WEB DEVELOPMENT & E-LEARNING

Design and create intuitive and compliant Websites and E-Learning campaigns with ASG's Human First UI/UX experts

A Square Group LLC (ASG)

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Group

List of Our Services

HUMAN CENTERED DESIGN

Our approach to web design and E-learning puts user and learner needs, desires, and abilities at the center of the development process. We make design decisions based on how people can, need and want to perform tasks, rather than expecting users to adjust and accommodate their behaviors to the product. This method builds in empathy for the user, which gives us unique insights into how users interact with products in their environments, as well as meeting their explicit and implicit needs and expectations. Our team then backs up this approach with rigorous testing and engineering to develop products that not only meet user requirements, but business objectives as well.

USER INTERACTION/USER EXPERIENCE (UI/UX)

We incorporate design thinking principles into our user interaction/user experience (UI/UX) consulting to put the users first and build solutions that they quickly adopt and rely on. Harnessing the speed and agility of agile analytics and leading-edge data visualization software, our teams quickly build, test, and deploy web and e-learning analytics and reporting functions for a host of diverse business learners/users.

MULTI-PRONGED E-LEARNING INITIATIVES

ASG provides solutions that encompass the development, execution, and assessment of education and training initiatives for targeted learners. Using industry-standard best practices, ASG helps our clients with the following services:

- Identify and refine targeted user/learner objectives
- Develop rubrics to serve as guidelines for course completion/successful certification
- Perform gap analyses and provide recommendations to address gaps and/or adopt new approaches

- Update and/or develop training materials, including electronic mailings, fact sheets, presentations, tutorials, visuals, infographics, audio, and videos
- Develop and refine course maps
- Human centered storyboard design
- Define and refine instructional platforms
- Rapid prototyping and feedback from stakeholders
- Development of tracking and metric collection methodologies to demonstrate learning and behavioral changes from activities.

Our data-driven approach allows our clients and stakeholders to take advantage of our other capabilities to gain learner insight:

Natural language processing
Creating applications capable of understanding and processing human language to gain valuable information.

Sentiment Analysis
Classifying text to a "class" using various survey data. Depending on the dataset and the reason, our solutions provide Sentiment Classification in binary (positive or negative) or in multi-class (3 or more classes)

Trend Analysis
Our experienced analysts are able to utilize historical data to conduct the analysis work, assess the data, identifying and tracking signals and their prominence during the monitoring period.

TRAINING CONTENT DEVELOPMENT

ASG is a GSA-approved Professional and Management Development Training vendor through the GSA MAS SIN approval process. We have rich proven experience transforming education with custom learning experiences. This experience includes categorization and content management, knowledge management portal creation and maintenance, analytics back content creation, Section 508 compliance, CSR, and IVR scripting. We use best practice infused

execution for the content creation process, the Quality Matters rubric, the Kirkpatrick model for content evaluations, and tracking tool enforced process compliance.

E-LEARNING PLATFORMS AND LEARNING MANAGEMENT SYSTEMS (LMS)
ASG has rich expertise in transforming education and training with custom learning experiences. Our experience includes Moodle LMS development and customization with the integration of WordPress website to create enhanced user experience. Our interactive web-based courseware is Sharable Content Object Reference Model (SCORM) and Section 508 compliant, and API-integrated.

WEBSITE MANAGEMENT SUPPORT

ASG's website management support includes development and maintenance of websites, their systems, tools, components, and applications. Our team manages the support through an agile project management approach to collaborate with all application development organizations (ADO) that administer our clients' websites, tools, applications, and environments.

WEB DEVELOPMENT

Our team utilizes Human Centered Design concepts to evaluate current digital content and guide development of new content. We offer auditing all existing web content on existing client websites and web pages then engage with key stakeholders to conduct user research and usability testing to further enhance end products. When evaluating existing and future/new content, we ensure it reflects our clients' intended messaging and is designed to foster desired actions within the stakeholder community.

We will utilize our experience in various web design technologies and languages (e.g., HTML5, JSP, ASP, .NET), in a variety of content management systems, including Drupal, and with a variety of tools to update digital content across the platforms in compliance with all federal guidelines and standards, including Section 508.

WEBSITE AND CLOUD TOOLS MANAGEMENT

ASG's fully managed website and cloud services employ seamless plugin integration, modern data architecture, agile development, web analytics, and dashboards. Our cloud engineering consultants resolve pain points within current web and cloud infrastructure and help our clients to break free from rigid legacy architecture to achieve more efficient and accessible frameworks that can scale up and down on demand.

WEB CONTENT CREATION AND MANAGEMENT

Our team of web designers, interaction designers, copy writers, developers, programmers, and IT professionals design, manage, and deploy interactive content for a wide range of audiences diverse in racial, linguistic, cultural, regional, and age demographics.

SOFTWARE ASSET MANAGEMENT

ASG's IT asset management services team understand roles, responsibilities, and business level policies, compliance and security needs, and critical performance objectives. We develop an effective governance and maintenance process of Software licenses, leases, and contracts.

AGILE METHODOLOGY

ASG provides support to manage the incoming requests for digital media updates, track request details and prioritize and plan updates via a sprint-based approach to development.

To organize scheduled updates for maintaining websites and pages, our content development team will create an editorial calendar that informs the type, format, and frequency of updates and aligns to our clients' overarching plan, including programmatic events and activities. Content may include written copy, as well as new or updated graphics required to optimally communicate our clients' messages. We will ensure seamless integration, verifying that all content and graphics are accurate and relevant, visually, and contextually matching the tone and look of the other client materials.

We utilize industry standard tools to facilitate successful deployments, testing, environments and management reviews on product roadmap, product backlogs, sprint backlog, and release planning. We generate reports to provide clients visibility into progress and to identify areas of risk or key decision points.

PERFORMANCE MONITORING AND REPORTING

ASG provides services in monitoring website usage and ensuring digital materials for the end user are constantly available and updated. We help our clients to understand usage patterns to drive where changes make the most sense by producing customized reports and dashboards.

Our team is experienced in Google Analytics and Adobe Analytics and employs these technologies to provide rich detailed reporting on website usage patterns and system performance. These reports lead to data-backed decisions and are critical to view trends, assess performance, and find opportunities for improvement. Our goal is to provide our clients with keen insights into how well the overall digital media approach is working from a user perspective.

About A Square Group, LLC

At A Square Group (ASG), we enable clients to achieve their business goals through technology, process, and governance. Our experienced professionals work in partnership with our clients to ensure their investments deliver superior results – increasing business efficiency and improving business processes. We ensure our solutions integrate with all aspects of our clients' business: their business systems, work practices, corporate strategy, culture, and people. Our record of excellence in service stands as our hallmark as we continue to increase our client base. ASG's dedication to clients is demonstrated every day in the way we interact with each individual.

Areas of Expertise

Artificial Intelligence (AI), Machine Learning (ML), Cybersecurity, Identity and Access Management (IAM), Software Development, Mobile Development, Cloud Computing, DevSecOps, CI/CD, Cloud Migration, Healthcare Services & IT Solutions, Measures and Instrument Development & Support, Data Center Services, Data Analytics, Big Data, Training & Outreach, Web Development & E-Learning, Agile Transformation, and Digital Transformation

A Square Group is a Minority, Woman-Owned, Small Disadvantaged Business.

CMMI L3 (Dev & Svcs) | ISO 9001:2015 | ISO 20000-1:2018 | ISO 27001:2013 Certified

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