



Discovery service



| About Zaizi



Our purpose is....

Realising potential together



Our people

Our clients

And fellow citizens



At Zaizi, our mission is to make the UK the best and safest place to live and work. We do this by working with organisations across the public sector to design, build and sustain user-centred and secure digital services. Our ambition is to positively impact the lives of all 70 million citizens of the UK by 2030.

**Digital government is hard,
together we'll succeed**



| Our clients



Department for Levelling Up,
Housing & Communities



Innovate
UK



National Cyber
Security Centre
a part of GCHQ



Home Office



Border Force



Ministry
of Justice



Department
of Health &
Social Care



Department
for Education



Department for
Digital, Culture,
Media & Sport



Foreign, Commonwealth
& Development Office



Department for
International Trade



| Service list

Digital design & delivery

- Discovery
- Alpha
- Beta
- Mission delivery

DevSecOps

- DevSecOps service
- Maturity assessment

Sustaining

- Support service
- Application modernisation
- ITIL service mgmt
- Threat modelling

Capability

- User research
- Agile coaching

Cross domain

- Solution workshops
- Hybrid architecture

Data

- Data transition
- Analytics
- Visulastion
- Classification

Cloud

- Architecture
- AWS
- GCP
- Azure

Accelerators

- Transformation Day
- OneLogin roadmap
- UCD digital ready policy
- Rapid prototype
- Roadmap

Solutions

- Dynamics 365
- Power platform
- Secure portal
- Case mgmt
- Workflow

| About the service

About the service

Discovery is the first phase in user-centred agile digital service delivery.

We conduct user research, technical investigations and collaborative workshops to understand:

- organisational goals, constraints
- users needs, motivations and barriers
- the priority problems to solve and potentially viable and sustainable solutions

Outcome: detailed, evidence-based recommendations on how to proceed.

Service features

- Aligned with GDS service standard
- Multimodal user research
- Service design
- Ideation
- User segmentation and persona
- Documenting of constraints

Service benefits

- Clarity: on service/policy objectives and measurement
- Ensures we have the evidence to be confident that we are focused on the root causes of the priority problems to solve
- Alignment across all stakeholders on recommendations and next steps
- Brings early primary research and detailed understanding of constraints
- A short focused low investment phase that reduces risk in subsequent higher investment phases

| Case study

Department of Levelling Up, Housing and Communities

Exploring the case for a national landlord register



In 2019-20, the private rented sector accounted for 4.4 million or 19% of households in England. In the Queen's Speech, the UK government committed to bringing forward reforms to drive improvements in standards in privately rented accommodation in England. A key point of focus was to support local authorities to conduct targeted, effective enforcement to drive out criminal landlords.

Between September and December 2021, Zaizi worked with DLUHC on a discovery to explore the merits of the introduction of a national landlord register in England. It began with collaborative scoping sessions to agree policy objectives, discovery goals and priority users. It also featured:

- qualitative and quantitative research conducted with local authority officers, landlords, agents and tenants/prospective tenants in the form of in-depth interviews, group workshops and a survey.
- exploratory sessions with a range of stakeholders, including industry bodies, representatives from the devolved administrations and colleagues from across government.
- technical feasibility testing to work out how a successful registration model might operate, and how it would integrate with existing data sources.

"Following a competitive tendering process, we have been delighted by the work Zaizi have done with us in exploring the merits of introducing a landlord register. At all stages, they have been a pleasure to work with, tailoring their approach to our feedback as well as setting out a clear plan and methodology. Over a relatively short period, they have helped us rapidly advance our policy thinking in this space and we wouldn't hesitate to recommend or work with them in the future."

Deputy director, DLUHC



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