






UX & Design

Website and user thinking as one.

Research. Design. Test. Refine.

-  Get to know your users
-  Create a great first impression
-  Help them achieve their goals
-  Avoid unnecessary cost
-  Keep on improving

Our User Experience (UX) services keep the user and their needs at the heart of all design decisions. Because an **intuitive, useful and enjoyable** experience is also a **profitable** one.

Our team

With decades of experience working with international organisations across a wide range of industries, our UX consultants have built up a portfolio of successful projects that speaks for itself:

- **TBC Bank:** shortlisted for the FStech awards' "Omnichannel FS Provider of the Year"
- **RS Components:** tens of millions of product documents organised in a single system
- **AWC:** sales figures up by 13%, and average order value up by 46%

Combining an in-depth understanding of users with best practice principles, they'll deliver value at every stage of your project's lifecycle - from initial research through to on-going optimisation and enhancements.

Our approach

Applying the science of User Centred Design (UCD), we'll ensure that every aspect of your site or application is crafted around the specific needs, motivations, expectations, behaviours and constraints of your users.

Quantitative and qualitative research means that we're able to base all our decisions on real-world requirements - not assumptions. And with regular rounds of feedback and user testing baked into our iterative approach, we can refine concepts and designs as we go - providing you with maximum confidence while minimising waste and complexity.

The benefits of investing in improving the user experience have been shown to be far-reaching and long-lasting - positively impacting both user satisfaction and business performance.



“**Box UK's UX consultants work with businesses to identify their goals and determine the most effective approach for each organisation.**”

Gavin Harris

Senior UX Consultant, Box UK

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Benefits



Get to know your users

Find out what makes your users tick through user research as part of insight-led design. Build up a comprehensive picture of your audience - and get the objective answers you need to make sound design decisions upfront.



Create a great first impression

Make it easy for users to find you with a perfectly-crafted multi-channel strategy that guarantees an accessible, optimised and consistent experience, no matter how they choose to interact.



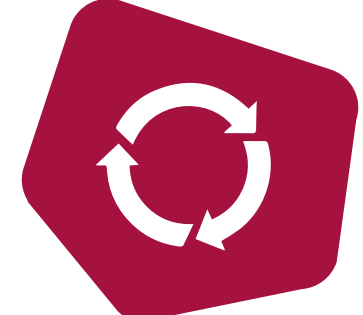
Help them achieve their goals

Streamline the most important journeys across your site by removing barriers to completion, and clarifying required actions and next steps. You'll make it easier and quicker for users - and see your conversion rates increase too.



Avoid unnecessary cost

Reduce the risk of expensive changes to live products - when fixes can be up to 100 times more expensive - by conducting usability testing with lightweight prototypes throughout your project.



Keep on improving

Ensure your digital products continue to deliver with services such as expert usability reviews and usability testing, which rapidly pinpoint potential issues and opportunities for improvement - including those 'quick wins' that can have a big impact.



User Experience Services

Not sure what you need? Don't worry - we'll work with you to **tailor an approach that fits your **specific requirements and objectives**.**



User Research

If you want to get under the skin of your users, the best thing you can do is spend time with them. That's why we place so much importance on user research - and why we use a range of techniques to get the information and insight we need. Helping define who you're building for and why, the outputs of this phase will be used to guide the future direction of your project and ensure it remains focused on user needs. Our findings will also help us uncover those subtle nudges and delighters that will make sure that your digital offering stands out among the noise.



UX & Visual Design

One of the most critical - and most enjoyable - stages of any project, this is the point where our consultants and designers turn your project vision into a reality.

Taking our designs all the way from paper sketches through to HTML prototypes, we work iteratively - gathering feedback at every turn. The result? Designs that combine clarity of purpose with a strong sense of your brand identity, to ensure maximum impact.



Information Architecture (IA)

When it comes to helping users achieve their online goals, good information architecture can make all the difference. When done well your IA provides users with the 'scent of information' they need to journey effortlessly through your digital services.

So - after reviewing the content you currently possess as an organisation to identify gaps, duplicates and opportunities for improvement - we test concepts with real users, to ensure that decisions are validated at the earliest possible stage.



Testing and Reviews

Want to improve the performance of your existing digital products and services? Try an expert usability review - where two of our consultants journey through your site or app as a user would.

Or how about usability testing that reveals how real-world users actually perceive and interact with your site?

(You can find more information about either of these services in our separate, standalone guides - just ask.)

Who you'll be working with

Over the years we have developed a **formidable UX & Design team**. Meet some of our experts below:



Gavin Harris

Gavin specialises in user testing, information architecture, HTML prototyping and web accessibility. In his 8 years working as a UX consultant he has conducted hundreds of hours of usability testing - making him ideally placed to help clients discover how well their digital products and services respond to user needs.

“ User experience is about understanding your users so well that you can eliminate the unnecessary and support only what's necessary.”



Gafyn Townsend

Skilled in both digital and print media, Gafyn Townsend has built up a wealth of design experience through roles in both in-house and agency environments. Working within the user experience team at Box UK, Gafyn particularly enjoys visually enhancing wireframes and prototypes for maximum impact and effect.

“ We can help you deliver the optimal experience to customers and stakeholders through your digital products and services.”



Gemma Helyer

Gemma has worked as a web/user interface designer for four years during which time she has been involved with a diverse range of web-based projects across both in-house and agency environments. At Box UK Gemma collaborates closely with the UX team to produce high-quality, usable solutions for international clients such as Investec Asset Management.

“ An attractive site helps grab - and hold - people's attention, encouraging them to explore further and complete key journeys and tasks.”



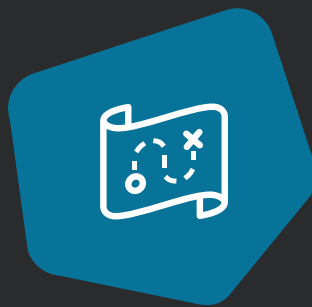
Martyn Kelly

Martyn is a multi-skilled Senior UX Consultant with over 16 years' experience. Putting user-led experience design to work to delight clients and their customers, Martyn has delivered UX and digital strategies for a range of organisations including Cardiff University, Tesco, Which?, Virgin Media and Orange.

“ Understanding your users and the subtle triggers that affect their behaviour can help deliver really engaging experiences.”



Simply brilliant thinkers making software brilliantly simple



**Strategy &
Planning**



**User Experience
& Design**



**Software
Consultancy**



**Software
Development**

At Box UK our team of simply brilliant thinkers, consultants and application developers mastermind simply brilliant solutions to the world's toughest web and software projects.

It's why blue chip organisations around the world, from airlines to car manufacturers, international banks to global charities, choose to trust us with the execution of their digital strategies, from the development of enterprise-level custom software platforms to the delivery of award-winning multi-channel experiences.

So if you want an effective, compelling software solution, talk to us.

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