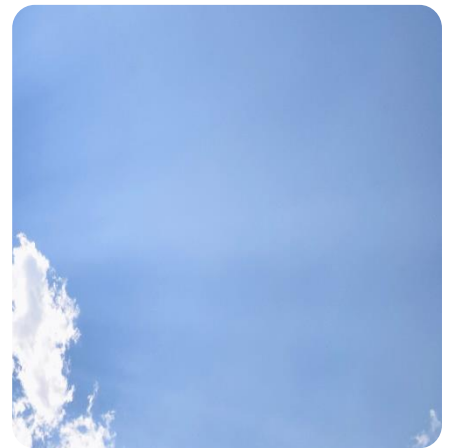




Crown  
Commercial  
Service



# User Journey Mapping

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GCloud Service Description

**Bringing Ingenuity to Life.**  
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# 1 User Journey Mapping

## 1.1 Short Service Description

Our user journey mapping connects you to those who use your products and services, identifying pain points and halo moments across their experience. Our illustrated outputs present the findings in a layered way, to support progressive learning, taking the viewer from macro insights to micro details and incorporating contextual findings.

## 1.2 Key Service Features

1. An interactive, digital map of user journeys
2. Map the journeys, pain points and halo moments
3. Understand journeys across key personas or segments
4. Grounded in primary research, i.e. interviews, online ethnographic activities
5. Incorporates raw insights i.e. imagery, videos, voice, screen recordings
6. Designed in PowerPoint, fully editable and easily shareable
7. Follows a web design structure, including familiar navigational elements
8. Takes the viewer through a non-linear, true life experience

## 1.3 Key Service Benefits

1. Bringing stakeholders closer to users and interaction with touchpoints
2. Detailed map of the 'as-is journey', springboard for innovation
3. Foundational insights that explain the 'why' behind behaviours
4. Mapping emotional needs central to delivering best-in-class experience
5. Journeys compared side-to-side, e.g. around older and newer systems
6. Agile delivery: insights shared early during insight gathering
7. Team of experts, specialising in journey mapping method
8. The interactive aspect supports learning and discussion
9. PowerPoint delivery is easily editable and shareable

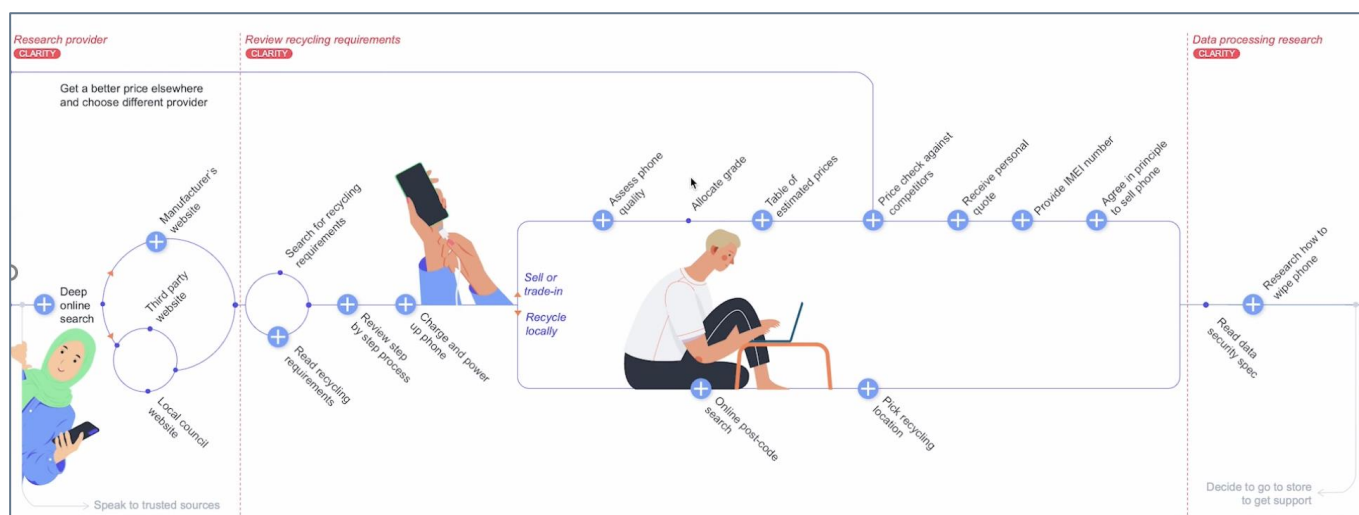
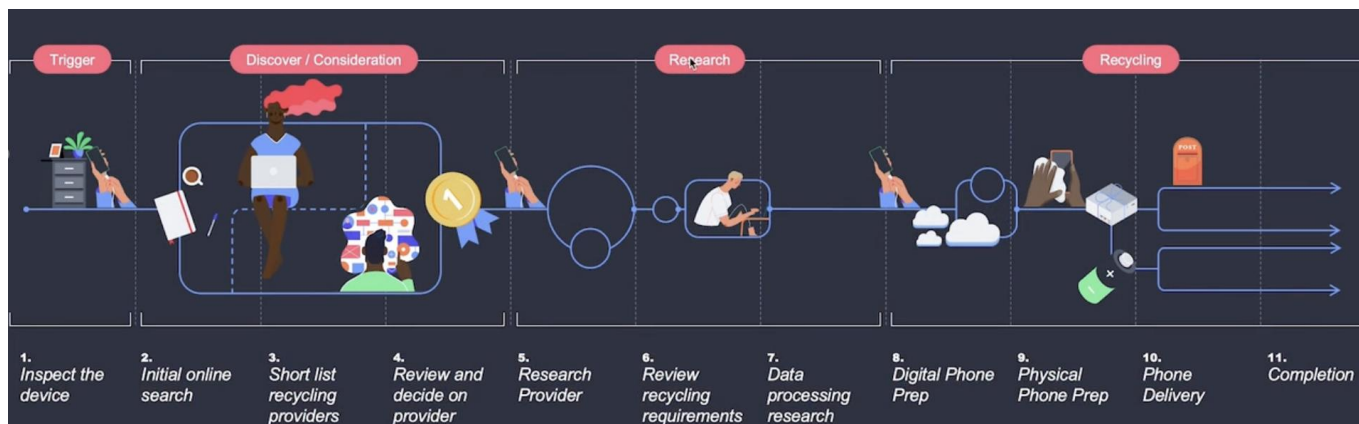
## 1.4 Service Definition

Current state User Journey Mapping helps provide **foundational insights and a holistic view that illuminates the wider context impacting user behaviour**. These might be organisational factors (e.g. tech barriers, company structure and culture) as well as people factors (e.g. learning styles, generational preferences). PA's Human Insight team have created a propriety approach and output known as 'Atlas.'

A clear understanding of the 'as is' journey and key pain points provides a knowledge springboard to define solutions and innovate from a well-informed and crucially human centric perspective. It is the first step before rapid beta and alpha testing in innovation cycles, and before future stating your Target Customer Experience (TCE)\*. Researching the current experience can be deeply valuable to ensure your design approach is truly human centric and de-risking adoption and integration problems down the line.

\*TCE is another PA product that maps out the ideal journey of a service or system user, based on agreed innovations.

‘Atlas’ is PA’s proprietary product for delivering current state user journey mapping. Example visuals are shown below:



## 1.4.1 Harnessing the power of empathy

The greatest advantage of journey mapping is feeling what your users experience, by seeing and hearing how they interact with touchpoints within the journey. Unmet emotional needs can be hard to identify and frame (especially via other research methods such as quantitative studies) yet they are central to understanding how to deliver a best-in-class experience and solve the problems that need solving. **Atlas brings realistic experiences to life, not only to understand your current experience, but also craft a winning one.**

Importantly, stakeholders are brought together with a shared purpose driven by empathy, for their service and system users.

## 1.4.2 Deeply ethnographic approach

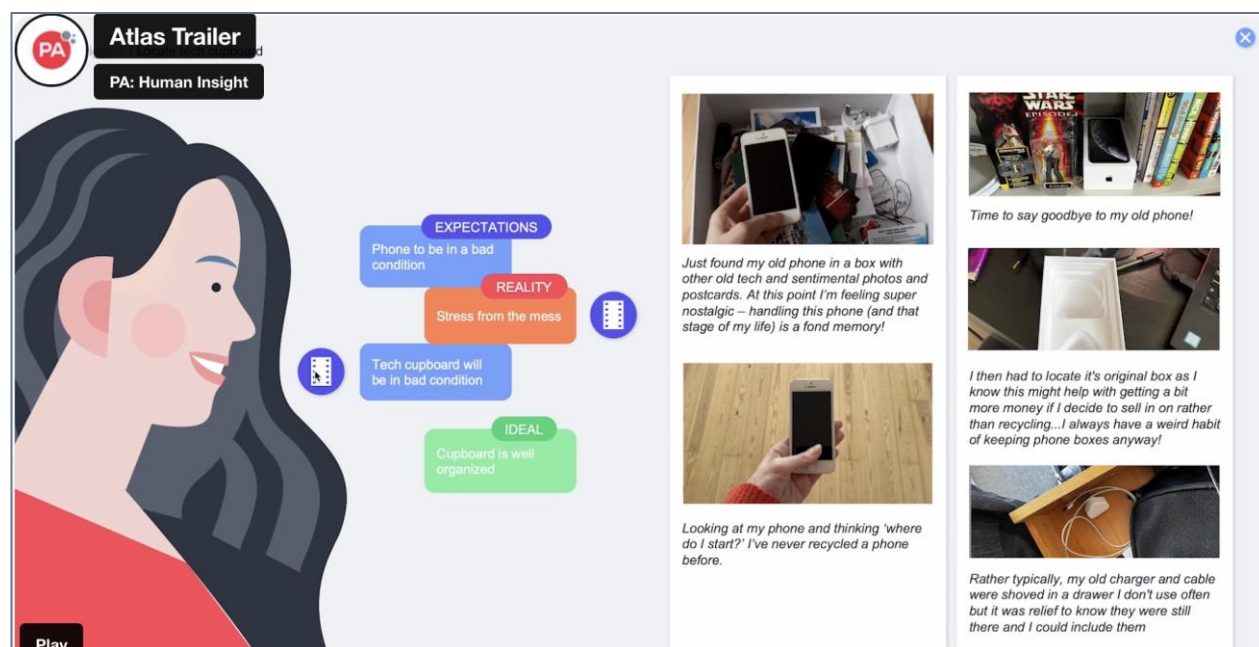
User journey mapping 'Atlas' is rooted in user's truth which they convey through online ethnography (e.g. diary studies, on-the-go voice notes). We use primary research with people who use the systems and services, so that you can: see, hear, and feel what they do.

Typically, there are 3 key stages involved.

1. **Online journaling (which we call a discovery diary)**
2. **One-to-one follow up interviews**
3. **A series of mapping workshops to pull together the insights**

Ethnographic in-the-moment research is important to overcome the say-do gap (a potential problem in research when there's a difference between what people say they do and what they actually do). Digital ethnography works well and can be supported by site visits to help immerse ourselves in user environments and follow up interviews.

Screenshot Atlas trailer, showcasing ethnographic findings:



## 1.4.3 Distilling complexity into simplicity

User journey mapping requires us to be comfortable with complexity, understanding that changes to key touchpoints will have nested implications across your business, hence taking time to deploy. PA's Human Insight team have proven processes for distilling complexity into refined simplicity:

We draw on the expertise of multi-disciplinary teams - human insight researchers and in-house recruitment specialists, strategists across wider PA (e.g. People & Change or Agile Delivery) and important stakeholders to bring the full context we need to meet important outcomes and KPI's.

We have a "one-team" agile approach, collaboratively working with clients and partners. Whilst current state journey mapping is typically a 12-week programme, top level insights are shared as they are surfaced – enabling delivery of quick wins before deeper transformational change (a huge advantage to agile development teams working at pace).

Finally, PA's Atlas product has been praised for its effective simplification of complicated user journeys by bringing human stories so strongly to life.

## 1.5 Why PA?

PA Consulting Group (PA) is a leading IT consultancy and one of the largest advisors to the UK government. We work as a trusted partner to help the UK Government apply an assured cloud delivery approach when developing their most complex information systems and cloud solutions.

PA is well placed to work with clients to help assess readiness, design, build, deliver, and test, to take advantage of cloud solutions. We will bring:

- Leading experience in identifying the costs and complexity drivers for moving existing or new IT services to cloud environments.
- Experience and knowledge to challenge the client organisation to ensure the key stakeholders are aligned ahead of the move to a Cloud solution.
- Access to the latest cloud vendor migration developments, ensuring a best-in-class approach, based on our work with major clients in both the public and private sector in the UK and overseas.
- Experience supporting cloud, in-house and hybrid systems side-by-side

More specifically we will bring:

### **Ideation & Strategy:**

- Cloud strategy and advisory services
- Assessment of cloud readiness
- Cost-benefit analysis and ROI modelling
- Security and compliance assessment

### **Design & Architecture:**

- Custom cloud architecture design
- Integration with existing IT infrastructure
- Multi-cloud and hybrid cloud solutions
- Disaster recovery and business continuity planning
- Robust solution delivery meeting GDS best practice and ISO27001

### **Development & Deployment:**

- Cloud-native application development
- Containerization and microservices & serverless architecture
- DevOps practices and CI/CD pipeline setup
- Automated testing and quality assurance

### **Implementation & Migration:**

- Data migration to the cloud
- Legacy application modernization
- Cloud service provider selection and management
- Implementation of Infrastructure as Code (IaC)

### **Operations & Management:**

- Continuous monitoring and incident management
- Performance optimization and cost management
- Backup and restore operations.
- User training and change management.

### **Innovation & Scaling:**

- Scalable infrastructure to support growth.
- Implementation of AI and machine learning capabilities
- Internet of Things (IoT) integration
- Ongoing innovation workshops and R&D

### 1.5.1 Social Value

Building a positive human future is at the core of PA's organisational purpose and we live this value as a key advisor and partner to the UK public sector and by delivering tangible benefits to communities and society.

We are passionate about the positive impact PA can have on wider society, making a significant contribution to efforts in tackling inequality, wellbeing, online safety and ensuring effective stewardship of the environment and fighting climate change.

We are committed to maximising Social Value by using our specialist knowledge and skills to develop firm-wide health, well-being and, diversity and inclusion initiatives for our own people, project-specific initiatives with our clients and wider community benefits. We can work with you to deliver measurable improvements across your key social value initiatives.

### 1.5.2 Security Clearance

PA are a government List X accredited company who have a dedicated Security Vetting team. This allows PA to achieve security vetting of its employees in a time effective manner ensuring the correct processes are always followed (In accordance with the Security Policy Framework). As a matter of



standard process, PA puts all its eligible employees through the Baseline Personnel Security Standard (BPSS), set out by the Cabinet Office. Those employees working on, or planning to work on, government projects are automatically put forward for SC clearance which are processed via UK-SV (formally the Defence Business Services – National Security Vetting). PA also process DV vetting through the UK-SV and other agencies, these are generally client sponsored.

PA currently have a large pool of cleared individuals (80% of UK Staff). Should a resource be identified where clearance is needed, the PA Security Vetting team will then process the individual through the relevant clearance procedure. The team will also be able to validate all existing clearances held by PA employees when requested.

### 1.5.3 Next Steps

This service is intended to help customers develop and deliver successful outcomes regardless of the life cycle stage they are at. PA prides itself on working with clients and helping them to deliver outcomes whilst also providing them the ability to 'stand on their own' so that they can move their solutions forward without future involvement. Please contact us on [GCloudFramework@paconsulting.com](mailto:GCloudFramework@paconsulting.com) to discuss your needs further.





## About PA.

We believe in the power of ingenuity to build a positive human future.

As strategies, technologies, and innovation collide, we create opportunity from complexity.

Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

We are over 4,000 strategists, innovators, designers, consultants, digital experts, scientists, engineers, and technologists. And we have deep expertise in consumer and manufacturing, defence and security, energy and utilities, financial services, government and public services, health and life sciences, and transport.

Our teams operate globally from offices across the UK, Ireland, US, Nordics, and Netherlands.

## PA. Bringing Ingenuity to Life.

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Discover more at [paconsulting.com](https://paconsulting.com) and connect with PA on [LinkedIn](#) and [Twitter](#).

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