



G-Cloud 15

Service Definition Document

User Research

Service type: Lot 3: Cloud Support

Service name: User Research

Service description: We provide user research to understand needs, behaviours and pain points, using interviews, testing and contextual methods. Our evidence-based insights help public sector teams improve digital services, validate design decisions and meet GDS standards, ensuring solutions that are usable, inclusive and aligned to real user needs.

Service features

- User interviews to understand needs, behaviours and motivations
- Usability testing to evaluate digital service performance
- Contextual and ethnographic research for deeper insight
- Research planning aligned to service and project goals
- Journey mapping to identify user pain points
- Insight synthesis and evidence-based recommendations
- Accessibility assessment aligned to GDS guidelines
- Co-design activities with users and stakeholders
- Research findings presented through clear visual deliverables
- Support transitioning insights into discovery and alpha delivery

Service benefits

- Stronger design decisions informed by real user evidence
- Reduced delivery risk through early problem identification
- Better understanding of user needs, behaviours and expectations
- Improved usability and accessibility across digital services
- Increased user satisfaction through more intuitive service design
- More effective prioritisation of service improvements
- Compliance with GDS research and user-centred design standards
- Reduced rework and development cost through early insight
- Clearer understanding of barriers to service uptake
- More inclusive services that work for diverse user groups