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Service Definition Document

Human-Centred Design and Business Analysis

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Summary

Traverse Digital provides consultancy services to support digital transformation within health and care. We can lead human-centred and business analysis activities to understand business need and align to solution proposals.

These services can be provided alongside enterprise and solution architecture activities. It is key to align the provision of technical solutions with the understanding of problems to be solved and benefits to be realised by engaging with users and other stakeholders.

We follow design-thinking approaches and service design methodologies that align to both [Government Digital Service \(GDS\)](#) and [NHS Design Principles](#).

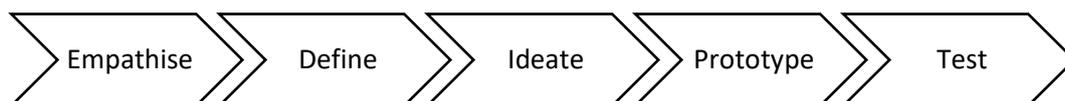
We can also provide BCS qualified business analysis practitioners to help align deliverables to business strategy and fully understand issues within business units and teams.

Service features

- Human-centred design, design-thinking and discovery:
 - User research
 - User journey mapping
 - Service blueprints
 - Capability mapping
- Prototyping and user experience design
- Modelling and visualisation
- Hypothesis-driven design
- Business analysis
 - Stakeholder management
 - Options appraisals for business/workflow improvement
 - Investigative techniques, including interviews, workshops and scenario design
 - Business case support and feasibility assessments
 - Requirements documentation, validation and management

Process and design thinking

We follow recognised design thinking approaches to ensure that technical solutions refer to user research and problem definitions before delivery. Support with development and delivery will be delivered iteratively and continuously validated with users during prototyping and test phases.



We also make use of online collaboration and visualisation tools to facilitate participation in the co-design process.

Relationship with architecture Practice

We ensure that enterprise and solution architecture activities are delivered alongside other disciplines and are clearly linked to user research and discovery activities. This ensures that problems are well-defined, and solutions are designed to address them. Non-functional concerns are also elaborated with stakeholders and managed in solution designs.

During development phases, it is key to maintain links between problem definitions, functional stories and design decisions. We work closely across teams to ensure that any solution design decisions are reflected in both functional and non-functional deliverables with clear traceability.

In addition, enterprise architecture activities ensure that solution capabilities are well understood in the context of the organisation's strategic objectives and transition and target states are clearly represented and communicated to the business.

Service benefits

- Ensuring that user problems are well researched and understood
- Clarifying problem definitions and areas of improvement to target
- Designing appropriate systems and capabilities to eliminate pain points
- Sharing knowledge across teams and effectively communicating technical concepts
- Reducing costs by optimising user workflows
- Reduce time wasted by optimising system usability

Consultant credentials

Our consultants hold the following professional accreditations:

The Open Group:

- TOGAF 9 Foundation
- ArchiMate 3 Foundation
- ArchiMate 3 Practitioner

BCS, The Chartered Institute for IT:

- Practitioner Certificate in Enterprise and Solution Architecture
- Intermediate Certificate in Enterprise and Solution Architecture
- Practitioner Certificate in Business Analysis Practice