

Royal Economic Society



Design & UX

Brand evolution

Pixl8 are experienced working with branding agencies or existing brand guidelines to help develop the brand, make it relevant, up to date and to be suitable for digital application.



Original logo design - Complex elements mean that the logo doesn't scale well or work effectively for digital application



Royal
Economic
Society

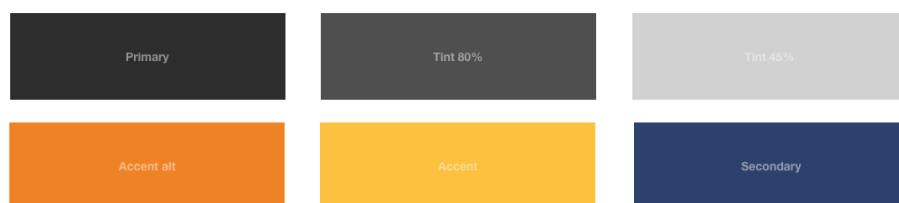
Example brand evolution - Logo redrawn as vector with clear solid lines enables it to work at smaller sizes and resolutions. Having a version of the brand with the text separated from the icon also helps with legibility.

This rebranding shouldn't be taken lightly, for the oldest and most prestigious economic associations in the world. We would commit to a few versions that the society could use to gauge and gather member and public reaction and feedback.

Design & UX

Living style-guide

Pixl8 will produce a living style-guide that evolves and grows with the Society. The Brand is more than just the logo, the style-guide will ensure typography, colour, icon and image usage are consistent throughout the application.



The primary and secondary colours will be developed to work well on screen, ensuring enough contrast to be accessible and legible.

Typography - Headings | Museo Sans Serif

Royal Economic Society <h1>

Royal Economic Society <h2>

Royal Economic Society <h3>

Royal Economic Society <h4>

Royal Economic Society <h5>

Royal Economic Society <h6>

Typography - Body | Museo Serif

Royal Economic Society /body

Royal Economic Society /bold

Royal Economic Society /italic

Royal Economic Society /link

Royal Economic Society /caption

Royal Economic Society /caption(link)

Introduction of new typeface (Museo), will breath fresh life and strengthen brand association. With a combination of serif and sans serif typefaces in a variety of sizes and weights will help give clear hierarchy and improve reading experience.

General Iconography



Imagery

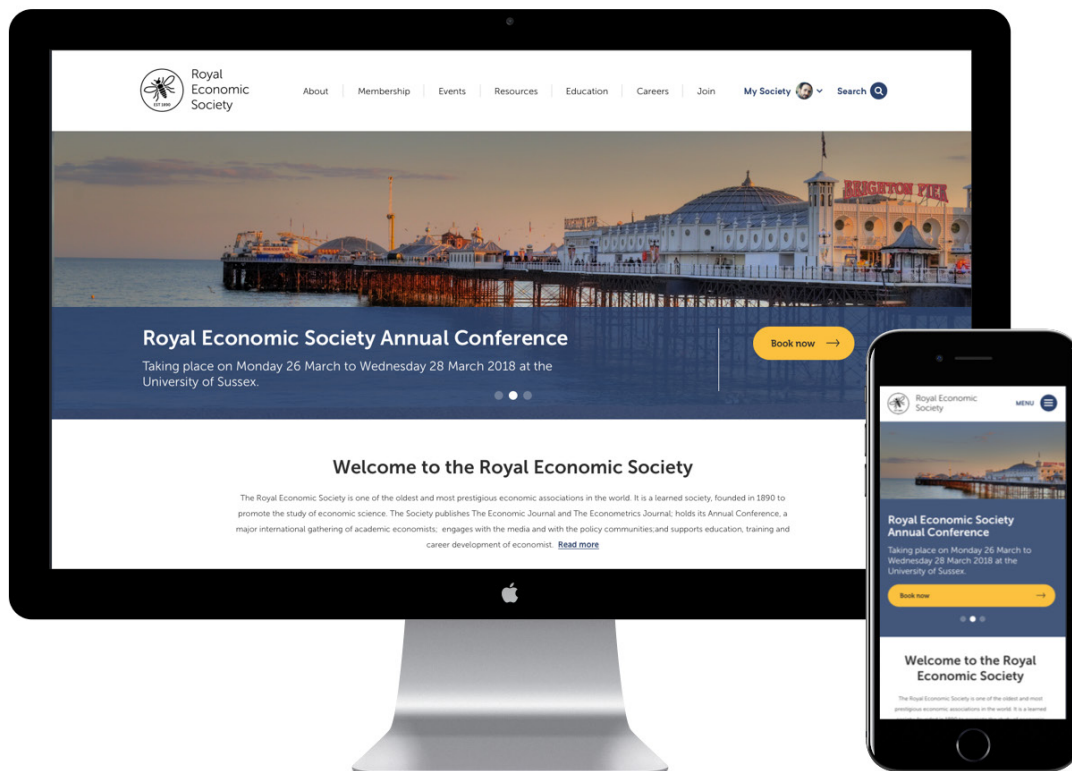


Subject matter imagery can be sometimes difficult. One solution could be to introduce on-brand iconography, to help add colour and interest to the page. Also looking to introduce imagery where possible by using location imagery for events and personable imagery of experts or members.

Design & UX

Application

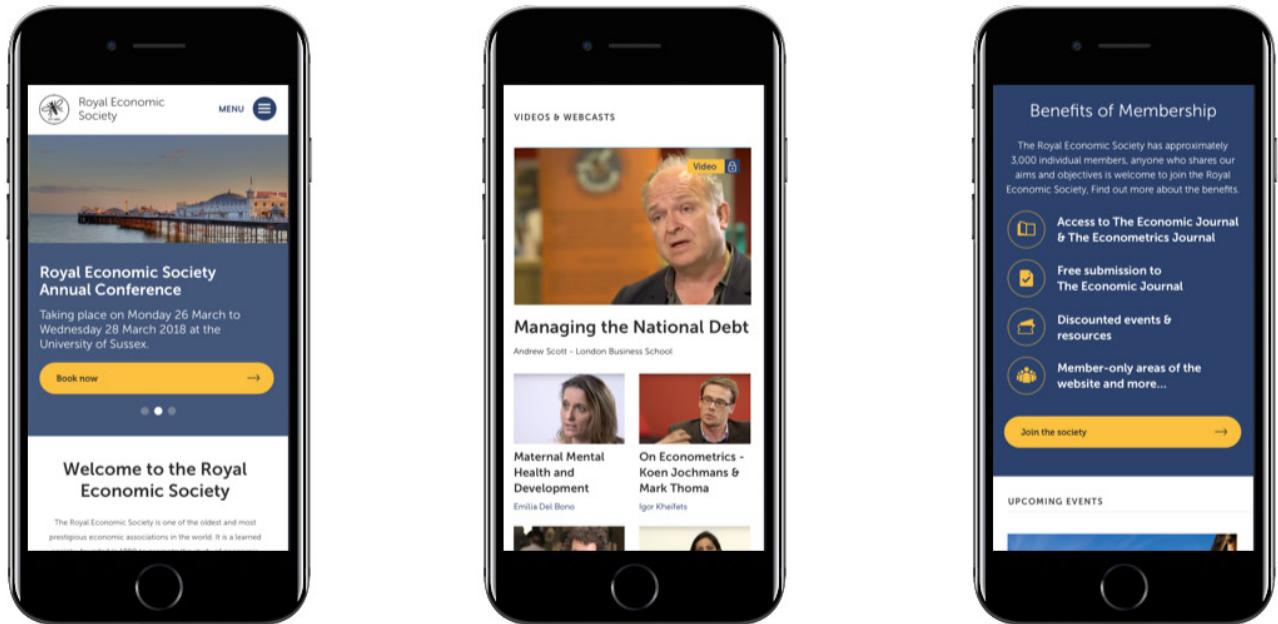
Applying the brand to an example homepage gives a preview of how the new society brand and website could look.



Design & UX

Application

Take a look how by breaking the icon apart from the text can allow the logo to refactor for responsive web on smaller screen devices while still remaining legible.



Who we are

About Pixl8

In 2001, Alex Skinner and Neil Rosewarn founded Pixl8 as a technical creative agency. We're now a 30+ strong team of individuals who are experts in delivering digital projects and passionate about the methods we use to get there.

We work in a number of sectors but importantly have delivered over 70+ membership association website projects.

Our specialism lies in UX design, strategy and Visual design with a strong technical offering. We design websites, intranets and content management systems typically with deep integration, delivered all in house.

Our team is founded on a high-level of technical expertise and a full understanding of CRM, which allows us to ask the questions that a high-quality digital project needs.

The way we're built is slightly different; we're owner-managed which means that the Directors you meet in the pitch will be the same Directors who are with you at every step of the way; delivering your project and ensuring that every aspect, from the technical to the creative, is covered.



Who we are

Our clients

Whether we are building large integrated membership portals with features such as integrated self service or applications based on complex workflow rules we adopt a simple iterative methodology. We find that delivering the first project for our clients is just the beginning, in most cases we go on to develop extensions or further applications.



THE COLLEGE OF
OPTOMETRISTS



Our process

Discovery

You can't solve problems until you know what they are

1

Initial Kickoff

We meet with the client team to establish the stakeholders who will be involved and how much of the following discovery process we will implement in this project. Clearly the more engagement the better but you may have conducted some of this research already. We will discuss with you the process and help shape this part of the project.

2

Project planning documents

We will send our project questionnaires to get your team thinking about their requirements and to help us get the most out of our and your teams time in the workshops.

3

Discovery workshops

We will schedule a number of workshops with different teams in order to build a clear picture of requirements and to provide us with enough information to start working on ideas. We would look to run a series of workshops, some website only and others with the CRM provider to get a full picture of CRM and website requirements.

Typically workshops would include (but not limited to):

- Kick off as detailed above
- Audiences workshop
- Knowledge management
- Membership
- Events and training
- Integration summary and touch points with CRM
- Design and branding

Our process

UX

Subject to scoping and shown in the optional extras within the estimate below are a list of workshops we can undertake

1 User Research Workshops

With use of analytics, workshops and surveys we look to report on the current websites performance. Our research findings are then wrapped up in a report to summarise the learnings we will be taking forward into the subsequent phases.

2 Information Architecture

In parallel to the content audit that is to be undertaken internally, we will conduct a card sorting exercise to map out assumptions based on grouping topics, navigation items and key content areas. These groupings will then be verified by asking users to participate in the same exercise.

3 Prototyping

We can create realistic user experiences based on wireframe designs that are linked together and function as they would when coded. This gives the user a good feel for how the site is structured and how key processes will work when they get their hands on them in user testing.

4 User Testing

When we have working prototypes, we can use these to test interaction with real users. By doing this, we have a real idea about whether all the results of our research, workshops and prototyping are in tune with users. Anything that confuses the user can be assessed and the prototypes can be amended.

5 Stakeholder Interview Workshops

Having completed all of the above UX research deliverables, it's important to review with key stakeholders. It's imperative to listen to users but there will inevitably be some processes that need to be primarily understood from the point of view of the business.

WEDNESDAY 14 Jan 2015
User Based Research

Faceted Filter
→ Information types (8)
→ Year
→ Fil

Our process

Quality control

Pixl8's approach has evolved over many years and is based upon our experience combined with best practices in the software industry.

Pixl8's approach to quality control

Our approach is above all pragmatic. We apply quality control practices to achieve the business objectives. We measure the success and continually improve our practices and quality control procedures. This is indicated by our practices of running a review at the end of each project and feeding the conclusion into our projects practices for future.

Project management

Pixl8 appoints a dedicated project manager to manage the day-to-day running of client projects. This provides a central point of contact to communicate with and engage in best practice.

Employing the 'Starting Up' and 'Initiating a Project' Stages of the Prince2 methodology gives both you and us the extensive insight into the requirements to be delivered.

Accounting for all the elements required, before starting work, helps us all to avoid the assumptions and miscommunications which are the main barriers to a successful delivery. This is also the perfect time to assess risks, to discuss responsibilities and contingency, and agree project controls.

Once sign-off has been achieved on the scope or functional specification document (FSD), work packages,

group tasks and stages will be controlled to remain within the control stage boundaries or the scope. The communication plan within the scope or FSD will inform of our communication process with you during this phase.

Once Pixl8 has completed our testing we will invite you to perform your own user acceptability testing before any release. This may produce small packets of work that will need to be addressed before final sign-off. We will allow for this as a stage in your project which you will be able to refer to in your (FSD).

Occasionally, during the Life cycle of a project, priorities and functionality may change. Should you wish to amend anything we will give you a 'client' area to add issues. We will then discuss and address these with you.

Our process

Project Management

We will deliver a comprehensive “Road Map” for your project, milestones and deliverables around the agreed “Information Architecture”.

Following the discovery workshops, ideas and concepts are translated into informative wireframes to visualise the thought process.

Together we will review all documents and on completion the specification document will be finalised and used for the design, development and implementation of the website.



Our process

CRM

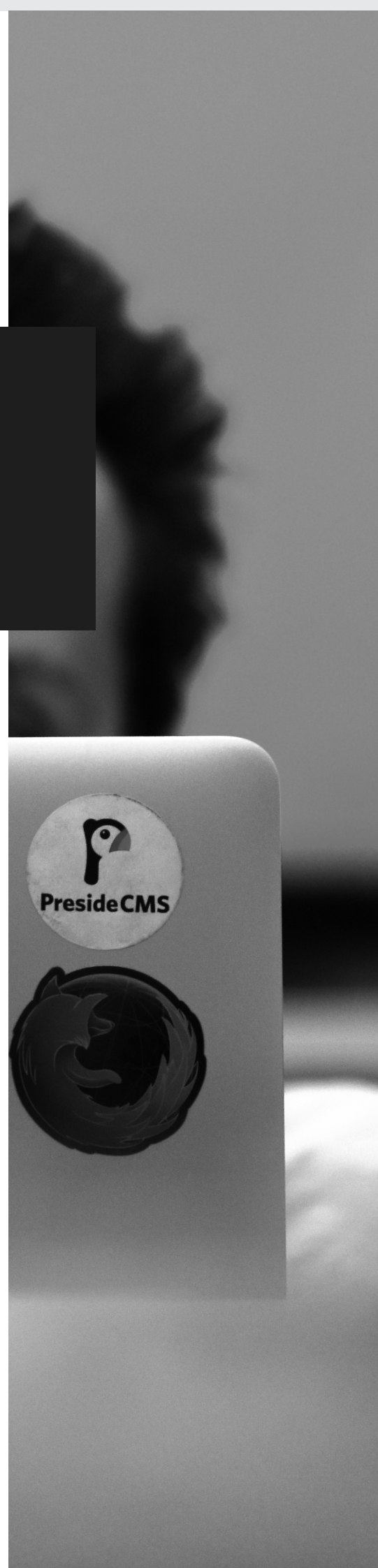
Pixl8 believe a fully integrated website and CRM solution can provide a major impact on the ability to build member loyalty and enhance customer relationships, retention and engagement. These include a highly useable interface that enables members to renew online, personalise their online experience.

We have created a standard suite of middleware software (Gateway Server solution) for 3rd party systems which provides an integration layer and deals with the data syncing and transfer of data to and from the CRM. This approach also provides additional security.

A common approach for this type of project is for all member activity to be controlled by the member database including membership payments, events, etc. The website database would typically manage a subset of the CRM data which would be synchronised on a schedule with the master information in CRM via the Pixl8 Gateway Server.

Tight integration with CRM enables advanced functionality for the Members' Area to be achieved:

- Ability for members to update their details, member database is updated automatically (Administrator is notified).
- Access to different levels of content and documents can be achieved through the membership level of the user.
- Support for Special Interest Groups (SIG's) to enable content to be personalised to members' interest areas.
- Automation of activities through introduction of tailored workflows, for example to automate membership subscriptions, renewals, roll-out tailored communication plans and trigger contextual notifications i.e. all members not contacted within last x time period, send tailored email communication, assign phone call to user for follow up and so on according to your needs.



Our process

Training & support

Pixl8 build lasting relationships with our clients as a trusted digital agency and are fully committed to our client success. We have a good track record which includes clients who have been working with us for over 10 years and been through multiple upgrades and redesign projects which have seen their website constantly evolve.

Launching your new website is just the beginning! We have a team of exceptional individuals that are always here for you:

Project Manager

Always on hand to brainstorm new exciting projects, to discuss digital strategy ideas and to provide best practise advice.

Support Manager

Only a phone call or email away, your support manager is here to deliver user training for new staff or help out when you've forgotten how something works.

Our issue tracking system runs 24/7 and allows any issues that arise to be logged and dealt with rapidly.

Design team

Ready to help turn your imagery into works of art, as well as carry out design reviews, our design team are always on hand to ensure your website is always looking its best.

CMS

Content Management System

Our experience with organisations, charities and unions has enabled us to develop Preside CMS, a pre-configured content management solution, developed specifically for not for profit organisations.

By becoming a Pixl8 client and a user of our Preside CMS, you'll be a part of a growing community of likeminded organisations who are able to discuss the challenges and share the solutions that maximise their online services.

Preside CMS was released to the open source market around three years ago and has taken off, now with lots of developers contributing to the code base on a regular basis.

Easy to add/edit content

The principle idea of a Content Management System (CMS) is to make the process of editing and maintaining of a website much easier and manageable for the user. The ease and flexibility of our CMS allows all users to update and publish content on a given time schedule, without the intervention of technical staff. This removes the bottle-neck which can be created by having them go through a web developer or IT staff member



Preside



CMS

Personalising content using rules

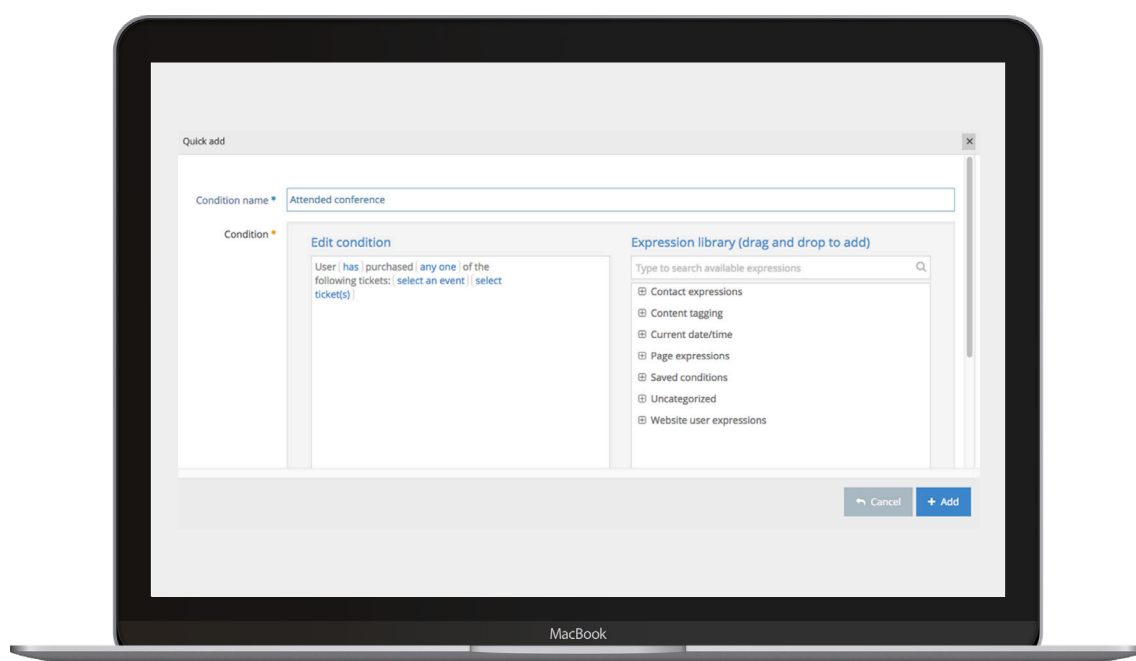
PresideCMS comes with a powerful rules engine that can be used to great effect to customise the content shown to a member or user based on rules and actions.

For example you can create a rule that if a member has attended a specific conference that a content area can show them a different banner or call to action to a member who has not attended.

When the website is integrated with CRM all of the data relationships are replicated and rules are automatically created based and available to use in order to personalise content. As part of the scoping phase we will work out how this project can take advantage of this powerful feature.

Rule conditions can be used to personalise content as well as create dynamic email lists. Content can be inserted to any page or banners displayed based on conditions being met to really offer a personalised view.

We feel this functionality will help the website and CRM meet key success factors listed in the tender document supplied and offer flexible management of the system into the future that the College can manage.



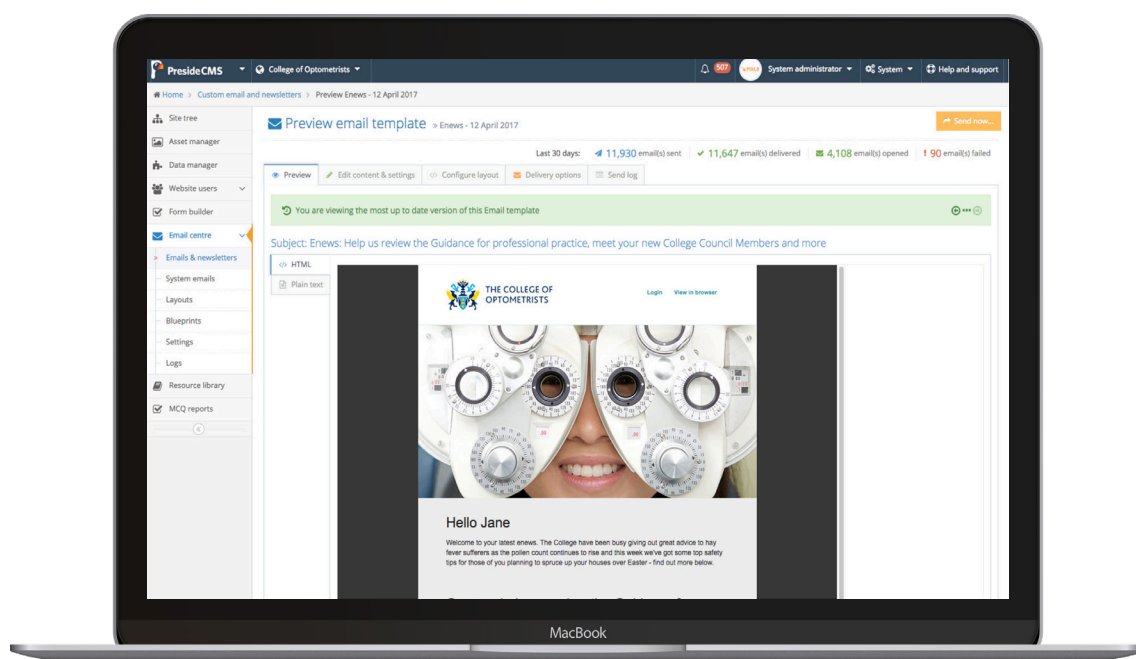
CMS

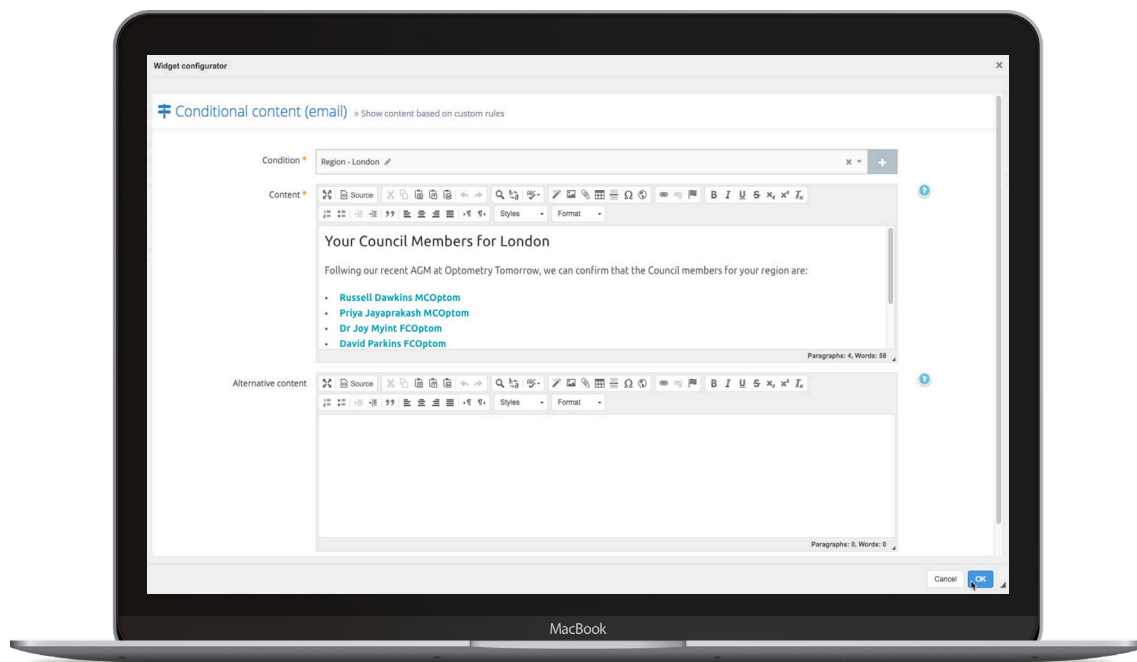
Email Centre

The email centre allows any email campaign to be created and utilise website content already in use on the website.

Rule conditions can be used to determine who receives a particular email and further still if content within the email is conditional then each user can receive a personalised email.

For example an email can be sent to *All members who Have opted into newsletter*. Then the content can be conditional based on the users region, for example *London Region*.





All emails sent are tracked, both for delivery, opened and clicks and reported back to the CMS, which in turn can update CRM.

Rules can then be created based on activity such as clicks or opened rates e.g. *Email all users who did not open this email.*

Membership onboarding processes can be created, for example:

- Member joins - gets welcome email
- Follow up extra welcome a few days later
- If user has logged in send an engaged email
- If user has not logged in send an email highlighting what they are missing out on

CMS

Assets Management

In addition to the full text search, Preside has a number of tools to help with document management and improve the user experience when searching for documents.

Using workflow and administration rights in the CMS effectively can help spread the burden on content editing across as many members of staff (and trained members) as you like. It helps get content to members quicker, with less time wasted on email communications and versioned documents.

Simple to use

Simplifying common user and member process are a motivation of each project. A website which focuses on keeping its users happy will overcome common user frustrations, be used more frequently and become more successful as a result. In addition to extensive in-house user testing, we offer a range of additional usability testing techniques to help highlight any potential problems on new functionality.

Once the website is delivered the CMS allows the web manager to easily and efficiently create, move and delete both pages and sections. As each page is created with a unique identifier all associated links related to pages that are relocated are automatically updated.

Case study

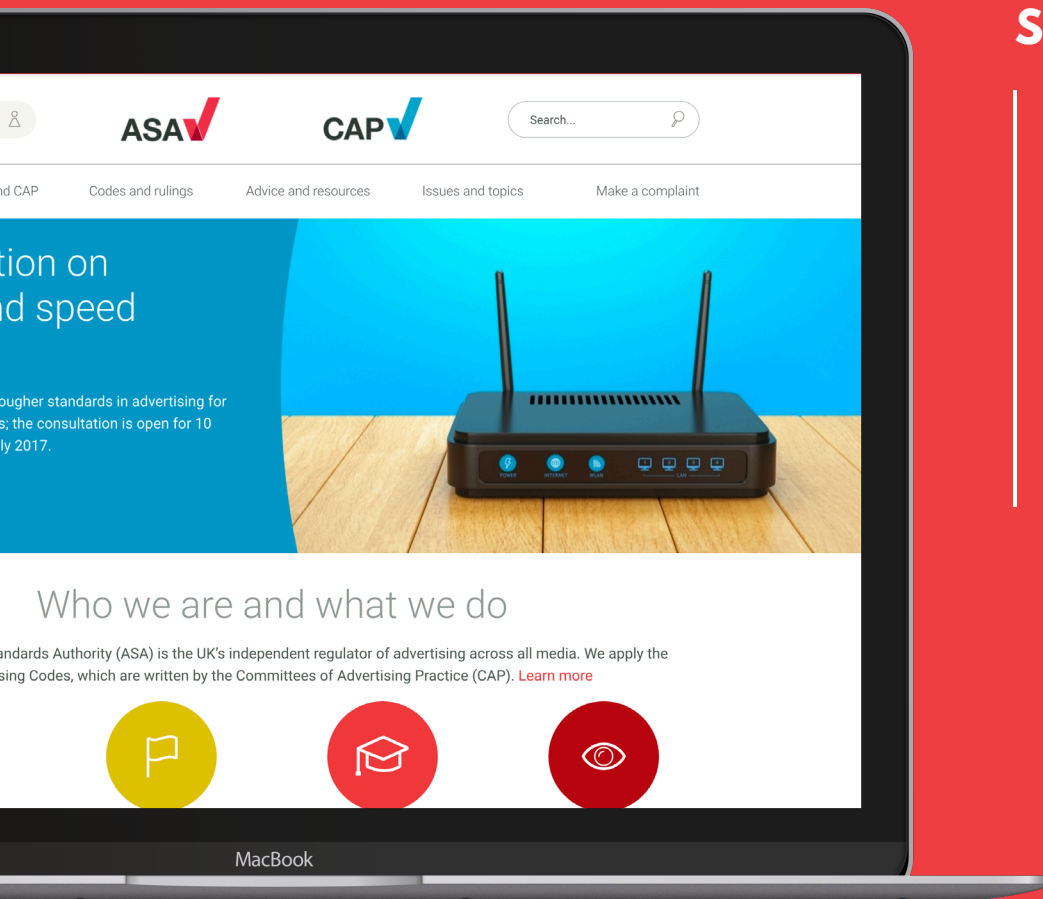
The Advertising Standards Authority

The new site for the Advertising Standards Authority has been designed to be easier to use, helping users navigate more easily and quickly to find the content.

The most significant change sees, for the first time, ASA and CAP resources brought under one roof. So, no more hopping between two websites for the information users need. As part of that, we've looked to improve and simplify accessibility, including looking at how to better order and categorise useful resources. Key to achieving this was through testing the site, before launch, with both industry participants and consumers in order to ensure we deliver the best possible user experience.

Some exciting features

- Integrated complaints form
- Powerful search and knowledge library
- Interest management for a personalised experience
- Fully integrated with Microsoft Dynamics CRM, Sharepoint, ASA complaints system



Case study

The Royal Microscopical Society

A visually engaging website design for the Royal Microscopical Society

The end result is a visually engaging website full of interesting images and informative video that supports the Royal Society going forwards. Users can search and book events, search a library of the society's magazine 'infocus', browse content by science section and find documents via a searchable knowledge library. Through the website, the society also provides an important educational programme for schools that consists of a microscopes and learning framework. The location and reach of the activity kits is plotted onto an interactive map as well as a visual chart to show how kits are being utilised across the country.

Some exciting features

- User involvement and testing at all stages of the project
- Online membership application process
- Committee meeting diary
- Training application process
- Interest management for a personalised experience
- Fully integrated with Iris Integra CRM

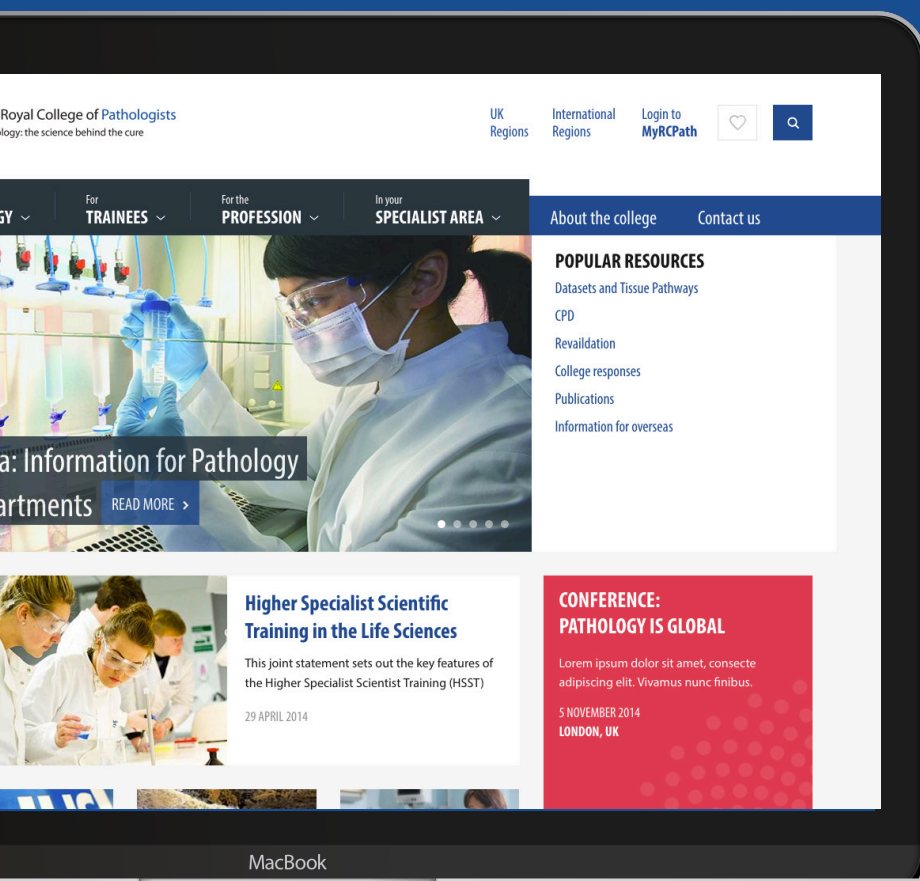


Case study

Royal College of Pathologists

A responsive, modern website running on PresideCMS that dramatically improves the user experience

A large part of the project was the development of seamless integration with Integra CRM, both the Pixl8 and RCPATH teams worked hard to ensure both systems work together to deliver the best possible user experience which now works without any reliance on the Integra OLS system.



Some exciting features

- User involvement and testing at all stages of the project
- Online membership application process
- Committee meeting diary
- Training application process
- Interest management for a personalised experience
- Fully integrated with Iris Integra CRM