Royal Cyber
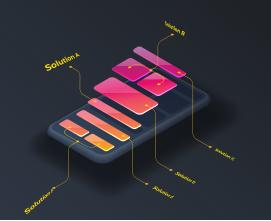# Digital Consulting (RCDC)

A Fresh Perspective Assessment – At a Glance

What is the 'Fresh Perspective' Assessment?

We believe that the health and effectiveness of your eCommerce site rests on three mutually supporting pillars:

- The Functionality it contains – Do you have class-leading functionality, and is it implemented from a 'best of breed' perspective? Are you fully utilizing the capabilities of your eCommerce platform?

- The User Experience – Is your site engaging and intuitive to use?

- The Technology it rests on – Is your site performance and security fit for purpose, and is the architecture well designed? Are you geared for growth?

Ticking all three boxes will position you to compete in an increasingly challenging marketplace. Over six weeks, we will perform a rigorous assessment of your website. We will present our findings and recommendations to you, together with a plan to address them.

Reasons for Taking Advantage of this Assessment

Does this resonate with you?

- You know your eCommerce site has severe problems, but you don't know where to start.

- The industry is moving at an increasingly fast pace and you are interested in adopting the latest advancements to stay competitive.

- You are focused on change and are ready to commit.

The Approach

- Understand the business model
- Assess the eCommerce site and provide recommendations
- Articulate and prioritize the requirements

- Understand the pain points, goals and aspirations
- Combination of stand-alone research and interactive sessions with the client
- Create a clear roadmap to achieving the goals.

This assessment effectively acts as a Discovery Phase, at the end of which you are ready to start building the solution and have a path to follow.

What are the Deliverables?

- Project Requirements
- UX Product Review
- Competitive Analysis
- Low Fidelity Wireframes (partial)
- Technical Requirements Clarification
- High Level Design

- Gap Analysis
- UX Design Strategy
- Heuristic Evaluation
- High Fidelity Wireframes (Partial)
- Existing System/Design Understanding
- Low Level Design

- Business Requirements Document
- UX Stakeholder and Customer Interviews
- UX Discovery Report
- Technical Stakeholder Interviews
- High Level Architectural Diagram
- High level Agile Sprint Delivery Plan

Client Testimonial

SUVON CORP.
BUILDING FUTURES

Working with Royal Cyber is indeed a pleasure. Their analysis is holistic and well detailed. They know what they are doing leading to high quality reporting, simulated strategies and potential solutions. Even more, they were always available when needed.

Mathew Essa, Founder of Suvon Corp.