

Content, IA and service design for public services

1. Service definition

This service supports public sector organisations to design clear, usable and accessible digital services, with a focus on content design, information architecture (IA) and service design for complex public services. It helps organisations improve how users understand, navigate and complete tasks within digital services, particularly where content is extensive, regulated or high-risk.

The service is delivered as professional cloud support and design services, rather than hosted software.

2. How the service works

The service is delivered through structured, time-bound engagements tailored to the buyer's needs. Activities may include content audits, information architecture design, service design, accessibility reviews, journey mapping, content structuring and the development of design patterns and templates.

Work is carried out collaboratively with buyer teams, subject matter experts and stakeholders to ensure outputs are accurate, usable and sustainable. All recommendations and designs are evidence-led and informed by user needs and service context.

3. Onboarding and offboarding

Onboarding

Onboarding is delivered remotely and includes agreement of scope, objectives, timelines and ways of working. Buyers provide access to existing content, services, documentation and relevant stakeholders. No technical installation is required.

Offboarding

At the end of the engagement, all agreed outputs, including documentation, designs and recommendations, are handed over to the buyer. Knowledge transfer sessions can be included where required to support ongoing use and maintenance.

4. Service levels and support

Support is provided remotely via email and web-based support during UK business hours, Monday to Friday. Requests are acknowledged within one working day and prioritised based on urgency and impact.

Phone support or additional availability can be provided by agreement at additional cost. As this is a professional services engagement, no formal uptime or performance SLAs apply.

5. Service constraints and customisation

The service is delivered remotely and does not include onsite delivery unless explicitly agreed. It focuses on content, information architecture and service design rather than software development or operational service management.

The service is tailored through agreed scope and activities, rather than bespoke software configuration or development.

6. Hosting and data

The service does not involve hosting buyer systems or operating live services. Any working documents or materials are handled in accordance with agreed information governance and data protection requirements.

Where cloud-based collaboration tools are used, these are agreed with the buyer in advance.

7. Security

The organisation follows documented information security policies covering access control, data protection, secure working practices and incident management. Responsibility for information security sits with a named board-level role.

Staff are subject to baseline security screening, with higher levels of clearance supported where contractually required and sponsored by the contracting authority.

8. Business continuity and resilience

As a professional services offering, resilience is supported through flexible resourcing, shared knowledge across delivery teams and contingency planning within engagements. The service is designed to minimise single points of dependency.

9. Outage and maintenance management

The service does not operate a hosted platform and therefore does not have system outages or maintenance windows. Any disruption to delivery is managed through agreed delivery governance and communication with the buyer.

10. Data access and exit

All outputs created during delivery are provided to the buyer. No buyer data is retained beyond the end of the engagement unless explicitly agreed. Information is handled and disposed of in line with agreed data protection and retention requirements.