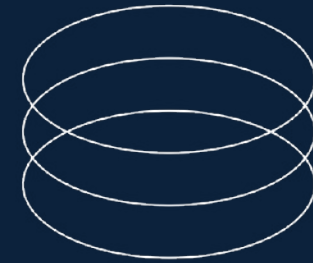
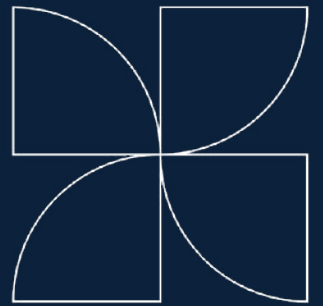
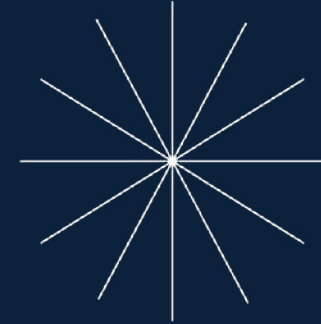


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G-Cloud 15 Service Definition Document

*Digital product and
experience design*

TANGENT.CO



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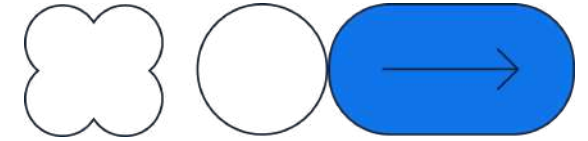
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Core competencies

The Tangent teams and capabilities are closely aligned and are structured across five key areas – reflecting how our clients often operate, with teams spanning multiple capabilities.



Digital transformation and change

- Digital and AI strategy
- Research & insights
- Digital change management
- Digital operating model strategy
- Roadmap planning and & prioritisation



Digital product and experience design

- Experience strategy
- UX design
- Brand & interface design
- Prototyping & vision setting
- Design systems
- Analytics & optimisation



Digital engineering

- MarTech & engineering strategy
- Agile software development
- Infrastructure strategy & build
- Platform & solution architecture
- Quality assurance



Artificial intelligence and data

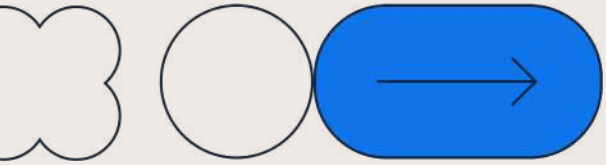
- Generative AI
- AI application design
- Data engineering
- AI product engineering



Managed service

- Digital platform management
- Infrastructure management
- Platform optimisation

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Services definition

Set the direction - design



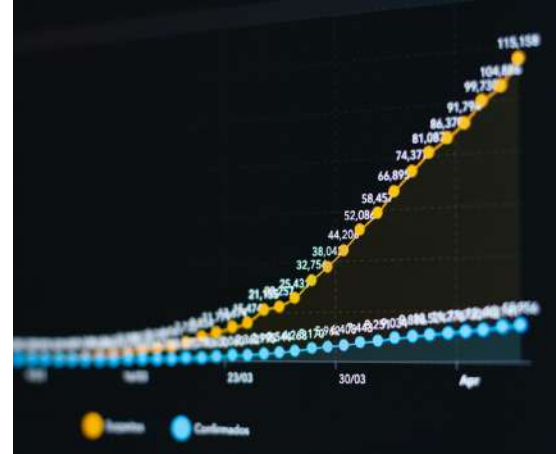
Understanding users

This is all about getting into the shoes of the people we are designing for. By conducting user research, creating personas, and mapping out user journeys, we gain valuable insights into the users' needs, behaviors, and pain points.



Engaging stakeholders

We'll closely involve stakeholders to understand their needs and secure their buy-in. Through focused workshops and discussions, we'll gather their requirements and ensure their commitment, shaping a project that reflects a shared vision and clear success criteria.



Setting goals & KPIs

While focusing on users is paramount, aligning with the business's strategic goals is equally essential. This means understanding what the business aims to achieve with the product or service, how the design can drive those objectives, and what success looks like.



Evaluating competitors

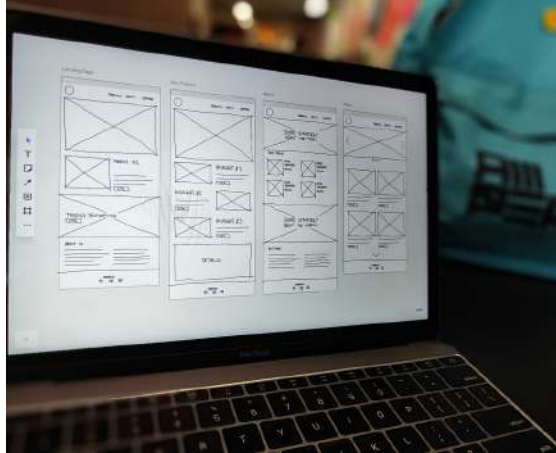
Knowing the landscape we're designing within can provide critical insights. A thorough competitive analysis helps us identify industry trends, understand what competitors are doing right or wrong, and uncover opportunities for differentiation. This knowledge can inspire innovative design solutions that stand out in the market.

Definition - Design



Sitemaps & journeys

We outline the structure and navigational flow of your new pages. Sitemaps help ensure that content is organised logically, while journey maps visualise the user's path through the product. This clarifies user experience intentions and helps identify potential roadblocks, reducing confusion and drop-off rates, which can enhance customer retention and satisfaction.



Prototyping

We create a preliminary UX prototype of the new pages, journeys or products. Prototypes offer a tangible way to test functionality, user interactions, and design concepts early in the process. They are invaluable for gathering feedback and making iterative improvements without the high cost of changes post-launch, ultimately saving time and resources.



Creative concepts

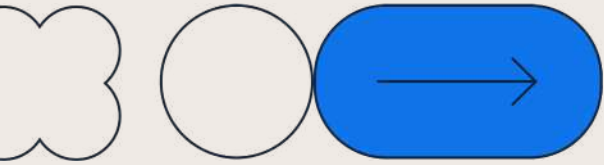
We will explore different concepts for how your brand can be applied creatively online. Should you have set brand guidelines, our designs will make certain we stay true to your brand's essence. Conversely, if there's scope for creative freedom, we're here to assist in refreshing and modernising your brand through this project



User validation

Finally, we test the prototype with actual users to affirm design decisions. User validation can uncover usability issues and inform necessary adjustments, ensuring the final product is intuitive and meets user needs. It's essential for avoiding costly mistakes and creating a user-friendly product.

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Overview of Tangent

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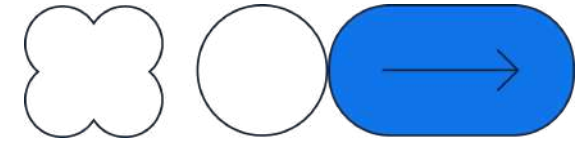
We are *Tangent*

60+ people, 6 *global offices*
we help enterprises build future-ready
AI-driven experiences, with a focus on...



PEOPLE ↗ PLANET ↗ PURPOSE

Our clients



Tommy's



TaylorWessing



bodo

sky



Amey

WOLSELEY

Codility

NORTON ROSE FULBRIGHT



What our clients have to say

“We’re impressed at how quickly Tangent are able to respond to our needs. We look forward to continue delivering a new level of service across our digital ecosystem.”

Jennifer May | Chief Customer Officer | REED

Recognition for *our work*

We're very proud of our work and we've won 10 awards and been nominated for over 20! Here are the awards we have won in the last 12 months alone:



Digital Experience
Awards by  Contentsquare

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **The Drum**
Digital
Transformation

 **CHAMPIONS**
AWARDS 2024
FINALIST
Large Digital Agency
Of The Year

OTHER AWARDS

 **umbraco**
awards
2023
Jury's Choice

 **TECH**
AWARDS 2023
Transformation Through
Tech

 **NTA**
National Technology Awards 2024
Enterprise Tech Project

 **NTA**
National Technology Awards 2024
Energy & Utilities Project Of
The Year

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **BIMA**
Awards
Winner 2023
Services And Utilities

Government *Frameworks*



Technology Services 4

Tangent supplies a range of technology services, covering service and architecture design, IT support, infrastructure advice, software development and data-led transformation.

Artificial Intelligence CCS

Tangent provides AI discovery, consultancy, and implementation support - designing, deploying and operating AI solutions through end-to-end delivery partnerships, from initial use cases to live products and systems.

Digital Outcomes 7

Tangent provides agile and user-centred design services, providing multidisciplinary teams to support digital programmes across the public sector.

Comms Marketplace

Tangent delivers digital communication services via the Marketplace, helping UK public sector organisations plan, create, and run effective public service campaigns.

Social Value



Helping enterprises build future-ready digital experiences, products, and capabilities with a focus on people, the planet & purpose.

People

We prioritise well-being through flexible work, inclusive policies, and mental health support. We also care deeply about the people we work with and the communities they're part of, giving back through initiatives. Our focus for every project is on people, supporting careers, creating opportunities, and making a lasting impact on lives across the United Kingdom.

Planet

We build with environmental impact in mind, aiming to reduce emissions across all stages of a project. We offer an open-source Cloud Carbon Footprint Calculator to help clients track and lower the carbon impact of digital products. Tangent runs with zero Scope 1 and 2 emissions, monitors Scope 3, we continuously explore new ways to measure and innovate with the planet in mind, across everything from operations to marketing and client delivery.

Purpose

At Tangent, purpose drives everything we do. We are actively pursuing B Corp certification as part of our commitment to delivering meaningful societal impact. We choose to partner with clients who share our values, whether that is improving accessibility, supporting inclusive recruitment, or building stronger communities through initiatives like those with Guide Dogs and UK Power Networks.