

User Research and Discovery (UCD/UX)

User Centred - Design (UCD),
Accessibility & Adoption for Cloud Services

we commit. we deliver.

Delaware public sector cloud services

Delaware delivers outcome-led cloud services across the **Microsoft and SAP ecosystems**, with the assurance, governance and delivery discipline public sector organisations expect. Whether you need stable BAU support, a safe migration, or a change programme to unlock value, we provide a consistent, repeatable approach designed to reduce delivery risk and improve service performance over time.

With **5,000 professionals across 38 offices in 20 countries**, our **UK & Ireland teams** combine local delivery confidence with global capability for scale and specialist reach.



At a glance



Assurance-led cloud services across Microsoft and SAP, shaped for public sector governance and audit needs.



Menu-style Managed Services and cloud support: choose what you need (from break/fix to proactive improvement), with coverage scalable as requirements change (including extended hours/ out-of-hours by agreement).



Delivery and change services across the lifecycle: discovery, design, implementation, migration, integration, testing, training, adoption and optimisation.



Responsible AI by design: where AI-enabled capabilities are introduced, governance and controls are treated as essential foundations (not optional extras).



UK delivery, with data residency options where supported by the underlying cloud service and buyer policy (for example, UK-hosted environments and UK-based operational processes where in scope).

How buyers engage with us

We support both **direct award** and **competitive selection**, depending on your requirement and the route you choose on G-Cloud. Services can be bought as discrete “outcome packages” or combined into an end-to-end plan → deliver → run → improve engagement.

Why Delaware



UK & Ireland delivery capability, backed by global delivery centres for resilience, continuity and specialist reach.



Deep SAP heritage, including being one of only **11 Global Platinum SAP Partners** and **RISE with SAP recognition** for cloud migration and modernisation pathways.



Microsoft credentials that support public sector assurance, including all six **Microsoft solution designations**, participation in the **Microsoft Portfolio FastTrack programme**, and recognition as an **Azure Expert MSP**.



Advanced Microsoft specialisations spanning areas such as Adoption & Change Management, Teams Calling, Azure Virtual Desktop, Analytics on Azure, AI, and SAP on Azure.



A consistent delivery method (PROMAR) that makes governance, risk management and quality controls repeatable across projects and Managed Services — giving buyers early visibility, clear decision points and a controlled path into BAU.



Always ahead of the crowd: we are one of the first UK organisations to achieve the new **ISO 42001 (AI Management Systems)**

Why Delaware

Managed Services: choose what you need

Delaware provides tailor-made Managed Services. Buyers can select only the components they require and **scale coverage as needs change** -helping avoid paying for unused capability while retaining a clear path to expand support as services become more critical.

Sustainability and social value

We align delivery to the Social Value Model and embed sustainability into how we work — including remote-first delivery by default and practical “green IT” improvements (for example, right-sizing non-production environments and retention/data lifecycle controls). Contract-specific commitments are agreed at mobilisation and reported through governance.



Assurance, security and responsible AI

We operate with an assurance-first mindset, with governance and evidence built into how we deliver and run services. Typical measures include security monitoring and logging aligned to platform tooling (where in scope), BCDR planning with tested runbooks, and responsible AI governance for any AI-assisted delivery.

Pricing and value for money

We aim for transparent, auditable pricing that maps clearly to roles and outcomes, with explicit assumptions and change control to prevent unplanned cost growth. Menu-style service design helps avoid paying for unnecessary coverage, and we use automation and repeatable accelerators to improve consistency and reduce BAU effort where possible.

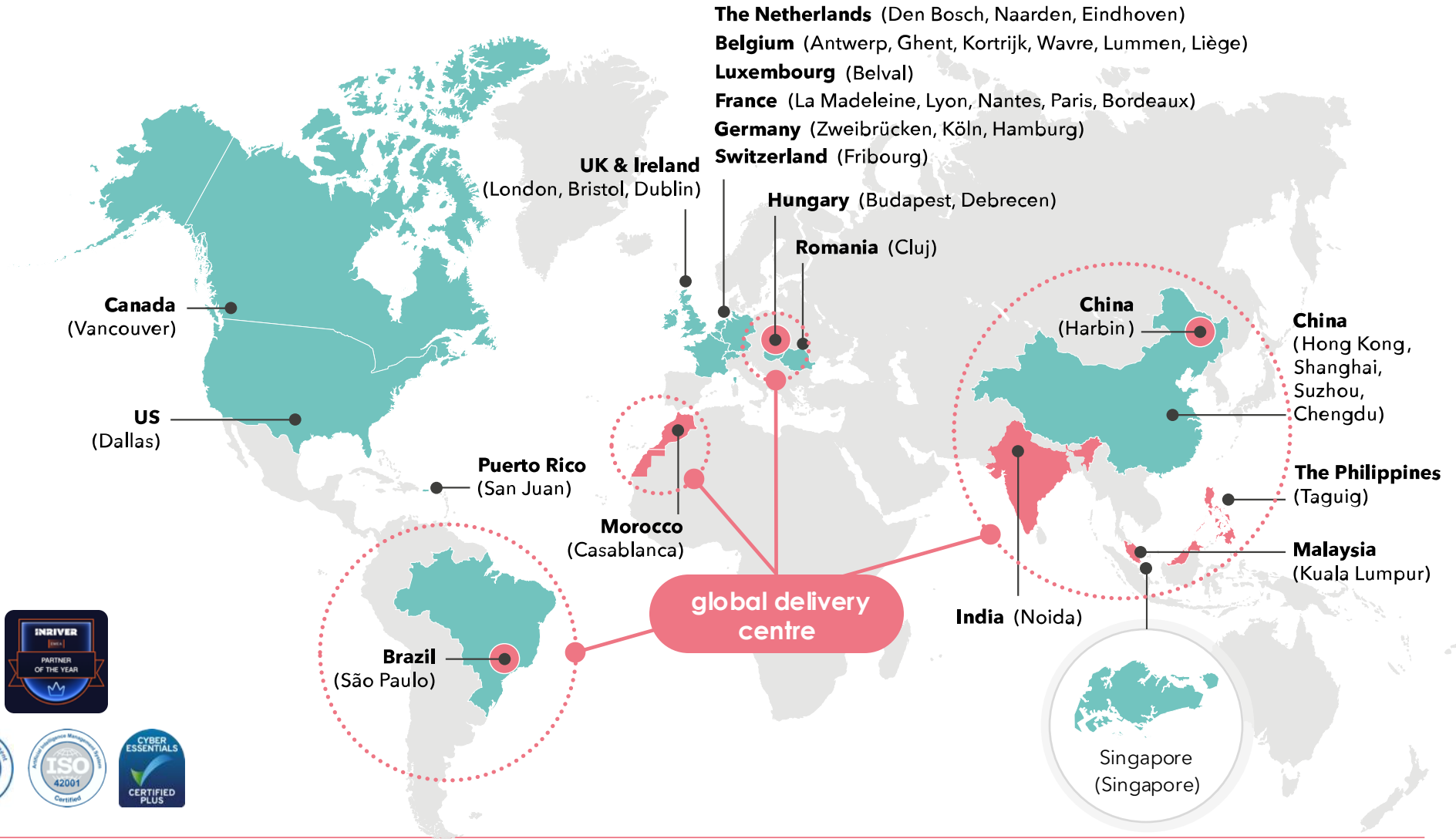
About Delaware

5,000 professionals

38 offices in
20 countries

£500M+
revenue

Our partner ecosystem



User Centred- Design (UCD), Accessibility & Adoption for Cloud Services

Delaware's User Centred Design (UCD) & Accessibility for Cloud Services practice helps public sector teams design and improve cloud enabled- digital services by understanding user needs, testing ideas early, and building accessible, inclusive journeys that support safer delivery decisions across discovery, alpha, beta and live.



What buyers achieve

Buyers typically use this practice to achieve:



Clearer user needs and priorities
to shape delivery decisions



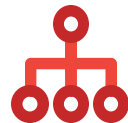
Reduced delivery risk and rework
through early testing and iteration



Improved usability and accessibility
for all users, including assistive tech
users



**Faster alignment across
stakeholders** using structured
workshops and sprints



More consistent experiences
aligned to government design
patterns and standards



Better adoption of new or changed
cloud services through user
led- onboarding journeys

What this practice covers

We package UCD support as a “menu” of repeatable capabilities, typically combined to match the delivery phase and buyer constraints.



Understand (Discover user needs and constraints)

- User research planning, fieldwork and synthesis
- User needs, pain points, behavioural insights, service journeys
- Stakeholder interviews and problem framing workshops



Design (Explore options and make decisions)

- Service design and experience mapping (journey maps, service blueprints)
- UX and interaction design support (flows, wireframes, prototypes)
- Design sprints and codesign to explore and validate- options quickly



Validate (Test and assure usability & accessibility)

- Usability testing (moderated / unmoderated, remote / in person as needed)
- Accessibility reviews and testing (including assistive technology I-ed sessions)
- Evidence based-recommendations, prioritised backlog inputs



Embed (Build capability and consistency)

- Patterns, playbooks and lightweight governance for UCD ways of working
- Coaching and training for teams to run research and testing independently (see “Training & Coaching” below)

Typical public sector use cases

Common scenarios we support include:



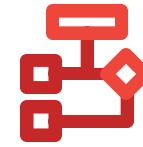
Improving a citizen - facing service

where drop off, error rates or complaints indicate- usability issues



Discovery and alpha support to

validate the “right problem” and test service concepts before build



Redesigning a caseworker workflow

for a cloud SaaS platform to reduce handling time and errors



Pre-live- usability/accessibility

assurance to identify barriers before go live- and reduce operational risk



Onboarding and adoption design

for new cloud tools (guidance, journeys, communications)



Accessibility remediation planning

to prioritise fixes and evidence progress against requirements

How we deliver

We keep delivery lightweight, collaborative, and evidence led:

- Start with **problem framing**: users, constraints, success measures and risks
- Create a research and testing plan that fits time, ethics, and recruitment realities
- Run **iterative cycles**: learn → prototype → test → refine, with regular show and tells
- Provide **clear outputs**: findings, prioritised recommendations, and decision trails
- Work alongside multidisciplinary teams to integrate findings into **backlogs and delivery plans**
- Apply Delaware's **standard delivery governance and assurance approach** (see Corporate Core)
- Where relevant, align to recognised public sector patterns (for example GOV.UK Design System)



Support model

Support model Support arrangements vary by listing and call off. Typical engagement models include:



Outcome based- discovery/alpha packages (fixed timeboxes)



Embedded specialists into a buyer team (User Research, Service Design, UX/Interaction Design, Accessibility)



Testing “bursts” (e.g., usability/accessibility assessments ahead of release milestones)



Partnerships / technology ecosystem

We work within the buyer's toolchain and security constraints. Commonly used approaches include:



Collaboration and documentation in the buyer's preferred tooling



Prototyping and research repositories agreed per engagement



Alignment to public sector design patterns and accessibility standards (e.g., WCAG approaches)



Prototyping - Figma, Loveable,



Workshopping Tools - Miro, Mural, Figma or preferably in person workshops

Local Government – Fife Council

Problem: (e.g., low completion, high error rates, accessibility risk)

- Fragmented Systems - Information about customers is spread across multiple platforms. Staff had to juggle different logins and interfaces, which creates duplication and increases the risk of errors.
- Inconsistent Process - Different teams use different approaches for internal and external referrals. This inconsistency leads to confusion, delays, and referrals being lost.
- Duplication of Effort - Staff repeatedly re-enter the same customer information into different systems. Customers also had to repeat their story multiple times when engaging with different parts of the service.
- Limited Visibility: Both staff and customers lack visibility, which reduces trust in the process.
- Data Protection & Governance Gaps - Information sharing between teams and external partners isn't managed consistently or securely.

Outcome

- **A validated hypothesis** about a key business or user problem.
- Clear direction on how to move forward and clear next steps for delivery.
- A backlog of requirements.
- A realistic, tested, functioning prototype.
- User Testing Analysis and usability insights.
- Evidence to support investment.





Meet our UCD Lead – Ellie Sanghani



With over eight years specialising in User-Centred Design and six years in consultancy, Ellie Sanghani is an experienced UCD practitioner working across UX/UI Design, Service Design, User Research, and Content Design. They bring a holistic, end-to-end perspective to designing digital services, ensuring user needs, business outcomes, and technical delivery are closely aligned.

Ellie has worked extensively with both local and central government, supporting the design and delivery of complex public sector services. They have deep experience working to Government Digital Service (GDS) standards and have played a key role in preparing teams and services for GDS assessments, embedding best practice UCD methodologies throughout delivery.

As a UCD expert within cloud-based programmes, Ellie works closely with multidisciplinary teams to shape scalable, accessible, and user-focused solutions. She is passionate about advocating for user needs, mentoring practitioners, and demonstrating the value of UCD in driving meaningful, measurable outcomes for public services.

User Centred Design - Service and Interaction Design Sprints (UCD/UX)

Lot: G-Cloud 15 — Lot 3: Cloud Support

Service type: User research & discovery

Platforms: GOV.UK Service Standard (aligned)

Service overview

Delaware uncovers **real user needs** for **cloud-enabled services** through structured **user research** and **discovery activity**. We plan and run **interviews**, **surveys** and **workshops**, then synthesise evidence into **user needs**, **personas** and **journeys** with clear recommendations for **discovery** and **alpha**. Our approach aligns to the **GOV.UK Service Standard**.

Buyer outcomes

- Evidence-based understanding of real user needs
- Faster validation of assumptions and hypotheses
- Reduced delivery risk and costly rework
- Clearer prioritisation for backlogs and service decisions
- More inclusive insights from representative research

What's included

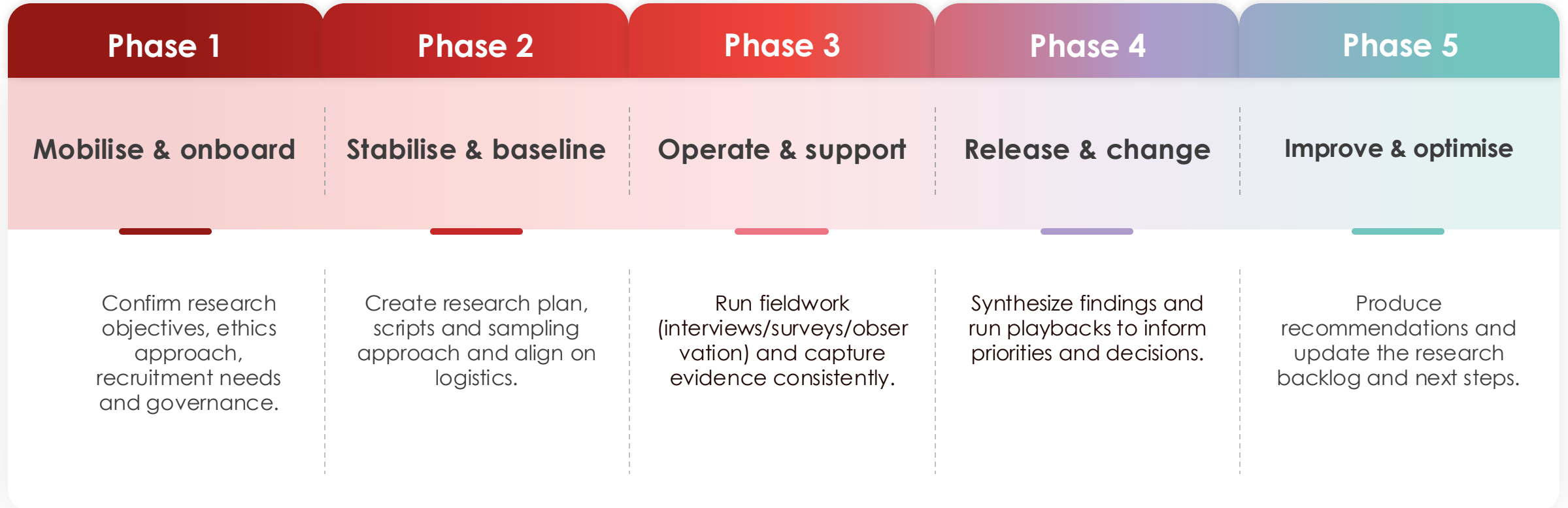
Run & support (BAU)

- Discovery/alpha research plan and research scripts
- Interviews, surveys, observation and diary studies
- Recruitment support for diverse, representative participants
- Co-design workshops with users and stakeholders
- User needs, personas and problem statements
- Journey mapping and service blueprinting workshops
- Insight synthesis using themes and affinity mapping
- Research playback sessions to support decision-making
- Ethics, consent, privacy and safeguarding processes
- Prioritised recommendations by impact, effort and risk

Improve, assure & optimise (optional modules)

- Additional research rounds to validate changes over time
- Expanded recruitment support for harder-to-reach cohorts
- Additional co-design and stakeholder alignment sessions
- Additional playback sessions focused on key decisions
- Extended synthesis and recommendation refinement for backlog shaping
- Follow-on discovery roadmap for next research questions

Delivery approach (indicative)



Deliverables (typical)

- Research plan and timeline
- Research scripts / discussion guides (as used)
- Recruitment approach and participant profile summary
- Consent/ethics approach (as used)
- User needs and problem statements
- Personas (where used)
- Journey map / service blueprint outputs
- Findings summary with prioritised recommendations



Support model and service levels



Support channels and hours (baseline)

- **Online ticketing:**
09:00–17:00 UK time, Monday to Friday
- **Phone support:**
09:00–17:00 UK time, Monday to Friday



Support levels (options)

- **Standard Support:** agreed coverage for delivery
- **Extended hours / Out-of-hours support:** by agreement for defined periods



Response targets (baseline)

- Ticket acknowledgement: **within 1 business hour** (during service hours)
- Initial response: **within 4 business hours** (during service hours)
- Tickets raised outside service hours are acknowledged by **09:00 UK time next business day**, unless enhanced/out-of-hours support is agreed.



Governance

We provide a named **Service Delivery Manager (SDM)** to oversee service governance, reporting, escalation and continuous improvement.

If you have any questions,
please contact:

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delaware
we commit. we deliver.