

User Research G-Cloud 15





AgileSource Overview

AgileSource is a professional services consultancy that brings extensive expertise in Business Change, Technology, Digital, and Data delivery to Government and the wider public sector.

At AgileSource, our team brings over 20 years experience in the delivery of Public Sector and Defence projects. We are committed to delivering top-tier services, driven by our passion and dedication to meeting each clients' unique needs.



USER RESEARCH

We apply diverse research techniques to uncover rich qualitative and quantitative insights, including interviews, usability testing, diary studies, contextual inquiry, surveys, card sorting, guerrilla testing, and tree tests. Tailored approaches reveal what your users truly do, think, and need—informing better design and decision-making. Compliant to GDS standards.

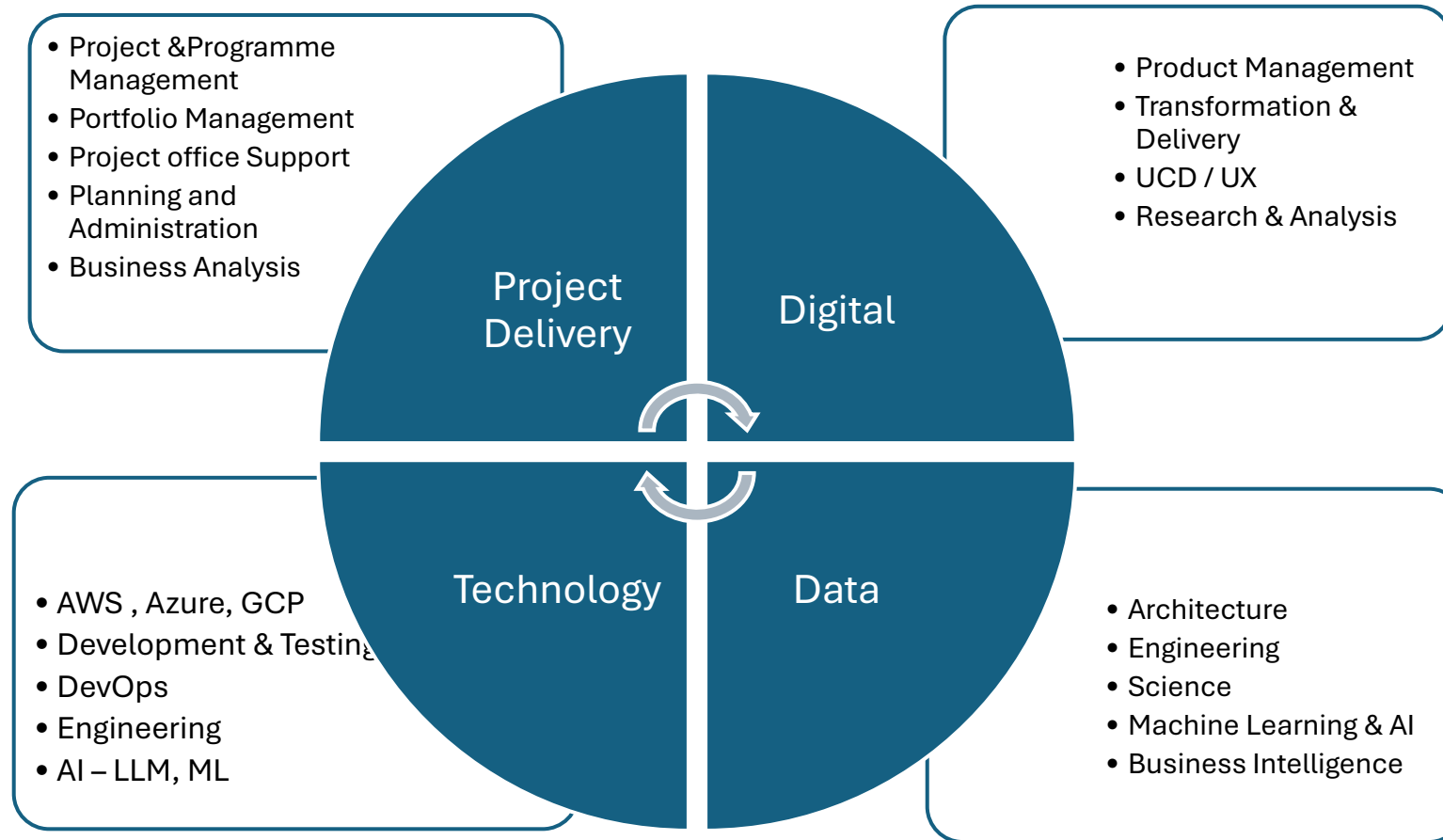
FEATURES

- Continuous Research – Conducted across Discovery, Alpha, Beta, and Live phases.
- In-Depth Interviews – Reveal what users truly think and experience.
- Diary Studies – Capture rich, longitudinal insights during Discovery.
- Usability Testing – Inform design decisions in Alpha and Beta.
- Contextual Inquiry – Understand daily behaviours in real-world settings.
- Comprehensive Perspectives – Engage both internal and external users.
- Targeted Surveys – Provide quick, efficient audience insights.
- Ethnographic Research – Draw authentic findings from natural environments.
- Actionable Outputs – Deliver reports, personas, user stories, prototypes, service maps.
- Service Improvement Recommendations – Practical guidance to refine and enhance delivery.

BENEFITS

- Representative audiences ensure services are accessible and meet diverse needs.
- Gain deep understanding of user behaviours, challenges, and pain points.
- Real-World Interaction – Reveal how users engage with your service.
- Agile Integration – Embed seamlessly into sprints to inform design decisions.
- User-Centred Design – inclusive services that reflect genuine user needs.
- Balanced Evidence – Combine qualitative and quantitative data for richer insights.
- Lifecycle Flexibility – Deliver research at any stage of the project.
- Assessment Support – Provide robust evidence for GDS service assessments.
- Standards Alignment – Ensure compliance with Government Service Standard criteria.
- Upskill internal teams through hands-on involvement and knowledge transfer.

AgileSource - Our experience and expertise



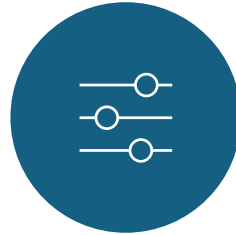
Why choose AgileSource?



**PUBLIC SECTOR
EXPERTISE**



**COLLABORATIVE
APPROACH**



**DYNAMIC SERVICE
PROVISION**



DDAT SPECIALISTS



**SOCIALLY
RESPONSIBLE**





Paul.Hutchinson@agilesource.co.uk



www.agilesource.co.uk



07712 889890