Service Design for Cloud

About Scott Logic

At Scott Logic, we build user-focused software that transforms the performance of our public and private sector clients. From citizen-centred service design to digital transformation projects, our consultants combine innovation, experience and pragmatism to deliver measurable results with every project.

Our onshore, UK delivery model allows us to attract and retain highly skilled technologists, all of whom are permanent employees, ensuring our clients receive the highest quality of service.
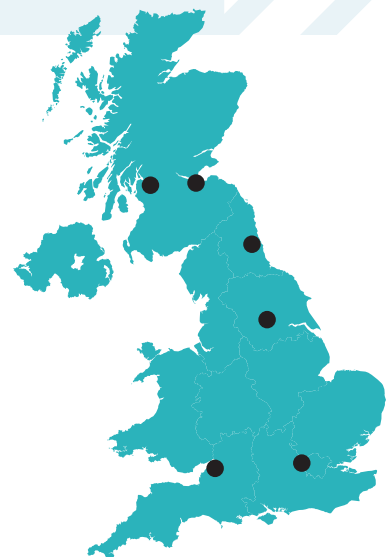
Certified

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Corporation

2005 founded

500+ people

6 offices

25+ clients

Scott Logic

Our clients

Over the last 15 years and more, Scott Logic has built a strong reputation as the partner of choice for many clients across the Public Sector, and financial services, retail banking, sports betting, publishing and energy sectors, including:

HM Land Registry

Morgan Stanley

Home Office

NatWest Group

Department for Work & Pensions

Department for Environment Food & Rural Affairs

The Scottish Government Riaghaltas na h-Alba

Newcastle Building Society

SAXO BANK

NHS Digital

Danske Bank

Goldman Sachs

edf

Foreign, Commonwealth & Development Office

THE WORLD BANK

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Our cloud services

Scott Logic offers consulting services across a broad range of capabilities, including:

- AI Accelerator
- Architecture, Migration and Platform Engineering for Cloud
- API Platform
- Service Delivery for Cloud
- Service Design for Cloud
- Cloud Sustainability
- Legacy Modernisation

Working with Scott Logic

Scott Logic employs only permanent, UK-based technologists who share and embody our guiding values of passion, respect, excellence, collaboration and professionalism. In this way, we ensure that you, as our client, receive the highest quality of service from genuine teams. All of our engagements have Principal-level oversight and Director-level sponsorship, providing clear lines of communication and optimal collaboration. This means we build long-term, enduring partnerships, which drive value and enable our clients to transform their businesses.

![Scott Logic logo]

Service Design for Cloud

Scott Logic has tackled complex, business-critical problems for some of the world's largest institutions across a range of industries, including the public sector, financial services, energy trading and sports betting.

Creating the perfect user experience means appropriately marrying your business goals with your users' needs and desires, and exciting new capabilities the cloud can deliver. Everything we do around user experience design stems from a thorough understanding of each side of that relationship.

Our pragmatic, collaborative approach to design empowers stakeholders, users and developers alike and aims to deliver a meaningful end-product with minimal waste by focusing on business value. Short, iterative cycles create frequent and natural check-points that allow for quick and inexpensive changes in direction or focus, resulting in more informed and effective projects.

> Our thorough approach to user experience design can drive significant improvements for your organisation.

What we believe

Our design consultants work to a set of clear principles that guide every project we deliver.

Understand, then solve

Research and exploration form the foundations of our designs, since problems can only be solved effectively once they are understood.

Results over reports

Our collaborative approach focuses on delivering the end product with minimal waste, and empowers stakeholders, users and developers.

Design is more than decoration

14-year track record of building and nurturing successful relationships, advising clients on design and technology choices, managing full end-to-end project delivery.

Learn. Iterate. Evolve.

Short cycles leading to analysis and feedback improve designs and maintain project focus.

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Service Design

Customers' expectations of services are ever increasing, meaning digital innovation is no longer a luxury, but a necessity. We develop experiences that are aligned to the GDS Service Standard and principles of building a good service, and shift customers' interactions from tedious obligation to genuine engagement.

Transform customer engagement

Scott Logic's approach ensures cloud projects deliver comprehensive, user-centred services rather than products, apps and technology capabilities. Using user research, systems audits, data analysis and experience design activities we can take you from early exploration through designing user touchpoints that meet and exceed expectations.

Features

- Uncovering, and fully understanding, users' needs

- Quantitative and qualitative user research and testing

- Considers service as a whole and as individual pieces

- Modular approach isolating each piece to build, refine and iterate

- Ensures interactions add value and eliminate unnecessary friction

- Key AA level accessibility considerations

- Aligned to GDS Service standard

- Driven with lean, agile mindset

- Underpins broader strategic ambitions, with the user at the heart

- Supports user-centred digital transformation

Benefits

- Shared understanding of unified service vision

- Establishes success measures that inform and guide future effort

- Early stage identification of opportunities and problems

- Structured, user-centred approach to delivering value

- Multiple proposed solutions to difficult user problems across every phase

- Allowing updating and replacing service components to reflect policy changes

- Cross-functional capabilities with ability to flexibly shape and scale team

- Iterative, collaborative approach that empowers stakeholders

- Pragmatic and adaptable approach based on lean, agile mindset
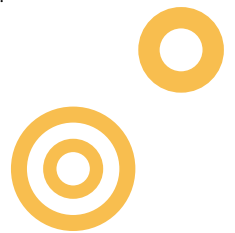
UX/UI Design

We dissolve complexity by designing and presenting information effectively, and creating efficient, intuitive interactions. This enhances users' ability to make informed decisions and carry out tasks accurately.

Empower people

Scott Logic's user-centred design approach puts users at the heart of cloud services delivery. Our designers use insight into users and their needs that embrace the entire user journey, delivering ease of use, frictionless interaction and complete understanding.

Features

- Comprehensive understanding of the mindset, behaviours and motives of users

- Extensive and experienced research capabilities on government projects

- Building out detailed user journeys and deliverables to communicate solutions

- Sketching, wireframing and prototyping to evolve solutions

- Prototyping using GDS Prototype kit (or suitable alternative)

- Ability to deliver pixel perfect high fidelity design as required

- Highly communicative deliverables (journeys, flows, personas)

- Agile engagement with key stakeholders to ensure collaborative success

Benefits

- Agile engagement with key stakeholders to ensure collaborative success

- Delivers outcomes that align with user goals, expectations and intent

- Pragmatic and adaptable approach based on lean, agile mindset

- Iterative, collaborative approach that empowers stakeholders

- Part of cross-functional agile team

- Encourages user-centred innovation

![Scott Logic]

User Research

Mapping users' goals, tasks and pains through concise user research gives you actionable business insights. You can build systems and services that reflect users' workflows rather than organisational silos or technical constraints.

Understand your users

User research is critical to designing and building successful user-centred cloud based solutions. Scott Logic UX consultants help uncover a clear understanding of your end users, their needs and motivations through selected research techniques, ensuring your service requirements have solid people-centred grounding. Our approach will be tailored to your project.

Features

- Uncovering, and fully understanding, the users' needs

- Revealing the users' vocabulary, feelings and knowledge level

- Conducting a full range of research activities to ensure quality

- Research participant identification using demographics, analytics and personas

- Experienced in engaging and working with research recruitment agencies

- Practiced at pop up research

- Exacting standards to minimise and eliminate bias

- Post live assessments for assessing experience and capturing improvements

- Informing technical architecture and specific cloud technology choices

Benefits

- Ensures a structured, user-centred approach to service design

- Delivers work, proposals and processes to pass Service Design Standards

- Pragmatic and adaptable approach based on lean, agile mindset

- Iterative, collaborative approach to empower stakeholders

- Part of cross-functional agile team

- Encourages user-centred innovation

- Cost effective prototyping and testing

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Product Management

Our pragmatic, collaborative approach empowers stakeholders, users and developers alike. Utilising product management techniques we deliver meaningful end products with minimal waste by focusing on business value.business insights. You can build systems and services that reflect users' workflows rather than organisational silos or technical constraints.

Ownership, collaboration and focus

Acting as the primary stakeholder, Product Management identifies and liaises with the key parties within the business, building and managing the vision for the product, producing and maintaining a prioritised backlog. Team motivation and momentum are maintained by effectively conveying the vision and the roadmap to the whole delivery team.

Features

- Strong, applicable domain knowledge

- Facilitation of stakeholder engagement to establish the product vision

- Construction of a feature roadmap to effectively communicate the vision

- Continuous clear presentation of the vision to all stakeholders

- Agile, iterative approach promoting regular feedback loops and continuous improvement

- Creates user stories, establishes prioritisation and maintains the product backlog

- Readily available, empowered to make decisions on the product's direction

- Exemplary communication skills at all levels

- Active participation in sprint reviews and show and tell demonstrations

- Identification and management of external dependencies

Benefits

- Ensures success of the product by maintaining a strong vision

- Effective management of investment in digital services

- Supports and boosts the motivation and productivity of the team

- Firmly embeds agile principles and processes in the team

- Manages expectations in the business with a clear roadmap

- Facilitates inter-business communication and collaboration

- Enables effective collaboration with external teams and third-parties

- Provides effective and proactive dependency management

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Business Analysis

Every business has different needs and requires different solutions to meet those needs. We play a critical role in deciphering the future for many businesses, our Business Analyst acts as a bridge between business ideas and business capabilities; creating and scoping solutions that deliver true business benefits and value.

Simplicity and pragmatism

Our consultants are experts at facilitating conversations with stakeholders to understand business needs and user goals in order to gather accurate requirements. We add value by translating requirements into re-engineered business processes and innovative cloud solutions, providing options and challenging key assumptions to achieve organisational agility and enhance user journeys.

Features

- Communication facilitator between business and technology stakeholders

- Flexible use of methodologies with a constant focus on outcomes

- Re-engineering only the requirements, policies and governance that need implementation

- Extensive experience solving GDS and DSS specific problems

- Working inclusively as part of a multi-disciplinary team

- Proactive approach to quality control and problem solving

- Facilitating communication across all team members and organisational levels

- Use of significant agile expertise to help ensure project success

- Facilitating agreements with cloud providers to optimise services

- Supporting decommissioning of legacy assets following migration to cloud services

Benefits

- Eradication of redundant and inefficient processes and applications

- Analysis tailored to suit the needs of the business

- Assimilation with organisation practices, whilst also able to guide alternatives

- Able to educate and leave in a position of knowledge

- Preparation ensuring cloud performance, privacy, security, and business data quality

- Constant performance monitoring results in maximum efficiencies gained

- Integration/interoperation built into cloud applications and traditional business processes

- Assured agile approach provides the best possible product outcome

- Multi-level communication ensures quick resolution of any issues

- Persistent focus on achieving business objectives

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Discovery, Alpha, Beta for Cloud Services

Scott Logic consultants work in alignment to the GDS Service Standards.

Discovery

An exploratory phase to establish whether a cloud service should exist, and how it will deliver value. Discovery consists of user research to understand your users, alongside analysis of relevant policies, laws and business needs. Outputs such as a service roadmap and technical architecture are created to proceed to Alpha.

Alpha

An initial iterative development phase, typically following Discovery, to prototype and test the core concepts of a cloud service. Alpha seeks to answer key conceptual and technical questions for the service. It establishes the services feasibility, product backlog and associated risks, before proceeding to Beta.

Beta

An iterative development phase, typically following Alpha, to build out and launch an initial, minimal cloud service to true Live quality. Beta seeks to expand on and harden Alpha-grade systems through private and public beta releases, aiming to prove and accredit the service.

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Interested in partnering with Scott Logic?

At Scott Logic, we love difficult. Our UK-based permanently employed consultants collaborate with some of the world's biggest organisations, providing a pragmatic approach to designing, developing and supporting cloud services that deliver measurable value.

If you'd like to discuss how Scott Logic can support you, please get in touch with Graham Odds

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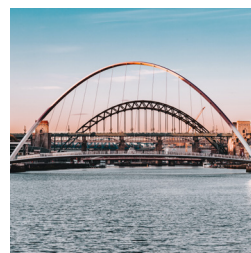**Leeds**
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