

WEBSITE DESIGN PROPOSAL

OFFICE OF POLICE AND CRIME COMMISSIONER
FOR NORTH YORKSHIRE WEBSITE
30 JANUARY 2015



MIXD

WORLD CLASS WEB DESIGN

WE'VE GOT HEART

We care about our clients. We're not in this for a quick buck.

We're real people and your website is as important to us as it is to you.

We'll be with you every step of the way to help guide and advise you as we progress through the project.

We don't just ditch you at the end, either. All our websites come with a 90 day warranty and we can provide an aftercare support package for your peace of mind if required.

HELLO

Thank you for giving us the opportunity to present to you – this document outlines our initial ideas and recommendations for the design and development of a new website for the Office of Police and Crime Commissioner for North Yorkshire.

Mixd specialise in making clean, usable websites that work on any device. We understand what it means to design one web and we always aim to create the perfect experience for your users no matter what device they are using to access your site.

We have a proven track record working with public sector organisations including websites for several NHS Trusts, NHS Clinical Commissioning Groups and several County Councils. Overall, we have an obsessive attention to detail and have skills to balance form with function.

At Mixd we care about every pixel.



VAST EXPERIENCE

Mixd opened in 2004 when Phil Shackleton and Mike Danford left the bright lights of Leeds to set up their own agency in the greener pastures of North Yorkshire. We have years of experience designing at the forefront of web design. We've seen the web change from a basic information source to a complex and powerful experience giver. We relish and embrace the ever changing technologies of the web and are always trying new things.

We also care about the future of design and nurture the next generation of talent by teaching at Leeds Beckett University, The University of Leeds and York College. Earlier this year we also organised a 3 day student workshop called Work in the Web (www.workintheweb.com) which attracted interest from students all over the world!

DESIGN SIMPLICITY

Creating an amazing website is a collaboration between you, the client and us, the developers. We believe that we should work together to develop a design that is both visually stunning and effective at meeting your business objectives.

It is about user needs and business objectives

Because we are user focused, we put ourselves in their shoes first and think through the various user journeys of people visiting the site. Only then do we think how we will meet these needs through the website. We also look at what can be learned from any previous or existing activity.

Listen to the research

Designing a website is not the same as producing a piece of art. There is considerable science and psychology behind the discipline, as well as many years of research and experience. We always build on best practice and always avoid working from hunches or personal preference. Furthermore, we've also undertaken similar projects for several other public sector organisations – so we already have a great deal of knowledge and research to draw upon.

OUR APPROACH

We understand there are several key stages to this project as you have outlined in the brief provided;

- Build, configure, and deploy a new web server
- Migrate the existing site (by 27 February 2015)
- Provide ongoing support and maintenance
- Design and build a new “responsive” website based on a UX (user experience) design approach


During the first stage of the project we will undertake a number of tasks including a stakeholder workshop, content audit of the existing site, Google Analytics audit, heat mapping and audience analysis. The results of this research will enable us to produce a site map and develop concept sketches that will help define the direction for the new website.

Working with you in this way means we don't even try to set everything in stone in the beginning – instead, we acknowledge that when starting a project we usually don't have enough knowledge to figure everything out.

YOUR REQUIREMENTS

The following pages define what has been included within our proposal

Service 1 (website hosting for 12 months)

Item	Notes	
<p>Provide website hosting for the main LIVE website and for the development website.</p>	<p>We have completely removed the burden of finding safe and reliable hosting by partnering with Rackspace – Europe’s premier hosting provider. We are already providing hosting services for several public sector organisations including;</p> <ul style="list-style-type: none"> • http://www.nlg.nhs.uk • http://www.leedswestccg.nhs.uk • http://www.nth.nhs.uk <p>We believe that our managed hosting packages can provide a high quality solution to meet your requirements now, plus the flexibility to grow with your business in the future. We provide you a complete managed solution. It embraces the data centre, network, hardware, operating system and application infrastructure components, providing a stable applications operating environment.</p> <ul style="list-style-type: none"> • Build, configure and deploy your new web server(s) • Configuration and deployment of load balancers, master/slave servers, and content delivery functionality. This equipment is considered to be optional and will be charged additional fees for usage. • Provide ongoing technical support • Install and monitor nightly backups of your entire website and any related databases. • 24/7 availability monitoring • 24/7 performance monitoring with New Relic <p>We provide everything that you would expect from a quality hosting solution, including high bandwidth, security updates, backups and monitoring.</p>	

Service 2 (website migration)



Item	Notes	
<p>Liaise with current supplier to transfer the website to the new hosting package and make any necessary configuration changes. Update DNS services to reflect the new hosting. Upgrade WordPress and all plugins to the latest version Test to ensure the transfer is complete. Create and configure a development site.</p>	<p>Full service website migration from your existing hosting provider to the new server. This includes a high-level review of your WordPress installation with a focus on diagnosing pain points and making recommendations on how to resolve them. As part of this process we will also update WordPress and all associated plugins whilst undertaking a plugin code review and certification for best practices, security, and performance. A development server will also be set-up and configured for the on-going site development at this time.</p>	✓

Service 3 (ongoing maintenance and support)

Item	Notes	
<p>Ensure that all WordPress plugins and updates are up to date. Ensure the website is available to users and functions correctly at all times Ensure that the WordPress Content Management System is functional and available to website editors at all times Provide development support to the website administrator</p>	<p>Our support and maintenance contracts allow ongoing evaluation, reviews, amendments and enhancements to your website. We offer a range of contracts to help support you and you get the added benefit of large savings over our standard daily rates for any work undertaken.</p> <ul style="list-style-type: none"> • Save up to 25% on our standard daily rates • SLA with rapid response times (within 24 hours) • Allocated personnel who know your project intimately • Proactive support from the Mixd team <p>Based on the requirements you have outlined we would recommend 2 hours per month.</p> <p>We also offer a Premium Support (high priority) service, for customers requiring immediate assistance. While standard support provides a 24 hour response, with an ETA on resolution provided at that time, Premium Support provides the customer with immediate access to a support team or project development team member to address any issues immediately. Premium Support is available during Mixd normal business hours only and is charged at £150 + VAT per hour (with a minimum charge of 1 hour).</p> <p>For our hosting customers, other than in the event of scheduled maintenance, when your website is down, customers can call directly and unlimited support is offered until resolution and website access is restored. Calling the Emergency Support phone number will put you in touch with an on-call engineer. Please note that only Emergency issues are responded to outside normal business hours.</p>	✓



Service 4 (website optimisation)


Item	Notes	
<p>Create a responsive website that will work across mobile and other devices.</p>	<p>We will design and develop a new site using modern 'Responsive Design' techniques to automatically adjust itself depending on a variety of factors such as screen resolution or the device used to view the site.</p> <p>At Mixd, we firmly believe that the end user should have a great experience when visiting your site, irrespective of the device they are using to view it. One-Web is the philosophy that recognises how the modern Web is accessed from multiple devices, big and small. We use responsive web design (RWD) to design flexible websites that look fabulous on every type of device.</p> <p>Unlike other digital agencies, we always build with One-Web standards to ensure that devices past, present, and future can view our websites in all their glory. Not only that, we have been doing so for well over 4 years now and have a great portfolio of case studies. We also helped the South Tees Hospitals NHS Foundation Trust become the first NHS Trust in the country to launch a fully responsive site!</p> <p>We also care about the future of design and nurture the next generation of talent by teaching Responsive Web Design at The University of Leeds, Leeds Beckett University and York College. Earlier this year we also organised a 3 day student workshop called Work in the Web (www.workintheweb.com) which attracted interest from students all over the world and focussed heavily on Responsive Web Design.</p>	<p>✓</p>
<p>The supplier SHOULD carry out extensive analysis of the existing website content and user behaviour.</p>	<p>During the first stage of the project we will undertake a number of tasks including a stakeholder workshop, full content audit, Google Analytics audit, heat mapping, and audience analysis. The results of this will then enable us to define a content structure and hierarchy for the new website that will ensure the site is fast and easy to navigate.</p>	<p>✓</p>
<p>The website MUST be developed on an established proven open source content management system (CMS).</p>	<p>Mixd specialise in developing websites using WordPress (http://wordpress.org), an open source publishing platform. WordPress powers around 20% of the web – a figure that rises every day and is more than capable of managing complex enterprise level sites. We choose WordPress for the NHS Trusts that we work with and these clients have all found it to be extremely easy to use. See Appendix "WordPress" on Page 34 for more information.</p>	<p>✓</p>

Item	Notes	
<p>The website MUST meet all national accessibility standards for public sector websites. The website MUST be accessible by all and adhere to the Equality Act 2010.</p>	<p>At Mixd we're focused on producing stunning, fully accessible sites that fulfil current and emerging accessibility guidelines. We have been involved with web standards since it began well over 10 years ago and have extensive knowledge of current UK and global standards including the RNIB 'Surf Right' accessibility standards.</p> <p>Phil Shackleton (Digital Director) has over 15 years experience specialising in user centred research, evaluation and experience design, at all times focussed on delivering solutions that balance the needs of the user and the business. In particular Phil has extensive knowledge and experience in W3C standard compliant design and the WCAG guidelines. Phil has worked with clients including the NHS, Department for Work and Pensions, BUPA, and the Department for Education and Skills to name but a few.</p> <p>We also follow the Government Digital Service Design Principles (https://www.gov.uk/design-principles) The recently completed website for Northern Lincolnshire and Goole NHS Foundation Trust is a good example of our approach to meeting these guidelines. The website was designed with the needs of people with disabilities such as sight impairments and physical disabilities that restrict their use of websites. This included providing ALT tags, captions, content hierarchy, font sizing, plain English content, visual prompts and colour contrast.</p> <p>All our projects strive to meet or exceed level 2 (Double AA standard) W3C's (Web Accessibility Initiative) standards for creating accessible websites. In addition, this approach to development also meets the requirements of the Equality Act (2010). We think it's important to note that at Mixd, we believe accessibility shouldn't just be an annual accreditation or statement of intention. Gov. uk have written about this very subject (https://gds.blog.gov.uk/2013/02/11/beyond-box-ticking/) and we strongly believe and endorse what they are saying.</p>	
<p>The website MUST meet European cookie legislation and W3C standards regarding tracking visitors activity on the website.</p>	<p>EU-based websites should "actively seek users' permission" if they intend to use Cookies during a visit. We believe that, in the majority of cases, simply having a Privacy & Cookies page on your website will be sufficient. However, as there is no single solution we recommend that all our clients put detailed information about the specific Cookies being used on their website on the page normally called 'Privacy' or 'Privacy Policy'. As part of the development process, we will of course perform a full site cookie audit and draft this page for you to ensure you meet EU legislation.</p>	

Item	Notes	
The website MUST include a simple to use yet powerful search system.	<p>We would recommend the use of Google Site Search – we have plenty of experience integrating and customising this product. Google Site Search has been used on all the NHS Trusts and NHS CCG sites we have built.</p> <p>Google Site Search includes features such as: Date biasing (adjust search results based on documents’ ages, ensuring that updated versions are displayed above older ones), Synonyms (expand user queries to automatically include synonyms and acronyms, like “Clinical Commissioning Group” for “CCG”) and Auto-complete searching (designate URLs to appear for specified keywords as soon as users start typing and seeing query suggestions).</p> <p>Find out more about Google Site Search; https://www.google.com/intx/en_uk/work/search/products/gss.html</p>	✓
The website SHOULD be able to integrate feeds from social media websites and services.	We will offer recommendations on the best way to integrate social media with your website and undertake the necessary technical work which for the purpose of this proposal we are assuming would include a Twitter feed and a “Like us on Facebook” link.	✓
The CMS MUST provide the functionality to develop simple web forms for gathering secure feedback from website visitors such as feedback forms.	We would use the Gravity Forms plug-in (http://www.gravityforms.com) to build web forms within the website. Gravity Forms stores all form entries in your WordPress database and makes them easily accessible via the WordPress Dashboard. You can view, edit and annotate entries from within the Gravity Forms Entry Manager. In addition, we would configure notification emails that are sent when a form is submitted. Gravity Forms brings a wide variety of form field inputs to your fingertips. We can pick and choose which fields you want to use using the easy to use form editor. We will discuss what forms and form fields are right for you at the time of development. We also have experience in positioning forms behind SSL certificates to ensure data submitted in encrypted.	✓
Each page on the website MUST include a breadcrumb trail of where on the website the page is located	<p>Breadcrumbs are the links, usually above the page title, that look like “Home > About > Who we are”.</p> <p>They are good for two things:</p> <ul style="list-style-type: none"> • They allow your users to easily navigate your site. • They allow search engines to determine the structure of your site more easily. <p>We have implemented a breadcrumb style navigation on most sites that we have built including the North Tees and Hartlepool Hospitals NHS Foundation Trust – you can view it here: http://www.nth.nhs.uk/hospitals/hartlepool/</p>	✓

Item	Notes	
<p>The website SHOULD include the ability to highlight and promote key messages and new content.</p>	<p>Sliders, also known as carousels, are an organised, interactive and quite smooth way to present information. Sliders are a popular technique because they're very usable, and you can put a good amount of content into a fixed, compact area.</p> <p>We have developed sliders on several sites including;</p> <ul style="list-style-type: none"> • http://www.baps.org.uk • http://www.acpgbi.org.uk • http://www.leedswestccg.nhs.uk 	✓
<p>The website SHOULD include additional feedback and communication tools such as polls, surveys and the ability to comment on articles. If included it MUST be possible to moderate these feedback mechanisms.</p>	<p>Listening to feedback from your users is important for success. Feedback isn't always easy to swallow, but it can be extremely valuable. Your users are the ones who regularly use your website and use your services; their input and suggestions can help you make more sound business decisions.</p> <p>We recommend we integrate Disqus (http://disqus.com/websites) into the website to help you build a community of active readers and commenters. Adding Disqus to your site turns comments into a community. Comments are no longer a costly burden, they're an active asset to your site that can be switched on and off as required. Disqus is the web's favourite discussion system. Every feature is crafted to enable great online communities including realtime discussions, beautiful mobile commenting and instant activity notifications to keep people engaged.</p> <p>Disqus is designed to increase both audience participation and website traffic. Disqus makes it easy to build a long-lasting community with easy-to-use moderation controls and admin tools.</p> <p>Additionally, Polldaddy is a tried and tested solution for creating and managing surveys, questionnaires and feedback forms on your website. We integrated this solution with the South Tees Hospitals NHS Foundation Trust website. Based on what we know at this stage, we believe Polldaddy would provide the ideal solution for your online customer feedback requirements.</p>	✓
<p>The website MUST include the ability to publish or embed multi-media content.</p>	<p>YouTube and Vimeo are tried and tested solutions for hosting and sharing videos and are our recommended approach for hosting videos on your website. You can add videos from YouTube and Vimeo by simply pasting the video URL.</p>	✓

Item	Notes	
<p>The website MUST make good use of search engine optimisation techniques.</p>	<p>Being found online by prospective users who know your brand and are looking for you is simple. Being found by prospective users who don't is not. No one can guarantee the first position on page one for any organic SEO; however, integrating SEO from the ground up in your project will give it the best possible start.</p> <p>As part of the project, Mixd would undertake in-depth research into the SEO environment surrounding your offering to arrive at a selection of keyphrases (both short-tail and long-tail keyphrases would be considered). These keyphrases would:</p> <ul style="list-style-type: none"> • be relevant to the target audience to ensure quality traffic; and • find a balance between average search volume and competitiveness to ensure quantity of traffic within budget. <p>Once the keyphrases are agreed, SEO work would be integrated into the project right from the start; this work would include:</p> <ul style="list-style-type: none"> • Creative evaluation; ensuring the design allows for good use of SEO. • Technical optimisation; building the site in the best SEO friendly way. • META optimisation; writing and implementing key META data. • Content optimisation; such as ALT and Heading tags. • Copy optimisation; editing copy with SEO firmly in mind. • Off-page recommendations; providing ideas and suggested budgets for an ongoing campaign to build on the solid foundations, improve and maintain position rank for all keyphrases and evaluate and refine all SEO work. 	
<p>The website MUST be fast and easy to navigate.</p>	<p>All our work is hand coded from the ground up and is quality tested for best practices, security, and performance. We do not use "off-the-shelf" WordPress themes! When developing the designs we follow industry best practices which includes adhering to Google Webmaster guidelines and utilising our technical expertise in the following areas;</p> <ul style="list-style-type: none"> • Utilise Gzip at server level • Minimising HTTP requests • Minify assets style sheets and scripts • Optimising images • Cache (install Varnish on the server) • Image sprites • Responsive images • Asynchronously loading assets where possible 	

Item	Notes	
<p>The website MUST display correctly in Microsoft Internet Explorer (version 8+), Mozilla, Firefox, Safari, and Google Chrome.</p>	<p>Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.</p> <p>Desktop browsers – we test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We'll also test to ensure Microsoft Internet Explorer 8 for Windows users get an appropriate, possibly different, experience. If you need an enhanced design for an older browser, we can provide a separate estimate for that.</p> <p>Mobile browsers – testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:</p> <ul style="list-style-type: none"> • iOS: Safari and Google Chrome • Android 4.1: Google Chrome and Firefox • Android 3.2: Browser and Firefox <p>We currently don't test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.</p>	

Item	Notes	
<p>Any form submissions on the website MUST be protected by a SPAM guard to prevent inappropriate automated submissions.</p>	<p>Spam is always going to be a problem whilst we have online forms. However, there are some additional measures we can make to reduce the amount that gets through.</p> <p>We would implement a feature called a “honeypot” within all Gravity forms – this is a spam protection technique, which is an alternative to the reCAPTCHA field (where the user is asked to input random letters and numbers). The honeypot does not require any user interaction – which means we’re not asking users to try and decipher a random collection of letters and numbers!</p> <p>You can read more here; http://en.wikipedia.org/wiki/Honeypot_(computing)</p> <p>The honeypot is a trap that end users won’t see (therefore it doesn’t affect the end users experience). Robots however do see the hidden field and attempt to fill it in (just like any other form field) but once completed the form is marked as spam and not submitted.</p> <p>Additionally, we could implement Akismet – an advanced hosted anti-spam service. It efficiently processes and analyses masses of data from millions of sites and communities in real time. Akismet is a paid for 3rd-party service so additional fees would apply.</p> <p>You can find out more here: http://akismet.com/plans/</p>	✓
<p>Training MUST be provided by the supplier for content developers using the content management system.</p>	<p>Training is central to our process and something that we place a great deal of emphasis on. We will work with you throughout the entire project to help you get the most from the new website and to ensure that you have full ownership of the project at hand-over.</p> <p>Our standard training package includes three workshop sessions (half a day) and aim to provide each attendee with a good understanding of the WordPress system, its features and the possibilities they provide. These sessions are designed for one to three people. In addition, we will also have weekly Skype calls lasting anywhere between 30 minutes and an hour. In these sessions we will focus the training and support on the specific sections of the site that we are working on at that time.</p> <p>We will also help you plan the website launch i.e. we will plan how to approach the launch, help you work out the technical requirements and provide guidance on general communication.</p>	✓

Item	Notes	
Training document (such as training guides) SHOULD be provided by the supplier.	<p>There is comprehensive documentation and support for all aspects of WordPress available online. However, as all our projects are unique and the technology on which we build changes constantly so we also provide a Quick Reference Guide at hand-over.</p> <p>For an additional cost, we can also create a set of video screencasts for the key tasks that you will be doing. This approach not only provides something to refer back to but also makes it much easier to train other users within your organisation.</p>	✓

TIMINGS
AND
COSTS

PROJECT TIMINGS

Based on our experience we believe a realistic time frame for this project would be 12–16 weeks.

	Action	Schedule
Service 1 (set-up hosting)	Mixd	w/c 9th Feb
Service 2 (migration)	Mixd	w/c 9th Feb
Service 2 (testing and updates)	Mixd	w/c 16th Feb
Service 2 (launch / change DNS)	Mixd	w/c 23rd Feb
Service 3 (ongoing support)	Mixd	effective immediately
Service 4;		
Kick-off workshop	All	Friday 6th March
User research	Mixd	w/c 9th March
Ideas workshop	All	Friday 20th March
Creative	Mixd	w/c 23rd March
Build	Mixd	w/c 30th March
Content uploading	Mixd	w/c 20th April
Validation and testing	Mixd	w/c 4th May
Training	All	Throughout
Launch	Mixd	end of May 2015

PROJECT COSTS

Service 1

12 months hosting (Single Cloud Server & Cloud DB)	£2,400.00
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Service 2

Website migration	£600.00
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Service 3

12 months Mixd Support (2 hours per month)	£1,500.00
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Service 4

Kick-off workshop	
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Collaborative ideas workshop	
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User research (Google Analytics and Crazyegg review)	
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Information architecture (i.e. sitemap)	
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User experience design (concept sketching and design visuals)	
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Design development	
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Front-end development (i.e HTML / CSS template development)	
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WordPress installation and theme development	
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Content uploading (assumes all content will be provided)	
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Validation and testing (before and after data input)	
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Training (3x training workshops @ Mixd offices)	
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Weekly Skype training sessions	
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Pre-launch / Post-launch checks	
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Deployment	£15,000.00
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Project cost	19,500.00
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The above costs are exclusive of VAT (if applicable), are indicative only, are based on what we know at the date of this proposal. You would be responsible for all third party costs if applicable.

Mixd are able to offer a 10% discount if both the PCC and NRCN websites are commissioned at the same time.

ASSUMPTIONS

Assumptions have been made in the creation of this document – in particular, around the amount of content styling and technical features that are required for this website. It is possible that the scope of this part of the project may go up (or down) following the initial workshop sessions.

However, based on our experience of delivering similar projects for other NHS Trusts, we have provided you with a fixed quotation to implement the specification detailed in this document. These costs are based on the length of time we have estimated we'll need to accomplish everything we have described. If you want to change your mind or add anything new, that won't be a problem as we'll revise the estimate as things progress.

MISSION CRITICAL

THERE ARE CERTAIN KEY COMPONENTS THAT
CONTRIBUTE TO THE WAY WE WORK AND THE SUCCESS
WE HAVE AT MIXD. EACH ONE, 'MISSION CRITICAL'.



THE KICK-OFF WORKSHOP

This workshop usually lasts between two and three hours.

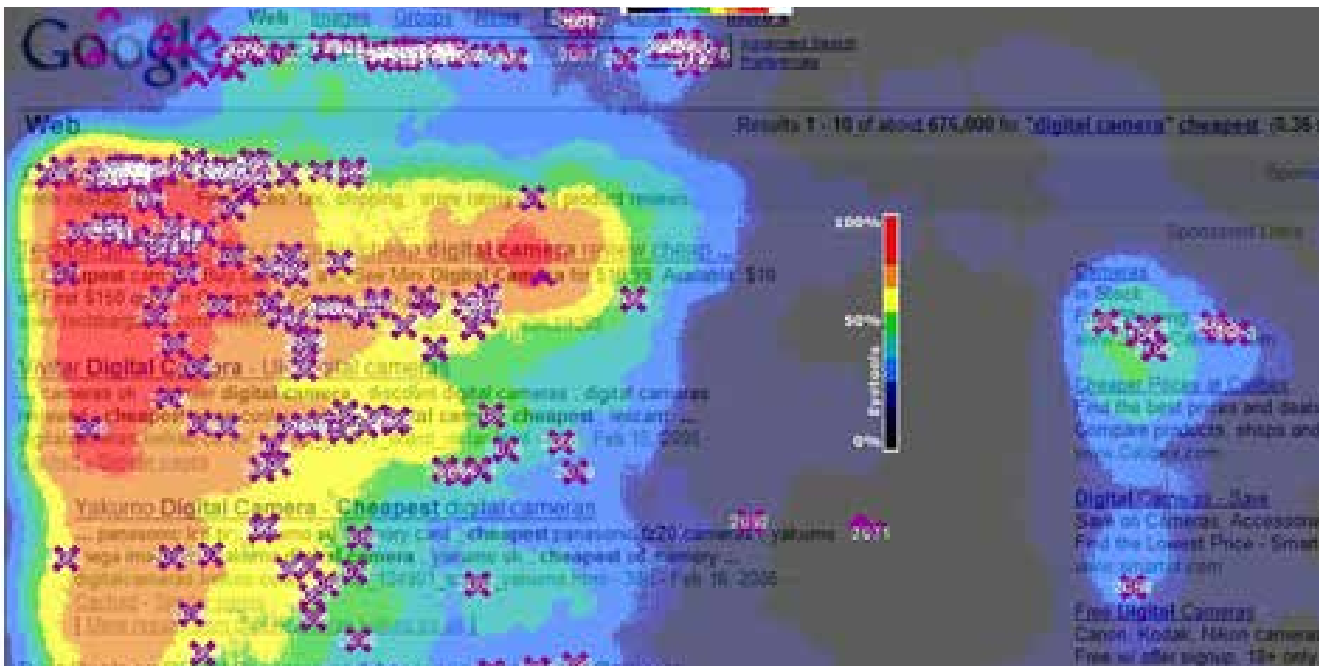
The project would begin with an initial kick-off workshop where we develop an in-depth understanding of your organisation and a strategic direction can be formulated. We will collect a variety of information that will inform how we approach your project – this will include Empathy Mapping and a fun “Design the Box” activity. We will also establish working methods and finalise the estimated delivery dates.

Empathy Mapping is a simple ‘Innovation Game’ for encouraging stakeholders to think about, or empathise, with how their customers use their products or services. In it, stakeholders are asked to place themselves in the position of potential site users and ask what they would think, feel or do.

Design the Box is a thought experiment that encourages stakeholders to think clearly about the intrinsic value and benefits of your services and how those should be communicated. It is an excellent device for revealing implicit or intangible insight about your services.

USER RESEARCH

We recommend that we look to gain insight from **Google Analytics** and set-up a heat map test using **Crazyegg** (<http://www.crazyegg.com>) to get a better understanding of how your visitors engage with your current website so you can boost your conversion rates.



Alongside this research, we will also develop a set of **user personas** and define the key **user journeys** with you at the initial workshop which will then be referenced when making design decisions.

In addition to this user research, we can share the initial concepts with a wider group of users (i.e. a select group of your users) to validate the approach we have taken. The goal of this design research is to determine if the correct content hierarchy, labelling, site structure and content organisation has been created for users of the website. We would use an online test tool such as **Usabilla** (<http://www.usabilla.com>) for this purpose which can easily be emailed to a larger group. We will design and manage the testing – we just need you to recruit participants.



IDEAS WORKSHOP

This workshop usually lasts between two and three hours.

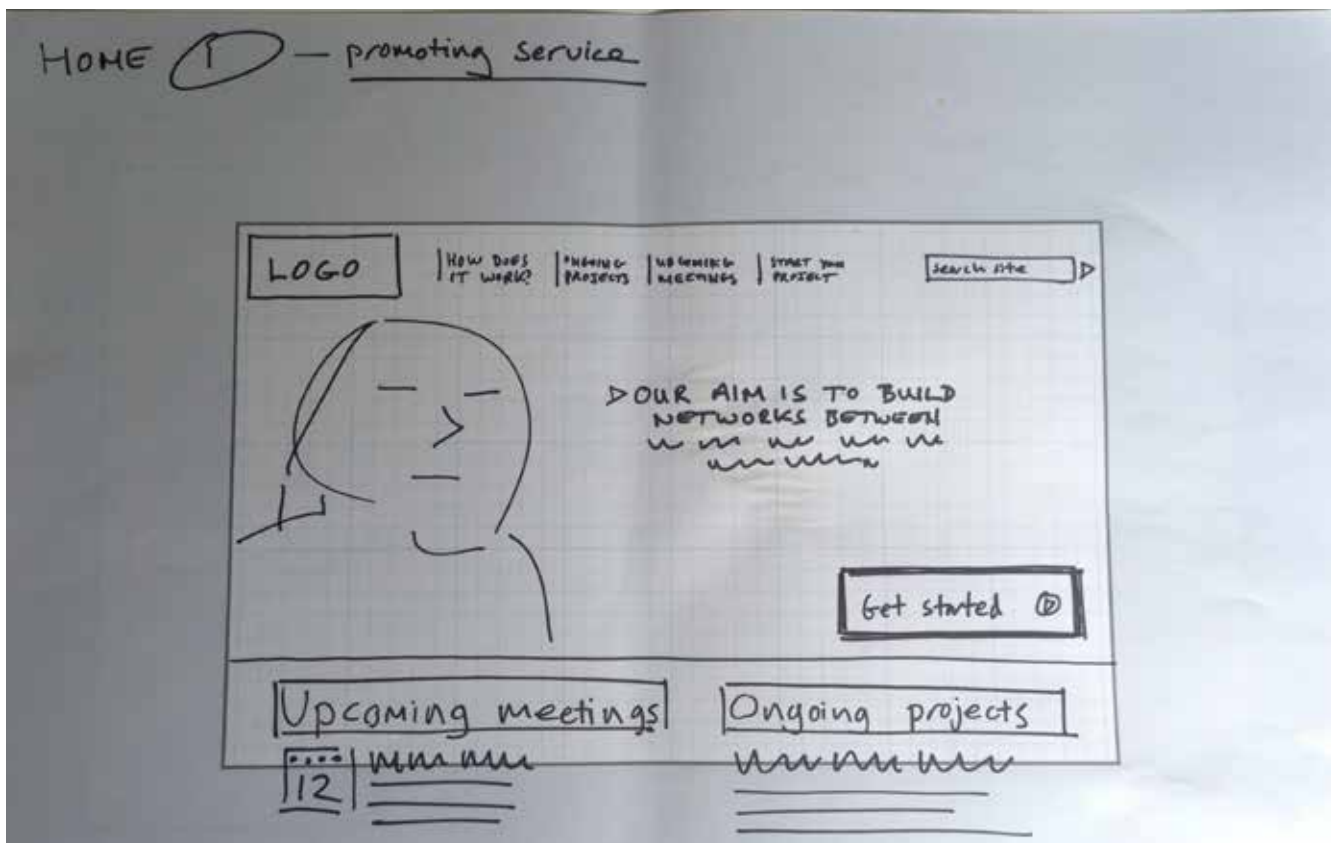
The goal of this workshop is to generate as many ideas as possible and refine them later on. By conducting a workshop as a team, everyone gets to share their perspective and thoughts.

The outputs of this workshop session are usually a lot of sketches and post-it notes. We take these away and collate them into a document that can be shared. This document sets the tone of the project and is a useful store of all the ideas that can be drawn upon for subsequent work.

The focus of this workshop will be around defining the content structure and hierarchy for the new website. We will also discuss and agree how the site will respond for mobile use. We generally use lo-fi concept sketching to identify key features and develop an information architecture.

CONCEPT SKETCHING

We find concept sketching to be an incredibly effective way of working up ideas quickly so that the team can see if something is worth pursuing. We often draw these interface sketches by hand to make the process quick and lo-fi as shown in the example below.



Information architecture (sitemap)

The sketches are very useful when it comes to designing the information architecture of a site. By taking feedback on the sketches, we can then start to build up the site structure (i.e. sitemap). We generally use Post-it notes as a quick and effective way of planning out what pages are required during the Ideas workshop.

Page ID	Page description	Page type	Interactive features
0.0	Home page - South Tees Hospitals NHS Foundation Trust ADD NEW SEARCH ENGINE	Home Page	Membership form, highlighted 100 items, Award Form, add search text, label from homepage, test only flow from buttons, rotating Smoke screen
0.1	Membership form PDF Accessibility - How to improve your view of the site	Membership form User information	Adobe Acrobat reader download Adobe Acrobat reader download
1.0	Help section - troubleshooting computer problems	User information	Feedback form Donate button, download fundraising packs
2.0	Feedback	Feedback form	Feedback form
3.0	ADD FUNDRAISING SECTION	Fundraising	Email contact link, external links
4.0	Smoke free trust	Policy information	Word numbers search - J201 and FHEI
5.0	Contact us - appointments	User information	Form to submit
5.1	Contact us - rearrange/cancel apps	User information	Links
5.2	Contact us - your feedback is	Service information	Links Document to download

CONTENT AUDIT

Starting the content process as early as possible will be paramount for a site such as yours. With this in mind, we will help you get started with a content audit to analyse every page of the existing site around the objectives and key user journeys that we agree. Each page should be given a score, an action (e.g. keep, remove, move), a priority, a department/division and a content manager.

We used exactly the same process with other clients we have worked with when we designed and built their websites. It is a laborious task, but it will help you take complete ownership of the content and make assessments about quality and recognise any gaps that needed filling.

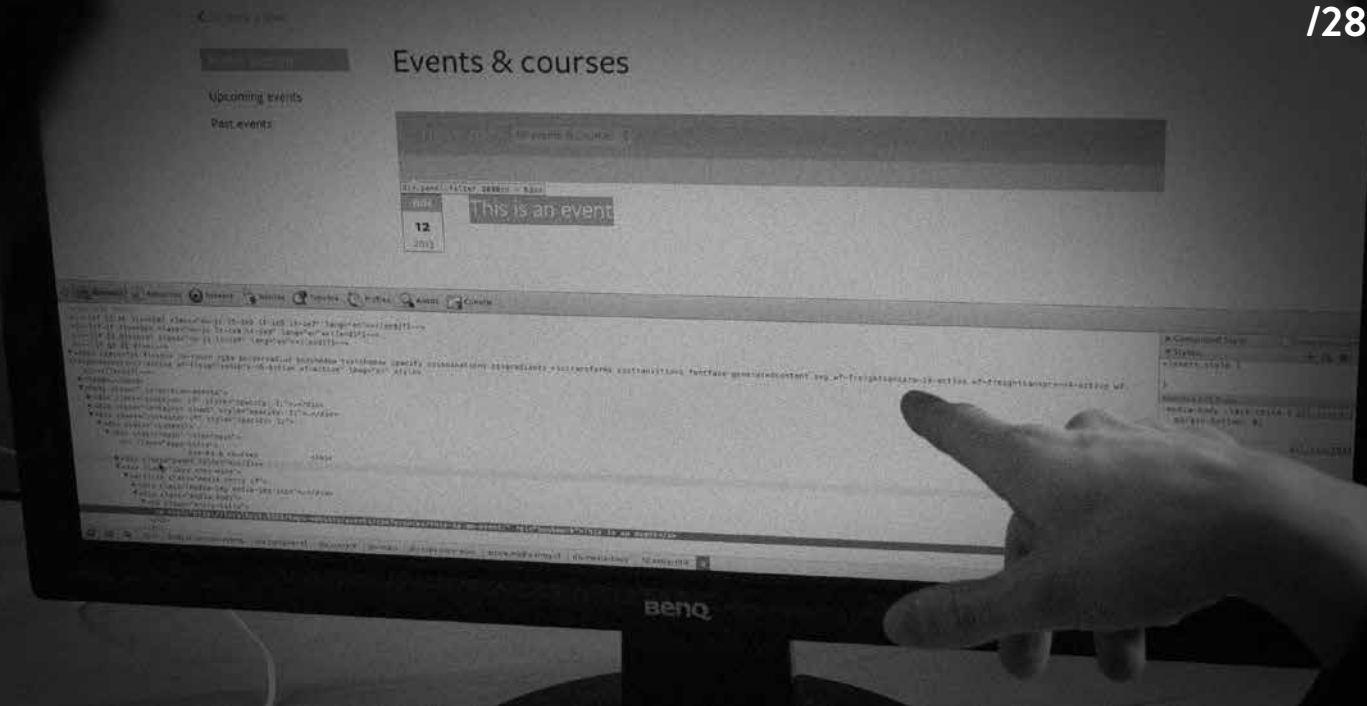
Of course, we'll be with you every step of the way to help guide and advise you when it comes to making decisions about content.



CREATIVE DESIGN

We generally create hand-drawn sketches and static visuals for a number of the key pages that illustrate how the website will look and feel. We will consider the branding elements, colour palettes, typography and imagery that give your site its unique look and feel at this stage and through an iterative process we'll make all the big decisions to arrive at a design that you are happy with.

There is no limit to the number of design stages – at this stage in the project we are confident that we'll get it right quickly but if we don't, then we will continue until you are 100% happy.



FRONT-END DEVELOPMENT

The website will be built using modern **'Responsive Design'** techniques to automatically adjust itself depending on a variety of factors such as screen resolution or the device used to view the site. A continual process of internal testing will be carried out on our development servers to ensure the website functions within the specified browsers and are compliant with accessibility guidelines.

We will develop the website using HTML5 and CSS3 for styling. Template construction and content structure will follow W3C standards. An appropriate CSS style sheet will be used to format pages for print output (printer friendly style sheet). The landscape of web browsers and devices changes regularly and our approach is to look forward, not back. With that in mind we will test all our markup and CSS in current versions of the major desktop browsers to ensure that we make the most of them. We will also review your current browser usage and make recommendations around which browsers should be supported during the early stages of the project.



TECHNICAL DEVELOPMENT

Once the template pages have been tested and approved, work can begin on the technical development of the website. This includes items such as the content management system.

We propose the use of **WordPress**, an open source publishing platform to provide the content management solution for your site. It's simple to understand and very easy to use so we feel you will have no trouble using this and managing the content yourselves moving forward.

It is important to note that all of our WordPress themes are hand coded from the ground up and are quality tested for best practices, security, and performance.

together we do the amazing

Home | Hospitals | Patients and visitors | Services | About us

Search the site

Offering patients some of the most advanced cancer services in Europe

Find out more →



Finding a hospital

Need to visit or contact one of our hospitals? Use the list below to get the information you need.

Choose a hospital:

SOUTH
TEES

DEPLOYMENT & TESTING

We will manage the deployment of your new website and then install any statistics software such as **Google Analytics** and **Google Webmasters**. If you choose to host the site with us, we will also set-up and configure the hosting infrastructure.

Finally, we will undertake a series of site wide checks prior to making the necessary DNS changes to put your site live. Again the key here is we'll be with you every step of the way and will manage the process completely from start to finish.

We have a tried and tested approach to browser testing that starts as soon as we begin writing code. And, once all the work is complete, the project is reviewed in full by the project lead as a final sense check before we hands things over to you for approval.

APPENDIX

WHO WE ARE

The key players of the Mixd team that would be assigned to your project would include...

Phil Shackleton: I'm the Digital Director here at Mixd. I have over 15 years of industry experience specialising in user centred design and accessibility. I know the W3C guidelines inside out and have worked with clients including the NHS, Department for Work and Pensions, Bupa, and the Department for Education and Skills. I've also worked extensively with other professional organisations over the past few years both in terms of website design and membership engagement.

Mike Danford: Hi, I am Mike, the Creative Director at Mixd. I lead the design team which is responsible for the look and feel of all design work, including its usability, graphical interface and branding. I have over 20 years of industry experience with extensive knowledge in all aspects of digital and print design.

Aaron Thomas: I'm Aaron – I'm the Senior Front-end Developer responsible for all the CSS and HTML building here at Mixd. Responsive Web Design is my thing but I'm also literally unbeatable at pub quizzes.

Jason Hobbs: Jason 'The Code Zombie' Hobbs joined us as a Front-end Developer after working for a Leeds-based agency for three years. He's a bit of a perfectionist and naturally, he is passionate about RWD.

John Polling: I'm John – I'm the Senior Technical Developer responsible for all development work. My specialities include database design, Test Driven Development and Ruby on Rails to name but a few.

HIGH VALUES

OUR SUCCESS IS NOT ONLY DUE TO THE QUALITY
OF OUR WORK; IT'S DOWN TO ATTITUDE,
OUR APPROACH AND THE WAY WE TREAT OUR CLIENTS.

01



FOCUS

You'll get 100% focus and commitment to your project from Mixd. We pride ourselves on our dedication to our clients and their projects.

02



PASSION

We love what we do, so you can rest assured that we've got the passion you need to do the best job possible on every project. We always go the extra mile.

03



EMPATHY

We're driven and experts within our field but we also listen. We make it our job to understand our clients and their needs.

04



TEAM WORK

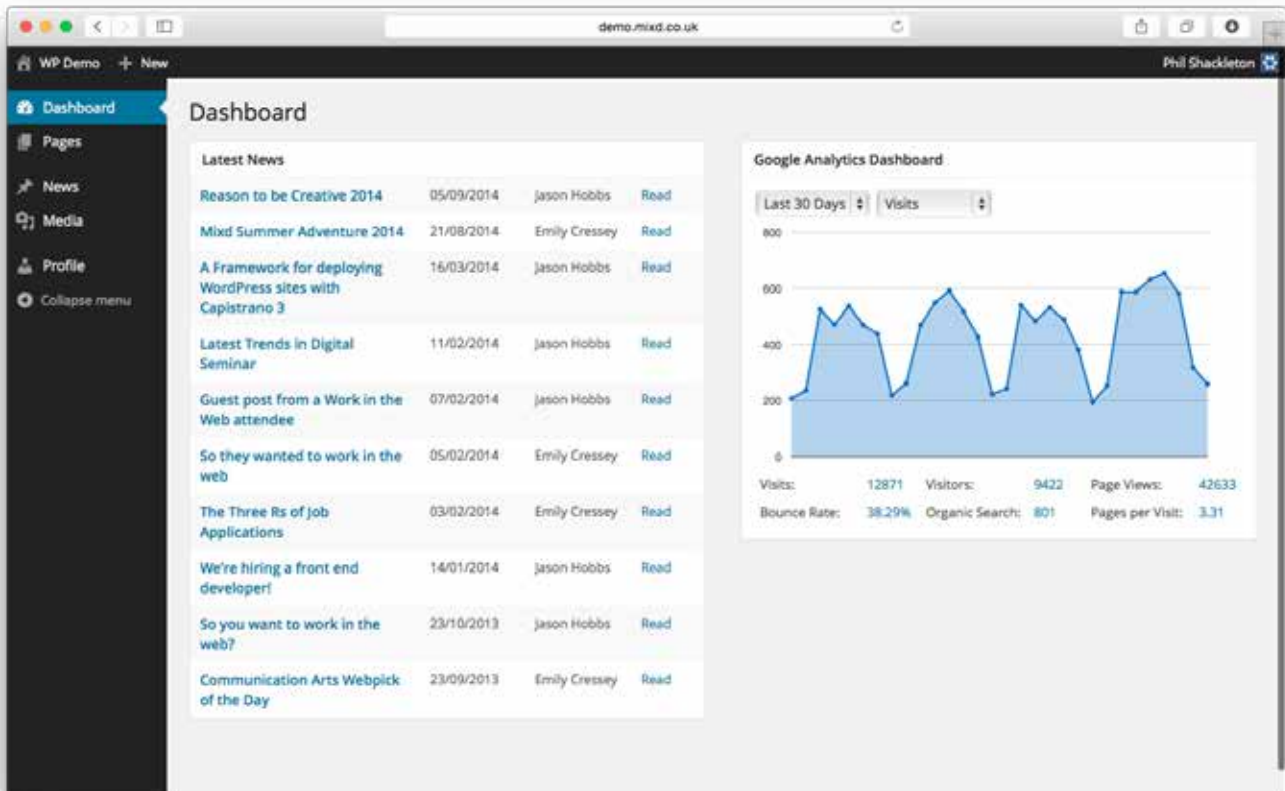
At Mixd, we believe in team work. We are a finally balanced group of skillful individuals that are more than the sum of our parts.



WORDPRESS

Here at Mixd we have worked with the WordPress platform for over eight years and have a dedicated and highly skilled internal team whose knowledge and experience with the platform is well respected within the industry. Our WordPress developers can build brilliant custom solutions to match the needs of every individual site and client.

We use WordPress development for almost all of our projects and we have created some award winning websites whilst working with the platform. WordPress helped us make potentially difficult browsing and search processes seem simple and easy in terms of the user experience.



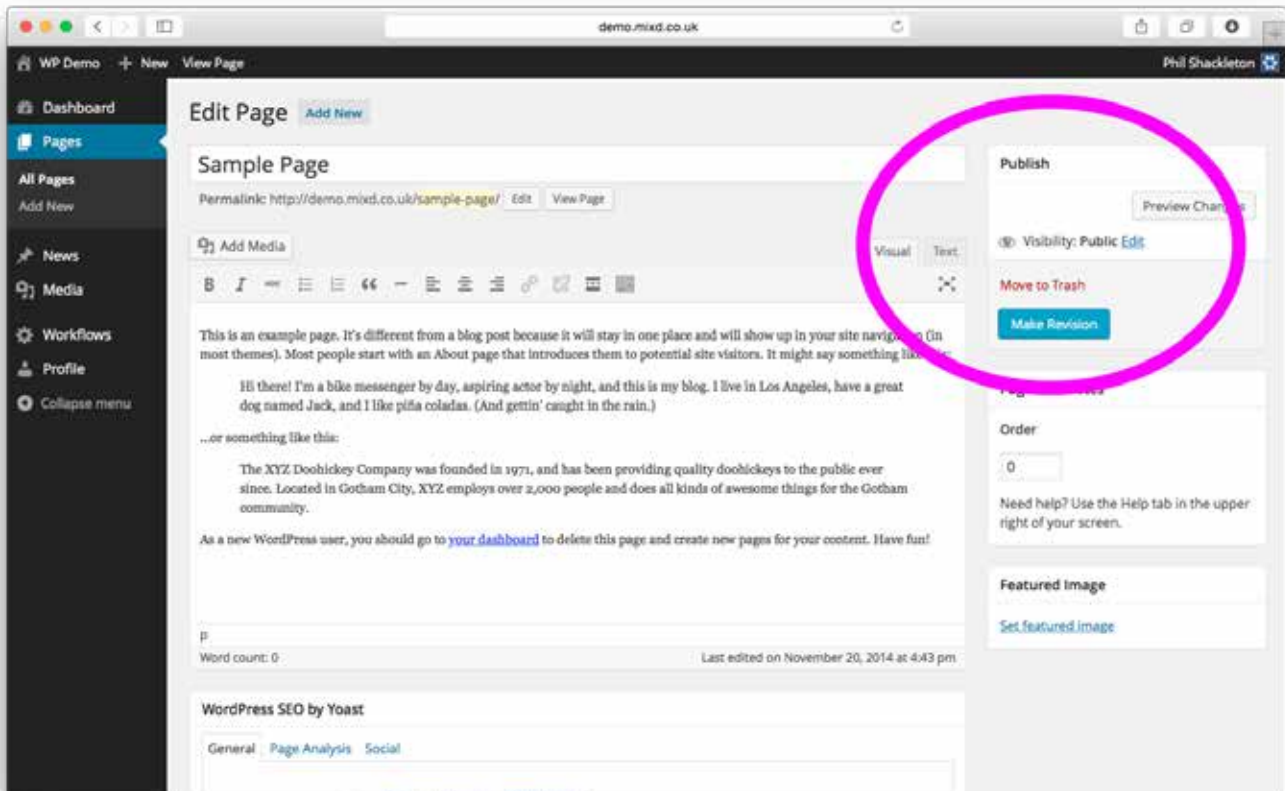
WordPress dashboard – simple, easy to understand UI.

WordPress powers more than 20% of the web – a figure that rises every day. Everything from simple websites, to blogs, to complex portals and enterprise level websites are built with WordPress.

Completely flexible and configurable – the WordPress CMS system can be completely customised to meet your specific requirements.

Module system – the WordPress CMS system can grow with your website. Extended site functionality can easily be added at a later date.

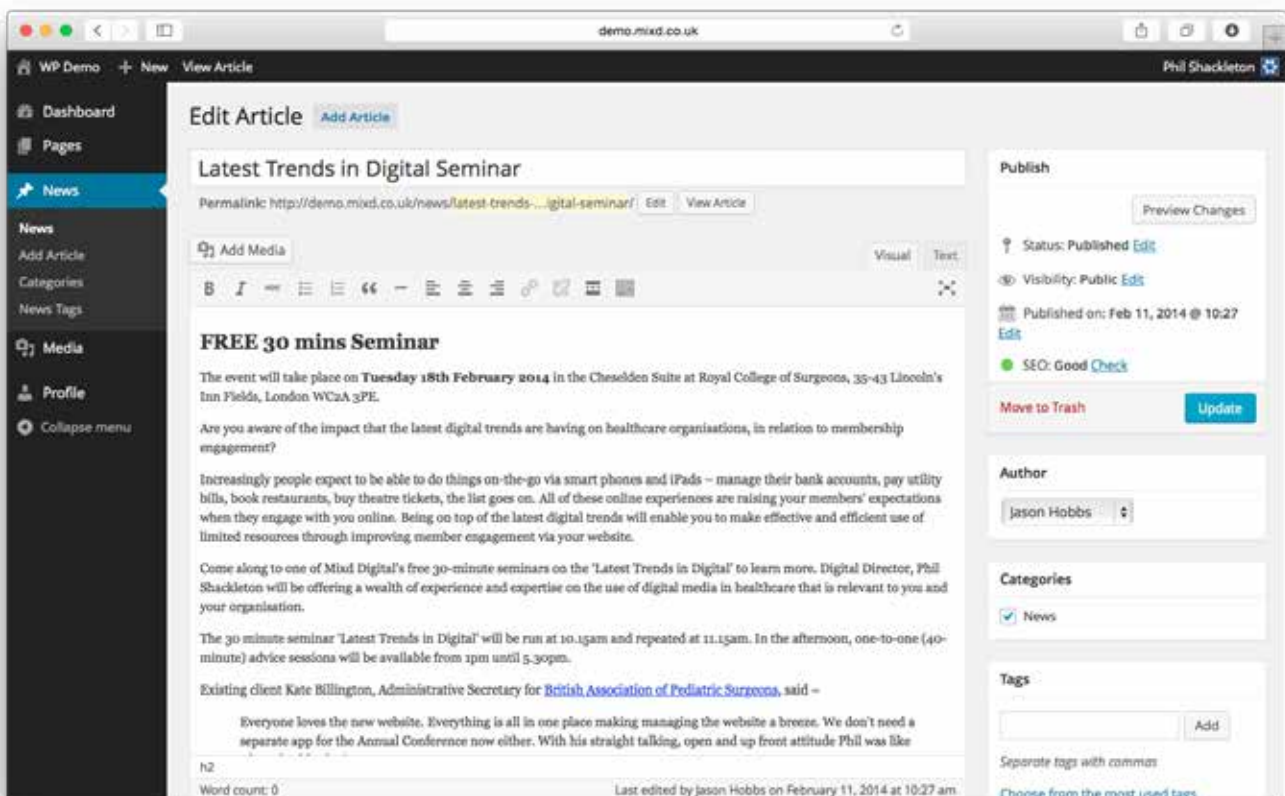
User friendly environment – the WordPress system is probably the most usable, intuitive and easy to learn CMS available. Processes within the system are made as simple as possible to users via the use of a wizard-based interface – with simplistic fields for user completion – to perform tasks such as editing a piece of content or adding a new page.



“Make Revision” – make changes without taking content offline.

The back-end interface of WordPress is really easy for you to use – basically, if you can use Microsoft Word, then you can use WordPress.

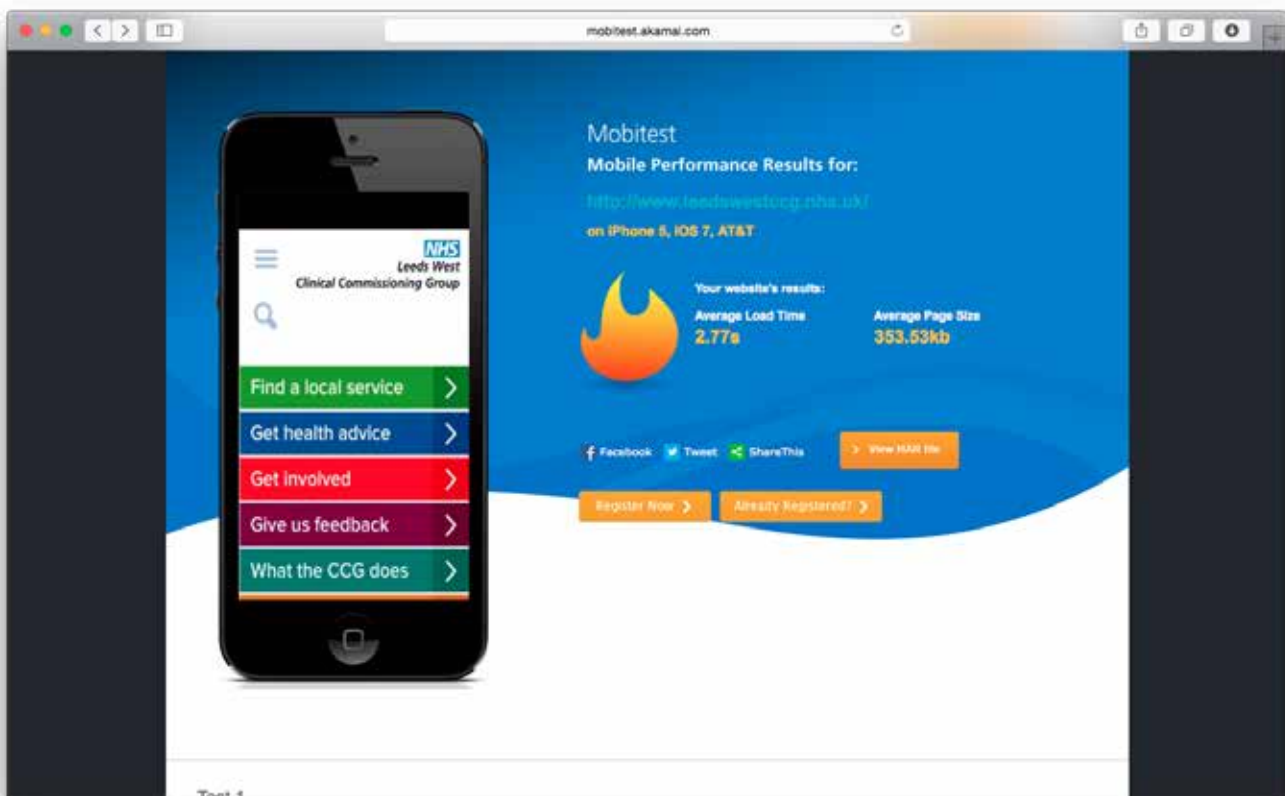
WordPress is set-up to truly customise your pages – the Page Editor features include in-built templates that allow you to edit layouts that perfectly suit your content and context. This means individual pages can be optimised to show off their content at its absolute best.



The WordPress Page Editor.

WordPress provides all the required functionality to allow a range of file types, documents, presentations, videos and images to be uploaded together with a full audit trail. Additionally, WordPress uses a concept of Roles, designed to give the site owner the ability to control what users can and cannot do within the site.

WordPress is designed with scalability and performance in mind. We configure the hosting environment to ensure that all content is cached upon publication. This means that the page content data is first stored in the memory of the web server and then stored in the database. The server memory is the fastest available storage space on a server, so when you come to view a page WordPress will normally server this content from the memory, saving itself a trip to the database. As a result this makes page response time incredibly fast.

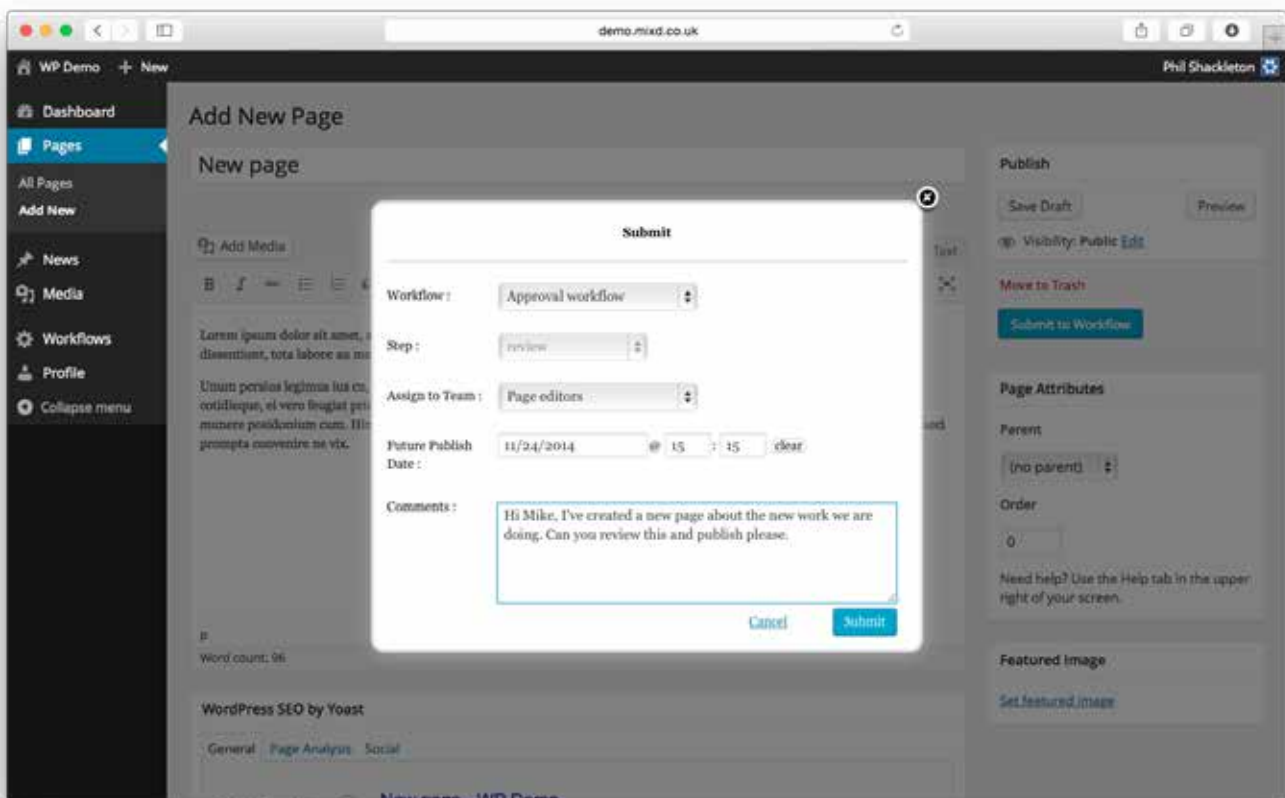


Leeds West CCG performance test on Mobitest.

In addition, WordPress also optimises images on the site. Once an image is uploaded to the CMS WordPress will automatically resize and re-sample the image and store this on the file system. This effectively means you don't need to worry about cropping images to the correct size for a page. Once the images have been cropped they are also cached in a Content Delivery Network (CDN). This in turn improves the performance!

Configure your content workflow using the easy drag and drop designer interface. Drag and drop the desired processes and connect them with appropriate success and failure paths. Additionally, WordPress provides a complete audit trail of all workflow actions within the document history so you can keep track of who did what and when did they do it.

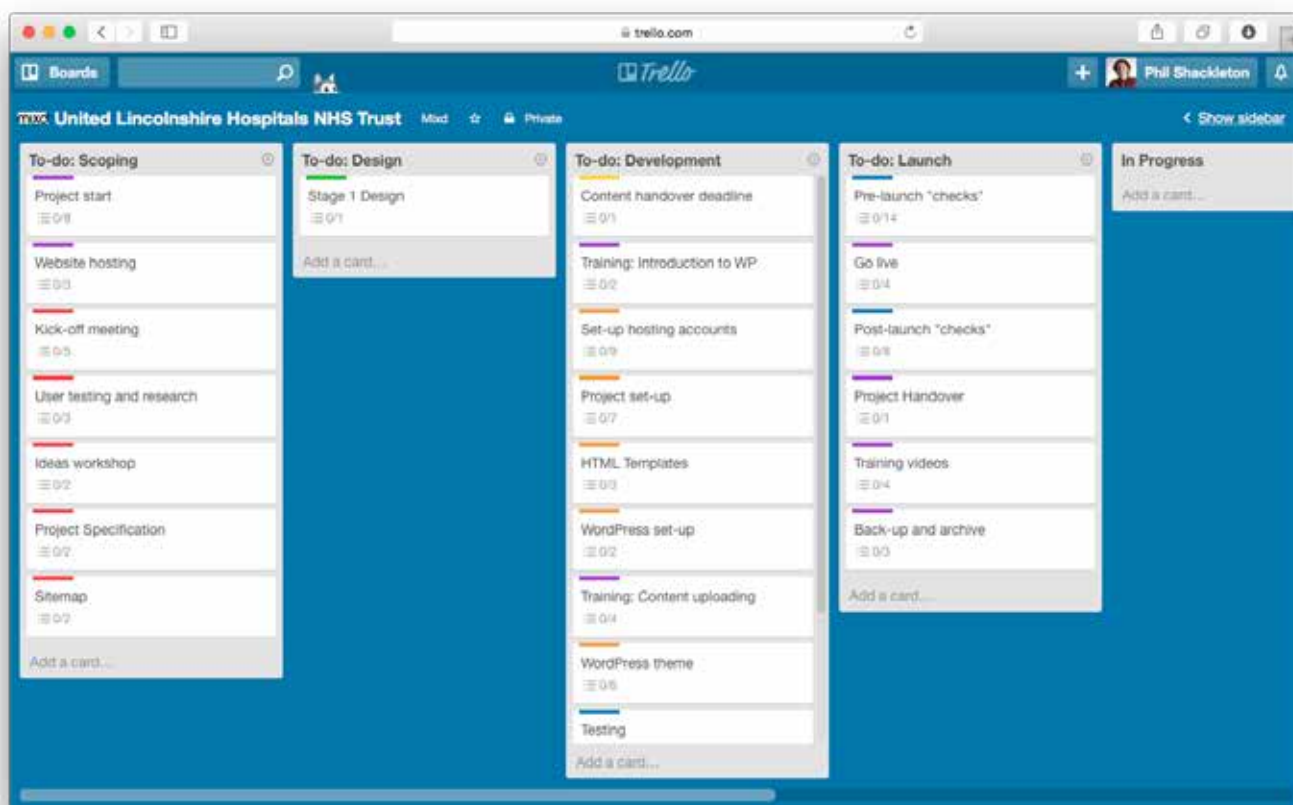
You can also create a workflow for updating published content while keeping your current version online. This allows content editors to make suggestions and changes but review and approve them prior to going live. Simply revise the page, let the revised page flow through the workflow and finally when all the review is complete, WordPress will simply copy over the contents to the published page.



Submit content changes for approval easily.

PROJECT MANAGEMENT

At Mixd we have a proven framework for project management based on many years of experience working in the industry. We often use Trello for collaborative storyboarding and general project management – we like the simple UI and ease of use for clients. It is highly visual and allows us to get you involved in prioritising requirements.



There's ongoing communication between our team and you every week – it's a crucial part of our process. We also have regular internal “standups” within the team (clients are welcome to join). However, most of the day-to-day project communication will happen on the project's Slack room – which brings all our communication together in one place.



CASE STUDIES



NORTHERN LINCOLNSHIRE AND GOOLE NHS FOUNDATION TRUST

<http://www.nlg.nhs.uk>

The new Northern Lincolnshire and Goole NHS Foundation Trust (NLG) site is a superb example of modern responsive design that runs on the WordPress CMS.

We worked closely with NLG to prioritise organisational goals and audience requirements and to develop a striking design that reflected the personality of the staff and the quality of care.

The Stafford Hospital scandal, relating to poor care and high mortality rates, had led to an announcement from MPs about 14 trusts being investigated. NLG were referenced in this report and it was anticipated this would lead to fresh concerns and more pressure to provide evidence that the quality of care at NLG is excellent. Our primary goal was to present the Trust as a professional organisation and demonstrate to the general public that they are safe.

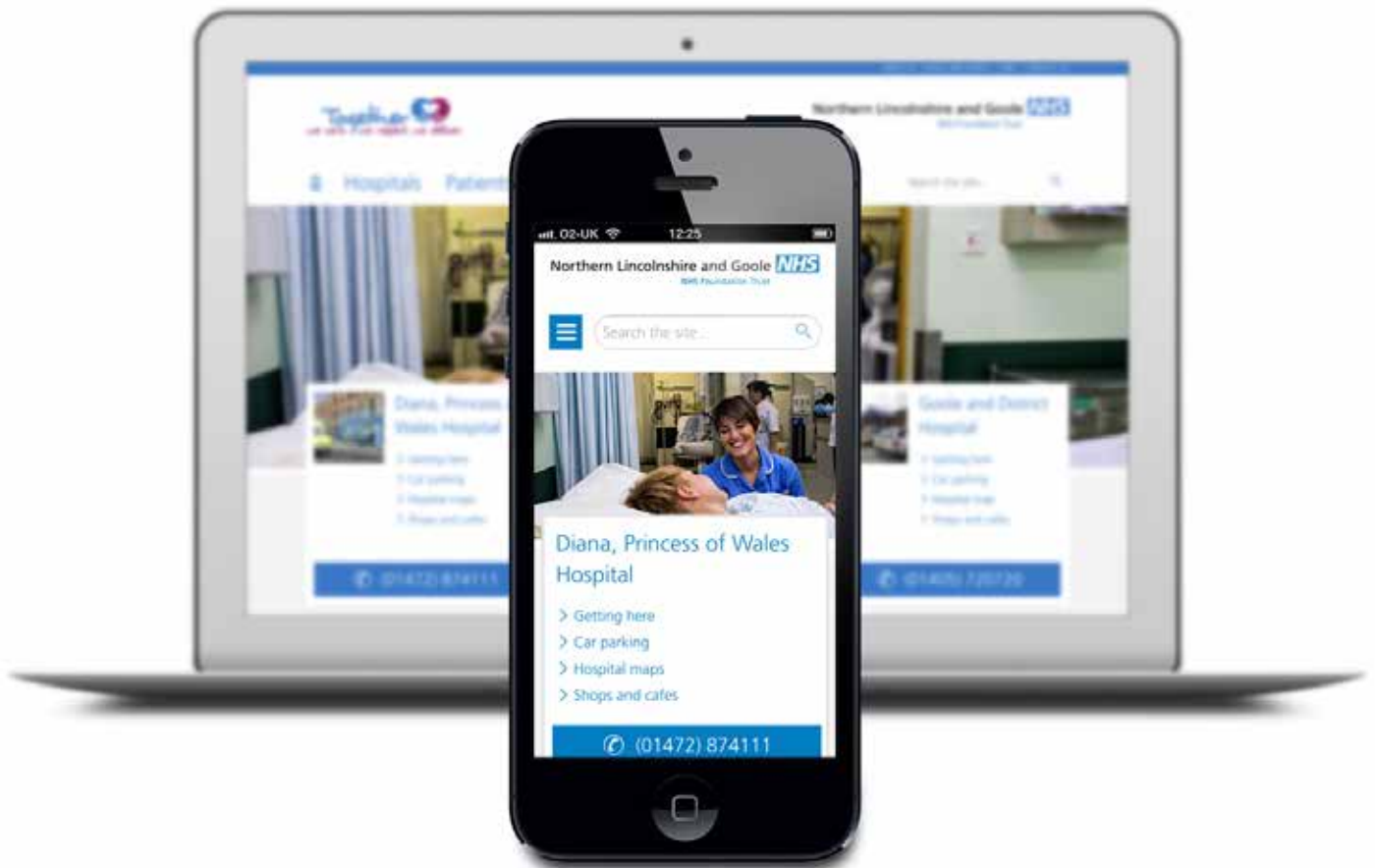
We used extensive ‘user experience’ analysis and design to make sure the new website was engaging for all users as well as being up to date and easy to use. During the kick off workshop we discussed a large variety of target audiences for the new NLG website. This was very useful to help us determine who we are making the site for and gave us an introduction to the sort of information and service requirements these users have. However, if we were to meet these needs we needed to understand them more deeply. To do this we undertook a series of telephone interviews and spoke to people from these user groups.

User profiles were then used to describe the various target audiences/groups that visit the website enabling content and navigation menus to be segmented based on individual requirements. User profiles provided basic demographic information such as occupation, age, gender, online frequency, connection speed, on-line habits and how web savvy they are which all helped in the final solution design.



In addition to a Google Analytics audit, we also set-up a number of heat map tests using Crazyegg (<http://www.crazyegg.com>). A heat map helps to answer the questions “Where did users look and what did they click?” and of course “Where didn’t users look?”

North Lincolnshire and Goole NHS Foundation Trust has seen what can only be described as a staggering explosion in visitors using smartphones and tablets. Starting at a humbling 12% three years ago, we are now seeing traffic from mobiles and smartphones at 77%. This figure alone fully justified the need for a Responsive “mobile friendly” website.



Developing responsive websites (those which work well on different devices) doesn't mean designing for phones, tablets, and desktop computers separately – it means catering for every possible outcome as a single experience. Not only does this ensure every user sees a website that's optimised for them, it also helps to future-proof the site to work for the devices of tomorrow. This approach brings many benefits to the end user and is recommended by the Google Webmaster Blog.

As expected, the most visited page on the site was the home page however this was closely followed by the Contact page for the Diana, Princess of Wales Hospital and then the Scunthorpe General Hospital. We expected to see these contact pages in the top 5 as, based on previous research, we believe one of the most common user journeys for patients and visitors is finding the hospital and parking. On the back of this research we created individual landing pages for each of the hospitals to help make this information easier to find. This approach also helped from a search engine optimisation point of view.

Whether the user is looking for contact details, visiting times for wards or want to look up directions to one of the Trust's three hospitals or find information about services they will now be able to find it quickly due to the site's simple, user friendly navigation.

Additionally, we made information about how the Trust is performing on infection rates, mortality rates and other quality indicators easily accessible along with the latest news releases and board papers.

“We wanted to create a site that was quick and simple to navigate so patients could find the information they needed as fast as possible. We are confident this will be a useful resource for our local communities.”

Reference;

Sarah Mainprize (Head of Communications)

Northern Lincolnshire and Goole NHS Foundation Trust

Email: sarah.mainprize@nhs.net

Telephone: 01724 387739



SOUTH TEES HOSPITALS NHS FOUNDATION TRUST

<http://southtees.nhs.uk>

How we created a ground-breaking re-design and build of a NHS Trust website – the first to move to responsive design.

The project began with a series of design workshops to establish objectives, success criteria and target audiences. The primary goal was to reach consensus on the project's objectives and then generate ideas on how these could be achieved. Initial ideas were quickly visualised so that the team could assess their potential and likely development cost. By the end of this phase, it became clear that the primary objective was a move to a responsive design that would open the service to the rising numbers of mobile users. In doing so, South Tees Hospitals NHS Foundation Trust would become the first NHS Trust to make this bold move.

User research demonstrated many situations requiring urgent access to information – such as when people were travelling to a hospital or during an emergency. So we built a responsive website that reshapes to suit the device – whether smartphone, desktop or tablet using a ‘mobile first’ strategy to focus purely on its most important content.



The project included a comprehensive UX research stage where we undertook a series of “in-depth” telephone interviews and informal testing. The theory was that quality of research is better than quantity; if you pick the right people, user research/testing doesn’t have to be a long and drawn out process.

The research focused on user’s experiences of the existing site, effectiveness in finding information/completing tasks and their expectations as a whole. Alongside this research we also created a number of user personas which we could reference when making decisions.

Following the research, our UX team began work on a new information architecture for the site. We adopted a very traditional approach to wireframing and design during the project. That is, we created desktop wireframes that led into design visuals. Naturally, direction was informed by the UX research and the usability testing that we carried out throughout the project.

The initial build stage involved taking each designed page, then turning it into a static HTML/CSS templates which were then integrated into the site's CMS. The site is built around WordPress, Mixd's CMS of choice. We knew it was more than capable and the Trust were very keen to work with an open source platform — there was little reason to look any further.

“Accessibility is one of the key aspects of our service to patients, so it was vital that we created a website that enabled quick and clear access to information, regardless of where or how it is being viewed. We are delighted with the outcome – the new site will be an indispensable guide for patients on our full range of healthcare services and hospitals.”

Reference;

Marie Lozman (E-communications Officer)

South Tees Hospitals NHS Foundation Trust

Email: Marie.Lozman@stees.nhs.uk

Telephone: 01642 854343 (Extension 54343)



NHS LEEDS WEST CLINICAL COMMISSIONING GROUP

<http://www.leedswestccg.nhs.uk>

We are really pleased with the design and technical work we have done for Leeds West CCG, added to this, all the work we have done together have run smoothly and have been delivered on time and on budget.

Leeds West CCG came to us with an open mind. They knew they needed help adapting to the new digital landscape, but wanted advice on the best approach. We began with a research phase to understand their strengths, weaknesses, opportunities and threats. This led to a new striking design that pulls strongly on the organisations distinctive branding and focuses on one primary objective – simplify, simplify, simplify!



An ultra-simple design interface and friendly tone-of-voice helps ensure users can quickly and easily find their way around the site and get to content they want with a minimum of fuss.

User profiles were used to describe the various target audiences/groups that will visit the website enabling content and navigation menus to be segmented based on individual requirements. User profiles provided basic demographic information such as occupation, age, gender, online frequency, connection speed, on-line habits and how web savvy they are which all helped in the final solution design.

With visitors of the existing site approaching 50% mobile traffic, we also kept images to a bare minimum, instead designing around a bold colour template and elegant typography. Because of this, the site loads quickly even when the user is on a slower connection enabling them to quickly find the information they require which further enhances the user experience.

In addition, we placed great emphasis on structuring the Admin area of the site in a logical and intuitive way so that the large group of administrators, editors and users would not only be able to quickly get to grips with it, but content (such as downloadable documents) is easy to classify, organise and retrieve.

Reference;

Shak Rafiq (Communications Lead)

NHS Leeds West Clinical Commissioning Group

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Telephone: 0113 84 35529

LEGAL

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