



Bluebow User Research, Service Design & Digital Transformation

Service Definition Document – G-Cloud 15 (RM1557.15)

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1 Introduction

This document describes Bluebow User Research, Service Design & Digital Transformation, available under G-Cloud 15 Lot 3 (Cloud Support). It outlines what the service provides, how it is delivered, supported, and governed, and the standards that underpin it.

2 Company Overview and Values

Bluebow Research & Consultancy Ltd is a UK-based digital consultancy that partners with central and local government departments to design, deliver, and optimise secure, user-centred cloud services.

Our multidisciplinary team has delivered for the Ministry of Defence (MOD), Department for Education (DfE), Department for Environment, Food and Rural Affairs (DEFRA), and NHS, providing user research, service design, software development, and data insights that drive public-sector transformation.

Our values:

- Integrity & Transparency: clear communication, measurable outcomes, and open collaboration.
- User-Centricity: every solution starts from evidence about real user needs.
- Innovation & Reliability: modern engineering built on proven, secure technologies.
- Inclusion & Accessibility: making public digital services usable by everyone.

3 Social Value and CSR Commitment

Bluebow aligns its social value activity with the UK Government Social Value Model (2025) and contributes to national missions through its UK-based initiatives.

Mission	Our Contribution
Kickstart Economic Growth	Provides digital apprenticeships and placements for young people across Kent and London; supports SMEs through mentoring and subcontracting opportunities.
Break Down Barriers to Opportunity	Runs community tech-skills sessions for under-represented groups and partners with UK charities on accessibility and digital inclusion projects.
Make Britain a Clean Energy Superpower	Operates remote-first, paperless delivery to reduce travel emissions and energy use.
Build an NHS Fit for the Future	Enhances healthcare data systems and user experience through work with NHS and associated trusts.

4 Service Overview

Bluebow User Research, Service Design & Digital Transformation helps UK public-sector organisations modernise and optimise digital services through secure, user-centred cloud delivery. We provide user research, service design, software development, data integration, and DevOps support to ensure scalable, accessible, and compliant solutions. Our team delivers cloud migration, optimisation, and transformation aligned with GDS, NCSC, and Cyber Essentials standards.

Core capabilities include:

- User Research & UX: improving accessibility, usability, and citizen experience across discovery, alpha, and beta phases.
- Software & Cloud Engineering: building, integrating, and automating secure services on Azure and AWS UK regions.

- Project & Change Management: agile governance, stakeholder engagement, and measurable outcomes.
- Training & Support: knowledge transfer and capacity building for sustainable service ownership.

Bluebow enables departments to reduce risk, improve performance, and deliver compliant, inclusive digital services.

5 Key Features and Benefits

Features

- 1. GDS-compliant user research across discovery, alpha, and beta phases.
- 2. Service and interaction design meeting WCAG 2.2 AA accessibility standards.
- 3. Agile, ISO-aligned software development for secure, scalable cloud solutions.
- 4. Cloud migration and integration on Microsoft Azure and AWS UK regions.
- 5. Secure data architecture aligned with GDPR and Cyber Essentials.
- 6. DevOps automation enabling faster, auditable, and resilient delivery pipelines.
- 7. Accessibility and assistive technology testing to WCAG 2.2 AA.
- 8. BPSS-vetted, UK-based personnel across all engagements.
- 9. Transparent agile project management and governance.
- 10. Training, knowledge transfer, and change management for sustainable service ownership.

Benefits

- Reduces risk through GDS-compliant discovery before committing to build.
- Improves citizen outcomes through evidence-based user research and service design.
- Accelerates delivery of secure, accessible, standards-compliant digital services.
- Builds internal team capability through hands-on training and knowledge transfer.
- Lowers long-term costs through continuous improvement and cloud optimisation.
- Ensures compliance with UK GDPR, Cyber Essentials, and WCAG 2.2 AA.
- Strengthens data security through UK-based, vetted personnel and encrypted infrastructure.
- Supports inclusive design ensuring services work for all users including assisted digital needs.
- Improves stakeholder confidence through transparent agile governance and regular reporting.
- Delivers measurable public value aligned to GDS Service Standard and government digital strategy.

6 Using the Service

6.1 Ordering and Invoicing

Services are procured through the Digital Marketplace (G-Cloud 15) under Lot 3 – Cloud Support. Contracts are formalised via a Call-Off Contract or Statement of Work (SoW). Invoices are issued monthly in arrears with Net 30 days payment terms. All pricing information is set out in the accompanying Pricing Document.

6.2 Onboarding and Implementation

- Kick-off and access setup within 5 working days.
- Security verification of all personnel (BPSS/BS7858:2019).
- Delivery plan and reporting cadence agreed during initiation.

6.3 Training and Knowledge Transfer

Bluebow provides hands-on training and documentation to ensure client teams can manage and iterate cloud environments independently after handover.

6.4 Off-boarding and Data Migration

- Secure export of data in CSV/JSON formats.
- Full audit and deletion report upon completion.
- Optional off-boarding workshop for knowledge continuity.

7 Service Management and Support Levels

Tier	Hours	Response SLA	Description
Standard	Mon–Fri (9–5 UK)	2 hours	Email/ticket support
Enhanced	Mon–Sat (8–8 UK)	1 hour	Priority escalation and proactive monitoring
Premium	24/7	1 hour	Incident management and on-demand consultancy

Support tier pricing is set out in the Pricing Document. Each engagement is supported by a named delivery contact. A Technical Account Manager is assigned on Enhanced and Premium tiers.

Performance reviews occur quarterly, with monthly SLA reporting.

8 Service Constraints

- Delivered primarily through secure remote collaboration; onsite visits by agreement.
- Planned maintenance performed outside standard UK business hours.
- Reliable internet connection required for collaboration tools.

9 Security and Compliance

- All personnel are UK-based and vetted to BS7858:2019 and BPSS. No offshore delivery is offered under this service.
- Data handling fully GDPR and Data Protection Act 2018 compliant.
- Cyber Essentials certified processes.
- Encryption in transit and at rest.
- Accessibility compliance with WCAG 2.2 AA.
- UK-based hosting on Azure and AWS UK regions.
- Adherence to NCSC Cloud Security Principles.

10 Customer Responsibilities and Technical Requirements

Customers should:

- Provide a named contact for escalation and approvals.
- Maintain user account and network access controls.
- Ensure compliance with their organisation's data-handling policies.

Technical requirements: modern web browser (Chrome/Edge), secure internet connection, and authorised access to Bluebow's ticketing and collaboration systems.

11 Service Metrics

All pricing information is contained in the Pricing Document published alongside this service on the Digital Marketplace (Service ID 829980741543432).

Key Performance Indicators

- 95% of support tickets resolved within agreed SLA tier.
- Security and accessibility compliance maintained and reported quarterly per call-off terms.

Educational Discount: a discount of up to 10% is available for publicly funded UK institutions. See the Pricing Document for details.

12 Experience and Project Delivery Outcomes

Bluebow has delivered user research, service design, and cloud support for UK public sector organisations since 2020. Our team has contributed to digital transformation programmes across central government departments including the Cabinet Office, Ministry of Defence, Department for Education, and NHS.

At the Cabinet Office, we led a cross-departmental research programme on an internal data services platform used by over 200 civil servants. Our research combined contextual interviews, usability testing, and evidence synthesis. Findings directly informed £1m+ technology investment decisions and produced a 40% improvement in platform usability, measured against pre-engagement task completion baselines.

At the Ministry of Defence, we led accessibility audit and user research for the Veterans Card digital service, achieving full WCAG 2.1 compliance and measurable usability improvements for over 100,000 service users.

At the Department for Education, we directed a Discovery on AI-enabled Statements of Work across 48 participants, delivering a 30% improvement in document clarity and a 15% reduction in processing time, and informing the decision to proceed to Alpha.

Each engagement concludes with clear documentation, performance reporting, and a sustainability roadmap enabling departments to maintain and evolve their services with confidence.

13 Termination and Data Handling

Upon termination:

- All client data is returned or securely deleted within 30 days.
- System access is revoked immediately.
- A final closure report confirms data disposal and compliance with GDPR and NCSC guidance.
- Bluebow retains no client data after completion unless explicitly authorised for archival audit purposes.

14 Contact Details

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