

User-Centred Design and Innovation

G-Cloud 15





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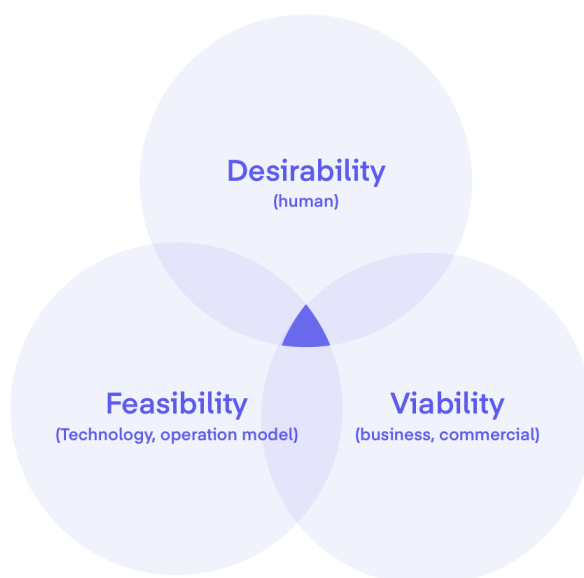
1 Service Overview

Our Innovation and User Centred Design (UCD) approach places user needs and behaviours at the centre of all activities. The way we deliver innovation in cloud computing services underpins a much greater ambition to develop a culture that generates, validates and operationalises new ideas into a business-as-usual (BAU) approach. This new way of working shapes whole organizations making them fit for the future.

We build consensus around the value of innovation from an executive level all the way through to frontline delivery, driving a mindset shift in understanding how to apply meaningful innovation driven by a genuine user and market need, grounded in operational and technical feasibility and viability. Our work drives departmental change and transformation by embedding the innovation processes upstream from inception of new ideas, allowing this to flow down into delivery of cloud services that are part of everyday operational delivery. To ensure user centricity drives a broader cultural change, we deliver and scale innovation frameworks, providing tools, playbooks and learning and development materials to drive wider adoption and understanding of the innovation process.

We design and deliver accelerators and proof-of-concepts enabling rapid prototyping and early testing of hypotheses in the design of policy, products, services, regulation, legislation and technology. This enables organisations to get an early understanding of whether you're solving for the right problem with the right solution and any indicator of the need to develop new emerging skills, capabilities, and technologies as you scale innovations.

Our multidisciplinary teams bring together capabilities in commercial strategy, design and technology to design solutions that aren't just desirable, but feasible and viable. Our researchers uncover actionable insights, our commercial strategists synthesise these into future roadmaps that can drive the development of new products and services that deliver against identified unmet user or departmental needs. Our service designers work together with technologists to realise these new opportunities in delivery while adhering to government standards across, UCD, technology and accessibility.



Our multidisciplinary teams bring together capabilities in commercial strategy, design and technology thinking to design solutions that aren't just desirable but are feasible and viable for the business.

2 Business Need

In today's world, government bodies need to mature their approach to innovation and risk, enabling them to deliver more effectively for citizens, a growing population that expects leading edge public services that match those offered in the private sector. Whilst multi-million-pound transformations are essential to reduce operating



cost and improve customer experience, they're not enough: new operational models, products and services are required.

The challenge is to transform cloud enabled services so that they are relevant and appropriate to the end user needs and desires, both for today and into the future. The impediments are often:

- Funding and governance models that make it hard to work in a modern, agile way.

The expectation of sponsors to serve too many types of end users.

Prematurely scaling with a drive to operationalise before rapid prototyping has validated there's a need.

- The belief that new ventures can be marketed in the same way as mature businesses.

Capgemini offers a mode that helps address these challenges. The model uses the four stages of a new venture to help new products or services maximise their rate of learning – Discovery, Get To Market, Finding Proof and Growth. By following this approach, organisations are set up to get the most value from their innovation.

3 Our Approach

Capgemini combine the best of design-thinking, agile methodology and lean start up to how we work.

Discovery

Capgemini's approach is always insight-led, balancing the needs of users with the business imperative. During this phase we're identifying the potential opportunity and effectively prioritising where the business is best placed to stand out. If there's an opportunity to innovate and meet an unmet need, how will this new service be funded? We build an evidence base to demonstrate value in operationalising a new product or service to meet the need.

Get To Market

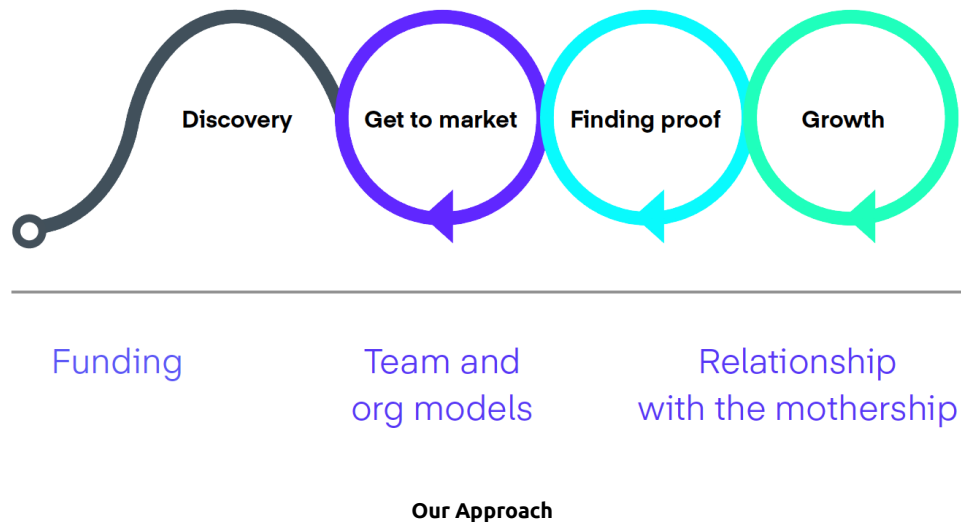
Capgemini believe in gathering evidence as early as possible before significant investment is made. This is managed through the launch of new products and service pilots, in "sandboxes," to allow the client to refine and iterate as necessary. We help to model the team and org design you will need to stand-up, operationalise and maintain the innovation.

Finding Proof

This phase is focussed on finding how to make the idea a sustainable service. Through iteration and re-design, Capgemini can work closely with the client to identify the changes needed to make it viable and feasible. We look at the relationship to "The Mothership" i.e., the wider departmental and government strategy that the innovation supports and the value it's creating. Capgemini has a significant capability delivering business cases aligned to HM Greenbook – enabling us to validate the innovation is grounded in need as well as commercially viable.

Growth

Once confident in the positioning and ability to operationalise, we focus on how to improve, add new features and continue to demonstrate and grow the value delivered for the department and the users it serves.



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.

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. Additional requirements this may be subject to additional Charges in accordance with the SFIA Rate Card.

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 enable continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum 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 enable 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

There are no partnerships or alliances involved in this service.

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.



ISO 9001 Quality Management for Management Consultancy and IT Implementation and services to the Public Sector



ISO 27001:2013 - Provision (Delivery) of IT services including business applications development, maintenance and Data, Digital and Cloud technologies.



NelsonHall has identified Capgemini as a Leader in its 2022 NEAT Vendor Evaluation for Learning Services due to its ability to meet future client requirements as well as its capability to deliver immediate learning benefits to them.



Capgemini is the first amongst consultancy and technology firms to be recognized six times in a row for its thought leadership reports.



2023 Ecovadis Platinum Rating: We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.



Better Society Awards: Our collaboration with Code Your Future to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.



Inclusive Top 50 UK Employers List: We achieved second place in the Inclusive Top 50 UK Employers List 2022/23 – a list that assesses companies for best practice on diversity, equality and inclusion



UK Best Workplaces for Women: We were listed as a Best Workplace for Women by Great Place to Work®. This listing is based on responses from our team to an anonymous survey about their employee experience.



UK Best Workplaces for Wellbeing: We are listed by Great Place to Work® as a Best Workplace for Wellbeing



Great Place to Work: We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.

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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