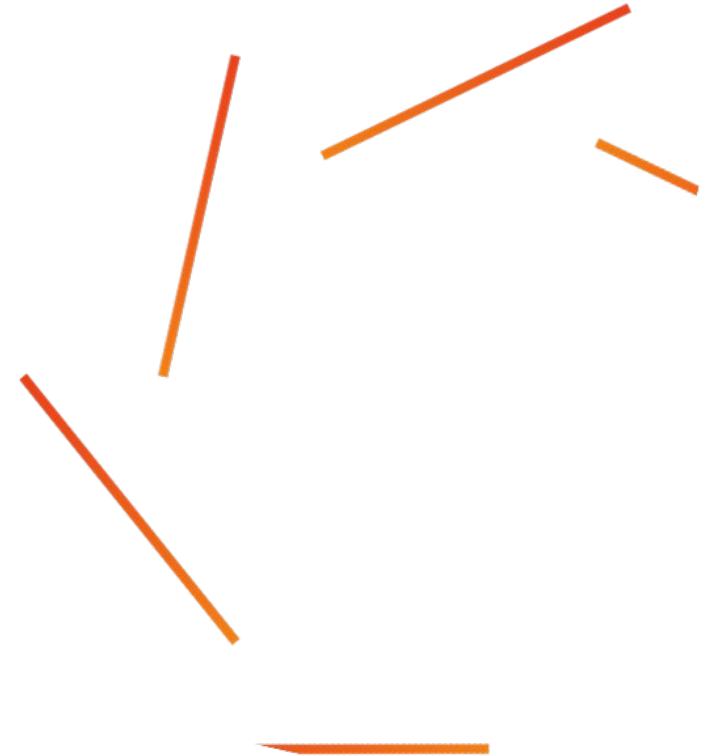


Strategic Design Service Offerings

Inclusive Design and Accessibility
Service Definition Document

Sopra Steria



About Sopra Steria

Sopra Steria, a major Tech player in Europe with 50,000 employees in nearly 30 countries, is recognised for its consulting, digital services and solutions. It helps its clients drive their digital transformation and obtain tangible and sustainable benefits. The Group provides end-to-end solutions to make large companies and organisations more competitive by combining in-depth knowledge of a wide range of business sectors and innovative technologies with a collaborative approach. Sopra Steria places people at the heart of everything it does and is committed to putting digital to work for its clients in order to build a positive future for all. In 2024, the Group generated revenues of €5.8 billion.

The world is how we shape it

Sopra Steria (SOP) is listed on Euronext Paris (Compartment A) –
ISIN: FR0000050809

For more information, visit us at www.soprasteria.com

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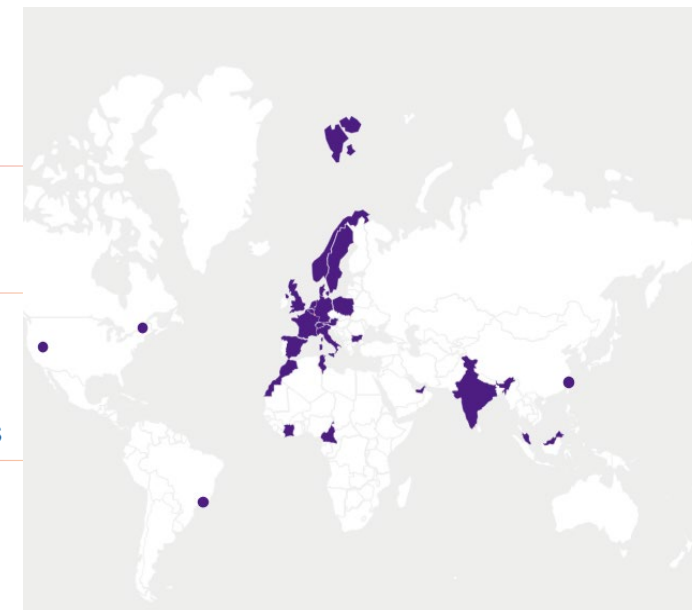
Top 5

European digital
services companies

In nearly

30

countries



About Sopra Steria Next

Some of our Clients



Home Office



Sopra Steria Next is the consulting arm of Sopra Steria, a European leader in technology and transformation with over 55,000 employees in 30 countries.

We believe that success comes when you put people first. We help organisations to meet their goals by focussing obsessively on the needs of their customers: to perform better by empowering employees; and to win trust by being responsible corporate citizens.

We're driven by what's next. Technology offers opportunities to address our most important challenges. We enable large, complex organisations to innovate with next generation technology and data-driven insight.

For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice draws on the user centered design capability of [CXPartners](#) and is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In government, financial services, security, and commerce: we re-imagine the organisations that shape everyday life in the UK.

"It was so evident the genuine care you had for this piece of work. You all offer a strong set of skills alongside passion, creativity, relatability and just being super on top of everything! It's been a pleasure working with you all."

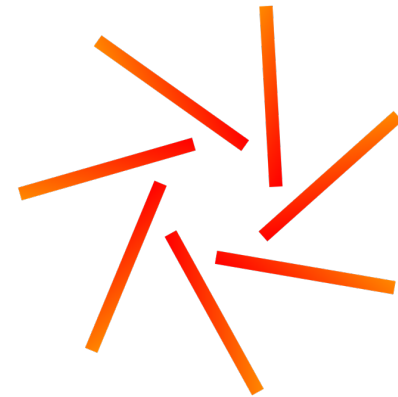
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

About Strategic Design

Our Strategic Design practice helps organisations rethink services, products and systems so they work better for the people who rely on them — whether they are citizens, customers, civil servants, colleagues or employees.

We design experiences that create meaningful outcomes for individuals, organisations and society, while helping leaders build cultures that are more human centered, adaptive and ready for the next generation of technology.

And through our specialist consultancy, [CXPartners](#), we bring world class expertise and two decades of deep public sector experience to accelerate meaningful, sustainable change.



We are open to innovative engagement models and – subject to project context – would welcome the opportunity to work with you to identify output or performance based risk/reward mechanisms for aspects of our services.

Please refer to the Pricing Document for this Service.

Inclusive Design and Accessibility

Specialist skills to ensure your Cloud solution is inclusive and accessible

Many services unintentionally exclude people due to unmet access needs or narrow design assumptions.

We help organisations design services to work for a wider range of users, including those who are digitally excluded or face additional barriers. Our service combines inclusive research, service design, and accessibility assurance with recognised standards.



Service features

- Inclusive user research with seldom-heard communities and vulnerable user groups
- Exploration of barriers, enablers, access needs for digitally excluded users
- Robust safeguarding approach to prioritise wellbeing of team and participants
- Co-design workshops bringing users/stakeholders together to build deeper connections
- Accessibility testing, audits, assistive technology exploration to WCAG 2.2 standards
- Mapping of multi-channel service solutions to support access beyond digital-only routes
- Inclusive service design to approach to consider access across touchpoints
- Inclusive content design, strategy and communications
- Identification and prioritisation of accessibility issues and inclusion barriers
- Guidance, training, and coaching to embed inclusive design practices.

Service benefits

- Support, embed and sustainably scale inclusive research and design
- Improved inclusion across digital and assisted channels
- Confidence in meeting accessibility and service standards
- Deeper understanding of diverse user needs and lived experience
- Reduced risk of exclusion for vulnerable and digitally excluded users
- More representative research and design processes
- Increased representation of digitally excluded and assisted digital users
- Engage users with health, mobility restrictions and at-risk populations
- Increased engagement with disadvantaged, underrepresented and seldom-heard groups
- Improved service impact for users with protected characteristics.

GambleAware

Improving access to support for gambling harms

GambleAware commission a network of organisations who provide support for people experiencing harm from gambling. But they didn't know what it was like for people to find and receive support through this network.

Through sensitive research with people who have experienced gambling harms, we mapped this experience. We identified problems and created a roadmap of improvements.

We created a page about the network on GambleAware's site. This explained what the network does, to people looking for support.

And then we created online guidelines for providers, helping people to choose and access the right service.

“

It was so evident the genuine care you had for this piece of work [...]. You all offer a strong set of skills alongside passion, creativity, reliability and just being super on top of everything! It's been a pleasure working with you all.

Emily Moimoi, Commissioning Support Offer

We created a map of the experience of finding and receiving support through the NGSN. This was based on research with people who had experienced gambling harms, and affected by others' gambling (like partners). This included people from minority communities, and people who speak English as a second language.

Our research showed that NGSN provider websites weren't helping understanding. As people moved from GambleAware's site to different provider sites, they found each one was different. This made it hard to choose an appropriate service.

We created a webpage on BeGambleAware.com and did multiple rounds of prototyping and research to find the key points to hit.

We created guidelines for providers to design their websites, including what content to use, how to write it, and how to reduce stigma.

Outcomes:

- **A user perspective:** GambleAware understood the support network experience, from the perspective of the people using it.
- **Actionable insight:** GambleAware could see what needed to be improved, and our roadmap showed them how.
- **Clarity about getting support.** Our GambleAware web page clarified the support path for potential service users, helping them feel more comfortable about getting treatment.
- **Better support journeys.** Our online guidelines help support providers create more consistent journeys, and make it easier for people to find appropriate services.

NHS Innovation Lab

Exploring how smart speakers can make NHS services more accessible

We partnered with the NHS Innovation Lab to uncover opportunities for smart speakers. Could they make NHS services easier to access? Especially for people with disabilities?

Through rapid research and prototyping, we learnt the types of task voice technology would be useful for. We identified the benefits and challenges. And we created principles for designing useful conversations.

We formed a joint team with the NHS Innovation Lab. We began by speaking to people from a range of backgrounds and experiences. This included people with sight loss, mobility challenges. The research helped us identify a set of potential tasks, such as ordering a repeat prescription.

We designed conversations for these tasks. A team member impersonated a voice assistant. They would listen to requests and follow a script. We got early feedback on the wording and we could quickly try alternative conversation designs.

We prototyped the conversations using an Alexa, to see if our designs worked with the real technology. For example, checking if it understood medical terms, and different accents.

We developed a set of tips for designing effective conversations.

We also created a plan for the work the NHS needs to do before rolling out voice assistant features. This included actions like exploring privacy on the different platforms (Alexa, Siri etc.), and testing with people who have a wider range of abilities and backgrounds.

We learnt that voice technology could improve healthcare access in England for the:

- 8.5m people with low literacy
- 6.3m people with dyslexia
- 1m people with a tremor (and others with low mobility)
- 2m people with sight loss
- Just under 1m people who don't read/write English fluently