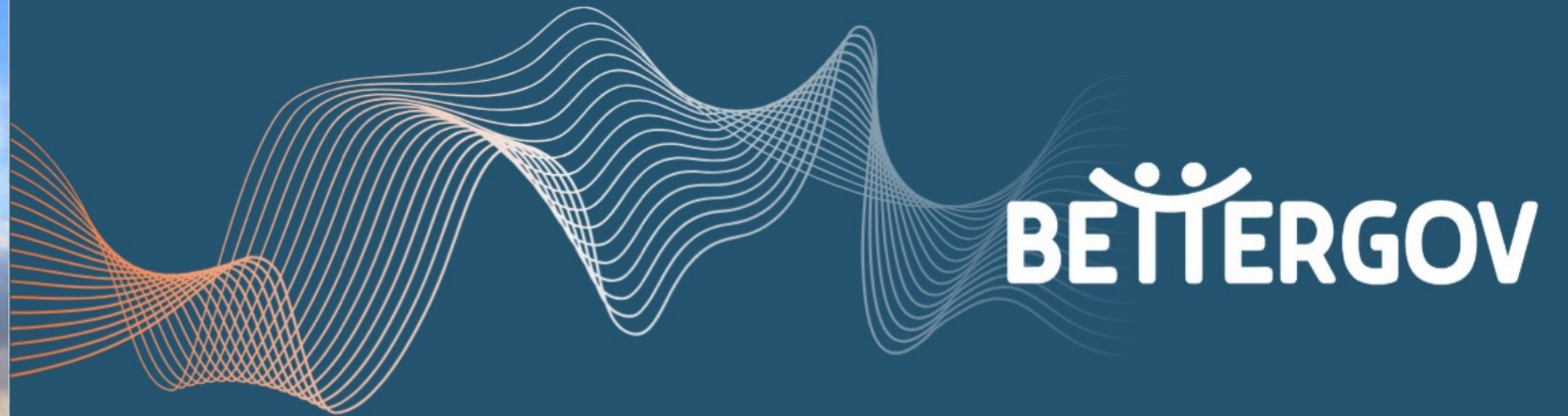




User Research

Service Definition
G-Cloud 14 2024

Service Overview

User Research

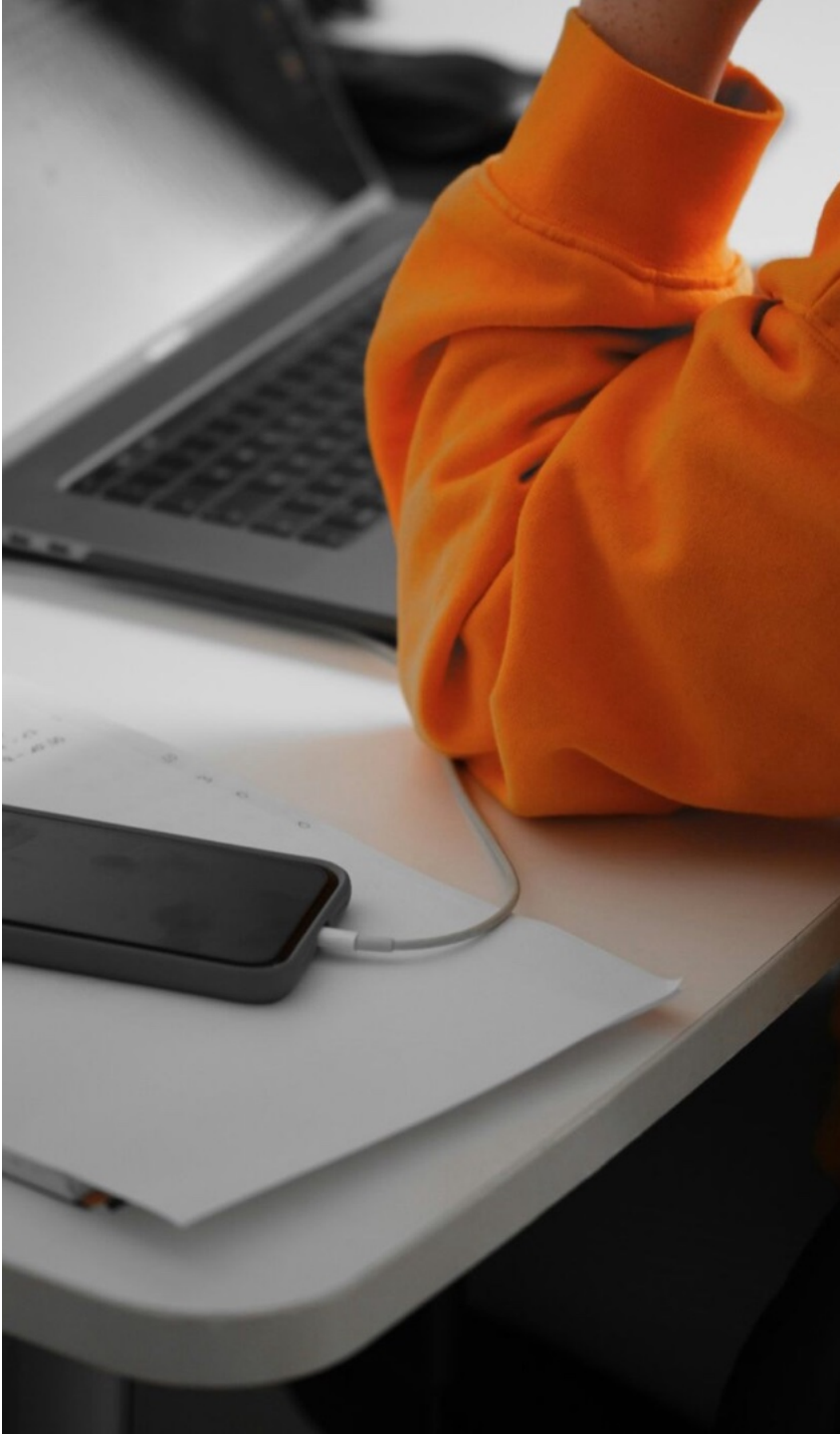
User research from BetterGov draws on user experience (UX) research methods to discover your users, their tasks, behaviour and needs. Using quantitative and qualitative research, our user researchers will provide you a full understanding of users whilst enhancing your team's performance and capability through skills and knowledge transfer.



Features

- Full service support for User Research
- Best practice approaches, proven with multiple clients
- Public sector specialists, at all levels of scale
- Secure and sensitive environments
- Field and lab testing, using qualitative and quantitative analysis
- Diary, Day In Life Of, and ethnographic studies
- Upskilling and enhancing your teams through knowledge transfer





Benefits

- Evidence-based decision making, from true user understanding
- Meets the Digital Service Standard
- Applies across Discovery, Alpha, Beta and Live stages
- Flexible commercial approaches, including fixed-price and outcomes-based
- Skills and knowledge transfer to enhance your teams' capabilities

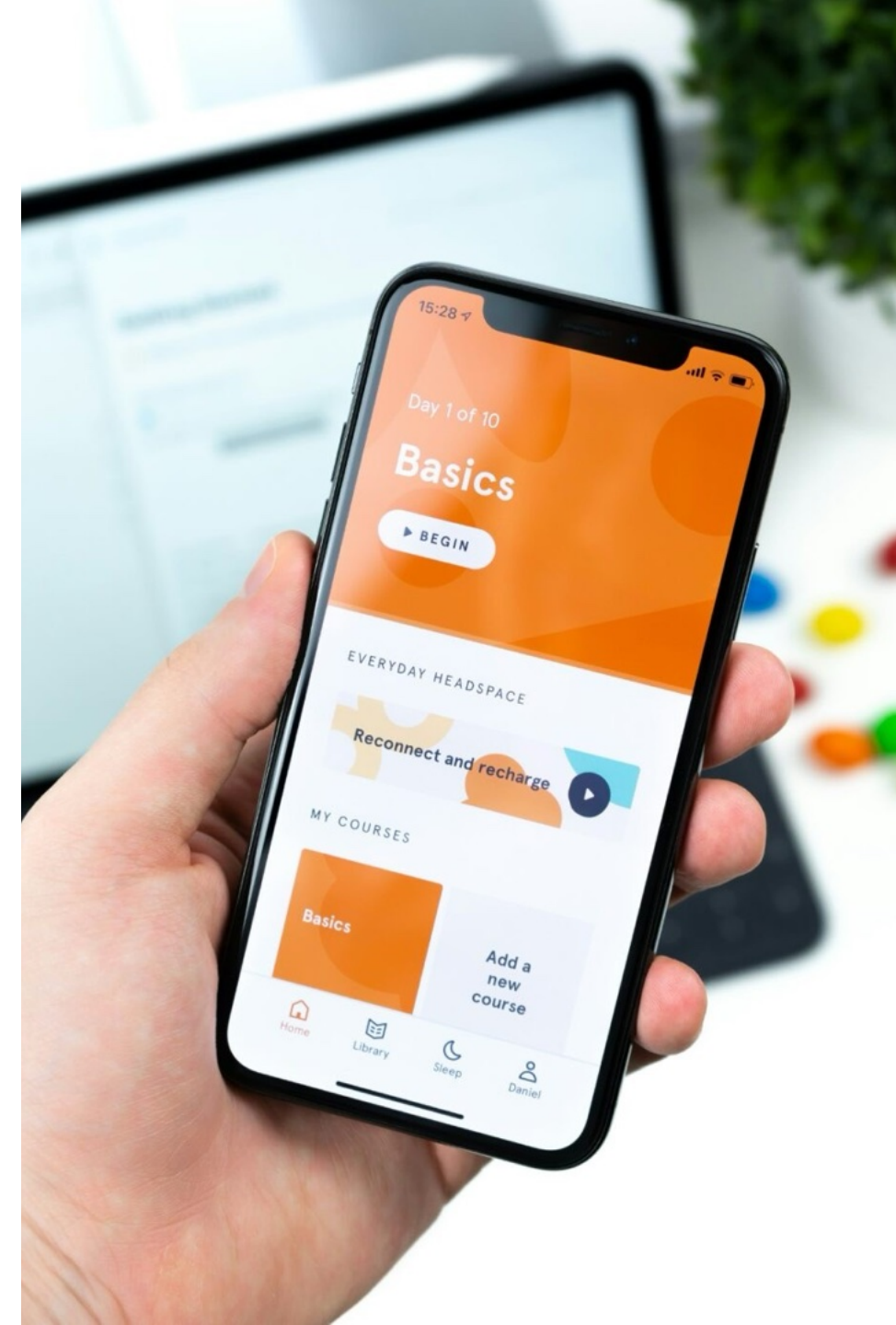
About Us

Who we are?

BetterGov started out as system implementation experts in Local Government and now support some of the largest Central Government Departments in delivering cloud and transformation programmes. We are user-focused, results-driven and Agile. We have experienced teams which can embed seamlessly with your existing people, deliver as a stand-alone teams or work to enhance your existing capabilities through training, coaching and mentoring.

What do we do?

We work in the open, collaborating with client teams and 3rd parties to deliver cloud and transformational change. We often act as a Technical Delivery Partner, supporting clients to build new products and transform their services. We also deliver on fixed scope pieces of work adhering to the GDS service standards taking services from discovery through to alpha, beta, and live. We can engage flexibly through fixed-price, capped T&M, and results-based models.





Why choose BetterGov?

Our Experience

- Complex digital and cloud projects and programmes across Government and other large public sector organisations
- Rapid, Agile projects to make immediate impact

Our People

- Highly experienced and qualified
- Skilled at embedding with your teams, sharing knowledge and leaving them stronger because of our engagement

Our Commitment to Excellence

- We build lasting relationships with clients, based on demonstrable success and exceptional outcomes
- Agile, collaborative account and engagement management means we're responsive to changing needs
- Never-ending improvement, innovation and staying ahead of the curve

DIGITALLY DRIVEN, SOCIALLY EMPOWERED



DIGITALLY DRIVEN, SOCIALLY EMPOWERED