



HITACHI

Hitachi Solutions Europe

G-Cloud 15 Service Definition Document

User-Centred Design Services

User-Centred Design Services

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

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Service Description

Design and improve public sector digital services using user-centred design. We work across discovery, alpha, beta and live to understand user needs, map journeys, design content and interfaces, and test with users. Supports meeting the Service Standard and building services people can use confidently.



Service Features

- User research to understand needs, behaviours and barriers
- Service design for end-to-end journeys and service blueprints
- Interaction design for task flows, prototypes and usability testing
- Content design for plain English guidance and forms
- Accessibility design to meet WCAG 2.2 AA expectations
- Design sprints to explore options and test ideas quickly
- Co-design workshops with users, delivery teams and stakeholders
- Usability reviews to find issues and improve journeys
- Design systems and patterns for consistent services
- Training and coaching for user-centred design capability



Service Benefits

- Reduce failure demand by designing services around user needs
- Improve completion rates by removing friction from key tasks
- Reduce risk by testing ideas early with users
- Speed up delivery using prototypes and clear design decisions
- Improve accessibility by designing for assistive technology users
- Support Service Standard assessments with evidence and research findings
- Improve uptake by designing services people trust and understand
- Reduce rework by clarifying requirements through user research
- Improve consistency by using shared patterns and design systems
- Build internal capability through coaching and knowledge transfer



User-Centred Design Services

Designing services people can use confidently



What this service is for

User-centred design across the full-service lifecycle

This service is for organisations that want to design or improve public sector services around user needs, regardless of delivery model, technology choice, or stage in the service lifecycle.

It supports teams who need flexible, embedded user-centred design capability, either as a standalone discipline or alongside delivery, policy, or technology work.

Typical situations include:

- Sense-checking an early idea or policy intent before committing to a Discovery or business case
- Responding to user feedback, support demand, or drop-off in live operation
- Preparing user-centred evidence for GDS Service Standard assessments
- Building internal confidence and capability in user-centred design



Why this service is useful

Reduce friction for users and teams

Public sector services often struggle when decisions are made without enough understanding of user needs, behaviours, or constraints. This leads to complex journeys, unclear content, accessibility issues, and support demand.

User-centred design provides a structured, evidence-based way to understand users, test ideas early, and make better decisions throughout delivery. It helps teams focus effort where it matters most and avoid building services that work in theory but fail in practice.

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



Why this service is different

Practical design, not theory

We embed user-centred design into how decisions are made, ensuring research, design, and testing inform priorities at every stage. Our approach is aligned to the realities of public sector delivery, including policy constraints, assisted digital needs, and service assessments.

What makes this service distinct:

- Strong alignment to the GDS Service Standard
- Integration of research, design, content, and accessibility
- Focus on decision-making, not just artefacts
- Flexible engagement across Discovery to Live
- Emphasis on capability building alongside delivery

We put users first to create better experiences

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User-Centred Design is an iterative approach to create digital products, solutions or services, which focuses on the users and their needs to **make everyone's experience as good and frictionless as it can be.**



We develop **understanding of users** and the problem they're trying to solve to help you **build the right thing.**



We design **joined up experience** across all channels and help you make better, **evidence-based decisions.**



We **reduce the risk** by finding what works well, what doesn't and why, and ensure you product or service is simple, and **everyone can use them.**

BENEFITS OF 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

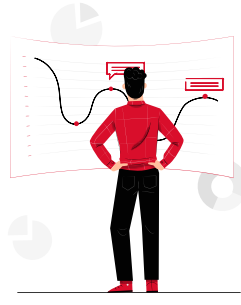
Achieve quicker realisation of business benefits by delivering a product that meets user needs.

We put users first to create better experiences

HITACHI



We develop an **understanding of the user** to help businesses solve problems and **build the right solutions**



We design **joined up experience** across all channels and help you make better, **evidence-based decisions**



We reduce risk by finding what works well, what doesn't and why. This way your product or service is simple, and **everyone can use it**

MULTIDISCIPLINARY UCD TEAM



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.

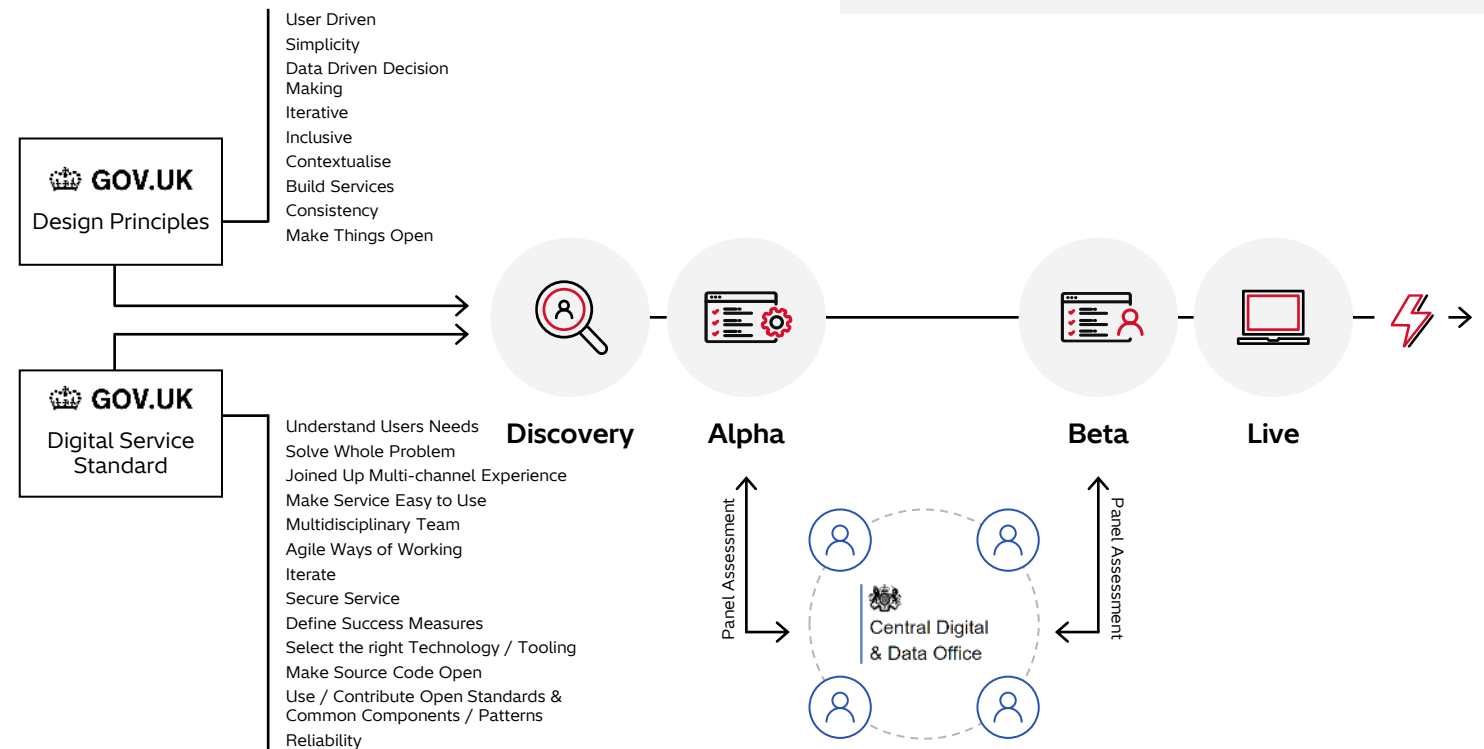
GDS and Hitachi Design Principles

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Government-focused team
with years of Government
Digital Service experience
8x Ex-GDS/CDDO assessors

- ✓ Maximise the COUNT philosophy in our design (collect once, use numerous times)
- ✓ Maximise the use of information
- ✓ Design with the purpose, quality and quantity of our outputs in mind
- ✓ Ensure we can measure what matters
- ✓ Create a culture of open collaboration and excellence whilst ensuring accountability
- ✓ Design a flexible, scalable, and sustainable service
- ✓ Declare amnesty of the past and challenge our thinking
- ✓ The design should optimise the end-to-end processes and deliver value for money services

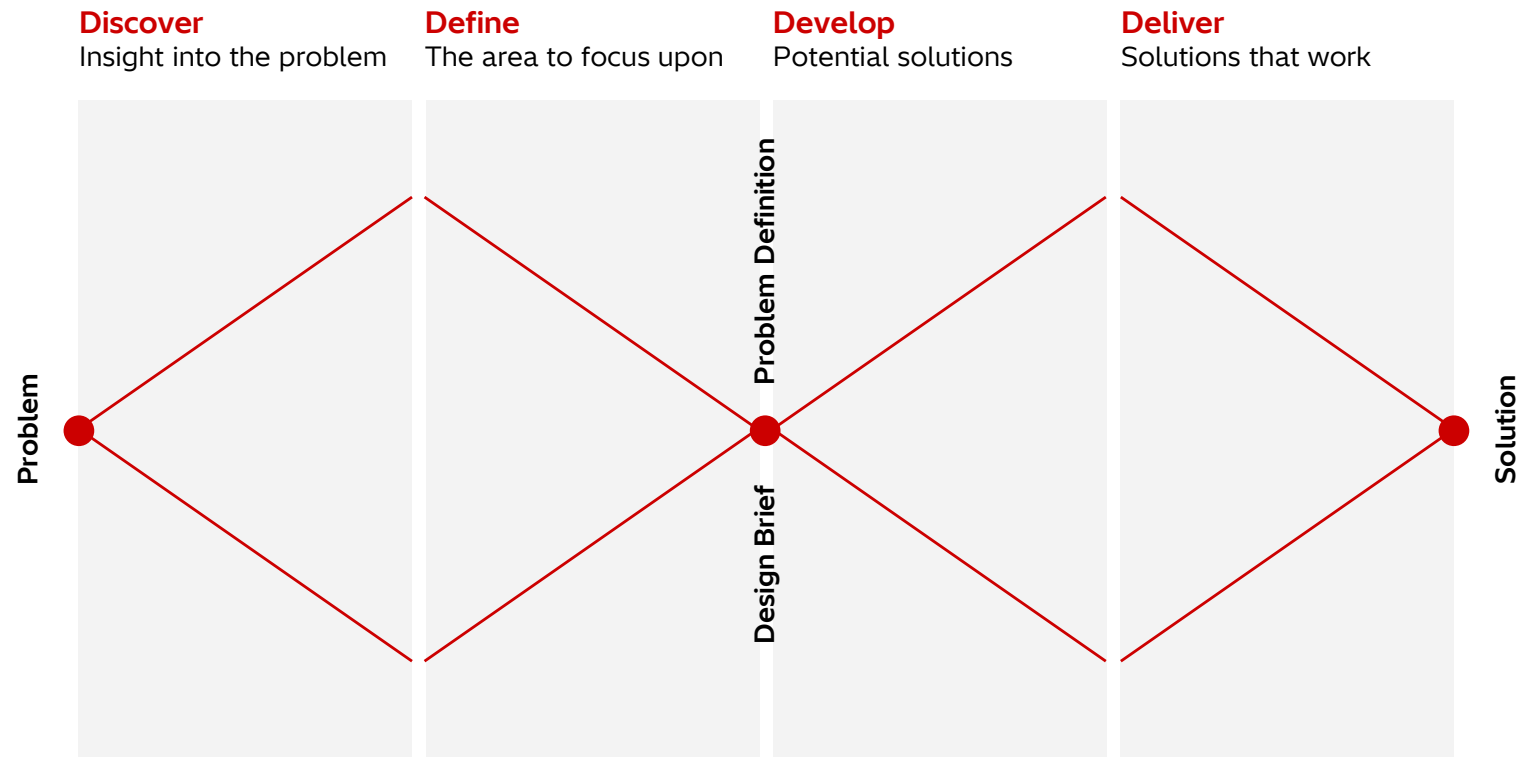


A design driven **approach**

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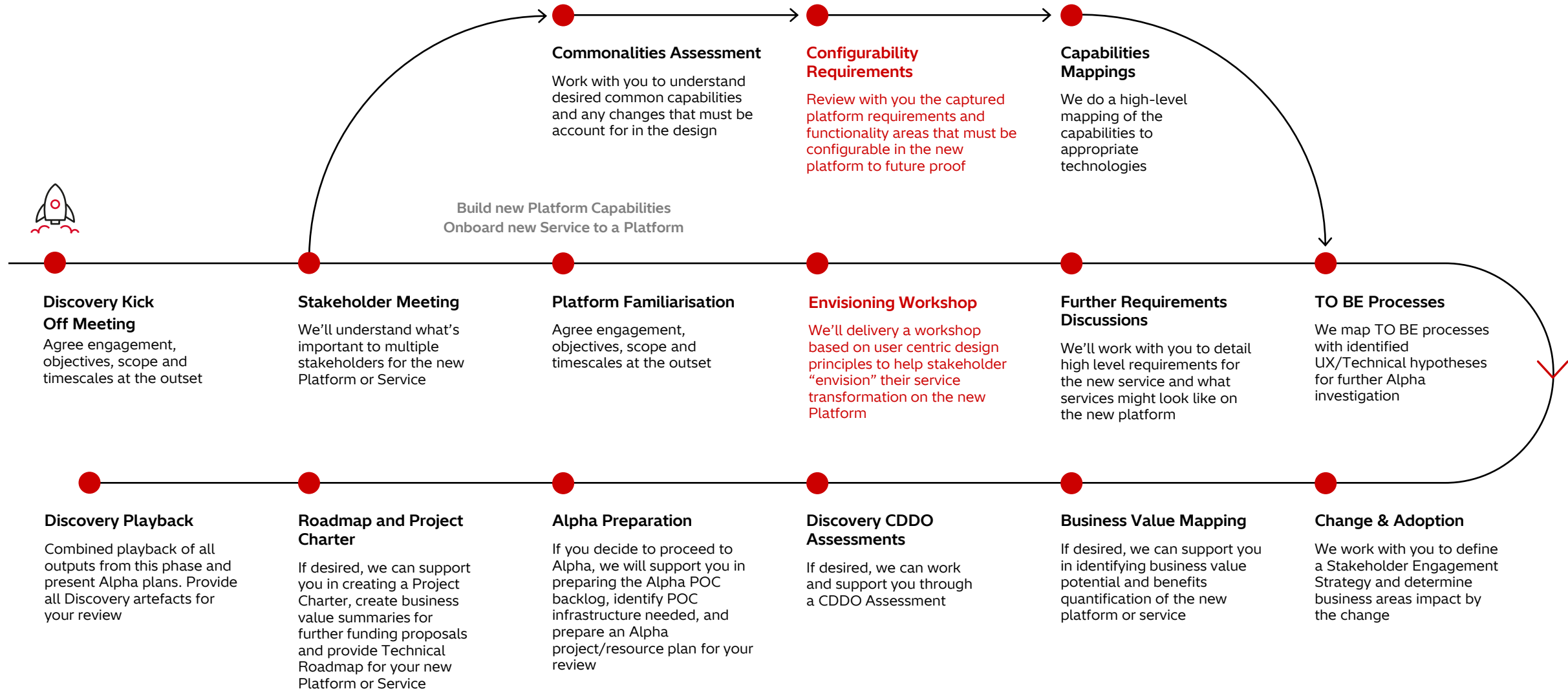
Following GDS design principles

- ✓ Start with user needs
- ✓ Do less
- ✓ Design with data
- ✓ Do the hard work to make it simple
- ✓ Iterate – then iterate again
- ✓ This is for everyone
- ✓ Understand context
- ✓ Build digital services, not websites
- ✓ Be consistent, not uniform
- ✓ Make things open: it makes things better



Discovery example

Exploring The Discovery Journey



Artefacts and Outcomes



Put together by our Service designer, these are quick to produce, incredibly flexible, and easy to iterate



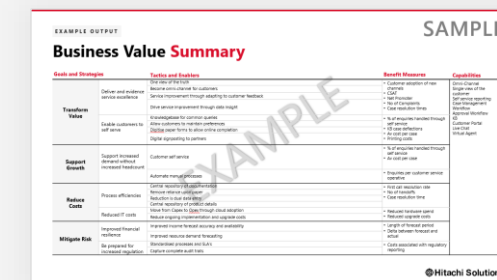
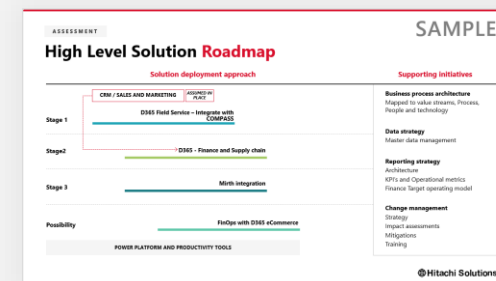
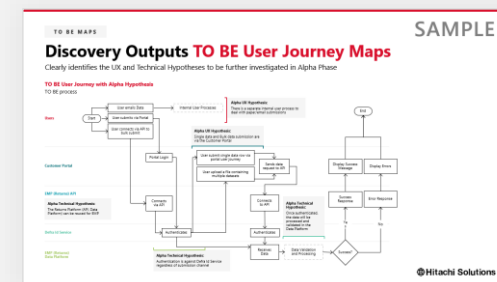
Identify potential business values and align with organisation objectives



Early (Discovery) version of a roadmap for a new Platform or a new Service

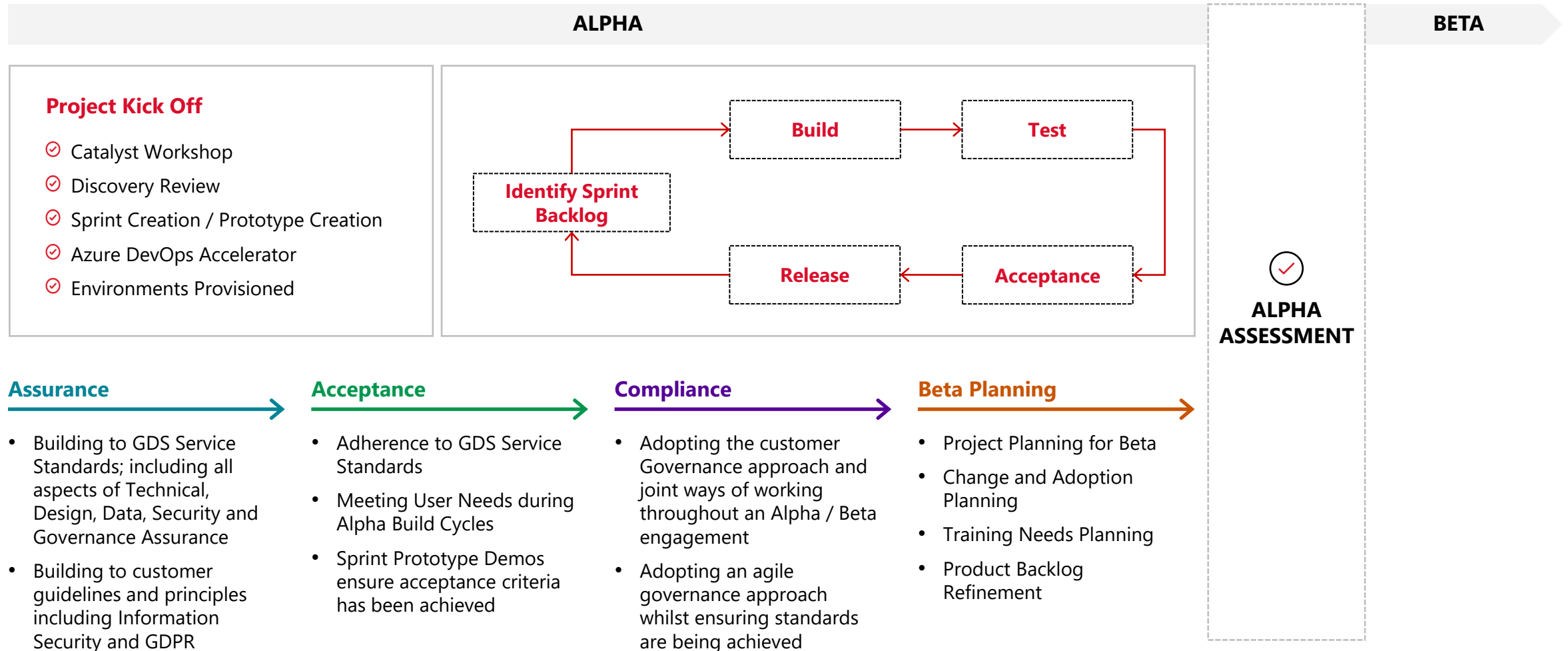


High level TO BE processes with identifiable UX or Technical hypotheses for further Alpha investigations

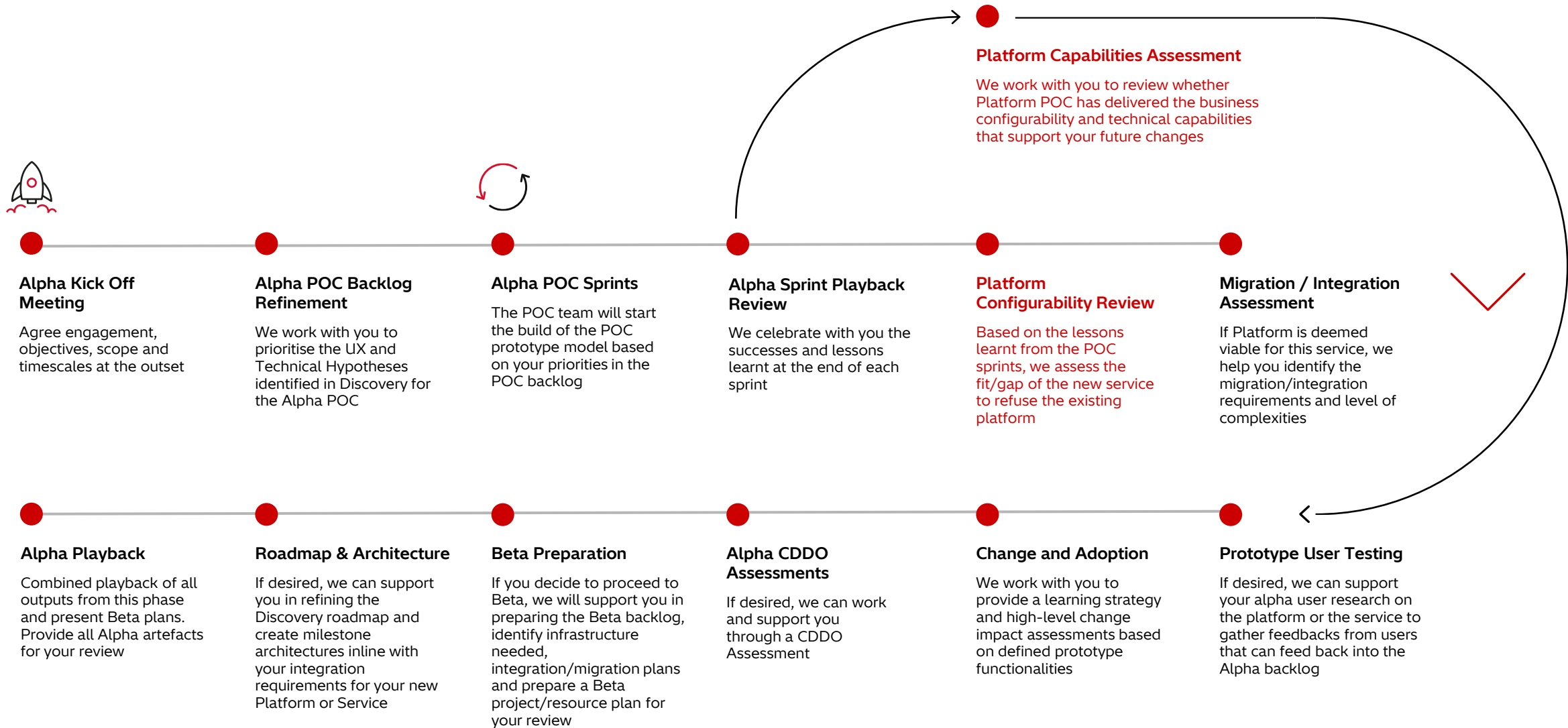


Alpha Phase

Methodology / Roadmap example



Alpha journey example



Alpha prototyping

Prototype Approach and Testing

Approach



Prototype built to GDS Standards

Accessible and meet WCAG2.1AA standards



User Research to help refine journey

User research to discover real user needs. Do the hard work upfront to make the services simple/easy to use



Prototype Testing to receive early feedback

Prototype Testing with users from a range of digital literacy and accessibility needs. Users feedback logged in Product Backlog for review/redesign



Content Design

Content that is clear, helpful and guide users through the process

Testing



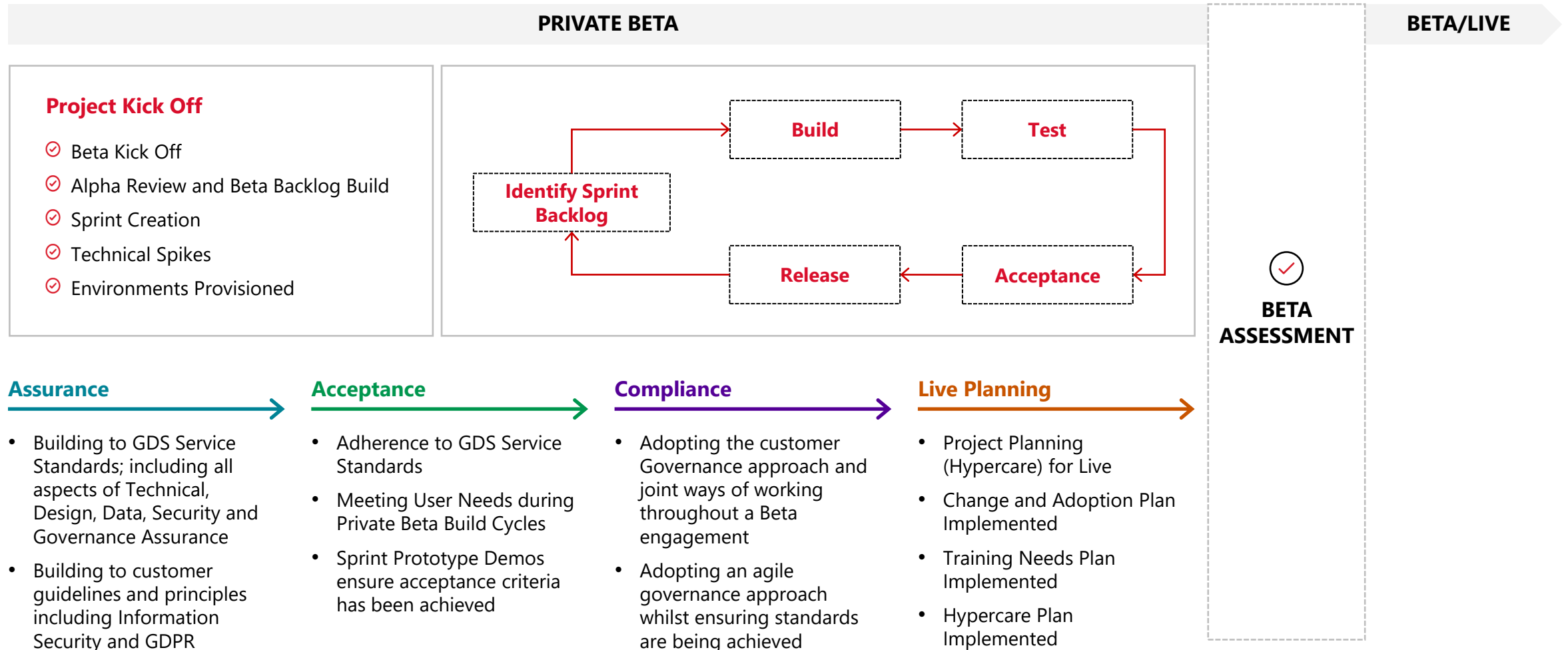
- **Test early** with functional prototypes
- **Recruit end users** with a range of digital literacy and accessibility needs
- **Feedback** was captured and processed into the next round of evidence-based design iterations

For example:

- Include descriptive text of each sections
- Content amendments for more direct instructions
- Use of banner to display important messages
- Colours to differentiate outstanding tasks

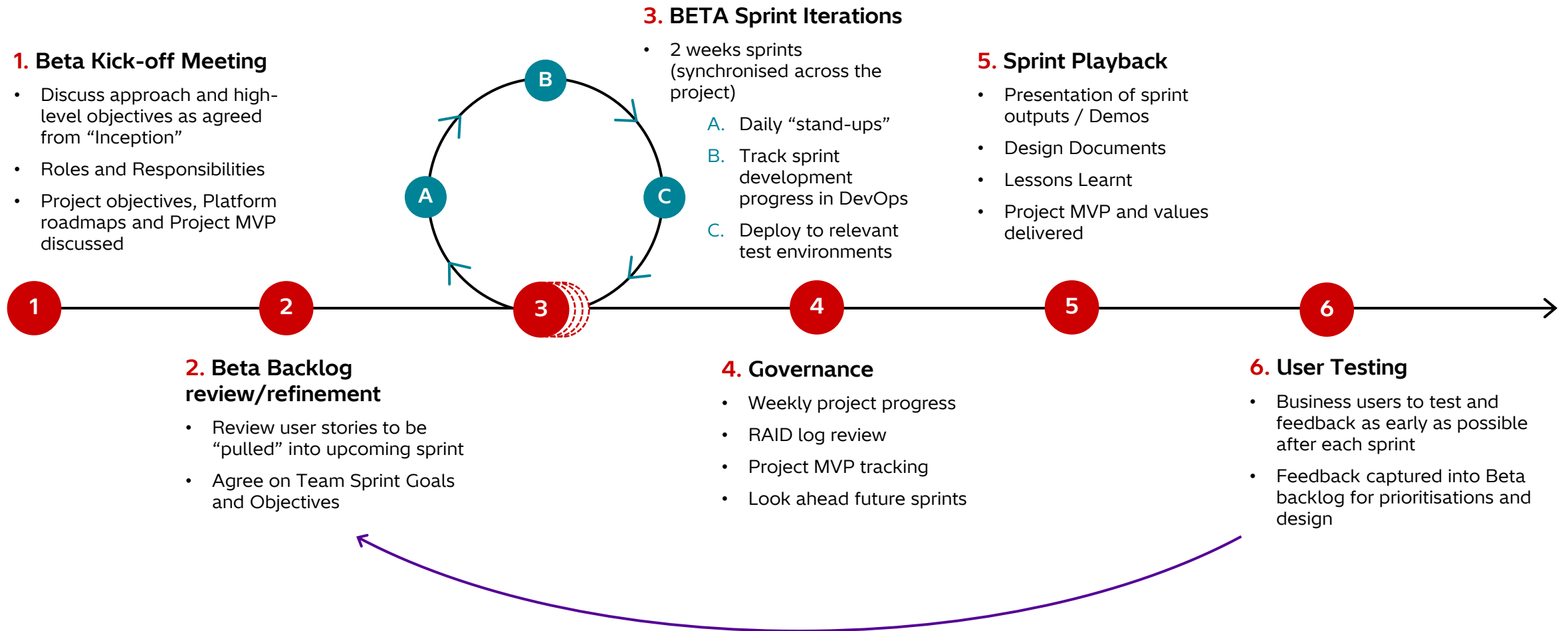
Beta phase

Methodology/Roadmap example



Beta agile sprint iterations

Example



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 Union Jack flag. The image has a dark, semi-transparent overlay.

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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

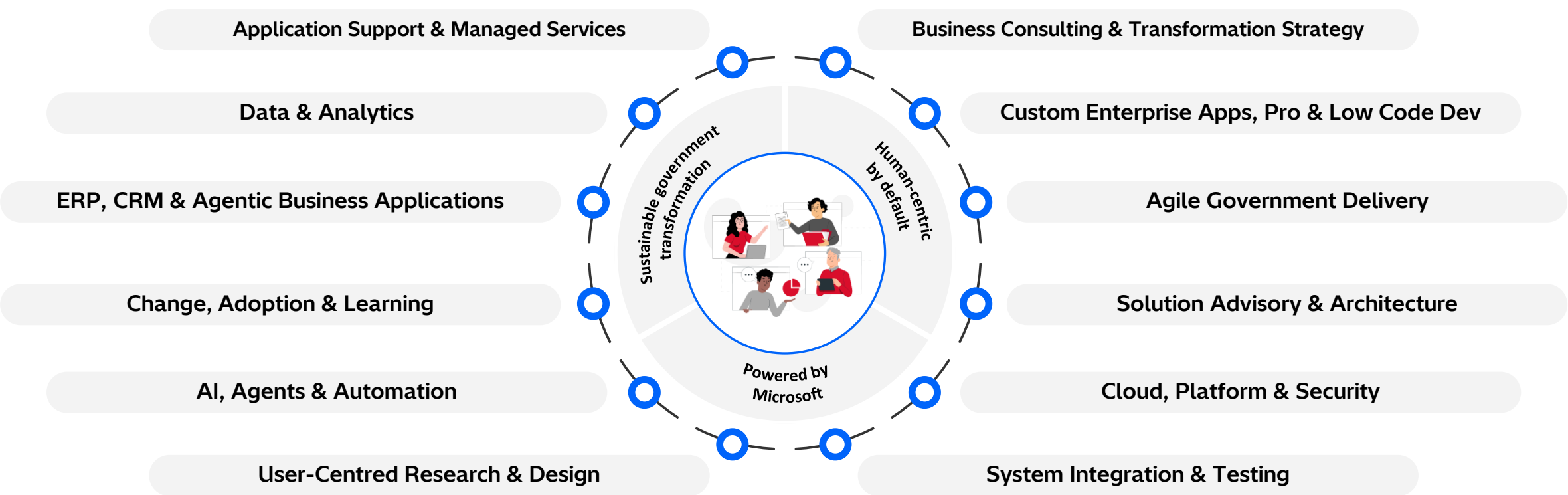
ISO-certified across Quality, Environment, Service,
Business Continuity, Information Security, and
Privacy Management

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

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"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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