Silverstripe

Strategy
& Design

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Our strategy and design services enable you to improve the everyday lives of the people engaging with your organisation.

We work with you to create compelling, customer-centric solutions to help your organisation deliver outstanding experiences to your customers.

Research & Strategy

We want to work with you from day one of your project to offer strategic direction based on research and discovery. Through the initial discovery phase we identify your ideal customers and the experience you provide them. Whether it be through workshops, interviews, or unpacking online data, we use discovery to align your project with the goals of your organisation and the needs of your customers.

WHAT WE DO

Customer research

Before embarking on a new project, it is essential to understand your customers. Through the early stages of a project we help you identify your customers and their current experience with your brand or products. We can start with exploratory research, identifying common problems within your market or industry. Following that, we can conduct more specific research by talking directly to your customers face to face. We interview your customers to identify moments of joy as they interact with your products or services, or moments of pain.

We're on the hunt for customer data

WHAT WE DO

Business analysis

Our teams work closely with you to understand the structure of your organisation, it's processes, and goals. Our research methods include observing your domain and markets, reviewing your internal processes and systems, and conducting stakeholder workshops. These methods allow us to use an outside perspective, pinning down changes that will make a difference to your organisation. Once we've defined a simplified model of your organisation, we develop a solution that is exclusively tailored to your needs.

For fresh eyes on your business

You have great ideas, bring all of them

Workshops

Workshops are where we define the goals for your project and map out the groundwork for how to achieve those goals. With years of experience facilitating workshops, we know that the key to success is having your team together in one room, sharing their unique insights and input.

We map out customer journeys, wants and needs, and identify where there are breakdowns and blockers for you providing a valuable customer experience.

OUR APPROACH

Design thinking

Our approach to research and strategy combines the process of design thinking, and continuous improvement. Design thinking allows us to understand the true human needs involved with decision making. Our hands-on, iterative approach to prototyping and testing leads to innovative solutions that align your organisation with what your customers are really looking for.

UX Design

Our teams put discovery first and follow a design-led development process. We evolve the conceptual design of your project once we've explored your organisation's goals. From helping build the information architecture for your web project to testing it's usability, we can support your UX design needs.

WHAT WE DO
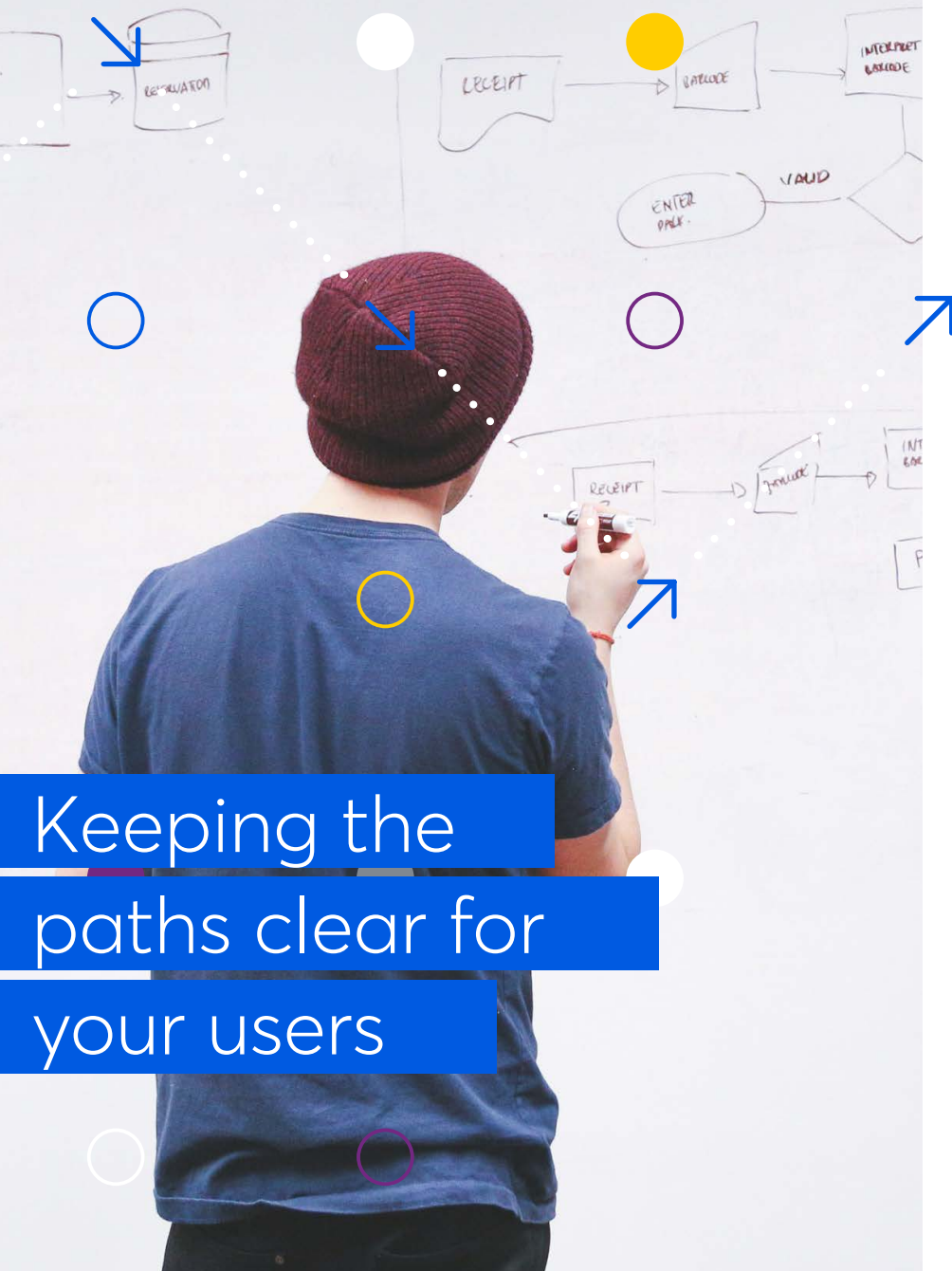
Keeping the
paths clear for
your users

Information architecture

Creating clear paths of information is essential to ensuring your customers can find the information they are looking for. Information architecture (IA) is the organisation of content in your design. It's the labels, categories, and names of things on your site. We develop, create and refine your IA through content audits, customer and staff interviews, card sorting, and testing. We'll build an IA that lets your customers find what they're looking for quickly and easily.

WHAT WE DO

Wireframing

Wireframes visually map out key pages of your website, laying out the pages' structure and content. Our simplest wireframes are static graphics, but for more complex sites or apps, we create interactive wireframes. Interactive wireframes have built-in user interactions to test that we have included all the features and functionality required for your project. These types of wireframes are ideal for early user testing, as they give you a preview of how users might interact with a site.

We strip it back and keep it simple

WHAT WE DO

Testing, testing, 1, 2, 3

Usability testing

Usability testing assesses how your site or app works for your customers. We test usability at several stages throughout your project with individuals or groups. We observe their interactions and document them, using the lessons we learn from the test to inform our design process for your project, and to validate what we build for you. Not only does this ensure you are improving the satisfaction of your customers' experience on your site, but you are saving on development and redesign efforts as well as decreasing your support costs. We use remote tools which enable you to run tests with your users online.

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OUR APPROACH

Accessibility

An accessible website gives people with disabilities the opportunity to access information and interact online. Developed through the W3C process, the Web Content Accessibility Guidelines provides a single shared standard for web content accessibility. Having an accessible website for your organisation makes your site inclusive for all of your customers.

Visual Design

Creativity and innovation are at the forefront of our visual design services. Our team of designers are experienced in all aspects of user interface design including typography, interaction design and responsive design, as well as iconography and graphic design. We can also help with your offline design needs, such as branding and visual identity creation.

# WHAT WE DO
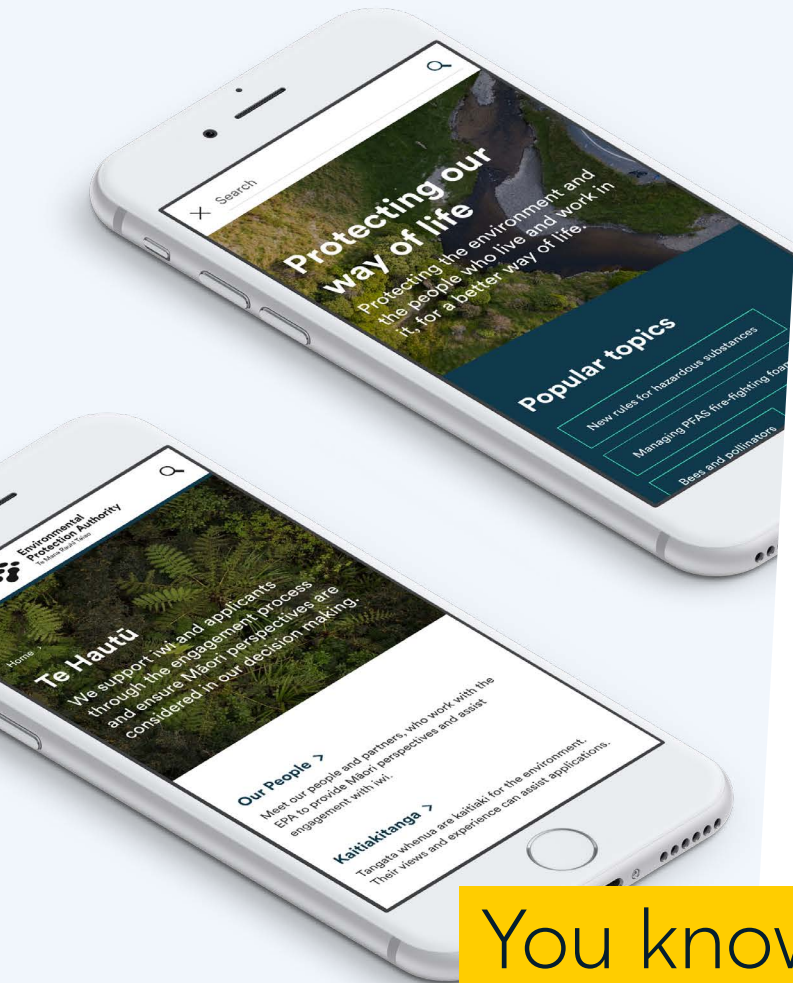
User interface (UI) design

We practice design-led development, a process that puts discovery and research first. Once we have a deep understanding of your organisation's goals, we can begin to create concepts that solve problems and help you achieve your goals. Having a well-designed UI will improve the overall experience for your customers, ultimately increasing engagement with your users. We use the design phase to nail down your project requirements, and guide the technical implementation through launch and beyond.

You know what we're doing right now? You and I, we're interfacing

WHAT WE DO

Branding

Your visual identity influences your customer's perception of your brand. With your direction we will create an engaging brand identity that is true to your company and its values. A clear, consistent, and unique brand gives you a competitive edge over others, and encourages your customers to engage with you.

We have created brands, sub-brands, and campaigns from scratch, as well as giving existing brands a refresh. SilverStripe's branding capabilities include logo design, choice of typeface and colours, brand guidelines, as well as applying that brand across digital and physical collateral. Our methods will inform your brand strategy going forward, helping you connect with your ideal customer.
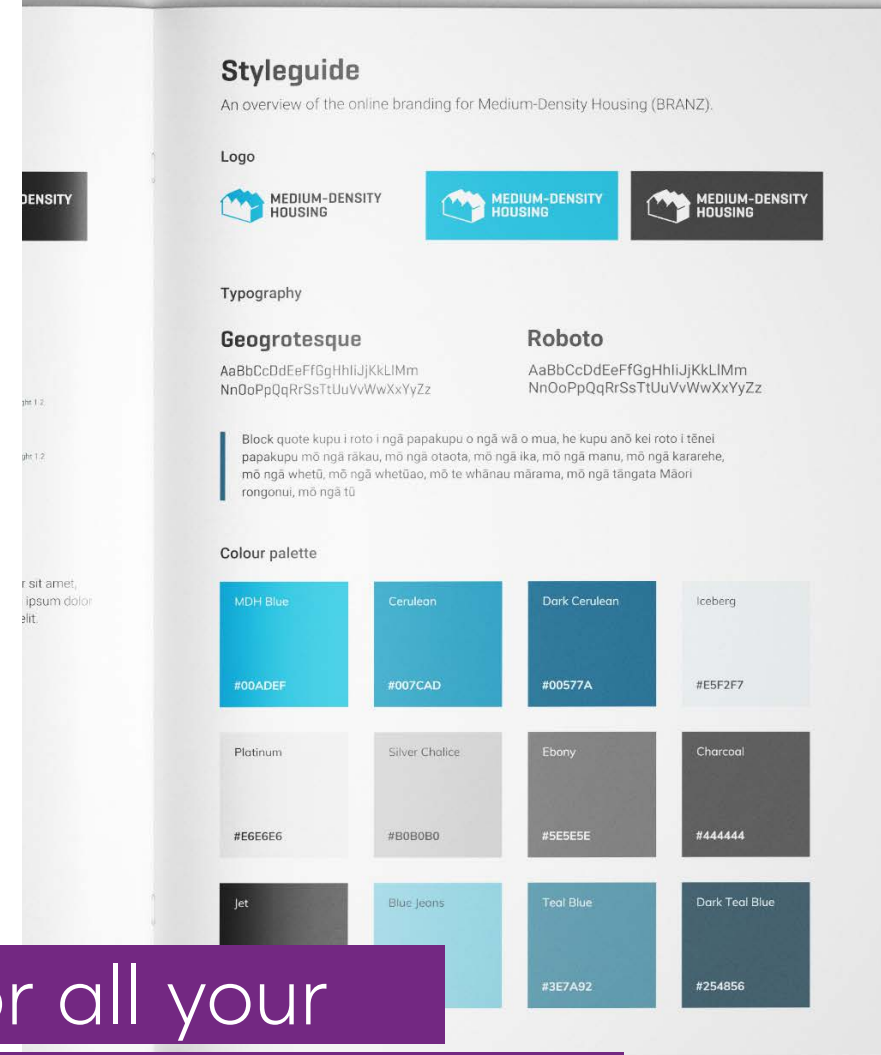
For all your branding needs, digital or print

WHAT WE DO
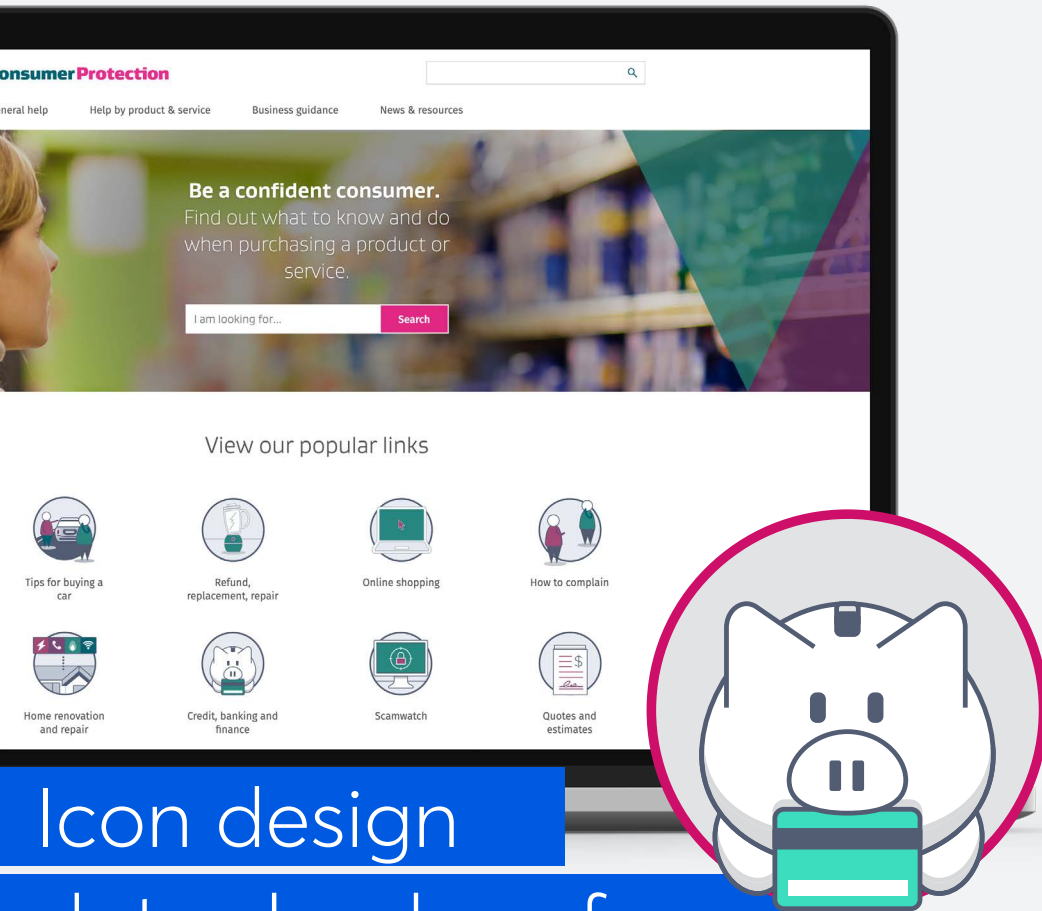
Icon design dates back as far as cave paintings

Iconography

Icons serve as an important visual aid in any graphical communication, and, like any visual element, should be seen as an extension of your brand. Our design team can craft icons for your project that align visually with your brand identity. Once they're paired with your written content, icons help to form a common visual language, removing any ambiguity there might be with your content. Icons can also improve your customer journey, acting as visual identifiers as your users move through your website.

OUR APPROACH

Intuitive, accessible, responsive

Creating an intuitive, accessible, and responsive website or app is something that is built-in to our visual design process. Our focus on accessibility and user experience means our designs are functional and easy-to-use for your customers. We optimise our designs for desktop, mobile, and tablet so that your website will work seamlessly across all devices.
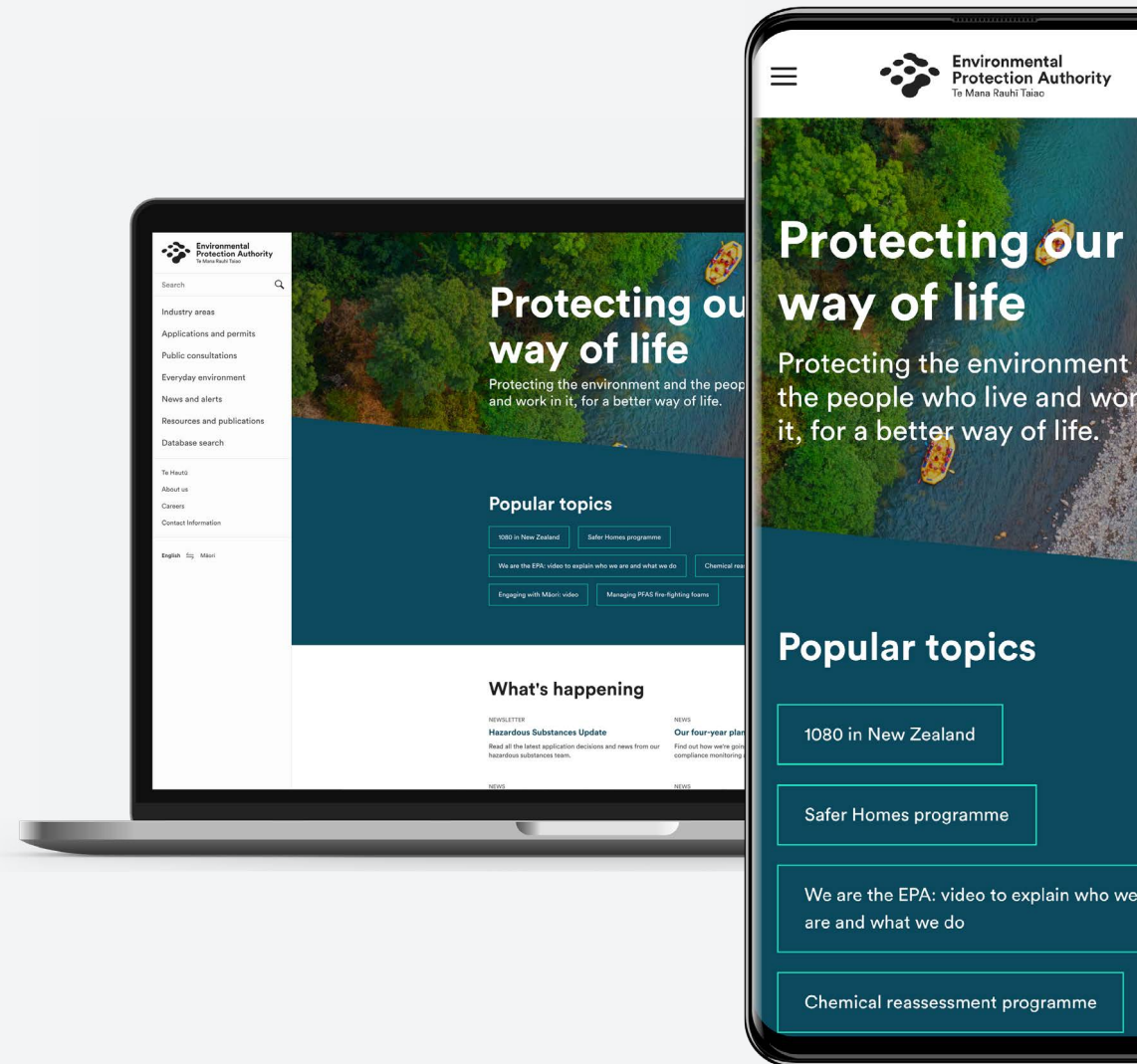
Get in touch

Like what you've read? Contact us to get started
with our Strategy & Design services.

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