



SERVICE DEFINITION

Human Centred Digital Transformation

Lot 3: Cloud Support



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Overview

Our Human Centric, Digital Transformation Service helps organisations design and deliver modern, digital experiences. We blend human insight, design thinking, and GDS compliant methods to create services that work for people.

Value Proposition

- Transform services through evidence based, human centric, and AI enhanced design.
- Leverage applied AI capabilities, including intelligent automation, agentic AI to modernise services in a sustainable, future ready way.
- Accelerate delivery with rapid prototyping and iterative user testing.
- Improve experience KPIs, accessibility, and operational performance.
- Align teams, technology, and organisational goals using a single, unified design approach.



End to end expertise

We cover the entire cycle from discovery to launch with expertise in service design, UX, UI and content design.



Designing for AI services

We assist organisations in augmenting AI into their services while keeping the focus on the users.



Inclusive & accessible design

We follow accessibility and GDS guidelines in our research, design, and development to keep services inclusive for everyone.



Public-sector knowhow

We have hands on experience of working with the public sector, with an understanding of standards, governance, delivery models, and service assurance expectations.

1. Vision:

Engaging stakeholders, running workshops, creating value propositions, and analysing tech trends.

2. User Research:

Using qualitative and quantitative methods to understand the audience.

3. Service Blueprinting & Process Redesign:

Mapping user journeys to improve the front stage interactions and backstage workflows

4. New-Product Design:

Defining product direction, refining value, and aligning stakeholders on strategy.

5. Experience & Interface Design:

End to end Service, UX, UI, and content design.

6. Prototyping & Testing:

Development of low to high fidelity prototypes alongside iterative usability evaluations.

7. Design Assurance:

Collaborating with delivery teams throughout development to ensure quality and adherence to design objectives.

8. Transformation Planning:

Creating roadmaps, enhancing maturity, and establishing strategic experience frameworks.

Engagement models



We offer two flexible engagement models to suit your objectives.

1. END TO END DESIGN PARTNERSHIP

We act as your strategic design and transformation partner, supporting the entire lifecycle from discovery through launch. This model is ideal when organisations seek:

- A unified, outcome led design approach across all phases
- Continuous involvement from senior design leaders and specialists
- Ongoing research, prototyping, service design, and design assurance
- A consistent thread of human centred, accessible, and GDS-aligned standards
- Partnership in shaping long term service and product vision

2. PROJECT-SPECIFIC ENGAGEMENT

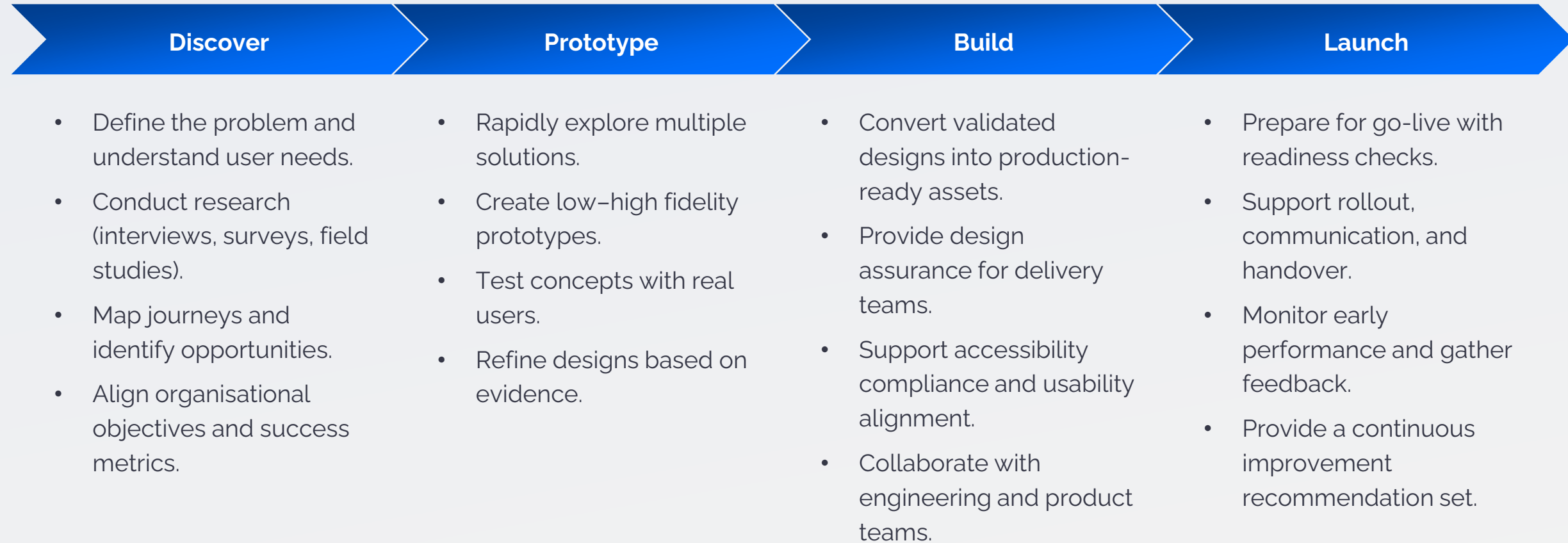
We can be contracted for a specific phase or targeted piece of work where a specialist capability or scale is required.

Examples include:

- Discovery only (research, insights, journey maps)
- Prototype sprints (rapid exploration and testing)
- Build support (detailed design, apps or websites, content, accessibility compliance, etc)
- Launch preparation (service readiness, evaluation, continuous improvement)

Service Delivery Process

Our delivery model is simple, transparent, and outcomes-focused. We follow four core phases:



Phase-wise activities and deliverables

Phase	Activities	Deliverables
Discover	User interviews, surveys, contextual research, service analysis, journey mapping, stakeholder workshops, problem framing	Research insights report, personas, journey maps, opportunity statements, service problem definition
Prototype	Rapid ideation, low/high fidelity prototyping, usability testing, concept refinement, co-design sessions	Prototype(s), usability testing findings, refined service concepts, experience principles
Build	Detailed design, content design, accessibility reviews, design assurance, interaction specs, QA support	Production ready UI assets, design system components, content templates, accessibility compliance checklist, build ready service blueprint
Launch	Readiness checks, training support, measurement planning, go-live support, post-launch evaluation	Launch playbook, training materials, performance dashboard, post-launch insights, continuous improvement plan

PRINCIPLE

Outcome led deliverables

We focus on delivering the right outcomes, not just outputs, by adapting our approach in each phase to maximise value while maintaining quality and insight.

Roles/ Grade	Director	Sr. Designer	Designer
Service Designer, Design Strategist	1300	1000	700
UX Designer, User Researcher	1200	900	600
UI Designer, Content Designer	1100	800	550

- All prices are quoted in GBP and apply on a per person, per day basis.
- All prices exclude VAT.

T&C

Terms & Conditions

- All deliverables belong to the client
- Invoicing monthly, based on T&M or fixed price agreements.
- Work carried out during standard business hours unless otherwise agreed.
- NDAs, data agreements, or DPIAs can be supported where required.

Dependencies, onboarding, offboarding

Key Considerations

- Human centred transformation requires access to real users or proxy user groups.
- Some activities may require organisational approvals (e.g., research with vulnerable groups).
- Timelines depend on stakeholder availability and data access.

Dependencies

- Access to relevant systems, staff, and existing documentation.
- Availability of design systems, brand assets, and platform standards, if applicable.
- Access to analytics and service performance data.

Onboarding Process

- Kick-off meeting to define goals, scope, governance, and success metrics.
- Secure access to tools (Figma, Miro, SharePoint, analytics, etc.).
- Introduction to stakeholders, teams, and project context.

Offboarding Process

- Full handover of all research, prototypes, designs, and documentation.
- Training or handover sessions for design and delivery teams.
- Access removal and data deletion according to client policy.

Thank you.

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