



G-Cloud 15

Lot 3 – Cloud Support Services (Additional Services)

Avanade Service Design Services



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1. Service Overview

This document summarises Avanade's Experience Design (UX) Services and should be read in conjunction with the associated Government Cloud 15 Services documentation. Avanade's business is organised to provide value to our clients around the following key User Experience services:

- Avanade User Research and Testing Services
- Avanade Service Design Services
- Avanade Accessibility Services
- Avanade Product Design and Optimisation Services
- Avanade User Experience Strategy Services
- Avanade Digital Strategy and Innovation Services

In summary, UX delivers value into our clients' products and services, by designing optimised, well-engineered human experiences. We focus on making what matters by creating useful, usable products and services that accelerate organisational transformation.

Elevated customer experience and user satisfaction

Avanade UX focuses on creating a positive experience for both internal and external users of the services/products, by considering the needs, wants, and expectations of all users, and iterating the solutions based on constant user feedback.

Avanade creates customer experiences that adapt to shifting customer behaviours and market conditions and aim to grow the relationships with users with precision and relevance across every channel and touchpoint.

Product and services evolution

Avanade UX creates products and services that empower innovation by creating new business models that unlock new experiences and growth and generating synergies from products to service models that reflect the way people live and work.

Reduced costs and empowered organisations

Avanade UX supports cost reduction by minimising the need for customer support, improving efficiency, and reducing operational risk. We empower organisations and its people by creating engaging experiences that integrate the organisation's purpose value, business strategy and employee needs.

2. Service Scope & Constraints

Avanade UX services create inclusive, user-centred experiences through three key lenses: Accessibility, Service Design, and Digital Strategy & Innovation. These services provide discovery, planning, design, and testing to deliver actionable outcomes aligned to recognised standards and best practices.

The Avanade UX service approach helps organisations to generate impactful ideas that encourage multidisciplinary teams embark on a transformation journey. The service focuses on business solutions to drive stronger relationships with key decision makers that positions technology as an enabler for business impact.

Running this level of engagement, takes effort and readiness from the organisations, that's why there's a need to validate its ability to engage with Avanade prior to embarking on a user centred transformation journey. Successful transformation depends on more than external expertise, it requires internal commitment and availability. UX and service design programmes often demand significant time from client stakeholders, including service owners, subject matter experts, and end-users. Balancing these activities with day-to-day responsibilities can be challenging, so we work with you to plan realistic engagement models and prioritise critical touchpoints.

Leadership sponsorship is another key constraint. Without clear executive commitment and decision-making authority, programmes risk delays or diluted outcomes. We help establish governance structures and escalation paths early to maintain momentum.

Access to internal research, systems, and resources is essential for informed design. Where existing insights are limited, we'll support rapid research, but timely access to environments and data remains a client responsibility. Similarly, engaging end-users for testing and validation is critical to ensure solutions meet real needs this requires coordination and scheduling that needs to clear collaboration.

When the users think of the products or services they consume, they think of them as a single entity. However, often organisations are very complex ecosystems, and they are made up of many separate services. All these services need to be acting together in a synchronised way in order to serve the end-users and produce a first-class customer experience. Here is where Avanade UX excels, we are experts at helping to increase trust between users and organisations, creating loyalty, upselling services and uncovering new revenue streams. Our UX design service does not approach this from just the customer side, we also focus on mirroring the experience for the employees creating a symbiotic set of services all working together for the greater holistic experience. Avanade UX design improves the experiences of both the user and employee by designing, aligning, and optimising an organisation's operations to better support user journeys.

3. Service Approach & Outcomes

Avanade delivers UX Services through a **human-centred, iterative, and evidence-based approach** that blends user research, service design, accessibility expertise, and product design. The method is flexible but follows a typical flow that ensures design decisions are grounded in user needs, validated early, and

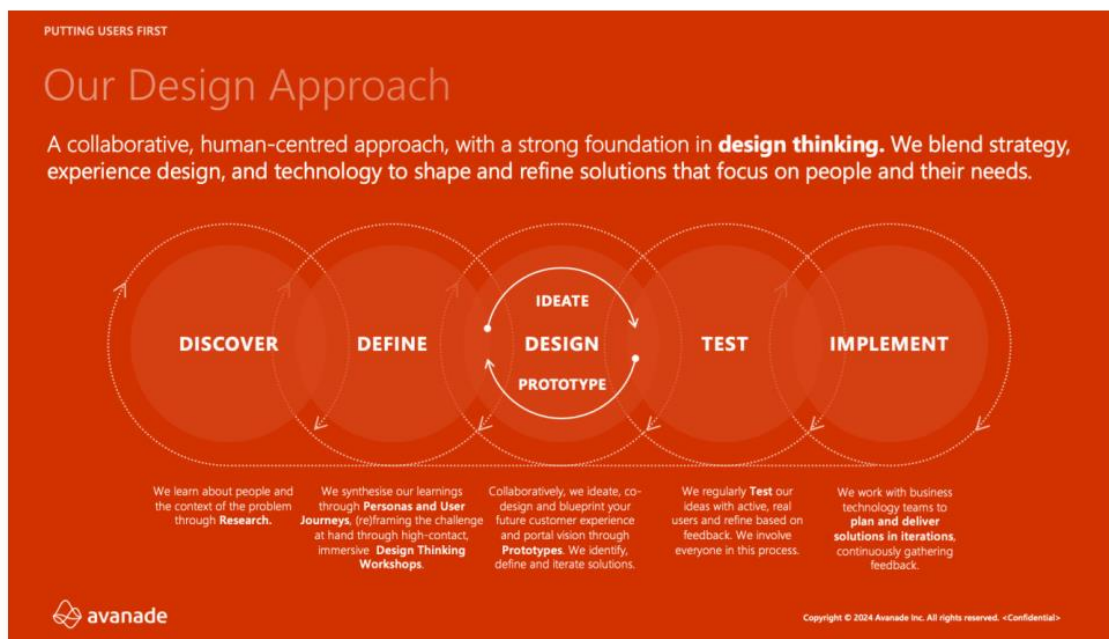
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translated into practical, high-quality service improvements. We create exponential impact starting with a deep understanding of the human impact opportunity. Grounded in this purpose we connect organisations with their end-users and apply our deep expertise to deliver experiences that adapt, scale and grow with you.

Our approach is holistic and always practical. People are the purpose, we start with understanding the human impact opportunity and align the strategic thinking of a management consulting firm, the creative spark of a digital agency and the technical expertise of a product innovation and engineering firm to make what matters.

How we work:

- **Human centric:** Stakeholder and end-user needs will be the focus of our approach. All decisions will be validated against documented goals.
- **Design led:** Design-led exercises uncover growth potential, enable co-creation with stakeholders, and provide insight into end-user needs.
- **Vision meets action:** Understanding technical limitations, data integration and security requirements will align stakeholders on future vision and action plans
- **Collaborative:** Immersive workshops and 1:1 meetings help gain group perspective and personal preferences, co-creating consensus through collaboration.
- **20:80 rule:** 20% of our time will be spent discovering 80% of the truth. Less time, less fatigue, lower cost, no gold plating, more value and efficiency.
- **Show, don't just tell:** Service blueprints, product and service prototypes and visual comps make user/usability testing more accessible, showing the big picture rather than just talking about it



3.1. Our Service Approach

Although tailored to each engagement, Avanade's approach generally moves through the following stages:

3.1.1. Discover

Avanade begins with understanding the problem space, the users, and the current service experience. This includes:

- User research to uncover needs and behaviours
- Assessment of existing journeys, content, technology, and accessibility
 - Audit against WCAG and inclusive design standards, identifying barriers for diverse user groups
- Stakeholder interviews to understand policy, constraints, and desired outcomes
- Map end-to-end service journeys, backstage processes, and organisational constraints, capture pain points and opportunities
- Assess current digital maturity, strategic objectives, and innovation potential

Outcome: A solid evidence base that ensures the right problem is being solved and the right opportunities identified

3.1.2. Define

Using insights from Discovery, we co-create direction and scope with stakeholders and end-users. Activities typically include:

- Prioritisation of user needs
- Identification of key opportunities for improvement
- Definition of service principles and success metrics
- Definition of accessibility principles and identification of remediation action
- Agreement of roadmap and design approach
- Shape a vision, define measurable outcomes, and agree on a roadmap for innovation.

Outcome: A clear set of priorities and a structured plan for design and testing.

3.1.3. Ideate, Design, Prototype

Avanade's designers create initial concepts, service flows, and prototypes that reflect real user journeys and align to accessibility and usability best practice. Activities include:

- Journey mapping and service blueprinting
- Wireframes, interaction patterns, and visual design
- Low- to high-fidelity prototypes for early validation
- Inclusive design and accessibility considerations baked in from the start
- Explore future-state scenarios and innovative service concepts aligned to strategic goals

Outcome: Tangible designs and both product and service prototypes ready for user and stakeholder feedback reducing risk and accelerating decision-making

3.1.4. *Test*

User testing is central to Avanade's approach. Solutions are tested early and often, allowing refinement before delivery. This includes:

- Usability testing sessions with diverse user groups
- Accessibility testing and audits
- Validate strategic assumptions and innovation concepts with stakeholders

Outcome: Designs and strategies refined through real feedback, ensuring feasibility, reducing risks and increasing adoption

3.1.5. *Implement*

Beyond design, we help organisations embed user-centred practices and prepare for implementation. Typical activities include:

- Design specifications and component guidelines
- Accessibility guidance and remediation plans
- Deliver governance models, design standards, and capability-building
- Collaboration with development teams to ensure feasibility
- Support leadership alignment, sponsorship, and continuous improvement roadmaps

Outcome: High-confidence solutions ready for development, reducing downstream effort and cost.

3.2. Typical Activities Performed

Supporting the typical design activities there are a large number of different approaches which can be used in a variety of different design and definition situations. Below are just a sample but you'll find many more available. The UX lead or Service designer will define which are the most suitable for each design need.:

3.2.1. *Discovery*

User research, accessibility audits, journey reviews, cultural probes, user workshops, contextual inquiries, surveys, persona development, vision and strategy definition

3.2.2. *Define*

Prioritisation, service mapping, roadmap creation, success metrics, card sorting, service blueprints, storyboarding, IA and tree testing, user flows, journey mapping

3.2.3. Ideate, design, prototype

Concepts, wireframes, prototypes, interaction design, content guidance.

3.2.4. Test

Usability testing, accessibility testing, iteration cycles.

3.2.5. Implement

Design documentation, component libraries, developer guidance.

3.2.6. Strategic Embedding & Continuous Improvement

Advisory support, design optimisation, strategic UX maturity development.

3.3. Detailed Outcomes & Deliverables

3.3.1. User Insight Deliverables

- Research reports summarising user needs, behaviours, and pain points
- Personas, behaviour models, and problem statements
- Current-state journey maps and service blueprints

3.3.2. Design & Experience Deliverables

- Concept options and ideation outputs
- Wireframes (low to high fidelity)
- Interactive prototypes for testing
- Refined design specifications for development

3.3.3. Testing & Validation Deliverables

- Usability testing plans and reports
- Accessibility findings and remediation guidance
- Iterated designs incorporating test feedback

3.3.4. Strategy & Capability Deliverables

- UX strategy and design principles
- Service roadmaps and prioritised backlog
- Recommendations for governance and operating models

3.3.5. *Implementation Readiness Deliverables*

- Developer handover packs
- Accessibility guidelines and standards
- Measurement frameworks for ongoing optimisation

3.4. What can you expect from an engagement with Avanade UX services?

When you procure Avanade UX Services, you can expect a structured and collaborative experience:

1. **Weeks 1–2 — Discovery**
Understanding users, problems, and the current service.
2. **Weeks 3–4 — Planning & Framing**
Aligning stakeholders, defining direction, and agreeing priorities.
3. **Weeks 4–8 — Design & Prototyping**
Translating insight into practical service improvements.
4. **Weeks 6–10 — Testing & Iteration**
Validating solutions, identifying improvements, and refining.
5. **Weeks 10–12 — Handover & Next Steps**
Preparing design specifications and enabling delivery teams.
6. **Beyond — Continuous Improvement (Optional)**
Ongoing optimisation, accessibility assurance, and UX strategy support.

4. Tools, Assets & Accelerators

Service Design	We orchestrate frontstage experiences and backstage operations through service blueprints, journey maps and governance packs, then de-risk delivery with the implementation of a Sprint Zero to validate value before full build. With a deep understanding of Microsoft technology and close collaboration with developers. The result is faster alignment, clearer roadmaps and accelerated outcomes.
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5. Service Pricing

Please refer to the associated Pricing Document relevant to this Service.

6. Contact Information

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7. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.