

Service definition

FUJITSU

User-centred design and accessibility delivery for digital services



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What this service is

We provide accessibility and user-centred design (UCD) to ensure digital services meet user needs, accessibility requirements and GDS Service Standards.

We can take full responsibility for accessibility and UCD delivery, or work in close partnership with existing teams where capability already exists. When delivering end-to-end, our work forms a joined-up service covering research, design, accessibility assurance and assessment preparation, integrated closely with wider delivery teams to ensure shared understanding and continuity beyond our engagement.

Throughout delivery, we manage accessibility risk early and provide clear, prioritised actions that teams can deliver within real constraints. Assessment readiness is treated as a core part of delivery, not a final-stage activity.

This service supports digital services at any stage, from discovery through to live, including those on legacy platforms or involving multiple suppliers.

When you might need this service

You may need this service if:

- you're starting a new service or major change and want user needs and accessibility built in from the outset
- you're entering discovery and you need clarity on user needs, risks and priorities
- you don't have in-house UX or accessibility capability and need a team to deliver this work end-to-end
- you need to establish strong evidence and direction ahead of alpha or beta assessment
- multiple teams or suppliers are involved and you need a clear, shared view of what good looks like
- delivery is moving quickly and you want to reduce the risk of rework or assessment issues later

We can engage early to shape direction and reduce risk, take ownership of delivery where resource is limited, or provide targeted input to diagnose issues and unblock progress.

What this service helps you do

This service helps teams to:

- make confident delivery decisions grounded in real user needs
- address accessibility and usability risks before they affect build or assessment outcomes
- reduce rework and delay by focusing effort on the right problems at the right time
- prepare strong, defensible evidence for alpha and beta assessments
- deliver services that are clearer, more usable and work for more users

How the service works

DAX can deliver UCD and accessibility work end-to-end, taking responsibility for planning, delivery, assurance and evidence across the service lifecycle.

Where teams already have capability, we work in close partnership with existing delivery teams and suppliers, adapting our approach to the pace, maturity and constraints of each service. In all cases, we integrate with wider teams to support shared understanding, effective decision-making and smooth handover.

Our work aligns with the GDS Service Manual and DDaT ways of working. We support teams to meet Service Standard expectations through proportionate, practical activity, helping them make informed, defensible decisions without waiting for perfect evidence or ideal conditions.

Support can range from short, targeted interventions to ongoing involvement across discovery, delivery and live operation.

What we do in practice

Depending on your needs, activities may be delivered as part of an end-to-end engagement or as targeted support. This may include:

- engaging users and stakeholders to define needs and barriers
- Planning and delivering user research, usability testing and insight synthesis
- reviewing journeys, interactions, and content for clarity and ease of use
- conducting accessibility audits aligned to WCAG 2.2 AA
- identifying and prioritising usability and accessibility risks
- translating findings into backlog items, acceptance criteria and delivery actions
- preparing and supporting teams ahead of alpha and beta assessments

Accessibility and user-centred design are integrated throughout this work, not treated as separate or late-stage activities.

Accessibility support

We manage accessibility as a core delivery concern, not an afterthought.

Support may include:

- shaping accessibility decisions early in discovery and design so inclusive requirements are built into services from the outset
- assessing services in alpha, beta or live against WCAG 2.2 AA
- identifying accessibility risks and advising on practical options to address them
- supporting interpretation and application of GDS and accessibility guidance
- reviewing, producing and maintaining accessibility statements
- strengthening evidence and confidence for service assessments

Where DAX delivers accessibility end-to-end, we take responsibility for identifying, tracking and evidencing accessibility risk throughout discovery, delivery and assessment.

The focus is on designing services to be accessible by default, not correcting avoidable issues at the end.

User-centred design support

We apply user-centred design across discovery, delivery and live services to help teams understand users and design services that work.

Support may include:

- understanding user needs, behaviours and pain points
- shaping research approaches and synthesising insight
- reviewing content and interaction design for clarity and usability
- balancing user needs with technical and delivery constraints

Training and capability building

Alongside delivery, we help teams build lasting capability.

Training and capability building can be delivered alongside delivery work to ensure teams understand decisions made and can sustain good practice after handover.

Training is:

- delivered in person or remotely
- grounded in live services and real examples
- focused on application rather than theory

Who delivers this service

DAX operates as a self-contained multidisciplinary delivery team, aligned to GOV.UK digital roles. Team composition is shaped to your needs, with internal coordination across disciplines to reduce management overhead for client teams.

Roles may include:

- user researchers, who plan and deliver research to understand user needs, behaviours and barriers
- accessibility specialists, who assess services against WCAG 2.2 AA and advise on inclusive design and remediation
- service designers, who consider end-to-end journeys and service touchpoints where required
- content designers, who design clear, usable and accessible content based on user needs and GOV.UK content principles
- interaction designers, who shape journeys, interactions and task flows to reduce friction and cognitive load

This structure reflects how government digital teams are commonly organised and supports effective collaboration with internal teams and suppliers.

Pricing

This service is priced as per the SFIA rate card for this service.

Other pricing models can be agreed to support the project requirements.

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

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