Crown
Commercial
Service

Interaction Design (IXD)

G-Cloud 15 service definition

Healthia®

Interaction Design (IXD)

We translate research insights into simple, intuitive user-facing designs to improve the way people interact with digital services.

We explore the entire journey across channels and investigate different points of user interaction. We iteratively prototype user journeys and interactions across digital touchpoints to test how they work for people, in terms of both overall flow and individual design elements.

We work collaboratively, using co-creation and co-design workshops to build on the expertise of SMEs / stakeholders and invite users' input.

Insights feed into the design improvements, e.g. solutions for assisted technology, to ensure intuitive, joined-up journeys and consistent UX. We design digital products that are usable, inclusive and accessible to all users.

We integrate with agile, multidisciplinary teams and have established, quick onboarding processes.

- We are experienced in using a range of prototyping tools, including Figma, Sketch and Axure, as well as the GOV.UK Design System and Prototype Kit and NHS Prototype Kit., relying on robustly tested and accessible components and design patterns
- We take an agile approach to user research and user-centred design, in line with GDS and NHS service standard, to enable iterative improvements and quick changes for rapid delivery
- We work in the open as one team to drive decisions collaboratively, taking every opportunity to share knowledge, upskill, build internal capabilities and enable sustainable benefits
- We adopt a design-led approach. We are technology agnostic and help shift mindsets to focus on user needs over technology, avoiding costly investments
- We've delivered Interaction Design for clients including the Cabinet Office, Driver and Vehicle Standards Agency, Department for Digital, Culture, Media and Sport, NHS England, NHS Gloucestershire CCG and Scope

Inclusive research and design

We take an inclusive approach to our work to ensure all voices are represented. This reduces the risk of missing opportunities and fits with our ethos of leaving no-one behind.

We make it easy for people to participate in research, adapting to specific needs or requirements. Recent research has included people with autism, people with no fixed abode / address, and people with English as an additional language.

We have developed ways to effectively engage with diverse groups to co-create and co-design solutions in a collaborative and transparent way, helping design accessible services, policies and places that work for everyone.

We are experienced in researching, collaborating and designing with complex stakeholder groups including staff, local authorities, communities, charities, businesses, partner organisations and technology providers.

Seldom-heard and under-represented groups

- We include diverse, seldom-heard, under-represented and marginalised communities in our research as standard, including low digital literacy
- We include people from outside the mainstream and across socio-economic backgrounds, so we can design for people with markedly different lives and needs
- We have created a guide to conducting research around sensitive topics with vulnerable users to ensure the wellbeing of both participants and our researchers. Please contact us for a copy
- Through experience we have developed a number of techniques for recruiting from these groups which we tailor to each engagement

Co-creation and co-design

We use co-creation and co-design techniques to design with stakeholders, communities and service users.

Running co-creation / co-design sessions with stakeholders and service users is a great way of ensuring we tap into existing expertise. Through a combination of collaborative workshops, sketching, prototyping and user research, we help generate, validate, adapt or discard ideas.

We involve users across the design process, identifying and working through challenges together. This builds trust and an understanding of the lived experience.

We advocate for inclusive research and design practices, and use various methods to ensure all voices are heard, reducing the risk of overlooking needs and missing opportunities. We have deep experience co-designing with seldom-heard and under-represented users.

“Healthia provided an exemplary discovery and alpha project to NCSC. By having seasoned and independent researchers and designers assist us, we were able to canvas the community comprehensively in order to construct a long term development plan for the service.”

- Programme manager, NCSC

“They spend time to include you at each step of the way and work collaboratively where appropriate. In true partnership, they are open to working in different ways”

- Insights and engagement manager, NHS BNSSG

Stakeholder engagement

Stakeholder engagement is fundamental to our approach. We use innovative ways of keeping disparate and time-poor stakeholders involved.

We put effort into creating an effective and inclusive engagement plan to understand individual perspectives, wider context, priorities and build on their valuable expertise.

We have extensive experience collaborating with SMEs and stakeholders at all levels and adapt our communication to meet technical and non-technical needs.

Through our work with government and NHS clients, we have developed ways of effectively engaging with complex stakeholder groups across organisations and government departments. We bring stakeholders together to align priorities and collaboratively drive evidence-based decisions.

“They are capable of liaising with and managing stakeholders at all levels so for us they’ve interacted with people at board level all the way down, sensitively and empathically building relationships with customers who are often at a point of crisis. That can be quite a difficult thing to do and those softer skills really matter”

- Service owner, Cabinet Office

“They work openly and collaboratively with stakeholders to plan, execute and act on the research and design. This is so important when you are looking to transfer skills into the organisation and unlike other agencies or consultants we have worked in the past they do not exclude clients from the process or take specific parts of the project, work on it and then deliver a finished product.”

- Insights and engagement manager, NHS BNSSG

IXD design approach

Activities:

- Onboarding / discovery workshop
- Desktop research
- Detailed recruitment and research plan
- Sketching and user journeys
- Prototyping
- Usability testing
- Recommendations and next steps workshop

Outputs:

- Sketches and storyboards
- User interface prototypes (low / mid / high fidelity) covering the end-to-end service and user journeys
- Proof of concept
- Navigation structure / IA
- Draft content
- Research report
- Research video recording

Our experience

We are design partner for NHS England's Digital Prevention Services Portfolio. There are more examples of our work here.