Quality Management System

Big Motive prides itself on delivering the highest quality service to all of its clients. We recognise the importance of maintaining strict quality assurance standards to try to ensure that the services which we provide to our clients meet and even exceed their expectations.

We are committed to continuous improvement and have established a quality management system that provides a framework for measuring and improving our performance. This helps us to deliver high quality work at every stage of a project.

Our Design Directors have the ultimate responsibility for quality standards within the company. They are responsible for ensuring this policy is communicated to all employees and other people who provide services on behalf of our organisation. Its effectiveness is to be monitored and reviewed annually. All employees are encouraged to be responsible for the quality of the services within their direct control.

Our quality management system applies to all aspects, and at all levels of our organisation. If clients ask us to work with their suppliers, we will assess their capability to work with us in a way that honours our system. We will strive to balance the needs of our clients and suppliers to achieve mutually beneficial results.

The Big Motive management team will continue to measure, examine and review the effectiveness of our quality management system by, amongst other things, actively seeking feedback from our clients. The key performance indicators which we use to monitor the quality of our service provision are:

1. **effectiveness;**
2. **efficiency;**
3. **value; and**
4. **responsiveness.**

We use a combination of Waterfall and Agile/Lean UX project management methodologies to manage and maintain a consistent high quality output. These have been very effective in the past in ensuring projects are completed on time, within budget, and to the agreed specification. Our processes embody the core principles of planning, communication, control and working towards agreed aims ensuring efficient workflow and high standards of creativity.

All projects are planned in timed phases agreed in advance with the client, and within each phase tasks are organised around design and review cycles. To deliver this we employ a range of techniques:

Weekly Production Meeting
These ensure that each member of staff is working towards clearly defined and measured goals to increase efficiency.

Daily Standup
These are held in order to keep our team focused on meeting weekly goals. Setting goals and driving towards these using Key Performance Indicators are fundamental in our approach to project management.

Weekly Project Checkpoint
A call or meeting scheduled for a regular time every week to report progress to the client team and capture new

All work is proofed by the appropriate project lead and quality checked by the Quality Assurance Officer to ensure all outputs are of a high standard and content is accurate.

Our project management system, Asana (www.asana.com) is sufficiently flexible so that it can be applied to meet the specific requirements of each of our clients and so teams can efficiently log amends/feedback accordingly to ensure seamless communication between all parties.

Using the systems and processes set out above, we will strive to complete each client project on time, on budget and in accordance with the client's instructions by following the steps outlined below:

Step 1: Understanding the request
We will respond to each client's project brief with a written proposal document or a written quotation. Depending on the size of the project this will include:

(a) a statement of the client's needs and expectations;
(b) project targets based on the client's expectations, including estimated costs and a suggested timetable for completion. Where a particular stage or aspect of a project cannot be exactly estimated, we will aim to provide minimum and maximum parameters; and
(c) details of any potential risks that might be involved in the successful completion of a project. We will strive to recommend solutions to any problems.

Step 2: Rigorous approach
We will maintain comprehensive records of any client project brief, our written proposal document or written quotation and all other documents relevant to a project. The design team assigned to each project will be clear from the outset, and throughout, on the client's requirements and project deliverables. We will be accountable to our clients for each step taken in connection with a project. We will try to ensure we are achieving the best value for our clients. We will strive to make sure that our records are up-to-date, accurate and comply with relevant data protection legislation in terms of their use and sharing.

Step 3: Development of a project
Each project will be monitored and our design work assessed by reference to our stringent internal quality controls before it is provided to the client, to ensure it is carried out in accordance with the client's project brief and, for larger projects, our written proposal. Sufficient resources will be allocated to each project so each client receives a high quality service. The Big Motive management team will be involved in ensuring that all employees receive regular and appropriate training.

Each client is to be allocated a principal point of contact (project lead) for an engagement. In addition, if any complaints arise in connection with the services which we provide, these may be referred to our Managing Partner.

Every engagement we begin at Big Motive will start with a definition workshop that will allow us to scope a more accurate project roadmap with associated costs and timings. This will enable a more transparent project with no surprises at later stages such as the need for more budget to be allocated within the scope. Regular communication with our clients will help us understand their business and their target users/audiences and allow a client to understand how we can best deliver a project. This approach will also help us to forge long lasting client relationships and maintain a very low level of client turnover.

Further, following completion of a project, we will speak with the client to assess how we performed and discuss how we may be able to improve our services in the future.

The team meets on a twice weekly basis to discuss the status of all of our projects and review the work which we are undertaking. At all times, at least two team members will be familiar with each project.

All current work will be accessible to other team members. Each team member will make sure that they are fully up-to-date as to the status of any project they are working on. This will facilitate a seamless transition if a new team member becomes involved in a project, for example, to cover another’s absence at any time.

An open, transparent policy available for our team, clients and others is a solid foundation from which we can commit to continuously improve our client service.