



Service Definition Document

User Research

A decorative graphic at the bottom of the page, consisting of several overlapping, curved teal shapes that resemble waves or stylized hills.

About us

ea Consulting Group Ltd (trading as ea Change) is a trusted transformation partner with over 25 years' experience supporting public sector and regulated organisations. We help organisations design and improve services by developing a deep understanding of user needs, behaviours and experiences.

Service Overview

Our User Research service provides qualitative and quantitative research to inform the design, delivery and improvement of digital and cloud-enabled services. We generate clear, actionable insight that helps teams make evidence-based decisions and deliver accessible, inclusive and user-centred services aligned to government standards.

What we deliver

Our user researchers work as part of multi-disciplinary teams and apply established user-centred design and research methods aligned to the Government Digital Service (GDS) Service Standard.

Core capabilities include:

- Qualitative and quantitative user research
 - Lab-based, location-based and remote usability testing
 - Contextual and ethnographic research
 - Research planning aligned to service and business goals
 - Recruitment and management of research participants
 - Face-to-face and remote research facilitation
 - Synthesis of insights and evidence-based recommendations
 - Production of research artefacts including personas, user needs, journey maps and service blueprints
 - Ongoing user validation across delivery phases
 - Knowledge transfer and coaching for internal teams
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Service Benefits

- Provides in-depth understanding of users and their needs
- Supports evidence-based decision-making
- Improves accessibility, inclusivity and usability of services
- Reduces risk of designing services that do not meet user needs
- Supports continuous improvement of live services
- Increases confidence in digital service adoption and uptake
- Builds internal capability in user-centred research practices

Working Approach

We tailor research approaches to the service context, delivery phase and user groups involved. Our researchers embed within delivery teams or provide standalone research support as required.

We support user research across Discovery, Alpha, Beta and Live, ensuring insight is continually fed into design and delivery decisions. Delivery can be remote, on-site or hybrid, subject to Buyer requirements.

Service Outputs

Depending on scope, typical deliverables may include:

- Research plans and discussion guides
 - Usability testing findings and insights
 - User needs and evidence statements
 - Personas and user archetypes
 - Journey maps and service blueprints
 - Research reports and playback sessions
 - Recommendations for service design and improvement
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What sets us apart

- **Evidence-driven delivery** — insight that directly informs decisions, not standalone research
 - **Public sector expertise** — deep understanding of GDS standards and government research practices
 - **Inclusive research** — focus on accessibility and under-represented user groups
 - **Integrated delivery** — close collaboration with designers, BAs, delivery managers and developers
 - **Capability uplift** — coaching and knowledge transfer embedded throughout
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Service Onboarding

We use a structured onboarding approach covering objectives, scope, user groups, governance, ethics, data protection requirements and delivery cadence. Expectations and success measures are agreed from the outset.

Service Offboarding

We support smooth transition through structured handover, documentation transfer, research artefact sharing and capability uplift to ensure continuity after engagement ends.

Standards & Compliance

- Alignment with the Government Digital Service (GDS) Service Standard
- Compliance with UK GDPR and research ethics requirements
- Experience working within public sector governance and assurance frameworks
- Security and data handling aligned to Buyer requirements

Get in touch, we would love to hear from you!

E: elaine.griffin@eacg.co.uk

T: 07971 110130