dexivio

We design how organisations are recognised, reached, experienced and run.

Working with Dexivio

How we work, what we make and what happens at each stage.

Beautifully thought through.

Four capabilities. Start with one, or connect all four.

Start with what you need now. The four work better when they are planned together, because customers experience them as one business.

Recognised	Brand strategy, identity and storytelling	What a business stands for, and how people recognise it.
Reached	Digital experiences and development	Websites and other customer-facing digital work.
Experienced	Product, UX and service design	How customers move through the service, and how easy it is to use.
Run	Intelligent systems and workflows	How tasks, information and decisions move between people and systems behind the scenes.

In this brochure: the four capabilities, 10 Dexivio studies, the five stages every project follows and answers to the questions owners ask first.

Recognised

Brand strategy, identity and storytelling

What a business stands for, and how people recognise it.

In strategy, we agree what you should be known for. Identity and story make sure people notice it, remember it and can explain it to someone else.



Stele, a Dexivio study. Identity for a private wealth firm.

SIX WAYS IN

01

Positioning

Who you are for, what you are up against, and why the right customer should choose you. Agreed in writing before anything is designed.

02

Naming

Names for companies, products and services, checked for meaning, sound and obvious clashes with existing businesses before a formal trademark search.

03

Visual identity

Wordmark, typography, colour and imagery designed as one system that holds together on a business card, a signboard, a website and an app icon.

04

Voice and messaging

A voice that sounds like one organisation whoever is writing, and a clear order of messages for the website, sales conversations and hiring.

05

Storytelling

What you believe and what you have done, told in words your customers, staff and investors can repeat.

06

Art direction and guidelines

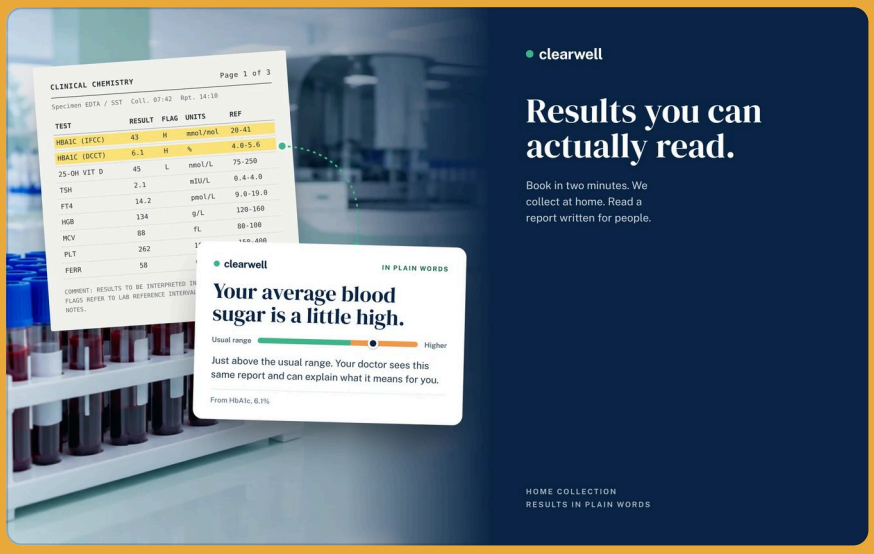
Photography and film directed to one point of view, and guidelines your team and suppliers can follow without us in the room.

Reached

Digital experiences and development

Websites and other customer-facing digital work.

Websites are the core of the studio. Each one is designed for the business it serves and built to bring in the right enquiries. We add apps, portals and campaigns only where they help.



Clearwell, a Dexivio study. Home tests and results people can read.

SIX WAYS IN

01

Website strategy

What the site must do for the business, who it serves first and which actions matter most, decided before any page is drawn.

02

Content architecture

Pages, navigation and content organised around the questions visitors arrive with, in their own words.

03

Website design

Layouts designed for phones first, with the brand carried through every page, form and state, down to the error messages.

04

Development

Code that is fast, secure and accessible, tested against Core Web Vitals and WCAG 2.2 AA, with a content system your team can use from the first day.

05

Search and enquiries

Visibility in search engines, answer engines and local listings, and clear routes to an enquiry, planned into the build from the start.

06

Launch and care

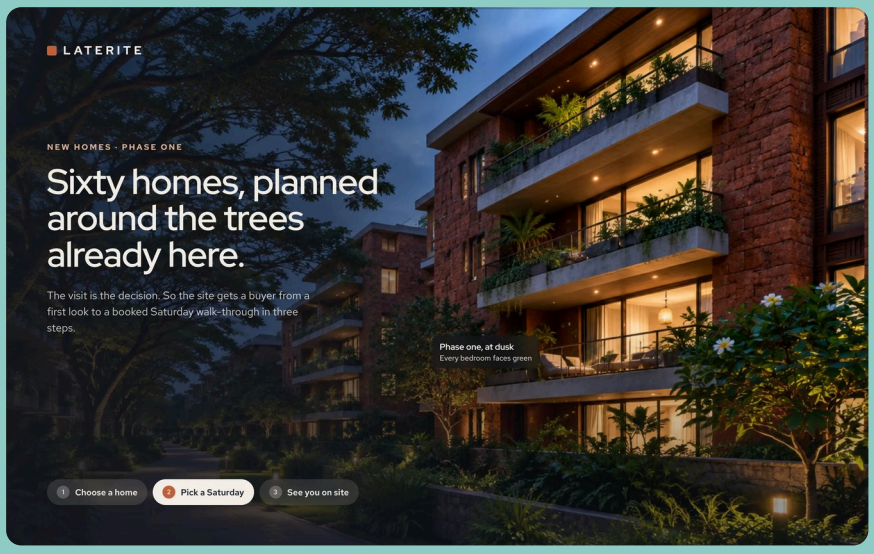
Domain, hosting, analytics and handover set up and checked, with support after launch agreed in the scope.

Experienced

Product, UX and service design

How customers move through the service, and how easy it is to use.

Customers judge a business by how easy it is to deal with. We find the points where people hesitate or give up, and redesign them, on screen and behind the counter.



Laterite, a Dexivio study. The visit journey for new homes.

SIX WAYS IN

01

UX research and evaluation

We watch real people use what you have, then show you where they hesitate, give up or pick up the phone instead.

02

Customer journeys

Every step a customer takes, from first search to repeat purchase, mapped with what they need and expect at each one.

03

Service blueprints

The customer journey drawn alongside what staff, systems and suppliers do behind it, so you can see where a promise breaks.

04

Product and interface design

Screens for apps, portals and internal tools, designed around the task the person came to finish.

05

Design systems

Components, patterns and rules in one shared library, so every new screen is consistent and quicker to build.

06

Dashboards

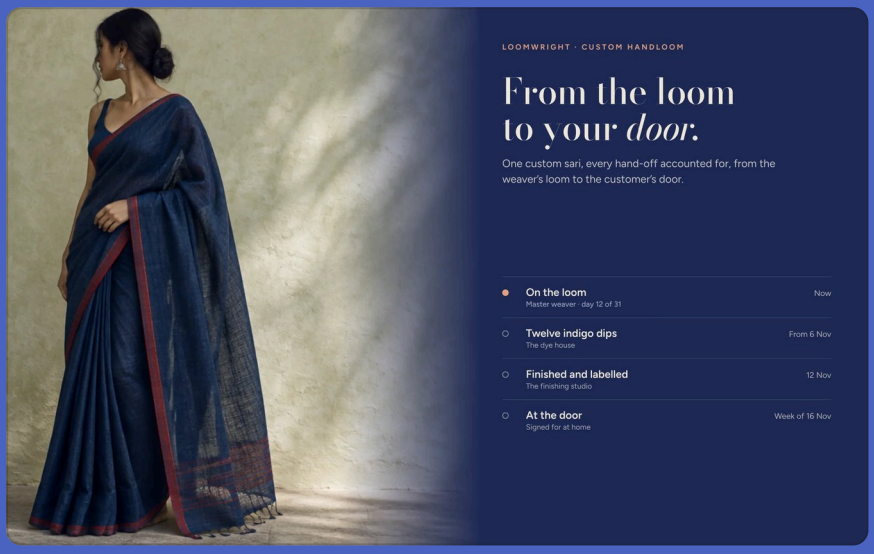
Information arranged so the next decision is obvious to the people who check it every morning.

Run

Intelligent systems and workflows

How tasks, information and decisions move between people and systems behind the scenes.

We map how work moves, design clearer hand-offs and test where automation or AI could help. People stay responsible for the decisions that affect customers.



Loomwright, a Dexivio study. The order desk for a handloom label.

SIX WAYS IN

01

Workflow mapping

Who does what, with which information, and where work waits. Mapped as it happens, which is rarely what the process document says.

02

Automation

Repetitive steps handed to software: routing enquiries, sending confirmations, creating records and chasing approvals.

03

AI with human judgement

AI that reads, sorts, drafts and summarises, with a named person approving anything that reaches a customer.

04

Integrations

Website, CRM, calendar, payments, accounting and messaging connected, so information is entered once and trusted everywhere.

05

Internal tools

Admin screens, trackers and approval flows built for how your team works, replacing the spreadsheet everyone is afraid to touch.

06

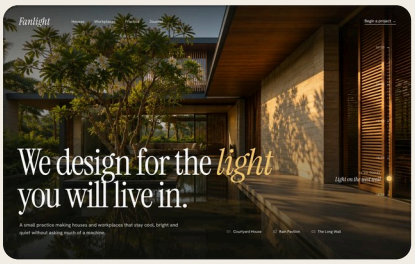
Data and reporting

The figures you need, captured as the work happens, so reports are ready when you want them.

DEXIVIO STUDIES

A story within a story.

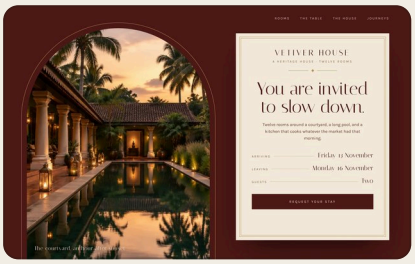
Your business has a story. So does every visitor, who arrives with a question or a need of their own. We design websites that answer both, so people see what makes you different and can take the next step without hunting for it.



Fanlight

Architecture practice

A daylight scale follows the sun across the house, because the practice designs around light.



Vetiver House

Heritage hotel

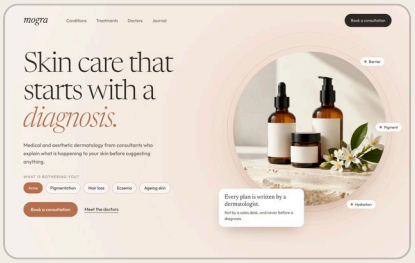
Booking reads like an invitation you reply to.



Ninefold

Tasting-menu restaurant

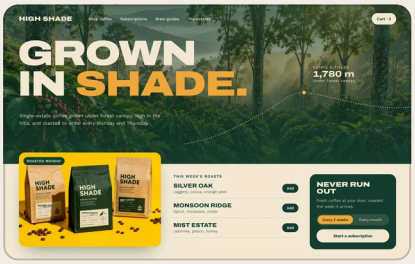
The evening is drawn as a clock of nine courses, so guests feel the pace before they book.



Mogra

Dermatology clinic

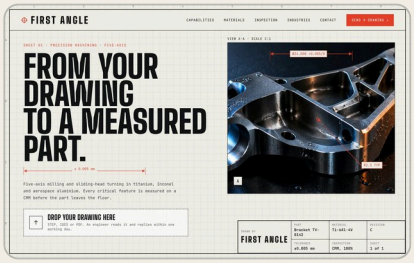
Products appear inside a round lens, and the first question asks what is bothering you.



High Shade

Coffee roaster

The estate's hills run across the page, so each coffee is shown where it was grown.



First Angle

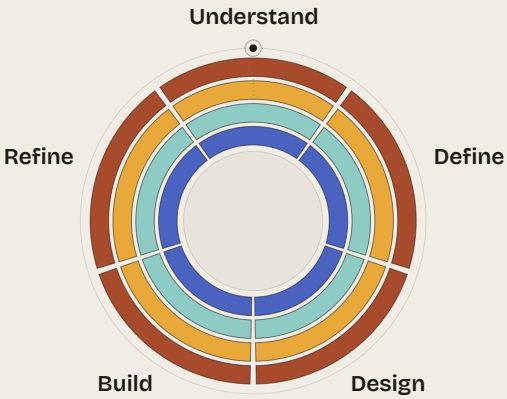
Precision engineering

The page reads like an engineering drawing, and the first thing it asks for is yours.

Discover limitless potential for your business.

The Dexivio Framework

Five stages, in the same order on every project. The four rings are the four capabilities, and a project only uses the rings its work needs. Each stage ends with a decision you make.



01 / 05

Understand

We learn how your business works before we suggest anything.

YOUR PART	Time with the people who know the business, and access to what already exists.
WHAT COMES OUT	A written summary of what we found, and the problem we agree to solve.
BEFORE THE NEXT STAGE	You agree the problem is the right one to solve.
AT VETIVER HOUSE	How can a hotel receive dates, guests and preferences together, so the owner can reply without asking for the basics again?

02 / 05

Define

We agree what needs to change, and how we will know it has.

YOUR PART	Challenge the direction and agree the priorities.
WHAT COMES OUT	The direction, the scope and a quote showing the full cost, including outside services.
BEFORE THE NEXT STAGE	You approve the scope and the quote.
AT VETIVER HOUSE	One enquiry that carries everything needed for a first reply.

03 / 05

Design

We make it real, in rounds you can react to.

YOUR PART	Review each round and tell us early what is wrong.
WHAT COMES OUT	Designs you can click through, with the reasoning behind each decision.
BEFORE THE NEXT STAGE	You approve the designs that will be built.
AT VETIVER HOUSE	The request flow, designed around the priority.

04 / 05

Build

We build the designs you approved.

YOUR PART	Provide content and access, and test with us before launch.
WHAT COMES OUT	A working, tested result, ready to go live.
BEFORE THE NEXT STAGE	You approve the launch.
AT VETIVER HOUSE	The request flow, working on phones.

05 / 05

Refine

We launch, watch how people use it, and improve it.

YOUR PART	Tell us what you hear from customers and staff.
WHAT COMES OUT	A live result, a clean handover and a short list of what to improve next.
BEFORE THE NEXT STAGE	You decide what the next round should tackle.
AT VETIVER HOUSE	The questions guests still ask before booking.

You see the work, the decisions and the trade-offs before we commit to the next step. We carry what we learn after launch into the next round.

Questions owners ask first.

About where to start, cost, timing, ownership, and how we work with the people and tools you already have.

01

We are not sure what we need. Where do we start?

Tell us what is happening in the business: what customers say, where enquiries stall, what takes your team too long. The first conversation is about that problem. Then we suggest where to start, and we will tell you if one capability is enough.

02

Do we need all four?

No. Start with the one that solves today's problem. We plan it so that adding the others later does not mean redoing it.

03

What will it cost?

Every project is quoted after a first conversation about what you need. The quote states the full amount, what is included and any outside costs, such as hosting, domains or paid tools, before any work begins.

04

How long does it take?

It depends on the scope. You receive a timeline with the quote, including the points where you review and approve, so you know the dates before you agree to anything.

05

Who owns what you make?

It is written into the agreement before work begins. Typically, the domain, accounts, code, content and brand files made for your business are held in its name once the work is paid for. Fonts, photographs and software licensed from others keep their own terms, and we list each one.

06

Can you work with our existing team, agency or software?

Yes. We can work alongside your team or another agency, and we start from the tools you already use where they do the job. If something needs replacing, we explain why and what it would cost before anything changes.

07

Who writes the words and directs the photography?

We can write the copy and direct photography and film, or work with material you already have. What is included is agreed in the scope, along with any outside costs, such as a photographer's fee.

08

Can AI help without losing the personal touch?

Yes, when it is given the right jobs, such as sorting, summarising and drafting. We set it up so that a named person approves anything that reaches a customer, and so that its drafts follow your tone of voice.

09

What do you need from us?

Time with the people who know the business, access to what already exists, and quick, honest feedback at each review. Every stage of the framework sets out your part in advance.

10

What happens after launch?

Support after launch is agreed in the scope, so you know who to contact and what is covered. Refine is the last stage of the framework: we look at how the work is being used and agree what to improve next.

Templates do not exist here.

For you, it's always **custom work.**

We agree the scope, what you will receive and the full cost, including any outside services, before work begins.

How to start

Write to hello@dexivio.com, or use the form at dexivio.com/contact. A few lines are enough:

- who you are, and your organisation
- what you are looking at: brand, a website, experience, systems, or not sure yet
- when you hope to begin
- anything else we should know

We reply to arrange a first conversation about what you need.

Beautifully thought through.

Brand and digital experience studio.

hello@dexivio.com · dexivio.com

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