

G-Cloud 15

User experience design

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Service definition document

Arup is a global collective of designers, consultants and experts dedicated to sustainable development, and to using imagination, technology and rigour to shape a better world

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Our aims

The aims and principles laid out by Sir Ove Arup in his Key Speech, continue to underpin our firm today

-  Social usefulness
-  Total architecture
-  Humane organisation
-  Straight and honourable dealings
-  Quality of work
-  Reasonable prosperity

Who we are

We combine digital expertise with market knowledge to advise on the role of digital and data in the built and natural environment

We deliver services and solutions that solve complex challenges for our clients



Our strategy

We work with clients, partner and practitioners who share our commitment to create a sustainable future for everyone



Our partnerships

From climate change to city resilience, our long-term collaborations help us to tackle some of the world's toughest problems



Some of our clients



Our G-Cloud 15 services

Digital service design and development

Discovery phase

Alpha phase

Beta phase

Digital Asset Information Management

Digital Strategy and Architecture

Built Environment Data Advisory

Digital Transformation

Digital Energy

Digital Water

Digital Transport

Experience Design

Digital for Sustainability

Digital Twins

Digital Planning

Co-Design

GIS (Geographic Information System)

User Experience Design

User Experience Design

Introduction

Arup draws from the toolkit of contemporary user experience (UX) practices to craft bespoke people-centred experiences that meet client's visions.

Our team of researchers, designers, strategists and technologists apply this toolkit across multiple domains (property, transport, water etc). By understanding the user needs and desires, we design user-centred strategies, concepts and tools that elevate people's experiences.



Features

Features

- Systems thinking approach to problem framing and double-diamond approach from mixed-method research to delivering design opportunities
- Creative and empathetic user engagement sessions (workshops, interviews, focus groups, card sorting exercises etc) with variety of users, including people with accessibility needs
- Clear and visual user requirements, highlighting user needs, pain points and emotions
- User journeys, segmentation, prototyping, wireframes and other UX and user interface (UI) deliverables
- Generate an 'art of the possible' based on the brief, user needs and future trends
- User observations in the wild (user walkthroughs, participant observation) of an existing product/service and of newly-developed prototypes with usability performance metrics
- Clear and visual outputs with practical and easy to implement recommendations that are adapted to target audiences
- Aligned to GDS principles and standards, including accessibility requirements
- Multi-disciplinary team of user researchers, service designers, innovation managers, interaction designers and UX designers
- Able to bring on implementation and delivery support for design recommendations

Benefits

Benefits

- Build shared understanding and meaning across teams and stakeholders
- Craft purposeful user-oriented experiences, rooted in human value
- Unlock potential and drive positive impact via meaningful, human-centred products, services and spaces
- Designing for accessibility requirements, which supports inclusion of people with a wide range of abilities and disabilities
- Test and validate ideas before moving into development
- Understand what users really need and want
- Reduce the risk of costly changes during advanced stages of the development process by ensuring that we know user needs and goals before development
- A visual language or design system that can be scaled beyond the project's remit and support usability beyond the project
- Make sense of shifting behaviours and future trends, and provide future-ready services and products
- Skill and knowledge transfer from our team to yours

Climate Resilience Demonstrator, Connected Places Catapult

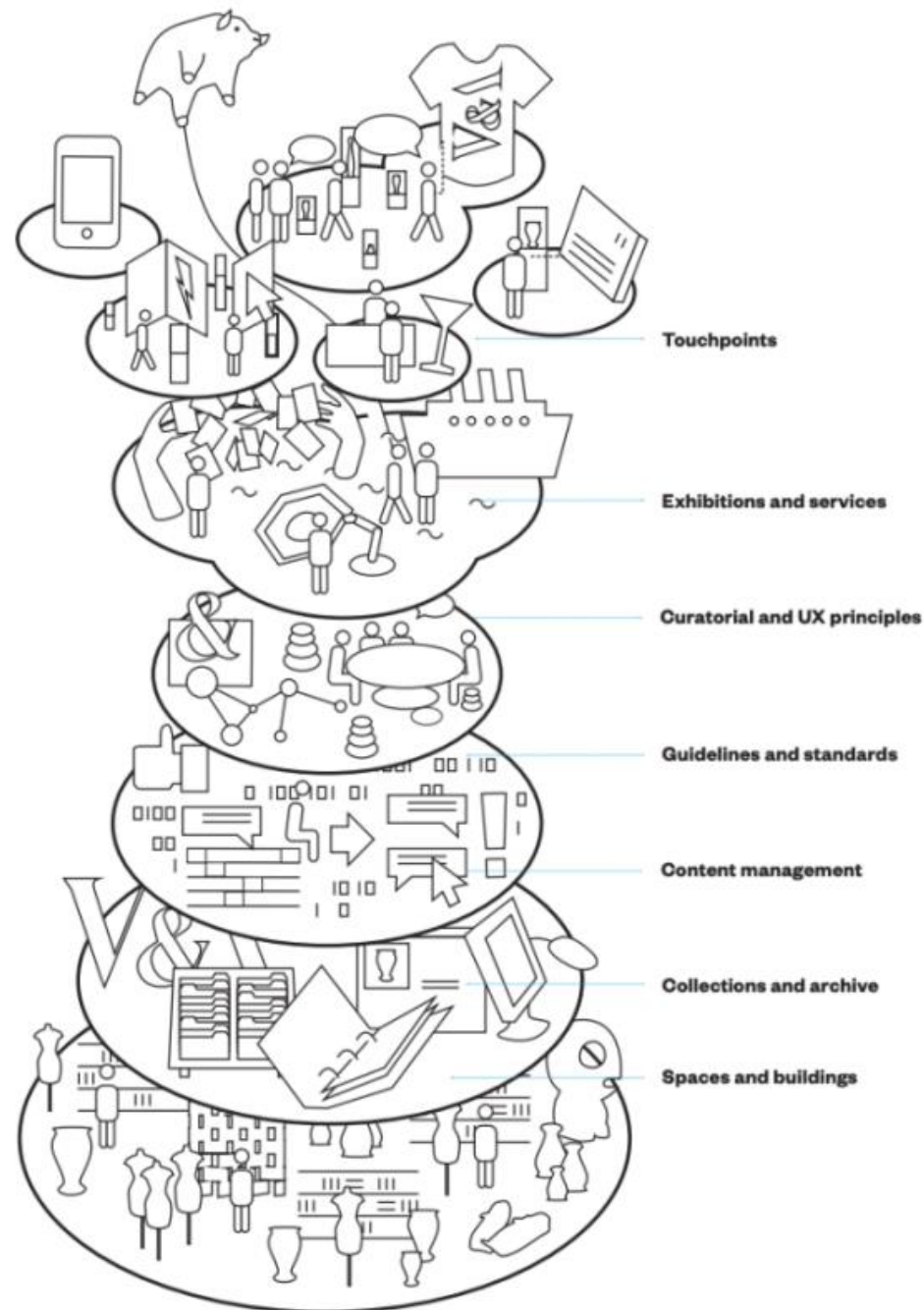
Enabling a frictionless experience for future users

Arup was engaged to improve the user experience of the Climate Resilience Demonstrator (CReDo) interface to support cross-sectoral asset planning to strengthen the UK's climate resilience against extreme weather events.

As a first of its kind digital twin, the original map-based information design was complicated for users. After undertaking a heuristic evaluation of version 1 of the tool and leading user and stakeholder research with network operators, Arup designed a new interface based on findings and developed a design system for future iterations of the tool.

User research. Wireframing. User walkthroughs. UI development





V&A Experience Strategy, Victoria and Albert Museum

An experience strategy for the 21st Century Museum

Arup was commissioned to produce a user experience strategy for the V&A sites. Taking a design-led approach, the Arup team conducted user research to uncover insights into how the user experience of the V&A might be understood, framed and developed. These insights stimulated concept designs for user experiences that will unlock new interactions for visitors, staff and partners, move the organisation's practice forwards, and creatively inform the new building projects.

Co-developed with V&A teams in workshops, the team delivered 'next generation' digital/physical user experiences concepts and identified user experience intervention opportunities.

Ethnographic research. Stakeholder interviews. Concept design.



British Library Total Audience View, British Library

Leveraging user data to heighten user and brand experience

To establish the holistic understanding, the project team engaged in a wide range of research practices, including literature and trends review, web data analytics of British Library web traffic, quantitative spatial observations, and ethnographic interviews/participant observation. The study considers both the Library's audience in its central London location, but also its relationship to other London libraries, and to the network of libraries across Britain.

The research findings informed the baseline for developing a new branding/user engagement approach. It also helped the British Library build its data management capabilities, redefine its KPIs, as well as shape priorities for investment.

Data analysis. User segmentation. KPI development.

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