

User Centred Design

G-Cloud 14 Service Definition Document

May 2024



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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 25,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver and Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a growing team of OCI specialists, over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure and Google Cloud:



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, Google and SAP. A selection of our partners and alliances are presented below:



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

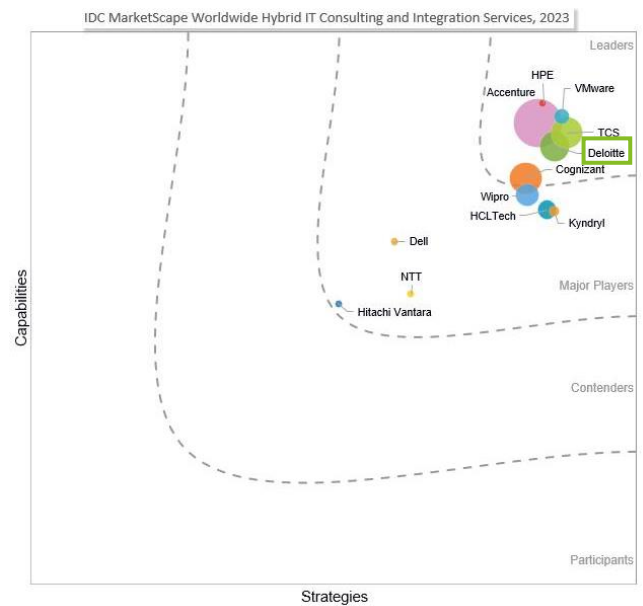
Originating in 2021, Deloitte has been recognised as a Leader in this category for three years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019.



Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2023

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Hybrid IT Consulting and Integration Services 2023** Vendor Assessment. In 2023, we were also recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



IDC MarketScape: Worldwide Hybrid IT Consulting and Integration Services 2023 Vendor Assessment © IDC inc. 2023

Deloitte scored highest in 4 of 5 Use Cases in **Gartner® Critical Capabilities for Public Cloud IT Transformation Services 2023** report:

“Deloitte approaches all aspects of cloud adoption, including migration, with transformation as an objective.”

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



2 Service Overview

Deloitte's user-centred design (UCD) services are aimed at public sector organisations who need to transform in the digital world. We work with clients to design future-focused public services, that balance the needs of employees and citizens alongside organisational priorities. Leveraging our experience in cloud and other disruptive technologies, we navigate complex stakeholder landscapes to design inclusive digital services that will scale and evolve as the digital world does.

Key features

This service is comprised of the following features:

1. UCD practitioners experienced in designing government services across the delivery lifecycle – Discovery, Alpha, Beta, and Live.
2. Design and delivery to the GOV.UK service standard, design principles, design system, and setting service teams up for success for service assessments.
3. Alignment of user, technology, and business needs to the service vision.
4. Quantitative and qualitative user research methods.
5. Creation of high-quality UCD artefacts (e.g. user archetypes, service blueprints, low-/high-fidelity prototypes).
6. Creation of a prioritised roadmap for delivery based on user-centred evidence.
7. Access to accessibility and inclusive design specialists.
8. Collaboration between users and stakeholders throughout design, research, and iteration. Working in agile ways as part of multi-disciplinary teams.
9. Omni-channel design support across digital (web, mobile, cloud), face-to-face, and contact centre.
10. Upskilling and empowering government teams in UCD best practice through knowledge transfer.

Benefits

Key business benefits of this service include:

1. Access to Deloitte's team of public sector experts with a proven track record in digital delivery.
2. Support in understanding what is required to comply with GOV.UK service standards and pass service assessments using our internally developed service assessment framework and accelerator.
3. Design of government services that are intuitive and meet user needs, whilst balancing technology/business constraints.
4. Access to a variety of research and design tools and methods, tailored to deliver the greatest value for the service.
5. High quality UCD artefacts that support delivery and communicate value to both users and the business.
6. Clear plan for how the service will deliver value and when.
7. Government services that meet WCAG accessibility standards and are inclusive for users with various access needs.
8. Users and stakeholders are engaged, and feel motivated to adopt the new service.
9. Users have a seamless experience across channels and touchpoints, irrespective of whether engaging via digital or in-person.
10. Your internal UCD capability matures as your team develops new skills and knowledge.
11. Reduced risk when delivering a service, having evidence that it meets user and business needs and that you are building the right thing.

3 Detailed Service Description

Our approach

Deloitte brings hands-on experience of successful digital transformation. We have supported numerous public sector organisations (such as Government Digital Service, NHS, Home Office, Drive and Vehicle Standards Agency, Intellectual Property Office) in a range of engagements at differing scale, across Discovery, Alpha, Beta and Live. Therefore, our UCD methods are grounded in what is executable.

Realising the most value from your digital transformation calls upon a wide range of capabilities, and our approach to helping clients is shaped by our understanding of digital delivery, combined with:

- our methods for UCD, including our expertise in inclusive design and accessibility, and application of the GOV.UK Service Standard and design principles
- our extensive experience of engaging stakeholders, users and suppliers
- our understanding of legacy IT and service delivery models
- our deep knowledge of public sector programme governance, technology delivery and procurement
- our passion for digital innovation and creativity.

We will bring all of this experience to bear in working with you to clarify and refine the right package of support and deliverables. The delivery timeframe for each project will vary depending on scope and complexity.

Activities and deliverables

The UCD services listed below can be applied at any stage across the delivery lifecycle, however activities and deliverables may vary depending on a client's needs. Some activities are shared across UCD disciplines (e.g. both service designers and interaction designers will be involved in ideation workshops, and interaction designers and content designers in iterating a journey post-user research).

	Sample activities	Sample deliverables
User research	<ul style="list-style-type: none"> • Research planning • Stakeholder and user interviews • Ethnographic research and contextual inquiry, diary studies • Focus groups & surveys • Usability testing & heuristic evaluations • Card sorting and tree testing • A/B testing • Accessibility testing & audits • User analytics review • Establishing research operations 	<ul style="list-style-type: none"> • User research plan • Discussion guides • User segmentation, personas, archetypes • User needs log • User flows • Insights wall • Research report • Analytics analysis report • Insight repository • Research operations playbook
Service design	<ul style="list-style-type: none"> • Objective and vision setting • Current-state, future-state, ideation and design thinking workshops • Product roadmap and prioritisation • Journey mapping • Stakeholder mapping • Service evaluation • UCD training • Develop KPIs and success metrics 	<ul style="list-style-type: none"> • Problem statement(s) • Design principles • Journey maps • Service blueprints • Competitive analysis report • Stakeholder map • Service prototypes (online and offline) • Roadmap or implementation plan
Interaction design	<ul style="list-style-type: none"> • Concept prototyping and iteration • Co-design with users • Wireframing and low to high fidelity design • Visual design • Designing for accessibility • Responsive design • Design system development • Establishing DesignOps processes 	<ul style="list-style-type: none"> • Low-/high-fidelity wireframes • Interactive prototypes • User journeys • Information architecture • Design specifications • Style guide and design systems
Content design	<ul style="list-style-type: none"> • Content strategy development • Content audits and planning • Content creation and iteration • Content governance and delivery processes • Content effectiveness review: analytics and testing • Information architecture design • Content guidelines/standards development 	<ul style="list-style-type: none"> • Content strategy • Content design • Information architecture • Content audit, content plan or migration strategy • Content guidelines and standards • Content authoring governance framework • Content style guide and tone of voice document

Critical success factors

We believe the following factors are critical to the success of these types of services:

- **User empathy:** Involving users and embedding inclusive design right from the very beginning of the process – it is vital that the service has a direct link to users' needs as this will provide the best chance of adoption.
- **Technology integration:** Using cloud digital experts to help co-design the service – Digital is different, and we think that it's important to have experience of both cloud and UCD to help shape thinking and bring ideas from across sectors and geographies.
- **Cross-functional collaboration:** Defining the optimum stakeholder involvement and engagement strategies so that there is buy-in to the co-design process and outcomes. Ensuring that the project plan enables effective working alongside other in-flight initiatives and working within existing governance models as appropriate.
- **Agile approach:** Adopting an agile design process allows for continuous improvement and refinement based on user feedback and evolving requirements, learning quickly and adapting.
- **Design thinking mindset:** Embracing a design thinking mindset, which involves curiosity, empathy, and a willingness to challenge assumptions, fosters innovative and user-centric solutions.
- **Evidence-based decision making:** Utilising data and analytics to inform design decisions helps validate assumptions, identify patterns, and optimize the user experience.

Exclusions

Where service constraints exist of a general nature, they would usually be addressed in the Service Definition document. These and any other constraints would need to be discussed with the client prior to placing the Order. This includes constraints that are specific to the client or the client's situation or that need to be addressed before delivery of the service. We will rely on the client to bring to our attention, before the order is agreed, any specific constraints that need to be addressed including those that could impact on quality, service levels, costs or duration of the engagement.

We can advise on maintenance windows, level of customisation permitted, schedule for deprecation of functionality/features and other matters if relevant to the service.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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