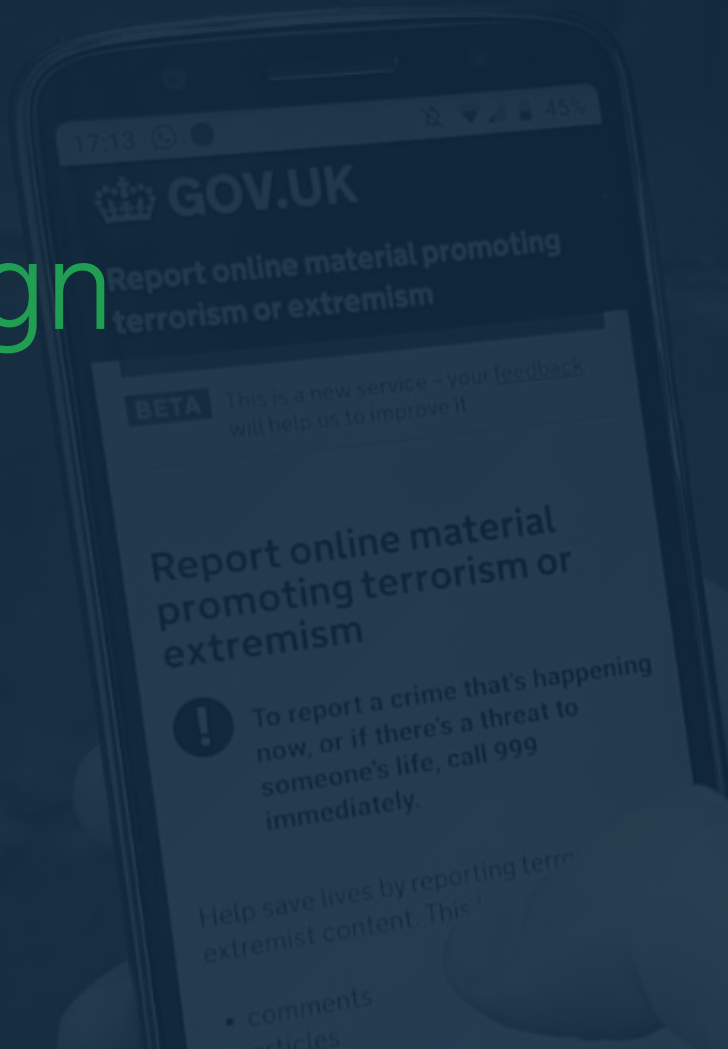


# Interaction design

Service definition  
G-Cloud 13



## Interaction design

# Service summary

Our interaction designers apply user-centred design processes to create simple and intuitive user interfaces and experiences (UI/UX) for digital products. We use an agile, user-centred, evidence-based approach working to GOV.UK standards and have experience working with digital teams at pace to deliver designs and prototypes for usability testing.



## Interaction design

# Service summary

### Features

- Design of simple and easy-to-use services that meet user needs
- Evidence-based approach using research and analytics
- Expert knowledge of GOV.UK and NHS.UK design systems
- Co-design with users and stakeholders to gain and share knowledge
- Device agnostic and cross-platform approach for mobile and desktop users
- Production of end-to-end user journey maps and service maps
- Idea generation workshops and sketching to comprehensively explore new concepts
- Production of wireframes and prototypes on paper and in html
- Creating and utilising reusable GOV.UK design patterns and components
- Compliance with accessibility requirements (e.g. WCAG)

### Benefits

- User needs are met in the simplest way possible
- Services are clear, accessible and easy to use
- Design decisions are based on evidence and research insights
- Designs encompass users' full end-to-end journeys
- Frequent testing and iteration improves quality and accommodates evolving needs
- Designing in the open gives stakeholders' visibility of progress
- Track-record of designing services that pass the government Service Standard
- Former GDS Service Standard interaction design assessors in the team
- Access to the wider Marvell Consulting UCD community
- Engagement with government and departmental design communities



# About us

We partner with government to build digital services that help people get things done.



About us

## Marvell Consulting

Marvell Consulting is a team of digital specialists with a track record of building secure, reliable, easy-to-use products and services.

We put users at the heart of everything we do to create beautifully simple services that are responsive to their needs.

Our strength is in delivering measurable value to stakeholders whilst fulfilling our commitment to building user-centred, government-approved services.



About us

## Our experience

As a small company we're proud to have been trusted by some of the UK's most recognised institutions.



About us

## Our approach

Building digital services can be time-consuming and complex. Working to agile methodologies allows us to break difficult problems down into clear, manageable pieces of work that can be delivered in stages.

Working in fortnightly sprints, we use agile tools to help us track where we are with the delivery of new software or features. Progress is reported in weekly reports, fortnightly show and tells and at governance meetings as determined by the client. We define, track and, wherever possible, mitigate risks to us being able to deliver our work.

Our trained agile coaches are experienced at introducing agile ways of working to teams as well as giving more in-depth tutorials to key contacts. An important part of our service is finding the right ways to communicate progress to stakeholders and bringing teams with us as new digital ways of working become a reality.



About us

## Our culture

Open, clear, respectful. Success isn't just in what we deliver, it's in how we do it too.

### **Working as a team**

We know that well designed services aren't the brainchild of a single genius. They're the result of experienced specialists working together towards a shared outcome. That's why our team are all experts in their fields with years of government experience behind them.

We also maintain a flat structure in our teams to allow ideas to surface and assumptions to be challenged. This open culture isn't just a nicer way of working (although it is that too). It allows us to spot and resolve problems quickly, ensuring a safer and less risky approach to development.





About us

## Working together

### Working with clients

Our approach to working with clients is rooted in transparency and respect. Some clients are experts in digital product development, others less so. No matter who we're working with we always communicate clearly and report on progress every week.

We also respect the different disciplines we work with. Experts in operations or policy are vital to helping us create products and services that serve government's and users' needs. Respect for the people who know what we don't is a core part of our ethos and success.



### Working in the open

We're big believers in learning from the public sector's wider digital community and in sharing our own knowledge with other teams. Sharing research, solutions, patterns and code makes government services more consistent and cost-effective.

Wherever possible we like to present our work at cross-government events and share our outputs with teams working on related services.

# Detailed specification

Information on pricing, on-boarding and service management.



# Detailed specification

## Overview

### Ordering

Email us at [gov@marvell-consulting.com](mailto:gov@marvell-consulting.com) or call [020 3886 0115](tel:02038860115) to discuss your requirements.

### On-boarding

Onboarding is informed by the client's needs. As a minimum we would produce a statement of work defining the agreed tasks and deliverables. We would also expect to agree project milestones, working patterns, locations, access to specialist equipment and team roles and responsibilities.

### Service constraints

Our services are typically delivered remotely or from our London Bridge office from Monday to Friday, 9am to 5pm. However we can accommodate onsite work and out-of-hours support as required.

### Security assurance and data resilience

We have practiced methods for recovering and restoring operations in rare cases where our automated processes fail. We've worked to varied security specifications and can work with you to meet your requirements. Many of our consultants are SC-cleared and can obtain further clearance if needed.



## Detailed specification

# Overview

### **Training**

Our aim is to build simple, intuitive services that can be used first time without the need for extensive documentation or training.

However we recognise there are some circumstances in which training may be required. In these cases we're happy to work with clients to design an appropriate training plan.

### **Invoicing**

To be agreed with the client.

### **Early termination**

Terms to be agreed with the client.

### **Off-boarding**

Wherever possible we deliver software with open licences and deploy into client-owned infrastructure. Outputs are clearly documented. We're flexible about handover and can arrange job shadowing, training and/or the production of detailed documentation as per the client's preference. Knowledge-transfer is treated as an ongoing process throughout the project's lifecycle.



## Detailed specification

### Rate card

SFIA Level	Strategy & Architecture	Business Change	Solution Development & Implementation	Service Management	Procurement & Management Support	Client Interface
1 Follow	£450	£450	£450	£450	£450	£450
2 Assist	£475	£475	£475	£475	£475	£475
3 Apply	£500-650	£500-650	£500-650	£500-650	£500-650	£500-650
4 Enable	£650-850	£650-850	£650-850	£650-850	£650-850	£650-850
5 Ensure/Advise	£750-950	£750-950	£750-950	£750-950	£750-950	£750-950
6 Initiate/Influence	£850-1000	£850-1000	£850-1000	£850-1000	£850-1000	£850-1000
7 Set Strategy, Inspire, Mobilise	£950-1250	£950-1150	£950-1250	£950-1200	£950-1150	£950-1250



“Marvell Consulting has been integral in the transformation of the Home Office’s digital operations. The research, design and build has been exceptional.”

**Ben Stevens, Product lead**

Home Office



# Things we've delivered

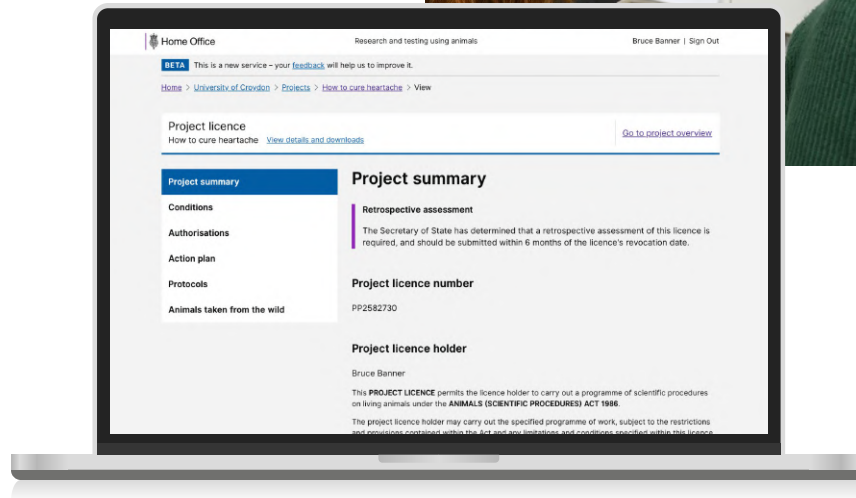
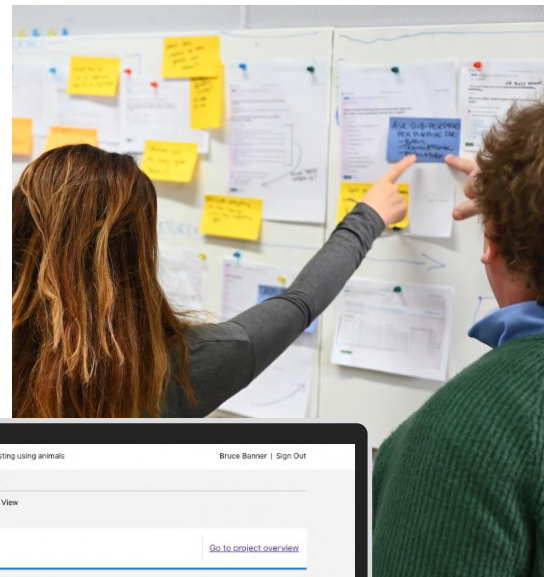
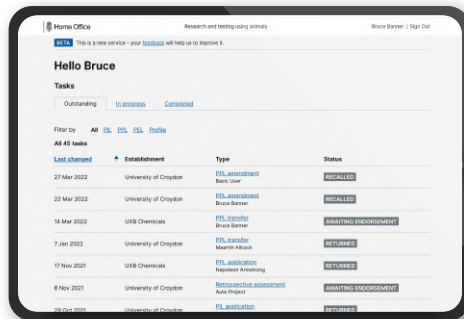
Some examples of what we've helped deliver with this service.



Case study

# Building a new licensing system in the biosciences industry

In 2018 we were asked to design and build a bespoke online licensing service for a regulator that delivered efficiencies whilst allowing them to continue to carry out their day-to-day operations.

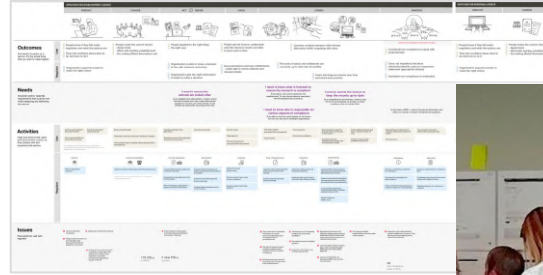




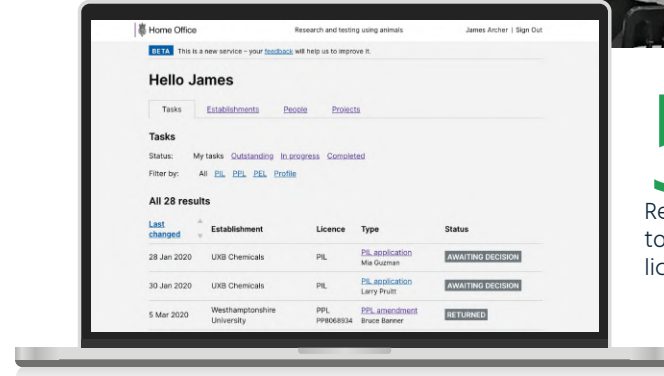
The service needed to be resilient enough to be able to process tens of thousands of requests each year from 18,000+ scientists. It also needed to protect valuable intellectual property and sensitive customer data.

Working closely with the regulator and the scientific community, we carried out over 500 research sessions and designed dozens of prototypes to ensure we created the right solution. We also put in place a security-first model so that sensitive data can only be accessed by authorised individuals.

Since the service has gone live it's delivered some impressive results including a 30% increase in customer satisfaction; a 50% fall in the time needed to process licence documentation; and up to a 75% fall in late submission of key documents.



30%  
Increase in customer satisfaction



50%  
Reduction in staff hours to process personal licence applications



Case study

# Helping suppliers find standards to build joined up healthcare services

In 2021 we were engaged by NHSX to carry out a discovery into the barriers to interoperability (joining up IT systems so they can exchange data) in health and social care.



The benefits of interoperability are considerable. Care professionals will be able to instantly access patient records (with permission), making care faster and safer.

The discovery identified 50 user groups and over 60 unmet user needs for interoperability to be achieved. We then proceeded into an alpha phase to explore solutions to our highest priority user needs.

We explored a range of different approaches to meeting these needs, and through user testing and refinement identified that a directory of interoperability standards would help people joining up services find the standards they needed.

The service passed it's alpha assessment first time, and has gone on to be built out in the Beta phase.



The image displays the NHS Standards Directory interface across multiple devices. The central focus is the 'Discharging someone from mental health services to another care setting' page on a tablet, which includes a search bar, navigation links, and a 'PROTOTYPE' warning. To the right, a wall is covered in yellow sticky notes and diagrams, representing the discovery phase. Below the tablet, a laptop screen shows a directory tree with categories like 'Guidance on interoperability', 'Browse all standards', and 'Find stuff for my service'. On the right, a desktop monitor shows the 'Mental health inpatient discharge' standard page, detailing its content format, owner (Professional Record Standards Body), reference (PRS8784), status (Active), and version (2.1). The desktop page also includes a table of metadata and care settings.

# Our services on G-Cloud

We provide a number of related services that can meet your needs and also be procured through G-Cloud.

- Agile design and technical delivery partner
- Discovery phase delivery team
- Alpha phase delivery team
- Beta phase delivery team
- Live phase delivery team
- User research
- Service design
- Content design
- Interaction design
- Delivery management
- Cloud support and operations
- GOV.UK forms
- Case management and licensing services
- Case-working workflow management and processing pipelines
- Performance dashboards and management information services
- Project rescue
- Project delivery on time and to budget
- Project delivery using JIRA and Trello



“The work delivered by Marvell Consulting has helped transform data sharing across government!”

**Product Manager**

Government Digital Service



# Talk to us

We're always here to answer questions or to discuss the needs of your project.

[gov@marvell-consulting.com](mailto:gov@marvell-consulting.com)

020 3886 0115

[www.marvell-consulting.com](http://www.marvell-consulting.com)



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