

USER RESEARCH

G Cloud 14 Service Definition Document





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We choose digital services that offer the smoothest experience, making user research crucial in the delivery of digital public services. **AND Digital** uses a range of research techniques to build user insight and applies people-centric thinking to create exemplary digital experiences compliant with GDS and accessibility standards.



SERVICE FEATURES

- Collaborative, user-centric design process applied using Agile methodology
- User research following GOV.UK service manual standards and principles
- Innovative solutions to reach representative users of your service
- Specialist techniques for assessing assisted digital needs for inclusive design
- Various styles to match your needs e.g. ethnographic, lab
- Empathy, stakeholder, and ecosystem mapping
- Outputs include personas, user stories, prototypes and service maps
- Usability testing, resulting in recommendations to enhance service
- Continual research carried through Discovery, Alpha, and Beta



SERVICE BENEFITS

- Design successful, accessible products that meet user needs
- Deep understanding of user needs and relationship to your service
- Evidence to drive the design of an effective service
- Adaptable support through Discovery, Alpha, Beta and Live Phases
- Evaluate and validate ideas, prototypes, solutions
- Reduced barriers to uptake in delivery and live service
- Clear understanding of how to develop user-centred service(s)
- Empathy to inform service design decisions
- Greater chance of service standard assessment success



KEY CASE STUDY EXAMPLES



HM Courts &
Tribunals Service

AND's development of HMCTS's Apply-for-Probate aimed to minimise distress for recently bereaved users. We sensitively gathered research through home visits, analytics, and surveys and used the information collected to create a user-centric service which met the specific, sensitive needs we had uncovered.



AND delivered an app for LBG to enable customers to better manage their pensions which required in-depth analysis of internal and external users. We utilised methods including interviews, workshops, stakeholder mapping and defined personas and user journeys. In doing so, we created a seamless digital journey for LBG customers.

A photograph of three people in a meeting. A woman with blonde hair is on the left, looking towards the right. Two men are in the center and right, looking at a whiteboard. The man in the center is pointing at the whiteboard with his right hand. He is wearing a light-colored shirt and glasses. The man on the right is wearing a dark jacket with a 'CALVIN KLEIN JEANS' logo and is also pointing at the whiteboard. The whiteboard has some papers and diagrams on it. The background is a bright, modern office space.

ABOUT **AND** Digital

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.



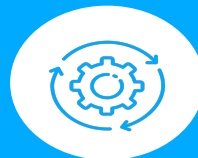
600+ Agile digital experts
across product, technology,
UX, delivery and data.



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.*

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