

GAIN



REAL RESULTS · REBEL THINKING ·[®]

Services Definitions

2025/26



About us

About GAIN

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About us

GAIN®



GAIN

We are pioneers in
partnering with public
sector organisations to...

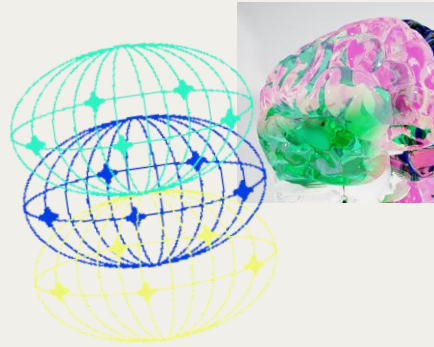


Who we are

**DELIVER
SERVICES
THAT TRULY
WORK FOR
PEOPLE**



CREATIVE



DATA



TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.



GAIN

A little about us

One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

PREMIER Google Partner

Meta Business Partner

2025 Microsoft Advertising Partner

klaviyo PARTNER

Acquia Preferred Partner

TikTok Marketing Partners

tagger by Sprout Social

Google Partner PREMIER 2025

Google Trends

Circle Member SQUARESPACE

shopify partner

PartnerStack

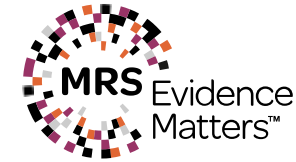
Accreditations and professional communities

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BIMA



BRISTOL CREATIVE INDUSTRIES



W3C®



COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



We focus on return on investment

We're passionate about measuring user behaviour in response to design improvements, it informs our deeper understandings of people and how they live their lives.

This also demonstrates where the value of investments have delivered operational and commercial value.
It's always about value for money.



GAIN

We are big enough to scale, small enough to care

How we work

As GAIN we provide dedicated teams to deliver end-to-end service and experience design solutions, to seamlessly integrate with your business.

Because of our UK and Global footprint, we can scale rapidly, with access to over 800+ specialist staff and 4,000+ contractors. And with extraordinary specialist skills in data science and growth marketing services we can strengthen commercial opportunities.



Our social values

Accessibility and inclusivity are the values on which we were founded. We call it Humanising technology and apply this lens to drive social impact across 5 priority themes.

Levelling the field **EMPLOYMENT**

We're committed to inclusive and accessible employment, so there's a few ways we're closing the gaps. Digital industries can present a specific set of barriers to entry, like access to equipment or software. To support young people, we offer paid internships, work experience,

the Strive mentorship, workshops and we partner with local youth CICs like Babbasa. We always use optimised recruitment practises to reach marginalised groups.

Learning & education **INNOVATION**

21 years of experience and expertise free of charge with our thought leadership initiatives. Our Founder co-authors the WCAG government guidelines. We run Virtua11y, a free online accessibility conference, every year. We also host paid for events where we allocate diversity scholarship tickets, creating access for those who wouldn't be able to attend otherwise.



Building communities **SOCIAL**

We conduct 240 research sessions per year, giving marginalised groups and communities a voice. We see every project as an opportunity to have a positive impact on real communities. Our work in the public and charity sectors sees us turn community insight into tangible change. We creatively seek out research participants, deliver insights with actions and arm our clients with the tools to grow, foster and improve their communities.

Supporting business **GROWTH**

We help our clients grow in the ways they need. 70% of our annual turnover is in the



public sector, actively working on improving digital services for citizens. We're proud of this and intend to retain it as we grow.

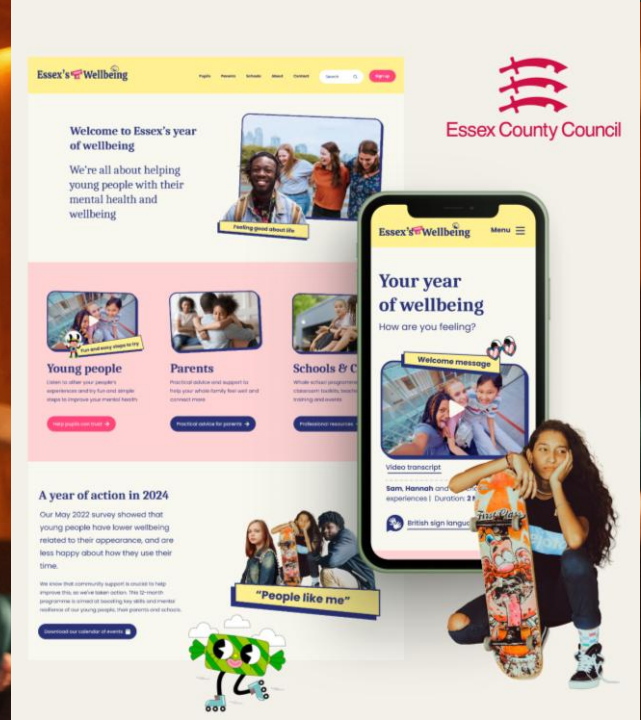
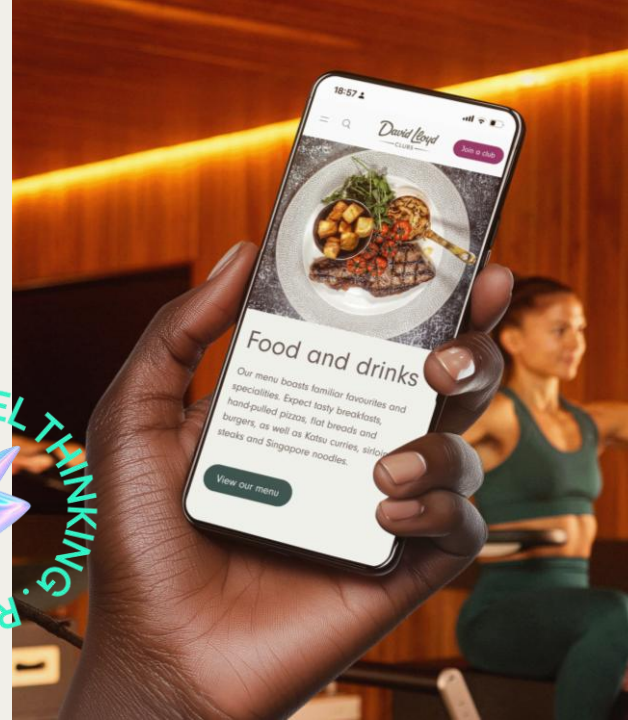
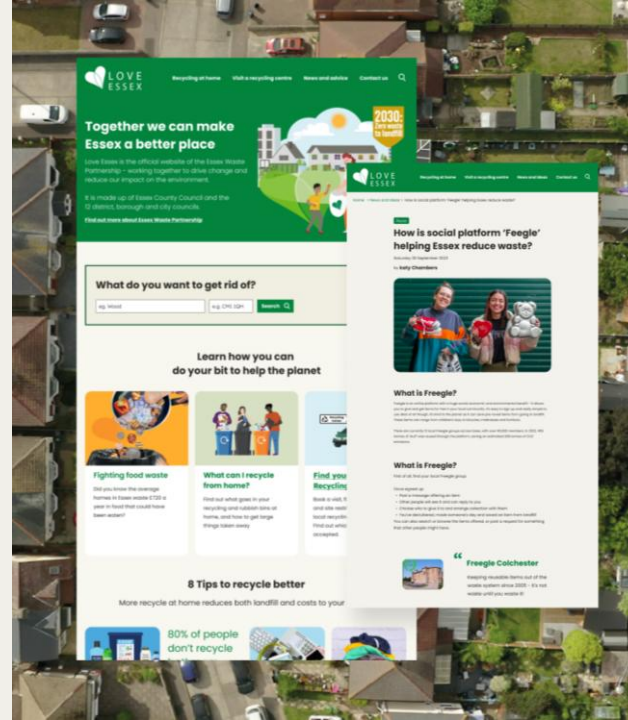
Working in this space means we bring our thought leadership to the public sector, elevate the discussion around accessibility and inclusion and deliver added value free of charge. This builds capability and self-sufficiency long term.

Design for the planet **ENVIRONMENT**

Sustainable design is at the forefront of our minds. We are deeply committed to our carbon reduction plan which aims to see us carbon neutral by 2030 and net zero by 2050.

GAIN[®] Experience

We create user-centered experiences that drive measurable business impact for public and private sector organisations.



GAIN[®] Experience

← [Return to service overview](#)

Whether it's crafting bold stories, building standout identities, or launching social campaigns that people actually care about, we help brands grow with purpose.

Our tailored services deliver seamless interactions and meaningful connections with audiences across multiple platforms. Leveraging extensive research, innovative design, and advanced technology, to drive deeper engagement, higher conversion rates, and purposeful growth.

We work alongside public sector teams to create ideas and accessible content from day one, shaping brands, driving impact, and fuel purposeful growth.

Services

[Accessibility](#)

[Research and Insights](#)

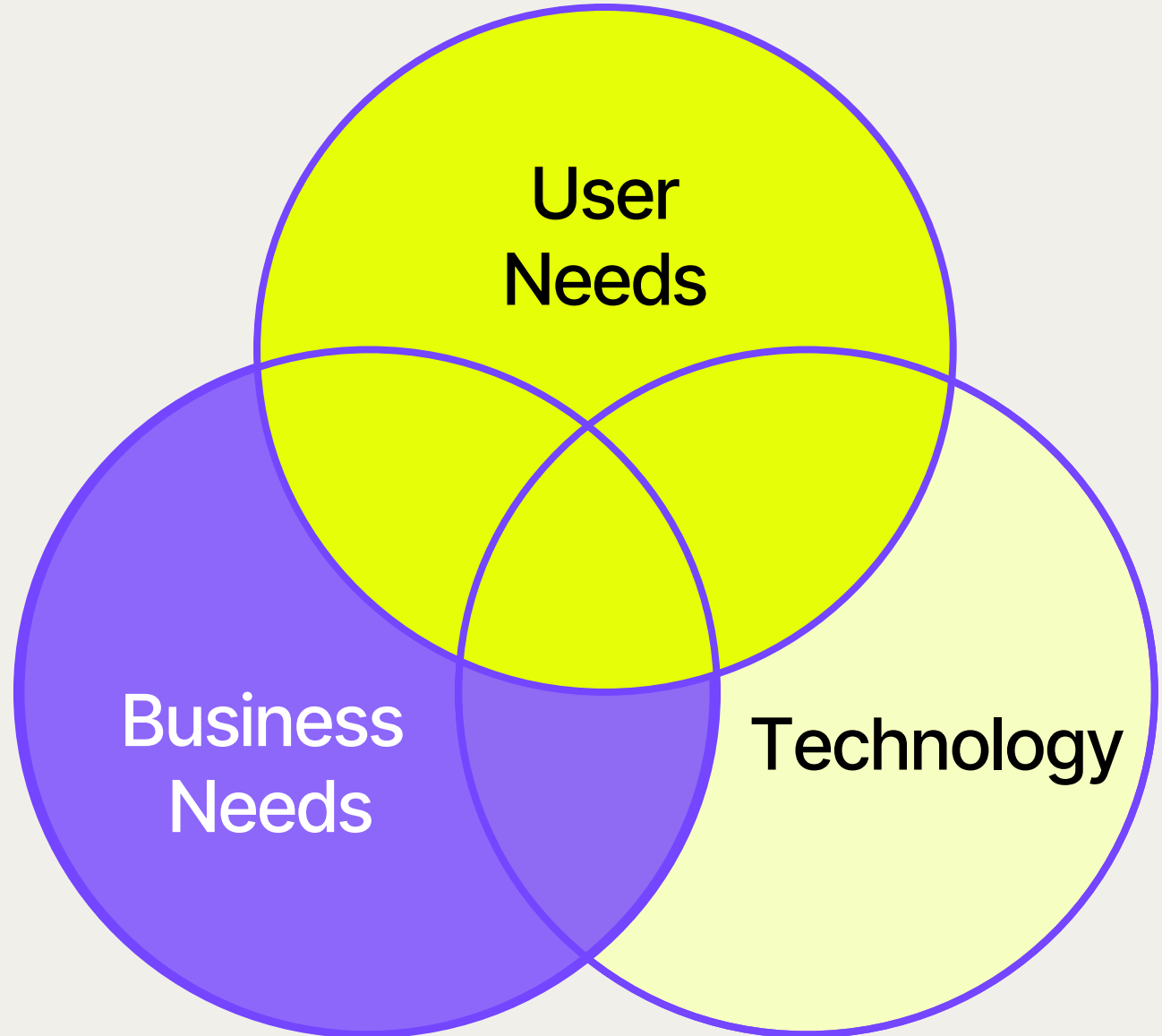
[Experience Design](#)

[GDS & DDaT](#)

[Strategy and Digital Transformation](#)

[View selected](#) [Case studies](#)

User Centered design powering innovation



GAIN



OUR SERVICES



UX and Research services overview

UX Research

- Expert review
- Competitor/Comparator research
- Qualitative research methods
(*interviews, usability testing, diary studies, ethnographic observation*)
- Quantitative (*Surveys, Task analysis, basic experiments, and A/B tests*)
- Recruitment screener
- Interview / discussion guides
- Usability testing (*remote/in person*)
- Analysis and synthesis of research data

Service Design

- User personas and journey mapping
- Facilitate co-design / stakeholder workshops
- Service / Role activity mapping
- Presentation skills to communicate insights or research findings to all levels of roles
- AI Prototyping

UI & UX Design

- Digital and Product design strategy
- Digital branding
- Digital brand audits
- Sustainable design
- Enterprise design systems
- Design system audits
- Wireframing
- Interactive prototypes (low and high fidelity)
- Concept design
- Responsive, mobile first design
- Mobile App design iOS and Android
- Proprietary application design
- Visual content design
(*Graphic design and illustration*)
- Icon design

Content Design

- Content strategy and governance
- Content audit / Expert reviews
- Content design guidelines
- Tone of voice guides for digital brands
- Design content for special cultural, circumstance or disability (cognitive or physical) and inclusivity needs
- Translation of specialist content into accessible publicly consumable content
- Micro copy design
- Notification content
- Email content
- Collaborate / learn rapidly from subject matter experts
- Optimising content comprehension across channels
- Information architecture
- Taxonomy
- Content modelling
- Content marketing formats

Accessibility

- All our design resource across specialisms have a **WCAG AA** understanding for accessibility
- Accessibility audits
- Accessibility guidelines
- Accessibility statement

GAIN Fieldwork

We have our own participant recruitment agency with 40k participant data base.

GAIN Training

We have a specialist team who provide expert training for UX, UI and Service Design, Research and accessibility.

Technical Capabilities overview

Discover

- Technical SEO audits
- Competitive technical analysis
- Feasibility assessments
- Technology recommendations & consultancy
- Architecture workshops & discovery sessions

Define

- Requirements gathering
- Technical specifications & documentation
- Architecture & system design
- Technology stack recommendations
- API & integration planning

Design

- Wireframing
- Interactive prototypes (low and high fidelity)
- UX Design
- Design system & component library development
- Design to development handoff processes

Deliver

- Core Development
 - Front-end development
 - Back-end development
 - Web development (full-stack)
 - Mobile app development
 - Progressive Web Apps
 - API development & microservices
 - Cloud infrastructure
 - Database design & optimisation
 - Performance optimisation
 - Search implementation
 - Real-time features
- Integrations
 - CMS implementation
 - E-commerce platform integration
 - 3rd party integrations
 - Marketing automation integrations
- Quality & Compliance:
 - QA testing (automated & manual)
 - Accessibility testing (WCAG compliance)

- Security testing & penetration testing
- Performance testing
- ISO 27001 compliance
- Cyber Essentials Plus certification

- Process & Leadership
 - Agile/Scrum project management
 - DevOps & CI/CD pipeline setup
 - Technical documentation

Support

- Ongoing Maintenance & Monitoring:
 - Proactive monitoring & alerting
 - Security patching & updates
 - Dependency management
 - Bug fixes & issue resolution
- Performance monitoring & optimisation
 - Analytics implementation & analysis
 - A/B testing infrastructure
 - SEO monitoring & optimisation
 - User experience monitoring (session replay, heatmaps)

- Operations & Infrastructure:
 - DevOps & infrastructure management
 - Hosting management
 - Database administration
 - Backup & disaster recovery
 - Scalability planning
- Product management
 - Feature prioritisation & release management
 - Technical debt management
 - User feedback analysis



ACCESSIBILITY



ACCESSIBILITY SERVICES

Accessibility has been at the core of our business for more than two decades.

We help create the guidelines

While our competitors recognise Web Content Accessibility Guidelines (WCAG) as the industry standard, we are actively involved in creating the guidelines they follow. We contribute to the WCAG, as well as to UK and European accessibility policy.

We're invited experts

Our web accessibility expertise is recognised by the W3C, BSI and ISO. We're one of only the only UK agencies to be invited experts to all three organisations. We are also formed part of the working group who advised GDS on the Public Sector Accessibility Regulations (2018).

We practice what we preach

Our accessibility audits are carried out by experienced web developers. Where other agencies may offer accessibility advice in isolation, we provide realistic and actionable solutions based on accessibility best practice and extensive practical web development experience.

Services

[Accessibility strategy and consultancy](#)

[Accessibility Audits, Evaluations and](#)

[Remediation](#)

[Accessibility User Testing and Assessments](#)

[Accessibility Training](#)

Strategy and Consultancy

Consultancy is a flexible, high-impact way to inject specialist accessibility expertise into your organisation. Use it when you have post-audit questions, need extra help with solutions, or want assurance that issues are fully fixed

Consultancy & strategy

Consultancy can include:

- Reviewing designs, prototypes and documents
- Presenting at stakeholder meetings to build awareness and buy-in
- Policy support, updating accessibility policies and documentation
- Desktop, software and application accessibility advice

- Access to technical information and support
- Accessibility clinics: short, focused sessions where teams ask questions, get support on live work and explore key themes

Our specialist team blends WCAG expertise with design and development backgrounds, ensuring guidance is realistic, achievable and gives you a competitive edge.

Because digital accessibility requires coordinated effort, you can also benchmark where you are now with a quick Accessibility Assessment.

Accessibility Clinics

Clinics are delivered via video, face-to-face, email or phone for agreed hours, logged in 15-minute increments; additional travel costs apply for onsite visits. Specialist consultants work closely with you to maximise value, ensuring questions are answered, issues unblocked and technical considerations explored.

Accessibility statements

For public sector organisations, an accurate statement is essential for meeting obligations under the Public Sector Bodies Regulations.

For private sector organisations, it documents remediation plans, supports research and showcases your commitment to accessibility and inclusion.

We partner with you to create clear, accurate, user-friendly statements aligned to your goals and legal requirements.

Stakeholder workshops

If you aim to shift culture around accessibility; stakeholder workshops are a proven way to spark that change. They help identify accessibility champions, win over sceptics and align teams behind a shared, ambitious vision.

Workshops also surface the accessibility issues that most need attention, fast. Sessions are fully tailored to your organisation and typically involve two days of preparation and one day of delivery with your team and/or stakeholders.

Audits, Evaluation and Remediation Support

GAIN's accessibility audits deliver expert, in-depth evaluations of your digital services, products and websites against WCAG 2.2 , turning insight into clear actions and measurable improvement.

Overview of services

An audit pinpoints your current accessibility level and provides a clear roadmap to hit your target (e.g. level AA). Audits can include Assistive Technology (AT) testing across core user journeys to validate real-world usability. You receive a prioritised report with issues grouped and scored by user impact, plus screenshots and practical guidance to fix them. Remediation can be verified with a follow-up retest to confirm issues are resolved and benefits are realised.

Audits in more detail

We assess all 50 A and AA success criteria from WCAG 2.2 Level AA, completing 200+ checks for a robust evaluation of your digital products and services. A focused, sample-based approach keeps audits efficient while reviewing design, shared components and unique templates. The outcome is clear results, practical recommendations and best-practice solutions that can scale across your portfolio. Key checks include screen reader navigation, visual design review, keyboard-only interaction, zoom behaviour and code implementation checks.

Our specialist team blends WCAG expertise with design and development backgrounds, ensuring guidance is realistic, achievable and gives you a competitive edge.

Assistive technology experience review

We test your digital products with common assistive technologies such as screen readers, magnifiers and voice input to surface critical usability issues. This reveals the real barriers users face when accessing your services through assistive tech. Insights help you prioritise fixes and make a compelling case for change with stakeholders. Findings are fully integrated into

your audit report for a joined-up view of risk and opportunity.

Reporting and remediation support

On completion, you receive a comprehensive, solutions-focused report with a clear action plan to achieve WCAG 2.2 Level AA. Content is written in plain language, supported by high-quality screenshots and tailored code and content examples where helpful. You also receive a spreadsheet breakdown of finding; a practical checklist to track progress and evidence improvement over time.

Our ongoing support options, from ad-hoc consulting to personalised training to monthly or quarterly retests, reinforce best practice accessibility into your organisation and give you on-demand when you need it most.

Accessible User Testing & Assessments

Accessibility testing uncovers real-world access barriers on your digital service. It's an excellent follow-up to the rigour of the check-point based audit.

Accessibility User Testing

We recruit and test with real people from your customer base who have hearing, sight, mobility and cognitive impairments. Conducted either remotely or in our fully configurable labs, we observe these customers as they complete key tasks and provide feedback.

Sessions can be observed live; there's no substitute for seeing first-hand how customers experience your offerings, where they struggle, and what needs to be improved.

Accessibility User Testing

An Accessibility Assessment is an independent and objective analysis of your organisation's experience capability. It will reveal how easily and effectively your organisation can deliver great experiences to your customers. If it finds gaps, it identifies specific ways in which you can improve.

Through employee research, including surveys, workshops and interviews, we deliver your scores (from 1-5) across 6 scales of experience.

The results provide you with commercially-focused insights and actionable recommendations for improvement. We believe most organisations must transform the quality of experience they deliver if they are to remain competitive, let alone realise the desires of market leadership.

There are 2 key levels of assessment:

- 1. Assessment Workshop (1 day, involving a team)**
- 2. Full Assessment Service (3-6 weeks, involving the entire organisation)**

Training services

Training is a great way to encourage discussion around how your teams can create and foster a culture of accessibility as part of their day-to-day job. It also helps to integrate accessibility considerations within the design and development process

A wide range of training to your teams

We deliver training workshops to help your organisation and project/service teams achieve longer-term success. Our approach is designed to up-skill your internal teams so that they can deliver compliant digital products and develop an approach that takes all users into consideration.

We can provide training tailored different team roles and responsibilities such as product managers and designers, visual an interaction designers, front and back-end developers, QA & Testers, and content designers. We can also provide training around creating accessible documents, native mobile apps and accessible user research training.

Training take aways and documentation

Following our training you will be given a collection of useful accessibility resources to share with your wider team. Provided in accessible HTML format, meaning it can be viewed in browser and saved to bookmarks. The resources will be provided in an easily shareable zip file.

Including, but not limited to:

- Quick reference accessibility checklist
- List of WCAG checks (aka success criteria) with a link to full explanations
- Guide to HTML structure and semantics, including a PDF illustration
- How-to information on different interaction modes, including code snippets and related tools
- Navigating by keyboard
- Magnification (browser zoom, text spacing and colour contrast)
- Cheat sheets for the following screen readers
 - NVDA
 - VoiceOver (Mac & iOS)
 - Talkback (Android)
 - JAWS
 - Links to other useful resources:
 - Set of accessibility tools (bookmarklets) we use in GAIN audits
 - Article relating to content in Deafness/Cognition section of training

GAIN



RESEARCH & INSIGHTS



RESEARCH & INSIGHT SERVICES

We create user-centered experiences that drive measurable business impact for public and private sector organisations.

Our tailored services deliver seamless interactions and meaningful connections with audiences across multiple platforms. Leveraging extensive research, innovative design, and advanced technology, to drive deeper engagement, higher conversion rates, and purposeful growth.

Through iterative user feedback, we refine our products continually to improve user experiences. And provide the training and team integration our clients need to stay one step ahead of change.

Services

Card Sort , A/B Testing and Tree Testing

Competitor review , Desk research and usability review

Diary studies and focus groups

Participant Recruitment & Training Services

Persona Development and Surveys
User Research

Card Sort, A/B Testing and Tree Testing

Unlock intuitive navigation and validated service structures through user research methods.

Card Sorting

Card sorting uses representative users to group your online content in ways that feel natural to them, revealing clear patterns in how people understand and navigate your information. This gives rich insight into user mental models and helps shape content structures that reflect how people actually think, rather than internal assumptions. By asking participants to name their groups, card sorting uncovers the language people naturally use for topics and tasks. This enables

navigation labels that are meaningful, intuitive.

Card sorting is particularly valuable for public sector services where users must quickly locate forms, guidance, and eligibility information. Understanding how citizens group and label content supports information architectures that reduce confusion, errors and avoidable contact. The outcome is a clear view of user mental models and a draft top-level IA, ready to be refined and validated against the Service Standard.

A/B Testing

UX research identifies user needs and pain points, while A/B testing provides the evidence that a proposed solution genuinely improves outcomes. This aligns directly with government expectations to design with data, iterate, and use evidence to make decisions. A/B testing can be applied across a wide range of public sector services, from improving online application journeys to increasing completion of critical tasks. Using Mixed Methods Experimentation, quantitative and qualitative research insights are combined with controlled experiments to validate changes before scaling. Our experimentation approach fits naturally with work such as accessibility improvements and content changes, helping teams demonstrate measurable impact against policy, inclusion and performance goals. A structured experimentation lifecycle and clear

reporting provide transparency for stakeholders and support compliance with governance and assurance processes.

Tree Testing

Tree testing is an online method to evaluate how well a proposed or existing site structure helps users find information. Participants complete realistic tasks by navigating a simplified “tree” of your content, allowing performance to be measured without page layout or visual design as distractions.

Tree testing is especially useful in discovery and alpha when creating or refining information architecture for complex services. It can benchmark current navigation against new proposals, showing whether changes genuinely improve findability, task success and time to complete. The method also reveals how users interpret navigation labels and which routes they try first, highlighting confusing terminology, hidden content and opportunities to align with GOV.UK patterns and language.

Competitor review and desktop research

Benchmark against sector peers and ground research in existing evidence to inform strategy.

Competitor Review

A competitor review shows how your digital offering compares to similar services and identifies gaps in the market that you could exploit.

We work with you to identify relevant comparators, whether direct competitors or organisations delivering similar user outcomes, then analyse how they approach content, navigation, accessibility and user experience.

This insight enables you to position your service strategically, understand what best practice looks like in your sector, and identify opportunities to stand out and better serve users.

The findings are detailed in a clear report that supports key decisions about your digital offering and helps you allocate resources where they'll have the greatest impact on user outcomes and organisational goals.

Desktop Research

Desktop research reviews existing evidence, previous studies and sector knowledge to build a foundational understanding of your domain.

This cost-effective step allows us to see what's already known about user needs, pain points and similar challenges in your field, avoiding duplication and building on existing insight.

While no two research projects are identical, desktop research often uncovers related findings that accelerate discovery, inform research design, and help your team make faster, more confident decisions.

This is particularly valuable in the public sector, where understanding policy context, existing user research from other departments, and proven approaches to similar challenges can significantly reduce timescales and cost.

Diary studies and focus groups

Bring the public voice into decision-making through longitudinal diary studies and collaborative focus groups.

Diary Studies

Diary studies allow us to see how people use your service, website or product in a way that is as close to natural usage as we can get. Completing a diary over a period which can range from days to weeks, your users will regularly provide updates about their experiences and be asked to complete small tasks to capture their behaviour in real time.

Diary studies have the potential to deliver rich data, deep diving into the world of the user. The key benefit is learning from your actual users' behaviour, understanding more about them as people who are trying to complete the kind of tasks they want to do and would look to a service, website or app like yours to do.

Not only will the results help you to understand user needs and expectations, but you will also see how they think they would go about doing it, unguided, validating your assumptions and providing you with short and long-term recommendations.

Focus groups

A focus group is a facilitated discussion with a small group of people who share relevant characteristics or experiences, brought together to talk in depth about a specific topic, service or policy. In public sector contexts, groups typically include citizens, service users or frontline staff, guided by a moderator using a structured discussion guide. This format allows participants to react to each other's views, surfacing shared experiences, disagreements and underlying attitudes that might not appear in one-to-one interviews.

For public sector organisations, focus groups provide rich qualitative insight into how people understand services, communications and policy changes, and what language and messages resonate. They are especially valuable for exploring complex or sensitive issues, co-developing ideas and testing early service concepts before committing to delivery. Focus groups can also highlight barriers to access and trust, particularly for seldom-heard groups, supporting more inclusive, user-centred design.

Participant Recruitment & Training

We deliver practical UX training plus extensive market and UX research recruitment expertise, providing consistently high-quality, user-focused insight and service to clients.

Participant recruitment

Our specialist in-house participant recruitment team have extensive experience in recruiting participants from across the UK for fieldwork, including for in-person testing. Our participant panel is made up of over 35,000 UK-based panellists with good coverage in the locations you're interested in. In addition, our database is supplemented by a specialised database of over 1,700 individuals with access needs, including those who use assistive technologies. This ensures that our participant recruitment is both representative and inclusive, providing a rich source of data from people with varying experiences and backgrounds. We also collaborate with a network of trusted recruitment partners to enhance our reach, ensuring we can always meet the specific quotas and requirements of each research round such as those with the attitudinal, physical and behavioural barriers you've identified

Training

UX training with GAIN builds practical, in-house capability so your teams can design and deliver user-centred digital products and services with confidence. Our training focuses on real-world UX methods, including user research, persona creation, customer journeys, wireframing, prototyping and usability testing. Sessions are highly interactive, combining short theory blocks with hands-on exercises using your own challenges where possible. This helps teams immediately apply what they learn to improve live projects and everyday design decisions. We tailor workshops to different roles and levels of UX maturity, from teams just getting started to experienced practitioners looking to deepen specialist skills. Formats are flexible, ranging from single-focus sessions to multi-day programmes that can be delivered onsite or remotely. Training is led by seasoned UX consultants who bring experience across sectors, embedding best practice in research, interaction design, accessibility and service design. The outcome is stronger internal capability, a shared UX language across disciplines, and a more consistent, user-first approach to your digital roadmap.

Persona development

Powerful, evidence-based personas turn fragmented user insight into clear direction for better public sector services and digital experiences.

GAIN has deep experience researching public sector services and rapidly creating robust, research-led personas that genuinely reflect real users. We use a blend of in-depth interviews, workshops, surveys, on-site vox pops, support query analytics and contextual research to uncover patterns and build clear, evidence-based archetypes. These personas bring different user groups to life, create empathy and give teams a shared, user-centred lens for decision-making.

Personas are not market segments. Segmentations group audiences for marketing; personas provide practical design insight. They help you get closer to users by clarifying needs, behaviours and pain points, so you can shape journeys, content and features around what people want to do. They align internal teams around common user goals, link customer challenges to business objectives, and bring focus to prioritisation and roadmaps.

Personas also unlock new opportunities and ideas, strengthening content strategy, UX design, usability testing and user stories. Treated as a living artefact, they evolve over time and embed user-centred thinking across your organisation. We run review sessions on initial personas, refine them with your feedback, and ensure they are defined so they can be reused consistently across all future digital work.

Surveys

Fast, inclusive online surveys turn scattered website feedback into clear, quantitative insight that sharpens your digital strategy and user experience decisions.

An online survey will be used to gain insight from your wider website audience. To ensure we consult with and gather opinions and feedback from your whole audience, an online survey is the most cost-effective option.

The survey questions will focus on gathering user requirements, considering what your users currently think of the site, pain-points and what they would like to see you do. We will also use the survey to evaluate and validate findings and insight from the desktop research and social media review.

We will create a detailed test plan for your approval that defines the exact format of the survey, ensuring that all aspects are approved by you. Once approved, we will create, launch and monitor the survey on your behalf. We will work with you to promote the survey, as required.

Our surveys can be tailored to different segments of your website audience, allowing you to target groups of interest. They are fully accessible ensuring that no audience group is excluded. They can also be branded with your corporate logo and colour scheme if desired.

The findings will be collated and incorporated into the final set of deliverables. The survey will feed directly into the user research by providing insight into key

themes and audiences to focus on. If needed, we can hold a brief call with you at this point to share our thoughts and plans.

As an online survey can reach a large number of users it is great for obtaining quantitative data to complement the rich qualitative data gained from other sources. The finding will provide an understanding of your wider audience/validation of user requirements/insight into hard-to-reach audience groups.

User Research

Understand real user needs
and design better public
services backed by evidence.

Usability Testing

Usability testing brings members of your target audience together to complete realistic tasks using your digital service, product or prototype. Each session is a one-to-one conversation, typically lasting an hour, and can be streamed securely so stakeholders observe how users interact with their service.

Usability testing is essential for identifying actual usability issues before launch. By observing behaviour and gathering feedback, we confidently pinpoint areas for improvement, validate design decisions, and set priorities for optimisation.

We test at all stages (Discovery to Live): benchmarking existing services, improving concepts and prototypes, and measuring whether improvements meet your KPIs and policy goals.

User Interviews

Interviews collect the views, expectations and experiences of your audience: what they need from your service, what works well, and what barriers they face. User interviews are the foundation of Discovery and the starting point to understanding user needs. Our experts use proven approaches to gather representative, unbiased feedback, conducted flexibly by phone, face-to-face, or remotely.

User interviews remove guesswork from important decisions, providing evidence-based confidence that your service reflects actual user needs, not assumed ones. Each session is analysed by our experts, translating findings into clear, actionable reports that enable teams to build services people can use and understand.

Guerrilla Research

Guerrilla research is a quick, low-cost method for gathering user feedback in real-world settings without formal recruitment. Conducted in public spaces, it captures candid insight from diverse audiences and is ideal for testing concepts at any stage of fidelity, from sketches to prototypes.

This approach surfaces quick wins, validates whether users understand your concept. It

demonstrates research value with minimal investment: useful for early discovery and proof of concept.

Rapid Ethnography

Ethnography involves observing people in their natural environments: at home, in their workplace, or using your service in real-life contexts. This reveals rich, deep insight into behaviour, motivations and the broader context in which your service is used, rather than testing isolated hypotheses.

Rapid ethnography is valuable for understanding how users interact with digital services in practice, what their real barriers are, and whether your assumptions align with their actual needs. It uncovers the domain knowledge, processes and goals that shape user behaviour; essential insight for designing services that work across diverse audiences and circumstances.

GAIN



DESIGN SERVICES



EXPERIENCE DESIGN SERVICES

We push boundaries of what is possible and partner with clients every step of the way.

We utilise user experience design to answer challenging problems and find opportunities to go beyond initial thinking.

Our UX design is informed by user research and underpins our entire design process.

Services

[Content and Service Design](#)

[Design Systems and Prototyping](#)

[UX Design Services](#)

Content Design

Services – like products, buildings and websites – are designed.

Creating high quality content is one of the most important things you can do to attract people, build trust and develop your brand.

Content design & audit

Good content design gives users what they need, when they need it. Built on a foundation of user needs, research and analytics, we can provide content design capability, content strategy and content audits. Our content designers collaborate to ensure the content is GDS compliant, useable and useful across journeys.

Content audits evaluate the quality of content against user and organisational needs. During an audit, we'll dive deep into your website or service to find out what's working and what isn't.

You'll understand the quality of your content and plan how to improve it.

Content strategy

An effective content strategy encompasses the whole content workflow, from planning and creation to maintenance, governance and analysis. It always begins and ends with user needs and research/validation. Your content strategy will include suggested KPIs and an implementation plan, including advice for organisational change and content team structure.

User interviews remove guesswork from important decisions, providing evidence-based confidence that your service reflects actual user needs, not assumed ones. Each session is analysed by our experts,

translating findings into clear, actionable reports that enable teams to build services people can use and understand.

Content consultancy and review

Good content gives users what they need, when they need it, in the format they expect and without having to ask. It is built on a foundation of user needs, research and analytics. Our content designers collaborate to ensure the content is GDS compliant, useable and useful across journeys. Content reviews analyse a sample of your content against KPIs, user needs and best practice, including the GOV.UK content style guide.

Reviews identify issues with current performance and how to resolve them. We summarise findings in a recommendations report, with an actionable plan and rationale for improvements.

Style and tone of voice guide design service

Style guides establish the ground rules for creating content and communicate them to teams. They reflect you users and your organisation and let you create clear, consistent content every time. A style guide must include rules on using bullet points, writing numbers, using capital letters, sector-specific wording and inclusive language.

Design Systems and Prototyping

Design systems

A design system unites an organisation's visual language, giving a consistent and predictable user experience across services.

A design system allows design and development workflow efficiencies to be made, leading to faster iteration and prototyping alongside alignment of brand and visual communication across your service.

A design system is most useful when it can be readily used by developers without significant effort. Keeping dev-ready templates updated reduces drift from design systems in technology systems and facilitates smooth imports.

We can work with custom design systems as well as extending the GDS and NHS systems.

Rapid prototyping and proof of concept

Driven by user research, prototypes inform key decisions about page structure, information/content prioritisation and interaction design to development. Adopting a rapid, iterative approach to prototyping using lean, Agile techniques allows hypotheses to be tested and refined quickly.

Prototyping can involve paper-based sketches, wireframes, hi-fidelity designs or fully-coded proof of concepts.

UX Design Services

Experience design principles

Experience design principles form a set of guiding principles that can be recorded and applied independently, or as part of a wider design system.

They act as a constant point of truth and ensure a shared vision across the whole services from teams to delivery channels.

Interaction and visual design

We create seamless interaction design across digital cloud-based services. Research, branding and existing design patterns inform our interaction design work.

We draw on client and user feedback to construct, and refine, prototypes and visual design components, meaning outputs align with real human behaviour and Government Digital Standards.

Service Design

Users do not think in the siloes organisations are often set up in - service design reframes thinking. Working collaboratively with clients, we redesign services, mapping the technology, systems, data, staff, partnerships and capabilities needed to deliver them. Consideration of all channels ensure services are more accessible and inclusive.

Every interaction, whether that be with a member of staff, across digital platforms or through physical environments, should be crafted to meet and exceed your users' needs and aspirations

Working collaboratively with clients we redesign existing, or create new services, identifying the technology, systems, data, staff, partnerships and capabilities needed to deliver them.

By understanding user needs, systems, processes and organisational priorities, we design holistic, joined-up services. On and Offline interactions flow seamlessly to deliver improved experiences, efficiencies and value.

GAIN



GDS & DDAT SERVICES



GDS & DDaT SERVICES

We transform digital experiences. We work hard to understand people and their response to design to create simple and efficient digital interactions with government services.

We support government departments across all stages of a project from initial discovery to supporting live services.

We work with organisations to map their DDaT capabilities and deliver high quality, multi-disciplinary teams to allow them to create high-impact services and solutions. Building strategic plans that deliver user, organisational and technology needs through Discovery, Alpha, Beta and Live phases.

We can step into any stage of delivery and help ensure success whilst delivering a high level of knowledge transfer.

Our partnership programmes also deliver internal capability support to deliver large scale transformations.

Services

[Agile Delivery Management](#)

[DDaT rapid deployment](#)

[Discovery to Live services](#)

[Digital Transformation & Change Management](#)

[GDS Service Standard Support](#)

Discovery to Live

Having delivered dozens of projects in accordance with the Government Service Standards, we are experts in delivering Discovery, Alpha, Beta and Live.

Discovery

Our Discovery activities include understanding the user needs and service context through user research, technical investigation and business process mapping to help improve or define your service.

We use a variety of research techniques from onsite contextual research lab-based testing sessions, to large qualitative surveys to gather a rich picture of your users' needs. The outputs we produce are practical tools that will support you in moving forward, whether this is improving your existing service or taking the next step into Alpha.

Alpha

Within Alpha we test, iterate and refine different solutions to the problems uncovered within Discovery. We work with you to define a proof-of-concept, iterative prototype and test and refine hypotheses based on user needs.

This process helps to define the service vision and definition that meets your organisational goals, as well as user expectations. Our robust and iterative methodology looks at the service as a whole and supports you in creating a roadmap and plan for Beta.

Beta

Having worked with 100s public sector clients, we are experts in delivering Beta services, through private and public phases, successfully passing GDS assessments. Through iteration of user research, accessibility testing and agile delivery we develop and build through Beta to successful, user-centred Live accredited services

Live

As services are handed over to BAU teams, often with smaller budgets, it's easy to consider your service 'done'. Live is a crucial time to embed sustainable ways of working, ensuring success long-term. We support this transition using live user-data to inform strategic roadmaps, success-metric tracking, ongoing research and optimisation

DDaT Rapid Deployment

We embed our specialists into your large programmes of work to deliver specific outcomes, support your internal maturity and upskill permanent members of your teams.

When rapidly deploying teams, we understand the immense value of ensuring that our specialists and account management team have a core understanding of the wider working culture and the context of the specific team we will be integrating within. Having this understanding will ensure that we hand pick specialists that not only have the correct skills and expertise, but the characteristics and ethos that align with the different departments and teams they'll be working with.

We have built upon our vast experience delivering similar capability and capacity contracts, honing our processes, procedures and mechanisms to not only ensure that we are able to rapidly deploy teams and deliver at pace, but do so whilst still ensuring the highest level of quality.

With a 200+ internal team, coupled with a pool of 4000+ associates through our trusted and long-standing resourcing partner, we'll ensure teams are seamlessly and successfully deployed within 5-10 working days.

We can provide roles aligned to the Government Digital, Data and Technology skills and capabilities framework, including:

- All levels of user centred design capabilities
- Technical, development and data roles
- Business Analysis
- Product Design, Management and Ownership
- Agile Delivery and Project Management

Digital transformation and change management

We work on large-scale government projects to deliver user-centred design services, facilitating digital transformation adhering to the GDS service manual

Digital transformation

GAIN supports our government clients in digital transformation through a range of digital transformation services. We work in close collaboration with our clients to create and implement new processes, culture and experiences that utilise digital technologies that meet their user and business needs. We support you in every element of digital transformation from strategy development and business case creation through to delivery model.

Capability and skills development

Our knowledge of applying user-centred design methodologies combined with our extensive experience in the public sector means that we are used to supporting large, complex organisations with cultural and organisational change. We support you to harness and improve your teams skills to build capability and create communities of best practice.

Change management

Change management will enable you to better understand the impact of your people, processes & systems. Engaging with all impacted teams/individuals, we'll ensure the initiatives are communicated effectively throughout. Change management ensures that your organisation or department is ready to accept and integrate the programme in to 'Business As Usual

Agile Delivery Partner

Our flexible, scalable and cost-efficient Delivery Partner Service provides access to partial or full teams of specialist Digital, Data, Technology and Change resources. Delivering programmes and projects as a stand-alone or blended delivery model, supporting your journey towards Cloud and AI adoption, through various methodologies (i.e., Waterfall PRINCE2, Agile, Lean, V-Model, Scrum) following Government Digital Service (GDS) standards.

GDS Service Standard Support

Having delivered dozens of projects in accordance with the GDS Service Manual we are experts in delivering services in compliance to the Service Standard

We have successfully delivered multi-discipline projects adhering to the Government Service Standards; from initial Discovery through to Alpha, Beta and Live. We understand how to immerse ourselves in an organisation, the processes and the GDS service manual, working collaboratively to deliver the outcomes required to move the project forward through each GDS gateway. We also have vast experience delivering wide-scale, DDaT capability for organisations including Government Digital Services (GDS)

We've supported numerous clients through numerous GDS assessments and can help at all stages from planning, evidence collation, pre-assessment preparation and panel participation.

Our team of public sector specialists work in an open and transparent manner to provide you with objective guidance and advice. We can support you in a number of ways from assessing your plan against the Government Service Standards to attendance at the gateway review meeting.

GAIN

STRATEGY & TRANSFORMATION



STRATEGY & TRANSFORM ATION

We craft seamless digital experiences that drive engagement and measurable organisational impact.

By blending behavioural research, strategic design, and digital innovation, we create intuitive journeys that put users first while delivering organisational success.

Working with your team we plan, execute and optimise user experience (UX) across all digital platforms. Through a programme of research, design, prototyping and usability testing we combine user centred design principles with your goals to deliver improvements in customer satisfaction, engagement, conversion and the metrics that matter to you.
ne step ahead of change.

Services

UX & technology Strategy

Roadmap Consulting

Strategic workshops

Technology strategy

UX, AI and Technology Strategy

Embed user-centred design and responsible AI into how your organisation delivers public services.

UX and Design Strategy

UX and design strategy ensures your digital services work for everyone and meet government standards for accessibility, clarity and trust.

We help public sector teams move beyond one-off redesigns to embed user-centred design into how you work. This means understanding citizen needs through research, testing ideas with real users, and iterating based on evidence, not assumptions.

A strong design strategy ensures consistency across touchpoints, reduces avoidable contact, and frees up frontline staff to focus on complex cases. By designing services that are intuitive, inclusive and built on data, you reduce complaints, improve completion rates, and build public confidence.

Technology strategy

Having a technology strategy for how you deliver services ensures any technologies you procure work well as a whole. Without governance on what tools are being used, different providers can introduce multiple competing technologies to your ecosystem, increasing maintenance costs and complexity.

AI Adoption strategy

Our approach blends user-centred design with practical implementation, helping departments navigate the "Scan > Pilot > Scale" journey outlined in government guidance. We work with teams to identify high-impact AI use cases, test solutions rapidly, and build the governance frameworks needed to deploy safely and transparently.

We understand the unique challenges facing the public sector: legacy systems, skills gaps, budget constraints, and the critical need to maintain public trust. Our AI adoption strategies prioritise inclusion and accountability. We ensure AI augments, not replaces, human decision-making, especially where stakes are highest.

From horizon scanning and participatory design to training civil servants and establishing cross-departmental task forces, we equip organisations with the tools, processes and confidence to use AI effectively.

Roadmapping and Workshops

Rebel thinking helps public sector teams turn complex policy ambition into human-centred digital roadmaps that improve services and citizen outcomes.

Roadmap consulting for public services

Our roadmap consulting is designed for government, health and local authority organisations navigating digital transformation. We blend data, tech and creativity to translate policy goals into user-centred service blueprints, delivery phases and measurable public value. We help you modernise services while protecting equity, trust and accountability.

Using user-centred design, we map real user journeys across channels, identify pain points and prioritise improvements that matter most to residents, patients and frontline staff. We then build a sequenced roadmap that aligns funding cycles, policy milestones and technology constraints, giving leaders a clear, realistic path from legacy to modern, accessible services. Each roadmap is built to flex with changing legislation, local needs and emerging technologies, so transformation stays resilient over time.

Strategic UCD workshops

Our strategic workshops bring together policy, digital, operations and frontline teams to reimagine public services from the citizen's perspective. Using UCD methods – such as personas, journey mapping and service prototyping – we create a safe space to challenge assumptions and co-design better end-to-end experiences. Scenario exercises rooted in Government, Health, Local Government and wider public sector contexts keep conversations grounded in real operational and regulatory constraints. Workshops culminate in a prioritised backlog of user stories, service improvements and experiments that plug directly into your transformation roadmap. We define success measures around access, inclusion, efficiency and satisfaction, making it easier to evidence impact to senior stakeholders and the public. By combining rebel thinking with rigorous customer science and UCD practice, we help public sector teams deliver digital services that are not just compliant but genuinely loved and widely adopted.

GAIN

OUR WORK IN ACTION



**REBEL
THINKING
REAL
RESULTS**



TS . REBEL THIN



As the BBC's long-term accessibility partner, we supported them to create the world's most accessible media organisation

Health assessments and heuristic reviews across News, Sport, Weather, Sounds and Bitesize
Auditing 100+ internal systems and tools, making sure all BBC employees can do their jobs effectively
Prioritisation and strategic support, getting accessibility issues onto product team roadmaps



Created an accessible global design system for all digital channels and built accessibility requirements into standard service acceptance criteria

Assessed experience for users with disabilities through usability testing with assistive technology.
3 GDS Service assessments passed
Suite of accessibility guidelines, components and training



Department
for Work &
Pensions

Partnering with the Department for Work and Pensions to ensure compliance with public sector regulations

Benchmarked their accessibility through automated and manual testing of the Universal Credit service.
Our accessibility consultant worked onsite as part of the development team and logged issues directly into issue tracking systems.
All issues fixed within four months



A more inclusive NHS. A programme of cultural change, NHS.UK partnered with GAIN to benchmark current accessibility maturity

22,500+ pages tested automatically and manually
200+ NHS staff trained using a bespoke programme of training
13 Accessibility user testing sessions in the first 6 months of the programme of work.
Created workbooks to be included within the NHS service manual

GAIN Barbour

Barbour Content Series

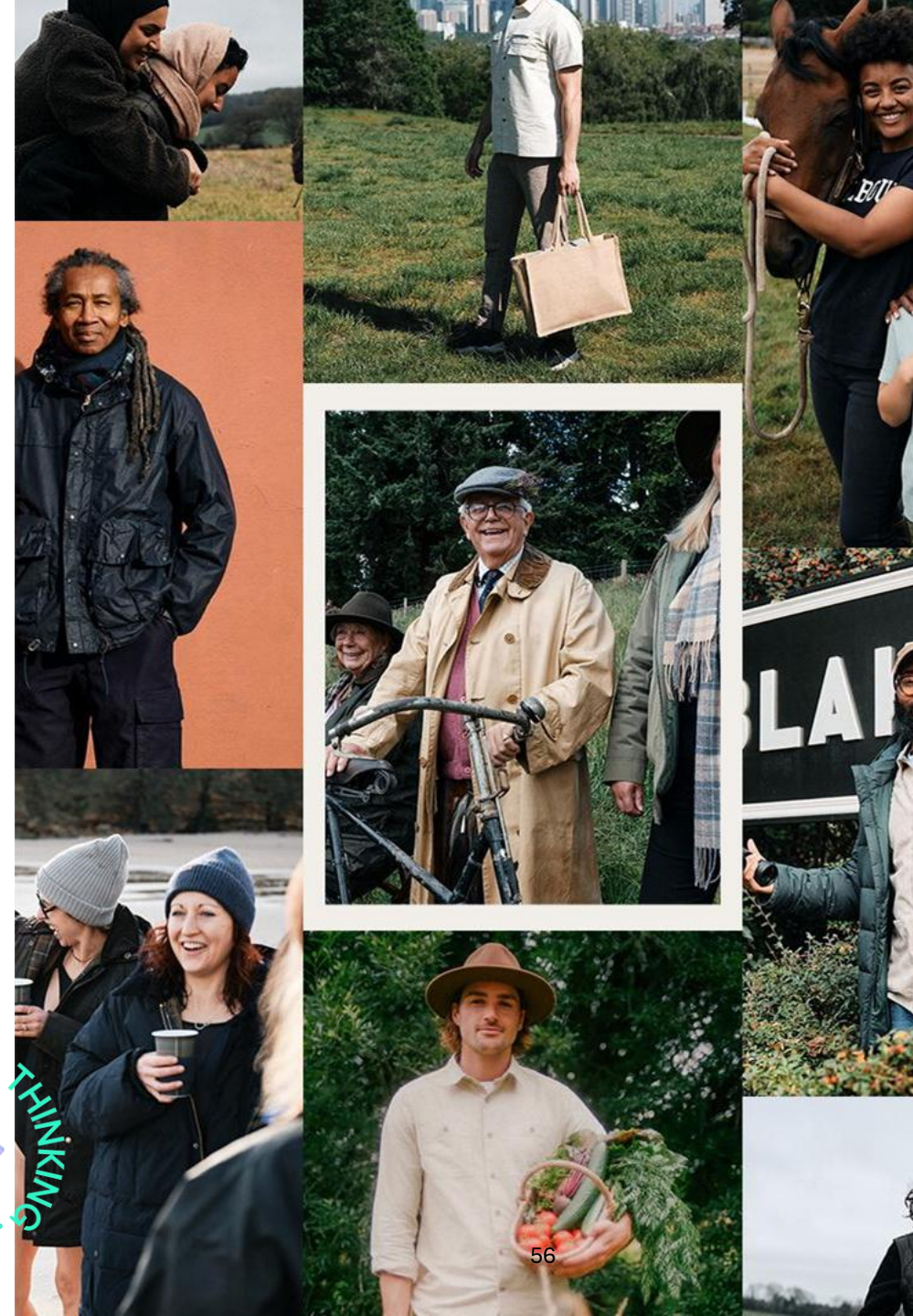
IT'S A WAY OF LIFE

The Barbour way of life.

Authentic, entertaining and native content for Instagram, YouTube and TikTok. This was pure brand storytelling, balancing the other side of the marketing plan, which is all about partnership and driving news.

A social-first documentary series that celebrated people living the Barbour way of life - those with a pro-nature attitude and an appreciation for countryside and craftsmanship. This format allowed us to show an eclectic mix of characters.

Each shoot was designed as a single production moment, delivering a hero long-form film alongside a bank of channel-specific organic assets optimised for Instagram, TikTok and YouTube. This approach ensured every story was amplified across platforms in a way that felt native and engaging, while also building a growing library of authentic Barbour stories.



Selected case studies

Title heading across two lines
of text to motivate reading

Title heading across two lines
of text to motivate reading

Title heading across two lines
of text to motivate reading

Title heading across two lines
of text to motivate reading



Barbour is a heritage brand with a deeply consistent aesthetic.

It is connected to a countryside way of life built over generations.

Our challenge was to re-contextualise that heritage and legacy in a way that was relevant to today's fast fashion, social-first generation.



GAIN

The series has become Barbour's best-ever performing social content, driving new conversations and cut-through across platforms, particularly impressive for fully organic content with no marketing spend behind it:

250%

Uplift in impressions
vs brand average

500%

Uplift in engagement rate
vs brand average

Record-breaking click-through-rates and watch-through rates.



loop

GAIN

D2C brand and performance

FINDING NEW AUDIENCES FOR LOOP

loopearplugs



CHEAPER THAN MONTH OF COFFEE

Your brain doesn't need more caffeine, it needs peace

Discover earplugs for focus

loopearplugs

JOHN SNORES

John had to go to the pharmacy at 3am because he didn't have loop Quiet earplugs for his date.

Don't be like John.

Try with 100-day free returns



© 2026/27 This is GAIN Ltd

loopearplugs



Bouchons d'oreille Loop Experience plus

loop earplugs

THE PERFECT FOCUS SESSION DOESN'T EXIST...



Join the 10M+ who finally told background noise to hush

FAST COMPANY & Wirecutter

loop earplugs



loop earplugs

WHY IS IT SO HARD TO FOCUS?

Loop Quiet earplugs create your quiet zone

Try with 100-day returns



loop earplugs



Loop Experience earplugs

Loop Quiet earplugs

Loop Engage earplugs

I'M NOISE SENSITIVE,

of course, I have 3 pairs of loop earplugs

loopearplugs

EARPLUGS

for party lovers



loop earplugs



THE LAST EARPLUGS YOU'LL EVER OWN

loop earplugs

Loop Switch 2 earplugs

loop earplugs

WHICH EARPLUGS FIT YOUR VIBE?

loop earplugs

SLEEP THROUGH (ALMOST) ANYTHING

Loop Dream earplugs create your perfect quiet

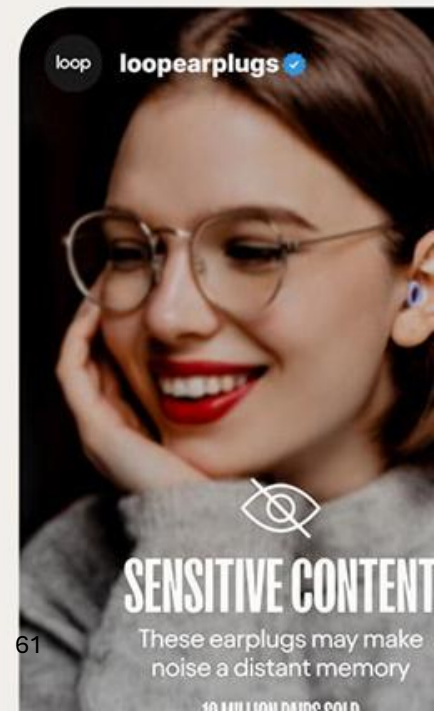


Still hear your alarm

Reduce background noise

Try with 100-night free returns

loop earplugs



SENSITIVE CONTENT

These earplugs may make noise a distant memory

10 MILLION PAIRS SOLD

**We scaled revenue 7.45X
in the first 14 months, always
maintaining ROAS above target.**

50_x

Loop team grew 20X over 3 years;
monthly revenue grew over 50X

700

We're now delivering over 700 unique
assets on average a month

DCMS:

Data Landscape Discovery

Uncovering the unknown through journey mapping, system mapping, stakeholder sessions and vision workshops, with a partner with a passion to improve, understand their users better, and ultimately provide a better service.

The Department for Culture, Media, and Sport (DCMS) asked us to work with them on a discovery project to identify the current state of play of data within the department. The brief was relatively open though we proposed a detailed set of activities that included:

- Conducting stakeholder interviews
- Building a stakeholder map
- Creating a high-level systems map
- Creating pen portraits
- Delivering detailed final report & assets

The key challenge on the project was the lack of engagement from the wider DCMS which led to delays in getting the information that was needed to complete the originally agreed activities. Working in collaboration with the team at DCMS we pivoted several times to make the most of the information that could be collected, building the high-levels systems map and pen portraits earlier than planned and switching from a stakeholder map to an overall data journey map. It was important that the project team stayed nimble and that we showed initiative to circumnavigate the challenges that constantly arose. We also need to build a strong relationship with the DCMS team so that they trusted our ability to keep going when information was sparse, and that when we pivoted it was to activities that would deliver insight that would be directly actionable.



Government
Digital Service



Department
for Culture
Media & Sport

6 person team

16 week delivery

17 directorates



We've introduced and maintained a programme of user research activities for the Met Office, deriving actionable results including:

Crafting a new IA through card sorting and validating it with tree tests.

Unifying UX through dynamic personas and user stories/epics.

Ensuring the service redesign was technically feasible and validated against user needs by iteratively validating prototypes in moderated and unmoderated testing.

All research fed into a research library, continuously reviewed in show and tells, and informed Jira backlog prioritisation.

+41.48%

Increase of new users

33.66%

Increase in website sessions

26.71%

Increase pages views

MOJ:

Digital Justice System Discovery

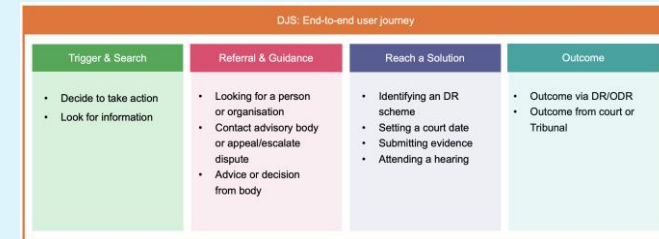
Prioritising activities to facilitate further research, design and development of the wider DJS and supporting the MOJ to feed evidence-driven insight into a business case to fund the future Digital Transformation Programme.

The Digital Justice System (DJS) is an MoJ-led programme that aims to link digital systems together to enable 1) users to have a seamless online journey to justice and 2) the smooth transfer of case information across government systems.

This discovery project aimed to provide evidence to support a clear direction for the future DJS programme – a programme which will take many years to complete. Given the breadth of the problem space, our initial approach was to get up to speed with previous GDS projects in this space– this uncovered an overarching opportunity to better support people and businesses to both access and progress through the justice system. We also uncovered that MoJ do not have an accurate understanding of the wider legal ecosystem at present.

There were clear opportunities to:

- Validate previous discovery work through user research across 3x chosen services (SME debt dispute, SEND tribunals and Financial arrangements) to uncover differences and commonalities in user needs regarding initial research and signposting.
- Conduct a business analysis of systems, teams, workstreams, users, requirements and data benchmarks to inform future system design.



8 person team

12 week delivery

1 future-facing roadmap

MOJ:

Victims & Witnesses Website

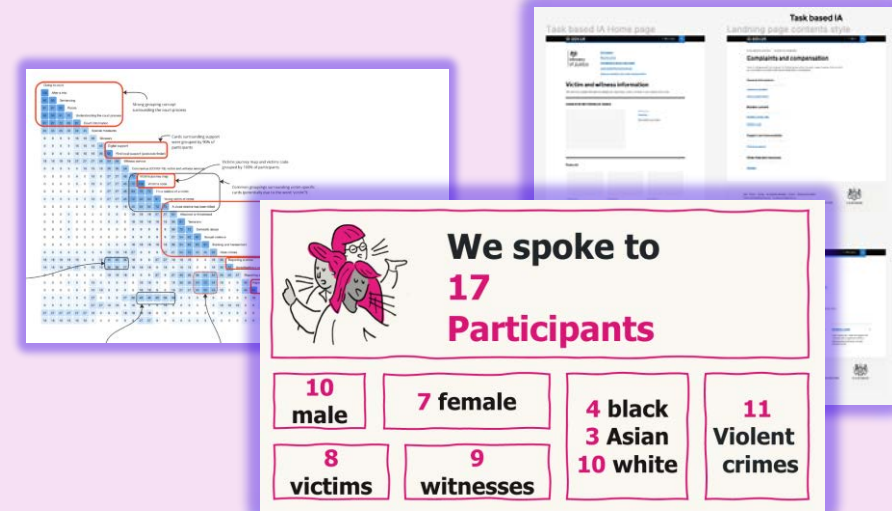
Original, rapid research with victims and witnesses, including co-design and skill sharing with MOJ teams, to deliver on policy with user-centred design

Our brief was to research, design and validate the prototype of a new website to replace the decommissioned Victims and Witnesses website, ensuring that users will be provided with information to help them understand the criminal justice process.

We proposed a rapid engagement to meet a hard deadline. In close collaboration with the MOJ product and policy teams, we carried out 17 research sessions with victims and witnesses, co-designed wireframes and information architecture, and usability tested two website prototypes.

We undertook a content audit and then advised on a tone of voice suitable for users in urgent need, based on insights gained from speaking to real victims and witnesses.

An important outcome was facilitating knowledge transfer to the MOJ team to allow for a swift dev build, and upskilling policy teams in user-centred design methods.



6 person team

11 week delivery

2 prototypes tested



Innovate
UK

We partnered with Innovate UK to redesign their digital Innovation Funding Service to meet the Government service standard. We identified a pool of representative and diverse participants. We conducted research and usability testing with groups with protected characteristics, users of assistive technology and assisted digital needs, designing the service for every user.

“GAIN have created a solution that has revolutionised the way we work.”

Head of Digital Services UKRI

WCAG 2.1 AA

Compliant digital estate

44%

Increase in grants awarded

1

GDS Service assessment pass

We partnered with DWP to ensure compliance with public sector regulations. We assessed pages and benchmarked their accessibility through automated and manual testing of the Universal Credit service.

Alongside stakeholder engagement and a bespoke training programme for internal teams, our accessibility consultant worked onsite as part of the development team and logged issues directly into issue tracking systems, as well as producing a more shareable report.

The issues were fixed over four months and at the end the of the initial engagement, DWP UCFS has achieved their goal of being fully WCAG 2.1 Level AA compliant.

Onsite
working

Bespoke
Training programme

WCAG 2.1 AA
Compliant service

BEIS:

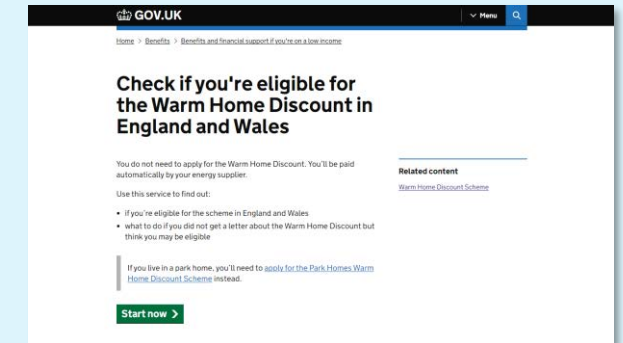
Warm Home Discount Eligibility Checker

Developing self-serve functionality that rapidly advised a citizen of their eligibility for financial aid and reduced pressure on call centres

The Warm Home Discount (WHD) scheme is a key policy in the Government's approach to tackling fuel poverty and reducing the energy costs of low-income and vulnerable households. With the cost-of-living rising, the WHD team identified a risk that their call centre could become overwhelmed by the volume of calls from citizens looking for financial support, leaving them unable to conduct critical BAU.

The concept of a self-serve eligibility checker had been validated with a Discovery phase, and GAIN joined to conduct a rapid 6-week Alpha and 6-week Private Beta, delivering the tool in to live on Gov.uk. We carried out user research and rapid prototyping, as well as technical spikes to validate complex technical functionality.

We guided the project through both GDS and BEIS assessment Alpha and Beta gateways through to launch and implementation of the live MVP. Once in public beta, we also provided hosting and hypercare, providing usage reports daily and ensuring the hosting infrastructure was withstanding the forecasted volume of traffic.



8 person team

12 week delivery

Over 1 million checks

BEIS: Warm Home Discount Eligibility Checker

The tool was used over million times from launch in November receiving a result in under 3 minutes on average. With over 20% of those users being given a message that they were eligible (and therefore didn't need to call the phone line), the tool saved an estimated 207,000* support requests, over twenty times the client's 'best-case scenario' figure.

We have also identified a set of enhancements that could be carried forward into the scheme year for 2023-24, helping to inform budget forecasting and a strategic procurement roadmap for the coming year.

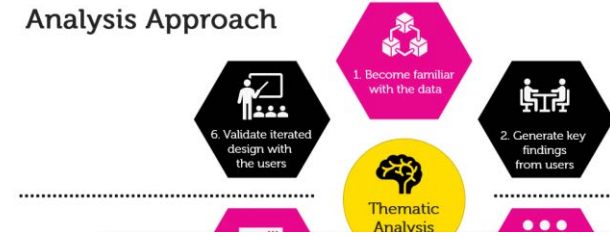


End-of-scheme year report, showing usage per week

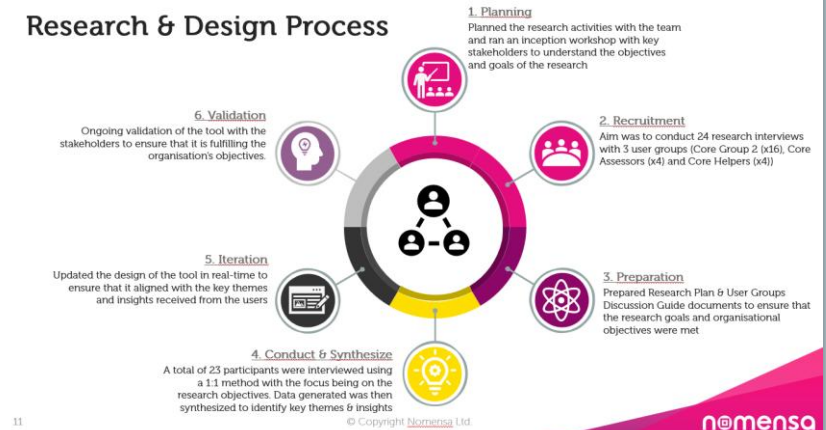


6 weeks after launch, showing 335k completed checks

Analysis Approach



Research & Design Process



Research findings report pages

Day	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sunday	1074	667	451	362	308	297	460	822	1425	1934	2080	2182	2179	2112	2111	2133	2163	2241	2189	2252	2330	2459	2147	1610
Monday	1118	713	481	374	304	407	849	1497	2296	3686	4571	5178	5384	7057	7429	6778	7927	7735	6737	5662	5238	4883	4240	2859
Tuesday	1825	1091	728	620	571	847	1604	2621	3391	4985	5709	6357	6752	7108	6901	6352	6474	5839	5646	6269	6538	6161	5072	3477
Wednesday	2135	1209	827	655	607	841	1647	2953	3867	6576	6741	6587	6278	7121	7109	6250	6274	5858	5581	5339	4765	4749	4084	2853
Thursday	1716	983	709	503	518	656	1318	2209	3002	4554	5235	5427	5539	6034	5816	5326	5262	5012	4974	3951	3667	3854	3231	2274
Friday	1390	876	593	474	483	592	1031	1713	1894	2826	3333	3751	3627	3590	3694	3256	3334	3194	3545	3323	3221	2849	2917	2090
Saturday	1379	887	597	421	389	494	808	1403	2098	2511	2995	3146	3143	3057	2777	2537	2482	2514	2271	2384	2347	2155	2080	1632

6 weeks after launch, a heatmap showing when people were using the online service – disproving an assumption that they would only use it outside call centre opening hours

As part of a multi-year programme of cultural change, NHS.UK partnered cross-departmental teams including procurement, senior decision-makers with GAIN to benchmark current accessibility maturity and build a programme of bespoke consultancy and training. Reviews and testing, alongside key stakeholder engagement, established the foundations for a programme of training. This covered multidisciplinary decision-makers, product managers, content designers and developers.

In addition, we created workbooks, to be included within the NHS service manual, established clear accessibility responsibilities for disciplines and further socialised accessibility through show and tells and cross-governmental meet-ups.

22,500+

Pages tested for
accessibility

200+

NHS staff trained

13

Accessibility user
testing sessions



Let's **talk**

Ways to get in touch

Gain Experience

gcloud-enquiries@thisisgain.com

