User Centered Design capabilities

G-Cloud Service Definition Document

cognizant®

Our G Cloud 14 Service offerings include a range of user-centered design services to meet your unique and evolving needs.

Service Descriptions

User-centred digital transformation

We provide a strategic and user-centric digital transformation service. This can be as either the lead supplier, or as the user-centred design supplier collaborating closely with other specialist suppliers. We support you to consider an approach to transformation through the lens of user needs. We help to drive technology, cultural and service change.

Typically our team will work with you to understand challenges, conducting detailed stakeholder and user research, capturing challenges and frustrations and marking the boundaries of the problem to be solved. We add insight to this picture through detailed stakeholder engagement, technical review and user research. Bringing these research inputs together we create a transformation plan, including

- value framework to help drive prioritization
- roadmap of transformational change
- user personas
- experience principles and vision

As we move from planning transformation into delivery of the roadmap we will help you to adopt a products and services model to delivery. To do this we can provide agile coaching, target operating model definitions, terms of reference, and training plans if necessary. In addition to providing service delivery as part of a digital transformation we also offer this as a standalone service – see details below.

Service delivery – Discovery, Alpha and Beta

We offer a comprehensive, well-established and outcome driven service delivery process. Beginning in Discovery and following the service lifecycle through alpha, beta and live we deliver services in accordance with the Service Standard, Technology Code of Practice and Service Manual.

In Discovery we begin by helping you to clearly frame the user challenge to be solved, and understand the borders of the problem space, the broader landscape and the existing knowledge we can build upon. We plan user research (user research is also offered as a standalone service, see details of our research capabilities and methodology below) and stakeholder engagement to build our understanding, and then we present a considered, clearly evidenced and carefully articulated recommendation. Typically we recommend progression to an alpha phase, and provide a plan for this, however we may also advise you that there is no genuine user need, or no realistic way of meeting the need whilst providing value-for-money. In rare cases we may also recommend extended Discovery activity. Supporting this recommendation, further typical Discovery outputs would be:
- Discovery report
- As-is and to-be process maps
- As-is and to-be high-level technical architecture diagrams
- High-level user needs Backlog

- User personas
- Technical options analysis
- Service Vision

In progressing to Alpha our focus changes to prototyping activity. We plan our Alpha phase carefully to focus activity on the riskiest assumptions – the areas where there are significant unknowns. This might include a lack of depth of understanding of user needs in certain parts of the user journey, and a lack of technical understanding of how the service might be delivered. User-facing prototypes will typically be created in the GOV.UK Prototyping Toolkit, using Figma for rapid clickable design prototypes and HTML prototypes to test more complex interactions. Technical proof-of-concepts will be delivered to assure the proposed architecture, for instance assessing any likely challenges integrating with legacy APIs. We take an iterative approach, delivering prototype iterations in two-week sprints, testing with users and then refining and expanding based on new insight. We will finish an Alpha phase with a robust, evidenced plan for the delivery of a service that will meet user needs.

During Beta we continue to work in an agile, multidisciplinary fashion, complying with the Service Standard. We expect to continue to conduct user research every sprint with the latest iteration of the service in development. We continue to learn about our users and their needs, and to iterate and improve our service to meet those needs.

We continue to improve services in Live usage, complimenting ongoing user testing with analysis of usage data, to understand how the service is performing. We will address any user challenges, and listen to users' ideas for improvement, including new features.

Throughout all phases our approach is in-line with the Service Standard, and is inclusive and accessible, we have experience of taking many services through successful Service Assessments and can support your staff to understand the Standard and to prepare for Assessment if required.

We will develop success metrics and measurement frameworks collaboratively with you, in order to assess the impact of our services, and we will remain throughout focused on your objectives and delivering value to your organisation.

Service Standard audits & compliance
In addition to our capability in delivering services through lifecycle phases, we also provide a service to assess existing services you may have – either live or in development. Our small team of experts work initially with on-the-ground Product Managers and other staff to understand in detail the work-to-date, base of existing user knowledge and technical architecture of the service. We will then deliver an assessment of where we believe your service meets the Service Standard, and a remediation plan for those areas where improvement may be required.

The benefits of this service include
- Adherence to relevant standards
- Improved usability
- Improved efficiency of your delivery teams through adopting agile methodologies

Product design

Our Interaction Design team are a key part of our Service Delivery model, we also provide Product Design as a standalone service. This could be in the form of our designers supplementing the skills of an existing team, or delivering design as a completely standalone activity, for instance in visualising policy concepts.

We make extensive use of the GOV.UK Design System in our design practice, and are active members of the community. In principle we aim to use the Design System as much as possible, following standard components and patterns as a means to deliver consistency, efficiency of ongoing maintenance, and accessibility. Where the GOV.UK Design System is unsuitable for your product we will learn and use alternative Design Systems you may already use, or create a bespoke System for you. We use tools such as Figma and Sketch to create and use such systems.

We make extensive use of prototyping, and our designers are well versed in rapid iteration of prototypes. Our designers work closely with technical teams to understand any constraints or limitations and find alternative solutions, and to review and advise on adherence of built products to designs.

We are champions of accessible design and as standard we design for compliance with WCAG AA guidelines, with enhanced accessibility something we are also experienced in delivering if required.

Service design

Our team of Service Designers are integral to our service delivery approach. They are responsible for delivering best-in-class user experience, taking traditional UX Design and broadening it to consider the full end-to-end journey across on and offline touchpoints, and integration points with other services.

To deliver this, in Discovery we will map the user needs, and enabling technologies across the ecosystem. We will begin mapping user journeys – that is, detailed step-by-step guides to how the users will progress through a service. We will also create a service blueprint. This builds upon the user journeys to cover not just the user's experience of the service, but the business actions, data processes and integrations happening in order to drive that experience. We will create both 'as-is' and 'to-be' versions of these artefacts, and work with developers, business analsysts and others to ensure they are accurate and deliverable.

As a service progresses through discovery, alpha and beta the user journeys and service blueprint will progress, becoming more detailed, covering more scenarios and eventualities.

User research

Our user research practice is well-established and expert at working collaboratively within agile teams to support large and complex programmes. Robust user insight should underpin all modern software delivery, and our research team is expert in providing clear, actionable and traceable evidence of user needs.

Research can be deployed in a range of scenarios, at any phase of the product lifecycle from inception through Discovery, Alpha and Beta to Live. It can answer questions such as 'what are the user needs for this service', 'who is using service and for what', 'would this approach/technology meet user needs', 'what challenges do users have with our existing systems', 'do users understand what we are trying to tell them' or 'what do our users think of us as an organisation'.

We engage with you to plan a programme of research, based on factors such as the questions you need to answer, the level of confidence you need, your existing knowledge of your user base, your timelines and your budget. We will work within your governance procedures for research, and can advise you on best practice governance if necessary. We will produce artefacts for your review and approval including Data Protection Impact Assessments, user recruitment specifications and discussion guides.

We will lead on identifying the user groups that need to be included, and ensuring appropriate diversity, this means ensuring a representative balance across user types, demographics, levels of digital confidence. We will also ensure our research is inclusive, and that the voices of excluded groups are sought out, these could include those with visual/physical accessibility needs, people with learning disabilities, the elderly, non-native English speakers, or any other relevant group.

Our team will ensure we plan carefully and appropriately for any sensitive topics which may come up during research, and we have experience in conducting research in such areas to draw on.

Our team can conduct research through mixed methods, which include but are not limited to

- User interviews
- Focus groups
- Diary studies
- Surveys
- Field/ethnographic research
- Observational and usability testing, utilizing prototypes
- Analysis of usage data

Research outputs will be documented and shared in formats of the client's choosing. We normally expect to deliver artefacts including:

- Research reports
- User personas
- User needs backlogs

Conducting adequate user research is a crucial part of meeting the Service Standard, and our team are experienced in meeting the standard, and supporting services through Service Assessments at each stage of the lifecycle.

Conducting user research provides numerous benefits, including:

- Deliver improved outcomes against business objectives
- Improve the quality of the data you collect
- Improve user satisfaction
- Reduce customer support volumes
- Increase efficiency of staff using internal services
- Assure investment in software development, removing risk of required rework later

Content design services

In addition to being a critical part of our service delivery process as outlined in services above, we provide content design as a standalone service for clients with specific needs in this area.

Some example challenges which content design can solve include 'how do we deliver new policy which requires us to explain new concepts to our users?', 'how can we reduce calls to our

service agents from confused customers?', 'how can we improve the quality of the data entered in our forms and reduce human errors?'

Our Content Designers will work closely with you to understand your problem and your users. They will assess existing content, conducting a comprehensive audit across your different communication and information channels if required. They will review existing user insight, from research and analytics. They will work with stakeholders to understand the objectives of the content in consideration.

Our Content Designers will work closely as required with policy or subject matter experts, translating their expertise into clear and easily understandable language. They will tailor content to the expected comprehension level of the user base, and will ensure inclusivity and accessibility remains at the forefront of our consideration process.

Content Designers will work closely with User Researchers to plan research which provides evidence of user comprehension. They will also work closely with Developers to understand the technical restraints on the content that can be supported. This may necessitate the creation of Content Specification documents, for example. Our Content Designers are experienced in using various Content Management Systems.

By ensuring your content is clearly comprehensible by all of your users, you can

- Deliver improved outcomes against business objectives
- Improve the quality of the data you collect
- Improve user satisfaction
- Reduce customer support volumes
- Increase efficiency of staff using internal services

Cognizant Overview

Cognizant engineers modern businesses. As one of the largest global professional services companies we help clients in the UK modernise technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life.

We focus on IoT, AI, software engineering and cloud—the technologies that are changing the nature of business. Our global presence enables us to serve you locally.

What we do

- We **transform experiences** so our clients reach new levels of growth and brand loyalty
- We **reimagine processes** with automation and capabilities that instill insight, precision and speed.
- We **modernise technologies** that help our clients remain relevant and ready for the future.

We work with our clients to:

- **Deepen User Understanding**: We research user needs, preferences, and behaviors so that we can deliver more personalised, proactive, and responsive services.
- **Meet Evolving Expectations**: We implement solutions that mirror the speed, convenience, and accessibility that citizens expect from modern digital experiences, fostering increased satisfaction and trust.
- **Improve Service Efficiency**: Cognizant helps streamline processes, automate tasks, and optimise resource allocation for improved service delivery with reduced costs.
- **Strengthen Leadership Capabilities**: We offer analytics driven insights and tailored training to empower data-driven decision-making and equip public sector leaders for the digital age.
- **Innovative Policy Solutions**: Our teams bring experience and technological expertise to help identify and implement creative, effective digital approaches to complex policy challenges.

Our People

Our 10,000+ UK team bring both technical skills and experiences, and deep domain knowledge of the public sector landscape. We can provide staff that cover all DDaT/SFIA roles and grades, including those within the User-centered design role family.

We have employees across the UK, our major hubs include a dedicated Public Sector Centre of Excellence in Leeds, our Head Office in London, including an Advanced AI Lab and an AI public sector co-innovation lab, and a large design studio in Bristol specializing in DesignOps.

We can also draw on 280,000+ nearshore and offshore professionals for reduced cost options where you can take advantage of these.

Our Credentials

Cognizant's user-centred design practice is extensive and has a strong track record of successful delivery. In the past year we have delivered over 50 services through different

lifecycle phases from Discovery to Live. We have provided design teams for clients including HMRC, DWP, NHS, DEFRA, HMCTS and Crown Commercial Service.

Awards and Recognitions

2024 TOP EMPLOYER IN EUROPE FOR the 9th CONSECUTIVE YEAR	**2024** America's Greatest Workplaces for Diversity by Newsweek for the Second Consecutive Year	**2023** FORTUNE LIST OF AMERICA'S MOST INNOVATIVE COMPANIES	**2023** FORBES' LIST OF AMERICA'S BEST MANAGEMENT CONSULTING FIRMS	**2023** COGNIZANT EMERGES AS TOP EMPLOYER IN INDIA IN LINKEDIN TOP COMPANIES LIST	**2023** Cognizant Named to Fortune's Modern Board 25 List

Analyst Accolades

Everest Group	Cognizant Named a Leader in the MedTech Operations PEAK Matrix® Assessment 2023	Cognizant Named a Leader in the Everest Group Next-generation Quality Engineering Services PEAK Matrix® Assessment 2023	Cognizant recognized as a Leader in the Everest Group Data and Analytics Services PEAK Matrix® Assessment	Cognizant Named a Leader in the Everest Group Life Sciences Operations PEAK Matrix® Assessment 2023	Cognizant Named a Leader in the Everest Group Property & Casualty Insurance BPS PEAK Matrix® Assessment 2023
iSG	Cognizant Recognized as a Leader in ISG Provider Lens™ Salesforce Ecosystem Partners 2024	Cognizant Recognized as a Leader in the 2023 ISG Provider Lens™ Oracle Cloud and Technology Ecosystem	Cognizant Recognized as a Leader in the 2023 ISG Provider Lens™ Finance and Accounting Outsourcing Services	Cognizant Recognized as a Leader in ISG Next-Gen ADM Services 2023	Cognizant Recognized in ISG Future of Work Provider Lens Services Study, 2023
AVASANT	Cognizant Recognized by Avasant as a Leader in Tech-enabled Sustainability Services RadarView 2023-2024	Cognizant Recognized by Avasant as a Leader in Data Management and Advanced Analytics Services, 2023	Cognizant Named by Avasant as Leader for End-User Computing Services, 2023	Cognizant Recognized by Avasant as a Leader in Digital Workplace Services, 2023	Cognizant Recognized by Avasant as a Leader in Banking Process Transformation, 2023
HFS	Cognizant Recognized as a Leader in the Inaugural HFS Horizons, 2024	Cognizant Recognized as a Leader in Generative Enterprise™ Services by HFS, 2024	Cognizant Recognized as a Leader in Services for the Platform Economy by HFS Research, 2023	Cognizant Recognized as Market Leader in Travel, Hospitality, and Logistics Service Providers by Analyst Firm HFS, 2023	Cognizant Recognized as a Market Leader in Automation Services by HFS Research, 2023

Our Culture & Vision

Every choice we make aligns to our vision: to become the pre-eminent technology services partner to the world's top companies. Our values form the bedrock of our culture and define how we work together to serve our stakeholders.

- Start with a point of view
- Seek data, build knowledge
- Always strive, never settle
- Work as one
- Create conditions for everyone to thrive
- Do the right thing, the right way

Next Steps and Contact Details

Please send your requirements to inquiryPSandHealth@cognizant.com

Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will contact you:

- The name of your organization.
- Your name and contact details.
- A brief description of your business situation.
- The service that you are interested in.
- Your planned timescales for the work.

About Cognizant

Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast changing world. Together, we're improving everyday life. See how at **www.cognizant.com** or **@Cognizant**.

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