

CONFIDENTIAL



Service Definition

User Research

# About Goaco



*Goaco is a Global Consultancy working as a partner with the public and private sectors, delivering innovative solutions and experiences that align to the needs of people, places and planet.*



Founded in 2010: Headquartered in the UK.



100+ subject-matter-experts across offices in the UK, UAE & KSA.



Network of 16,000+ associate consultants through Goaco Group.

We are **Digital Transformation**, **Cyber Security** and **Managed Service** experts successfully delivering projects for business and government.

Our approach integrates leading-edge ideas with a focus on people, being true partners and ensuring our clients are central to every step of the process.

Our agile team swiftly adapts, enabling us to deliver optimal outcomes and solutions tailored to your requirements.



**Recognised as UK Government digital experts.**



# Your partner from **discovery** to **run**



## **go discover**

Discover, Define, and  
Validate Human-Centred  
Solutions.

## **go build**

Empower Your Data,  
Cloud Software and Cyber  
Security Evolution.

## **go live**

Manage and Secure your  
Digital Operations round  
the clock.



Watch our video: [Click Here](#)

# Service description

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User research uncovers real user needs, behaviours, and motivations through direct engagement and evidence-based analysis. We transform these insights into actionable recommendations that shape services, products, and policies. Our approach ensures solutions are usable, effective, and centred on people, enabling organisations to deliver meaningful, user-focused experiences.



- Plan, design and deliver high-quality, evidence-based research
- Help teams understand and solve the whole problem for users
- Employ Qualitative Research (contextual inquiry, ethnography) to understand user context
- Use Quantitative research (surveys, analytics, A/B testing) for measurable data
- Continuously test and iterate solutions across all delivery phases
- Provide evidence-based insights to drive agile design decisions and policy
- Recruit diverse participants to ensure services are accessible to everyone
- Generate actionable findings like user stories and recommendations for backlog
- Conduct research with high ethical standards, ensuring consent and GDPR
- Make research a team sport, ensuring colleagues observe and collaborate



- Drive decision-making; reduce design risk and assumptions
- Creates user-centred services that meet real needs effectively
- Reduces risk through continuous testing and iteration
- Supports MRS-accredited, ethical research and GDPR compliance
- Identifies opportunities for experience improvements and service enhancements
- Drives development of inclusive and accessible digital services
- Aligns business and user needs for successful outcomes
- Enables informed, evidence-based decisions for digital transformation
- Improves user journeys, usability and overall satisfaction
- Provides clear, actionable insights with defined recommendations



# Our certifications

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Our certifications are recognised **globally**

Goaco are proudly certified to:  
**ISO 9001, ISO 4001, ISO 27001 & ISO 20000**

## IASME certifications



# Delivering **people-focused** outcomes through **innovation**



Goaco has delivered for the public and private sectors across the globe



Delivering excellence for over 15 years

# Our Services



## UCD User-Centered Design

Our User-Centred Design approach starts by understanding the root problem and what users truly need. Through user research, service design, and clear content, we create journeys that feel natural and accessible. It's not about trends, it's about meaningful outcomes and experiences that genuinely help.

## Digital Delivery

As a delivery partner with your organisation, our service is primarily outcomes based, implementing products and services across portfolios & programmes in an iterative manner (Agile & Waterfall) with a focus on the benefits.

## Cyber Security

Goaco partner with public & private sector organisations, protecting them from the threat of known and unknown security threats. We help you to develop security maturity, become certified, conduct security/penetration testing and protect from cyber-attacks 24x7.

## Data

Goaco's Data Services span the full lifecycle from collection and management to advanced analytics and AI-driven insights. Ensuring accuracy, security, and scalability, we help businesses make smarter decisions, modernise operations, and drive growth.



## Cloud

Our service offerings involve transforming your organisation to use the Cloud across Google Cloud, MS Azure and AWS, embedding automation (infrastructure-as-code) for cost-saving, and monitoring and management of your infrastructure for efficiency.

## Artificial Intelligence

At Goaco we enable businesses to harness AI to transform how they operate, compete, and grow. Our AI Services span assessment, strategy, design, and implementation covering automation, predictive analytics, generative AI, and custom machine learning solutions.

## Managed Services

Goaco's ITIL aligned support team works around the clock to keep your IT running at peak performance levels, using industry leading tools to constantly improve and ensure you are in safe hands.

## Software Development

Goaco provide you with tech-agnostic custom, Web, App (mobile) and Low/No code (DynamicsCRM/PowerApps) development from design, build, launch & management. We embed as a development partner providing you the value of leveraging our experience.

# Personnel clearance levels (UK)



At a minimum, our UK personnel hold a Government approved BPSS clearance.



Our Penetration Testers and Cyber Security consultants hold a minimum of Security Clearance vetted with the Ministry of Defence (UK Government). For SECRET, personnel with DV Clearance are available, which is the highest level across the UK Government.

**International branches** are covered by the same principles as BPSS, including identity verification, references and criminal record checks.

**This is the value we bring to other regions and countries, with the assurance of personnel accessing sensitive data.**

# Our partnerships





# Our values

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## Equality

We continually review our **promotion** of inclusivity, **diversity** and lifelong **learning**.



## Integrity

**Honesty** and **integrity** have built a culture of trust and openness within the Goaco network.



## Unity

We **recognise** the **power** of **diversity** and difference in a **team** to learn and grow as individuals and an organisation.



## Respect

Respecting others **boundaries**, opinions and **skill sets** is **important** to us at the core of our **company culture**.



## Excellence

We take pride in delivering **excellence** in everything we do and **expect** the same **passion** and drive from our colleagues.



# Our culture



Behind every success story, innovation and milestone achieved, there are dedicated individuals who go above and beyond to make it happen.



One Team



Company Socials



Creating Opportunities



Valuing Diversity



Generating Solutions



Giving Back



[www.goaco.com](http://www.goaco.com)