



G-Cloud 15

Service Definition Document

Aaseya UX Consultancy Services

1. Overview

Aaseya UX Consultancy Services support organisations in designing intuitive, accessible, and high-performing digital user experiences across enterprise and low-code platforms. The service focuses on aligning user needs, business outcomes, and platform capabilities to improve usability, adoption, and productivity across the application lifecycle.

Aaseya brings a dedicated **UI/UX practice with 30+ specialists**, including UX consultants, interaction designers, and front-end and low-code-trained engineers, delivering user-centred design services from discovery through implementation and post-launch evaluation. The practice applies proven UX methodologies, pre-built and reusable design frameworks, and rapid prototyping techniques to accelerate value realisation while maintaining high usability standards.

The service places a strong emphasis on low-code-aligned and enterprise-ready UX design, leveraging modern design systems and AI-assisted prototyping to enable faster visualisation and validation of user journeys. Through interactive wireframes, clickable prototypes, and application previews, Aaseya helps stakeholders experience proposed solutions early and reduces rework during delivery.

Aaseya has extensive experience supporting Public Sector and regulated organisations, delivering accessible, standards-compliant, and user-friendly digital services. UX consultancy is delivered through flexible onshore, offshore, and hybrid engagement models, and integrates seamlessly with Agile and DevOps delivery approaches to ensure design intent is effectively realised in production.



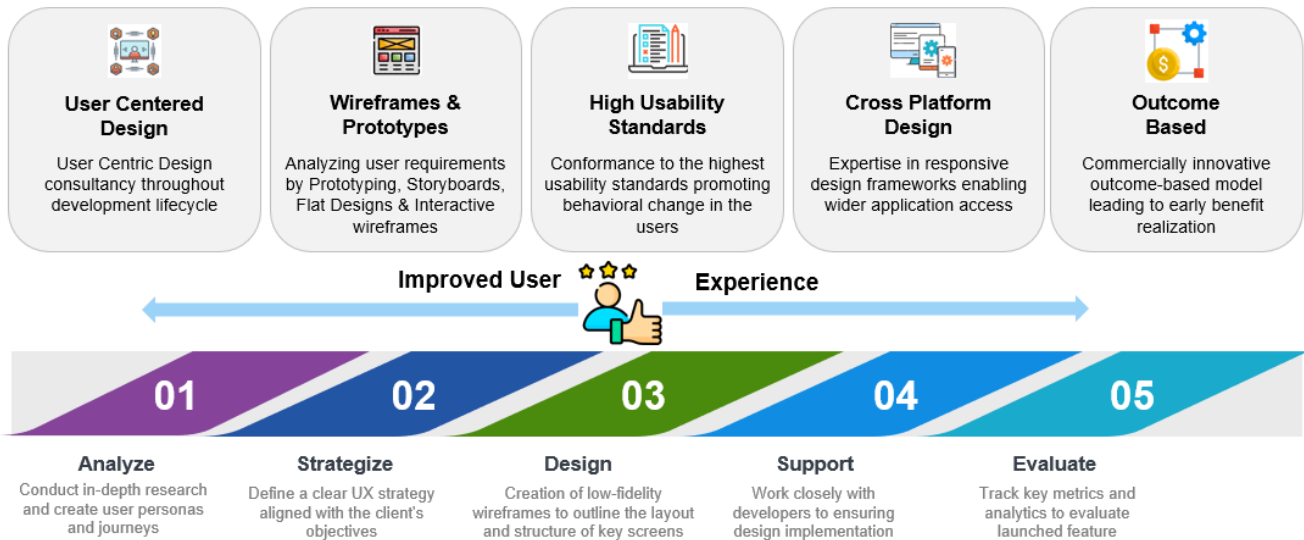
2. Scope of Services

Aaseya UX Consultancy Services cover the full spectrum of user experience design activities required to design, validate, and realise effective digital experiences across enterprise and low-code platforms. The scope is modular and can be tailored based on programme size, maturity, and delivery objectives.

- **User Research and Experience Discovery:** Aaseya will support organisations in understanding user needs, behaviours, and pain points through structured research and analysis activities. This includes stakeholder workshops, user interviews, persona development, and journey mapping to ensure solutions are grounded in real user and operational contexts.
- **UX Strategy and Experience Design:** The service includes definition of a clear UX strategy aligned to business outcomes and platform capabilities. Aaseya will design end-to-end user journeys, interaction models, and information architectures, ensuring consistency, usability, and alignment with accessibility and usability standards.
- **Wireframing, Prototyping, and Visual Design:** Aaseya will create low- and high-fidelity wireframes, interactive prototypes, and visual design assets to validate concepts early and reduce delivery risk. This includes rapid GenAI-assisted prototyping and application previews to enable early stakeholder feedback and faster decision-making.
- **Low-Code and Platform-Aligned UX Enablement:** The service delivers specialised UX design and advisory support for low-code platforms. Backed by Aaseya's strong low-code practice, designs are aligned to platform design systems, technical constraints, and delivery best practices, leveraging reusable UI frameworks and components to accelerate implementation without compromising user experience quality.
- **Design Governance, Implementation Support, and Evaluation:** Aaseya will support design handover, implementation guidance, and ongoing UX governance to ensure design intent is realised during build. Post-implementation evaluation, usability testing, and analytics-driven insights are used to continuously improve user experience and measure outcomes.

3. Methodology

Aaseya Aaseya's UX Consultancy Service follows a structured, user-centred methodology designed to deliver intuitive, accessible, and platform-aligned user experiences. The methodology integrates design thinking, low-code awareness, and reusable UX assets to ensure outcomes that are both user-focused and implementation-ready.



Analyse

Aaseya begins with in-depth user research to understand user personas, journeys, behaviours, and pain points. This phase includes stakeholder workshops, current-state assessments, and usability reviews to establish a clear baseline aligned with business and regulatory needs.

Strategize

Insights from analysis are translated into a clear UX strategy aligned to programme objectives and delivery constraints. This includes experience principles, information architecture, accessibility considerations, and platform alignment—particularly for low-code environments.

Design

Aaseya designs low-fidelity and high-fidelity wireframes and interactive prototypes to define screen layouts, navigation, and user interactions. Where applicable, Aaseya's pre-built UX components and reusable design frameworks are leveraged to accelerate design cycles while ensuring consistency, usability, and implementation feasibility.

Support

UX teams work closely with development squads to support design implementation, validate adherence to design intent, and resolve usability or platform-specific constraints. This collaborative approach ensures designs are practical, build-ready, and aligned with low-code and enterprise platform standards.

Evaluate

Post-implementation evaluation is conducted using usability testing, user feedback, and experience metrics. Findings are used to refine designs, improve adoption, and inform future enhancements, supporting continuous improvement across the product lifecycle.

4. Roles & Responsibilities

Aaseya will provide a structured UX delivery team with clearly defined roles to ensure strong design governance, high-quality user experience outcomes, and smooth alignment with business and technology teams. Roles may be tailored based on engagement scope, complexity, and delivery model.

Role	Responsibilities
Engagement Lead	• Own overall UX engagement delivery, planning, and governance • Act as the primary point of contact for UX-related activities • Define UX scope, approach, and success criteria aligned to business outcomes • Manage stakeholders, dependencies, risks, and reporting
UI/UX Architect	• Define the overall UX strategy aligned to business objectives and digital roadmap • Translate business requirements into clear experience principles and design direction • Ensure alignment with low-code platforms design systems • Establish reusable UI patterns, design systems, and component libraries • Ensure design feasibility, scalability, and compliance within platform constraints
Senior UX / Interaction Designer	• Design wireframes, interaction models, and high-fidelity prototypes • Apply usability, accessibility, and responsive design standards • Leverage Aaseya pre-built UX components to accelerate delivery • Support iterative design reviews and design validation
UX Research & Validation Specialist	• Conduct usability testing, accessibility assessments, and design validations • Analyse user feedback and behavioural insights to refine designs • Support UAT and post-implementation UX validation • Ensure designs meet user, compliance, and accessibility expectations

5. Expected Outcomes

Through the Aaseya UX Consultancy Service, organisations can expect measurable improvements in user experience, delivery efficiency, and solution adoption, aligned to business objectives and platform capabilities.

- **Improved User Experience and Satisfaction:** User-centred, accessible, and intuitive designs that enhance usability, reduce user effort, and improve overall satisfaction across digital channels.
- **Faster Design-to-Delivery Cycles:** Accelerated UX delivery through the use of Aaseya's pre-built UX components, reusable design assets, and platform-aligned design frameworks.
- **Implementation-Ready UX Designs:** Designs that are fully aligned to low-code and enterprise platforms, reducing rework and ensuring smooth handover to development teams.
- **Higher Adoption and Engagement:** Consistent, intuitive user journeys that support faster user onboarding, improved task completion rates, and increased engagement with digital services.
- **Reduced Delivery Risk:** Early validation through wireframes, prototypes, and usability testing, minimising late-stage design changes and implementation risks.
- **Accessible and Compliant Interfaces:** UX designs aligned to recognised accessibility and usability standards, supporting inclusive digital services and regulatory expectations.
- **Scalable and Consistent Design Standards:** Establishment of reusable design patterns and UI standards that support scalability and consistency across applications and programmes.
- **Stronger Alignment Between Business and Technology:** UX outcomes that bridge business intent and technical implementation, ensuring user experience supports operational efficiency and service outcomes



6. Company and Contact Information

Aaseya is a leading professional services company specialising in Low-Code, Digital Process Automation, and AI-driven transformation. With a team **of 600+ certified low-code and AI consultants**, Aaseya delivers rapid, high-quality implementations across leading platforms including Pega, OutSystems, and Camunda. Our agile delivery frameworks and deep domain expertise enable organisations to accelerate time-to-value, modernise legacy estates, and transform critical business operations.

Operating across **13+ countries**, Aaseya partners with enterprises in Banking, Insurance, Manufacturing, Public Sector, and Government to deliver innovative solutions in Customer Experience, Case Management, CRM, Business Operations, and Workflow Automation. The organisation has successfully achieved 180+ go-lives in just seven years, backed by a strong governance-led delivery model and consistent 4.8+ CSAT across engagements.

Aaseya is a subsidiary of **YASH Technologies**, a global system integrator with **9,000+ employees**, serving 450+ global clients, including more than 100 Fortune 500 organisations. This combined capability enables Aaseya to deliver enterprise-grade transformation at scale, supported by strong security and compliance foundations.

Security Accreditations:

- ISO 27001
- Cyber Essentials
- Cyber Essentials Plus

Websites:

www.aaseya.com, www.yash.com

Contact Information

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