G-Cloud 14

UX Services

May 2024

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1. Scope of our services

This document summarises Avanade's Experience Design (UX) Services and should be read in conjunction with the associated Government Cloud 14 Services documentation.

Avanade's business is organized to provide value to our clients around the following key User Experience services:

- Avanade User Research and Testing Services

- Avanade Service Design Services

- Avanade Accessibility Services

- Avanade Product Design and Optimisation Services

- Avanade User Experience Strategy Services

- Avanade Digital Strategy and Innovation Services

Summary

UX delivers value into our clients' products and services, by designing optimised, well-engineered human experiences. We focus on **making what matters** by creating useful, usable products and services that are **used well**.

Increased user satisfaction
UX focuses on creating a positive user experience by considering the needs, wants, and expectations of the user, and iterating through solutions based on user feedback.

Increased productivity
Easy-to-use products and services help people achieve their goals or complete their tasks more efficiently. A well-designed solution can increase productivity and other key metrics, from a user and business perspective.

Reduced costs
UX can help reduce costs by minimizing the need for customer support, improving efficiency, and reducing risks — from development to adoption and beyond.

2. Approach

Our Advisory, Creative, and Technology Teams take a holistic, practical approach rooted in experiments and iterations. We use data and insights to think big, creativity to challenge convention, and bend technology to the needs of your business to deliver enduring relevance and impact for people.

From a design perspective, we work side-by-side with users, subject matter experts, and stakeholders, using our tried and tested design thinking methods to understand and solve challenges.
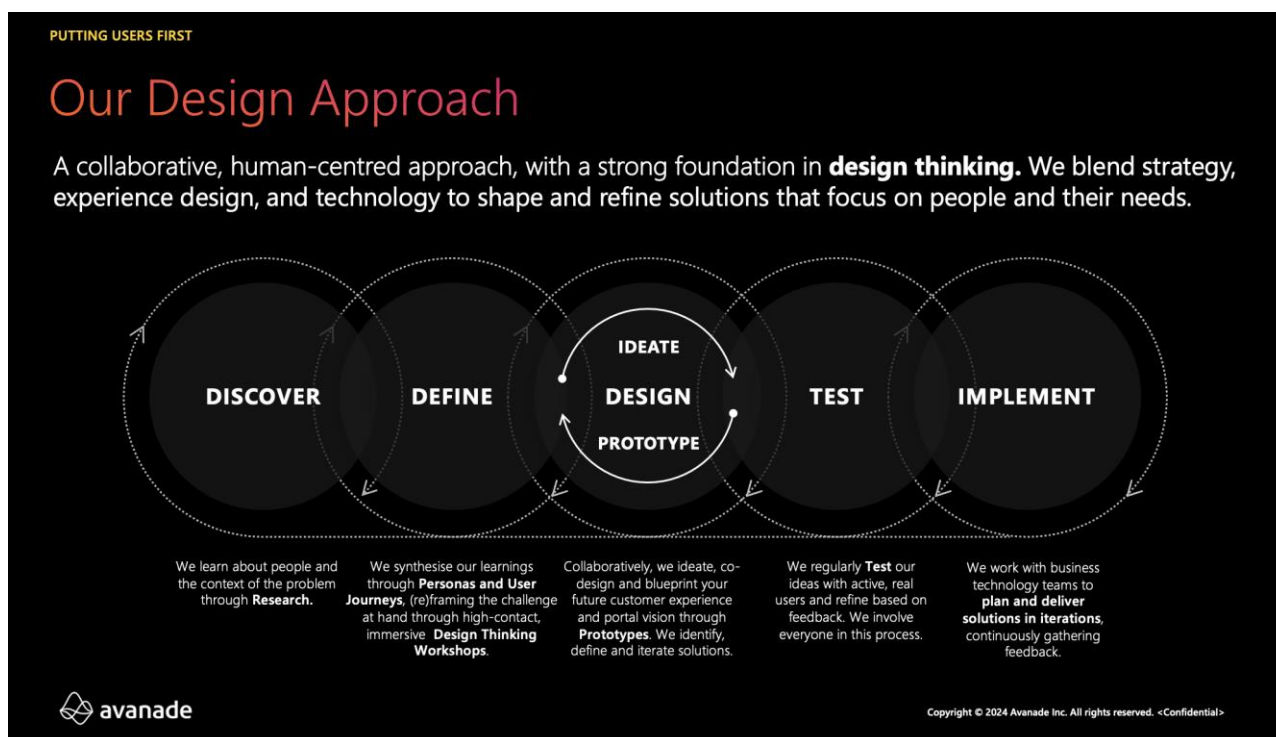
3.   Services

User Research and Testing	Avanade has deep expertise in gathering insights, understanding, and validating user needs, and testing products and services. User research is at the heart of what we do.
Product Design and Optimisation	Create easy-to-use digital experiences that enable users to achieve their goals. Avanade use a range of methods to achieve this: design thinking, user research, service design, prototyping, interaction, and visual design, as well as testing and accessibility services.
User Experience Strategy	Blending research, ideation, and innovation techniques, UX Strategy focusses on understanding the problem-space, shaping a vision, and validating solutions across desirability, feasibility, and viability.
Accessibility	Ensuring everyone can use the service. Our certified accessibility experts will assess applications based on standards like WCAG, gather feedback from users with accessibility needs, and create improvement recommendations.
Service Design	Service design focusses on planning, organising, and delivering solutions end-to-end. Through this approach, we align people, processes, technology, and resources to improve user experience and deliver tangible outcomes for organisations.

4. Pricing

Please refer to the associated Pricing Document relevant to this Service.

5. Contacts

Paul Marsh

Head of Avanade UK Health & Public Services

Email: uk.hps.support@avanade.com

Telephone: +44 20 7025 1000

6. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.