S8080®

G-CLOUD 9 SERVICE DEFINITION GUIDE

DRUPAL CLOUD USER EXPERIENCE DESIGN

Prepared by
Chris Cowell, Creative Director
Matt Howard, Technical Director

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A BIT ABOUT US

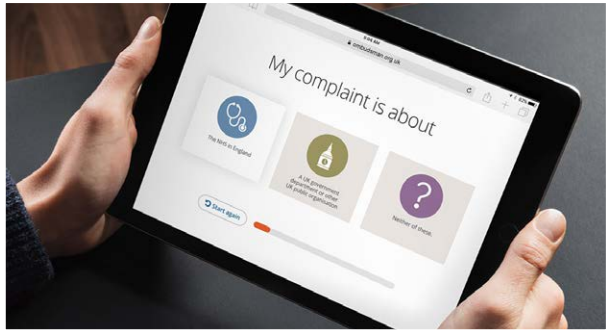
S8080 is a straight-talking 20 strong independent digital design and build agency established in 2000 by Chris Cowell and Matt Howard. We are service led, not sales led, So we don't have a sales team and we don't use account managers; just very experienced and pragmatic project managers.

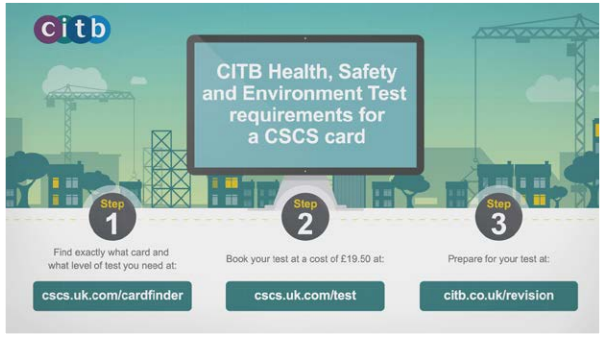
Our core areas of expertise are user experience, (very) creative website and interactive design, open source CMS deployment and (very) technical web development and systems integration.

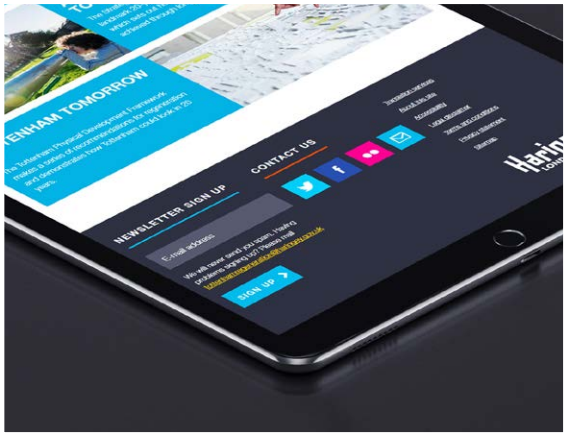
We only work with public sector clients, helping them design, develop and implement effective user centred websites, web applications, online strategies and messages. We have done this for some very important clients including No. 10, Dept. of Energy and Climate Change, Universities and Royal Colleges, PHSO, police forces, local government (including the LGA) and Welsh Government.

We are ISO 27001 certified and on the CCS G-Cloud and Digital Outcomes and Specialists frameworks.

We spent 10 years on the COI Digital Roster.







SOME OF OUR CLIENTS

- Number 10
- Department of Energy and Climate Change
- HM Cabinet Office
- Health and Safety Executive
- Department of Work and Pensions
- Department of Health
- UK Trade and Investment
- National Assembly for Wales
- Welsh Government
- Royal College of Obstetricians and Gynaecologists
- Defra
- Leicestershire County Council
- Ministry of Justice
- BBC
- Audit Commission
- CITB - Construction Skills
- Duke of Edinburgh's Award
- University of West London
- Sunday Times
- Parliamentary and Health Services Ombudsman
- Adobe
- Alzheimer's Research UK
- Visit Wales
- Directgov
- Wales Audit Office
- Grammy Awards (US)
- Ryder Cup
- Nominet
- 20th Century Fox
- South Wales Police
- West Midlands Police
- Haringey Council
- NHS
- Transport for London
- Lee Valley Regional Park
- Tetley Tea
- Royal College of Radiologists
- Nottingham City Council
- Tesco
- Royal College of Anaesthetists
- O2

DRUPAL CLOUD CMS
USER EXPERIENCE DESIGN

Aligning your Drupal development with your objectives and audience needs. Expert website evaluation and remedial action covering usability, online goals and accessibility. S8080 employ user experience/UX tools including competitor and peer analysis, content audit, persona development, user journeys, IA and wireframe prototypes, ensuring audiences consume and engage with your content.

Features

- Expert review before and/or after your Drupal development
- Stakeholder engagement workshop experience up to Minister level
- Alignments sessions, requirements gathering workshops, depth interviews
- Competitor and peer analysis
- Content inventory (every page) or content audit (sampling)
- Proto persona workshops and persona development
- User journey design
- Card sorting, user testing and eye tracking
- Website information architecture - IA
- Drupal optimised wireframes, web prototyping, design and Drupal development

Benefits

- UK based Drupal UX, design and technical development agency
- Information security assured – ISO/IEC 27001:2013 certified
- Help with your existing content audit, mapping and migration plan
- Clients include No.10, ministerial and non ministerial departments, agencies and public bodies, police forces, local government, education
- Extensive English/Welsh bilingual experience - Welsh Government and National Assembly for Wales
- Design and build services that meet the Digital Service Standard
- Ensures site is optimised for users and performs as expected
- Success metrics defined, implemented and measured
- Flexible - Agile and PRINCE2 project management approaches
- Pan-disability user testing available

UX aims

Our aims are simple - to tightly align your website objectives and your audience needs - this ensures that whatever we create for you is optimised for your users and will perform exactly as expected. Your audience will not only consume, but engage with your content.

Depending on the size and scope of your project, we'll run one or more alignment sessions with you, your stakeholders and your audience groups. In these detailed workshops, we spend time learning about you, your organisation's needs and online objectives. We'll begin discussing your users and gathering their 'needs and wants', all the while helping you to define your site's objectives.

S8080's directors totally immerse themselves in your organisation.

S8080's user experience design process

To be honest, it's all a bit analogue and very agile – we work rapidly on paper, so it's quick and inexpensive to review and iterate. We work collaboratively with you (and your users) to create personas that let us develop user journeys, information architecture diagrams, wireframes, engagement mechanisms and processes before any creative or technical design and development work.

This thorough and research driven step-by-step approach allows us to test the usability of your online experience in various levels of detail at key stages through the project.

Personas play a vital role in a user centred design approach. S8080's UX experts have produced personas for universities, ministerial departments, charities, businesses of all sizes, police forces, Royal colleges and even Number 10 Downing Street.

Personas – the centre of UX design

Personas are lifelike pen portraits of your key audience groups. They have faces, names, brief backgrounds and distinct goals. They paint a hyper realistic picture of your users that can be utilised as a valuable tool to define their wants and needs. These needs evolve into requirements which define the content and functionality you'll need on your website to engage your users.

They help us and our clients decide what to include (and what not to include) in a website development. They help us step into the shoes of real users and understand their motivations. Realistic scenarios of use are researched to help us to develop user journeys that will shape the website information architecture. They help at every stage of your website development, and beyond.

Key steps in our user experience design processes typically include:

- Alignment sessions
- Expert review
- Stakeholder and user engagement, requirements gathering workshops, depth interviews
- Competitor and peer analysis
- Content inventory (every page) or content audit (sampling) if you have an existing site
- Content analysis
- Analytics research to help inform user journeys
- Proto persona workshops
- Persona development
- User journey design
- Card sorting
- Website information architecture
- Wireframes
- Web prototyping
- User testing and eyetracking
- Test and iterate

DRUPAL CMS
WEBSITES AND WEB APPLICATIONS

ISO/IEC27001 certified Drupal 7 or Drupal 8 cloud hosted CMS for websites and web applications. S8080 can help you solve complex Drupal integration, single sign-on, CRM, configuration and workflow problems. The Drupal content management system software is free and open-source, releasing budget for requirements gathering, user needs, technical and security architecture and content migration.

Case studies

CLICK HERE to see our latest public sector case studies and examples of our work: http://www.s8080.com/our-work/

Features

- Drupal 7 and 8 installation, deployment and configuration
- On-boarding advice and transition planning
- Drupal optimised performance and custom code development
- Customisable templates that work across different browsers and mobile devices
- Fully compliant and fully accessible to WCAG 2.0 triple AAA
- Cross-browser and mobile device Drupal administrator access
- Content versioning, audit and rollback
- Drupal workflow – simple and complex user matrices
- Hosting on single tenant UKCloud or RackSpace Cloud VM's
- Information security assured – ISO/IEC 27001:2013 certified

Benefits

- Drupal 7 and Drupal 8 public sector knowledge and experience
- Clients include No.10, ministerial and non ministerial departments, agencies and public bodies, police forces, local government, education
- Prototype testing - user centred design approach
- Help with your existing content audit, mapping and migration plan
- 24/7/365 support with direct Drupal developer access
- Modular systems - thousands of 3rd party Drupal extensions
- Robust, proven functionality – tried and tested by governments worldwide
- UK based agency, Drupal team and hosting provision. No freelancers
- Extensive English/Welsh bilingual experience - Welsh Government and National Assembly for Wales
- Anti DDOS measures and PEN testing

DRUPAL CMS
SUPPORT AND MIGRATION

ISO/IEC 27001 certified Drupal support and Drupal migration. Helping with Drupal optimisation, upgrades, maintenance, cloud hosting, security patching, system hardening, development, training and 24/7/365 monitoring. For migrations, S8080 assist with transition planning and can provide code review, security and UX compliance audits of existing websites or applications before helping with your website of application migration.

Features

- Single point of contact - working with a named S8080 project manager
- Drupal security and systems hardening – ISO/IEC 27001:2013 certified
- On-boarding advice and transition planning
- Drupal 7 and 8 installation, deployment and configuration
- Hosting specialists - security and availability monitoring and optimisation
- Hosting on single tenant UKCloud or RackSpace Cloud VM's
- Drupal performance optimisation
- 24/7/365 support with direct Drupal developer access
- Anti DDOS measures and PEN testing
- Support with Drupal 7 and 8 upgrades and migration
- Extensive Drupal public sector knowledge and experience

Case studies

CLICK HERE to see our latest public sector case studies and examples of our work: http://www.s8080.com/our-work/

Benefits

- Flexible and fair support agreements to suit your organisation
- UK based agency, Drupal team and hosting provision. No freelancers
- Information security assured – ISO/IEC 27001:2013 certified
- Drupal built from the ground up for security and extensibility
- Help with your existing content audit, mapping and migration plan
- Drupal workflow improvements – simple and complex user matrices
- Cross-browser and mobile device Drupal administrator access
- Helping you solve complex Drupal integration problems
- Clients include No.10, ministerial and non ministerial departments, agencies and public bodies, police forces, local government, education
- Extensive English/Welsh bilingual experience - Welsh Government and National Assembly for Wales

S-Eighty Eighty are an experienced and creative UK based Drupal development agency, solving complex design and build, integration, single sign-on, configuration and workflow problems cleanly and efficiently.

We have developed many high profile websites and web applications for public sector and private sector clients including the Department of Energy and Climate Change (DECC), HM Cabinet Office, National Assembly for Wales, Welsh Government, MoJ, Local Government, police forces, the Duke of Edinburgh's Award and a number of Universities.

Seasoned Drupal developers

Our large team of Drupal developers are seasoned experts. But they are not just 'front end' developers who throw a few modules together. S8080 is a very technical Drupal agency with expertise in Drupal hosting, security hardening and systems performance.

Our project and development team will guide you every step of the way – making sure you get a lean but functionally rich solution. We are well known for straight talking, so if we feel an external 3rd party web service will do a better job than a custom Drupal module, we'll advise accordingly.

Sublime Drupal support

Due to our extensive experience working on the most important websites in the country (No.10 Downing Street for example), we are often called in to help breathe new life into an existing Drupal website, helping update the site, perhaps migrate to Drupal 8, secure it and increase its performance.

This is often combined with a rethink of the information architecture and streamlining and modernising the user experience and Drupal functionality. We've done this for some very significant clients.

Custom and off-the-shelf Drupal modules

The Drupal framework is infinitely extensible using 'modules' that are developed in a coding language called PHP. This flexible system means that you can add very specific features and functionality to your core Drupal website. There are many robust and well supported 'off-the-shelf' modules available;

They are generally free of charge or very good value for money. This ensures a quick and easy upgrade process - for security patches and version updates, especially to Drupal 8.

This also means your Drupal website is transferable - you are not tied to S8080 as we will do everything we can to try and keep things 'standard' for you.

So whatever features you want on your site, the chances are that there's already a module for it, but sometimes 'off-the-shelf' doesn't cut the mustard.

As we have worked on many types of websites and online applications across many sectors – extranets and intranets, corporate websites, large information portals, marketing sites and ecommerce, a core part of our expertise is in creating custom Drupal modules and bespoke Drupal themes. We've developed custom Drupal modules for clients including Welsh Government, Swansea University, Royal College of Anaesthetists, University of West London and many more.

What about Drupal 8?

There is a plateau which needs to be reached after the release date of any new version to ensure a secure and robust platform, particularly on more complicated solutions which use numerous modules.

Rewritten from the ground up, with over 200 improvements and brand new features, Drupal 8 is now ready and we are upgrading, migrating and building new sites for our clients with this new mobile-first version.

What key Drupal services do we provide?

We have been designing, developing and managing business-critical, complex websites, and web applications since 2000, working with some of the UK's most important organisations. We offer the following services:

- Drupal website and application design and build including bespoke themes and templates
- Drupal Multisite and enterprise CMS development
- Drupal migration, development, support and consultancy services
- Custom Drupal module development and API development
- Integrating Drupal with business systems including linking into 3rd party web services
- Microsoft CRM integration, SharePoint integration and many, many more!
- And of course supporting you – both technical support and 24/7/365 hosting support

What about more complex Drupal work?

- Bilingual websites and multilingual websites
- Drupal Multisite development – that means that many sites with different branding can run off the same Drupal CMS installation, each with their own unique URL
- XML integration into 3rd party bespoke systems
- JSON integration with.GOV.UK delivery platform / R.E.S.T. services
- Microsoft SharePoint integration
- Complex forms
- LDAP integration for authentication / sign in
- Extremely complex workflow, moderation and secure access areas with distributed content management across hundreds of publishers within an organisation
- Blogs, events systems, publications databases, document libraries, surveys and polls
- Social media integration
- Integration with CRM systems including MS CRM / Dynamics, SugarCMR and Integra
- Integration with 3rd party bespoke systems, APIs, XML importers and JSON feeds and of course bespoke module development
- Setup of hosting, security hardening, PEN testing and provided consultancy on server infrastructure requirements

New to the Drupal CMS?

Drupal is an open source content management system and is the web publishing platform of choice for millions of websites and web applications worldwide. It is capable of supporting sites of all sizes, including enterprise level websites.

Its core software and modular system is developed by a vibrant and fast paced community. This means is it updated regularly.

Drupal CMS is free. Most of the modules are free too. This means organisations don't need to pay for software licence costs – this frees up budgets for the important stuff: user experience, engaging designing and robust, secure functionality.

Some of the world's most prestigious sites are powered by Drupal including The Whitehouse, Ikea, Welsh Government, Sony Music, Economist, Harvard, and Twitter. The reason Drupal is so well respected is because security is taken seriously, the platform is so well supported by an enormous developer community and it represents unmatchable value for money.

CMS CLOUD HOSTING YOUR OPTIONS

We offer three hosting solutions for your CMS.

- **RackSpace** fully managed single tenant Cloud VM
- **Microsoft Azure** fully managed single tenant Cloud VM
- **UKCloud** Enterprise Compute Cloud VM – Assured OFFICIAL domain

The solution specification you choose will be driven by your organisation's CMS and individual requirements and will typically be identified by your internal IT department. However, if you'd like help choosing a suitable hosting platform for your CMS, we can make suggestions.

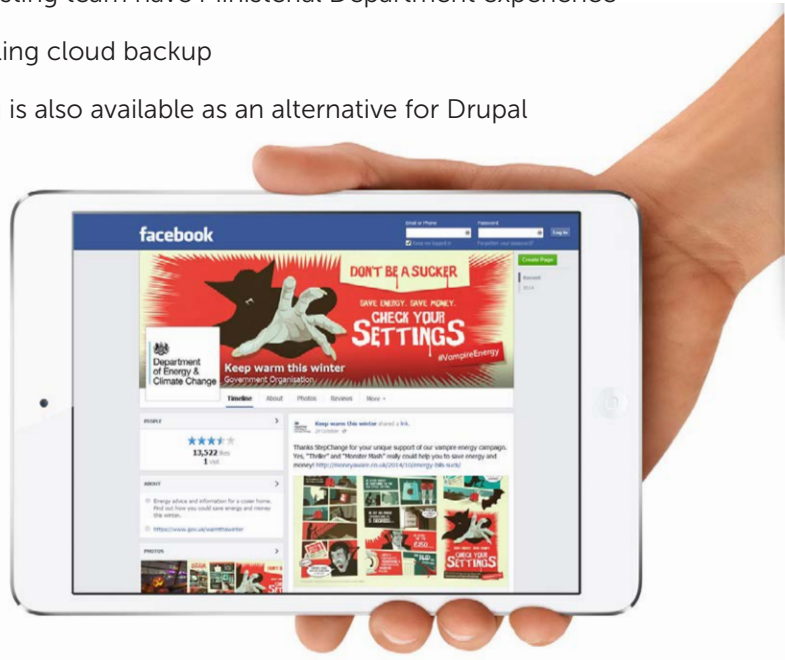
In our pricing document, to help you compare costs simply, we have provided an **indicative monthly hosting price** for each solution based on a typical two-server configuration.

We have also provided the full pricing details for UKCloud's service, should your IT department want to investigate further.

S8080 have many years experience working with our hosting partners, for public sector clients up to Ministerial Department level.

Cloud hosting features and benefits

- Information security assured – ISO/IEC 27001:2013 certified
- UK data centres
- High level of resilience and up time (99.9+%)
- Mix and match VM sizes to suit your configuration requirements
- 4GB, 8GB and 16GB packages available (plus bespoke packages)
- Single-tenant hosting - you have your own instance of the CMS application and supporting infrastructure. You do not share resources or software with anyone else.
- Fully managed service level with 24/7/365 proactive website monitoring and support available
- Anti DDOS measures and PEN testing
- S8080 help with secure hosting solution architecture, commissioning and roll-out - our hosting team have Ministerial Department experience
- Snapshot and journaling cloud backup
- Acquia cloud hosting is also available as an alternative for Drupal



Client DECC

PROJECT MANAGEMENT

S8080 employ a team of project managers to adopt and scale relevant elements of **PRINCE2 Waterfall** and **Agile** methodologies. The elements we use depend on the project scope and your specific requests, however all S8080 projects are run using these core principles and that means your project proceeds according to an agreed plan and budget, with agreed deliverables and that all risks are monitored and communicated to your project team until sign off.

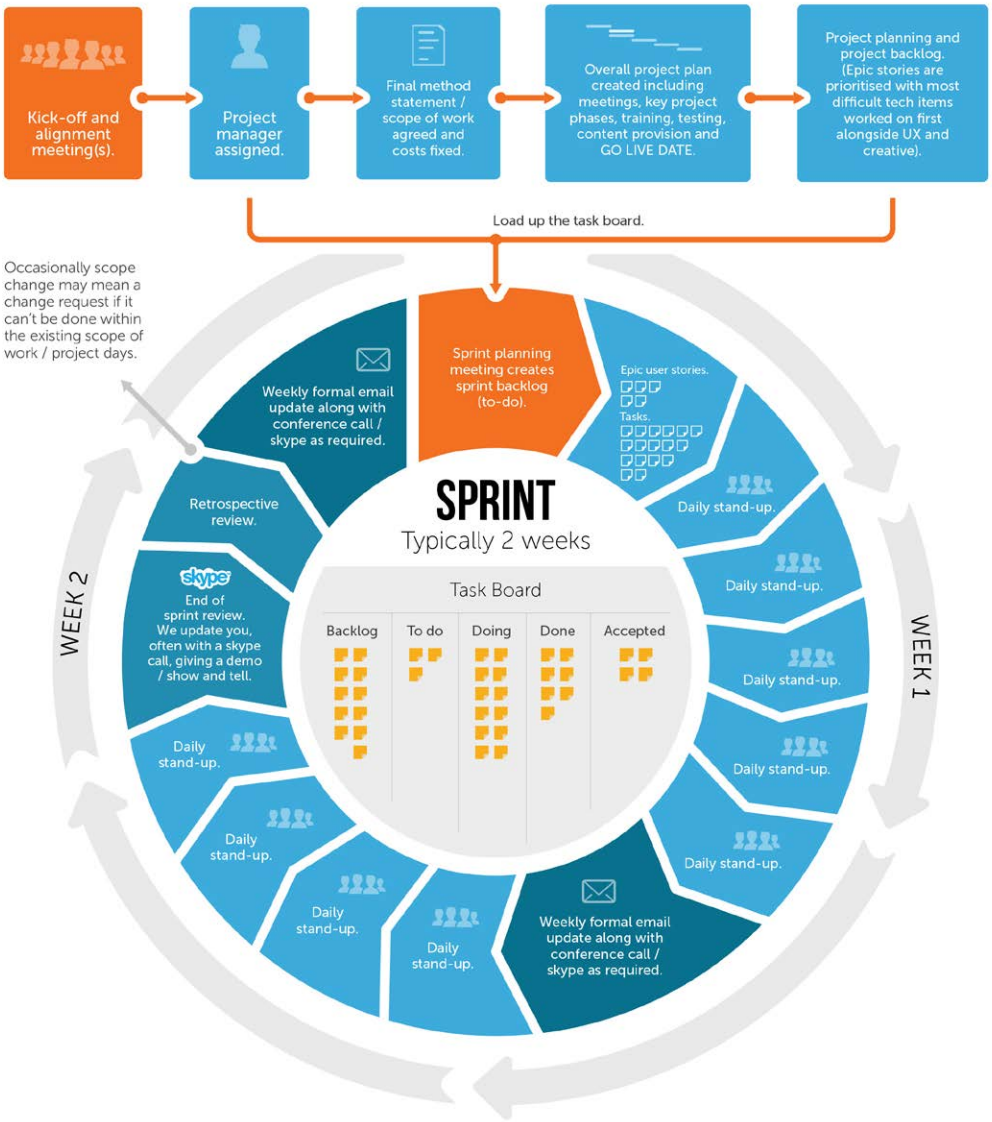
We pay great attention to the initial scoping of the project to ensure that all deliverables are clearly defined so that everyone is clear as to their responsibilities and the expected costs and outcomes. The devil is always in the details.

We find our clients like a mix of Agile and Waterfall, rather than a pure Agile approach. This generally translates as...

- Internal Agile development process based on user stories
- End of sprint demo / show and tell
- Reprioritisation of user stories as required

But with

- A project plan
- An itemised and costed scope of work
- Weekly status reports and updates
- Project logs (action, issue and risk logs)
- Change request process documentation



DOING THINGS RIGHT: OUR STANDARDS

Over the years, we have invested a lot of time in making our business the best if can possibly be. We hope that the standards we have achieved help give you confidence when dealing with us.

ISO 9001 27001 14001 18001

CYBER ESSENTIALS

Information Security Standards

- Information Security Management **ISO/IEC 27001:2013**
- **Cyber Essentials**
- HSCIC **NHS Organisation Code**: 8WG82
- S8080's principles have **SC and CTC clearance**

Quality, Environmental and Health and Safety Standards

- Quality Management System - BS EN **ISO 9001:2008**
- Environmental Management System – **ISO 14001:2004**
- Occupational Health and Safety Management System – **OHSAS 18001:2007**

Investors in People

S8080 achieved the **Investor in People** standard on the 11th January 2007.

Lloyd's Register LRQA

Certificate of Approval

This is to certify that the Management System of:

S8080 Limited

S8080 Wales, Technium 2, Kings Road, SA1 Swansea Waterfront, Swansea, SA1 8PJ, United Kingdom
has been approved by LRQA to the following standards:

ISO 14001:2004 | ISO 9001:2008 | ISO/IEC 27001:2013 | OHSAS 18001:2007

David Derrick
Issued By: Lloyd's Register Quality Assurance Ltd

Current Issue Date: 5 May 2016
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ISO/IEC 27001 13 April 2016
OHSAS 18001 5 May 2016

Approval Numbers: ISO 14001 – 0009924 / ISO 9001 – 0009923 / ISO/IEC 27001 – 00003303 / OHSAS 18001 – 00003304

The scope of this approval is applicable to:

Provision of web design.
The protection of client and company sensitive data, network and IT management and product and services, used in the delivery of web based services, including consultancy and hosting to company SOA version 1.0.

UKAS MANAGEMENT SYSTEMS
001

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SUB-CONTRACTING: WE DON'T

S8080 delivers all UX, creative and technical solutions using our UK based in-house teams. None of the work is entrusted to external contractors and all testing and quality control is carried out in-house.

No freelancers or contractors

All of the design, development, training and support for your project will be delivered using permanent employees who are based in our Swansea offices. We do not use and have never used freelance staff or contractors.

You will find this is very unusual for an agency, but we demand complete control over our production schedule and allocation of human resources and this difficult to guaranteed if freelance staff and contractors are used.

This policy also ensures information security and maintains consistency in the quality of our development.

Not one line of code is off-shored, near-shored or any other kind of 'shored'.

WELSH LANGUAGE POLICY

S8080 is happy to deal with people in the language (Welsh or English) of their choice. Where necessary, this may mean deferring a response until a Welsh-speaker is available or until texts can be translated.

Communication

We do not make any special provision for telephone enquiries in Welsh and calls are answered in English only. However, every member of staff is able to transfer an enquiry to at least one member of staff able to speak Welsh in our workplace.

All published texts (including website based information) produced by S8080 are written in the first instance in English, they can be translated into Welsh if required.

We will always reply in Welsh when we are replying to correspondence received in Welsh or when we have received a request to do so.

Our team

- We assess and record the Welsh language skills of every member of staff
- We support staff who would like to improve their Welsh language skills

"Mae'n braf gallu siarad ag asiantaeth ddigidol yn y Gymraeg"

WHAT CAN S8080 OFFER YOU?

Specialist skills:

- Information Architecture (IA)
- Usability (UX) and accessibility consultants
- Website, web application, intranet and extranet design and build
- Creative - including digital campaign strategy and delivery
- Technical Web Development (Microsoft .NET and PHP)
- Network infrastructure and development security hardening (experienced at Ministerial Department level) ISO/IEC 27001:2013
- Commissioning and hardening of hosting
- CMS implementation - content management systems
- Open source platform development – Drupal and Umbraco
- SharePoint and EPIServer development and integration
- eMail newsletter design, build and broadcast (including GovDelivery)
- Creative interactive development (including video, illustration, infographics and content development)

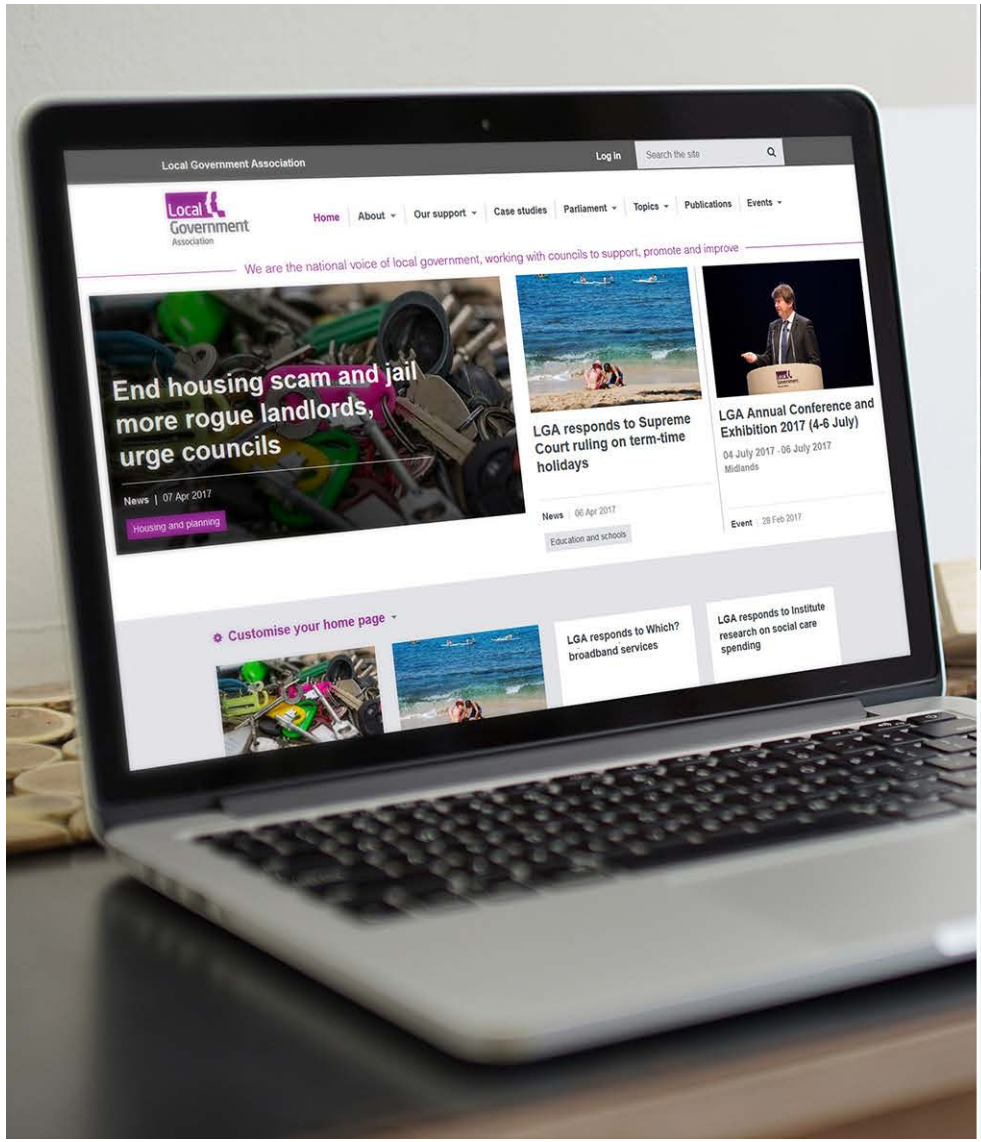
Support:

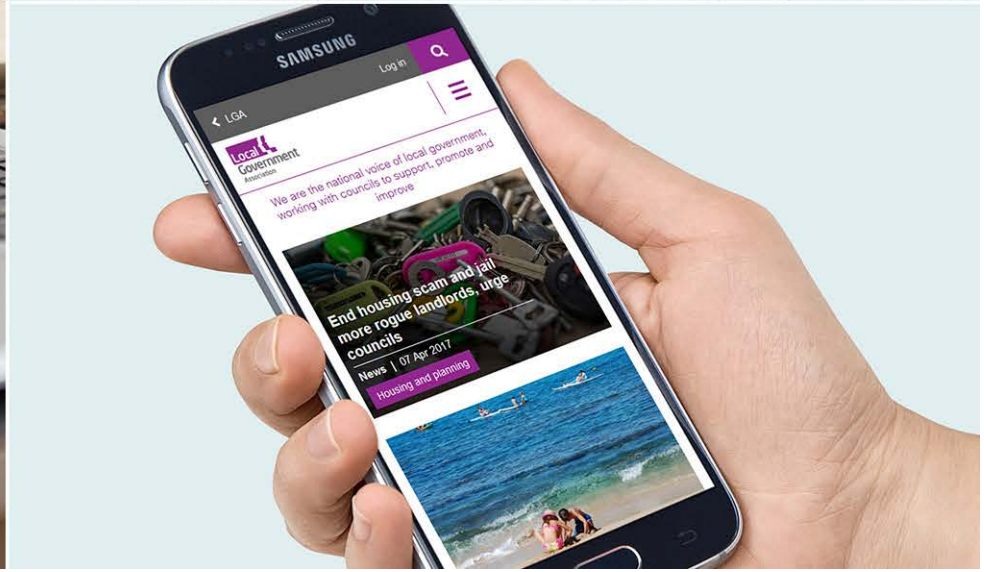
- Training across our specialisms
- Email and telephone support - single point of contact, you always have guaranteed access to a named project manager and /or a developer
- 24/7/365 technical support for our development and hosting
- Tailored support packages for special high-load events or heightened security periods

Our UX design experience covers:

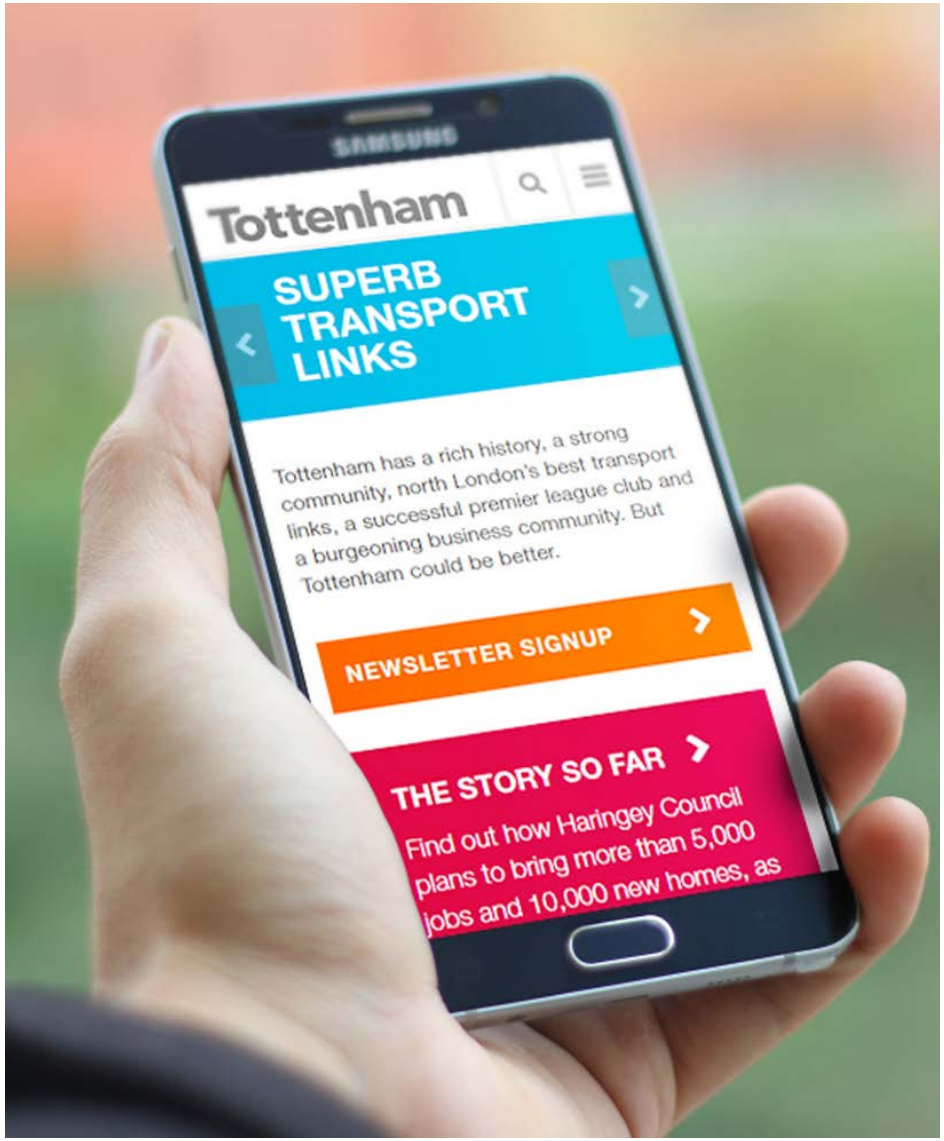
- Usability consultancy
- Expert usability, accessibility and compliancy reviews
- Stakeholder engagement workshops
- Requirements gathering workshops
- User experience design
- Web competitor analysis
- Web peer analysis
- Content audit, content inventory and content plan for migrations
- Persona development
- Scenarios of use
- User journey development
- Information architecture (IA)
- Wire frames and iterative prototyping
- Functional specification
- Technical specification
- Formal creative brief
- Usability testing
- Accessibility - Pan disability user testing
- User testing and eye tracking
- Key phrase research for SEO (controlled vocabulary development)

Client Prime Minister's Office, 10 Downing Street



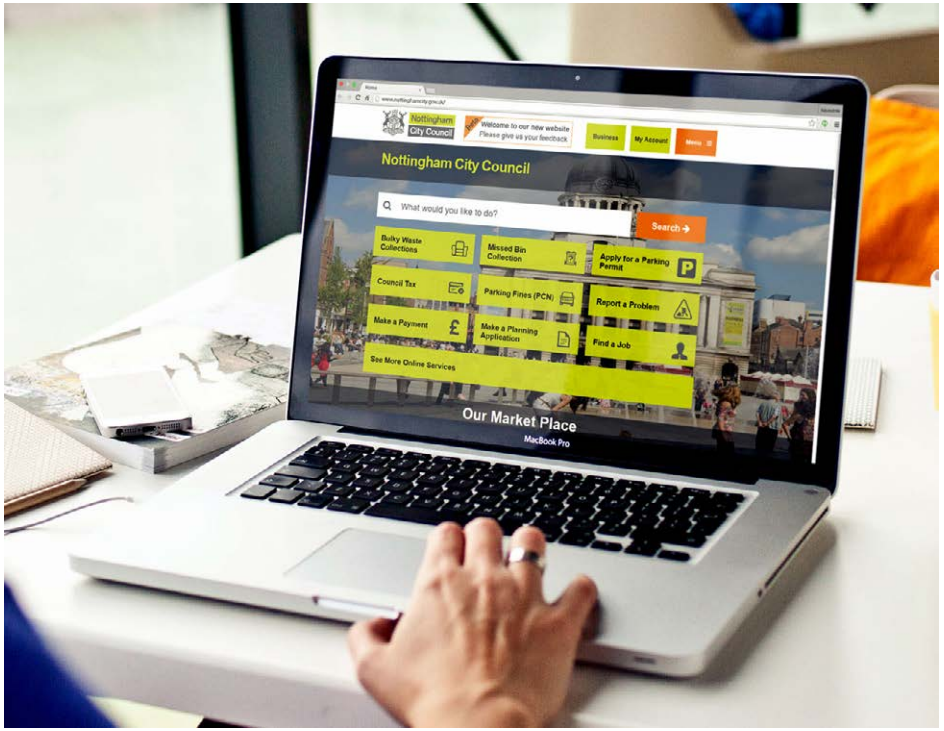


Client LGA - Local Government Association

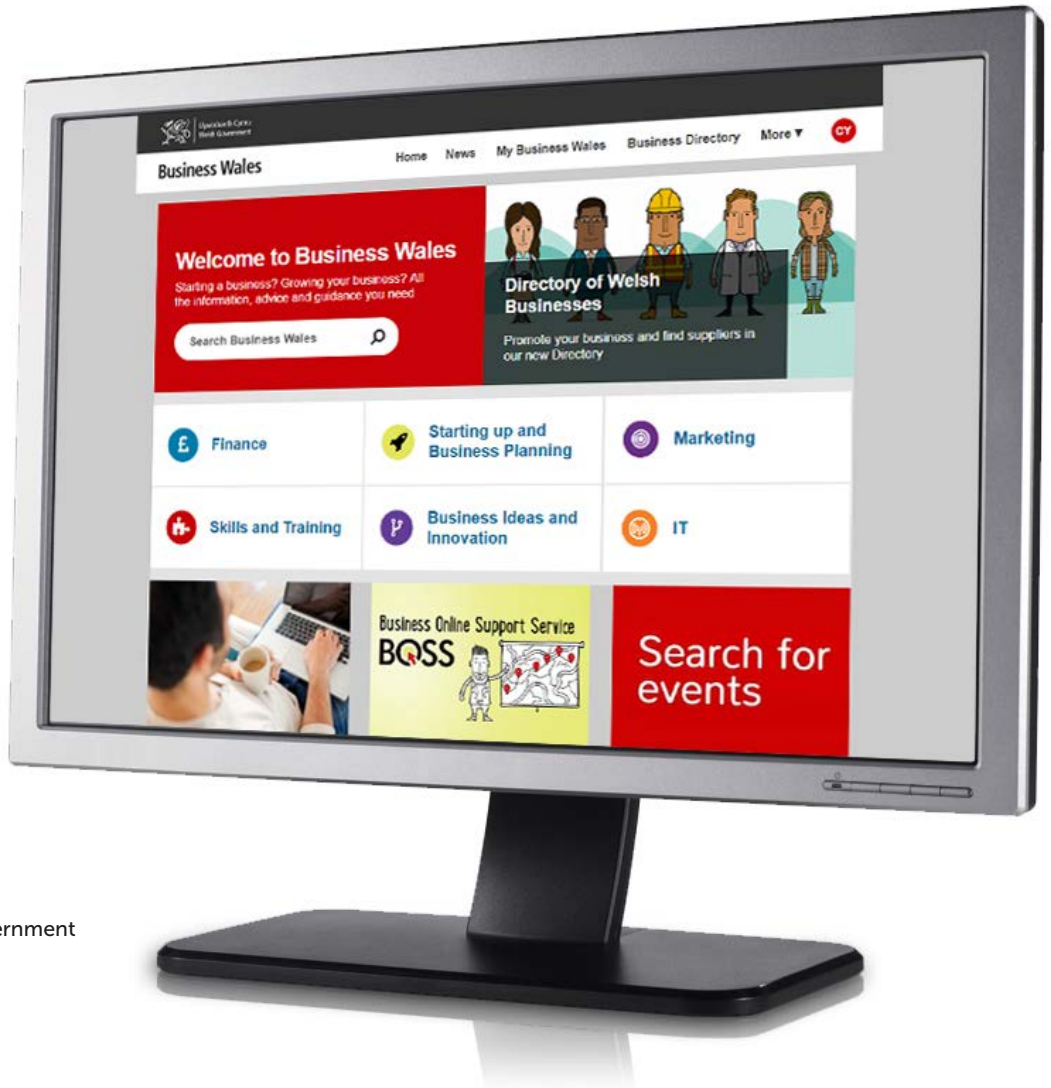


Client Haringey Council

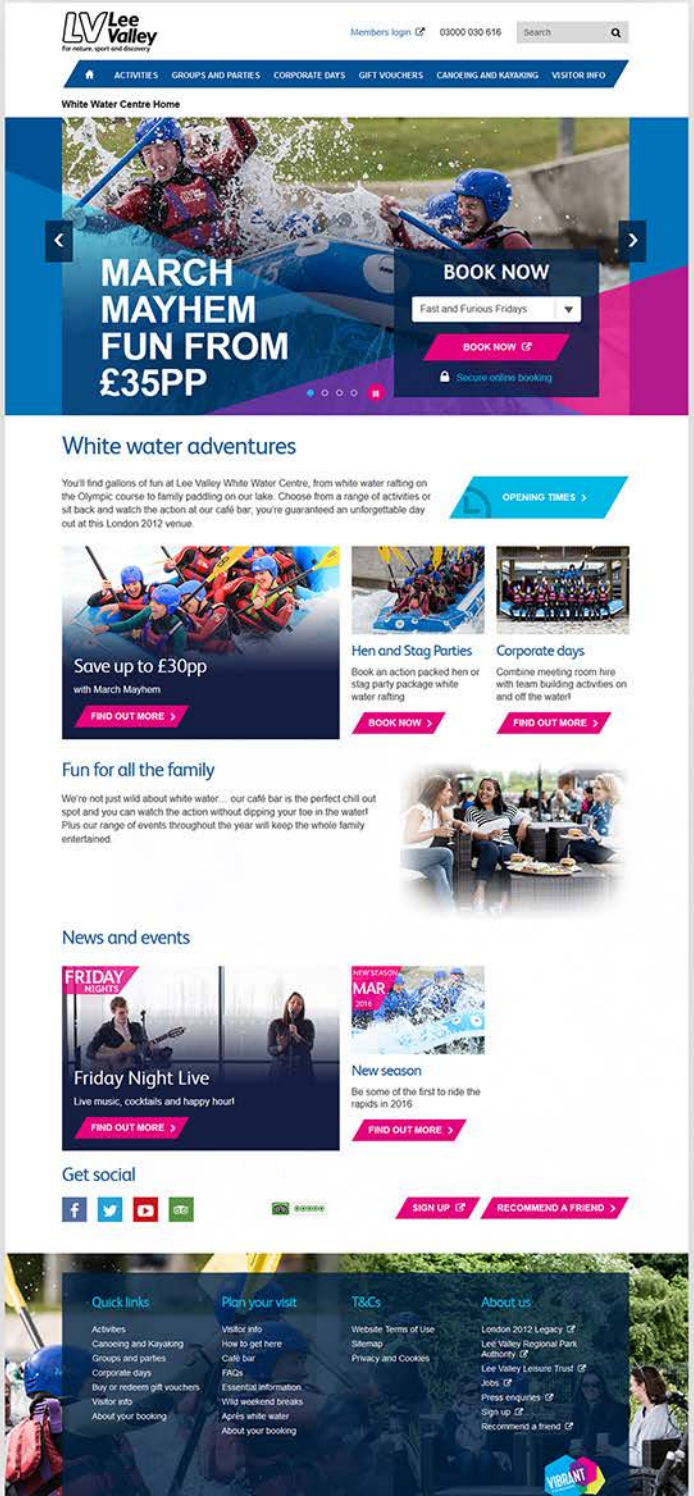
Client Nottingham City Council

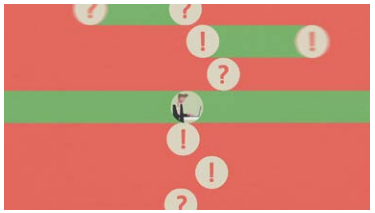


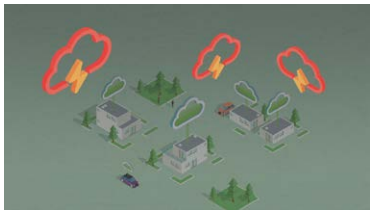
Client Welsh Government

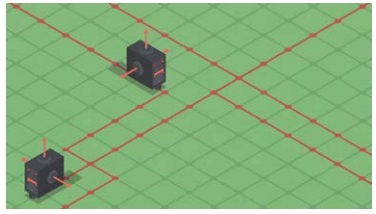


Client Lee Vallley Regional Park



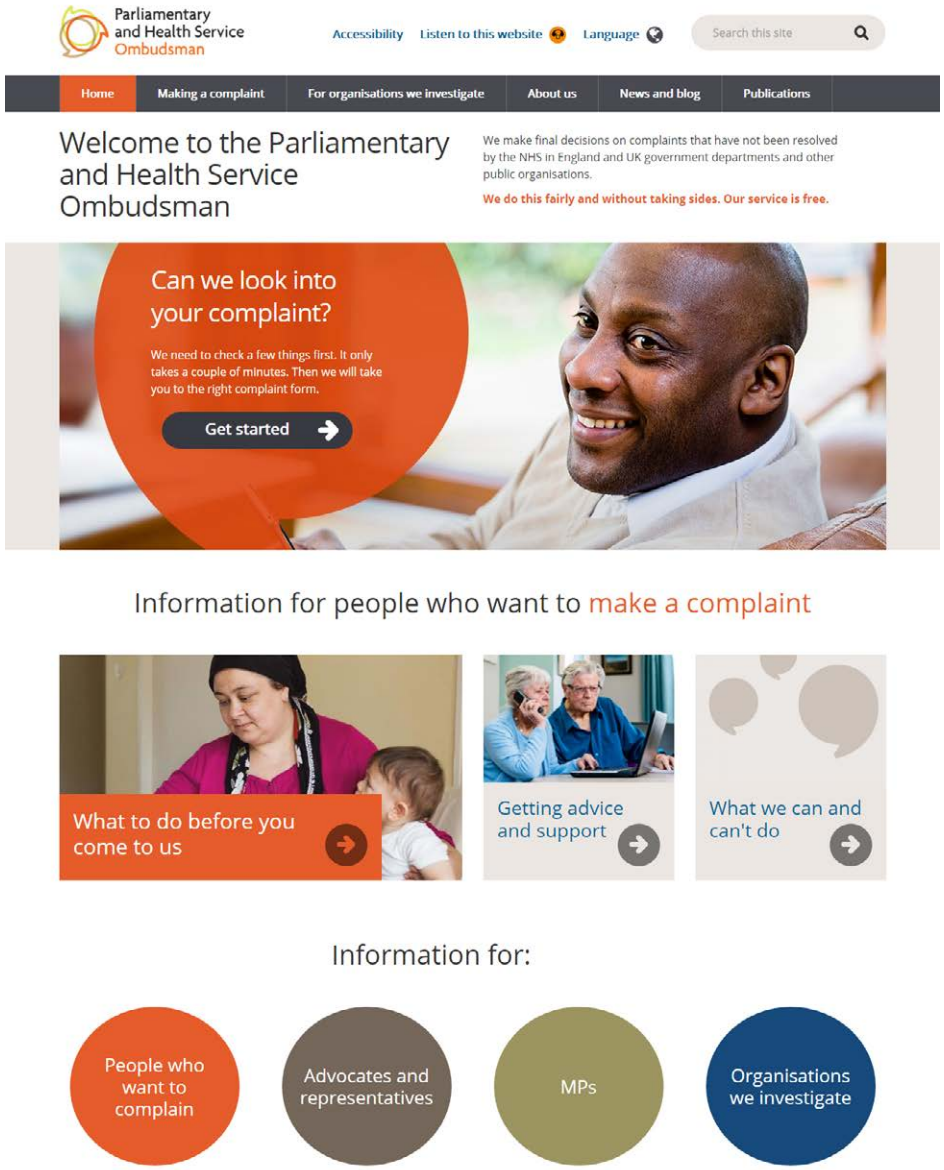


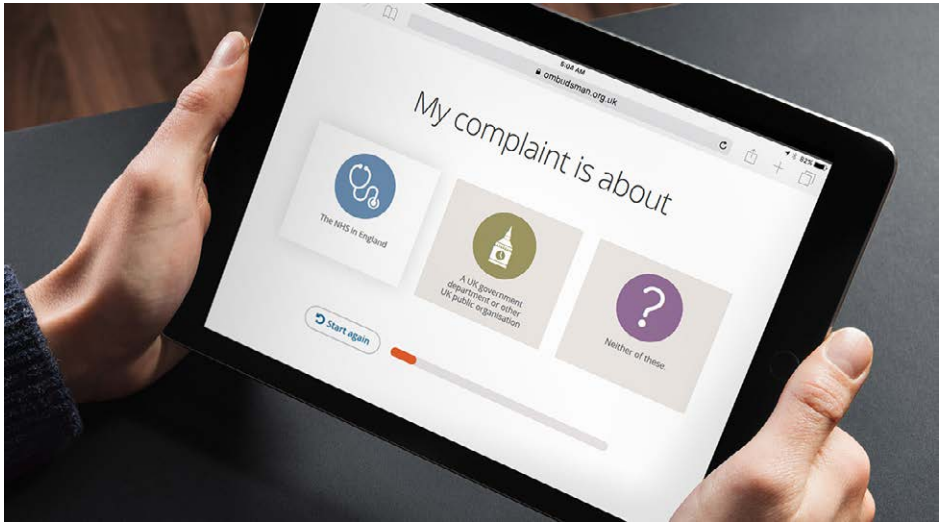




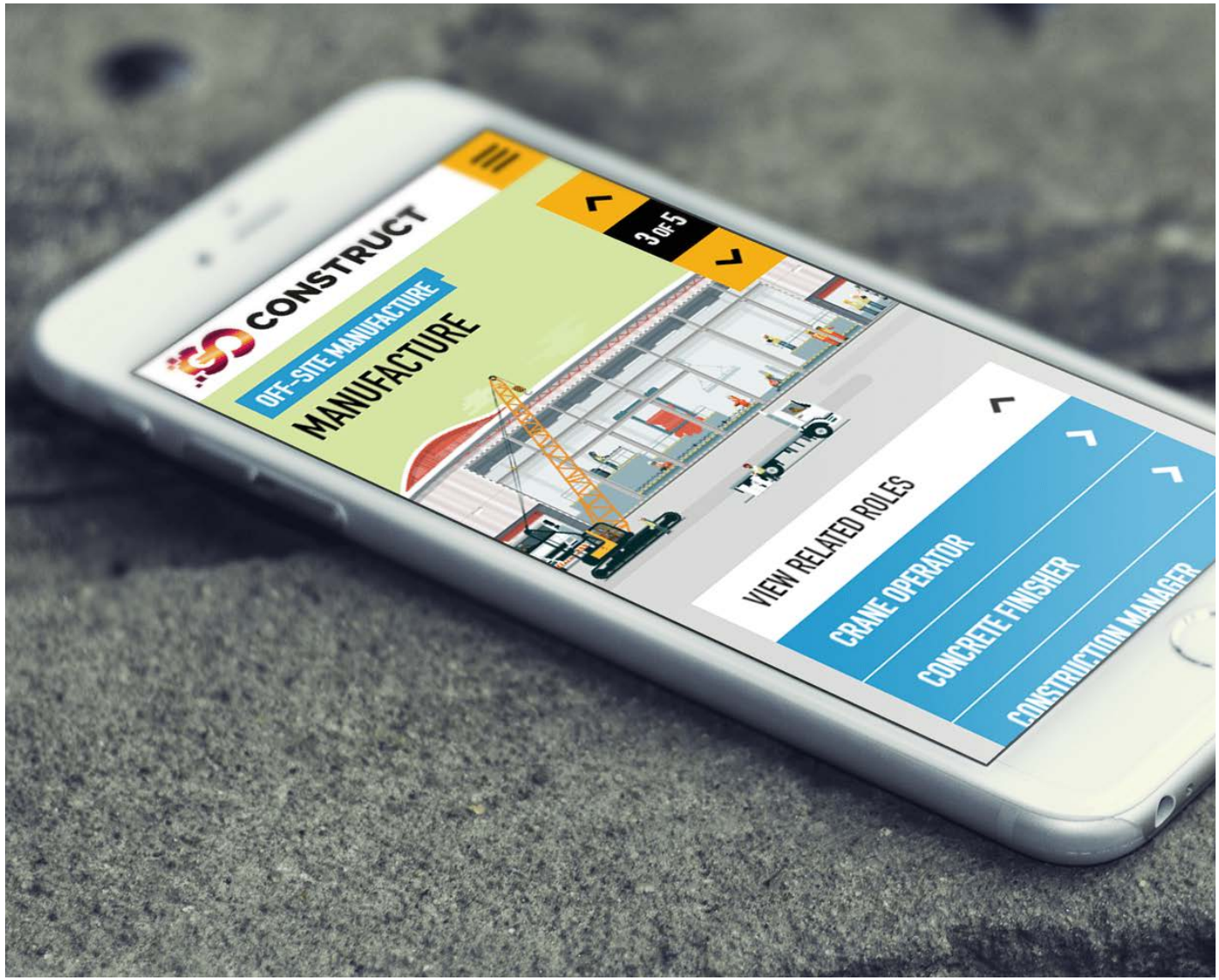
Client Welsh Government - bilingual explainer videos

https://www.youtube.com/user/s8080agency





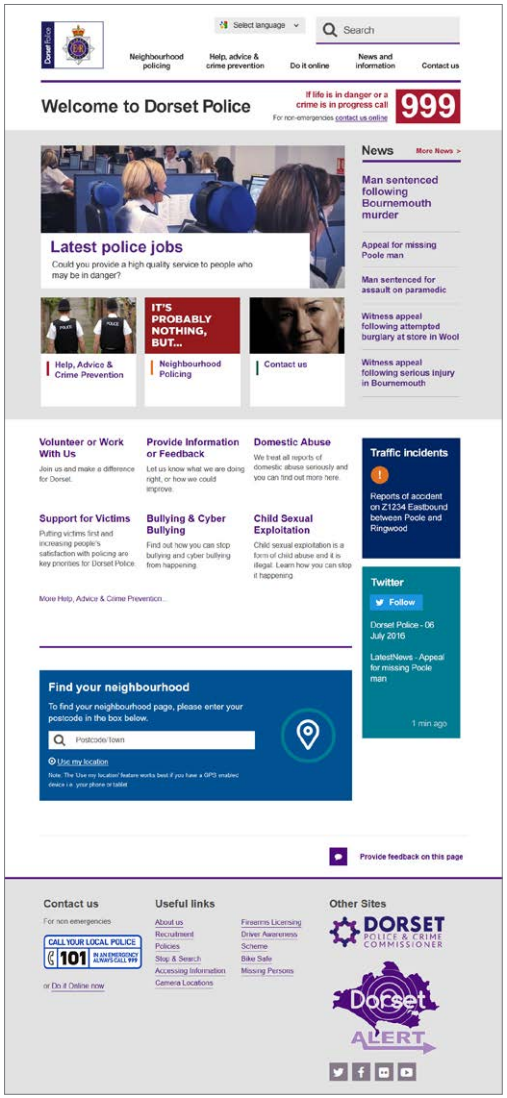
Client PHSO, Parliamentary and Health Service Ombudsman



Client CITB, Construction Industry Training Board

Client Royal College of Anaesthetists

Client University Hospitals Coventry and Warwickshire NHS Trust



Client Dorset Police

NICE PEOPLE DOING A GOOD JOB

“S8080 are by a long way the best digital agency I’ve ever worked with.

They worked with us, very much in partnership, in a very supportive way on a very large complex project with lots of issues (none of their making). They were at all times very positive, solutions driven and we felt they were always there to help – above and beyond what one would normally expect of an agency.

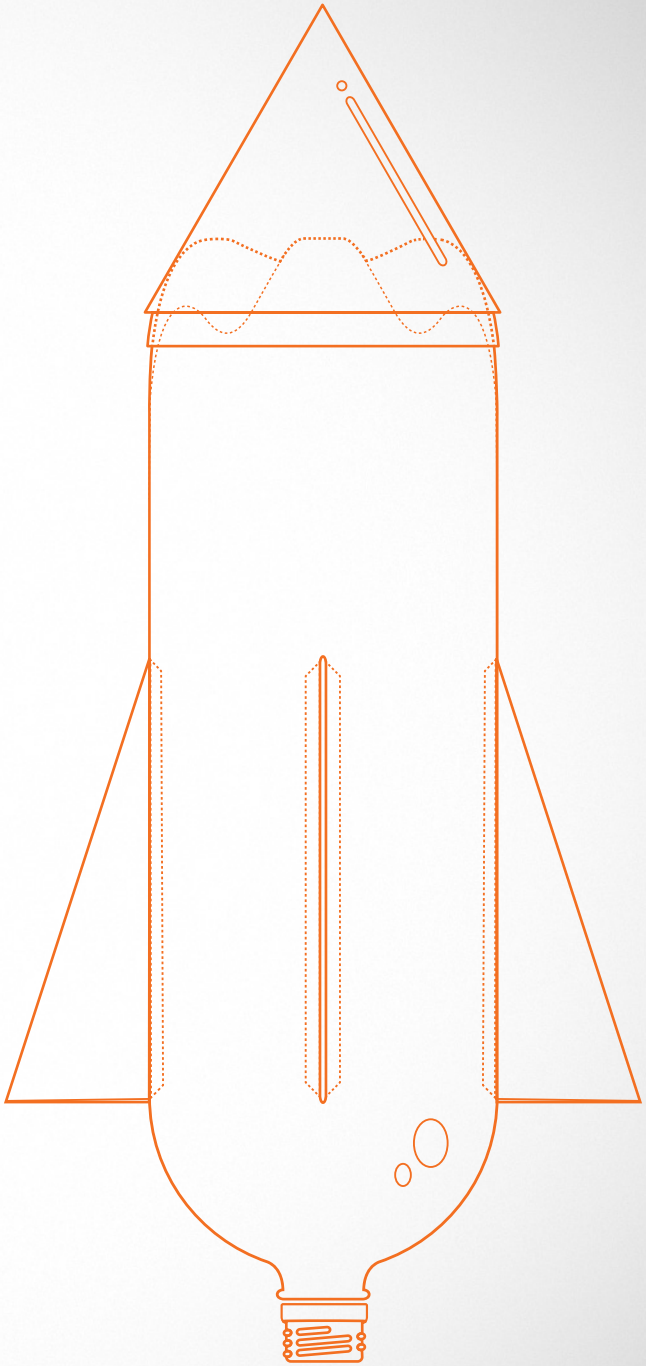
Working with them my whole team and I developed trust and respect for their expertise on both the creative and technical side. We really enjoyed working with them and would love to do so again”.

CITB - Construction Industry Sector Skills Council

IT'S NOT ROCKET SCIENCE

"Just a quick note to say many thanks for all your efforts on the upgraded No.10 site. It has been well received."

Prime Minister's office, 10 Downing Street

"Best agency in the world!"

Department of Energy and Climate Change