Consultancy

Helping you to maximize the value of your digital assets

Personas to inform decisions

Mine your data

Improve your user experience

STAY ONE-STEP AHEAD

The expectations of your end-users in the digital space move at a phenomenal pace. Using advanced analytics, design and user experience (UX) expertise and best practice implementation, HighWire Consultancy can help you to meet and exceed those expectations, now and into the future.

PERSONAS TO INFORM DECISIONS

Our persona development service provides you with a set of core user archetypes to help you focus your marketing, development and content decisions on real world usage.

MINE YOUR DATA

Your data is a goldmine, but you may not have the time to explore it fully. Our experts will analyze your meta, citation, usage and behavior data to surface patterns and insights and make valuable recommendations for impactful change.

IMPROVE YOUR USER EXPERIENCE

Our team can work with you in many ways – from developing a complete user-centric design strategy, to setting out user journeys for a suite of products, or discrete services for a specific feature.

BENEFIT FROM BEST PRACTICE

We can help you to maximize your technology investment with best practice implementation. Whether you are looking to optimize your website search relevancy, boost your SEO, tackle a complex API integration, or need some in-depth training, our team can help.

Why Highwire Consultancy?

- Experts bringing experience from thousands of publications in hundreds of markets
- Tailored solutions designed for your specific challenges
- Deep understanding of your business model
- Evidence-based consultancy model
- User-centric approach in all that we do