



HITACHI

Hitachi Solutions Europe

G-Cloud 15 Service Definition Document

AI Design Sprint

AI Design Sprint

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

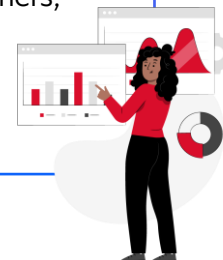
Service Description

Run an accelerated AI Design Sprint to move from opportunity to tested prototype and roadmap. We align leadership on objectives, interview key stakeholders, run a five-day sprint with rapid prototyping and user testing, then play back findings and agree next steps. Reduces uncertainty and accelerates delivery decisions.



Service Features

- Strategy alignment workshop to prioritise AI opportunities and objectives
- Stakeholder interviews to capture KPIs, pain points, constraints
- Five-day sprint from problem framing to tested prototype
- User journey mapping and task prioritisation for the chosen process
- Ideation and option shaping with documented trade-offs
- Rapid prototyping using low-fidelity and clickable prototypes
- Usability testing sessions with users and structured feedback
- Success measures and acceptance criteria defined for the solution
- Sprint report covering findings, risks, and recommended next steps
- Playback workshop to agree roadmap, owners, and next actions



Service Benefits

- Reduce time to decisions by testing ideas quickly
- Align leaders and teams on one prioritised AI use case
- Reduce delivery risk by validating needs before build
- Improve usability by testing task flows with real users
- Clarify scope by defining must-haves, constraints, and success measures
- Reduce rework by resolving assumptions and trade-offs early
- Create a clear backlog and plan for delivery teams
- Improve confidence with evidence from research, prototyping and testing
- Support Service Standard evidence for Discovery and Alpha activities
- Increase adoption by designing around user needs and contexts



AI Design Sprint

A fast, evidence-led way to shape an AI use case



What this service is for

From “should we do this?” to “this is the right next step”

In government teams, AI ideas often arrive before the problem is clear, the risks are understood, or users have been heard. This service helps you get to a confident direction quickly, without committing to build too early.

Across 3 focused days we frame the AI problem, map the key user tasks, prototype one or more approaches, and test them with users. You leave with a tested concept and a clear plan for what to do next, whether that is Discovery, Alpha, or improving an existing service.

Key outcomes: Validated AI use case | Tested prototype | Clear scope and next steps | Prioritised delivery backlog | Stakeholder alignment



Why this service is useful

Reduce uncertainty before you invest in build

AI delivery can create avoidable waste: building the wrong thing, over-engineering, or getting stuck in debate. A sprint compresses weeks of discussions into a structured, timeboxed approach that produces evidence quickly.

You test task flows and concepts with real users, document options and trade-offs, and define success measures so delivery teams know what “good” looks like. It also supports assurance by capturing what you tested, what you learned, and what you decided (where required).

Common triggers: Pressure to “do AI” quickly | Unclear problem or scope | Competing stakeholder views | Low confidence in user needs | High rework risk | Need a delivery-ready backlog



Why this service is different

Practical sprint outputs you can take into governance

We focus on decisions that unblock delivery, not theatre. The sprint produces tangible artefacts that teams can reuse in Discovery and Alpha, including a tested prototype, prioritised tasks, and a clear recommendation.

We keep it assurance-friendly by capturing assumptions, research feedback, and trade-offs in a way that is easy to review and evidence against the Service Standard. Where required, we also include simple guardrail considerations for AI use (data access, human oversight, and escalation paths).

Differentiators: Evidence-led decisions | Service Standard aligned outputs | Clear trade-offs and recommendations | Audit-friendly artefacts | Designed around real user tasks

The Activity

Our accelerated 4 step approach

(6 days of activity)

1 Strategy Alignment workshop with business leadership

Working with your senior leadership team, we will help you to understand Microsoft's AI strategy and how it can support your organisation's strategic objectives. The workshop will enable you to identify and prioritise areas of opportunity for further exploration



2 Stakeholder Interview(s)

We will conduct initial 1 hour interviews with key stakeholders for the prioritised business area.



3 AI Design Sprint

A 5-day engagement taking a stakeholder group on a journey of;

- Uncovering specific opportunities where AI can empower and add value to customers
- Understanding AI Capabilities
- Ideation of solutions to solve business challenges
- Analysis of solution value potential, impact and prioritisation of solutions
- Rapid Prototyping to test assumptions
- Testing with users



4 Design Sprint Feedback and Roadmap Workshop with business leadership

A workshop to provide insight into the feedback on the Rapid Prototype and roadmap the initiatives identified during the process

What do you get from this activity?

- ✓ An understanding of Microsoft's AI Strategy and Azure AI Capabilities
- ✓ Identification of how Azure AI capabilities can support your organisation's strategic objectives
- ✓ A prioritised roadmap of AI opportunities
- ✓ A rapid prototype for a prioritised use-case

AI Design Sprint

1. Strategy Alignment workshop with business leadership

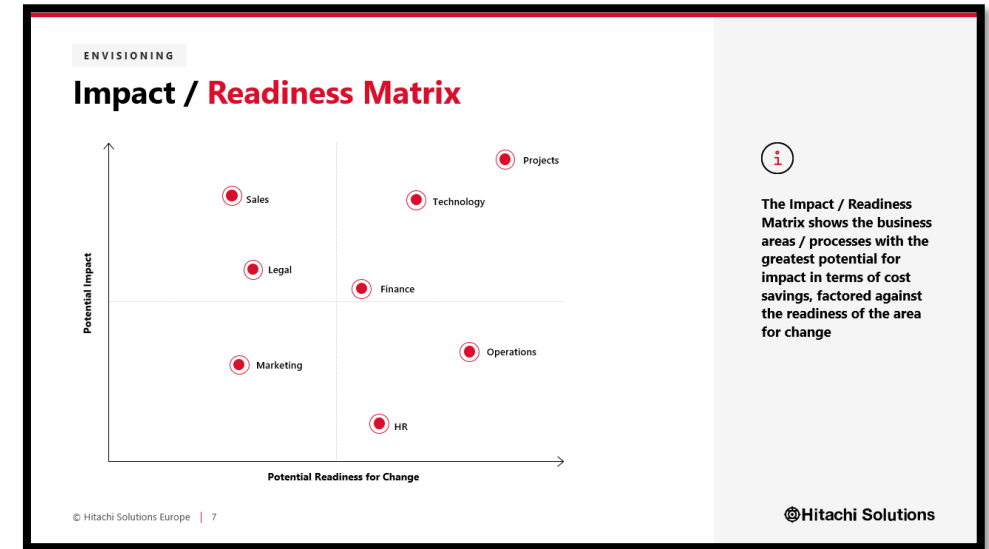
Using design thinking approaches we work with senior leadership to prioritise potential business areas for transformation with AI and show the art of the possible using Azure AI.

3 Hour Workshop

- ✓ To discuss the Microsoft's AI Strategy and Showcase AI Capability
- ✓ To understand the high-level strategic objectives of the organisation and the existing challenges
- ✓ Prioritisation of business areas / processes for potential transformation with AI and identification of candidate area / process for the design sprint

Stakeholders

- ✓ Non-IT Senior leadership (C-suite, Director, Snr Managers)
- ✓ IT Leadership (individuals responsible for IT or in transformation roles)



AI Design Sprint

2. Stakeholder Interviews

We will conduct initial 1 hour interviews with key stakeholders for the prioritised business area.

1 Hour interviews via Microsoft Teams to;

- ✓ Understand key objectives and KPIs of the business area
- ✓ Identify existing challenges
- ✓ Determine key stakeholders for involvement in the design sprint stage

Stakeholders (Up to 2)

- ✓ Manager / Process owner(s) from the prioritised business area / process

INTERVIEWS

Stakeholder Interview

 **Stakeholder**
XXXX XXXX – VP of Sales and Marketing Communication

"To achieve our growth objectives, it is important that we focus on the right things. Right now, we can't achieve this easily enough. We need the systems in place to support shorter feedback loops"

Role / Responsibilities

- Responsible for Sales and Marketing in all regions
- Managing a global team of 150 people
- Enabling the team to find ways to grow the business
- Reporting to CxO

Motivation

- Working for a successful organisation with great people, a fantastic product and a strong reputation.
- People management – supporting my team to grow the business.
- I am motivated to deliver against what I believe is a clear vision of what we want to achieve by 2025, which is to grow the turnover of the call by 25%

Pain Points

- Lack of visibility of sales activity.
- No global visibility of sales metrics.
- A sub-standard CRM system that creates unnecessary overhead for the sales team.
- A diverse, large number of systems causes confusion in the process.
- Lack of process standardisation across regions.
- Querying data within the CRM is time consuming/difficult.

SAMPLE

Top objectives for the future state

- Providing the systems to enable our growth targets.
- Organisational change to support our people in aligning to our cultural values.
- To support our growth into adjacent markets by enabling more innovation.
- Systems that enable the delivery of the following:
 - Freeing up the Sales team to focus on selling rather than admin
 - Arriving at my computer and being presented with a clear dashboard of sales activity
 - Having all of the information about a customer in a single place, on one page
 - Enabling my teams to find new opportunities

Why now

- If we continue as we are (relying on our existing markets) we will need to sell 3 times the number of units we sell today in order to meet our growth targets. So, we need to enable the company to find new opportunities in adjacent markets

Anticipated challenges

- Figuring out the practicalities of moving from our current tools to new tools
- Understanding the resources that will be required to support the change

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AI Design Sprint

3. Design Sprint

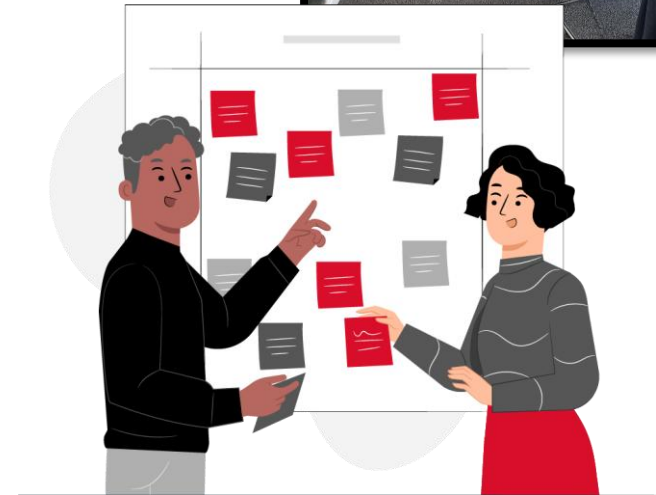
Using a User Centred Design approach, we deliver a 5-day engagement, taking a stakeholder group from AI awareness through to rapid Prototype for a prioritised business challenge.

Design Sprint Structure

- ✓ **Day 1 (In-Person)** – Problem exploration, prioritisation and identifying expected outcomes, AI capability and ethics demonstration.
- ✓ **Day 2 (In-Person)** – Identify related AI capability, Ideation, solution concept development, assessment and prioritisation, defining what to prototype and flow to test with users.
- ✓ **Day 3 (No customer activity)** – Rapid Prototype Development by Hitachi.
- ✓ **Day 4 (Remote)** – Prototype testing with Users.
- ✓ **Day 5 (No Customer activity)** – Create The Design Sprint Report

Stakeholders (4 to 8)

- ✓ Manager / Process owner from the prioritised business area / process
- ✓ Users of the existing solutions associated with the prioritised business area / process
- ✓ IT – an individual with a high-level appreciation of the existing systems in use



AI Design Sprint

4. Design Sprint Feedback and Roadmap Workshop

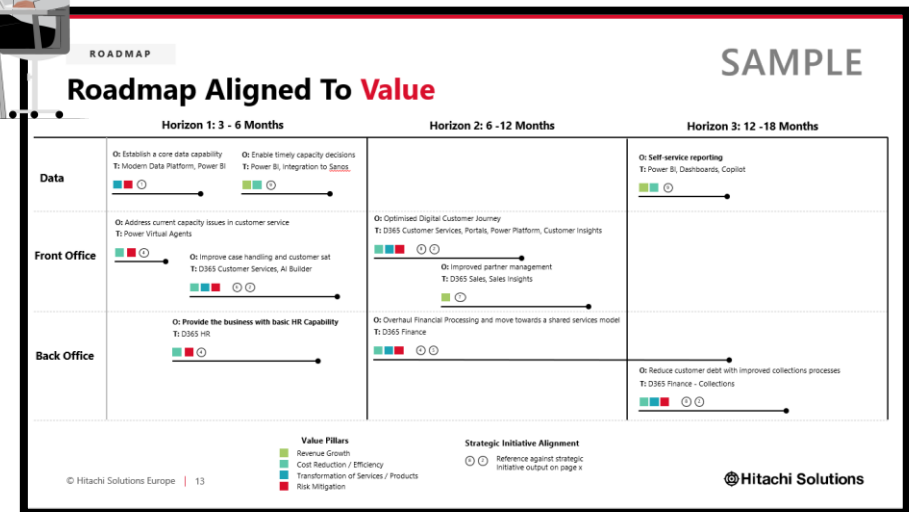
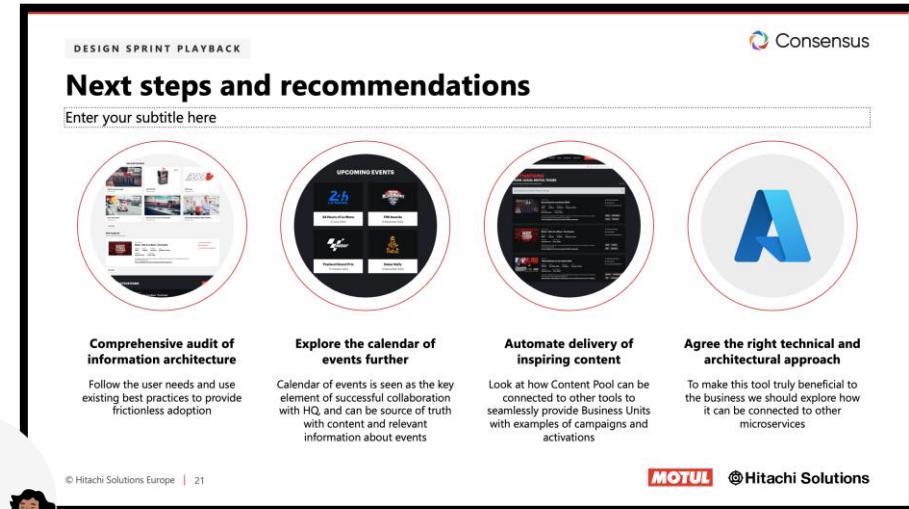
A workshop to provide insight into the feedback on the Rapid Prototype and provide further discussion around the prioritisation of potential initiatives

3 Hour Workshop

- ✓ Demonstration of the rapid prototype
- ✓ Insights from user feedback
- ✓ Further prioritisation and sequencing of initiatives identified through the engagement

Stakeholders

- ✓ Non-IT Senior leadership (C-suite, Director, Snr Managers)
- ✓ IT Leadership (individuals responsible for IT or in transformation roles)



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 decorative railing. A large Union Jack flag is flying from a pole attached to 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

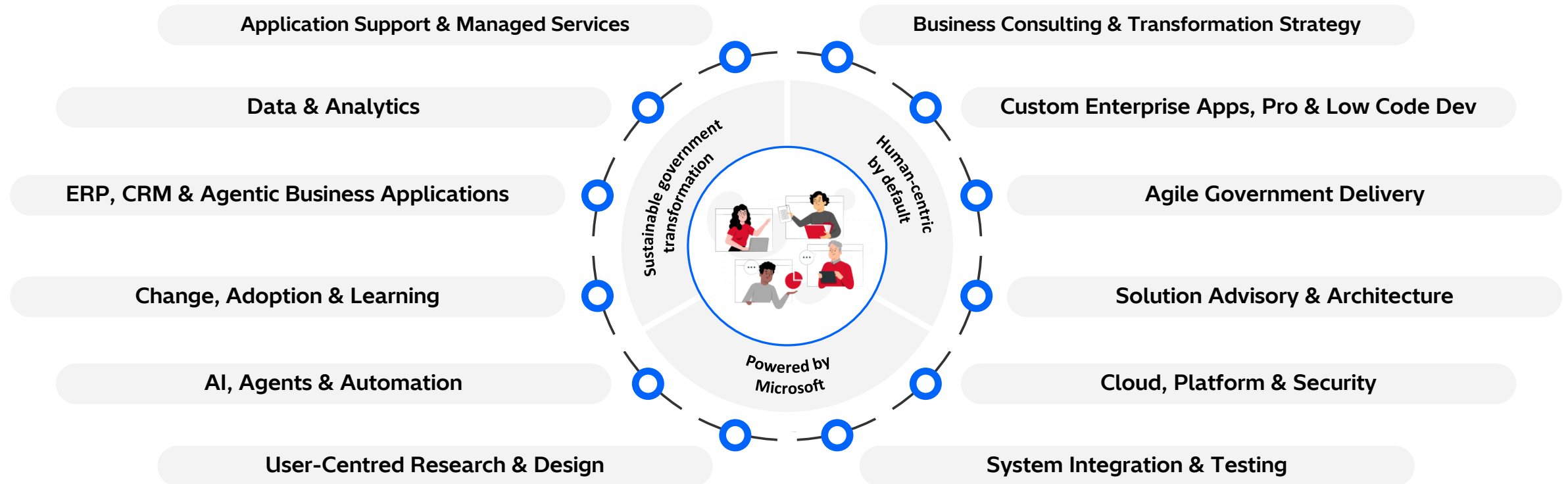
ISO-certified across Quality, Environment, Service,
Business Continuity, Information Security, and
Privacy Management

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



Centre for Environment
Fisheries & Aquaculture
Science



Department
for Environment
Food & Rural Affairs



Valuation Office
Agency



HM Revenue
& Customs



Rural Payments
Agency



City of Westminster



Homes
England



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



UK Export
Finance



Forestry and
Land Scotland
Coilltearachd agus
Fearann Alba

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