to answer challenges around making smarter use of digital for the delivery of services.

Development at Redweb

Software engineering and development work is a key offering for Redweb and a central element of our design and build process. At Redweb we take software engineering seriously and have a proven capability to deliver solutions on different technical platforms and using a variety of content management systems, frameworks and other components. We are capable of developing and delivering solutions using both Microsoft .NET and PHP (LAMP).

Microsoft Technology stack (.NET)

Redweb has an extremely strong Microsoft .NET development team of around thirty experienced Microsoft developers. As an agency, we are a Microsoft Partner and have worked with Microsoft platforms (ASP.NET, C#) for over 15 years. Our developers work according to well define development standards based on Microsoft Best Practice. We utilise Visual Studio for development and Microsoft Team Foundation Server for source control and build services. Our QA teams also use Microsoft Test Manager for System Testing.

Linux, Apache, MySQL, PHP (LAMP)

We also have a dedicated team at Redweb for PHP development, primarily building websites with Drupal (also Joomla!). Our Drupal development conforms to Drupal's coding standards, which are themselves based on the PEAR framework's coding standards, ensuring that the PHP code we write is consistent. As with .NET development, our PHP team write object-oriented code which conforms to SOLID principles (http://en.wikipedia.org/wiki/SOLID), generally using the PEAR and ZEND Frameworks to achieve this. For testing, where it is practical to do so, the team uses Unit Testing tools (such as Drupal's Simpletest module and PHPUnit) to ensure that our code meets the project requirements.

CMS selection

Redweb is a vendor-neutral agency, enabling us to implement a variety of different software solutions on behalf of our clients. This approach allows us to look pragmatically at software selection, aiming to help each client choose a solution that is correct for their business requirements and budget, rather than recommend software we are exclusively partnered with.

Currently Redweb have proven experience with and are authorised developers for **Sitecore, Episerver** and **Drupal.** We have dedicated development teams for each of these CMS software platforms. Each team headed up by a Technical Director, supported by a host of Web Engineers, Frontend Developers and Quality Assurance resources, as well as dedicated Project Management resource. They work closely with partner managers and in-house specialists at the CMS vendor to ensure that they stay appraised and up to date with the latest features and innovations, through attendance at conferences and partner days, as well as continued certification and specialist training.

Search and analytics

In addition to identifying key users, journeys and conducting research to understand how your users want to interact with your website, it is important to take into consideration the impact of the changes being made to your solution and it is imperative to ensure that any new website is designed to be search friendly and is optimised to appear on the search engine results pages for relevant search terms.

In all of our builds, we include a standard apportionment of SEO and analytics time to ensure that we are able to track your key goals and that the website is built in a search friendly way. We are also able to provide additional time during the build to help provide greater strategic input in order to help the performance on the website once it goes live, if required, which can also help to provide the basis of a more long-term SEO strategy.

Typical tasks can include keyword research, IA review, and redirect assessment and planning, as well as SEO and metadata advice and implementation of Google Analytics and Google Tag Manager. Our Search specialists will work with you to determine which tasks will be the most beneficial.

Our Search Strategists can also provide ongoing SEO optimisations both on and offsite to help performance and increase traffic volumes, as well as reporting, benchmarking and goal creation.

Content strategy

Our Content strategists provide high-level consultancy to help the wider project team as well as our clients. They have extensive experience of using the full array of CMS solutions we offer, which means that they are perfectly placed to consult with you and our developers to make sure you will be working with the most intuitive and easy-to-manage interface possible. In the early stages of a project, clients find our Content Strategy services of great benefit, particularly when advice and guidance is needed to plan large-scale migrations, audit content or review tone of voice.

They can also work with our designers and UX consultants to test-run prototypes, templates and concepts with fit-for-purpose copy (rather than placeholder 'lorem ipsum' content). This makes sure our clients get a site that is 100% ready when it's time to begin uploading the content, thereby avoiding any surprises or last-minute changes.

Finally, in the later stages of content generation or migration, our Content team can also be on hand to provide insights, sample templates, and strategic support, based on extensive experience of large-scale migration and content generation projects with clients such as CfBT Education Trust, Visa Europe, The Department for Education, The Royal Society and Hanover Housing Association.

Support

Redweb provide a dedicated support team available to assist and resolve any issues connected with your solution. The team are based in our Bournemouth head office. Typical service hours are 8.00am - 6.00pm, although we can offer extended hours of service (including 24/7) upon request.

Redweb's support team are responsible for the following areas:

- Incident management
    - Security breaches/concerns
    - Malfunction of the site or section of the site
    - Integration and connectivity faults
    - Domain and infrastructure issues
    - Investigation following end user complaints/reports
- Problem management
- Change and release management
- Configuration management
- Client assistance with CMS task-based queries
- Proactive browser and security patching to minimise risk from new technologies and security vulnerabilities.

Working to ITIL, ISO9001 and ISO27001 certifications, our support team works independently to our project teams, ensuring they can react immediately without impacting Redweb's day-to-day activities. Our service delivery is defined by strict Service Level Agreements (SLAs) and we can offer penalty clauses against failure to deliver if required.

Service desk requests are managed through a ticketing system called DeskPRO, which allows our clients the flexibility of raising tickets by telephone, or by sending an email directly to the service desk, advising of incident details. The call is then automatically raised in our service desk software and a ticket reference provided. Updates are sent via email as tickets are progressed and status is updated, and our support staff also keep our clients updated with regular phone calls.

DeskPRO is very user friendly and provides our clients with a comprehensive and audited method to log support and job requests, as well as the ability to report against SLAs.

For customers who utilise our hosting services, we also provide full responsibility over every aspect of operation and a single point of contact. In this situation, we can also draw on our ISP's 24/7/365 monitoring services and have specific cross-company procedures and escalation for incidents during 10pm – 6am. For clients who host internally or elsewhere, we work proactively with 3rd parties to ensure our client's interests are always paramount.

ISO accreditations

ISO 9001 – Quality Management

Redweb maintains and complies with a process based quality management system that fulfils the requirements of the International Standards ISO9001:2008. Our quality objectives are to; establish, communicate and regularly review the development of our management system and services.

Through our management system, we monitor, measure, analyse and review our performance and processes to identify areas for improvement and development of best practice throughout the organisation, in order to enhance the satisfaction of our customers, staff and stakeholders. As such, our quality policy is periodically reviewed to ensure its continuing relevance and suitability.

ISO27001 – Information Security Management

Redweb hold the ISO27001 information security management certification. This ensures that we maintain audited processes to keep your data secure and safe.

Redweb also hold the certification for Cyber Essentials. The Cyber Essentials scheme has been developed by Government and industry for organisations of all sizes and in all sectors as part of the UK's National Cyber Security Programme.

The scheme provides a security assurance framework that is now mandatory for any government contracts handling personal information and providing certain ICT products and services.

CYBER ESSENTIALS

ISO 14001 – Environmental Management

Redweb have been ISO14001 accredited since 2007. We continually monitor and measure key operational characteristics that can have a significant environmental impact, as well as performance against our operational controls, environmental objectives and targets.

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Please note

Any costing or structure information contained in this document is valid for a period of 30 days from the date of issue (being the date of the last version noted under issue history). Thereafter Redweb reserves the right to amend cost and structure details.

Any scheduling information given in this document is estimated based on the availability of Redweb design and production resources at the time of being given the official order. Scheduling is also subject to full availability of all the agreed content to be supplied by the client – including items such as images, video, signed off marketing copy, scripts, images etc.

Costing information given in this proposal is based on best available information, and is tied to the contents of the proposal as stated. Any changes to the specification, scope and project content as detailed within may result in changes to the cost structure.

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