



## User Research & Design Service Definition Document

Astraeus are experts in the delivery of user-focused digital transformation and Cloud solutions that adhere to Digital by Default service standards. Our services enable public sector organisations to capitalise on the opportunities of digitisation. From discovery through delivery, change management and integration, our modular services span the project lifecycle.

### User Research & Design Services, Functional / Non-Functional

Astraeus provides a complete support service for organisations seeking to undertake research and discovery into an existing or new digital product or service. We explore the associated deliverables and define end user goals in order to design a service or product that delivers compelling user experiences across multiple channels and devices.

User experience really is key to the success of most cloud based services. Astraeus researches different end user perspectives in order to facilitate informed design decision making through every stage of a digital product lifecycle, from initial conception through to product retirement.

Astraeus' research team helps organisations to create, develop and deliver user-centred, interactive digital products and services. User research can be conducted in a multiplicity of different formats, including:

- Internal focus groups
- One on one interviews
- Surveys
- Observations
- User journey mapping
- Web analytics reviews

Our designers are always fully immersed in the user research process and are completely conversant in the findings which come out of that research. The most relevant findings are integrated into the agile workflow in order to iterate user insights into different prototypes through every stage of the design process. Astraeus' customer and user centred design philosophy facilitates the creation, development and delivery of successful digital products and services.

User research & design services are provided at the day rates cited within our Pricing and SFIA documents.



### Features

- Mixed user research methods (quantitative and qualitative)
- User experience architecture (persona profiles, user journeys and service blueprints)
- Empathetic approach facilitates the development of compelling user experiences
- End-to-end design support across web, mobile and cloud
- Collaborative approach to design
- Iterative design process for interface development
- Extensive network of highly skilled user researchers and designers
- Customer empowerment through structured knowledge transfer
- Documented handover to support BAU
- Compliance with Digital by Default service standards

### Benefits

- Balanced user research findings through qualitative and quantitative methods
- Best practice approach to User Experience and User Interaction
- Digital and cloud services aligned to defined target audiences
- Maximum engagement levels across all target audiences
- Informed design decisions through comprehensive user research and analysis
- Content strategy aligns with correct target audiences
- Simple and intuitive digital services for all end user groups
- Development of responsive digital interfaces, aligned with organisational needs
- Scalable, on demand access to experienced user researchers and designers
- Organisational confidence in a genuinely user-centred approach to design



### Information Assurance

Astraeus's information assurance capabilities support both our internal requirements for appropriate security controls alongside those of our customers. Our diverse portfolio of projects and customers mean that we have extensive experience in working with information and systems at all impact levels (IL 0 to IL 6+). We are proud to be a Cyber Essentials Plus certified organisation.

### Data Restoration / service migration

We work closely with Buyers in the migration of data from legacy solutions to new cloud solutions.

### On-boarding and off-boarding processes / scope

Astraeus agrees specific on and off-boarding processes for all work packages. Agreed processes are always tailored to the Buyer's individual requirements to ensure the effective transition of resources alongside the management of data, assets, corporate memory, and operational integrity.

### Pricing overview

Please refer to Astraeus's Pricing and SFIA documents.

### Combination pricing

Astraeus's services can be bought separately or together; combination pricing is offered accordingly.

### Account management

A G-Cloud Account Director/ Manager is allocated to each Buyer. This individual is responsible for overseeing the delivery of service(s) – closely monitoring the assignment's progress, ensuring that any risks or issues are appropriately managed to ensure that all activities are delivered in accordance with the agreed scope, deliverables, and timeframes. Through structured customer relationship management, Astraeus's G-Cloud Account Director/ Manager remains in regular contact with the Buyer to ensure their satisfaction with Astraeus's service(s).

### Service constraints

Bespoke services, such as those in scope of 'G-Cloud 14, Cloud Support Services' are not subject to specific service constraints.

### Service levels

Astraeus recommends that we enter into a performance-based Service Level Agreements with each Buyer. The implementation of bespoke service levels represents the positive obligation of both parties to deliver a mutually beneficial partnership which supports end user activities and facilitates effective measurement and monitoring of the work package. Due to the diversity of services in scope of 'G-Cloud 14, Cloud Support Services', service levels must be closely tailored to each assignment. Agreed performance parameters/ service levels form part of the Call-Off agreement.

### Recompense model

Financial recompense for the services in scope of 'G-Cloud 14, Cloud Support Services' are related to the actual losses incurred through specific engagement issues. Financial penalties must be aligned to the assignment, with the agreed financial recompense model cited within the Call-Off Agreement.



### Training

Wherever possible, Astraeus ensures an effective knowledge and skills transfer from the consultant(s) to the Buyer. Through knowledge empowerment, Astraeus guarantees the ongoing efficiency of the assignment and full embedding of the new system/ service.

### Ordering and invoicing

As an approved and accredited supplier to multiple government frameworks, Astraeus is used to working with Buyers to agree tailored ordering and invoicing processes. Typically, a purchase order is issued following the Buyer's confirmation of the purchase of a service and the signing of the Call-Off contract. Accompanying single or consolidated electronic invoices are issued with an authorised statement from the Buyer which confirms the number of units worked/ charged for and the Buyer's satisfaction with the work undertaken and delivered. Payment terms are 30 days from receipt of invoice.

### Termination terms

Astraeus's standard terms and conditions include clauses which facilitate contract termination by either the consumer or the supplier.

- By the consumer: Termination can commence without notice in the event of a customer citing dissatisfaction with the service provided and the issue not being rectified within an agreed timeframe, or in the event of a material breach of contract.
- By the supplier: In the unlikely event that Astraeus was to withdraw from 'G-Cloud 14, Cloud Support Services' a minimum 30 days' notice would be served. Ongoing assignment commitments would be maintained through to completion in accordance with the terms of the Framework Agreement.

### Customer responsibilities

Customer responsibilities are closely aligned to the assignment and as such, these must be discussed and agreed with the Buyer prior to the commencement of the assignment. All responsibilities are clearly cited within the Call Off contract.

### Technical requirements / service dependencies

The technical requirements / service dependencies for the services offered under 'G-Cloud 14, Cloud Support Services' are specific to each Call-Off. Such detail must be discussed and agreed with the Buyer prior to the commencement of the assignment.

### Trial services

If a Buyer wishes to engage Astraeus on a trial basis, we will work with the Buyer to agree an appropriate trial period.



## Social Value Commitment:

### Supporting the government's 25-Year Environmental Plan (25YEP)

Astraeus is an ISO 14001 accredited business which has the correct processes, procedures, and systems in place to manage environmental issues – enabling us to effectively support the Government's 25-Year Environment Plan (YEP) and Environmental Improvement Plan (EIP) by matching improvement initiatives with targets to measure progress. Over the years, we have continued to challenge our ability to reduce the impact that our business operations have upon the environment. As a proud member of the Morson Group, we are working together to achieve our shared pursuit of Net Zero by 2030.

Adapting to climate change	Minimising waste
Reducing our carbon footprint and working towards Net Zero by 2030 requires a multi-faceted approach. Astraeus is committed to reaching this target by reducing energy consumption, investing in renewable energy sources, deploying hybrid/ electric vehicle fleets, promoting hybrid working, sustainable procurement, and carbon off-setting.	Environmentally sound waste management and recycling facilities are available at all Astraeus offices, and we divert all non-recyclable waste for energy processing. This helps reduce reliance on fossil fuels, generates renewable energy, and minimises the environmental impacts associated with waste disposal, in accordance with the priorities of the 25YEP.
Enhancing biosecurity	STEM focus
As part of the Morson Group, Astraeus partners with Treeapp to support its reforestation efforts. We always identify suitable planting sites based on ecological considerations and select tree species that are well-adapted to the local environment, to maximise their ability to support biodiversity protection in the community.	The Morson STEM Foundation continues to change lives by creating new pathways into education and training. With participants developing a deeper understanding of environmental issues and the scientific principles underlying them, through STEM education, communities can build a more environmentally conscious and resilient future.
Sustainable procurement	TOMs Framework
Astraeus always endeavours to work with local suppliers, and we proactively target SMEs and minority owned suppliers to promote diversity and sustainability in the supply chain within local communities.	We consistently demonstrate our commitment to local environmental objectives by transparently reporting on environmental initiatives using the National TOMs Framework for measuring Social Value.



#### Contact

**Linton Ward - G-Cloud Account Director**

[linton.ward@astraeusconsulting.com](mailto:linton.ward@astraeusconsulting.com)

[www.astraeusconsulting.com](http://www.astraeusconsulting.com) | [hello@astraeusconsulting.com](mailto:hello@astraeusconsulting.com)

