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Hitachi Solutions Europe

G-Cloud 15 Service Definition Document

Microsoft User Centred Design

Microsoft User Centred Design

What the service is, what you get, and the benefits

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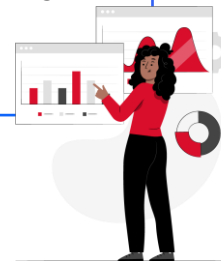
Service Description

User-centred design for services delivered on Microsoft business applications. We run research, service design, prototyping, usability and accessibility testing, then turn insight into prioritised backlogs for configuration and development. Supports GDS Service Standard and WCAG 2.2 AA across Dynamics 365, Power Platform, Copilot and Power BI.



Service Features

- User research planning, recruitment and ethics for public services
- Service design: journeys, blueprints and clearly defined user needs
- Interaction design and rapid prototyping on Microsoft platforms
- Usability testing with assistive technology and inclusive participants
- Accessibility testing against WCAG 2.2 AA with evidence
- Content design for forms, guidance, errors and microcopy
- Design patterns aligned to organisational and platform standards
- Translate insight into configuration-ready user stories and backlogs
- Design assurance for configuration, build and iterative releases
- Show and tells, stakeholder alignment and design governance



Service Benefits

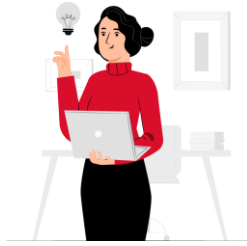
- Improve usability and adoption of services built on Microsoft.
- Reduce rework by testing journeys before build and configuration.
- Meet accessibility requirements with evidence for WCAG compliance.
- Support GDS Service Standard assessments with clear user insight.
- Increase productivity through simpler journeys and clearer content.
- Improve data quality with better forms and validation design.
- Enable faster decisions with prototyped options and tested evidence.
- Align stakeholders on user needs, priorities, and trade-offs.
- Reduce support demand by fixing pain points early.
- Deliver consistent experiences using reusable patterns and guidance.



Microsoft User Centred Design

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Helping teams reach “ready to deliver” with confidence and control



What this service is for

Designing services that work for users before configuration and build

This service is for teams delivering services on Microsoft business applications who need to ensure those services are usable, inclusive, and adopted, despite platform constraints and configuration-led delivery.

It supports programmes where Dynamics 365, Power Platform, Copilot or Power BI form the backbone of the service, and where user experience depends as much on roles, forms, workflows, and data as on screens.

Typical situations include:

- Designing or re-designing services on Dynamics 365 or Power Platform
- Improving adoption of existing business applications
- Preparing evidence for GDS assessments related to usability and accessibility



Why this service is useful

Reducing friction for users and delivery teams

Services built on enterprise platforms often fail to meet user needs because design decisions are made too late or without evidence.

This service ensures user insight informs configuration and build decisions before they become expensive to change. By testing journeys, forms, content, and interaction patterns early, teams avoid locking in poor experiences and reduce UX debt over time.

The result is Microsoft-based services that are simpler to use, easier to operate, and more likely to succeed.



Why this service is different

Platform-aware, standards-aligned design

We design user-centred services **on Microsoft business applications**, working within the realities of Dynamics 365, Power Platform, Copilot and Power BI. Our approach ensures usability, accessibility and long-term maintainability are considered *before* configuration decisions are locked in, so services remain usable as the platform evolves.

What makes this service distinct:

- Design focused on roles, forms, workflows and data within Microsoft platforms
- Configuration-first design for Dynamics 365 and Power Platform, with clear judgement on when custom build is justified
- Strong emphasis on internal and operational users of Microsoft services
- Accessibility and usability tested in real, platform-based service contexts
- Design intent translated directly into configuration-ready backlogs for agile delivery

User-centred design on Microsoft platforms

Reconciling usability with updateability



What typically goes wrong

- User experience considered after configuration
- Usability and accessibility issues found late
- Custom build used to address design gaps
- Internal users left with workarounds and low adoption



Our approach

- User needs inform configuration decisions early
- Design for roles, forms, workflows and data
- Balance configuration vs. customisation
- Accessibility tested on the platform
- Configuration-ready backlogs for delivery

Usability and updateability designed together.

Not either/or – but both by design.



User-centred design as the foundation

What we start from

User-Centred Design focuses on users and their needs to **make everyone's experience as good and frictionless as it can be**. On enterprise platforms like Dynamics 365 and the Power Platform, this foundation must be deliberately adapted to work within configuration and upgrade constraints.



We develop **understanding of users** and the platform constraints they work within, helping teams build the right thing.



We design joined-up experiences **that can be delivered through configuration**, enabling evidence-based decisions.



We reduce risk by testing **what works on the platform**, ensuring services are simple, usable, and sustainable.

BENEFITS OF MICROSOFT USER-CENTRIC APPROACH

Enhanced user satisfaction and adoption

Higher user satisfaction levels lead to increased adoption rates and better utilisation of the software.

Improved productivity and efficiency

Reduce the learning curve and minimise errors, allowing users to perform their tasks more effectively and efficiently to enhance overall productivity.

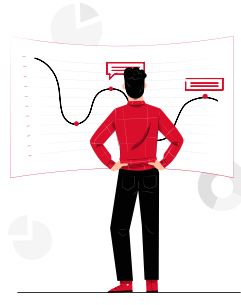
Return on Investment

Achieve quicker realisation of business benefits by delivering a product that meets user needs.

Putting users first on enterprise platforms



We develop a deep understanding of users **and the context they work in**, helping teams build the right solutions.



We design joined-up experiences **that can be delivered through configuration**, supporting better, evidence-based decisions.



We reduce risk by testing **what works on the platform**, ensuring services are simple and usable for everyone.

MULTIDISCIPLINARY UCD TEAM

Working alongside Microsoft solution and technical teams:



User Researcher

Plans and conducts research to gain a deep understanding of user needs, behaviours, and motivations.



Service Designer

Designs the end-to-end experience that an organisation provides to its users or customers.



User Experience Designer

Designs the interactions and overall experience of a digital product or service.



Content Designer

Creates clear, concise and easy to understand content that users interact with in digital products and services.

The Hitachi logo is displayed in a bold, white, sans-serif font in the upper right corner of the image. The background is a photograph of a grand, multi-story classical building with a curved facade, many windows, and a balcony with a black wrought-iron railing. A large Union Jack flag is flying from a pole on the right side of the building. The overall image has a muted, greyish tint.

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Hitachi Solutions Europe

UK Government Overview

Hitachi Solutions for the UK Government

HITACHI

Our **vision** is to be government's partner of choice for the design and delivery of **sustainable, human-centred, Microsoft Solutions and digital services**.

Human-centred Services

Every service starts with people and how technology can make their day simpler.

+

Deep Microsoft Expertise

Hitachi Solutions is dedicated exclusively to the Microsoft ecosystem.

+

Emotionally Aware Delivery

Our former civil servants bring deep understanding and cultural alignment.

=

+

One Hitachi

Hitachi Solutions is part of Hitachi, Ltd., one of the world's largest and most respected organisations.

Sustainable government transformation.

Human-centric by default.

Powered by Microsoft.



Our Credentials

HITACHI

Microsoft



Microsoft global Government and Finance
Partner of the Year 2025

Microsoft Partner of the Year 2025 Finalists in
Build and Modernise AI Apps, Dynamics 365
Supply Chain, Dynamics 365 Sales and Customer
Insights, and Low Code Application Development

22 Years in **Microsoft's Inner Circle**
(including 2025)

Microsoft Solutions Partner across AI Business
Solutions, Cloud and AI Platforms and Security
with **18+ specialisations**

Industry



Keystone member of the **Government Digital
Sustainability Alliance**

Crown Commercial Service Supplier

Cyber Essentials Plus Certified

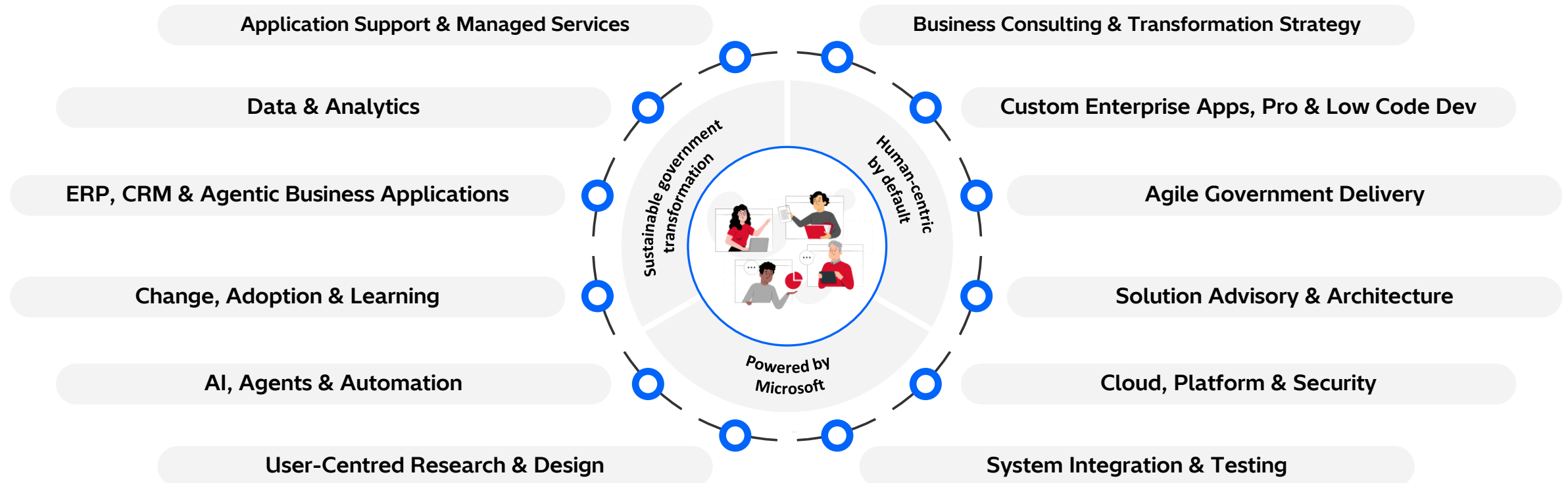
ISO-certified across Quality, Environment, Service,
Business Continuity, Information Security, and
Privacy Management

Recognised in the **Smarter Working Live Awards**
for our regulatory services Customer Experience
work with the Environment Agency

Our Services and Expertise

HITACHI

Sustainable business transformation through tailored advisory, consulting, and technology solutions.



Our Clients



"Hitachi Solutions brings substantial digital expertise to the table, complementing our robust business experience. Their insights have been instrumental in identifying opportunities for enhancement and accelerating our initiatives."

Gillian Pratt
Deputy Director Future Regulation
at Environment Agency



"Hitachi Solutions brought in a great project team who we kept for the full duration; they engaged with The Royal Mint side of things very effectively. It really felt like they were part of our own team."

Richard Hobbs
CIO The Royal Mint



"Hitachi Solutions bring the innovation, space and expertise needed to deliver digital transformation at a pace that is needed."

Andy MacDonald
Director of Customer Services,
Aberdeen City Council



"Hitachi Solutions were really good to work with, expertly turning our processes into slick system functionality. Their patience, understanding and "one team" approach to this project facilitated a free-flowing, inclusive environment. Hitachi Solutions' expert technical teams have delivered a great user experience, employing creative thinking to deliver to our often complex requirements."

Daniel Saward
OIA Head of Digital Technology



"DHSC collaborates closely with Hitachi Solutions LTS, emphasising the significance of our enduring partnership characterised by collaborative teamwork and mutual trust. Operating with a framework of high trust and capability, Hitachi Solutions ensures the delivery of quality and excellence to DHSC. Hitachi Solutions should be very proud of their track record in DHSC."

Bryan Rayner
Head of IT Business Systems



"Right from the start, we recognised in Hitachi Solutions a potential partner that would listen to us and really recognise the value of what we were trying to achieve, the lifesaving benefits of what we were trying to build and support."

Alex Duncan
Chief Technology Officer



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