



User Lab Testing Services

G-Cloud 14 Service Definition

Invuse Limited

2024

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1. About Invuse

Invuse is part of Inv Group, a **dedicated provider to the UK Public Sector since 2010**. As a group, we offer end-to-end digital transformation support through professional services and products. We co-produce digital experiences with the end-users who utilise them, enabling the UK Public Sector to lead in delivering innovative, user-centred digital services that set a precedent for their citizens.

At Invuse, we are digital transformation specialists that advocate for **the voice of your end users** who understand the unique challenges facing public sector organisations and the communities they serve. Our mission is to connect the dots between your users' needs and your organisation's objectives, enabling you to deliver services that are designed with people at the core. We help you achieve digital strategies with iterative, realistic, and measurable targets.

We have a team of **public sector experts who have worked both with and for the UK Public Sector for 10+ years** not only thoroughly understanding the needs of the communities it serves, but also the processes, demands and pressures internally faced by organisations when trying to serve their communities with quality, accessible digital services.

1.1 Our services:

- **User Experience:** We have a dedicated team of user research and accessibility professionals to help you identify barriers and opportunities with your end users, achieving an optimal experience and service.
- **Content Design:** Our talented Content Designers create high-quality, inclusive content that is easy to find, read, and digest. They have the ability to tailor the tone of voice and language to various public sector audiences, encouraging self-service.
- **Accessibility:** We are passionate pioneers of accessibility, having worked with users of assistive technologies since 2012. We are committed to delivering services that provide a quality, inclusive experience for all, not just some.
- **Microsoft 365:** Our Microsoft Specialists excel in creating quality, accessible services that empower the people behind the scenes who provide exemplary services to the UK public day in and day out.

2. User Lab Testing Services

User Lab Testing conducts in-person testing of digital services, engaging real users and those requiring assistive technology. We analyse key user journeys, employing techniques such as eye tracking and scroll behaviour optimization. Our aim is to enhance digital services, ensuring they meet diverse needs of all users effectively and inclusively.

2.1 Service Features

1. Diverse user-testing techniques: Varied methods like eye-tracking, scroll-behaviour analysis utilised.
2. Nationwide testing facilities: UK-wide accessible labs for comprehensive coverage.
3. Assistive technology integration: Services tested with users needing assistive technology.
4. Comprehensive user journeys: Analyse key-user journeys for thorough testing coverage.
5. Detailed reporting: Reports provided with detailed test results and recommendations.
6. Customised testing scenarios: Tailored tests for specific service features/functionalities.
7. Expert facilitation: Experienced facilitators guide users through testing sessions.
8. Inclusive testing environment: Ensure inclusivity and accessibility in testing processes.
9. Iterative testing approach: Multiple rounds of testing for continuous improvement.
10. Actionable recommendations: Receive actionable insights for service enhancement.

2.2 Service Benefits

1. GDS: Ensure compliance with GDS standards for digital service testing.
2. User-centred approach: Prioritise user-needs and preferences for enhanced service design.
3. A/B testing capabilities: Test multiple variations for optimised service performance.
4. Engaging user participation: Foster user engagement/feedback through interactive testing.
5. Co-production opportunities: Collaborate with users for co-designing and refining services.
6. Improved user experience: Enhance service usability/satisfaction based on feedback.
7. Data-driven decisions: Make informed decisions backed by empirical testing data.
8. Accessibility validation: Ensure services are accessible to users, including those with disabilities.
9. Iterative improvement: Continuously refine services based on testing insights.
10. Enhanced service quality: Deliver higher-quality digital services, meeting user expectations.

3. Pricing Overview

Our pricing is based on the requirements and needs of the customer. We will provide you a detailed breakdown of our costs, and how the final price was reached.

We're committed to working in an open and transparent environment, and will provide our customers with access to project effort and time logs throughout the contract to ensure you're always up to date on the latest expenditure.

3.1 Breakdown by Role

We are committed to upskilling our staff and helping them improve their skills and knowledge to better support our customers now and in the future. In line with this, we have varying levels for each of our job roles, with the relevant day rate attached to each.

Based on the requirements of your project, we will determine the level of role required and provide you with justification and a portfolio of that individual's work for you to review and approve before we get started.

Roles	Junior	Intermediate	Lead
Delivery Lead	N/A	N/A	£700
Project Manager	£550	£650	£700
User Researcher	£550	£650	£700
Content Copywriter	£550	£650	£700
Content Designer	£550	£650	£700
UX Designer	£550	£650	£700
Business Analyst	£550	£650	£700
Digital Transformation Consultant	£600	£700	£800
Accessibility Consultant	£600	£700	£800
Microsoft Consultant	£600	£700	£800
Specialist Consultant	N/A	£900	£1,000

*** Prices outlined above are based on a 7.5 hour day rate**

3.2 Consultancy Day Rate Standards

Consultant's working day:	8 hours exclusive of travel and lunch
Working week:	Monday to Friday excluding national holidays
Office hours:	9:00am to 5:00pm Monday to Friday
Travel, mileage subsistence:	Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25
Mileage:	As for travel, mileage subsistence
Professional indemnity insurance:	Included in day rate

3.3 Pricing Structures

We're committed to being open and transparent with all of our customers and work with you to support your preferred pricing structure for the project from the below.

Time and Materials (T&M)	We can provide you with an estimation of the roles and effort required for your project with a capped budget. We'll then provide you with weekly time logs that once signed off will be subtracted from the project value. With this structure, you'll only pay for the work we complete.
Fixed Price	We will provide you with a fixed price that has a detailed price breakdown of the roles and effort required to complete your project. The price for the project will remain the same and payment will be made when key milestones are delivered to a satisfactory standard.

4. Accreditations



ISO 27001



ISO 9001



ISO 14001



Cyber Essentials Plus



Disability Confident
Committed Employer



Crown Commercial Service
Supplier

5. Awards



Best Digital Public Sector
Solutions Firm 2023 -
Winner



Digital SME of the Year
2023 - Finalist



Start-up of the Year
2022- Finalist

6. Our Commitment to Social Value

6.1 Promoting Happiness, Wellbeing, and Diversity

We actively promote happiness, wellbeing, inclusion, diversity, and sustainability, recognising their lasting impact on individuals, communities, and the environment. Our meritocratic approach **values talent irrespective of its origin**, fostering a culture of respect and empowerment.

6.2 Compliance and Accountability

As a **living wage employer**, we adhere to the **Modern Slavery Act 2015**, ensuring fair wages and ethical practices throughout our supply chain. Our disaster recovery and business continuity policies underscore our commitment to accountability and resilience.

6.3 Commitment to Apprenticeships

At our core, we champion the transformative power of apprenticeships, with **over 40%** of our staff having either completed or currently enrolled in apprenticeship programmes. This commitment extends to our leadership, with an impressive **50% of our board** comprising individuals who started their careers as apprentices. Apprenticeships not only offer valuable hands-on experience but also provide a pathway to professional growth and development, ensuring that our workforce is equipped with the skills and knowledge needed to thrive in today's dynamic landscape.

6.4 Helping you meet your Social Value targets

We are dedicated to assisting our customers in achieving their **social value targets**. Through collaborative efforts, we engage with local businesses, communities, and stakeholders during our research and discovery phases, ensuring our projects are rooted in community needs. Our commitment to apprenticeships and workforce development initiatives reflects our goal of **fostering inclusive economies** and providing opportunities for all.

Furthermore, we leverage our **expertise in digital transformation** to create accessible solutions that enhance service access for all members of the community. By prioritising **accessibility and usability**, we help our customers reach broader audiences and create more inclusive experiences. Through these initiatives, we empower our customers to make a **positive impact on society** and build stronger, more resilient communities.

6.5 Supporting Diversity in STEM and Beyond

Our Group Chief People Officer actively monitors diversity initiatives within the **Science, Technology, Engineering, and Math (STEM)** sector and beyond. We collaborate with local schools and organisations to provide opportunities and support to neurodiverse individuals, offering work experience placements and permanent roles. As a member of the Disability Confident Scheme, we actively engage in making technology more accessible, partnering with organisations like the RNIB.

6.6 Gender Equality and Equal Opportunities

While exempt from gender pay gap reporting due to our size, we work diligently to ensure gender equality in our workforce. As an equal opportunities employer, with **65% of our workforce being female**, we strive for inclusivity and diversity at every level. Creating a diverse, inclusive, and sustainable organisation.

7. Our Commitment to Net Zero

We take environmental sustainability seriously and are committed to minimising environmental impact in line with the government's **Net Zero strategy**, both for us and our clients. We are **ISO14001 accredited** and a **Carbon Neutral organisation**, as measured by United Nations Clean Development Mechanism.

We host on AWS infrastructure in London, entirely powered by **renewable energy sources**. We use auto-scaling groups for hosting, ensuring that servers are switched off during quiet periods, saving power.

We ensure minimal clicks are used to complete website tasks, which in turn **saves 1.76g of emitted Co2 for every click saved**. On average, our work reduces clicks needed by at least 3 per user journey, saving councils roughly **1,700kg of CO2 annually**.

As a certified ISO 14001 supplier, we are committed to continuously improving our own environmental performance. Our approach to achieving savings in CO2e emissions is multifaceted, reflecting our comprehensive strategy for decarbonisation:

- **Paperless Operations:** We operate a completely paperless system, significantly reducing our consumption of paper products and the associated environmental impact. This approach not only minimises waste but also reduces the energy consumption tied to the production, transportation, and disposal of paper.
- **Eco-friendly Infrastructure:** Our use of eco-friendly infrastructure includes energy-efficient office buildings and data centres. We invest in renewable energy sources where possible and deploy advanced cooling technologies to reduce electricity consumption in our data centres, which are significant energy consumers within the IT sector.

- **Energy-efficient Hardware:** We prioritise the procurement of energy-efficient hardware for both our operations and the services we provide to clients. This includes selecting servers, workstations, and networking equipment that meet high standards for energy efficiency, reducing overall power consumption.
- **Promoting Remote Work:** We actively promote remote working to minimise emissions from commuting. By leveraging digital collaboration tools and flexible work policies, we've significantly reduced the need for travel, directly decreasing our carbon footprint.
- **Sustainable Travel Policy:** For necessary travel, we have a sustainable travel policy that prioritises public transport, shared vehicle use, and low-emission vehicles. This policy is aimed at reducing the carbon emissions associated with business travel.

8. Some of Our Customers

Invuse work with a range of customers across the UK Public Sector, supporting each of them on their digital transformation journeys.



8.1 What Our Customers Say



“Our previous SEND Local Offer site had multiple challenges and was difficult to navigate. Invuse supported us to understand the needs of users and professional teams, translating these into a modern digital service.”

Nicholas Ward, Lead Service Designer



“The insights uncovered by Invuse were extremely valuable and were the driving force behind a large-scale architectural change on the website. The insights helped us design with user needs at the heart, and were a great tool for getting buy-in from internal stakeholders.”

Hannah Smith, Senior User Centred Design Manager



“The team was amazing to work with and really went all out to provide us with a comprehensive view of our content and users, that's still being referenced months after the project!”

Ryan Falcon-Hay, Website Manager



“Invuse came to the project with an open mind and quickly created a good plan with the TNA team. The collaborative approach worked well and helped us to get useful, actionable insights in quite a short period of time.”

Tom Storrar, Head of Web Archiving



Get in touch, we're here to help you start your transformation.



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