SERVICE DESIGN

G Cloud 14 Service Definition Document

AND Digital

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Designing a service is complex, and involves identifying all the elements needed to answer business goals and user outcomes in the fastest, most intuitive way. **AND Digital** applied research, design, and user testing techniques to build a service from the ground up, and end-to-end end-to-end, fully compliant with GDS standards.

SERVICE FEATURES

- Personas- representative users based on research into motivations and behaviours
- Journey Maps- visual interpretation of users' needs
- Experience Maps- mapping user's emotional response to journey
- Designing set of rules, constraints and principles for organisation
- Service Blueprint- uncover physical/digital interactions needed to provide service
- Backlog- series of work items created during service design process
- Data- leveraging data to understand users and their needs better
- Success Measures- clear articulation of success and how to measure

SERVICE BENEFITS

- Human-centred, thus focused and tested with user needs
- Iterative, Agile approach- testing, learning and improving on previous work
- Highly collaborative with other teams and stakeholders across the organisation
- Sequential approach, visualising user interactions with service across a timeline
- Needs are grounded in hard data, observation and research
- Testing using physical or digital prototypes for real insight
- Services address holistic organisational needs rather than on single product
- End-to-end model building a comprehensive picture of customer
- Clear insight allowing organisations to reduce friction throughout customer journey
- Bespoke framework enabling rapid iteration unlocking quick results

KEY CASE STUDY EXAMPLES

Planning Inspectorate

An engagement focused on reshaping an end-to-end appeals service. AND used research findings to shape hypotheses and journeys, bring together different teams, systems, constraints, and ideas in order to create a to-be version of the service, aligned to GDS standards.

Cabinet Office

To deliver Cabinet Office's 'Find a Grant' service in a complex environment of 500 government bodies, our service design approach considered the broad problem from varying user perspectives. We designed user research for over 60 people, including focus groups to understand pain points, iterating insights into artefacts including a service blueprint, personas, and wireframes. Now Live, the portal saw 44,000 registrations in 3 months and 164 grants placed by 22 departments.

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ABOUT
AND Digital

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It's time to unlock greater value - faster.

AND Digital is a UK company built from the ground up to **accelerate digital delivery** - empowering organisations to deliver better, more efficient digital services and products today.

At the same time, we combine our technical expertise with an award-winning learning ethos. This means that even as we're helping clients ship best-in-class services, we're also helping to build the high performing digital teams and capabilities they need for continued success tomorrow.

The result?
Greater value from digital, delivered faster.

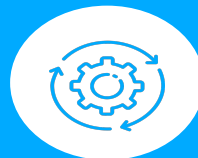UK-wide service delivery with **9 AND offices** located across the country.

600+ Agile digital experts across product, technology, UX, delivery and data.

Onshore teams, co-located or remote, work alongside your in-house experts.

Multi-cloud expertise with **AWS, Azure and Google Cloud** certification.

200+ tech agnostic engineers to deliver smarter solutions - fast.

You retain the intellectual property for the services and products we build.

Transparent pricing and a service designed to adapt fast to your evolving needs.

Wide-ranging experience across sectors and highly regulated environments.

Ranked Outstanding for engagement and 10th Best Company to Work For in UK.*

CONTACT

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