



G-Cloud 15

Service Definition Document

Service Design

Service type: Lot 3: Cloud Support

Service name: Service Design

Service description: We provide service design to help organisations create user-centred, accessible and efficient end-to-end services. Through research, journey mapping, co-design and iterative prototyping, we redesign services to improve usability, reduce friction and meet GDS standards, ensuring better outcomes for users and more effective digital delivery.

Service features

- End-to-end service journey mapping and analysis
- Co-design workshops with users and stakeholders
- Iterative prototyping to explore and validate solutions
- Service blueprints showing people, processes and technology
- User research to inform service design decisions
- Accessibility and inclusivity considerations throughout
- Data and insight used to shape service improvements
- Agile, collaborative and user-centred design methods
- Transition support from discovery to alpha and beta
- Alignment with GDS service standards and patterns

Service benefits

- End-to-end service journey mapping and analysis
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