



G-Cloud 14

Service Definition Document

User Experience (UX)

Service type: Cloud support

Service name: User Experience (UX)

Service description: We provide experienced UX specialists to work with public sector organisations to create products that provide meaningful and relevant experiences to users, improve performance, answer challenging problems and find opportunities. Our approach to UX is informed by extensive user research and engagement which underpins the entire UX process.

Service features

- User-centred approach to design
- Analysis of user groups and their context of use
- Prioritisation of UI/UX requirements
- Collaborative, user-centred design that responds to your users' needs
- User research which enables development of compelling user experiences
- User experience (UX) end to end journey mapping
- User experience / UX research performed remotely or face-to-face
- Alpha prototypes to evaluate user experience / UX findings
- Wireframing and prototyping to validate user journeys and functionality

- Agile, iterative and collaborative engagement

Service benefits

- Enhanced user experience / UX design for your end users
- Consistent UX on all platforms, browsers and devices
- Reduced complexity and improved user journey
- Balancing of user needs and organisational objectives
- Compliance with GDS Service Standards
- An outcome-focused methodology that enables a digital-by-default service
- Objective requirements gathering from user experience sessions
- User experience / UX design to secure digital goals
- Designs that promote utility synthesised with aesthetic value