

ROKE



User Experience and Customer Experience

G Cloud 15
Service Definition

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User Interface and Customer Experience – Service Definition

Roke ensures that insight from user research (UR), user experience (UX) and customer experience (CX) enables our clients to unlock the full business benefits from the design and development of digital solutions. Our Agile teams are fully aligned to GDS service design principles and standards when delivering complex digital systems and take a user-led approach to development.

Features

- Well-versed in Qualitative and Quantitative research techniques, innovating as needed
- UX Research to uncover user insights, needs, and pain points
- Creating Personas, Empathy Maps, User Maps and Customer Journeys
- Composing Agile user stories with acceptance criteria for technical teams
- Iterative prototyping and user-testing throughout the project lifecycle
- Effective stakeholder engagement, presentation, and workshop skills
- Deep understanding of Government, Law Enforcement, National Security, Defence, and Industry domains
- Large number of multi-disciplinary SC and DV professionals
- Ability to work at Roke's secure offices (Romsey, Manchester, Woking, London, and Gloucester), customer sites, remotely or in any combination
- Build empathy and understanding to enact positive change for users
- Roadmap development aligned to UR, UX & CX insights
- Reduced risk of building the wrong thing by testing often
- Insights tailored to audience to empower action or change
- Targeted improvements for customer journey optimisation and customer satisfaction

Benefits

- Technology briefings
- Aligned to GDS service design principles and standards
- Compliant with accessibility standards
- User-first culture that creates systems for those using them
- User-perspective measured throughout and never just assumed

Detailed Service Definition

UX Research

Roke offers...

- Surveys & questionnaires
- Observations
- Data and competitor analysis
- Card sorting

UX Research is often at the forefront of uncovering valuable insight into users, their needs, and their pain points.

We identify and apply the most suitable techniques to draw out meaningful qualitative and quantitative research findings.

UX Design

Roke offers...

- User-centred design principles
- Design thinking

- Wireframing
- Prototyping
- Usability testing

We create systems for users, which is why user-experience-design underpins every step of the design and implementation process.

Ensuring the user-perspective is measured throughout and never just assumed.

CX

Roke offers...

- Customer journey maps
- Customer insights
- Journey optimisation
- Sharing of best practice across organisation

The totality of interactions a customer has with an organisation form how they feel about your brand. At any point within their journey is the power to exceed or destroy that perception. Now more than ever it is vital to get this right, and we are here to make that happen.

Communication

Roke offers...

- Stakeholder engagement
- Presentations
- Workshop facilitation
- Interviews
- Focus groups

The true power of user research is the ability to communicate insights that translate into action or change within a team, product, or organisation.

We tailor our approaches to the audience to build empathy and understanding that enacts positive change for users.



Pioneering Technology for Global Security & Future Warfare

At Roke, we stand at the forefront of defence and security, delivering cutting-edge intelligence and engineering solutions that protect nations, troops, borders, critical national infrastructure and businesses. We bring the credibility of a long-standing defence and security leader, the precision of a specialist, and the agility to solve complex, high-stakes challenges with purpose and impact.

Roke is at the forefront of shaping the future of digital defence, intelligence, and national security.

We are Roke. We are Changing Worlds.

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