

Your IT partner in a changing world

## Service Definition Document: UX/UI Services

G-Cloud



Crown  
Commercial  
Service  
*Supplier*

Microsoft  
Partner  
 Microsoft

Gold Windows and Devices  
Gold Cloud Platform  
Silver Application Development



## Service Overview

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### **Users Experience (UX) and User Interface (UI) Design expertise:**

Expertise in translating business requirements into user journeys using research tools such as user surveys and interviews as well as visualisation tools such as personas and user journey mapping. We combine analytical and design expertise to help clients visualise a potential solution.

### **Professional Expertise:**

We offer professional, experienced consultants with the benefit of having provided expertise to a diverse selection of clients, both private and public sector, having worked on projects for government, media (BBC) and finance, with a particular focus on defence and security sectors of government such as MOD, British Army and National Crime Agency.

### **Agile Delivery:**

We take an iterative approach to UX Design aligned to agile project delivery (as defined in the GOV.UK Service Manual), integrating UX Design into projects with User Research, Service Design, Interaction Design and UI Design to meet the needs of client projects.

As advocates of agile delivery, we have a strong understanding of the key phases and importance of taking a phased approach to delivery, including the potential cost savings in properly conducting a discovery phase and how this affects the User Experience Design process.

### **Power Platform:**

Combining the benefits of Rapid Prototyping with the benefits of Power Platform, we can swiftly deliver and implement solutions. We can turn-around projects more rapidly due to these benefits. This is particularly beneficial for small to medium projects and combining resources for a series of related projects for reduced overheads using tools such as Power Apps and Power BI.

### **Tools:**

We are experts in use of wireframing and rapid prototyping tools such as Figma and Axure RP to test and validate concepts, with a focus on cost-effective, quality solutions. In working with stakeholders and developers, we design practical, workable solutions.

We have consultant familiarity and expertise in use of government-specific tools such as the GOV.UK Prototyping Kit, the GOV.UK design system and in particular experience in working with design systems for the MOD / armed forces and other parts of government.



## Accessibility:

We have a strong understanding and expertise in accessibility and standards such as WCAG, using various testing tools prior to and during development. We know that good accessibility ensures a digital product is accessible to all. Through use of thorough research, testing and ongoing testing, we ensure there are no barriers to the use of products we have designed.

## Pricing

Maximum G-Cloud day-rates are shown, specific services may use lower rates due to economies of scale, service discounts or locations

|                             | Strategy and Architecture | Business Change | Solutions Development and Implementation | Service management | Procurement and Management Support | Client Interface |
|-----------------------------|---------------------------|-----------------|------------------------------------------|--------------------|------------------------------------|------------------|
| 1. Follow                   | £450                      | £450            | £450                                     | £400               | £450                               | £450             |
| 2. Assist                   | £600                      | £600            | £600                                     | £550               | £600                               | £600             |
| 3. Apply                    | £725                      | £725            | £725                                     | £675               | £725                               | £725             |
| 4. Enable                   | £800                      | £800            | £800                                     | £725               | £800                               | £800             |
| 5. Ensure / Advise          | £950                      | £950            | £950                                     | £800               | £950                               | £950             |
| 6. Initiate/ Influence      | £1,100                    | £1,100          | £1,100                                   | £900               | £1,100                             | £1,100           |
| 7. Set Strategy and Inspire | £1,250                    | £1,250          | £1,250                                   | £1,000             | £1,250                             | £1,250           |

## Exit Costs

Provided that the services terminate at the end of an agreed term, in line with the terms and conditions, there are no specific exit costs.

## Invoicing

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Monthly in Staged invoices based on Statement of Work Delivery. Monthly in arrears for each agreed SoW phase

### About APPtechnology

APPtechnology is a leader in digital transformation services, covering project and BAU delivery for large organisations Globally.

We supply flexible teams specialising in Modern Workspace delivery, covering Endpoint Management, Security, Data protection, End User Experience management and Technology migrations.

Entirely managed from the UK, we bring experienced governance to all statement of work based delivery, incorporating measurable performance metrics and results analysis in our regular reporting. Where qualified resource supply only is requested we provide models for inside and outside of IR35 payroll, as appropriate to the role and delivery method.

We supply G-Cloud services to the largest (96,000 users) and the smallest local and central Government departments and NHS accounts.

