



G-Cloud 15

Service Definition Document

User Experience (UX)

Service type: Lot 3: Cloud Support

Service name: User Experience (UX)

Service description: We provide user experience specialists to design intuitive, accessible and user-centred digital services. Using research, journey mapping, prototyping and iterative testing, we help public sector organisations improve usability, streamline interactions and meet GDS standards. Our approach delivers clearer user journeys, better outcomes and digital services that work for everyone.

Service features

- User research to understand needs, behaviours and pain points
- End-to-end user journey mapping and experience analysis
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- Usability testing to validate concepts and designs
- Co-design workshops with users and stakeholders
- Information architecture and content structure development
- UX requirements gathering aligned to service objectives
- Accessibility assessment following GDS design principles
- Iterative design using agile and user-centred methods
- Support transitioning designs into alpha and beta delivery

Service benefits

- Improved usability through clearer, more intuitive user journeys
- Higher user satisfaction driven by evidence-based design
- Reduced service friction through streamlined digital interactions
- Better accessibility aligned with GDS and WCAG principles
- Increased uptake and completion rates for digital services
- Lower operational cost through simplified user workflows
- Stronger alignment between user needs and organisational goals
- Reduced delivery risk through early testing and validation
- Faster digital service development using agile UX methods
- More consistent experiences across devices, channels and platforms