

# G-Cloud 15 Service Description

User Research Training Workshops and Coaching

## User Research Training Workshops and Coaching

Methods’ user research training courses help organisations moving to cloud. We upskill teams and establish user research practices via hands-on workshops; facilitated by expert user researchers versed in cloud and digital solutions. Teaching material covers: ethnography, demographics, recruitment, in-depth interviews, interview guides, assisted-digital, personas, journey-mapping, analysing and presenting insights.

## What is the Service

Through the hands-on workshops your team will be introduced to essential user research techniques and methods through teaching material and exercises. You will learn how to recruit the right mix of users (including those with assisted digital needs) and how to prepare an interview or observation guide. The course will also include an introduction to key user research methods such as ethnography, personas, recruitment, in-depth interviews, user journeys and the 5 Whys. Workshop participants will learn these techniques through a number of exercises and feedback sessions. You will also learn how to analyse your findings and make recommendations that can be shared with stakeholders or a team of Designers, Content Strategists and Developers.

## What can it do for you

User research workshops can help your organisation upskill in-house User Researchers or train individuals from other disciplines to become familiar with user research techniques. The training material will give you a better understanding of how to approach user research and at the end of the workshop your team will have the confidence and skills to conduct and present their own user research.

## Service Features

1. Hands-on workshops facilitated by expert User Researchers
2. Learn to recruit the right mix of users
3. Introduction to research techniques
4. Learn to write interview guides
5. Hands-on exercises with interviewing users
6. Get techniques for interviewing assisted digital users
7. Learn to analyse findings and make recommendations
8. Learn to present insights to team members and stakeholders
9. Get feedback and coaching from experts
10. Training material and guides, frameworks and best practice studies

## Service Benefits

1. Upskill Junior-Mid User Researcher or individuals from other disciplines
2. Improve your user research approach, grounded in best practice
3. Inspire confidence with a broad range of user research techniques
4. Establish an in-house team of User Researchers
5. Learn how to approach and understand your users
6. Learn new user research techniques and get in-depth insights
7. Identify which techniques work best for your organisation
8. Promote a user-focused approach and digital transformation

## Contact details

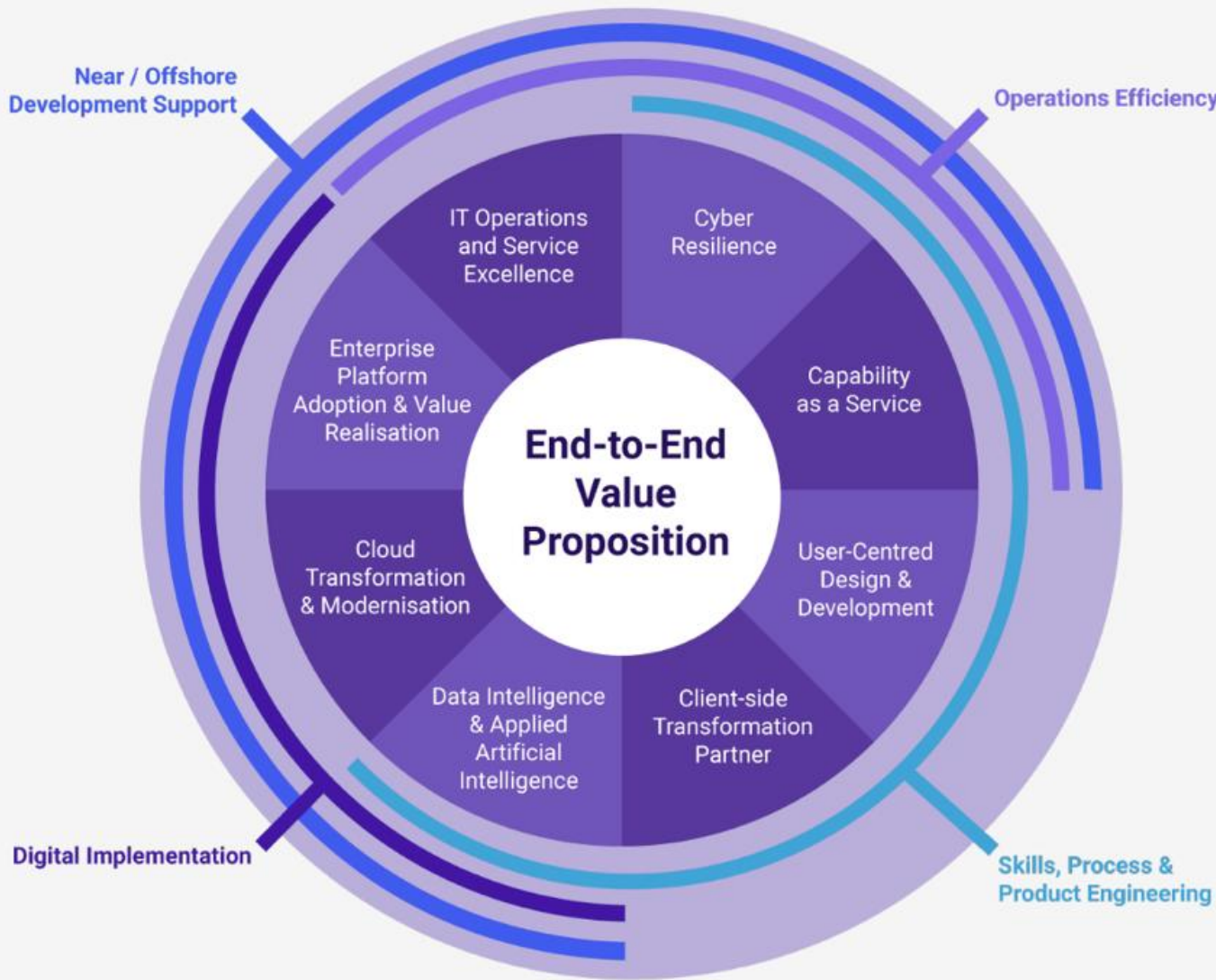
# End-to-end transformation and innovation experts

Applying our skills in innovation and collaboration from across the Methods Group, to deliver end-to-end business and technical solutions that are people-centred, safe, and designed for the future.

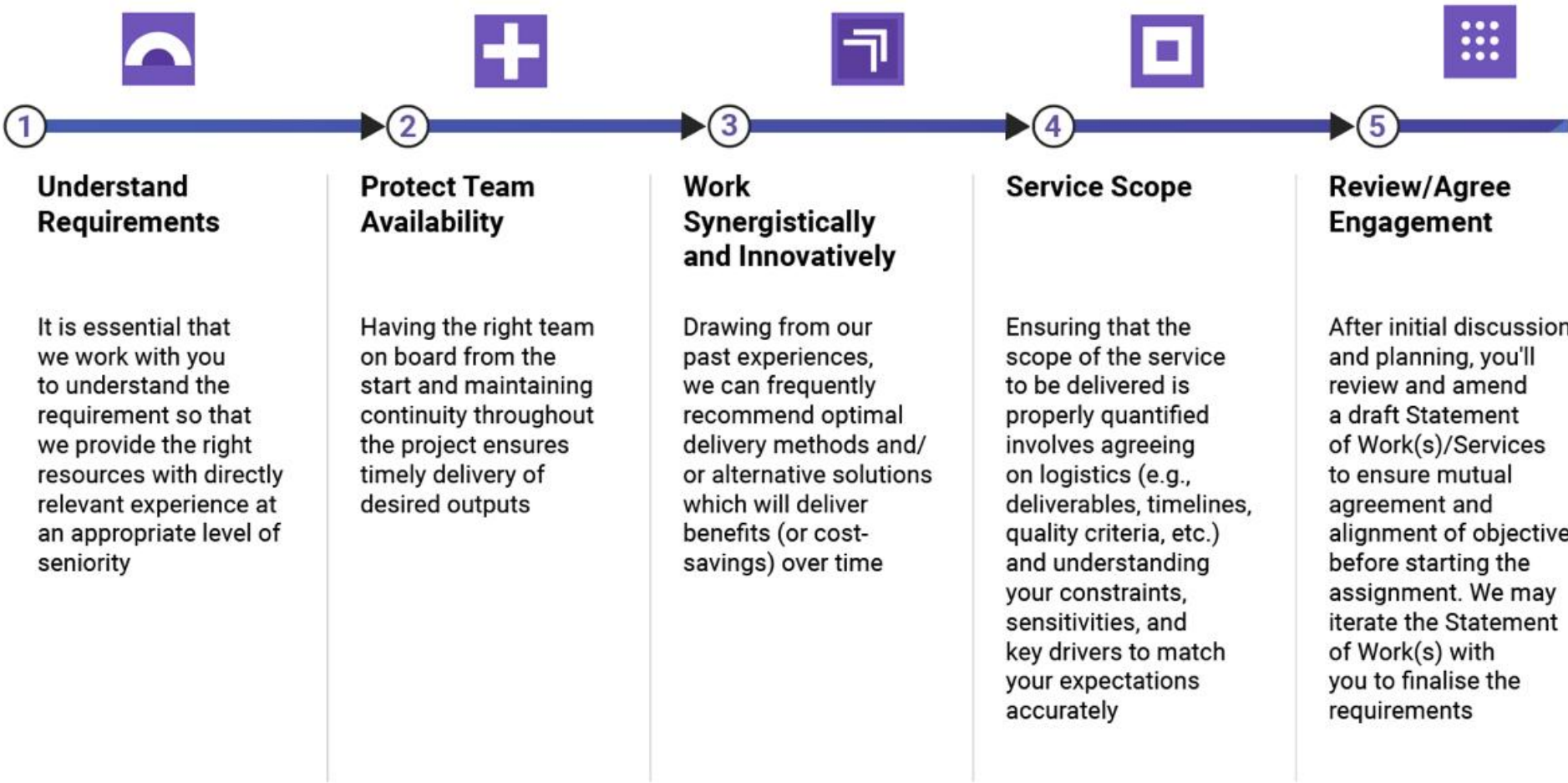
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

With a focus on driving interoperability and innovation in UK Central Government, we have helped multiple organisations in the sector modernise their IT architecture, systems, strategy, and operating models to improve organisational resilience and service delivery.

Methods deliver wide-ranging services and thought leadership to support delivery including:



# Onboarding and offboarding process



## Ordering and Invoicing

Once we have agreed a Statement of Work(s) we will sign the appropriate agreement and complete a Call Off contract with an attached Statement of Work(s), and submission of a Purchase Order. We will then set up a mutually acceptable start date and commence work.

Payment terms are 30 days or less as may be agreed.

Please note - we are unable to accept Government Procurement Card (GPC) payments.

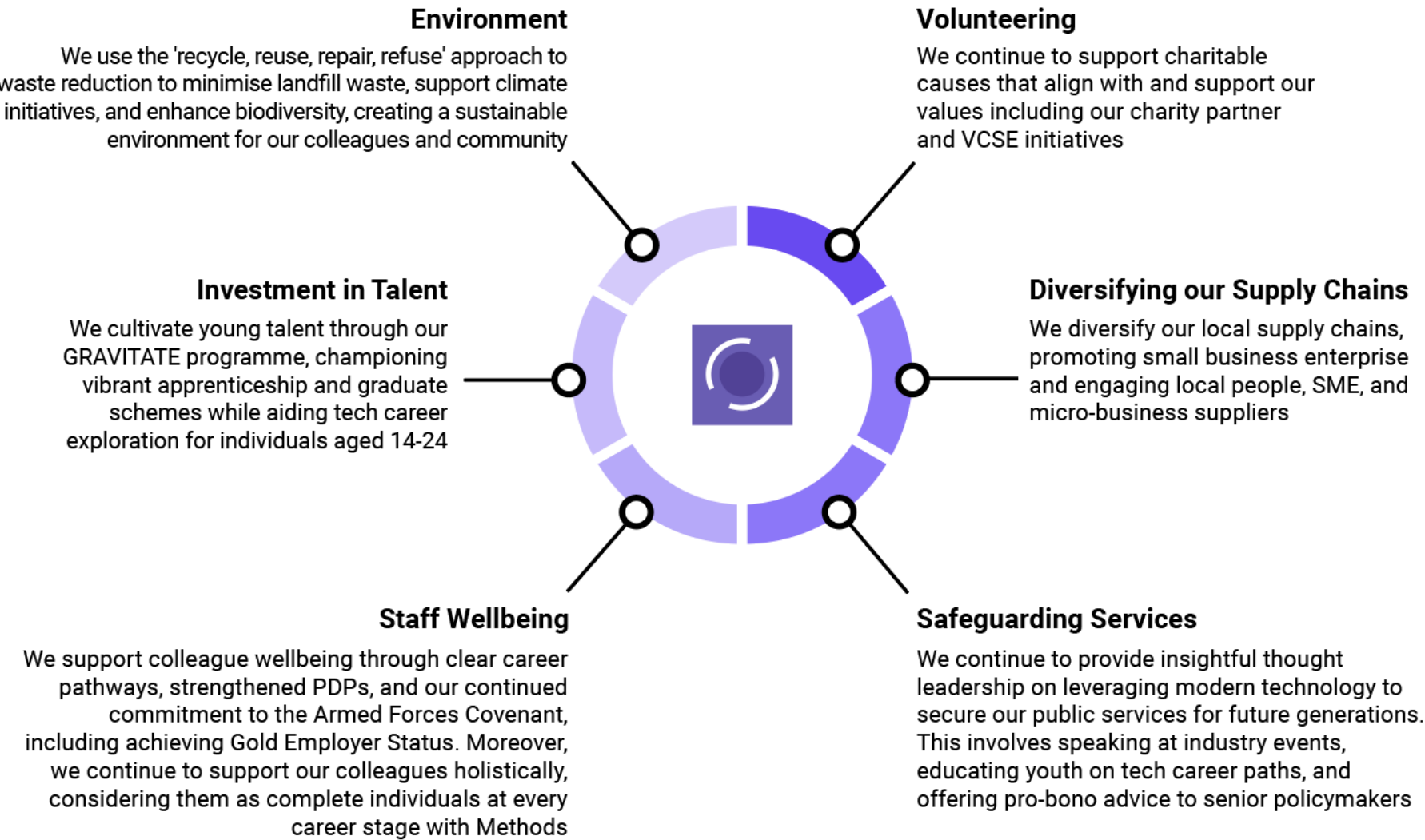


## Customer Responsibilities

For any given requirement, we will identify any dependencies on the customer (e.g. access to key stakeholders, facilities, documentation, etc.) and agree these at the start of the work.

# Making a difference

The work we do each day is focused on delivering a positive difference for the public sector for the benefit of society as a whole.



# Customer stories



**Cloud Hosting & Service Modernisation**  
Modernised digital services using secure cloud hosting, streamlined legacy workflows, and improved data insights. Delivered faster decisions, reduced manual effort, and a more transparent, **user-friendly experience** for internal teams and external users.



**Cloud-Based ITSM Consolidation**  
Unified multiple service desks onto a cloud-based ITSM platform, standardising processes and automating workflows. Improved incident, change, and problem management, **boosting** overall **service reliability, efficiency, and organisational visibility**.



**Large-Scale Cloud Migration (100+ Apps / 120TB)**  
Delivered cloud migration of **100+ legacy applications** and **120TB of data** with **100% availability**. Strengthened compliance, improved transparency, and significantly enhanced operational resilience across critical digital services.



**Azure Migration & Modern Workplace Enablement**  
Migrated data centres to Azure and deployed modern workplace cloud services, delivering secure, scalable infrastructure. Achieved improved user experience, strengthened security posture, and **£1m savings** - all with zero service disruption.



**Cloud ITSM Migration (ServiceNow SaaS)**  
Successfully migrated from a legacy ITSM tool to a modern, cloud-based ServiceNow platform. Delivered scalable, robust service operations, strengthened governance, and enabled faster, more consistent digital service delivery across the organisation.



**Cloud-Native Data Pipelines (Azure Integration)**  
Built automated Azure Data Factory pipelines into a Lakehouse architecture, using Bronze/Silver/Gold layers and Delta with CI/CD. Delivered secure daily refreshes, improved data quality, lower manual effort, and more efficient reporting.