



Curiosity that fuels transformation

Our teams co-create with you to uncover and solve your most complex business problems.

Kyndryl Vital is the open and collaborative experience that's needed to solve today's complex real-world business problems. We love transforming ambiguous, complex problems into elegant and modern solutions, and we know to always start with the why—because listening to you, and the people using your systems is the key to uncovering surprising insights.

With our efforts focused on the right problem to solve, our designer-led teams convene at the intersection of people, the planet, and technology – restlessly iterating and innovating to unlock the energy of new ideas.

How does Kyndryl Vital work?

Kyndryl Vital takes customers on a journey from problem definition to deliverable product. Working side by side, we prototype promising ideas and examine them through multiple lenses to arrive at actionable plans. At any point, we can tap into our ecosystem of best-in-class partners, integrating as needed.

When we converge on a solution, Kyndryl has the capabilities and scale to move smoothly into execution, testing, and measurement. And when we succeed?

We don't stop - we start a new conversation and find our next big idea together.

Service Design

Kyndryl's Service Design offering focuses on understanding user behaviours, interactions, and preferences through research and analysis, and is designed to create and improve services to meet user needs effectively and efficiently.

Our Service Designers collaborate across disciplines to develop cloud-based solutions that enhance the overall service experience, considering aspects such as accessibility, usability, and sustainability. Prototyping, testing, and iteration are key components of our service design methodology, allowing for continuous improvement based on stakeholder feedback and evolving user requirements.



Features

- **User centred:** Prioritising user needs through thorough research, testing, and iterative design
- **Agile methodology:** Rapid iteration, accommodating evolving user needs and technology changes
- **Services and standards:** Aligns to GDS standards to ensure consistency and coherence across government services
- **Accessibility and inclusivity:** Compliance with standards such as the Web Content Accessibility Guidelines (WCAG)
- **Cross-Government collaboration:** Collaboration across different Government departments to ensure a cohesive user experience
- **Data-driven decision making:** Using data and user feedback to inform design decisions and measure effectiveness
- **Iterative prototyping and testing:** Creates prototypes early in the design process to validate ideas
- **Continuous improvement:** Promoting a culture of continuous improvement, where services are regularly reviewed and updated based on user feedback.

Benefits

- **Enhanced user satisfaction:** Services designed to better meet the needs of users
- **Streamlined processes:** Identification and elimination of inefficiencies in processes
- **Improved accessibility:** Services that are more accessible to a wider range of users
- **Increased engagement:** Encouraging user engagement and participation, leading to better outcomes
- **Innovative solutions:** Encouraging creative problem-solving and the exploration of new approaches to service delivery
- **Alignment to organisational goals:** Outcomes are aligned with the strategic objectives of the organisation
- **Continuous improvement:** An iterative approach, leading to ongoing improvements based on user feedback and their evolving needs
- **Cultural change:** Promoting a user-centred mindset and collaborative approaches to problem-solving
- **Measurable impact:** Outcomes that are measurable against key performance indicators that demonstrate the value of investment in design.

User Research

User Research is an integral part of our Service Design process, designed to identify and understand the needs, behaviours, and preferences of users interacting with Government cloud services.

Initially, our practitioners gather insights using a range of methods such as interviews, surveys, and usability testing to inform the design and development of user-centric solutions. Our process, aligned with the Government Digital Services (GDS) platform, are considered best practice, placing a strong emphasis on qualitative and quantitative research to uncover user pain points, validate assumptions, and identify opportunities for improvement. Incorporating user feedback into the design process ensures that the services we deliver are accessible, intuitive, and responsive to the diverse needs of citizens and businesses.



Benefits

- **User-centric approach:** Understanding and addressing user needs
- **Diverse methods:** A range of research techniques, including interviews, surveys, usability testing, and analytics, to gather comprehensive insights
- **Inclusivity:** Considers the diverse needs of all users, including those with disabilities, to promote accessibility and inclusivity
- **Iterative:** Research is conducted iteratively throughout the design and development lifecycle
- **Collaborative:** Collaboration across multidisciplinary teams, including designers, developers, and business stakeholders
- **Data-driven:** Relies on both qualitative and quantitative data to inform decision-making
- **Validation:** Validated using assumptions and hypotheses to ensure that design decisions are grounded in user insight
- **Accessibility:** Emphasises accessibility in user research, conducting testing with diverse user groups to ensure that services are usable by all
- **Continuous improvement:** Using user research to identify opportunities for innovation and refinement in the design of better services.

Features

- **User-centric solutions:** Ensures that products and services are designed to meet the specific needs and preferences of the target audience
- **Improved usability:** Identifies usability issues early on, leading to improved navigation, functionality, and overall experience
- **Increased satisfaction:** Addresses user pain points and preferences, resulting in products and services that are more intuitive, enjoyable, and satisfying to use
- **Improved accessibility:** Identifies barriers to accessibility and ensures that products and services are inclusive and accessible to users with diverse abilities and needs
- **Validated assumptions:** Validates assumptions about user behaviour, preferences, and needs, ensuring that design decisions are based on feedback and data
- **Increased efficiency:** Streamlines the design and development process by focusing efforts on features and functionalities that are most important to users
- **Continuous improvement:** Provides ongoing feedback and insights, enabling continuous refinement and improvement of products and services.

Interaction Design

Kyndryl's Interaction Design approach focuses on creating intuitive and engaging digital experiences for users interacting with Government cloud services.

Our teams design interfaces and interactions that are user-friendly, accessible, and efficient. Our approach ensures that our solutions align with GDS best practice standards, emphasising a user-centred approach, leveraging research and testing to understand user needs and behaviours. Interaction Designers collaborate closely with other disciplines, such as user research and service design, to ensure a cohesive user experience across touchpoints. By prioritising clarity, simplicity, and accessibility, the products and services we deliver improve user satisfaction and enable citizens to easily access and navigate Government services.

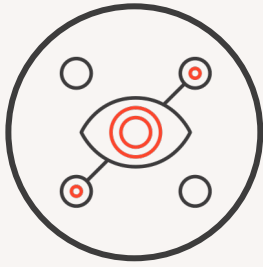


Features

- **User-centred:** Prioritises user needs and behaviours to create intuitive and effective interactions
- **Iterative process:** Iterative cycles of prototyping, testing, and refinement to ensure continuous product improvement
- **Contextual understanding:** Considers the context in which users will interact with the product or service
- **Multidisciplinary collaboration:** Encourages collaboration with various disciplines such as UX/UI design, user research, and technology
- **Visual hierarchy:** Establishes clear visual hierarchies to guide users' attention and support effective navigation
- **Feedback mechanisms:** Incorporates feedback mechanisms to inform actions and provide guidance across the entire user journey
- **Seamless transitions:** Ensures smooth transitions between different states and screens
- **Accessibility:** Addresses accessibility concerns to ensure that the product or service is usable for all
- **Responsive:** Considers different devices and screen sizes to create the appropriate responsive interactions.

Benefits

- **Improved experience:** Focuses on creating intuitive and seamless interactions, resulting in enhanced user satisfaction
- **Increased usability:** Prioritises user needs and preferences to deliver products and services that are easy to learn and use
- **Enhanced engagement:** Encourages users to interact more deeply with the service, increasing engagement and retention
- **Cross-platform consistency:** Establishes interaction patterns and behaviour the drive consistency across all devices and platforms
- **Accessibility:** Collaboration across multidisciplinary teams, including designers, developers, and business stakeholders
- **Faster task completion:** Streamlines workflows and tasks, reducing user friction and enabling faster task completion
- **Error reduction:** Prevents user errors and minimises frustration resulting in a better user experience
- **Adaptability:** Flexibility and customisation, enabling users to personalise their experience.



LOOK

intently with curiosity



UNDERSTAND

deeply with expansive thinking



MAKE

learn quickly and bring ideas to life

Kyndryl provides services covering the entire digital service development lifecycle, including Discovery, Alpha, Beta, and Live stages

Our user-centred approach enables us to build services focused on the needs of users, policy and organisation. Our teams work closely with stakeholders from the early phases of policy development through to the live deployment of a service. As standard, our teams follow and adopt the Government Design Standards, Service Manual and Technology Code of Practice.

We adopt a robust, best-practice process and methodology: Look, Understand, Make.

Look

Discovering what motivates different stakeholders in the project, defining a clear and defensible problem statement, and creating a hypothesis that you can test, learn from and iterate, setting an overall direction for the project

Understand

A focus on understanding the problem through observation and analysis. Turning observations into insights, understanding the 'jobs to be done', and analysing the problem through four lenses: desirability, feasibility, viability, and impact

Make

Leverages the importance of making and testing rapidly, to learn and develop technical solutions. This involves envisioning possible futures by analysing trends, creating an experience-based roadmap, and testing and iterating on solutions to refine and improve them.

Why Kyndryl?

We work side by side with our customers to design, build, manage, and modernise the vital technology systems that the world depends on every day. With more than 30 years of IT services experience, 90,000+ skilled practitioners worldwide, and strategic alliances with industry-leading partners, Kyndryl is uniquely positioned to innovate at scale while delivering exceptional outcomes for our customers.



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