

# **Persuasive Website Experience Design & Optimisation**

**G Cloud 15 - LOT2B**

## 1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

## 2. Insight for the Public Sector

### Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

### Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

## Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

## Service Description

A service for organisations seeking to manage, optimise, and elevate their government websites impact through advanced persuasive content strategies and workflow automation.

## Constraints

Requires access to existing website and content management systems; client input needed for key messaging.

## Pricing Options

### Pricing Option 1

**Pricing Unit:**

Time & Materials (T&M;)

**Unit Qty Definition:**

Per Resource-Day

**Rationale:**

The service involves bespoke audits, journey mapping, UX enhancements, and stakeholder-driven content work, which are highly variable by department and require iterative collaboration, making T&M; suitable to handle evolving scope and discovery-led changes.

| Complexity Level  | Unit Price | Unit Measure     |
|-------------------|------------|------------------|
| Low Complexity    | £2,100     | per resource-day |
| Medium Complexity | £2,600     | per resource-day |
| High Complexity   | £4,000     | per resource-day |

**Pricing Assumptions:**

- 22 working days per month is the standard capacity baseline for pricing across all services and complexity tiers.
- All prices are exclusive of VAT.
- This figure already includes normal public holidays, weekends, and excludes overtime unless explicitly stated.
- Seniority & Skill Mix: Low = mid level consultants/engineers; Medium = senior consultants/architects; High = principal architects/SMEs.
- Scope & Effort: Higher complexity = more heterogeneity, integrations, governance, risk, and stakeholder management.
- Volume & Scale: Sometimes tied to asset/user/API counts but often reflects qualitative complexity.

## Pricing Option 2

### Pricing Unit:

Fixed Price

### Unit Qty Definition:

Per Assessment

### Rationale:

Discrete components such as an initial website/content workflow audit, design of governance frameworks, and setup of analytics dashboards can be clearly scoped and packaged as fixed-price phases, giving public sector clients budget predictability for defined deliverables.

| Complexity Level  | Unit Price | Unit Measure   |
|-------------------|------------|----------------|
| Low Complexity    | £14,500    | per assessment |
| Medium Complexity | £18,750    | per assessment |
| High Complexity   | £28,950    | per assessment |

### Pricing Assumptions:

- 22 working days per month is the standard capacity baseline for pricing across all services and complexity tiers.
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- Seniority & Skill Mix: Low = mid level consultants/engineers; Medium = senior consultants/architects; High = principal architects/SMEs.
- Scope & Effort: Higher complexity = more heterogeneity, integrations, governance, risk, and stakeholder management.
- Volume & Scale: Sometimes tied to asset/user/API counts but often reflects qualitative complexity.
- Well bounded scope, typically 3 to 6 weeks elapsed for assessments or up to several months for setups/migrations.
- Defined scope and deliverables per complexity tier.

- Any changes to scope of project will be impacted accordingly.



## CONTACT US

For more information, including validating any assumptions or resource requirements, please contact your Insight Account Manager.

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