
txp
Technology
X People

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G-CLOUD 15 SERVICE DEFINITION

User Research

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USER RESEARCH

The key aim of TXP User Research offering is to engage with users during the very early stages of product strategy shaping and recognise their needs and problems to be solved.

User Research activities will recognise the service target audience and define sets of protopersonae to understand and create the user research strategy and define users' sampling. During later stages of the delivery, usability engineering will be enabled for continuous user research during iterative delivery of the service. TXP will provide services of:

- Qualitative and quantitative user research
- Usability engineering & testing
- Proto-personae
- Personae Research
- High level journey mapping
- User Research engagement in current delivery stage (Discovery, Alpha, Beta, Live)
- User Research in line with GDS service assessment

Service Coverage:

- User requirement and needs mapping
- Proto-Personae
- Personae creation
- User appetite for service
- User journey capture, accessibility
- Research users' accessibility needs
- Research users' assisted digital needs
- Wide range of qualitative, quantitative and hybrid research methodologies
- Usability recommendations
- Ongoing usability testing (usability engineering) during development (Beta, Live)
- User Research reports mandating business cases
- User Research reports adjusted to the GDS Service Standard and assessment.

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FEATURES & BENEFITS

Features

- Highly experienced User Researchers with a deep understanding of public sector products/services
- User Researchers with specialisms in qualitative and quantitative research
- User research and analysis based on demographical data
- Understanding of who the service users are
- Understanding of proto-personae
- Validation of proto-personae and design of personae
- Recommendations for the Service Design and Product Strategy
- Product strategy enhanced by ongoing usability testing and iterative improvement
- Experience of working within the GDS Service Standard

Benefits

- Vast understanding of who the organisation users are and who are the service recipients
- Understanding of the service users' problems and needs
- Early definition of Personae (proto-personae) and robust definition of research strategy and sampling size
- Flexibility of research to be aligned to current delivery stage
- Evidence based agile delivery with continuous input from users and addressing their needs
- Early recognition of users with accessibility needs
- Early recognition of users with assisted digital needs
- Research done within GDS Service Standard
- Reporting aligned to the GDS Service Assessment
- Promotes a culture of inclusivity and recognition of user needs

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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%.



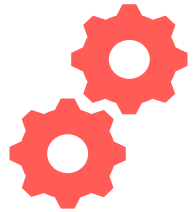
UK - Led

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

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