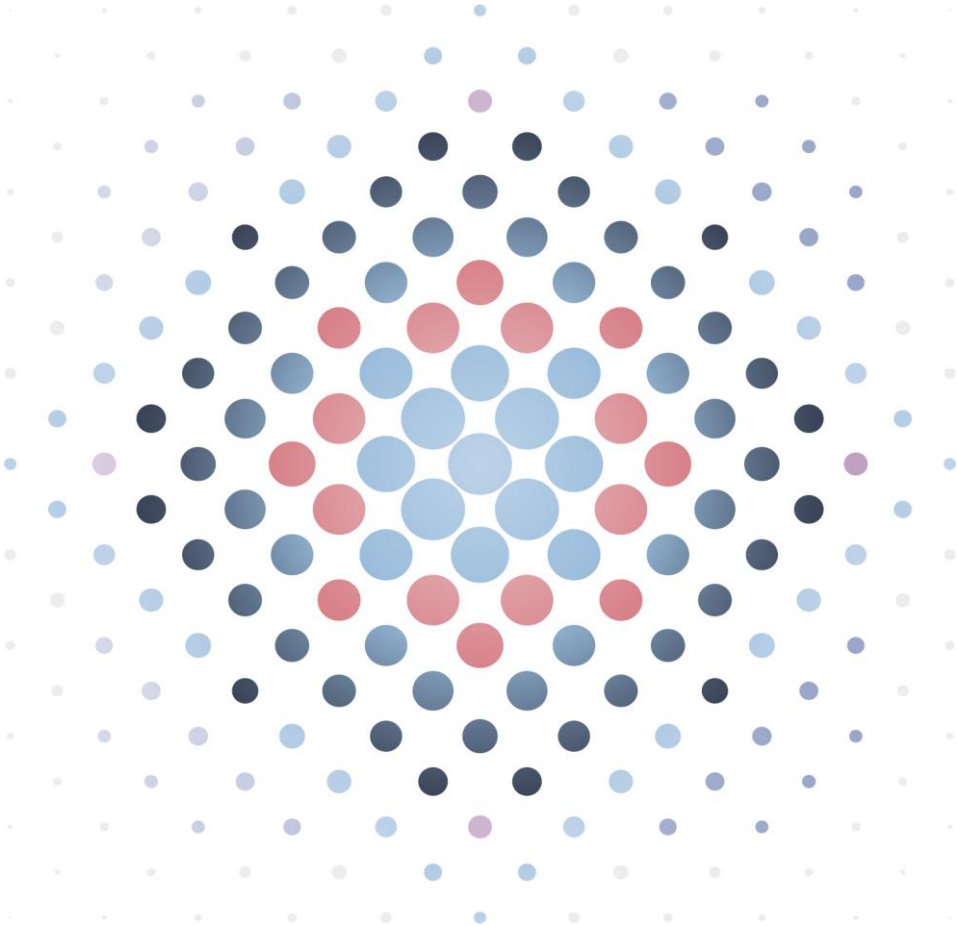
G-Cloud 15 Service Definition

Qualitative Analysis

January 2026



alma economics

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Alma Economics Overview

Alma Economics is an independent research, technology, and communication organisation. We are a team of economists, social researchers, data scientists, technologists, and communication professionals, working together on the most critical issues facing our society today.

Some teams produce insight. Others build software. Others craft stories. We do all three — because the challenges we face don't come in parts. Powered by world-class research, we work where disciplines intersect because that's where real change happens.



Research

Unparalleled analytical expertise that shapes policy for the world as it actually is.



Technology

Cutting-edge digital tools that let policy live, breathe, and iterate in real time.



Communication

Complex ideas turned into stories that inspire action and drive decisions.

Our partners and clients include some of the most forward-looking and innovative organisations in the public, private, and voluntary sectors. We support central government, arm's-length bodies, local authorities, and public agencies in the UK and globally to design, appraise, and evaluate policy, programmes, and digital investments, particularly in relation to cloud-enabled services.

Service Overview

The Qualitative Research, Insight, and Analysis service supports public sector organisations in generating a deep, actionable understanding of user needs, behaviours, experiences (UI/UX), and decision-making in the context of cloud and digital technology-enabled programmes. The service can be deployed at any stage of the policy, programme, or project lifecycle, from early discovery and problem definition through to service design, implementation support, and post-delivery evaluation.

The service covers the design and delivery of robust qualitative research, including in-depth interviews, focus groups, deliberative methods, ethnography, diary studies, co-design workshops, and mixed-method qualitative approaches. Analysis is undertaken using structured and transparent frameworks, such as thematic and framework analysis, ensuring findings are robust, reproducible, and suitable for informing policy, service design, delivery decisions, and assurance processes.

Our approach ensures that recommendations for cloud services are grounded in real user experiences, organisational constraints, and delivery realities.

Features

Custom-designed qualitative research methodologies to support cloud initiatives

We design research approaches around the specific cloud, digital, or data challenge, ensuring insight is tailored to the technology context, delivery model, and decision stage rather than using generic research templates.

Multi-route participant recruitment capability

Participants are recruited through multiple channels, including global panels, stakeholder networks, community routes, and specialist audiences, enabling rapid access to hard-to-reach or priority user groups.

Inclusive, accessible engagement design

Engagement is designed to be accessible by default, incorporating inclusive materials, alternative formats, and adaptive methods to ensure participation across diverse user needs and capabilities.

Mixed-mode fieldwork delivery

Fieldwork can be delivered online, in person, or through hybrid approaches, allowing flexibility around geography, time constraints, digital access, and operational requirements.

Skilled qualitative interviewers and facilitators

Research is led by experienced qualitative specialists who can build rapport, probe complex issues, and facilitate sensitive or high-stakes discussions with confidence and neutrality. Our teams bring a strong understanding of cloud services and technology.

Robust global qualitative surveys and observations

We deliver structured qualitative surveys and observational research across the UK and international contexts, supporting programmes with global users or cross-jurisdictional delivery models.

Interviews, focus groups, ethnography, creative methods, and online experiments

A wide range of qualitative techniques is deployed to explore behaviours, attitudes, and decision-making in depth, selecting methods that best suit the research question and audience.

Framework Analysis, conversation analysis, thematic coding, and structured synthesis

Analysis is conducted using recognised qualitative frameworks, ensuring transparency, traceability, and defensible insight suitable for audit, assurance, and senior decision-making.

Insight summaries, persona development, journey maps, and policy-oriented recommendations

Findings are translated into clear, usable outputs distributed through a variety of channels that support service design and delivery planning rather than remaining as abstract research findings.

User-centred insight informing service design, usability, and adoption

Research directly informs how services are designed, tested, and rolled out, improving usability, take-up, and long-term adoption by end users.

Benefits

Better strategic decisions through rigorous evidence and modelling

Decision-makers are supported with robust qualitative evidence that complements quantitative analysis and strengthens the overall evidence base.

Clear understanding of economic, social, and fiscal impacts

Insight reveals how policies and services affect users, organisations, and systems in practice, not just in theory.

Reduced uncertainty via scenario testing and sensitivity analysis

Qualitative evidence helps test assumptions, stress-test options, and highlight delivery risks before decisions are locked in.

Faster insight generation

Efficient research design and delivery enable rapid evidence generation to support time-critical policy and programme decisions.

Improved accountability and transparency in decision-making

Clear methods and documented analysis provide an auditable trail showing how user evidence has informed decisions.

Enhanced value for money assessment for major programmes

User insight helps identify inefficiencies, barriers, and unintended consequences that affect cost, performance, and outcomes.

Ability to forecast risks and opportunities early

Early qualitative insight surfaces delivery risks, adoption challenges, and improvement opportunities before they escalate.

Stronger stakeholder confidence through robust, independent analysis

Independent, well-evidenced insight builds confidence among senior stakeholders, delivery partners, and assurance bodies.

Tailored insights that directly inform policy and investment choices

Outputs are designed to feed directly into business cases, policy options, service design decisions, and investment approvals.

Compliance with security, accessibility, and data governance requirements

All research is delivered in line with public sector standards for data protection, accessibility, ethical research, and governance.

Business Need

Our clients increasingly need robust qualitative evidence to justify investment in cloud and digital services, demonstrate real-world value, and secure internal and external approvals. Decision-makers must balance user needs, organisational readiness, delivery risk, and long-term public value, often with partial insight, competing stakeholder views, and tight timescales.

Alma Economics addresses this need by delivering qualitative analysis for cloud services that:

- Clarifies user, stakeholder, and organisational needs driving investment decisions.
- Explores alternative delivery and service design options from multiple perspectives.
- Identifies behavioural, operational, and adoption risks alongside enablers.
- Tests alignment with strategic objectives, service outcomes, and public value.
- Builds confidence for approvals, assurance, and funding decisions through credible evidence.

We help our clients move beyond compliance-led engagement towards genuinely decision-useful qualitative insight, supporting prioritisation, service design choices, adoption planning, and successful delivery in complex, real-world environments.

Social Care Data Maturity Assessment

Analysed how well social care organisations collect, manage, and integrate digital data, producing recommendations for improving data and cloud-based infrastructure. Supported 22 local authorities, producing individual reports for each one, with advice on the practical steps they can take to improve their data maturity and integrate cloud technology.

Return on investment of digital technology adoption in adult social care

Built a decision support tool over the cloud that helps social care providers estimate financial returns from adopting various digital technologies. Also reviewed existing telecare and workforce software, compiled case studies, and then aggregated results into a user-friendly cloud dashboard.

Preliminary evaluation of the Virtual Reality Pilot programme

Evaluated the impact of a cutting-edge VR training program in child welfare. Assessed using virtual reality technology to change how teachers, carers, and legal professionals make decisions. This was a new exploratory research area for the industry, where we provided up-to-date advice and support on new technology entering the market.

Review of Agricultural technology and data

Commissioned to analyse the system on how livestock are tracked, and disease outbreaks are prevented and managed.

Held interviews, surveys, and focus groups with farmers, delivery partners, and agencies to understand what's working, what's not, and where improvements were needed in relation to data and technology. User Experience experts analysed the cloud system itself to find out how user-friendly it is.

Our final report made 32 recommendations – some focused on policy, others on cloud technology, transformation, and usability – all designed to make the system simpler, clearer, and more effective.

Pricing

Pricing for this service is provided in line with the Alma Economics G-Cloud 15 rates matrix held on the UK Government Digital Marketplace.

Typical engagements range from short, targeted analytical sprints to support specific decisions, through to full end-to-end economic appraisal and modelling for major longitudinal programmes.

Detailed pricing and resourcing assumptions are agreed at the call-off stage.

Contact

For further information or to discuss your requirements, please contact:

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Please include the service name, your organisation, a brief description of your requirement, and indicative timescales.

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