

User Research and UX Design for Digital Services

Service Definition

1. Service overview

User Research and UX Design for Digital Services provides research and design activities to understand user needs and shape usable, accessible digital services. The service supports public sector organisations at discovery and design stages, helping to reduce delivery risk and inform evidence-based decisions before build or procurement.

2. How the service works

The service is delivered as a time-bound, project-based engagement tailored to the buyer's objectives and constraints.

Typical activities include:

- Research planning and scoping aligned to service goals
- Qualitative user research, such as interviews and usability testing
- Analysis and synthesis of research findings
- Definition of user needs and problem statements
- Creation of user journeys, personas or proto-personas
- UX design outputs, including wireframes and interaction designs
- Validation of designs through testing where appropriate

Delivery is typically remote and collaborative. Buyers are expected to support access to stakeholders, users and existing research, and to provide timely feedback on findings and design outputs.

3. Skills and experience

The service is delivered by practitioners with experience in user research and UX design for digital services.

Roles involved may include:



HM Government
G-Cloud
Supplier

SPINDOGS

- User researcher
- UX or interaction designer
- Service or delivery lead

The team applies recognised user-centred design methods and accessibility-informed practices appropriate to public sector digital services.

4. Relevant experience

The supplier has delivered user research and UX design activities for public sector organisations and regulated environments.

Examples of relevant experience include:

- Conducting discovery and usability research to inform digital service design
- Designing user journeys and interfaces for public-facing services
- Supporting early-stage design decisions for websites and digital applications

Work has resulted in documented user needs, validated design concepts and improved clarity for subsequent delivery phases.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation session to confirm scope, objectives, timelines and participant availability. The buyer provides access to relevant stakeholders, users, documentation and existing research.

Offboarding

At completion, all agreed outputs are handed over to the buyer. This typically includes research findings, design artefacts and supporting documentation. A close-out session is held to review outcomes and next steps.

6. Service constraints

The service is advisory and design-focused and does not include software development, implementation or ongoing support. Delivery is time-boxed and dependent on access to users, stakeholders and information provided by the buyer.



HM Government
G-Cloud
Supplier

SPINDOGS

Research and design activities are usually delivered remotely. Outputs reflect findings at the time of engagement and may need updating if requirements or context change.

7. Service management and support

A named delivery lead manages the service, acting as the primary point of contact. Progress is managed through scheduled check-ins and review sessions. Issues and risks are raised with the buyer as they arise. Support after delivery is limited to clarification of agreed outputs within the engagement period.

8. Technical and operational requirements (if applicable)

Not applicable.

9. Hosting, data and security

The service does not include hosting or operation of systems. Any research data or materials provided by the buyer are used solely for delivery of the service and handled in line with agreed confidentiality and data protection requirements. No long-term data hosting is required as part of the service.

10. Exit, data return and deletion

All buyer-owned data, research materials and outputs are returned at the end of the engagement. Any copies held by the supplier are deleted in line with agreed retention and confidentiality arrangements. No ongoing transition or exit support is provided beyond the close-out activities described above.



HM Government
G-Cloud
Supplier

SPINDOGS