

User Research Service G-Cloud 15





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1 Service Overview

Capgemini can work with transformation leaders to provide User Research support and expertise for business transformation programmes and projects. Capgemini has strong experience in providing these services in complex large-scale, Agile environments.

The implementation of cloud services and related new technologies for Public Sector organisations is challenging and User Researchers, working in Agile teams are key to ensure the right affected users are identified and their needs fully understood to be able to ensure the value that the organisation expects from its investment in transformational change is achieved.

Capgemini's User Research service can help deliver transformational change, including the implementation of cloud services in complex Public Sector environments, through the provision of experienced, certified User Researchers who are backed up by the latest contemporary tried and tested approaches methodologies, techniques, and tools. Our User Research service provides the right skillsets to ensure Government Service Standards are upheld, users are at the centre of design across cross functional team and Service Standard Assessments expertise is provided. Our User Researchers are trained in Market Research Society (MRS) standards and are equipped to utilise AI in an ethical manner, for example to analyse large data sets, generate test scenarios, synthesis pain points and validate hypotheses.

2 Business Need

Public Sector organisations that are undertaking technology-based transformations, such as the implementation of cloud services, need to ensure products and services are designed with a deep understanding of who their users are, users' needs, and pain points are and their user's journeys. Consistent user feedback is the key to ensure a product or service will deliver value and that any issues are identified early on in design and development to ensure a successful product or service is delivered. In Agile teams, defining user needs and sharing user research insights with the whole team is integral to ensuring teams can confidently move forward through Discovery, Alpha, and Beta phases. User research is a vital component of ensure services meet GDS (Government Digital Service) standards. Capgemini has the capability to deploy experts in this field who are internally accredited in user research and in industry recognised Agile certifications. There is also business need for User Researchers who understand and can utilise AI in an ethical way, Capgemini User Researchers are up to date with the latest AI training and methodologies to provide this service.

3 Our Approach

Capgemini can work alongside its customers on Agile transformation programmes, including the implementation of cloud services, to help deliver customer value sustainably, whilst also facilitating the implementation of the Organisation's vision to the required standard.

Capgemini can provide User Researchers who have been trained in various methodologies such as user research interviews, usability testing and qualitative and quantitative user insight gathering with the ability to utilise AI. Capgemini User Researchers have a clear understanding of leading agile approaches frameworks such as Service Standards and can effectively communicate impactful user insights to a wide variety of stakeholders in a multi-disciplinary, cross-functional team.

Capgemini's User Research service can provide resources with the skills knowledge and experience that support Public Sector Organisations through their transformation journey to ensure the end product or service delivered meets the needs of the end user. Our Consultants at Capgemini are passionate about delivering value and would work collaboratively with our customers to get the best results by helping to understand precisely who affected users are, improving end product and service satisfaction and providing industry standard measures and KPIs to prove this.



Capgemini can facilitate the creation of a multi-disciplinary team, where everyone's interests are represented from the beginning of the transformation striking the balance of creating products and services that are viable, feasible and desirable. We Capgemini can bring together people with the complimentary skills, who can provide a shared understanding of the vision and joint responsibility for delivery.

Capgemini's User Researchers can support both Agile and non-Agile teams to deliver the best value product by providing all the necessary insight and analysis support to the multi-disciplinary team. Our consultants at Capgemini will confidently lead in articulating and documenting user needs, user pain points, user journeys, empathy maps and user insights to assist in the decision-making process.

Capgemini is committed to keeping up to date with the latest frameworks, tools and techniques and can share the knowledge and ways of working with Capgemini clients to ensure that they have the capability to take projects forward.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

If these responsibilities do not match your expectations, then please contact us in order that we can explore options to vary our approach.

5 Service Management

This service can be delivered as a defined project or on a day rate basis.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form and an exit plan in line with the Call-Off Contract terms which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.



Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Partnerships/Alliances

This section is intentionally left blank.

10 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

Business Analysis Accreditation

- BCS International Diploma in Business Analysis
- SAFe – Leading SAFe and SAFe PO/PM
- Agile EEE – Scrum.org PSM & PSPO
- Scrum.org User Experience
- Professional Scrum with User Experience Certification

Cloud Technology & Services Awards

Adobe

- 2021 Adobe Digital Experience Partner of the Year Award – EMEA
- 2021 Best Overall Cloud Native CXM Champion – Adobe Go for Gold Challenge
- 2021 Adobe Digital Experience Partner of the Year Award – EMEA
- 2020 Gartner Magic Quadrant Leader in CRM and Customer Experience Implementation
- 2020 Adobe Platinum Status

11 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

12 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.



13 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

14 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

15 Termination Terms

Please refer to the Supplier Terms for this service.

16 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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