



G-Cloud 15 service description:

**Review and consolidation of cloud-hosted
website estates**

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Service type: Cloud support

Introduction

Public Digital is a digital transformation consultancy. We provide in-depth expert review of cloud-hosted websites, helping organisations to consolidate web estates and optimise user experience and engagement. Our methodology builds on our experience creating combined websites for global public institutions, including launching GOV.UK.

Planning

Our technical and user-centred design specialists work in partnership with organisations to understand and fully scope user needs, technical requirements, context, and vision for future website estates, embedding critical success factors at every stage. Our services are applicable to websites that are already cloud-hosted, and for those looking to adopt cloud technology.

Our user-centred approach aligns website reviews to organisational strategic objectives and user experience to provide detailed, practical assessments.

We provide tailored and evidenced recommendations on how to improve and optimise website portfolios, incorporating user-centred design practices and research, highlighting efficiency and cost savings, and supporting future adaptation as needs, requirements and technologies evolve. We work with clients to co-design and deliver actionable roadmaps that efficiently, effectively transform online estates.

Our multi-faceted review programme for cloud-hosted website estates comprises:

- Phase 1: Review existing website(s), including domains, user segmentation, analytics, design, infrastructure, publishing model, and workflows
- Phase 2: Identify top user needs, using/facilitating new and existing research
- Phase 3: Develop interactive cloud-hosted prototypes (including merging existing websites) based on user research and collaboration with senior leaders, subject matter experts and stakeholders
- Phase 4: Roadmap and recommendations, providing a summary report to senior leaders, including implications for legacy websites).

Service features

- Comprehensive review of existing websites
- Evaluating suitability of cloud-hosting services
- Strategy review, ensuring cloud-based products/services align with business objectives
- Review of governance, business cases, programme design outputs/outcomes, documentation
- Programme of interviews, workshops, and observations
- Team capability review, including skills gaps and training needs
- Facilitating and analysing user research to inform design
- Reviewing existing websites and developing new prototype websites
- Procurement support and guidance, including insourcing and outsourcing decisions
- Providing reports, recommendations and clear, actionable roadmaps.

Service benefits

- Selecting effective cloud-hosting products/services.
- Improving website search, curation, and content to meet user needs
- Delivering an improved user experience and better engagement
- De-risking complex, cloud-based, digital transformation
- Equipping teams to effectively support/work with cloud-hosted solutions
- Collaboratively providing ongoing communication, support, and transparency of delivery
- Ensuring that your website supports your long-term strategic objectives
- Offering a pragmatic, actionable, and achievable Roadmap for transformation
- Future proofing services through a modern, easily updatable/adjustable website estate.

Training

Public Digital works closely with senior leaders and digital/operational teams, both on a one-to-one and group basis, offering coaching, training and advice. This includes guidance on how to effectively use cloud-hosted systems, manage change, and create an integrated, digital environment.

Our flexible training offer helps public sector organisations to introduce digital ways of working, through co-developed, bespoke training plans. Training delivery formats include training module programmes, immersive digital ‘masterclasses’, and one-to-one coaching/mentoring for digital leaders.

We build engagement through a range of educational activities that apply the extensive, real-world experience of our consultants, prioritising activities that support digital sustainability, e.g. delivering train-the-trainer sessions; providing

training toolkits and resources; and building communities of practice to encourage in-house knowledge exchange.

As part of our approach, we support organisations to break down silos and encourage multidisciplinary working, adopting a more unified and integrated approach to digital delivery. This encourages teams to share resources, ideas, and best practices, allowing for more efficient and collaborative solutions, while facilitating agile, user-led and open working practices.

Thank you
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