It’s hard to design and build a website that accurately reflects the full range of services and information your organisation provides. However, achieving sustainable efficiency savings from online services demands more; your site also needs to be designed from your customers’ point of view, putting their needs first.

For a customer to complete their query or transaction online, they need to have absolute confidence in your website. They must find it quick, easy and convenient to use. At the slightest hint of difficulty they will go back to using other, more expensive channels, increasing your service delivery costs.

The User-Centred Design service from GOSS is a fixed-cost, fixed-time consultancy engagement that delivers all the preparatory work you need to create all your channels including your website with your customers’ needs at its heart.

**Key benefits include**
- Single service or entire organisation
- Understand web visitors’ needs
- Optimise online service delivery
- Full set of wireframes provided
- Vendor-neutral recommendations
- Use as spec for website build
- Proven local government process

**Stakeholder workshops**
- Focus groups
- Depth interviews
- Task analysis
- Demographics
- Scenarios of use
- Develop personas

**Usage analysis**
- A/B Multivariate testing
- Goals and funnels
- Satisfaction surveys

**Discover it**
- Stakeholder workshops
- Focus groups
- Depth interviews
- Task analysis
- Demographics
- Scenarios of use
- Develop personas

**Understand it**
- Content review
- Navigation
- Wireframe development
- Information architecture (IA)

**Review it**
- Usage analysis
- A/B Multivariate testing
- Goals and funnels
- Satisfaction surveys

**Implement it**
- Graphical design
- Analytics design
- Build and deploy
- User testing

**User Centred Design**

With GOSS, we built a website based on users’ needs and local government best practice.

CAROLINE ANDERTON, CUSTOMER COMMUNICATIONS AND ENGAGEMENT MANAGER, GLOUCESTERSHIRE COUNTY COUNCIL
Having helped dozens of public sector organisations to achieve Channel Shift success, GOSS consultants are experts in designing local authority websites that customers flock to use. Our User-Centred Design service provides the building blocks for your website transformation by providing wireframes and user journey maps that accurately reflect what customers want to do on your site.

A highly interactive discovery workshop gives team members hands-on experience of designing for the user first, and structuring information in ways that empower the customer to answer their own questions and conduct transactions online.

GOSS local government experts present a vendor-neutral design specification document, for use in future website development projects, briefings and invitations to tender.

**Key features**

Our core User-Centred Design service includes:

- **Discovery workshop:**
  Half-day workshop with GOSS experts, interpreting key data to understand what customers want to achieve when they visit your website.

- **Journey mapping:**
  Plotting, and improving, users’ most important paths through your site as they seek to accomplish realistic goals.

- **Interactive wireframing:**
  Hands-on discussion using interactive tools to design better, more user-friendly navigation for your most important tasks.

- **User-centred content review:**
  Sorting and grouping the information on your site in a way that makes most sense to the user, rather than simply matching the council’s organisational structure.

- **Design specification and templates:**
  GOSS experts provide a valuable, vendor-neutral specification document and templates to use in future development.

Further increase customer use of your website with these additional services:

- **Customer focus groups:**
  Working with real customers to obtain more detailed insights into their needs, future plans and confidence with technology.

- **Full functional site specification:**
  Creating a full, detailed specification for a new, user-centred website.

- **Creative web design:**
  Interpreting wireframes and templates into finished web artwork for implementation.

**Why GOSS Interactive?**

Channel Shift specialists from GOSS Interactive have delivered numerous projects across the public sector using our unique Six Steps to Channel Shift strategy. Over 70 organisations have worked with GOSS to achieve successful Channel Shift, often with seven-figure cost savings.

**LEADERSHIP**

**CUSTOMER INSIGHT**

**CHANNEL INSIGHT**

**CHANNEL ACCESS STRATEGY**

**CHANNEL IMPROVEMENTS**

**PROCESS IMPROVEMENTS**

Get started today

Design with your customer in mind and they will reward you by serving themselves online, dramatically reducing service costs. Contact GOSS today to discuss how we can help you transform your website to meet your users’ needs.

W: www.gossinteractive.com  E: enquiries@gossinteractive.com  T: 0844 880 3637

Get started now

Complete our online form to get started.

www.gossinteractive.com