



User Research & Service Design

ESTABLISHED
2016

REFERRALS

100
%
WORD OF MOUTH

SECTOR
EXPERIENCE

200+
YEARS
COMBINED

CERTIFIED

CE+
CYBER
ESSENTIALS



CONTENTS

PART A: SERVICE-SPECIFIC

- [A1 Service Summary](#)
- [A2 Features](#)
- [A3 Benefits](#)
- [A4 Platform Expertise](#)
- [A5 Case Study](#)

PART B: COMPANY STANDARDS

- [B1 About BetterGov](#)
- [B2 Delivery Approach](#)
- [B3 Service Management](#)
- [B4 Security & Compliance](#)
- [B5 AI & Automation](#)
- [B6 Service Levels](#)
- [B7 Onboarding & Exit](#)
- [B8 Customer Responsibilities](#)
- [B9 Technical Requirements](#)
- [B10 Training](#)
- [B11 Social Value](#)
- [B12 Reporting & KPIs](#)
- [B13 Pricing](#)
- [B14 Ordering & Invoicing](#)
- [B15 Business Continuity](#)
- [B16 Data Protection](#)
- [B17 Accessibility](#)
- [B18 Contact Us](#)

PART A SERVICE-SPECIFIC INFORMATION

A1 SERVICE SUMMARY

Service Name

User Research & Service Design

Service Description

We help government understand what users actually need before building services. Not the checkbox user research that validates existing assumptions, but genuine discovery that shapes service design and informs investment decisions.

When Crown Commercial Service needed to define their target service model for £13 billion in government procurement, we developed service blueprints that mapped the end-to-end experience. When Parliament needed to redesign visitor services welcoming 1 million visitors annually, we identified 7 distinct visitor groups with different needs and journey expectations.

When Parliament's Technology Strategy needed user input, we delivered research early, expanded scope based on findings, and shaped strategic direction. Our researchers follow GDS Service Standard methodology - but more importantly, they understand government context. User research in Parliamentary estates with bicameral complexity. Service design for procurement frameworks used across Whitehall. Business analysis supporting 5,000+ staff HR and payroll systems. From VIS visitor experience to MHR iTrent implementation support, we bring user-centred thinking to government services.

G-Cloud Classification

CATEGORY	DETAIL
G-Cloud Lot	Lot 3: Cloud Support
Service Category	User Research (F-200-000-000)
Framework Reference	RM1557.15

Scope Boundaries

This service includes:

User Research: Discovery research, generative research, evaluative research, accessibility research, user interviews, contextual inquiry, surveys, diary studies, card sorting, tree testing

Service Design: Service blueprinting, journey mapping, persona development, experience mapping, service prototyping, design sprints, co-design workshops

Business Analysis: Requirements gathering, process mapping, stakeholder analysis, gap analysis, impact assessment, benefits identification

GDS Alignment: Service Standard assessment, Alpha/Beta/Live assessment preparation, accessibility compliance, assisted digital needs analysis

Specialist Research: Parliamentary user research, procurement service design, visitor experience, HR/payroll systems, estates and facilities

This service does not include bespoke software development, ongoing managed service operations, or 24/7 production support unless explicitly agreed in the call-off contract.

A2 FEATURES

Key capabilities that differentiate this service:

GDS-Compliant Methodology User research following GDS Service Standard - discovery, alpha, beta, live phases. Research that supports assessment and meets government standards. Parliament, CCS - methodology that satisfies GDS requirements.	Complex Stakeholder Research Parliament VIS Service Design: 7 visitor groups identified, persona development, journey mapping for 1 million annual visitors. Research navigating complex stakeholder landscape - MPs, Lords, staff, visitors, security.	Procurement Service Design CCS Target Service Model: service blueprints for £13 billion government procurement. Understanding buyer journeys, supplier experience, framework operations. Service design at government scale.
Early Delivery, Expanded Value Parliament Technology Strategy User Research: delivered early, findings drove scope expansion. Research that demonstrates value and shapes strategic direction, not just validates decisions already made.	HR & Workforce Systems Parliament HR & Payroll BA Support: 5,000+ staff, MHR iTrent implementation. Business analysis bridging HR requirements and system capability. 9-month engagement supporting complex workforce systems.	Long-Term Partnership Research States of Guernsey: 7+ year relationship including EPR Programme BA Support. Research and analysis that builds understanding over time, not point-in-time snapshots.
A3	BENEFITS	

EFFICIENCY	Parliament VIS Service Design - 7 distinct visitor groups identified with different needs, journeys, and service expectations. 1 million annual visitors.
SAVINGS	Parliament HR & Payroll BA Support - business analysis for MHR iTrent supporting 5,000+ Parliamentary staff.
SATISFACTION	CCS Target Service Model Definition - service blueprints designed for £13 billion government procurement operation.
A4	PLATFORM EXPERTISE

PLATFORM	EXPERTISE LEVEL	EXPERIENCE
GDS Service Design	Expert	Parliament VIS, CCS Target Service Model, Parliament Technology Strategy. GDS Service Standard methodology, assessment preparation, user-centred design.
Parliamentary Services	Expert	VIS Technology Strategy research, NMS user research HR & Payroll . Bicameral complexity, multiple stakeholder groups, Parliamentary context.
Business Analysis	Expert	Parliament HR & Payroll 9 months, States of Guernsey EPR 6 months. Requirements gathering, process mapping, system implementation support.

A5

CASE
STUDY

CLIENT SUCCESS

UK Parliament

Challenge: Parliamentary Digital Service needed to redesign visitor services. 1 million annual visitors with diverse needs - tourists, constituents, school groups, accessibility requirements. Required user research to understand visitor groups and inform service design.

Solution: VIS Service Design Discovery. User research across visitor types. 7 distinct visitor groups identified. Persona development. Journey mapping. Service design recommendations.

Outcome: 7 visitor groups defined with distinct needs and journeys. Service design recommendations approved. Foundation for visitor services transformation. User-centred approach adopted.

CLIENT SUCCESS

Crown Commercial Service

Challenge: CCS needed to define target service model for government procurement operations. £13 billion in procurement, complex buyer and supplier journeys, multiple frameworks and routes to market. Required service blueprinting to map end-to-end experience.

Solution: Target Service Model Definition. Service blueprinting across procurement journeys. Buyer and supplier experience mapping. Framework operation analysis. Target state service model.

Outcome: Service blueprints delivered for £13B procurement operation. Buyer and supplier journeys mapped. Target service model approved. Foundation for service improvement programme.

CLIENT SUCCESS

UK Parliament

Challenge: Parliament Technology Strategy required user input to inform direction. Needed research across Parliamentary community to understand technology needs, pain points, and priorities.

Solution: Fixed price, 2-month Technology Strategy User Research. Stakeholder interviews. User needs analysis. Priority identification. Research findings integrated into strategy.

Outcome: Research delivered early - ahead of schedule. Findings drove scope expansion for follow-on work. User needs incorporated into technology strategy. Demonstrated research value.

PART B COMPANY-WIDE STANDARDS

B1 ABOUT BETTERGOV

Better Group Limited trading as BetterGov is a specialist consultancy supporting UK public sector digital transformation since 2016.

“
We build capability, not dependency
”

— BetterGov

BetterGov works alongside internal teams to build capability and reduce dependency, ensuring services can be sustained after engagement completion. We measure success by what organisations can do independently, not by how long they need us.

How our values inform our delivery



Why BetterGov?

- **Public Sector Specialists** Deep expertise in Local and Central Government
- **100% UK-Based** All delivery staff UK-based with security clearances
- **Outcome-Focused** Success measured by results, not activities
- **Standards Aligned** GDS, DSS, DSSW, Technology Code of Practice

Our Services

- Digital Transformation
- Cloud Services
- Programme & Project Management
- Systems Implementation

- Technology Consulting
- Capability Building
- Service Design
- User Research

B2

DELIVERY
APPROACH

■ Operating Model

■ Delivery Mode

- Agile delivery (Scrum/Kanban)
- PRINCE2 Project Management
- ITIL-aligned service management
- Transparent milestone tracking

- Remote-first with secure tools
- On-site for critical workshops
- Hybrid as required

Risk Management

We actively identify common failure modes in cloud support engagements - unclear scope, data access delays, dependency risk, stakeholder availability - and address them through early scoping checkpoints and formal risk ownership. Problems are surfaced early, not discovered late.

Tooling & Frameworks

CATEGORY	DETAILS
Project Management	Azure DevOps, Jira, Confluence, Our own tools
Collaboration	Microsoft Teams, SharePoint, Miro, Power BI, Our own tools
Methodologies	Agile, PRINCE2, ITIL

Security clearances: BPSS standard on all staff. SC and DV available on request. Associates and subcontractors are vetted to the same security and quality standards as permanent staff.

B3 SERVICE MANAGEMENT

Every engagement has a dedicated Engagement Lead and Director oversight.

■ Governance

- Clear roles and accountability
- Proactive risk management
- Formal change control

■ Reporting

- Weekly/fortnightly status
- Governance meetings
- Lessons learned reviews

We maintain a live risk register with named owners. Escalation triggers are defined at engagement start, not discovered during crisis.

Escalation Matrix

LEVEL	OWNER	RESPONSE
First	Project Manager	Resolve within agreed timelines
Second	Account Director	Intervention within 24 hours
Executive	Director	Immediate action on critical issues

B4 SECURITY & COMPLIANCE

CE+ CYBER ESSENTIALS	ICO REGISTERED	ISO 9001/27001 Aligned	UK DATA CENTRES
■ Data Residency All customer data stored exclusively in UK-based data centres.		■ UK GDPR Full compliance with technical and organisational measures.	
B5	AI & AUTOMATION		

AI and automation are used only to support analysis and operational efficiency. All decisions, recommendations, and outputs are reviewed and owned by named consultants. There are no autonomous actions.

**Intelligent Analytics**

AI-powered dashboards support insight generation - human analysts interpret and validate findings

**Process Automation**

RPA reduces manual effort by up to 60% - all automation is auditable and reversible

**AI Strategy**

Advisory services for responsible AI adoption aligned with government frameworks - governance first, capability second

Our AI Principles

AI is optional - never required for service delivery

Human-led decision making on all outputs

Governance and explainability before deployment

No autonomous actions without explicit approval

B6**SERVICE LEVELS****■ Response Targets**

SERVICE	TARGET
Enquiry	4 working hours
Proposal	5 working days
Mobilisation	10 working days
Critical escalation	4 hours

Maximum quarterly credit cap: 15% of fees.

Service levels are monitored by the Engagement Lead and reviewed as part of regular governance, with trends and corrective actions shared transparently. We track what matters, not what's easy to measure.

■ Service Credits

PRIORITY	RESPONSE	CREDIT
P1 Critical	4 hours	5%
P2 High	8 hours	3%
P3 Medium	24 hours	2%
P4 Low	48 hours	1%

Support Tiers

TIER	AVAILABILITY	INCLUDES
Standard	Mon-Fri 09:00-17:30	Email, phone support
Extended	Mon-Fri 07:00-21:00	+ Priority escalation
24/7	24 hours, 7 days	+ Critical incident response

B7**ONBOARDING & EXIT****■ Mobilisation**

- Kick-off and scoping
- Access provisioning
- Risk and compliance checks
- Team familiarisation

■ Exit & Handover

- Deliverable sign-off
- Knowledge transfer
- Data export
- Deletion confirmation

Exit planning begins at engagement start. Knowledge transfer is structured to avoid single points of failure. Default retention: 90 days post-closure for audit purposes, then secure deletion. Trial service available: one-day consultancy sessions for prospective customers to evaluate our approach before commitment.

B8**CUSTOMER RESPONSIBILITIES**

- Timely system and data access
- Documentation and approvals
- Data ownership, GDPR, and IP (Customer retains ownership of all deliverables unless otherwise agreed)

- Named decision-maker
- Prompt query responses
- Third-party coordination

B9**TECHNICAL
REQUIREMENTS**■ **Prerequisites**

- Stable internet connection
- Modern browser (Chrome, Edge, Firefox)
- MFA capability

■ **Constraints**

- Third-party dependencies
- Scheduled maintenance windows
- Bandwidth for large data transfers

B10**TRAINING & KNOWLEDGE
TRANSFER**■ **Included**

- Onboarding sessions
- User documentation
- Handover knowledge transfer

■ **Optional Add-Ons**

- Advanced workshops
- Change management support
- Continuous learning programmes

B11**SOCIAL
VALUE****Our Commitments**

- **Net Zero 2035** Carbon reduction plan aligned with government targets
- **Living Wage** Accredited Real Living Wage employer
- **TOMs Framework** Social value measured and reported transparently
- **SME/VCSE Priority** Local and diverse supply chain engagement

B12**REPORTING & KPIS**■ **Monthly**

- Milestone progress
- Risk and issue status
- Resource utilisation

■ **Quarterly**

- Project health assessment
- Benefits realisation
- Lessons learned

Reporting outputs are designed to support internal governance, audit, and assurance requirements. Reports can be shared directly with finance, procurement, and oversight teams without modification.

B13**PRICING****Time & Materials**

SFIA-aligned day rates

Fixed Price

Milestone-based payments

Outcome-Based

Performance-linked fees

Detailed SFIA rate card provided as separate PPG upload.

B14**ORDERING & INVOICING**

Orders placed via Public Procurement Gateway (PPG) using Contract Award Service.

TERM	DETAIL
Billing	Monthly in arrears or milestone-based
Payment Terms	30 days (Public Sector Payment Policy)
Payment Method	BACS transfer

All invoices include detailed breakdowns by deliverable and resource, suitable for finance review and audit trail requirements.

B15 BUSINESS CONTINUITY

MEASURE	TARGET
Recovery Point Objective (RPO)	Up to 24 hours
Recovery Time Objective (RTO)	24-48 hours for critical services
DR Testing	Annual minimum (ISO 22301 aligned)

B16 DATA PROTECTION

Full compliance with UK GDPR and Data Protection Act 2018.

■ Technical Controls

- Encryption in transit and at rest
- Access controls and audit logs
- Regular security assessments

■ Governance

- Designated Data Protection Officer
- ICO registration maintained
- Breach notification procedures

B17

ACCESSIBILITY

WCAG 2.1 AA
Fully compliant

WCAG 2.2
Patterns adopted in all new deliverables

Formats
HTML, PDF, large print, Easy Read

B18

CONTACT US

Better Group Limited (trading as BetterGov)

Telephone: +44 (0)20 3289 4203

Email Opportunities@bettergov.co.uk

Web www.bettergov.co.uk **Company** 10241361

Digitally Driven, Socially Empowered

© BetterGov. All rights reserved.