



SERVICE DEFINITION DOCUMENT

*UX Research & Service
Design*

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1. Purpose of this Document

This document provides comprehensive information about Cranmore's UX Research & Service Design service and how it is delivered to public sector organisations through the G-Cloud 15 framework.

This Service Definition is required as part of Cranmore Consulting's application to provide services to the public sector via the G-Cloud framework, in accordance with Crown Commercial Service requirements.

The content and structure of this document aligns with the guidance published by the Crown Commercial Service for G-Cloud 15 service providers.

2. Service Description

2.1 Overview

Cranmore's UX Research & Service Design service provides expert user experience research, service design, and user-centred design capabilities for public sector digital services. We combine rigorous user research methodologies with creative service design thinking to help government organisations design and deliver digital services that truly meet user needs.

Our service encompasses the full user-centred design lifecycle, from initial user research and discovery through to detailed interaction design, prototyping, usability testing, and ongoing optimisation. We specialise in applying GDS Service Design principles, ensuring compliance with WCAG 2.2 AA accessibility standards, and creating inclusive digital services that work for all users.

Our multidisciplinary team includes qualified UX researchers, service designers, interaction designers, and accessibility specialists who bring deep expertise in public sector service delivery. We work collaboratively with stakeholders, subject matter experts, and end users to ensure digital services are intuitive, accessible, efficient, and aligned with the UK Government Service Standard.

2.2 Service Components

Our UX Research & Service Design service includes:

- **User Research Planning:** Comprehensive research strategy development, methodology selection, participant recruitment planning, and research ethics considerations for public sector research.
- **User Interviews & Contextual Inquiry:** In-depth qualitative research through one-to-one interviews, contextual observations, and ethnographic research to deeply understand user needs, pain points, and contexts of use.
- **User Surveys & Quantitative Research:** Large-scale quantitative research using surveys, analytics analysis, and statistical methods to understand user populations, validate hypotheses, and measure satisfaction.
- **User Journey Mapping:** Detailed mapping of current user journeys identifying touchpoints, pain points, emotions, and opportunities for improvement across end-to-end service experiences.
- **Service Design & Journey Mapping:** Comprehensive service design including service blueprints, ecosystem maps, stakeholder maps, and end-to-end service journey design spanning digital and non-digital touchpoints.

- **Personas & User Segmentation:** Development of research-based user personas, user archetypes, and user segmentation models that represent target user groups and inform design decisions.
- **Information Architecture:** Design of logical, intuitive information structures including site maps, navigation hierarchies, content taxonomies, and findability strategies aligned with user mental models.
- **Wireframing & Prototyping:** Creation of low-fidelity and high-fidelity wireframes, interactive prototypes, and design specifications that communicate design intent and enable user testing.
- **Interaction Design:** Detailed design of user interactions including page layouts, interaction patterns, micro-interactions, form design, error handling, and responsive design behaviours.
- **Usability Testing:** Comprehensive usability testing including moderated and unmoderated testing, remote and in-person sessions, think-aloud protocols, and task-based testing with representative users.
- **Accessibility Design & Testing:** WCAG 2.2 AA compliant design, accessibility audit, assistive technology testing (screen readers, magnification, voice control), and inclusive design practices.
- **Design System Development:** Creation of scalable design systems including component libraries, pattern libraries, style guides, and design tokens ensuring consistency across digital services.
- **GDS Service Standard Alignment:** Design approaches aligned with UK Government Service Standard requirements including user-centred design, accessibility, performance, and service assessment preparation.
- **A/B Testing & Optimisation:** Experimental design, multivariate testing, conversion optimisation, and data-driven design iteration using quantitative performance metrics.
- **Visual Design & UI Design:** High-quality visual interface design including typography, colour, layout, iconography, and brand integration creating polished, professional digital services.
- **Content Design:** User-focused content design including plain English, readability optimisation, content structure, microcopy, and tone of voice aligned with user needs and government content standards.

2.3 Service Benefits

Benefits of Cranmore's UX Research & Service Design service include:

- **User-Centred Solutions:** Deep user research ensures digital services are designed around genuine user needs rather than organisational assumptions, increasing adoption and satisfaction.
- **Improved Service Outcomes:** Well-designed user experiences increase successful service completions, reduce support queries, and improve measurable outcomes such as completion rates and user satisfaction.
- **Reduced Development Costs:** Early user research and design validation reduces expensive rework, prevents building wrong features, and ensures development effort focuses on high-value functionality.
- **Accessibility Compliance:** Expert accessibility design ensures services meet WCAG 2.2 AA requirements and Public Sector Bodies Accessibility Regulations 2018, reducing legal risk and ensuring inclusive services.

- **GDS Service Standard Alignment:** Design approaches aligned with Service Standard requirements support successful service assessments and demonstrate commitment to user-centred delivery.
- **Increased User Adoption:** Services designed around user needs with excellent usability achieve higher adoption rates, more frequent use, and better completion of user goals.
- **Evidence-Based Decisions:** User research provides objective evidence for design decisions, resolving stakeholder disagreements and ensuring resources focus on validated user needs.
- **Improved Efficiency:** Well-designed user journeys streamline processes, reduce task completion time, minimise errors, and enable users to accomplish goals with minimum friction.
- **Enhanced Digital Inclusion:** Accessible, usable design ensures digital services work for diverse user populations including users with disabilities, older users, and users with varying digital skills.
- **Competitive Advantage:** Superior user experience differentiates government services, builds public trust, improves citizen satisfaction with government, and demonstrates digital leadership.
- **Scalable Design Systems:** Design systems ensure consistency across services, accelerate future development, and reduce design and development effort for new features.
- **Reduced Risk:** User testing identifies usability issues, accessibility barriers, and user pain points before launch, reducing risk of service failures and public criticism.

3. Delivery Approach

UX Research & Service Design engagements typically involve the following activities, depending on project scope and sought outcomes:

3.1 Research & Discovery

Research and discovery establishes deep understanding of users, their needs, pain points, and current service experiences. Our research team employs a mix of qualitative and quantitative methods to build comprehensive evidence of user needs and service opportunities.

Key activities include:

- **Research Planning:** Define research objectives, select appropriate methodologies, plan participant recruitment, and establish research ethics protocols
- **Stakeholder Interviews:** Engage with service owners, subject matter experts, and internal stakeholders to understand service context and constraints
- **User Interviews:** Conduct in-depth qualitative interviews with representative users to understand needs, motivations, pain points, and contexts of use
- **Contextual Observation:** Observe users in their natural environment understanding real-world usage patterns, workarounds, and environmental constraints
- **Analytics Analysis:** Review existing analytics data, support queries, and usage metrics to identify quantitative evidence of user behaviour and issues
- **Current Journey Mapping:** Document current user journeys including touchpoints, pain points, emotions, and service interactions across all channels

- **Research Synthesis:** Analyse research findings, identify patterns and themes, document key insights, and formulate design opportunities

3.2 Service Design & Ideation

Service design translates research insights into service design concepts, user journeys, and information architecture. We work collaboratively with stakeholders through co-design sessions to generate ideas, validate concepts, and define the target service experience.

Key activities include:

- **Co-Design Workshops:** Facilitated workshops with stakeholders and users to ideate solutions, explore possibilities, and build consensus around service direction
- **Service Blueprinting:** Design comprehensive service blueprints mapping front-stage user experience, back-stage service delivery, and supporting systems
- **Future Journey Design:** Design optimised user journeys addressing identified pain points, streamlining processes, and delivering improved user experiences
- **Information Architecture:** Design logical, intuitive information structures ensuring users can find information and complete tasks efficiently
- **Concept Development:** Develop alternative service design concepts exploring different approaches to meeting user needs
- **Concept Validation:** Validate concepts with users through concept testing, preference testing, and feedback sessions
- **Interaction Design Principles:** Establish interaction design principles, patterns, and guidelines that will govern detailed design

3.3 Detailed Design & Prototyping

The detailed design phase develops high-fidelity designs, interactive prototypes, and comprehensive design specifications. We create pixel-perfect designs that balance user needs, accessibility requirements, brand guidelines, and technical constraints.

Key activities include:

- **Wireframe Development:** Create detailed wireframes specifying page layouts, content placement, functionality, and interaction behaviours
- **Prototype Development:** Build interactive prototypes enabling realistic user testing and stakeholder review of proposed designs
- **Visual Design:** Develop polished visual designs including typography, colour, spacing, imagery, and visual hierarchy aligned with brand and accessibility requirements
- **Accessibility Design:** Ensure designs meet WCAG 2.2 AA requirements including colour contrast, focus indicators, keyboard navigation, and screen reader compatibility
- **Component Design:** Design reusable UI components and patterns that will form the foundation of the design system
- **Design Specification:** Document comprehensive design specifications including measurements, behaviours, responsive breakpoints, and states
- **Design Review:** Review designs with stakeholders, development teams, and accessibility experts ensuring feasibility and alignment

3.5 User Testing & Validation

The testing and validation phase validates designs with real users, identifies usability issues, and refines designs based on evidence. We conduct comprehensive testing including usability testing, accessibility testing, and performance validation.

Key activities include:

- **Usability Test Planning:** Define test objectives, scenarios, tasks, success metrics, and participant recruitment criteria
- **Usability Testing:** Conduct moderated usability testing sessions with representative users using interactive prototypes
- **Accessibility Testing:** Test designs with assistive technologies including screen readers, magnification software, and voice control
- **Test Analysis:** Analyse test findings identifying usability issues, accessibility barriers, and areas for improvement
- **Design Refinement:** Refine designs based on test findings addressing identified issues and optimising user experience
- **Design Validation:** Validate refined designs through additional testing ensuring issues have been resolved
- **Design Handover:** Provide comprehensive handover to development teams including design files, specifications, assets, and implementation guidance

4. Service Constraints

The following constraints apply to this service:

- **User Access:** Research requires access to representative users for interviews, observations, and testing sessions
- **Stakeholder Availability:** Effective service design requires active stakeholder participation in workshops, reviews, and decision-making
- **Research Ethics:** User research must comply with ethical guidelines including informed consent, data protection, and appropriate participant compensation
- **Content Provision:** Content design and information architecture require access to accurate, complete content and subject matter expertise
- **Brand Guidelines:** Visual design requires access to brand guidelines, assets, and approval processes where brand compliance is required
- **Scheduled Reviews:** Design reviews and stakeholder feedback sessions are scheduled in advance to maintain project momentum
- **Urgent Changes:** Critical accessibility or usability issues may require immediate design changes with appropriate stakeholder notification

5. Security and Compliance

5.1 Security Accreditations

Cranmore maintains:

- **ISO 27001** – International standard for information security management
- **Cyber Essentials Plus** – Independently verified cyber security controls
- **Security Clearance (SC)** – Key personnel hold UK Security Check clearance enabling work with OFFICIAL and OFFICIAL-SENSITIVE data

5.2 UX Research Data Protection

All user research is conducted in accordance with GDPR and UK data protection legislation. Research participants are provided with clear information sheets and provide informed consent. Personal data is pseudonymized where possible and stored securely with appropriate access controls. Research recordings and transcripts are handled in accordance with data protection principles and disposed of securely at project conclusion. All research activities follow ethical guidelines from professional bodies.

6. Pricing

Pricing for this service is based on:

- **Research Scope:** Pricing reflects the scale of user research including number of research sessions, participants, and research methodologies employed
- **Design Complexity:** Costs scale with service complexity, number of user journeys, page templates, and component requirements
- **Testing Requirements:** Pricing considers usability testing scope including number of test sessions, participants, and rounds of testing

Detailed pricing is provided following initial discovery and scoping. All prices are exclusive of VAT.

7. Contact Information

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