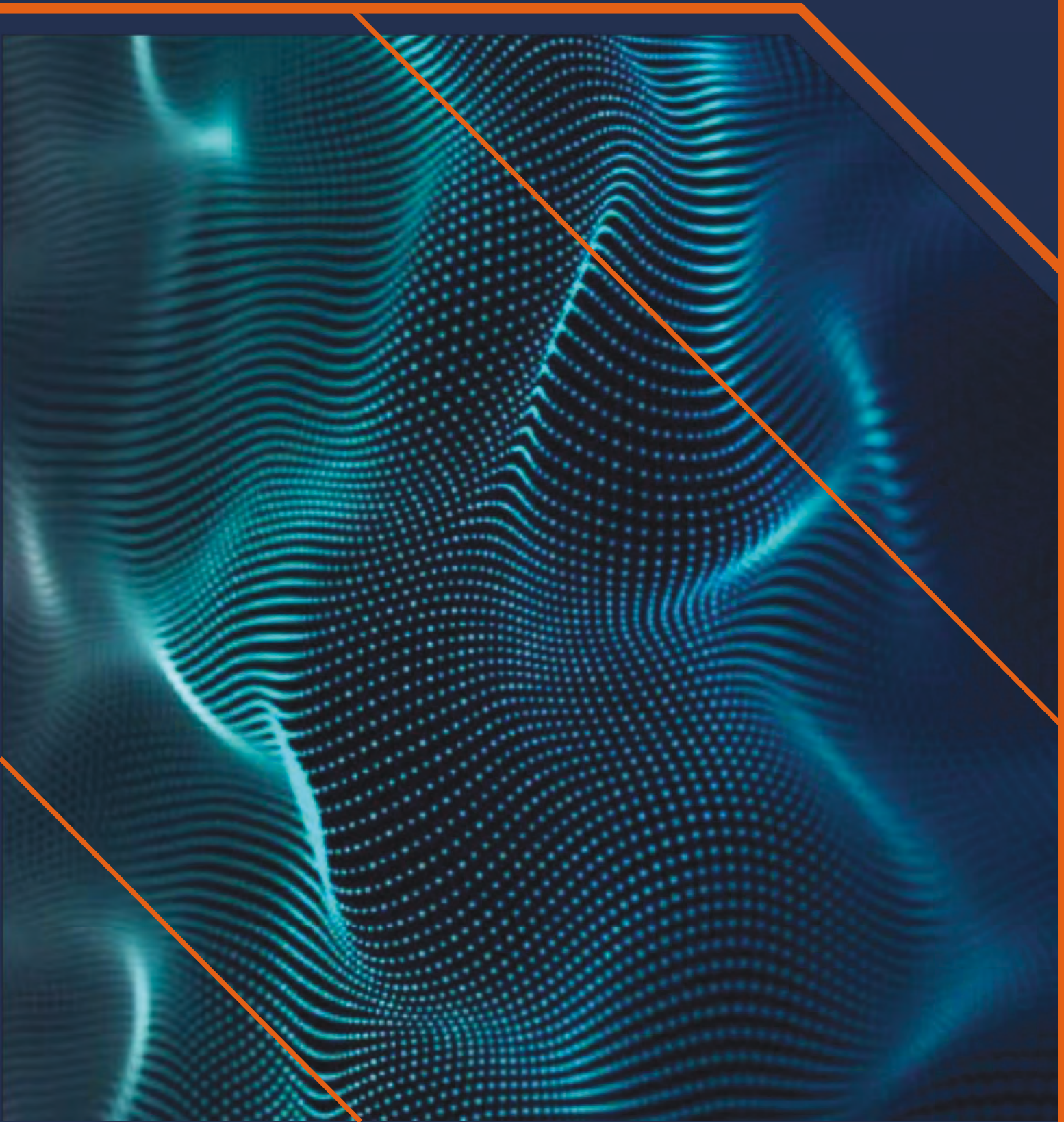




RedRock Consulting

Research & User-Centred Design Services
G-Cloud 15 Services





We are RedRock

We are RedRock - a trusted delivery partner for government digital, data and technology transformation.

For two decades, we've helped public sector organisations modernise legacy services, unlock the value of their data, and design digital products that meet the expectations of citizens and the standards set by GDS. Our teams work collaboratively with departments, agencies and ALBs to solve complex problems, accelerate delivery, and build enduring digital capability.

We're platform agnostic and fiercely independent. That means our recommendations are driven entirely by your user needs, technical landscape and strategic priorities - not by vendor incentives or proprietary lockin. We focus on interoperability, open standards and longterm sustainability.

As a founder run SME, we offer exceptional value for money: flexible engagement models, transparent pricing, and experienced multidisciplinary teams who deliver at pace using proven agile, DevOps and productcentric ways of working.

Whether you need surge capacity, a delivery squad, specialist skills, or a partner to design and implement an entire capability, RedRock helps you strengthen your organisation, improve public services, and achieve measurable outcomes for citizens and society.



Ed Pikett - Chief Digital Officer and Public Sector Practice lead

Ed is a board member and RedRock's Public Sector Practice lead, having previously held senior Civil Servant positions in the Cabinet Office, 10 Downing Street, and as Digital Director at the Department for International Trade. He is a board trustee for Citizens Advice Lewisham

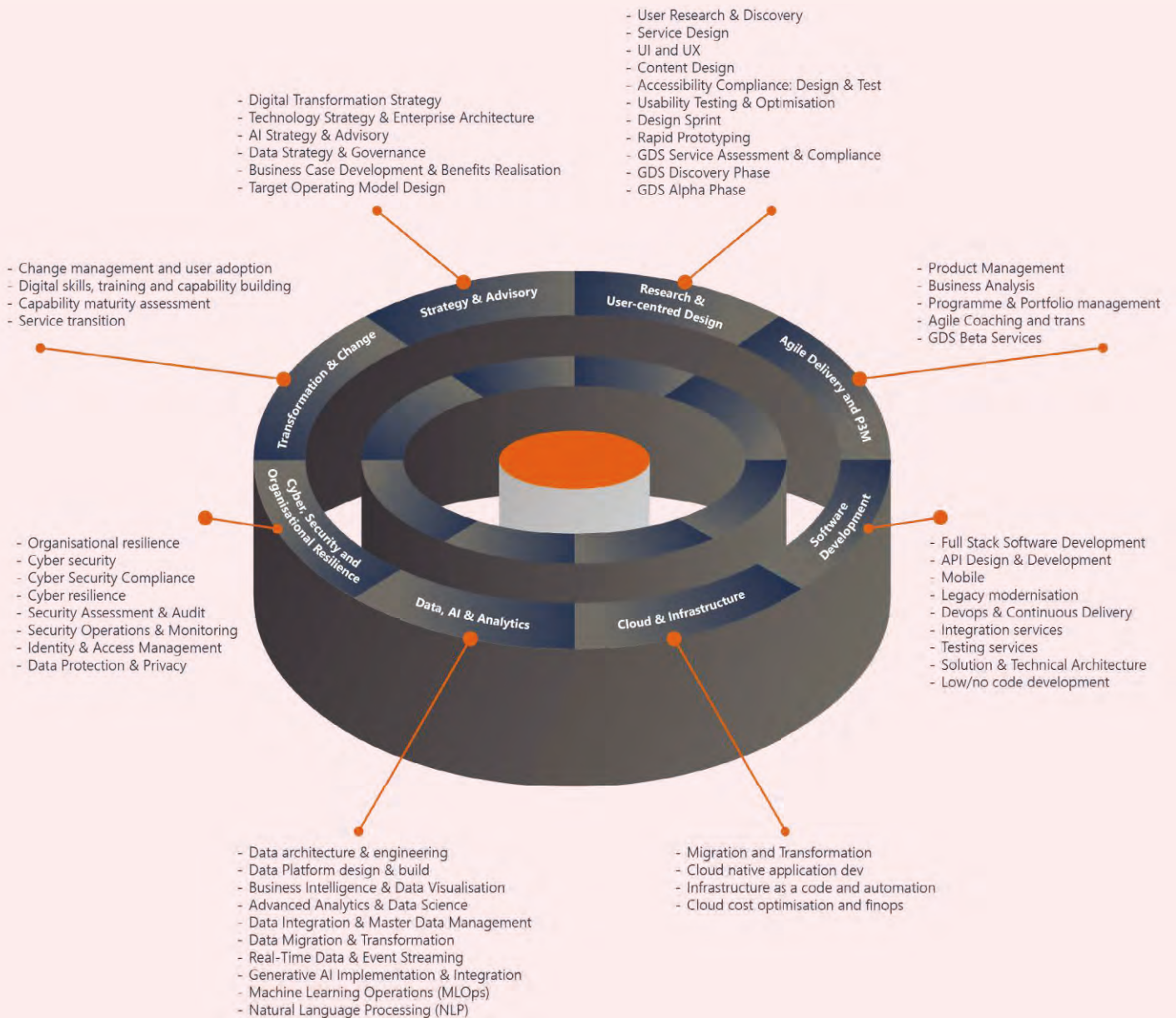
Edward Pikett Chief Digital Officer

+44 (0)7542 508660

edward.pikett@redrockconsulting.co.uk



Our Capabilities





Research & User-centred Design Services

For over 20 years we've been building digital services that meet real user needs. We take the guesswork out of digital transformation by understanding user needs, then iterating measurable solutions. The result: improved user satisfaction, reduced costs and transformed services.

How we help

Understand Your Users

We uncover user needs through research, not assumptions. This helps solve problems that matter and for your teams to focus efforts on the right thing.

Design Services That Work

Our designers and researchers create accessible, intuitive experiences.

De-Risk Delivery

By research, prototyping and following best practice, we validate ideas and deliver value early.

Our approach

Evidence-Based, Not Opinion-Based

User research, data, and proven design patterns inform decision-making.

GDS & Other Standards Compliant by Default

We build to Government Service Standards and WCAG 2.2 AA from the start, not as an afterthought.

Embedded Teams, Real Collaboration

Our researchers and designers work alongside your teams to simultaneously deliver, build capability and upskill your team.



User Research & Discovery

Research & User-centred Design Services

Service Description

RedRock conducts rigorous user research to deeply understand user needs, behaviours, and pain points. Using ethnographic research, contextual inquiry, interviews, and analytics, we generate insights that inform service design and ensure digital solutions solve real problems for real users, meeting GDS standards and accessibility requirements.

Service Features

- User research planning and strategy
- Qualitative research (interviews, observation, contextual inquiry)
- Quantitative research (surveys, analytics analysis)
- User needs analysis and synthesis
- Persona and user journey development
- Stakeholder engagement and workshops
- Accessibility research with assisted digital users
- Research repository and insight management

Service Benefits

- Build services based on evidenced user needs
- Reduce risk of building the wrong thing
- Meet GDS Service Standard requirements for user research
- Identify and address accessibility barriers early
- Improve service uptake and user satisfaction
- Reduce support costs through better design
- Generate buy-in with compelling user insights
- Enable evidence-based decision making



Service Description

RedRock designs end-to-end services that work for users, from first awareness through to completion and beyond. Our service designers map current experiences, identify pain points, and create future service blueprints that orchestrate people, systems, and touchpoints to deliver seamless, accessible services that meet the Government Service Standard.

Service Features

- User centric Service blueprinting and journey mapping
- As-is and to-be service design
- Multi-channel service design
- Front-stage and back-stage experience design
- Service prototyping and testing
- Process optimisation and simplification
- Touchpoint design across digital and non-digital channels
- Service design documentation and communication

Service Benefits

- Create seamless experiences across all touchpoints
- Reduce friction and improve completion rates
- Identify opportunities for digital transformation
- Optimise back-office processes alongside front-end
- Improve staff experience and efficiency
- Reduce failure demand and repeat contacts
- Ensure services are accessible to all users
- Build organisational service design capability



User Experience (UX) Design

Research & User-centred Design Services

Service Description

RedRock designs intuitive, accessible digital interfaces that enable users to complete tasks quickly and easily. Our UX designers create wireframes, prototypes, and interaction designs grounded in user research and best practice design patterns, ensuring compliance with GDS Design System and WCAG 2.2 AA accessibility standards.

Service Features

- Information architecture and content structure design
- Wireframing and interaction design
- Prototyping (low to high fidelity)
- Design system implementation (GOV.UK Design System)
- Usability testing and iteration
- Mobile-first and responsive design
- Accessibility design (WCAG 2.2 AA compliance)
- Design critique and quality assurance

Service Benefits

- Increase task completion rates by 40%+
- Reduce user errors and support contacts
- Meet legal accessibility requirements
- Ensure consistency across government services
- Accelerate development with proven patterns
- Improve user satisfaction and trust
- Reduce development rework through prototyping
- Create scalable, maintainable designs



Service Description

RedRock creates clear, accessible content that helps users complete tasks and understand government services. Our content designers write in plain English, structure content for scanning and comprehension, and ensure all users can access the information they need, meeting GDS content standards and WCAG 2.2 AA accessibility requirements.

Service Features

- Content strategy and planning
- Plain English content writing
- Content structure and information architecture
- Accessibility-focused content design (readability, structure)
- Transactional content for services
- Guidance and support content
- Content testing with users
- Content style guide development

Service Benefits

- Improve user comprehension and task completion
- Reduce support queries through clear content
- Meet accessibility and plain English requirements
- Ensure consistency in tone and terminology
- Reduce reading age to appropriate levels
- Improve SEO and findability
- Build trust through clear communication
- Enable self-service and reduce contact centre demand



Accessibility Compliance: Design and Test

Research & User-centred Design Services

Service Description

RedRock ensures your digital services meet WCAG 2.2 AA and PSBAR through expert audits combining manual and automated testing, assistive-technology checks, and sessions with users with access needs. We benchmark against GDS guidance and provide clear fixes, accessibility statements and ongoing monitoring to keep services inclusive and compliant.

Service Features

- WCAG 2.2 AA audits for web, mobile and documents
- Manual and automated tests with assistive technologies
- Testing with disabled users and assisted-digital groups
- Accessibility statements, remediation guidance and delivery support
- Training, awareness and iterative accessibility testing
- Analytics and session insights to prioritise improvements
- Ongoing compliance checks against industry standards

Service Benefits

- Meet legal duties (PSBAR), avoid challenge, and serve all citizens.
- Improve usability and task completion; reduce abandonment and support cost.
- Make evidence-based decisions with measurable improvements and ROI.
- Demonstrate inclusion and improve satisfaction across groups.
- Embed accessibility in delivery to reduce costly remediation.
- Align with the Government Service Standard for user testing.



Usability Testing & Optimisation

Research & User-centred Design Services

Service Description

RedRock tests digital services with real users to identify usability issues, validate design decisions, and continuously improve the user experience. Our researchers plan and facilitate moderated and unmoderated testing, analyse results, and provide actionable recommendations that improve task completion and user satisfaction.

Service Features

- Moderated usability testing (remote and in-person)
- Unmoderated testing and tree testing
- A/B testing and multivariate testing
- Analytics analysis and optimisation
- Heatmap and session recording analysis
- Task completion and error analysis
- Iterative testing throughout delivery
- Testing with diverse user groups including assisted digital users

Service Benefits

- Identify and fix usability issues before launch
- Increase task completion rates by 30%+
- Reduce user frustration and abandonment
- Make evidence-based design decisions
- Continuously improve service performance
- Reduce support costs through better usability
- Meet GDS requirement for user testing
- Improve return on investment in digital services



Design Sprint

Research & User-centred Design Services

Service Description

RedRock's Design Sprint accelerates innovation by turning ideas into a high-fidelity prototype within five days. Using our SHIFT methodology: Shape, Harness, Iterate, Field-test, Translate, we ground solutions in user needs, align to GDS Service Standards, and provide evidence that de-risks decisions and builds stakeholder confidence before major investment.

Service Features

- Structured five-day SHIFT sprint tailored for government programmes.
- High-fidelity prototypes built with AI models and low-code tools.
- User testing with citizens for early validation and accessibility compliance.
- Collaborative workshops led by public sector design and tech experts.
- Clear success metrics and a prioritised backlog for next steps.
- Flexible delivery, including remote or hybrid participation.

Service Benefits

- User-focused solutions that strengthen business cases and meet NPPS.
- Lower risk and cost by validating ideas early and avoiding rework.
- Faster decision-making with tangible prototypes stakeholders can test.
- Promotes collaboration and design thinking across departments.
- Aligns with GDS standards and accessibility requirements.
- Actionable outputs: prototypes, insights, and roadmap for governance



Rapid Prototyping

Research & User-centred Design Services

Service Description

RedRock accelerates innovation through AI-driven rapid prototyping, turning ideas into functional prototypes in days to evidence value early and strengthen business cases. Our SHIFT methodology: Shape, Harness, Iterate, Field-test, Translate, validates concepts with real users, aligns to GDS Service Standards, and provides evidence to de-risk decisions before major investment.

Service Features

- Structured SHIFT process tailored for government.
- Real-time build using AI models and low-code tools.
- Iterative refinement with stakeholders for compliance and accessibility.
- Collaborative workshops to align teams and suppliers.
- Playback with findings and prioritised backlog.
- Flexible engagement, including 2-day sprints.

Service Benefits

- Tangible outputs that strengthen business cases and support NPPS.
- Lower risk and cost by validating ideas early.
- Faster decisions with prototypes stakeholders can test.
- Better requirements through feedback and data-driven iteration
- Improves collaboration across departments.
- Clear roadmap and MVP direction for governance.



GDS Service Assessment & Compliance

Research & User-centred Design Services

Service Description

RedRock prepares digital services for GDS assessments, ensuring compliance with the Government Service Standard and Technology Code of Practice. Our assessors bring deep accessibility expertise, providing gap analyses, remediation support and mock assessments to help teams demonstrate they are building services that meet user needs and government expectations.

Service Features

- Service Standard gap analysis across all 14 points
- Technology Code of Practice compliance assessment
- Mock service assessments with experienced assessors
- User research quality review and recommendations
- Accessibility compliance testing (WCAG 2.2 AA)
- Security and privacy assessment
- Performance and scalability review
- Documentation and artifact preparation support

Service Benefits

- Increase confidence of passing service assessment
- Identify and address gaps early in delivery
- Reduce rework and remediation costs
- Ensure services meet user needs
- Demonstrate compliance with government standards
- Improve service quality and user satisfaction
- Build internal capability through knowledge transfer
- Accelerate path to Live



GDS Discovery Phase

Research & User-centred Design Services

Service Description

RedRock delivers GDS-compliant Discovery phase services that define problem spaces, validate user needs, and shape actionable roadmaps for Alpha. Our approach combines user research, technical assessment, and business analysis to reduce risk and accelerate delivery.

Service Features

- Cross-functional Discovery teams experienced in government delivery
- Stakeholder mapping, engagement planning and collaborative workshops
- Mixed-method user research revealing needs and pain points
- Service and journey mapping, personas and AS-IS analysis
- Technical feasibility checks, data discovery and integration assessment
- Commercial and policy analysis informing strategic decisions
- Discovery report aligned to GDS standards with roadmap and recommendations

Service Benefits

- Evidence-based decision-making to proceed or stop before Alpha.
- Reduced delivery risk through validated assumptions and technical insights.
- Alignment with GOV.UK Service Standard and GDS principles.
- Inclusive, accessible research improving service adoption and satisfaction.
- Clear scope, prioritised backlog, and roadmap for Alpha delivery.
- Accelerated time-to-value and improved stakeholder confidence.



GDS Alpha Phase

Research & User-centred Design Services

Service Description

RedRock delivers GDS-compliant Alpha phase services that validate user needs, test assumptions, and de-risk Beta delivery. We combine user-centred design, rapid prototyping, and technical feasibility checks to ensure services are viable, inclusive, and ready for the next phase.

Service Features

- Rapid experimentation to validate hypotheses and assumptions.
- Iterative prototyping (sketches to coded) with usability and accessibility testing.
- Continuous user research and short feedback loops.
- Service design and blueprinting to address pain points early.
- Technical spikes to assess feasibility and integration options.
- Clear roadmap for Beta, including costs, timelines, and MVP scope.
- Flexible engagement models and multi-disciplinary teams.

Service Benefits

- Confirms service viability and reduces delivery risk.
- Early value through tested prototypes and technical validation.
- Alignment with GOV.UK Service Standard and GDS Alpha assessments.
- Inclusive design for accessibility and assisted digital needs.
- Cost-effective engagement and transparent outcomes.
- Sets Beta up for success with clear scope and prioritised backlog.
- Builds in-house capability through knowledge transfer.



Improving the Government Project Delivery Hub: A Discovery-Led Approach

The Challenge

The Government Project Delivery Hub had strong traffic but low engagement, suggesting it was not fully meeting user needs. The IPA needed a clear understanding of different user groups' experiences, navigation challenges, and whether the existing CMS was fit for purpose in order to reach a solution.

Our Approach

RedRock delivered a 10-week discovery phase aligned to the GDS Service Standard, combining user research, service and content design, and technical review. We engaged over 50 participants from across government and related sectors, using remote interviews and accessibility-informed methods to gather deep, representative insights

Our Solution

We produced a comprehensive evidence base including user personas, journey maps, accessibility findings, content and information architecture reviews, and a CMS evaluation. This integrated view connected user needs with service design and technical considerations, creating clear options for improvement.

The Outcome

The IPA received practical, prioritised recommendations to improve usability, accessibility, content, and technology, as well as guidance on future research and operating model enhancements. The discovery enabled informed decision-making for the next phase of developing a high-value, cross-government digital platform.



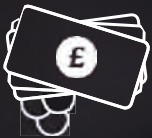
We are RedRock
Why Partner with RedRock?

Our values are rooted in excellence



Quality of Delivery

RedRock is fully aligned with the GDS Service Standard (14 points) across discovery, alpha, beta, and live phases. Our approach to delivery adheres to the Technology Code of Practice for secure, cloud-first, and standards-based delivery.



Value for Money

RedRock operates through transparent pricing models and cost controls aligned with Cabinet Office spend controls. We use HM Treasury Green Book Five-Case Model to evidence benefits and ROI.



Service Excellence

RedRock provides proactive governance, risk management, and stakeholder engagement throughout delivery. We maintain Cyber Essentials Plus certification for secure operations and supply chain assurance. We have never lost a client due to service.



Innovation

RedRock has a proven track record of embracing emerging technologies such as AI, automation, and low-code platforms to accelerate transformation. Promotes open standards and interoperability for future-proof solutions.



End-user Centric

RedRock designs services around user needs, supported by research and iterative testing. Our solutions are delivered with WCAG 2.2 AA accessibility standards in mind to ensure an inclusive digital experience.



Collaborative

RedRock fosters collaborative environments where teams share insight, expertise, and are accountable. We break down silos through co-design, joint planning, and transparent agile delivery to ensure smoother delivery, greater alignment, and achieve positive outcomes.



Partnership Charter

On every engagement we develop a partnership charter, demonstrating our commitment to ways of working. This is a co-created document setting out shared values and goals.

By agreeing these principles upfront, we create a shared foundation for transparent communication, joint decision-making and collective accountability. The charter clarifies how we work together day-to-day, including expectations around governance, cadence, roles and ways of collaborating across blended teams.

It also ensures both organisations remain aligned throughout delivery, providing a reference point to navigate challenges, maintain trust and keep focus on shared outcomes. This approach fosters stronger relationships, supports smoother delivery, and embeds a genuinely collaborative culture that endures beyond the life of the engagement.





We are RedRock

We Champion Fresh Ideas And New Technologies

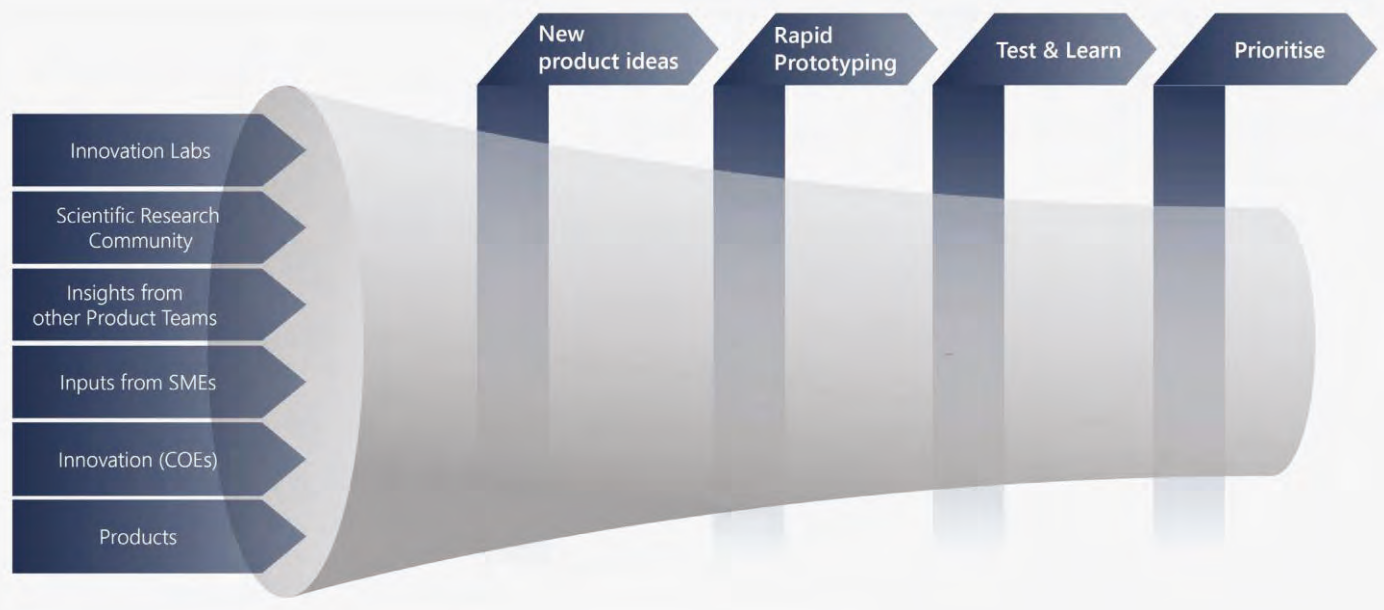
Innovation is at our core

The Government defines innovation as **'the creation and application of new knowledge to improve the world'**

We go beyond pilots, projects and labs. We build the skills and culture that help organisations to innovate because good ideas cannot flourish in a hostile environment.

Our clients value RedRock for our willingness to:

- Disrupt and challenge the status quo, while being humble and integrative
- Make decisions in the face of uncertainty, legitimised through a process of test of learn
- Provide and follow a clear plan of action, while adapting to and improvising for the unexpected
- Explore new possible futures, while focusing on outcomes and committing to real-world effects
- Keep the big picture in mind while also considering citizens' needs at an individual level; being reflective and critical while having a strong bias towards action





What we care about

We care deeply about our home city and hire accordingly to ensure that we are a true representation of Bristol and its diverse communities. At the core of our values is delivering positive change holistically. We embed Corporate Social Responsibility into how we operate, ensuring we deliver commercially while creating positive societal impact.

Through our Triple Bottom Line approach, we measure performance across economic, social and environmental factors. We promote an inclusive culture, respect for the environment, and a strong, supportive community.

Equality

RedRock believes diversity is a strength. We are signatories of the Race at Work Charter, Women in Tech, and the Armed Forces Covenant. We are committed to equality in employment, skills, and pay, and we support disabled people, women, LGBTQ+ communities, ethnic minorities, ex-offenders, people facing homelessness, and those from diverse socio-economic backgrounds.



Well-being

Our team are our identity and their wellbeing is paramount. We are always working towards improving how we support them. Since winning the Best Companies Small Business award in 2021, we have increased the wellness fund available to all our staff and now have five mental health first-aiders.



Sustainability

Since first reporting our carbon emissions in 2019, RedRock has taken a holistic approach to achieving our ambitions of being carbon neutral by 2026. In this time, we have reduced our emissions by 87.5% and are confident of hitting our goal.



Community

Our local community matters to RedRock. We've built strong partnerships with Bristol-based charities, including funding 16 places for young people facing socioeconomic disadvantage on the Empire Fighting Chance programme. We also prioritise buying and hiring locally: 24% of our suppliers are within three miles of our office, and 78% of our team live within ten miles.





G-Cloud 15 Services Overview

Our services taxonomy is designed to deliver maximum value

Strategy & Advisory

- Digital Transformation Strategy
- Technology Strategy & Enterprise Architecture
- AI Strategy & Advisory
- Data Strategy & Governance
- Business Case Dev & Benefits Realisation
- Target Operating Model Design
- Capability as a Service

Research & UCD

- User Research & Discovery
- Service Design
- User Experience (UX) Design
- Content Design
- Accessibility Compliance: Design & Test
- Usability Testing & Optimisation
- Design Sprint
- Rapid Prototyping
- GDS Service Assessment & Compliance
- GDS Discovery Phase
- GDS Alpha Phase

Agile Delivery

- Product Management
- Business Analysis
- Programme & Portfolio Management
- Agile Coaching & Transformation
- GDS Beta Phase

Software Dev & Engineering

- Full-Stack Software Development
- API Design & Development
- Mobile Application Development
- Legacy Modernisation & Re-engineering
- DevOps & Continuous Delivery
- Integration Services
- Testing Services
- Solution & Technical Architecture
- Low/No Code Development

Cloud & Infrastructure

- Cloud Migration & Transformation
- Cloud-Native Application Development
- Infrastructure as Code & Automation
- Container Orchestration & Kubernetes
- Cloud Cost Optimisation & FinOps

Data, AI & Analytics

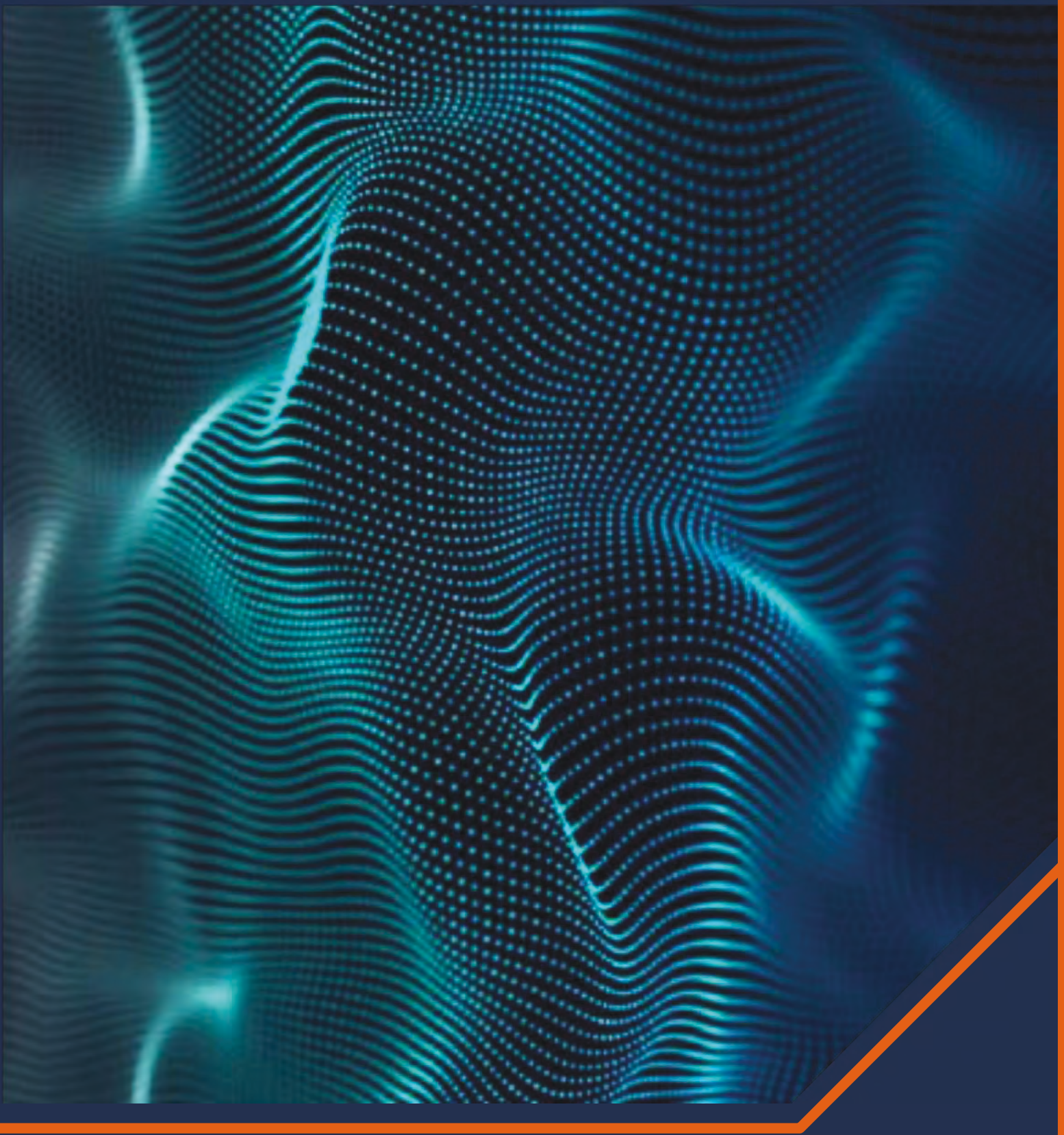
- Data Architecture & Engineering
- Data Platform design and build
- Business Intelligence & Data Visualisation
- Advanced Analytics & Data Science
- Data Integration & Master Data Management
- Data Migration & Transformation
- Real-Time Data & Event Streaming
- Generative AI Implementation & Integration
- Machine Learning Operations (MLOps)
- Natural Language Processing (NLP)
- Intelligent Process Automation (IPA)

Cyber, Security & Organisational Resilience

- Cyber, Security & Organisational Resilience
- Organisational Resilience
- Cyber Security
- Cyber Security Compliance
- Cyber Resilience
- Security Assessment & Audit
- Security Operations & Monitoring
- Identity & Access Management (IAM)
- Data Governance & Privacy

Transformation & Change

- Change Management & User Adoption
- Digital Skills, Training & Capability Building
- Benefits Realisation & Value Management
- Service Transition



General Enquiries

t: +44 117 317 1300

e: bids@redrockconsulting.co.uk

w: redrockconsulting.co.uk



RedRock