
txp
Technology
X People

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G-CLOUD 15 SERVICE DEFINITION

User Centred Design (UCD)

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USER CENTRED DESIGN (UCD)

The key aim of TXP UCD offering is to put users in the centre of the services provided by our clients. We can provide an end-to-end service starting with understanding market, clients and competitors present. We will understand users' needs and appetite for the services provided by the organisation.

TXP can help to shape product strategy and define unique selling points which will work for users and fulfil business, commercial and statutory objectives. Our delivery approach to UCD includes:

- User research
- Service design
- Prototyping Design
- Business architecture
- Product strategy
- Information architecture and technical ecosystem mapping
- Product Agile delivery with usability engineering
- Change management and communication strategy

Service Coverage:

- User problems and needs mapping
- Persona creation
- User journey capture, accessibility needs
- Market & clients research
- Unique selling point mapping
- Transformation consultancy
- Business cases mandating and research
- KPI & benchmarking
- Information Architecture
- Organisation processes with user in centre
- User research UI design, workflow analysis
- Rapid prototyping
- Parallel and Iterative testing
- Content Design

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FEATURES & BENEFITS

Features

- UCD Consultants who are highly experienced in public and private sectors
- Brand development to increase awareness and adoption
- Design-led user experience and transformational consultancy
- Market and client analysis
- User research and analysis
- Multi-platform designs
- Full lifecycle support through transformation of product from strategy through design to implementation
- Embedding, adopting, implementing and executing Agile framework with the user in the centre of delivery
- Experience of working within the GDS Service Standard and within policy heavy environments
- Experience with GDS service assessment

Benefits

- Optimised Service Design based on user research and organisational needs
- Understanding of users' needs, unique selling points, market and competitors
- Improvement in customer/end user satisfaction
- Enables differentiation of online presence, enhancing reputation
- Enables incremental delivery and problem solving
- Provide mentoring and knowledge transfer to client staff
- Provide framework for measurement of User Experience
- GDS Service Standard aligned to delivery
- Service Design, Product Strategy, Personae and User Journey maps to visualise research outputs
- Promotes a culture of inclusivity and recognition of user needs and delivery to organisational objectives

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ADDITIONAL SERVICE INFORMATION

Backup, Restore and Disaster Recovery

TXP has a robust DR plan, tested six-monthly (further details on request). Though we would look to use shared repositories when executing work with the client, any repositories which are within our domain will be subject to these disaster recovery and backup plans. The majority of repositories and tooling are typically cloud based and so benefit from the associated assurance of continuity of service.

Onboarding / Offboarding

As part of the service design phase, the onboarding requirements would be carefully scoped and planned. Typically, this would be sensitive to the impact of business change and underlying technology and services.

Benefits

TXP has a general four phase implementation plan that looks to pragmatically onboard, measure and continually improve services. Further information is available on request, but the phases are summarised as:

	Overview	Milestone
Phase 1	Scoping & Planning	Agree Plan
Phase 2	Initial Setup	Agree SLAs, KPIs
Phase 3	Transition	Service Sign Off
Phase 4	Continual Improvement	Monthly Service Reviews

Benefits

Due to the nature of the services being provided, the pricing is reflected in the SFIA model, referenced in the Pricing Document within the G-Cloud Service Description on Digital Marketplace.

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ADDITIONAL SERVICE INFORMATION

Service constraints

There are no specific service constraints.

Service levels for support hours

Support is available by email/ticketing, phone and web – and is available 24/7/365. Extra charges may apply.

Service levels

These are typically on a project-by-project basis, but mechanisms for remedy include the use of service credits for example.

The process

Ordering, invoicing and cancellation are as per the G-Cloud process.

After-sales support

After-sales support for the cloud related services provided under G-Cloud is typically 9am-5pm and available by phone and email.

TXP also operates an ITIL-aligned, SLA driven support function which can provide 24/7 support as part of a specific offering. Our governance wrapper extends to the use of third-party support providers to deliver scalability.

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WHAT WE CAN DO FOR YOU

25

Years in Operation



True Technology Partner

180+

Staff Base



4 Specialist Sectors



Innovative Engagement Models

£40m

Annual Turnover



Near-shore & Off-shore development Partners



Access to more than 1000 Associates

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WHY TXP



Secure, Agile Cloud Development

We execute cloud projects using agile DevSecOps.



Driving ROI

We help clients drive out improving ROIs, by upwards of 20%.



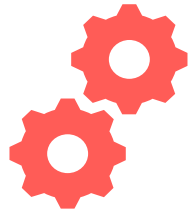
UK - Led

Our client engagement, execution and design governance teams reside in the UK



Industry Experience

We have a proven track record of successful delivery within the Public Sector



Scalable Offering

We are able to respond rapidly to emerging resourcing needs and scale up and down at pace.

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THANKS

txp.co.uk

TXP
SUITE 103-105
FORT DUNLOP
FORT PARKWAY
BIRMINGHAM
B24 9FD