Service Offering

- user experience
- interaction design
- web design
- web development

meda
TECHNOLOGIES

Our Process Strategy

We believe User Experience (UX) is at the heart of any project providing the necessary focus to produce truly engaging user driven solutions like no one else.

Our strategy is to help you identify your unique advantage giving your customers what they really want. You are not who we are working for; your customers are.

· user experience
· interaction design
· web design
· web development

meda
TECHNOLOGIES

Project Development Stages

Our projects consist of two distinct deliverables; strategy development and solution development. The strategy development phase focuses on research, user experience and wireframes to provide a clear vision of the right solution. The solution development brings this vision into reality.

Strategy Development

Formulate the right service offering and user experience for your business with our strategy development process: It includes:

- Current solution review
- Competitive analysis
- Persona development
- Service offering
- Context mapping
- Touchpoint analysis
- Key experience indicators
- Goal oriented design
- Information architecture
- Wireframe prototypes and storyboards

Solution Development

Lean on fifteen years of experience to bring your service offering into fruition with our solution development process. It includes:

- SEO and analytics strategy
- Security strategy
- Testing strategy
- Front end graphic design
- Front end interaction design
- Client software development
- Back end software development
- Content preparation
- Quality assurance
- Deployment
- Analytics and UX review
- Project completion

- user experience
- interaction design
- web design
- web development

meda
TECHNOLOGIES

web: www.meda.co.uk · email: martin@meda.co.uk

Strategy Development

Give yourself a competitive advantage by curating a rich user experience. Satisfy your customer's goals by removing complexity and seek new opportunities by asking the right questions.

Current Solution Review

Build a picture of the problems and positive experiences by utilising analytics and feedback of your current solution.

Competitive Analysis

Identify your competitors strengths and weaknesses by analysing their solutions.

Persona Development

Put your customers in mind through the use of personas, where they are collectively given a voice in your design.

Service Offering

Remove ambiguity in your service offering by focusing on exactly what your customers are looking for.

Context Mapping

Ensure maximal access to your service offering by delivering the right content designed for the right consumer devices.

Touchpoint Analysis

Reach your customers by mapping the five key touchpoints to a persona's day-in-the-life.

Key Experience Indicators

Meet your customers desired experiences by analysing their design drivers with a measure to validate them with key experience indicators.

Goal Oriented Design

Deliver your customer's goals as a first priority, and only deliver the features that support those goals.

Information Architecture

Remove clutter and ambiguity, increase findability, simplify cognitive thinking and be efficient with the correct Information Architecture.

Wireframes and Storyboards

Visualise and meet your customer's goals and design drivers through the use of wireframes and storyboards.

- user experience
- interaction design
- web design
- web development

meda
TECHNOLOGIES

Solution Development

Our solution development processes lean on 15 years of software development experience covering many technical areas in visual design, database development, front end web development, back end server development, complimented with Search Engine Optimisation (SEO), software testing and security practices.

SEO and Analytics Strategy

Maximise your ability to be SEO friendly and plan for the optimal analytics information gathering.

Security Strategy

Identify key areas that require security considerations including SSL encryption, password hashing and cross site scripting vulnerabilities.

Testing Strategy

Plan for what and how to test the solution and enable an incremental quality approach during development.

Front End Graphic Design

Visual preparation of the solution look and feel including all the necessary graphical elements.

Front End Interaction Design

Extend the visual look and feel and design the interactive behavioural elements.

Client Software Development

Development of a working client application adhering to the graphic design, interaction design, SEO and security requirements.

Back End Software Development

Implementation of the server side application client software and security requirements.

Content Preparation

Prepare any dynamic content elements making the solution ready for testing and deployment.

Quality Assurance

Perform an end-to-end functional and integration test incorporating the testing strategy requirements.

Deployment

Produce a deployment process document and assist with the necessary deployment to launch the solution.

Analytics and UX Review

Analyse the analytics results and compare to the original solution if possible. Optionally carry out a usability study to aid any future changes.

Project Completion

Final delivery of the project source code, graphical assets and documentation.

- user experience
- interaction design
- web design
- web development

meda
TECHNOLOGIES