USER INSIGHT

G Cloud 14 Service Definition Document

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USER INSIGHT

ANDigital's User Insight offering combines quantitative and qualitative research to build deep insight into user profiles and personas. ANDigital will also analyse how your users are currently using the service. These 360-degree insights will allow you to properly understand your users, supporting your future improvements and development work.

SERVICE FEATURES

- Bespoke approach to discovering your users.
- Sensitively designed research programme accounting for vulnerabilities.
- Understanding if users are satisfied with service.
- Creating roadmap to improve user satisfaction.
- Collaborative approach with client teams (proliferation of knowledge).
- Outputs forming user personas, blueprints, user stories.
- User research methods in Discovery, Alpha, Beta and Live.

SERVICE BENEFITS

- Evidence based user recommendations to improve service.
- Hypothesis driven user insights.
- Ensuring the service focuses on end-user.
- Techniques in line with GDS Principles.
- Presentation of user insights to stakeholders.
- Ensuring all groups needs are met, including vulnerable/disabled users

KEY CASE STUDY EXAMPLES

Department for Education

For the DfE Early Years service, our research with practitioners highlighted user needs for engaging content. We prioritised design to use video content over written. Prototyping established viewing preferences, underpinning a mobile-first service redesign. We used remote interviews, with workshops for co-design research and testing. We embedded Policy into teams seamlessly; the service achieved 83% user satisfaction.

Cabinet Office

For the Cabinet Office Grants Application portal we mapped the Government Grant ecosystem and identified user groups for research. We held 1-2-1 research sessions with 60+ users across multiple departments, implemented Agile Scrum methods to iterate findings and adjust priorities quickly. To ideate and communicate solutions with stakeholders we produced service blueprints, personas and lo-fi prototypes.

ABOUT
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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.

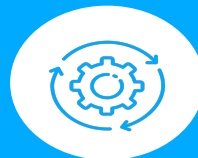UK-wide service delivery with **9 AND offices** located across the country.

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

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

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

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