

Specialist User-Centred Design (UCD) Service

VERACITY

1. Service Overview

The Specialist User Centred Design (UCD) service has been developed to provide a wide range of support to the design process for new Digital products and Services hosted on cloud platforms with the core methodology being that users are at the heart of the service.

2. Detail of Service Delivery

We start by working with user researchers and the business and policy teams to understand and develop the high level business requirements for the service. We then group these requirements into a series of Epics, and then translate the Epics into roadmaps to clarify understanding of dependencies, understand the size and complexity of each Epic and visually produce a delivery plan.

Working with users and informed by user research, we then translate these roadmaps into detailed User Stories using Behaviour Driven Development. These User Stories then comprise the Product Backlog which lists all functionality required to deliver the service to the users. We ensure that all User Stories are deliverable and testable, using Technical Reviews, User Research and UX Design, and agree acceptance criteria and test strategies for each of them.

We create a high level design document and UX wireframes, and work with developers (either supplied by Veracity, the customer or a third party) to build the service. At all stages we involve user research to ensure close focus on the needs of the users. We prioritise the development roadmap to deliver an MVP and the build on this to add additional functionality.

3. Onboarding Activities

The team providing each work package to the customer is comprised of our resources specifically selected for delivery of the appropriate service, ensuring customers are provided with the specific skill sets that will best deliver the services required. Before they start an assignment, our team will be briefed in detail by our engagement leader on the services required by our customer, the broader strategy and aims of the work being procured and the service outcomes the customer is seeking through our engagement. Our engagement leader will work with our customer throughout delivery to ensure expectations are continually met and the service is delivered as required.

4. Service Management

All customers are provided with a dedicated engagement leader who will be responsible for overseeing the delivery of the service. They will maintain close contact with the customer and with any resources deployed to monitor customer satisfaction and to identify any issues at an early stage. We also gather feedback at the end of each assignment either formally or informally to ensure continuous improvement.

5. Service Constraints

There are minimal constraints on the service we can provide to customers. In order meet the needs of customers, we can quickly scale our team by drawing on our pool of high-calibre

professionals and deploy these flexibly to customers to meet service delivery requirements as required. Our teams can be delivered at short notice and on a short term or long term basis.

6. Service Levels

Our consultants and delivery teams are generally available 8:30am to 6pm Monday to Friday, with access out of hours as required.

7. Ordering and Invoicing Process

We have a flexible ordering process. Generally, we accept enquiries by telephone, email or face to face. Where the service is ordered, we can assist with preparation of the G-Cloud Order Form if required including electronic signatures allowing customers to confirm the order immediately.

8. Termination Terms

Customers can generally terminate the service without cause with five working days' notice unless otherwise stated on the Order Form. Where there is a need to terminate earlier than this, we will normally seek to accommodate it wherever possible.

9. Customer Responsibilities

Customer responsibilities include the provision of access to customer offices, office space and, where appropriate, IT equipment. In addition, customers are responsible for providing details of the initiative and the nature of support required, participation in workshops and meetings as required, and for verifying the satisfactory completion of the work.



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