

Scrumconnect G-Cloud 14 Service description

Cloud User Research (UX Design) Services



Digital. Made easy.



Overview: About Scrumconnect

We are a UK-based SME providing digital services to the private and public sectors.

We help define your product, engineer the solution and transfer skills.

- 1 Delivering more than 20% of top 75 public services
- 2 We are a **trusted partner** to major govt departments including DWP, HMPO, MoJ and DfE
- 3 Delivered successful digital programmes to SITA, Cora, Bank of England and ASOS.
- 4 The services we build achieve an average **95%+** user satisfaction rate
- 5 Creating **750 new jobs** over the next 3 years

Digital. Made easy

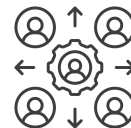
Our mission is to make digital services easy to use for our clients and their customers. To create great user experiences for everyone.

Track Record: Digital. Made easy

Delivering over **20%** of top 75 UK citizen-facing Public Services and a number of Private sector customer facing programmes.



68 user-centred digital services delivered across **14** major clients



350 people currently deployed on client projects



Bank of England



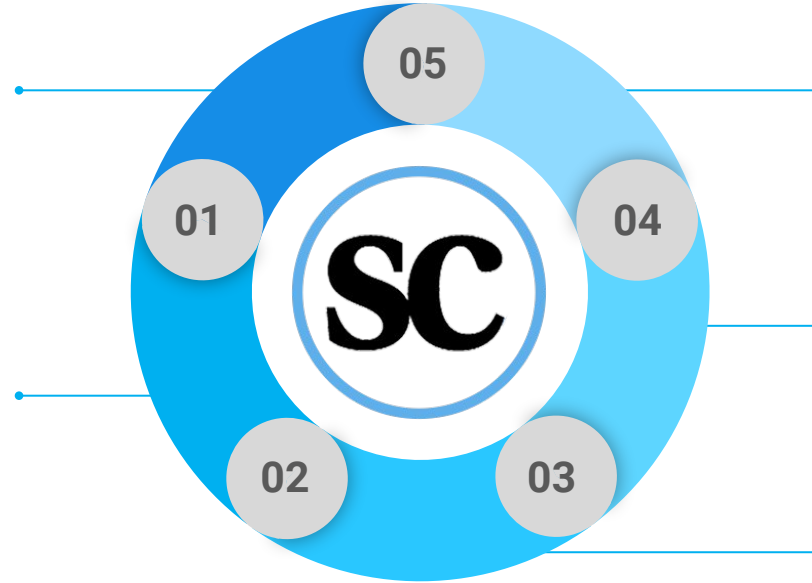
50m UK citizens use our solutions

> User Insights

We put the user at the heart of everything we do. Through diligent user research, we get our solutions right first time.

> Rapid Concept Development

We follow the concept of 'think big, build small'. By continuous iteration, our mentality is to develop a sustainable product.



> Early Product Launch

Our job is to find the quickest route from idea to digital product for our customers. Early value to users results in a virtuous delivery cycle.

> Agile Working

Our delivery, and indeed our organisation, is based on agile principles. Adopting GDS ways of working enables us to help our customers deliver fast and right.

> Lean Experiments

We accept that we build systems in an uncertain world. We take calculated risks through lean experiments to get ahead of the curve.



Collaboration

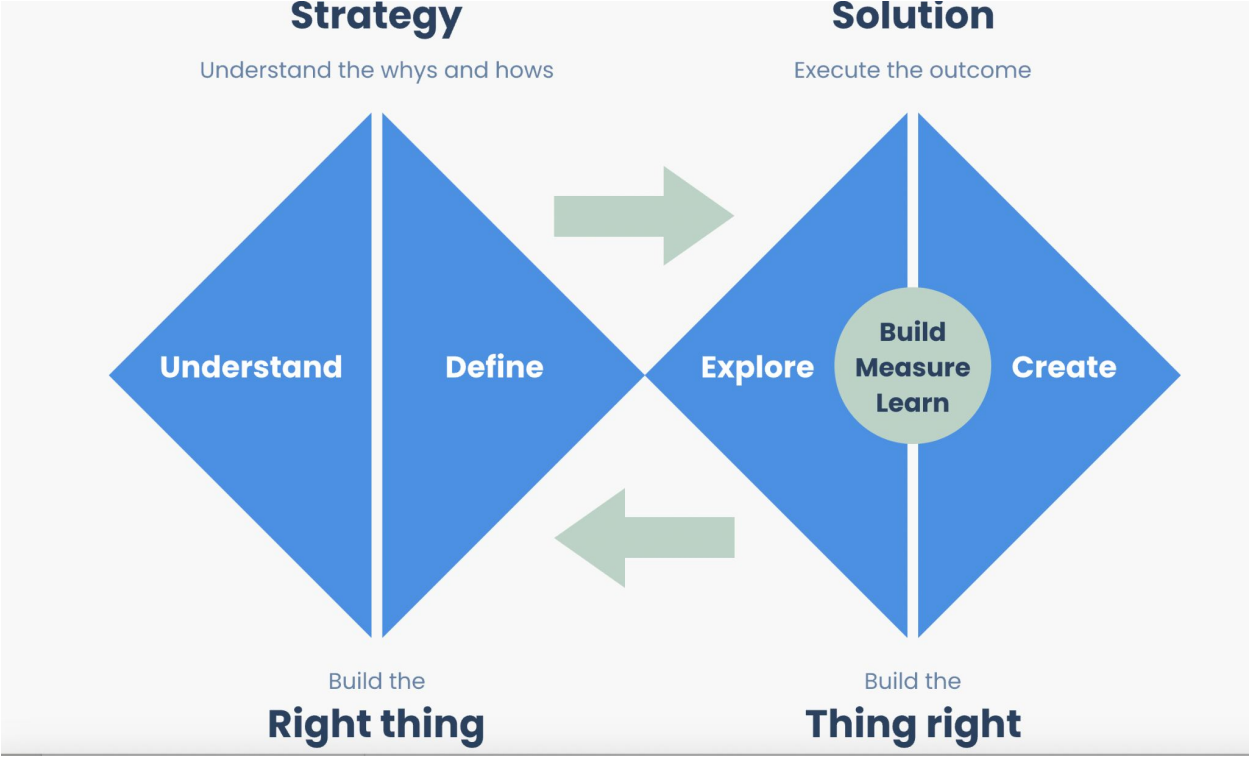


One Team Objective



Continuous Learning

Building for both quality and outcome without compromise



Cloud User Research (UX Design) Services harness the power of cloud computing to provide comprehensive and real-time insights into user behavior, ensuring designs meet user expectations effectively. These services facilitate cross-platform usability testing and interactive prototyping, allowing for swift iterations and enhanced collaborative processes. Utilizing predictive analytics and machine learning, potential user experience issues can be anticipated and mitigated before they occur. Additionally, global user research capabilities enable the gathering of diverse user data, enriching the understanding of varied user bases. This robust offering leverages cloud technology to streamline UX design processes, reduce costs, and improve product accessibility on a global scale

Service Features:

Our Application managed services include the following features:

- **Real-Time User Behavior Tracking:** Monitor and analyze user interactions in real-time using cloud technologies to adapt quickly to user needs and preferences
- **Cross-Platform Usability Testing:** Ensure consistent user experiences across all devices and platforms with comprehensive cloud-based usability testing tools.
- **Interactive Prototyping:** Create and iterate on interactive prototypes efficiently within the cloud, enabling rapid feedback and collaboration
- **Predictive User Experience Models:** Utilize machine learning algorithms in the cloud to forecast user behaviors and identify potential UX issues before they impact the user.
- **Global User Research:** Access and analyze user data from diverse demographics worldwide using cloud-based tools, enhancing the breadth and depth of UX insights.

Service Benefits: Our Cloud User Research (UX Design) Services offer the following benefits:

- **Enhanced User Experience:** Provide critical insights into user behavior and preferences, enabling the design of intuitive and user-friendly interfaces that improve customer satisfaction and engagement.
- **Data-Driven Decisions:** Leveraging cloud-based analytics tools, these services allow for the collection and analysis of large volumes of user interaction data, ensuring that design decisions are guided by empirical user data rather than assumptions.
- **Scalability and Flexibility:** Cloud services easily scale to accommodate varying project sizes and data needs, allowing UX design efforts to adapt swiftly to changing requirements or user feedback without significant infrastructure changes.
- **Cost Efficiency:** By utilizing cloud infrastructures, businesses can reduce costs associated with data storage and computational resources, while also minimizing the overhead of maintaining dedicated UX research teams.
- **Rapid Prototyping and Testing:** Cloud platforms facilitate quick iterations of design prototypes and enable real-time user testing and feedback loops, significantly speeding up the UX design process and product improvements.

Service Delivery: Our Cloud User Research (UX Design) Services are delivered using the following process:

- **Continuous Integration and Deployment:** Utilise cloud environments for seamless integration and frequent deployment of UX updates, enabling iterative improvements and agile responses to user feedback.
- **Remote Collaboration Tools:** Leverage cloud-based collaboration tools that allow UX designers, developers, and stakeholders to work together in real-time, regardless of geographical locations, enhancing productivity and project alignment.
- **User Testing and Analytics Platforms:** Employ sophisticated cloud-based user testing and analytics platforms to gather and analyze user behavior, providing actionable insights that drive strategic design decisions.
- **Customizable Service Packages:** Offer modular and customizable UX design services that can be tailored to meet the specific needs of different projects, ensuring flexibility and optimal resource utilization.

Why Choose Scrumconnect?



Track Record:

Experienced delivery partner for private and public sector clients



UK govt's trusted partner



Cross-Sector Delivery experience

DWP, MOJ, HMPO, DFE, GDS, SITA, Cora, Bank of England and ASOS



Value for Money

clear vision for improvement, TCO benefits, competitive rates, experienced team, knowledge transfer



Hand picked team

10+ years experience of picking bespoke digital teams to meet customer demands



Delivery Mindset

Delivered 40+ projects over Discovery/Alpha/Beta/Live



Quality

meeting user needs as default



Standards

Adherence to GDS and Industry SDLC and Designs, tech community participation. Certified to Cyber Essentials Plus, ISO 9001/27001

Award Winning Agile Software Engineering



Department
for Education



Ministry
of Justice



Education & Skills
Funding Service



Central Digital
& Data Office



Cabinet Office



Department
for Work &
Pensions



Home Office



UK Health
Security
Agency



Government
Digital Service



Department for
International Trade



BANK OF ENGLAND

asos



A hand is shown interacting with a digital interface. The background is a light blue gradient with white circuit-like lines and various icons. The icons include a thumbs up, a laptop, a magnifying glass, a network diagram, and a circular arrow. The text "Thank you" is centered in the middle of the image.

Thank you