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Services Overview

Pioneering digital
excellence for the
UK's critical sectors

Introduction

For over 15 years, Invuse has built a "world class" reputation in digital transformation, specialising in enhancing digital solutions for key UK organisations, particularly in government and complex sectors.

We are committed to creating intuitive, efficient, and universally accessible digital services. We aim to:

- **Enhance user trust** and satisfaction in digital interactions
- **Optimise resource allocation** in digital initiatives for **maximum ROI**
- Bridge the gap between **complex organisational needs** and **user-friendly digital solutions**
- **Innovate continuously** to stay ahead of evolving digital landscapes
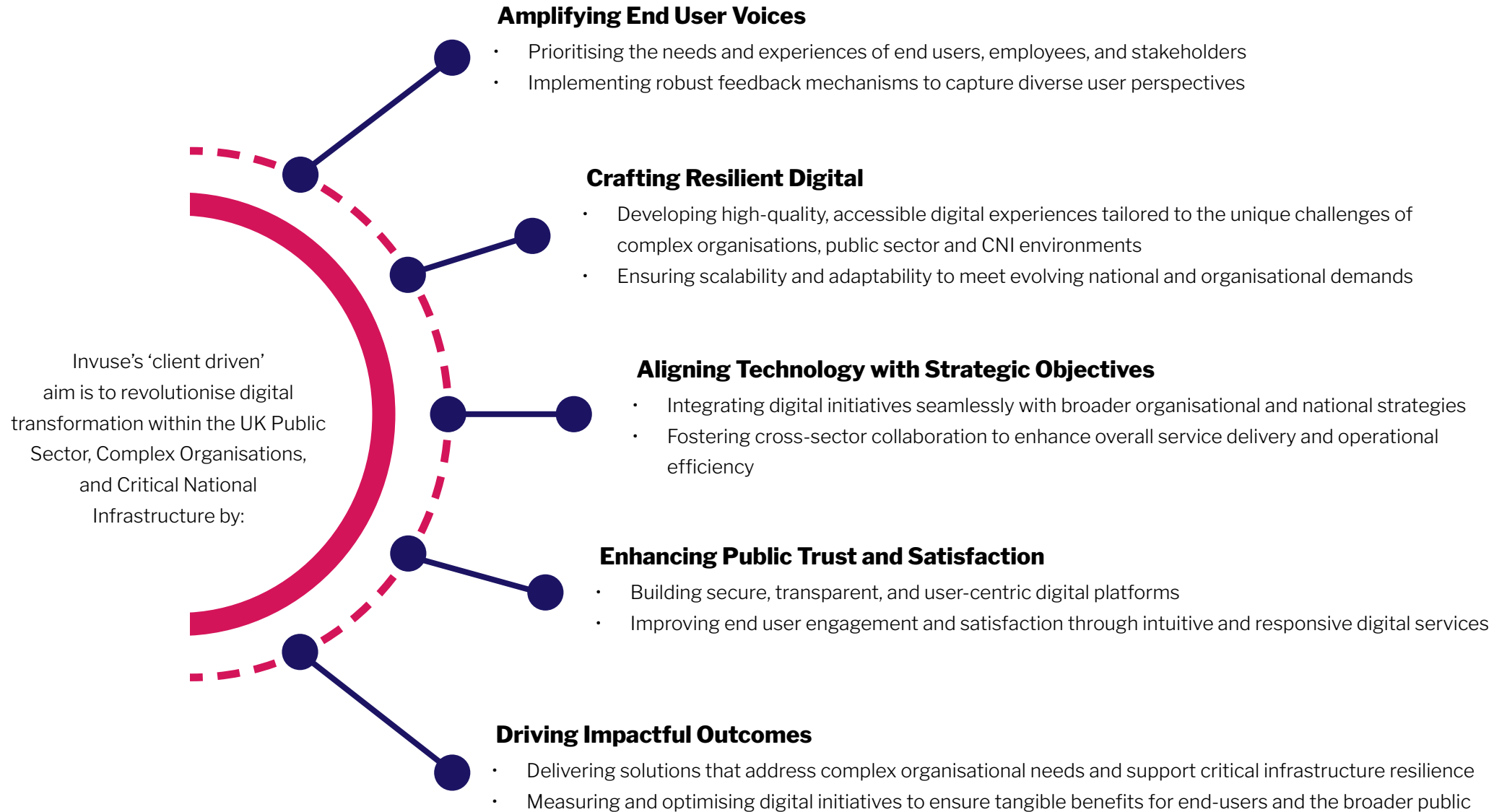- Ensure **robust security** measures to protect sensitive data and maintain public trust

By focusing on these core principles, Invuse ensures that every digital touchpoint—from government portals to essential online services—is designed with the end-user in mind. Our scalable solutions adapt to growing demands, while our innovative approaches drive operational efficiency.

Invuse offers a comprehensive range of digital services and products across 4 key services areas:

- Research & Insight
- Content Design
- Service Transformation
- Accessibility
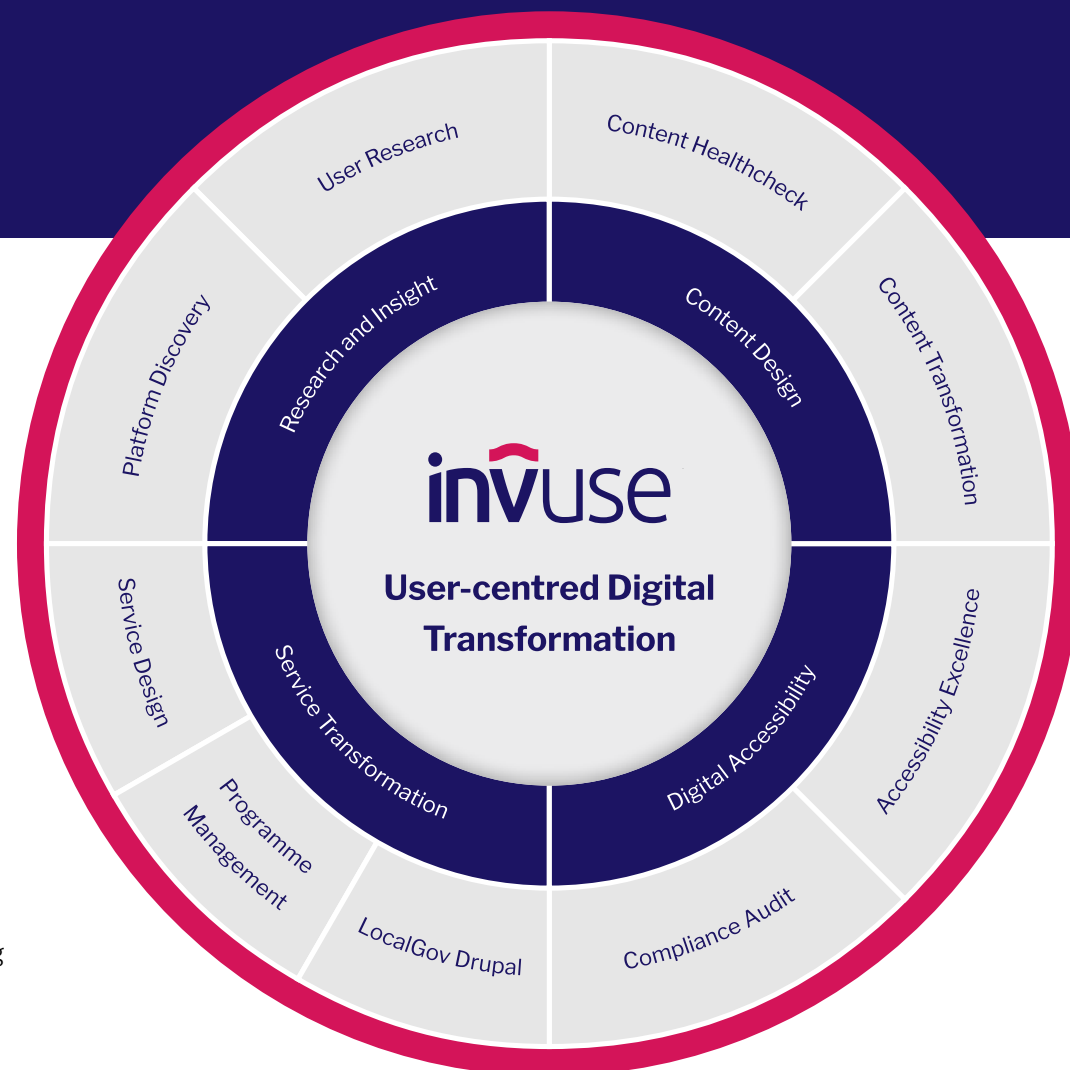
Click on a section above to navigate to the service you are interested in.

Invuse's 'client driven' aim is to revolutionise digital transformation within the UK Public Sector, Complex Organisations, and Critical National Infrastructure by:

Amplifying End User Voices

- Prioritising the needs and experiences of end users, employees, and stakeholders
- Implementing robust feedback mechanisms to capture diverse user perspectives

Crafting Resilient Digital

- Developing high-quality, accessible digital experiences tailored to the unique challenges of complex organisations, public sector and CNI environments
- Ensuring scalability and adaptability to meet evolving national and organisational demands

Aligning Technology with Strategic Objectives

- Integrating digital initiatives seamlessly with broader organisational and national strategies
- Fostering cross-sector collaboration to enhance overall service delivery and operational efficiency

Enhancing Public Trust and Satisfaction

- Building secure, transparent, and user-centric digital platforms
- Improving end user engagement and satisfaction through intuitive and responsive digital services

Driving Impactful Outcomes

- Delivering solutions that address complex organisational needs and support critical infrastructure resilience
- Measuring and optimising digital initiatives to ensure tangible benefits for end-users and the broader public

By focusing on these key areas, Invuse remains at the forefront of digital innovation in the UK public sector, empowering organisations to meet the dynamic needs of their users while strengthening national infrastructure, public services, critical national infrastructure & complex organisations.
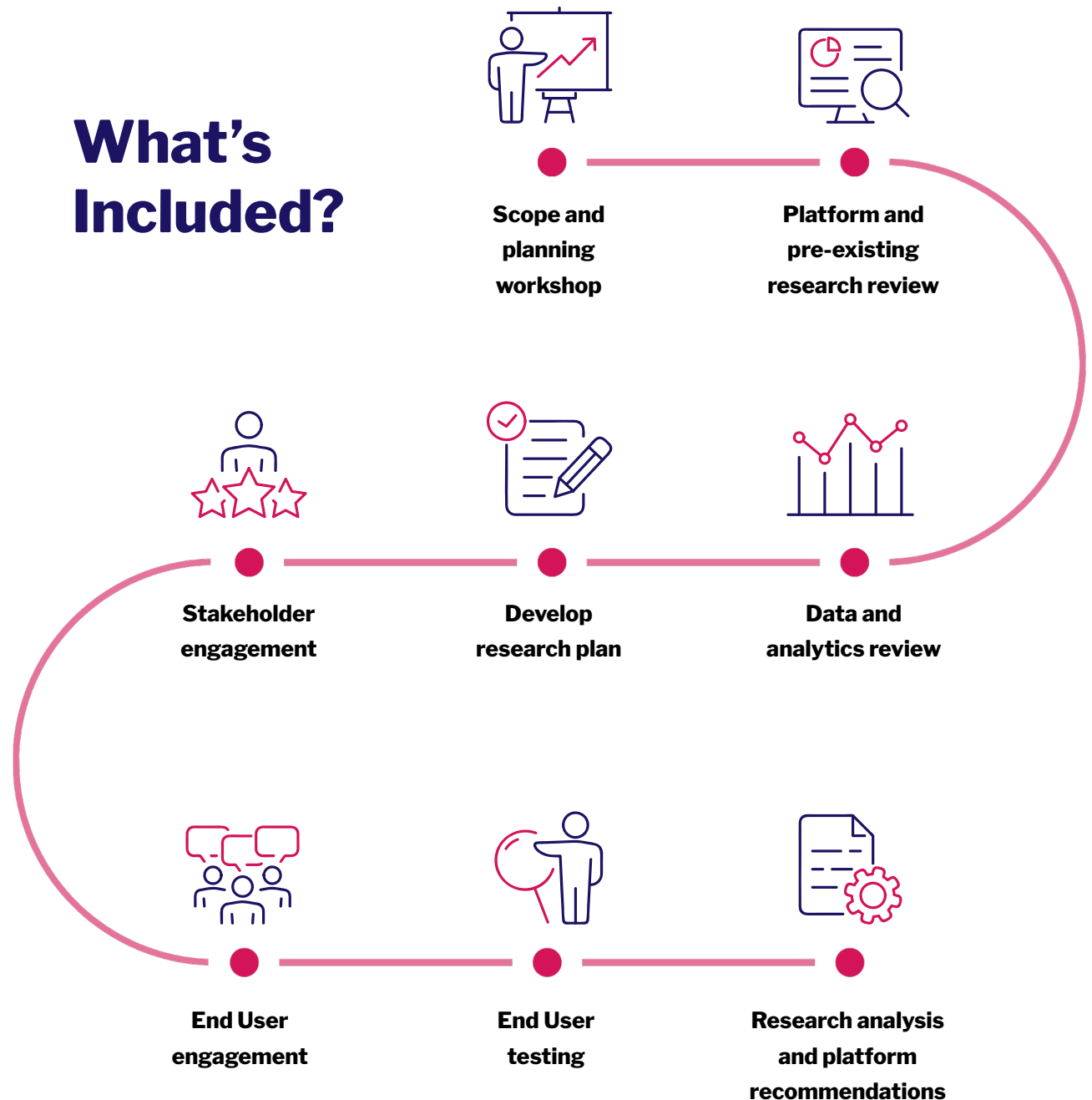
Research and Insight

Research and Insight

Service 1: Platform Discovery

This package is designed to evaluate whether your platform or service is effectively meeting performance metrics and supporting your strategic goals. It focuses on analysing key aspects such as the alignment with key performance indicators (KPIs) and strategic objectives. Specifically, it assesses whether your Information Architecture (IA) facilitates self-service and smooth completion of key user journeys, whether your content design is clear and easy to understand, and if your platform consistently directs users to external services while maintaining a seamless user experience.

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What's Included?

Scope and planning workshop

Platform and pre-existing research review

Stakeholder engagement

Develop research plan

Data and analytics review

End User engagement

End User testing

Research analysis and platform recommendations

Breakdown of workstreams

Step 1 - Scope and Planning Workshop

This initial workshop establishes the foundation of the project by defining objectives, identifying key stakeholders, and agreeing on the key performance indicators (KPIs) that will measure success. It ensures that all parties have a shared understanding of the project's goals and scope, aligning expectations from the outset.

Step 2 - Platform and Existing Research Review

We conduct a comprehensive review of the existing platform and any prior research. This step involves analysing current user data, research findings, and platform performance metrics. The goal is to understand the platform's current state and identify any gaps or opportunities for improvement.

Step 3 - Data and Analytics Review

We thoroughly review existing data and analytics related to the platform, focusing on user behaviour, performance metrics, and trends. This data-driven analysis helps us understand how users are currently interacting with the platform and where improvements can be made.

Step 4 - Develop Research Plan

We create a detailed research plan that outlines the methodologies and tools to be used for gathering insights from stakeholders and end users. The plan includes the scope of research activities such as surveys, interviews, and usability testing, ensuring systematic data collection to inform decision-making.

Step 5 - Stakeholder Engagement

We engage with key stakeholders to gather their insights, expectations, and concerns regarding the platform. Through interviews or workshops, we ensure that stakeholder perspectives are fully understood and integrated into the research and design process.

Step 6 - End User Engagement

We conduct surveys, focus groups, or interviews with a representative sample of end users to understand their needs, pain points, and experiences with the platform. This step is crucial for ensuring that the platform meets the real-world needs of its users.

Step 7 - End User Testing

Usability testing is conducted with end users to validate the effectiveness of the platform. By observing users as they interact with the platform, we identify obstacles or frustrations and gather feedback on potential improvements. This iterative testing process helps refine the platform design based on user input.

Step 8 - Research Analysis and Platform Recommendations

After collecting all data and feedback, we analyse the findings to identify key insights and trends. We then provide actionable recommendations for improving the platform's performance, user experience, and alignment with strategic goals. These recommendations will guide the next steps in platform development or optimisation.

Deliverables and Benefits

Comprehensive Research Report

What You Receive: A detailed report that provides a thorough analysis of your platform's efficiency, its features, and how users engage with it.
How It Benefits You: This report gives you a clear understanding of how your platform is currently performing, highlighting both strengths and areas for improvement. It serves as a solid foundation for making informed decisions about potential enhancements or platform changes.

User Journey Mapping

What You Receive: Visual maps of the most critical user journeys on your platform, showing the step-by-step process users take to achieve key tasks.
How It Benefits You: These maps help you clearly see how users interact with your platform, identifying where users face friction and where improvements can streamline their experience. This insight is crucial for prioritising changes that will have the most significant impact on user satisfaction.

Baseline Testing Results

What You Receive: A report that showcases the results from user testing, including insights on how easily different types of users can navigate and complete key tasks on your platform. The report will include data on timing, eye tracking, and hover/click behaviour.
How It Benefits You: By understanding how real users interact with your platform, you can pinpoint usability issues and areas where the user experience can be enhanced. This data-driven approach allows you to address specific pain points and improve the overall user journey.

Platform/Feature Recommendations

What You Receive: A tailored list of actionable recommendations based on the platform research and user testing. These recommendations may include suggestions for integrating with other services, restructuring information architecture, updating content design, and more.

How It Benefits You: These recommendations provide a clear roadmap for improving the efficiency and effectiveness of your service. Whether you choose to implement the changes on your current platform or decide to move to a new one, these insights will help ensure that your platform better meets user needs and aligns with your strategic goals.

Product Evolution Roadmap

What You Receive: A prioritised list of actions based on the recommendations, organised by impact and feasibility. This information will be based on the research and data we collect throughout the project.

How It Benefits You: This action plan gives you a clear, step-by-step guide to implementing the recommended changes. It helps you focus on the most critical improvements first, ensuring that your efforts lead to the greatest possible benefit with available resources.
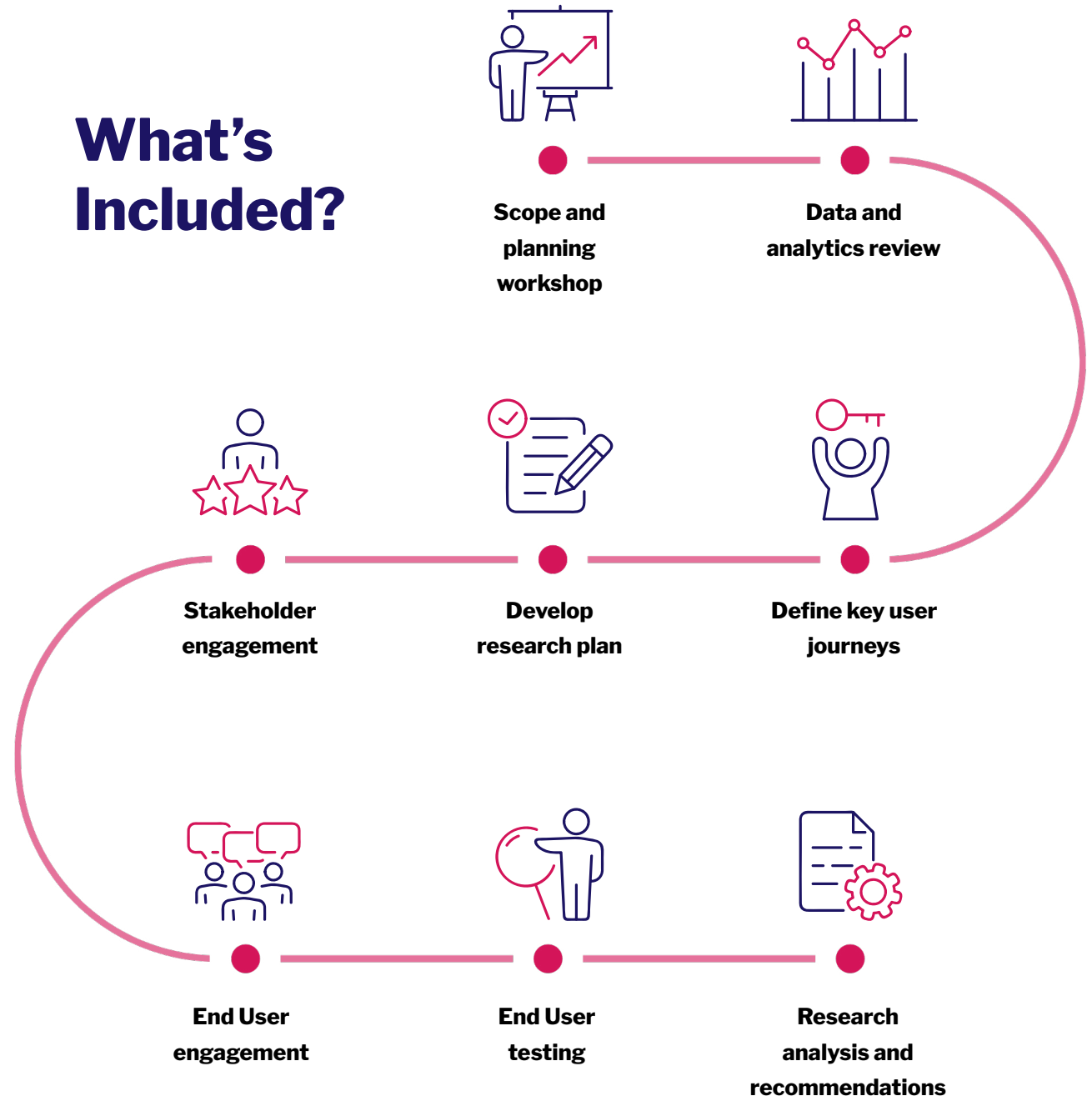
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Research and Insight

Service 2:
User Research

Our User Research service is designed to provide a deep understanding of how users interact with your service, regardless of platform. We focus on gathering insights into user behaviours, experiences, and needs across different demographics. This service explores the full user journey, capturing feedback on both digital and non-digital interactions. By engaging directly with users and stakeholders, we deliver actionable insights that help you improve service delivery, refine user experience, and better align with the real-world needs of your audience.

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What's Included?

Scope and planning workshop

Data and analytics review

Stakeholder engagement

Develop research plan

Define key user journeys

End User engagement

End User testing

Research analysis and recommendations

Breakdown of workstreams

Step 1 - **Scope and Planning Workshop**

This initial workshop sets the foundation for the project by defining the research objectives, identifying key stakeholders, and aligning on the desired outcomes. We ensure all parties have a shared understanding of the research goals and scope, focusing on the broader service experience rather than just digital touchpoints.

Step 2 - **Data and Analytics Review**

We conduct a comprehensive review of existing data and analytics across all service channels, including digital and non-digital interactions. This step involves analysing user behaviour, service performance metrics, and operational data. The goal is to create a data-driven foundation that informs the research process, highlighting both online and offline areas that require further exploration.

Step 3 - **Define Key User Journeys**

We map out the critical user journeys that are central to your entire service, not just digital platforms. This involves identifying the primary tasks users complete and how they interact with various service touchpoints—whether digital, in-person, or via other channels. Understanding these journeys ensures the research focuses on the most impactful aspects of the overall user experience.

Step 4 - **Develop Research Plan**

We develop a comprehensive research plan that outlines the methodologies and tools to be used for gathering insights across all relevant service channels. The plan includes the scope of research activities such as surveys, interviews, observational studies, and usability testing, ensuring systematic data collection that accurately reflects user interactions across the service landscape.

Step 5 - **Stakeholder Engagement**

We engage with a broad range of stakeholders, including internal teams, partners, and external collaborators, to gather their insights, expectations, and concerns regarding the service. Through interviews or workshops, we ensure that a wide array of perspectives is understood and integrated into the research process, aligning the research outcomes with both organisational goals and broader service delivery considerations.

Step 6 - **End User Engagement**

We conduct surveys, focus groups, or interviews with a diverse sample of end users, covering different demographics and service usage scenarios. This step is crucial for capturing a comprehensive understanding of user needs, pain points, and experiences across all service touchpoints, ensuring that the service design meets the real-world needs of its users.

Step 7 - **End User Testing**

Usability testing is conducted to validate the effectiveness of the service across all interaction points. By observing users as they navigate the service— whether online, in-person, or through other channels—we identify obstacles or frustrations and gather feedback on potential improvements. This iterative testing process helps refine the service design based on direct user input.

Step 8 - **Research Analysis and Recommendations**

After collecting all data and feedback, we conduct a thorough analysis to identify key insights and trends across the entire service. We then provide actionable recommendations for improving the service's overall performance, user experience, and alignment with user needs. These recommendations will guide the next steps in refining or developing your service to better meet the expectations and needs of all users.

Deliverables and Benefits

Detailed User Research Report

What You Receive: A comprehensive report that captures in-depth insights into user behaviours, experiences, and needs across your service. This report includes qualitative and quantitative data gathered from diverse user demographics and service touchpoints, providing a holistic view of how users interact with your service.
How It Benefits You: This report offers you a deep understanding of your users, highlighting key pain points and areas where your service excels. It serves as an essential resource for making informed decisions, whether you're looking to enhance existing services, develop new ones, or align more closely with user expectations.

User Testing Results

What You Receive: A detailed analysis of usability testing results, showcasing how different user groups navigate and interact with your service. This includes insights into user challenges, task completion rates, and feedback on the overall user experience, covering both digital and non-digital touchpoints.
How It Benefits You: These results provide clear evidence of how real users engage with your service, helping you identify and address usability issues. By understanding these challenges, you can make targeted improvements that enhance user satisfaction and streamline service delivery.

User Journey Maps

What You Receive: Visual representations of key user journeys across your service, illustrating the steps users take to achieve their goals. These maps cover the full spectrum of service interactions, from digital to in-person experiences, providing a clear picture of the user experience.
How It Benefits You: These maps enable you to see where users encounter friction and where their experience can be improved. By visualising these journeys, you can prioritise changes that will have the most significant positive impact on user satisfaction and service efficiency.

User Personas

What You Receive: Detailed profiles of your key user groups, representing their goals, behaviours, needs, and pain points. These personas are developed based on real data and insights gathered from your users, providing a clear picture of who your users are.

How It Benefits You: User personas help you tailor your services to better meet the specific needs of your target audience. They provide a shared understanding within your team of who your users are, enabling more focused and effective service design and decision-making.

Roadmap and Recommendations Based on User Insight

What You Receive: A strategic roadmap that outlines actionable recommendations for improving your service, based on the insights gathered from user research and testing. This roadmap prioritises actions based on their impact and feasibility, ensuring that you can implement changes efficiently.

How It Benefits You: This roadmap provides a clear, step-by-step guide to enhancing your service, ensuring that your efforts are focused on the most critical improvements. By following this plan, you can better align your service with user needs, improve overall user satisfaction, and make more informed strategic decisions.
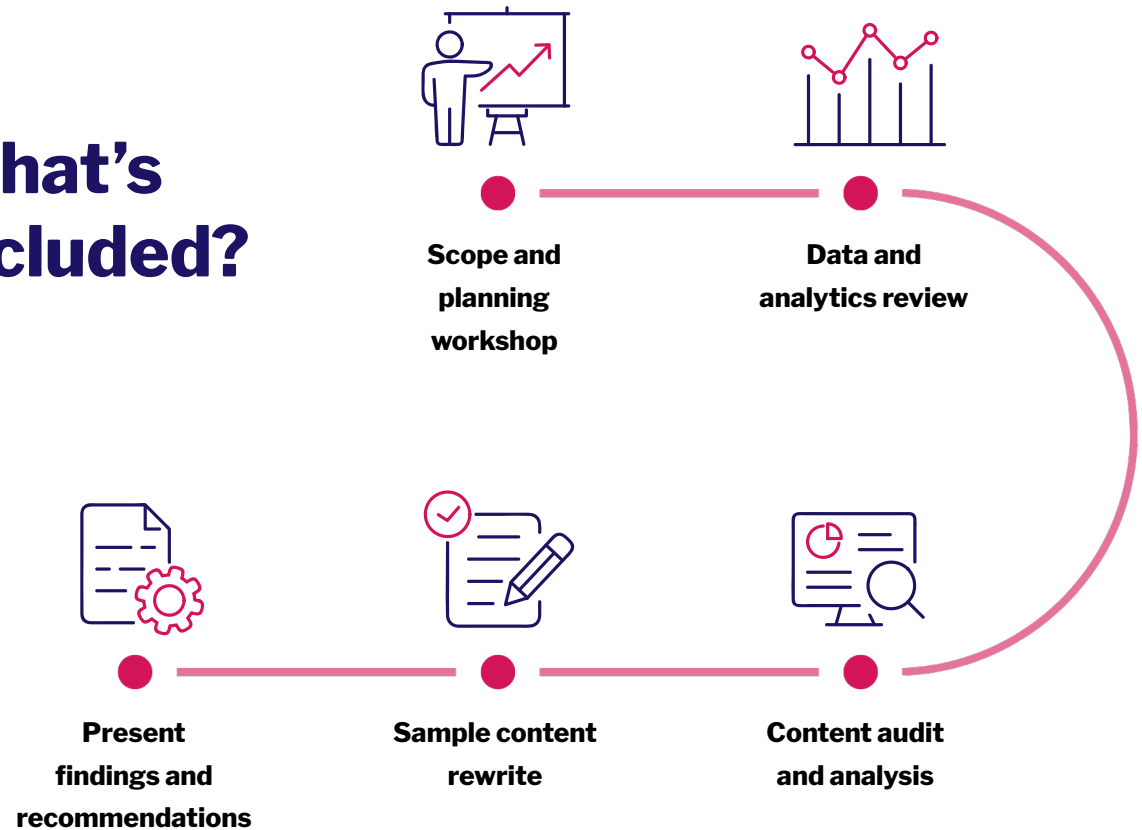
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Content Design

Service 1:
Content Healthcheck

Our Content Healthcheck service is designed to help organisations evaluate how well their content is performing and whether it effectively serves their end users. This service provides clear insights into the strengths and weaknesses of your current content, identifying areas where improvements are needed to enhance user experience and encourage self-service. Whether you're preparing to migrate content to a new platform or looking to optimise your existing service, this healthcheck offers valuable guidance on making your content more accessible, relevant, and user-friendly.

What's Included?

Scope and planning workshop

Data and analytics review

Present findings and recommendations

Sample content rewrite

Content audit and analysis

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Breakdown of workstreams

Step 1 - **Scope and Planning Workshop**

We begin with workshops to clearly define the objectives of the content healthcheck, identify key stakeholders, and outline the specific areas of focus. This step ensures that all parties are aligned on the goals and expectations, setting a strong foundation for the audit and analysis process.

Step 2 - **Data and Analytics Review**

We conduct a thorough review of your existing analytics and data to understand how users are currently interacting with your content. This includes analysing metrics such as page views, bounce rates, and search effectiveness to identify content that is performing well and areas that may need improvement.

Step 3 - **Content Audit and Analysis**

We perform a detailed audit of your existing content using ROT (Redundant, Outdated, and Trivial) analysis, assessing each piece of content for relevance, accuracy, and usability. This audit is guided by WCAG best practices to ensure your content is accessible to all users. Additionally, we provide readability guidance to help make your content clear and easy to understand.

Step 4 - **Sample Content Rewrite**

Based on the findings from the content audit, we provide a sample rewrite of selected content. This rewrite incorporates our readability guidance and WCAG best practices, demonstrating how your content can be optimised to better meet user needs and encourage self-service. Additionally, we offer guidance and best practices to help upskill your staff, empowering them to effectively rewrite and maintain content moving forward, ensuring long-term content quality and consistency.

Step 5 - **Present Findings, Recommendations, and Content Strategy**

We present a comprehensive report of our findings, including actionable recommendations for improving your content. This report also outlines a content strategy tailored to your organisation's goals, providing a clear roadmap for enhancing content quality, accessibility, and user engagement moving forward.

Deliverables and Benefits

Content Audit Report 〉

What You Receive: A comprehensive report detailing the findings from our content audit, including an analysis based on ROT (Redundant, Outdated, and Trivial) criteria. This report also assesses the accessibility and readability of your content, using WCAG best practices to ensure inclusivity and effectiveness.

How It Benefits You: This audit provides a clear understanding of the current state of your content, highlighting areas that need improvement to better serve your users. It gives you actionable insights into which content needs updating, restructuring, or removal, helping you streamline your content and improve user engagement.

Written Samples of Best Practice 〉

What You Receive: Examples of rewritten content that incorporate our readability guidance and WCAG best practices. These samples demonstrate how your content can be transformed to be more user-friendly, accessible, and effective at encouraging self-service.

How It Benefits You: These best practice samples serve as a valuable reference for your team, showing them how to write and maintain high-quality content. By using these examples, your staff can develop the skills to consistently produce content that meets the needs of your users, leading to a more effective and user-centric service.

Recommendations and Content Strategy Report 〉

What You Receive: A detailed report outlining our recommendations for improving your content, based on the findings of the audit and analysis. This report includes a tailored content strategy that guides you on how to enhance content quality, accessibility, and overall user experience moving forward.

How It Benefits You: This report provides a clear roadmap for transforming your content, ensuring it aligns with user needs and organisational goals. By following these recommendations, you can improve the effectiveness of your content, making it easier for users to find and use the information they need, while also upskilling your staff to maintain these standards over time.
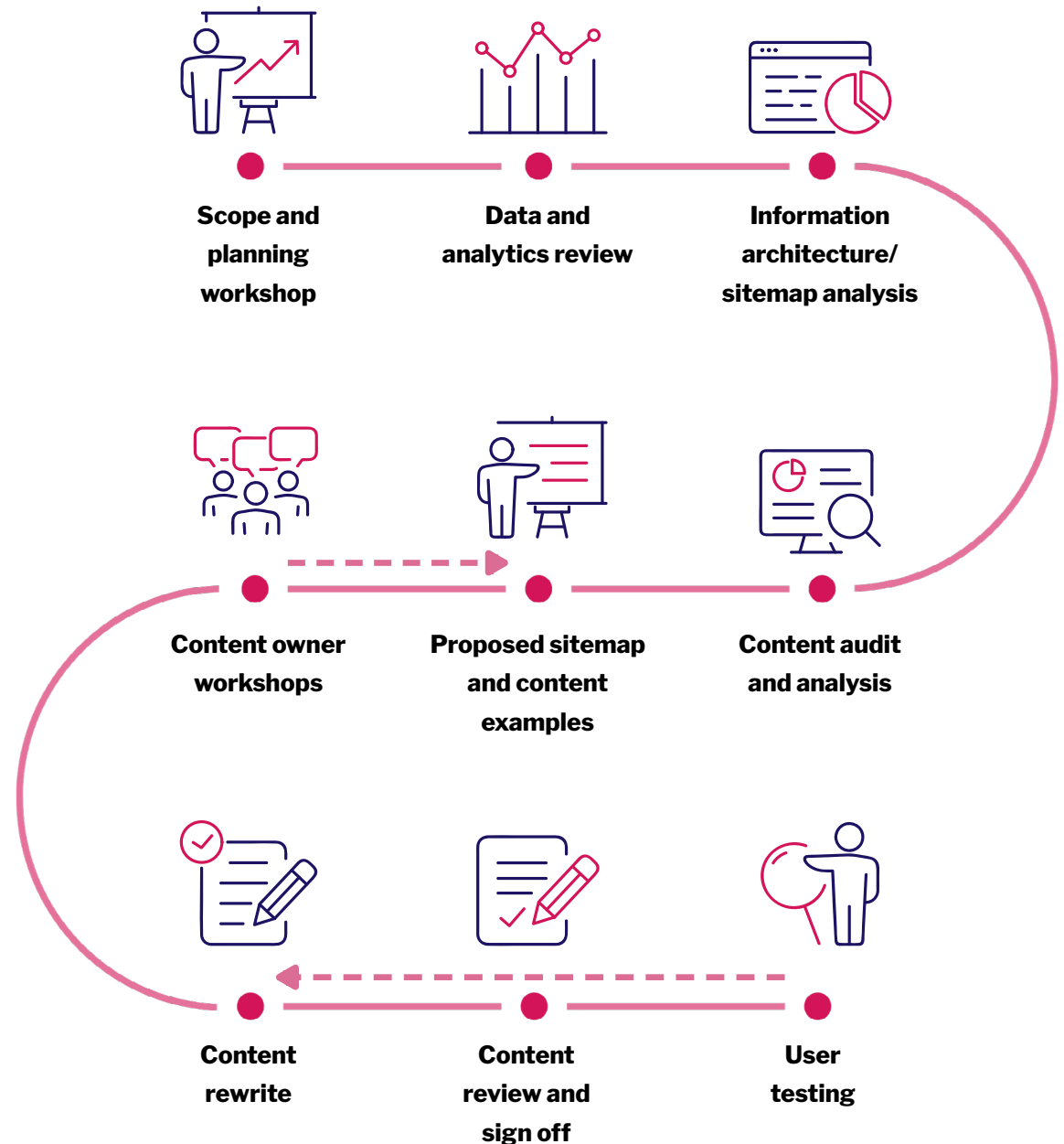
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Content Design

Service 2:
Content Transformation

Our Content Transformation service offers a complete, end-to-end solution for elevating your organisation's content. We take care of everything—from auditing and cleansing existing content to rewriting and restructuring it, ensuring every piece is clear, accessible, and user-friendly. We also redesign your Information Architecture (IA), making sure your content is logically organised and easy for users to navigate.

What sets this service apart is our focus on quality and user needs. Every step of the transformation is guided by user research and thorough testing, so the final content not only meets high standards but also truly resonates with your audience. We also optimise your content for search engines, helping more users find the information they need quickly.

With our Content Transformation service, you're not just improving your content—you're empowering your users with better self-service options and enhancing their overall experience. Let us help you create content that works harder for your organisation and delivers real results.

What's Included?

Scope and planning workshop

Data and analytics review

Information architecture/ sitemap analysis

Content owner workshops

Proposed sitemap and content examples

Content audit and analysis

Content rewrite

Content review and sign off

User testing

Breakdown of workstreams

Step 1 - Scope and Planning Workshop

We start with a collaborative workshop to define the objectives and scope of your content transformation project. During this session, we identify key stakeholders, set clear goals, and outline the process ahead. This step is crucial as it ensures everyone is aligned from the outset, setting a strong foundation for a successful transformation. It also allows us to tailor our approach to your specific needs, ensuring that the final content aligns perfectly with your organisational goals.

Step 2 - Data and Analytics Review

We conduct a comprehensive review of your existing analytics and data to understand how users currently interact with your content. This analysis helps us identify which content is performing well, where users are dropping off, and what areas need improvement. By grounding our work in data, we ensure that the content transformation is driven by real insights, making it more likely to succeed in meeting user needs and business objectives.

Step 3 - Information Architecture and Sitemap Analysis

We thoroughly evaluate your current Information Architecture (IA) and sitemap to understand how your content is organised and accessed by users. This analysis identifies any structural issues, such as content being buried too deeply or categories that are not intuitive. By improving your IA, we make your content more accessible and easier to navigate, enhancing the overall user experience.

Step 4 - Content Audit and Analysis

We perform a detailed audit of your existing content, assessing it for relevance, accuracy, readability, and adherence to best practices, including WCAG standards. Using ROT (Redundant, Outdated, Trivial) analysis, we identify content that needs to be updated, removed, or rewritten. This step is essential for ensuring that your content is streamlined, up-to-date, and fully aligned with user needs and organisational goals.

Step 5 - Proposed Sitemap and Content Examples

Based on our analysis, we develop a proposed sitemap that restructures your content in a more logical and user-friendly way. Along with this, we provide examples of rewritten or newly created content, showcasing how the new structure and content style will work together. This proposal serves as a blueprint for the transformation, guiding the next steps and ensuring all stakeholders are on the same page.

Step 6 - Content Owner Workshops

We engage content owners in workshops to review the proposed sitemap and content examples. This iterative process allows us to gather feedback, address concerns, and make necessary adjustments before moving forward. These workshops are crucial for securing buy-in from those who will manage the content, ensuring that the final product meets both user needs and organisational requirements.

Breakdown of workstreams

Step 7 - **Content Rewrite**

With the structure and style approved, we begin the full content rewrite process. Each piece of content is crafted to be clear, concise, and aligned with best practices, including accessibility standards. Our focus is on making the content easy to understand and use, empowering users to find the information they need quickly and efficiently. This step transforms your content into a powerful tool that supports your users and achieves your organisational goals.

Step 8 - **Content Sign-Off with Owners**

Once the content rewrite is complete, we present the final content to the content owners for review and approval. This step ensures that all stakeholders are satisfied with the rewritten content and that it meets the objectives set out at the beginning of the project. By securing this sign-off, we confirm that the content is ready to be published and that it fully aligns with your organisational goals.

Step 9 - **User Testing (Including Assistive Technologies)**

We conduct thorough user testing to ensure that the new content works effectively for all users, including those who rely on assistive technologies. This testing is iterative, allowing us to identify and address any issues before finalising the content. By validating the content with real users, we ensure that it meets the highest standards of usability and accessibility, providing a seamless experience for all.

Deliverables and Benefits

Content Strategy and Internal Design System

What You Receive: A comprehensive content strategy that includes the creation of internal design systems, guidelines for content creation, and processes for managing PDFs and other content formats. This strategy provides a clear framework for your team to consistently produce high-quality, user-focused content.

How It Benefits You: This strategy empowers your organisation to maintain content quality over time, ensuring consistency and alignment with best practices. By having a clear content strategy, your team can efficiently manage and create content that meets user needs, enhances self-service, and supports your organisational goals.

Detailed Content Audit Report

What You Receive: A thorough report detailing the findings from our content audit, including ROT (Redundant, Outdated, Trivial) analysis, readability assessments, and WCAG accessibility checks. This report highlights what content needs to be updated, removed, or improved, and provides actionable insights into the current state of your content.

How It Benefits You: This audit gives you a clear understanding of the strengths and weaknesses in your existing content, allowing you to focus your resources on the most critical areas. By identifying content that no longer serves your users, you can streamline and improve your content, making it more relevant, accessible, and effective.

Redesigned and Rewritten Content Inline with Best Practices

What You Receive: High-quality content that has been fully redesigned and rewritten according to industry best practices, including WCAG accessibility standards. This content is clear, concise, and user-focused, ensuring that it meets the needs of your audience while also being easy to manage internally.

How It Benefits You: By transforming your content to align with best practices, you improve the user experience, making it easier for your audience to find and use the information they need. This not only enhances customer satisfaction but also reduces the need for support, as users can more easily help themselves.

Improved Information Architecture

What You Receive: A newly designed Information Architecture (IA) that organises your content in a logical, user-friendly manner. This IA ensures that users can navigate your site effortlessly, finding the information they need quickly and easily.

How It Benefits You: An improved IA enhances the overall user experience by reducing the time and effort users need to find relevant content. This leads to higher user satisfaction and increased engagement, as well as more effective self-service capabilities that reduce pressure on customer support teams.

User Testing Results and Feedback

What You Receive: A comprehensive report detailing the results of user testing, including feedback from users who rely on assistive technologies. This report highlights how real users interact with your content and identifies any areas that still need improvement.

How It Benefits You: By validating your content with real users, you ensure that it meets the highest standards of usability and accessibility. This feedback allows you to make any final adjustments, giving you confidence that your content will provide a seamless and inclusive experience for all users.

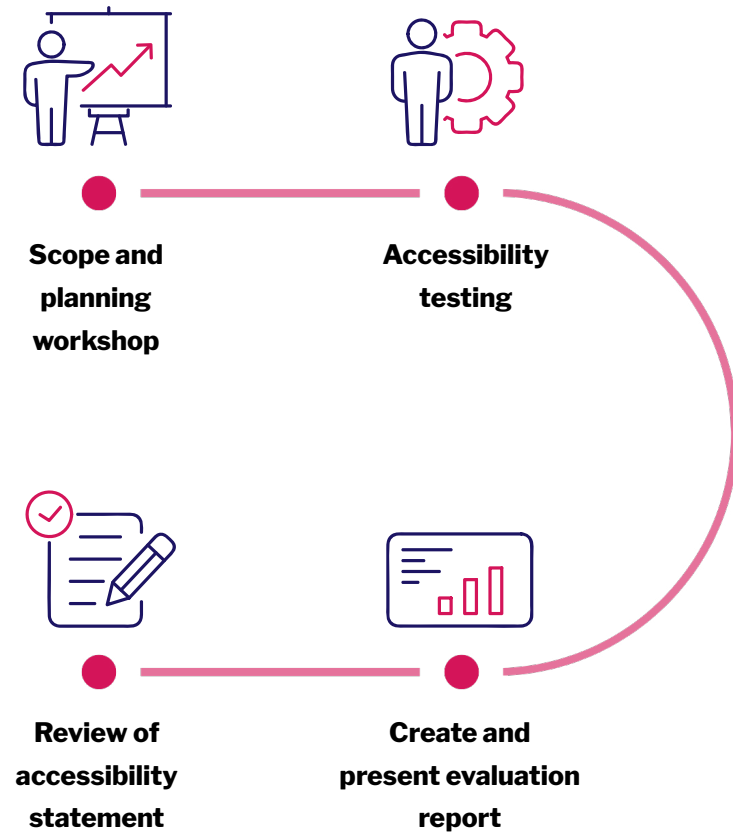**Back to portfolio**

Digital Accessibility

Service 1:
Compliance Audit

Our Accessibility Compliance service provides a comprehensive, end-to-end solution to ensure your digital platform meets the latest accessibility standards. We handle everything—from thorough accessibility testing against WCAG 2.2 AA criteria to detailed reporting and actionable recommendations, ensuring every aspect of your platform is accessible and user-friendly. We also assist in refining your accessibility statement, making sure it clearly communicates your commitment to inclusivity.

What sets this service apart is our commitment to practical, user-centred solutions. Every step of the process is backed by rigorous testing and expert analysis, ensuring that the final recommendations are not only compliant with standards but also genuinely improve the user experience for everyone. We go beyond mere compliance, helping you create a platform that is welcoming and usable for all users, regardless of their abilities.

With our Accessibility Compliance service, you're not just meeting regulatory requirements—you're enhancing your platform's usability and fostering a more inclusive environment for your users. Let us help you build a digital experience that works better for everyone and aligns with your organisation's values of accessibility and inclusion.

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What's Included?

Scope and planning workshop

Accessibility testing

Review of accessibility statement

Create and present evaluation report

Breakdown of workstreams

Step 1 - Scope and Planning Workshop

Our process begins with a collaborative workshop where we work closely with you to fully understand and define the goals and objectives of your accessibility project. This session ensures that all stakeholders are aligned, and we establish a clear plan of action tailored to your specific needs. This step is crucial for setting the foundation of the project and ensuring that our efforts are focused on the areas that will bring the most value to your organisation.

Step 2 - Accessibility Testing Against WCAG 2.2 AA Standards

We conduct thorough accessibility testing on your digital platform, evaluating each screen and function against the WCAG 2.2 AA standards. Our approach combines automated tools with manual testing techniques to ensure comprehensive coverage. Testing is performed across a variety of operating systems and web browsers to ensure your platform is accessible to all users, regardless of how they access your services. This rigorous testing process identifies any barriers that may prevent users with disabilities from fully engaging with your platform.

Step 3 - Create and present evaluation report

Following the testing phase, our experts compile a detailed evaluation report that outlines our findings. This report includes visual aids and clear, step-by-step instructions to help you understand the issues identified and how to address them. We present this report in an interactive session, allowing you and your team to ask questions and gain a thorough understanding of the necessary improvements. The report not only highlights current compliance gaps but also provides actionable recommendations to enhance accessibility.

Step 4 - Review of Accessibility Statement

After presenting the evaluation report, our accessibility experts assist you in reviewing your accessibility statement. We share best practice examples and provide guidance on how to effectively communicate your commitment to accessibility. This statement is a public declaration of your dedication to inclusivity, outlining the measures you've taken to comply with accessibility standards and your plans for ongoing improvements. It serves as a vital document that reinforces your organisation's commitment to providing an accessible experience for all users.

Deliverables and Benefits

Detailed Report on Findings Against WCAG Criteria

What You Receive: A comprehensive report that clearly outlines how your digital platform measures up against WCAG 2.2 AA standards. This report details each identified accessibility issue, providing specific examples and visual aids to help you understand the impact on users.

How It Benefits You: This report gives you a clear picture of where your platform stands in terms of accessibility, helping you understand the areas that need improvement to meet compliance standards.

Recommended Resolution Steps for Compliance Issues

What You Receive: For each accessibility issue identified, we provide practical, step-by-step recommendations on how to resolve the problem and achieve compliance. These recommendations are tailored to your platform and include guidance on prioritising fixes based on their severity—whether they are minor, major, or critical.

How It Benefits You: By following these resolution steps, you can systematically address all accessibility issues, ensuring your platform meets the required standards and providing a better experience for all users.

Support in Reviewing and Updating Your Accessibility Statement

What You Receive: Expert advice and guidance on reviewing and updating your existing accessibility statement to align with best practices. We provide tailored recommendations based on the findings from our audit, helping you enhance your statement to accurately reflect your commitment to accessibility and the steps you've taken towards compliance.

How It Benefits You: This review empowers you to update your accessibility statement with confidence, ensuring it clearly communicates your dedication to inclusivity. By following our expert advice, you can strengthen your transparency and build trust with your users, while also ensuring your statement meets legal and regulatory expectations.
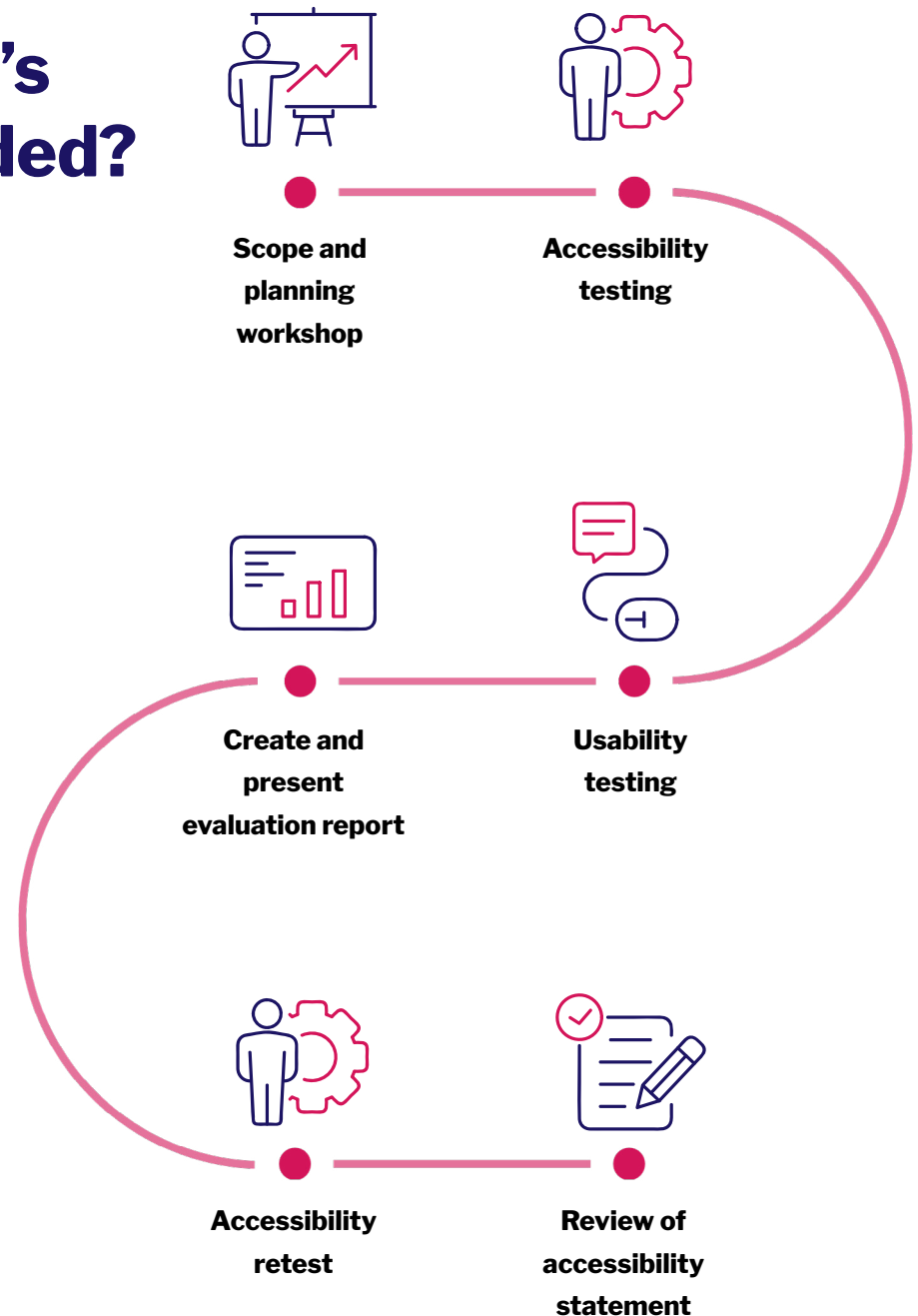
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Service 2:
Accessibility Excellence

Our Accessibility Excellence service offers a comprehensive, end-to-end solution designed to ensure your digital platform not only meets but surpasses the latest accessibility standards. Building on our foundational Compliance Check, this service includes everything from in-depth platform reviews and rigorous accessibility testing to hands-on user testing with assistive technology users and detailed retesting after issues have been resolved. We also provide expert guidance in crafting a clear and effective Accessibility Statement that highlights your ongoing commitment to inclusivity.

What sets this service apart is our dedication to real-world usability. By involving actual users who rely on assistive technologies, we ensure that your platform is genuinely accessible and user-friendly for everyone, beyond mere compliance. Every recommendation is backed by thorough testing and expert analysis, focused on enhancing the overall user experience and ensuring that all users can interact with your platform effortlessly.

With our Accessibility Excellence service, you're not just meeting regulatory requirements—you're elevating your platform to be a benchmark of usability and inclusivity. Let us help you create a digital environment that truly serves all your users and aligns with your organisation's values of accessibility and excellence.

What's Included?

Scope and planning workshop

Accessibility testing

Create and present evaluation report

Usability testing

Accessibility retest

Review of accessibility statement

invuse

Breakdown of workstreams

Step 1 - Scope and Planning Workshop

Our process begins with a collaborative workshop where we work closely with you to fully understand and define the goals and objectives of your accessibility project. This session ensures that all stakeholders are aligned, and we establish a clear plan of action tailored to your specific needs. This step is crucial for setting the foundation of the project and ensuring that our efforts are focused on the areas that will bring the most value to your organisation.

Step 2 - Accessibility Testing Against WCAG 2.2 AA Standards

We conduct thorough accessibility testing on your digital platform, evaluating each screen and function against the WCAG 2.2 AA standards. Our approach combines automated tools with manual testing techniques to ensure comprehensive coverage. Testing is performed across a variety of operating systems and web browsers to ensure your platform is accessible to all users, regardless of how they access your services. This rigorous testing process identifies any barriers that may prevent users with disabilities from fully engaging with your platform.

Step 3 - Usability Testing

To ensure that your platform works effectively for all users, we engage individuals who rely on assistive technologies, such as screen readers, voice recognition software, and magnification tools. These real-world users test your platform's functionality, providing valuable insights into how accessible and user-friendly it truly is. This testing helps us identify usability issues that automated tests may miss, ensuring a more inclusive user experience.

Step 4 - Create and present evaluation report

Following the testing phase, our experts compile a detailed evaluation report that outlines our findings. This report includes visual aids and clear, step-by-step instructions to help you understand the issues identified and how to address them. We present this report in an interactive session, allowing you and your team to ask questions and gain a thorough understanding of the necessary improvements. The report not only highlights current compliance gaps but also provides actionable recommendations to enhance accessibility.

Step 5 - Accessibility Retest

After the identified issues have been addressed, we perform a comprehensive retest to verify that all accessibility barriers have been effectively resolved. This retesting phase is crucial to ensuring that your platform now fully meets WCAG 2.2 AA standards and provides a seamless experience for all users. Our thorough approach gives you confidence that the improvements made are successful and sustainable.

Step 6 - Review of Accessibility Statement

After presenting the evaluation report, our accessibility experts assist you in crafting your accessibility statement. We share best practice examples and provide guidance on how to effectively communicate your commitment to accessibility. This statement is a public declaration of your dedication to inclusivity, outlining the measures you've taken to comply with accessibility standards and your plans for ongoing improvements. It serves as a vital document that reinforces your organisation's commitment to providing an accessible experience for all users.

Deliverables and Benefits

Detailed Report on Findings Against WCAG Criteria

What You Receive: A comprehensive report that outlines all identified accessibility issues, including WCAG 2.2 AA failures, and provides best practice suggestions for enhancing the user experience. This report is presented with clear explanations and visual aids, making it easy to understand the issues and the impact they have on users.

How It Benefits You: This report gives you a thorough understanding of where your platform falls short of accessibility standards and how it affects your users, especially those relying on assistive technologies alongside the areas that are performing well. It serves as a crucial resource for guiding your remediation efforts, ensuring that you can prioritise and address the most critical issues effectively.

Recommended Resolution Steps for Compliance Issues

What You Receive: For each accessibility issue we find, you'll get clear and specific steps to fix both technical and non-technical problems. These recommendations are tailored to your platform's needs and include best practice tips to avoid future issues. We also prioritise the fixes based on how serious the problems are—whether they are minor, major, or critical.

How It Benefits You: These straightforward recommendations help your content and technical teams make the right changes to ensure your platform meets accessibility standards. By following these steps, you'll improve the platform's usability and make it a better experience for all users.

Results of User Testing with Assistive Technology

What You Receive: A report that shows the results of testing your platform with users who rely on assistive technologies. This report includes their feedback on how easy the platform is to use and any other issues they faced. It highlights real-world problems that might not be found through automated testing alone.

How It Benefits You: By learning from the experiences of people with disabilities, you can make better decisions about how to improve your platform. This user-focused approach ensures that your accessibility efforts are effective and genuinely help those who rely on your services.

Retesting Results and Validation Report

What You Receive: A clear report that shows the results of the retesting we've done after the initial issues were fixed. This report confirms that all the accessibility problems have been resolved and that your platform now meets WCAG 2.2 AA standards.

How It Benefits You: This report gives you peace of mind, knowing that your platform is now fully compliant and accessible to all users. It ensures that the improvements made have been successful and helps prevent future accessibility issues.

Updated Accessibility Statement

What You Receive: A clear and professional Accessibility Statement, created with our expert guidance. This statement explains your commitment to accessibility, the actions you've taken to comply with standards, and your plans for future improvements.

How It Benefits You: This statement increases your organisation's transparency and accountability, helping to build trust with your users by showing your commitment to inclusivity. It also helps you meet legal requirements, reducing the risk of complaints or legal issues.

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Service Transformation

Service Transformation

Service 1:
Service Design

Our comprehensive Service Design service combines both the discovery and implementation phases to transform your public services from concept to delivery. This end-to-end approach allows us to identify and address inefficiencies, streamline operations, and enhance the customer experience, all while ensuring alignment with your strategic goals. We take a holistic view of your service operations, incorporating deep user research, process analysis, and modern technology to create and implement an optimised service model that is efficient, accessible, and future-ready.

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What's Included?

Discovery and Research

Service Mapping

Prioritisation and Roadmapping

Service Blueprinting

Insights and Opportunity Identification

Prototyping and Testing

Implementation and Integration

Continuous Improvement and Monitoring

Breakdown of workstreams

Step 1 - Discovery and Research
We begin by engaging stakeholders, conducting user research, and performing operational reviews to gather insights into the current state of the service and identify pain points.

Step 2 - Service Mapping
Next, we map existing processes, data flows, customer interactions, and technology to provide a clear understanding of the current service landscape. This creates the foundation for transformation.

Step 3 - Insights and Opportunity Identification
We analyse the data collected during the discovery phase to identify inefficiencies and opportunities for improvement, focusing on areas where the service can be enhanced or automated.

Step 4 - Service Blueprinting
We design a comprehensive blueprint for the future state of the service, which includes streamlined processes, user experience enhancements, and technology improvements.

Step 5 - Prioritisation and Roadmapping
We work with you to prioritise the transformation efforts, identifying key dependencies and creating a clear, actionable roadmap for implementing changes.

Step 6 - Prototyping and Testing
We develop prototypes and test them iteratively with users and stakeholders, refining solutions to ensure they are practical, user-friendly, and aligned with your goals.

Step 7 - Implementation and Integration
Once the solutions are validated, we move into the implementation phase, integrating new processes, technologies, and service components smoothly into your operations.

Step 8 - Continuous Improvement and Monitoring
After implementation, we establish a continuous improvement framework, monitoring KPIs, gathering user feedback, and making iterative improvements to keep the service effective and aligned with evolving needs.

Pioneering digital excellence for the UK's critical sectors

Deliverables and Benefits

Research and Insights Report ❯

What You Receive: A comprehensive report that consolidates our findings from the discovery phase. This report includes a detailed analysis of your current service operations, customer experience, communication strategies, and technology stack.

How It Benefits You: This report provides a clear understanding of how your service is performing today, highlighting strengths and identifying areas for improvement. It serves as a crucial foundation for making informed decisions about where to focus your efforts for the greatest impact.

Detailed Service Blueprint ❯

What You Receive: A visual and descriptive blueprint that maps out your service's current state, including process flows, data management, customer interactions, and technology integrations.

How It Benefits You: This blueprint offers a clear, structured overview of your existing operations, making it easier to identify inefficiencies, bottlenecks, and areas ripe for optimisation. It's an essential tool for understanding the baseline from which your service transformation will begin.

Prioritised Action Plan ❯

What You Receive: A set of prioritised, actionable recommendations for service enhancements, covering improvements in process efficiency, technology integration, and customer experience.

How It Benefits You: These recommendations provide a focused roadmap for implementing the most impactful changes first, allowing you to address critical issues quickly while laying the groundwork for long-term success. This helps in achieving both quick wins and sustainable improvements.

Prototyping and Testing Report

What You Receive: A comprehensive report that documents the outcomes of extensive user and accessibility testing, conducted at various stages of the implementation process. This report includes detailed feedback from users, insights into how well the service meets accessibility standards, and specific recommendations for further optimisation. It also covers any issues identified during testing and the steps taken to resolve them.

How It Benefits You: This report provides assurance that your service has been rigorously tested and refined, ensuring it is both user-friendly and accessible to all. By addressing any issues before full-scale implementation, you minimise the risk of service disruptions and enhance the overall user experience. The optimisation recommendations help you fine-tune the service, ensuring it performs at its best from day one.

Final Service Implementation and Optimisation Framework

What You Receive: A robust framework designed to support the continuous improvement of your services. This includes the identification of key performance indicators (KPIs) that are crucial to monitoring the success of the service. The framework provides a structured process for regularly reviewing service performance, gathering user feedback, and making iterative improvements. It also includes tools and methodologies for tracking progress and reporting on KPIs to ensure ongoing alignment with your organisational goals.

How It Benefits You: This framework ensures that your service remains dynamic and responsive to both internal and external changes. By continuously monitoring and improving the service, you can maintain high standards of quality and efficiency, adapting to evolving user needs and operational challenges. This proactive approach helps you stay ahead of potential issues and ensures that your service continues to deliver value long after the initial implementation.
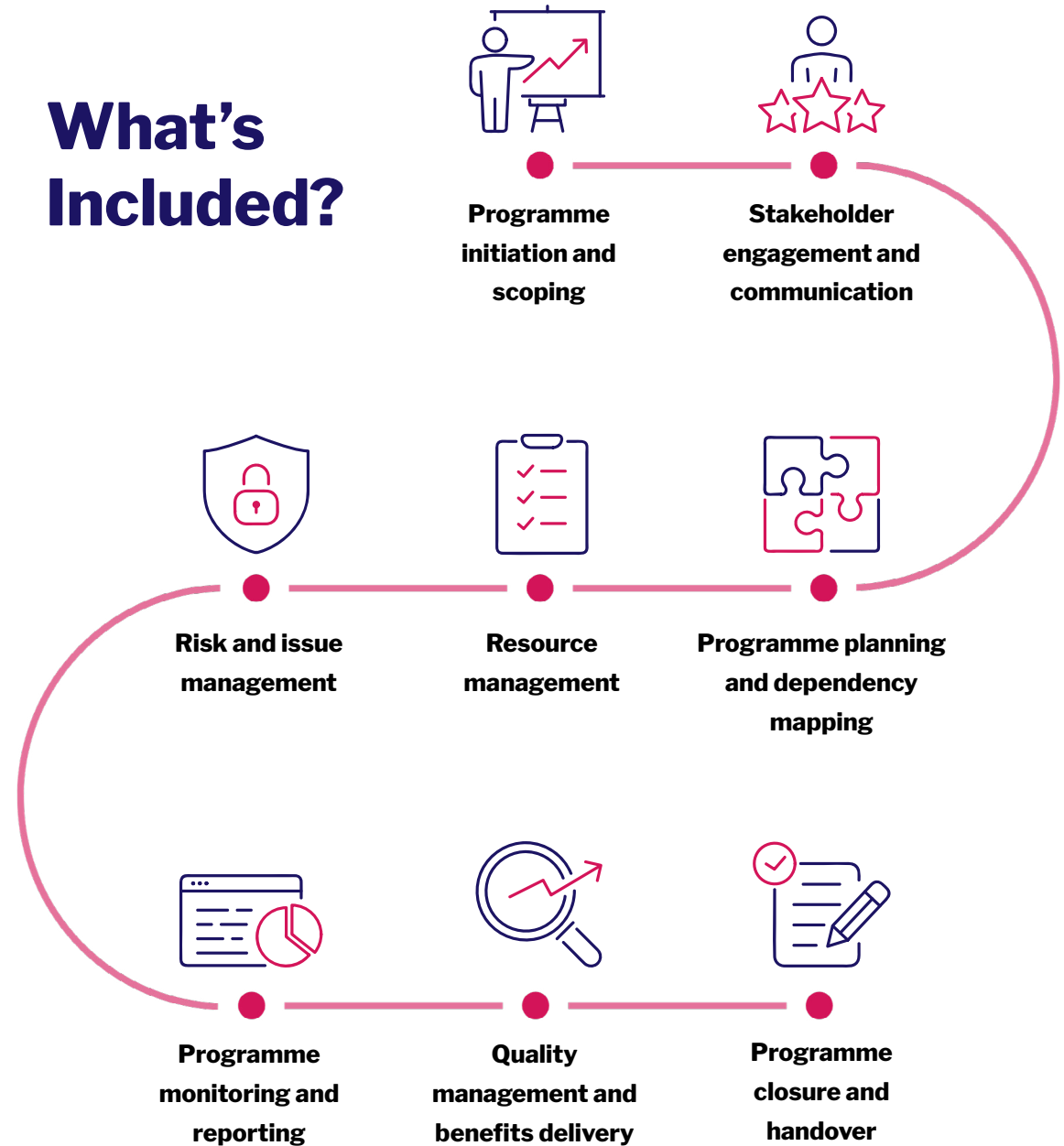
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Service 2:
Programme Management

Our Programme Management service is designed to oversee and coordinate a complex programme of work that includes multiple projects. We provide experienced Programme Managers who work closely with your team to ensure that each project within the programme is aligned with your strategic goals and delivers the desired outcomes.

This service guides you through every stage of the programme, from initial planning and stakeholder engagement to resource management, risk mitigation, and quality assurance. We focus on ensuring that all projects are integrated effectively, that resources are allocated efficiently, and that any potential risks are identified and managed proactively.

The goal is to deliver a programme that not only meets your immediate objectives but also lays the groundwork for long-term success. With our expertise, your organisation can confidently manage complex programmes, ensuring that all projects work together seamlessly to achieve your overall vision and deliver measurable benefits.

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What's Included?

Programme initiation and scoping

Stakeholder engagement and communication

Risk and issue management

Resource management

Programme planning and dependency mapping

Programme monitoring and reporting

Quality management and benefits delivery

Programme closure and handover

Breakdown of workstreams

Step 1 - Programme Initiation and Scoping

We start by defining the programme's objectives, scope, and success criteria, aligning them with your organisation's strategic goals. This includes identifying all the projects that will be part of the programme and setting key performance indicators (KPIs) that will be used to measure progress. We also establish the governance structure, ensuring clear roles and responsibilities from the outset.

Step 2 - Stakeholder Engagement and Communication

We develop a comprehensive communication plan that identifies all key stakeholders and outlines how and when they will be engaged throughout the programme. This plan includes regular updates, status reports, and feedback loops to ensure that stakeholders are informed, involved, and supportive at every stage.

Step 3 - Programme Planning and Dependency Mapping

We create a detailed programme delivery plan that integrates all projects within the programme. This plan includes timelines, milestones, and resource allocation. A critical part of this step is dependency mapping, where we identify and analyse the interdependencies between projects. This allows us to manage timelines and resources effectively, prevent bottlenecks, and ensure that the progress of one project doesn't negatively impact others.

Step 4 - Resource Management and Budget Control

We oversee the allocation of resources across the programme, ensuring that each project has the necessary tools, personnel, and budget to succeed. This involves detailed budget planning, ongoing budget reviews, and financial controls to keep the programme within its financial limits. We also ensure that resources are optimised, avoiding overallocation or conflicts that could arise from overlapping project needs.

Step 5 - Risk Management and Escalation Paths

We develop a comprehensive risk management plan that includes the creation of a risk register to identify, assess, and prioritise potential risks. For each identified risk, we establish mitigation strategies and clear escalation paths, ensuring that risks are managed proactively and that issues are resolved quickly if they arise.

Step 6 - Programme Monitoring and KPI Tracking

We continuously monitor the programme's progress, tracking it against the defined KPIs and milestones set out in the programme plan, allowing us to identify any deviations from the plan early and take corrective actions as needed. We provide detailed status reports to stakeholders, ensuring transparency and keeping everyone informed of the programme's health and progress.

Step 7 - Quality Assurance and Benefits Realisation

We implement quality assurance processes to ensure that all projects meet established standards and deliver the expected benefits. This involves regular quality checks, testing, and validation to ensure that each project's outcomes contribute positively to the programme's overall success. We also focus on benefits realisation, ensuring that the programme delivers tangible, measurable value to your organisation and meets the needs of your stakeholders.

Step 8 - Programme Closure and Handover

As the programme reaches its conclusion, we ensure a smooth closure by completing all outstanding tasks, finalising documentation, and conducting a thorough review of the programme's outcomes. We document lessons learned, providing valuable insights for future programmes. We also ensure a smooth handover to your team, equipping them with the knowledge and tools they need to sustain the programme's benefits long-term, so they can continue to deliver value well into the future.

Deliverables and Benefits

Budget Report and Trend Analysis 〉

What You Receive: A detailed report that tracks and analyses the allocation of your programme's budget across all projects. This report identifies where the most money was spent, highlights any variances from the original budget, and provides insights into spending trends throughout the programme.
How It Benefits You: This report helps you understand exactly where your budget was allocated and whether it was used efficiently. By analysing spending trends, you can make more informed financial decisions for future programmes, ensuring better budget management and optimised resource allocation.

Finalised Risk Register with Resolution Paths 〉

What You Receive: A comprehensive risk register that documents all identified risks, their potential impact, and the resolution paths that were established during the programme. The register includes both mitigated risks and those that required escalation, along with the outcomes of those actions.
How It Benefits You: This risk register provides a complete record of how risks were managed throughout the programme, offering valuable insights into potential challenges and how to address them effectively in future initiatives. It helps ensure that your organisation is better prepared to handle risks proactively, reducing the likelihood of disruptions.

Programme Learnings and Recommendations Report 〉

What You Receive: A detailed report summarising the key learnings from the programme, including what worked well and what could be improved. This report also offers practical recommendations for future programmes based on the experiences and outcomes of the current one.
How It Benefits You: This report provides a valuable reflection on the programme, helping your organisation to continuously improve its approach to programme management. By learning from past experiences, you can enhance the effectiveness of future programmes, ensuring better outcomes and more efficient delivery.

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Comprehensive Programme Performance Dashboard

What You Receive: An interactive dashboard that tracks the programme's performance against the defined KPIs. The dashboard provides real-time insights into the progress of each project within the programme, highlighting any areas that need attention and showing overall programme health.

How It Benefits You: This dashboard allows you to monitor the programme's performance at a glance, enabling swift action to address any issues that arise. By keeping all stakeholders informed and engaged, the dashboard ensures transparency and helps maintain momentum towards achieving the programme's objectives.

Handover and Sustainability Plan

What You Receive: A comprehensive handover package that includes all documentation, tools, and guidelines needed to maintain the programme's benefits after its completion. This package also includes a sustainability plan that outlines how to continue improving and evolving the programme's outcomes over time.

How It Benefits You: This handover package ensures a smooth transition from the programme phase to ongoing operations, equipping your team with everything they need to sustain and build upon the programme's success. The sustainability plan helps keep the benefits of the programme alive long after it has officially ended, ensuring lasting value for your organisation.

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Service 3:
LocalGov Drupal

Our LocalGov Drupal service provides a complete solution for UK councils looking to move their websites onto the LocalGov Drupal platform. LocalGov Drupal is an open-source content management system (CMS) designed for councils, by councils. It offers a cost-effective, easy-to-use platform, with features that improve accessibility, security, and user engagement. We guide you through every step of this transition—from the initial research and planning to designing, building, and launching a user-friendly, accessible website.

What makes our service different is our focus on working closely with your team and involving key stakeholders, experts, and end users throughout the process. This ensures that your new website truly reflects the needs of your community. Our agile, step-by-step development approach means your website will be ready for the future, providing a smooth digital experience for all users.

By choosing our LocalGov Drupal service, you'll have a platform that makes managing content easier, encourages community engagement, and supports the delivery of key services online. Let us help you create a digital presence that not only meets high standards but also strengthens the connection between your council and your residents.

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What's Included?

Research and discovery

Scope and planning workshop

Review website and pre-existing research

Stakeholder and SME engagement

In-depth content and IA analysis

Data and analytics review

End user engagement and baseline testing

Local Gov Drupal gap analysis

Present findings and roadmap recommendations

Breakdown of workstreams

Step 1 - **Scope and Planning Workshop**
We begin with a collaborative workshop to define the scope, objectives, and key requirements for your new website. This session helps align all stakeholders and sets the foundation for a successful project by identifying goals and priorities.

Step 2 - **Review of website and pre-existing research**
Our team conducts a thorough review of your existing website and any previous research or user feedback. This step identifies current strengths, weaknesses, and areas for improvement, ensuring we build on a solid foundation of knowledge.

Step 3 - **Data and Analytics Review**
We analyse your website's data and user behaviour to uncover insights about how visitors interact with your current site. This helps us understand what works well, what needs improvement, and how we can optimise the user experience.

Step 4 - **In-depth content and IA Analysis**
We evaluate the current content and structure of your website to identify opportunities for improvement. This includes assessing content clarity, organisation, and alignment with user needs and accessibility standards.

Step 5 - **Stakeholder and SME Engagement**
We engage with key stakeholders and subject matter experts to gather insights and requirements, ensuring that the new website reflects the needs and objectives of all internal parties.

Step 6 - **End User engagement and baseline testing**
Our team conducts user engagement sessions and baseline usability testing to gather feedback directly from end users. This process helps identify any pain points or barriers that users currently face.

Step 7 - **LocalGov Drupal gap analysis**
We perform a gap analysis to identify any discrepancies between your current website capabilities and the features provided by the LocalGov Drupal platform. This analysis informs our strategy to customise and enhance your new site.
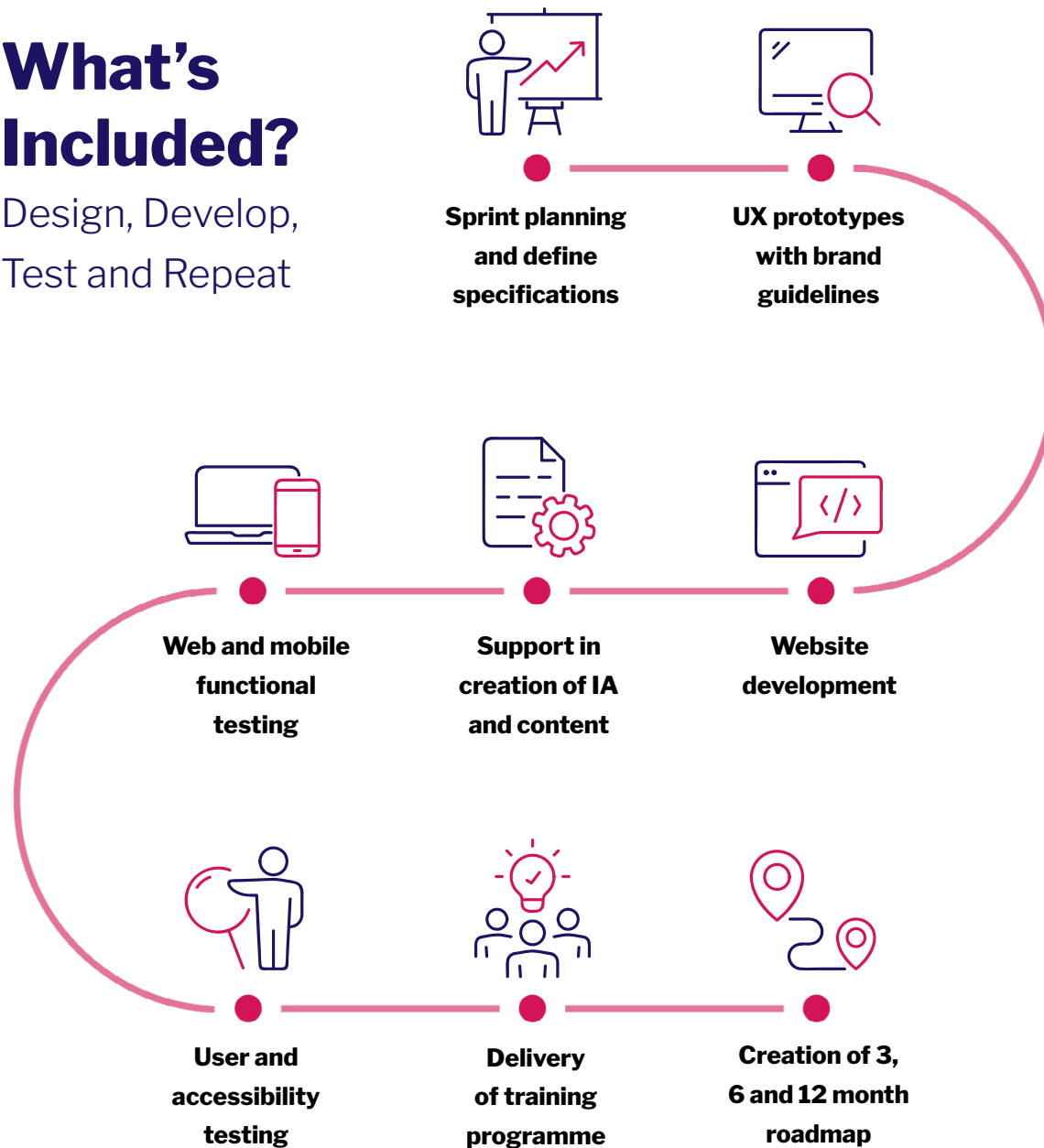
Step 8 - **Present findings and roadmap recommendations**
We compile all insights and findings into a comprehensive report and recommendations roadmap, outlining a clear path forward for your website redevelopment, including proposed timelines, priorities, and next steps.

What's Included?

Design, Develop, Test and Repeat

Sprint planning and define specifications

UX prototypes with brand guidelines

Web and mobile functional testing

Support in creation of IA and content

Website development

User and accessibility testing

Delivery of training programme

Creation of 3, 6 and 12 month roadmap

Breakdown of workstreams

Step 1 - Sprint planning and define specifications
We kick off the development phase with sprint planning sessions to define the specifications for each stage of the project. This agile approach ensures that development remains aligned with your objectives and adapts to any changes or feedback.

Step 2 - UX prototypes with brand guidelines
Our design team creates UX prototypes that adhere to your brand guidelines, ensuring the website is visually appealing and aligned with your organisation's identity. Prototypes are tested and refined based on user feedback.

Step 3 - Website development
We develop your website using the LocalGov Drupal platform, incorporating all agreed-upon features and functionalities. Our development approach focuses on building a secure, scalable, and accessible website that meets your needs.

Step 4 - Support in creation of IA and content
We assist in creating a new information architecture and help develop content that is clear, concise, and aligned with best practices in accessibility and user experience.

Step 5 - Web and mobile functional testing
Our team performs thorough functional testing across all web and mobile platforms to ensure the site works seamlessly on all devices and browsers.

Step 6 - User and accessibility testing
We conduct rigorous user and accessibility testing to ensure that the website meets WCAG 2.2 AA standards and provides an inclusive experience for all users, including those with disabilities.

Step 7 - Delivery of training programme
We provide comprehensive training for your team, ensuring they are equipped to manage and maintain the website effectively post-launch.

Step 8 - Creation of 3,6 and 12 month roadmap
We develop a strategic roadmap for the ongoing development and optimisation of your website, ensuring continuous improvement and alignment with your organisational goals over time.

Deliverables and Benefits

Comprehensive Research and Discovery Report 〉

What You Receive: A detailed report that summarises everything we found during the research and discovery phase. This report includes feedback from stakeholders and users, an analysis of your current website's content and structure, and a gap analysis comparing your current platform to LocalGov Drupal.
How It Benefits You: This report helps you understand what's working well and what needs improvement on your current site. It shows how LocalGov Drupal can add value and provides a clear plan for moving to the new platform.

Clear Roadmap and Recommendations 〉

What You Receive: A practical roadmap that outlines the steps to move your website to LocalGov Drupal, including timelines, priorities, and key tasks. It also offers specific recommendations to improve the website's usability, accessibility, and content management.
How It Benefits You: This roadmap gives you a clear plan, so everyone involved knows what needs to happen and when. It helps you stay organised and make informed decisions, reducing the risk of delays and confusion.

User-Centred Website Design and Prototypes 〉

What You Receive: A detailed report summarising the key learnings from the programme, including what worked well and what could be improved. This report also offers practical recommendations for future programmes based on the experiences and outcomes of the current one.
How It Benefits You: This report provides a valuable reflection on the programme, helping your organisation to continuously improve its approach to programme management. By learning from past experiences, you can enhance the effectiveness of future programmes, ensuring better outcomes and more efficient delivery.

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Fully Developed LocalGov Drupal Website

What You Receive: A fully functional website built on the LocalGov Drupal platform, tailored to your council's needs. The website will include all agreed features, be optimised for web and mobile, and meet all accessibility and usability standards.

How It Benefits You: Your new website will be a modern, efficient platform for delivering digital services to your community. It will be easy to update and manage, helping your team maintain high-quality content that everyone can access.

Training and Support for Your Team

What You Receive: A complete training programme for your team, covering how to manage the new website, create accessible content, and use the features of LocalGov Drupal effectively. We also provide ongoing support to help with any questions or challenges.

How It Benefits You: This training ensures your team feels confident in managing the new website and builds internal skills so they can keep the website updated and aligned with best practices.

3, 6, and 12-Month Development Roadmap

What You Receive: A strategic plan for ongoing development and optimisation of your website over the next year, including regular reviews, updates, and improvements to keep your website running smoothly and meeting your community's needs.

How It Benefits You: This roadmap helps you plan for the future, ensuring continuous improvement and that your website stays in line with your council's goals.

Account Manager

What You Receive: A dedicated account manager who will be your main point of contact throughout the project and beyond. They will provide ongoing support, and ensure everything stays on track and aligns with your council's goals.

How It Benefits You: Having a dedicated account manager means you always have someone who understands your specific needs and can quickly handle any questions or concerns. This ensures smooth communication, and a personalised service.

Continuous Improvement and KPI Monitoring Framework

What You Receive: A comprehensive handover package that includes all documentation, tools, and guidelines needed to maintain the programme's benefits after its completion. This package also includes a sustainability plan that outlines how to continue improving and evolving the programme's outcomes over time.

How It Benefits You: This handover package ensures a smooth transition from the programme phase to ongoing operations, equipping your team with everything they need to sustain and build upon the programme's success. The sustainability plan helps keep the benefits of the programme alive long after it has officially ended, ensuring lasting value for your organisation.

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What's Next?

If you're interested in a free consultation to discover how we can help transform you organisation get in touch with us:

Visit our website

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