

User-Centred Service Design

Service Definition Document

Sopra Steria

About Sopra Steria Next

Sopra Steria Next is the consulting arm of Sopra Steria, a European leader in technology and transformation with over 45,000 employees in 25 countries.

We believe that success comes when you put people first. We help organisations to meet their goals by focussing obsessively on the needs of their customers; to perform better by empowering employees; and to win trust by being responsible corporate citizens.

We're driven by what's next. Technology offers opportunities to address our most important challenges. We enable large, complex organisations to innovate with next generation technology and data-driven insight.

For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In government, financial services, security, and commerce: we re-imagine the organisations that shape everyday life in the UK.

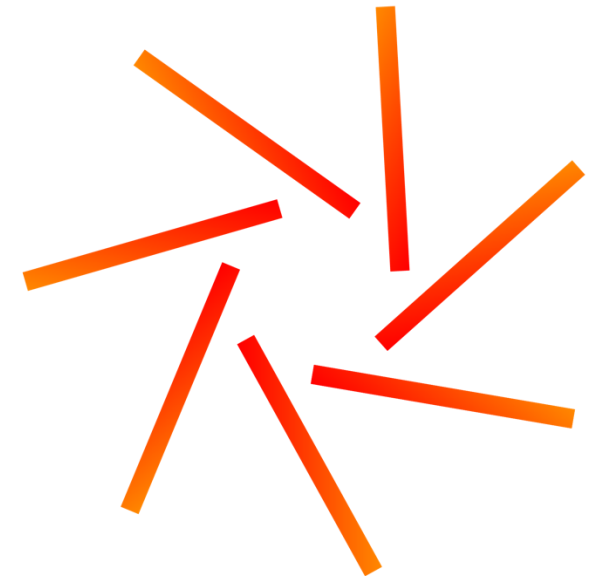


About Strategic Design

Our Strategic Design team transforms organisations, services and products, by making them more people-centric.

We create experiences that deliver better outcomes for people, for organisations, and for society. We work with leaders in organisations to make their culture and teams more human centred and impactful in the digital age.

And our specialist consultancy, CX Partners, brings world-class expertise and 20 years of deep public sector knowledge.



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Our service offering



User-Centred Service Design

Our approach to service design involves working closely with your users and stakeholders to explore their user needs in relation to your products and services.

We focus on transforming digital and non-digital touchpoints, to create a connected service experience that aligns with Government Service Standards and the GDS Service Manual.



Service features

- Stakeholder and user research to understand needs, behaviours and painpoints
- Agile research and development across Discovery, Alpha, Beta and Live
- Visualise services through as-is and to-be service mapping
- Co-design workshops with users and stakeholders to inform decision-making
- Design sprints through hypothesis testing to explore feasibility of services
- Develop connected services across online and offline channels
- Rapid experience and technical prototyping to design and iterate services
- Designing, testing and iterating based on user feedback
- Incorporating content design, user research, interaction design and development
- Capability building and knowledge transfer of service design skills

Service benefits

- Ensuring a consistent level of user experience across all touchpoints
- Services centred around user needs rather than organisational silos
- Solutions that consider both the front-end and back-end experience
- Compliance with GDS Standards, Technology Code of Practice, WCAG 2.2
- Agile approach allows for iterative continuous measurement, reporting and improvement
- A focus on actionable, replicable and measurable outcomes
- Reduce risk through evidence-based decision making and collaboration
- Improved uptake through user testing of product or service
- Knowledge transfer and upskilling on impact of service design
- Alignment to GDS / CDDO / DSSS / NHS / MOD service standards

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Our experience



A snapshot of our client portfolio





Working together to facilitate successful digital transformations across England

From 2020 to 2023, we worked with the NHS Digital Mental Health team from NHS England & Improvement.

Their core objective is to improve mental health services across England by facilitating effective and successful digital transformations and improving uptake of digital services by focusing on the needs of service users.

They achieve this in three key ways:

- Understanding current use, challenges, and opportunities for digital and technology across Mental Health Services
- Providing the right information, data, and incentives to local teams, so that they can work effectively and efficiently
- Collaborating with local teams to find opportunities to improve skills, knowledge, and ways of working

We've worked across a number of different projects to uncover themes and best practices around the role digital interventions play in achieving better outcomes for patients and carers including:

- Mapping and use-cases for systems and data interoperability across mental health services
- Considerations for designing and delivering remote monitoring, outreach and interoperability solutions within local systems and how to measure/monitor impacts
- Prioritisation and validation of a strategic delivery plan, to support decision-making around investment in technology/digital interventions in local systems
- Market assessment of tools used across UK, to identify best practice to support service delivery and design
- Skills and capabilities assessment of central and local digital transformation teams
- Delivering change into a complex, hierarchical organisation with time-poor stakeholders with varying levels of digital maturity.

We have produced clear, compelling evidence-based recommendations that align to the NHS long-term plan and the goals of the Digital Mental Health team.

Our involvement in the programme of work has resulted in six core principles for the Digital Mental Health strategic delivery plan:

- User centred throughout
- Build on existing co-produced strategies and visions
- Tangible and action focused solutions
- Focused on outcomes
- Linked to long-term plan commitments
- Allow for agile response to emerging opportunities.

MCA

Digitising multiple services for seafarer journeys

The Maritime and Coastguard Agency (MCA) is responsible for implementing maritime law and working to prevent loss of life at sea.

Since 2021, we've worked with the MCA to digitise multiple services for seafarer journeys for their customer platform, MyMCA. They came to us to address a number of challenges they were facing, through multiple Discoveries and Alphas – all of which underwent and passed GDS assessments.

Their challenges included inefficient processes, poor user experience, and the need for a central customer location with secure, role-based access to ensure a personalised experience.

We worked with internal teams to inform the improvement of existing legacy systems, and the replacement of manual processes with modern, secure, digital technology.

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We're really proud of this project, both what we were able to bring in as a service for the MCA, but also what we're able to contribute internally to it. And we're able to use it as a demonstration of how these kinds of projects should run.

Amy Phillips, MCA Lead Service Designer

We began with a Discovery to validate MCA's assumptions around user needs, wants and requirements. We worked with key stakeholders to map out business processes and develop an initial understanding of technology requirements, identifying key user groups to focus on.

We then carried out interviews with 20 seafarers and vessel owners with broad-ranging experience, vessel types and locations - both overseas and domestic. From our findings, we developed a set of user personas and an interaction map, showing how service users interact with key MCA business units.

During Alpha phase we carried out user research to map the end-to-end user journey, test our riskiest technical assumptions and validate our prototypes for the upcoming Beta.

We ran co-design workshops with users and stakeholders, creating clickable and coded prototypes with the GOV.UK design and prototyping kit, and we continually tested and re-iterated with users.

We successfully supported the MCA to meet the Government Digital Service Standards for Alpha and to pass the Service assessment.

We helped them achieve their service vision, to establish a modern, effective and efficient process that enabled a more positive user experience and saved time and money for both the MCA and their customers.

We've continued to work with the MCA on the next phase of the programme, which passed Alpha assessment in early 2024.

Contact us

Please contact us if you would like to know more about this service or any of our listings on G-Cloud.

@ soprasteria-gcloud@soprasteria.com

As all of our G-Cloud enquiries initially come into a single contact, please remember to tell us:

- Your name, your organisation name and contact details
- Which service you are enquiring about
- A brief summary of your requirements or problem statements that you would like support to address.

More information about our services and capabilities can be found on our website.

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