

CONFIDENTIAL



Service Definition

User-Centred Design Strategy & Maturity Consultancy

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



We deliver UCD strategy and maturity consultancy to embed user-centred design into organisational structures and culture. Using maturity frameworks, we assess capability and design strategies for growth. Our approach aligns UCD with business goals, creating actionable plans for governance, KPIs, and processes that integrate user-centricity across products and services.



- Define vision and roadmap for user-centred design adoption
- Design actionable strategies aligned with business goals and innovation
- Assess current capability and develop UCD maturity frameworks
- Create growth plans to scale UCD across the organisation
- Develop governance models for sustainable user-centred design practices
- Establish KPI frameworks to measure UCD impact and success
- Align organisational structure to support user-centred design maturity
- Integrate user-centricity into every stage of delivery lifecycle
- Provide clear recommendations for embedding design culture and capability
- Enable continuous improvement through maturity assessment and benchmarking



- Aligns UCD strategy with organisational goals and priorities
- Embeds user-centricity into structures, processes, and culture
- Provides clear roadmap for scaling user-centred design capability organisation-wide
- Improves efficiency through governance and structured user-centred design practices
- Enables measurable impact with KPI and maturity frameworks
- Reduces delivery risk by integrating user-centred approaches early
- Supports digital transformation with evidence-based design strategies
- Enhances collaboration and shared understanding across teams and functions
- Drives innovation by aligning technical possibilities with user needs
- Creates sustainable design culture for long-term organisational growth



Our certifications



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



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

