

G-Cloud 15 Service Description

User Research

User Research

User research is the basis for developing successful services that meet user needs efficiently. By using research and analysis techniques our user research professionals identify user needs regarding motivations and pain-points and help you understand your service requirements. Our approach is tailored to client projects and delivered to GDS standards.

What is the Service

Our user researchers help organisations understand what services they need to deliver, and what people, processes, technology and data are required to deliver them. User research uncovers the user demographic characteristics, their attitudes, values, opinions and interests; what factors influence their decisions; and how well existing services fulfil their needs. This approach helps our clients to design their organisational structure and business capabilities in a human-centric way.

What can it do for you

User research offers multiple benefits for an organisation and the individuals who require and use their services. These include:

- Overall improved customer satisfaction
- Smoother user journeys
- A human-centric organisational culture
- Cost-effective investment in new digital services and solutions
- Progress towards becoming a digital-by-default organisation

Service Features

1. Interviews, observations, focus groups, usability testing
2. Ethnographic research techniques, contextual research
3. Identify needs, motivations and pain points
4. Workshop facilitation
5. Personas, user stories and user journeys
6. Establish a user-centred focus
7. Quantitative survey design, data analysis
8. User-centred recommendations and design criteria
9. Target group mapping and recruitment
10. Define Alpha and Beta projects based on user needs

Service Benefits

1. Get knowledge on who your users are and their needs
2. Understand how to meet users needs and expectations
3. Encourage the adoption of a user-centred design approach
4. Align business capabilities and organisational structure with user needs
5. Improve user journeys by making them smoother and easier
6. Align service offers and new investments with user needs
7. Increase digital take-up
8. Improve overall user satisfaction

Contact details

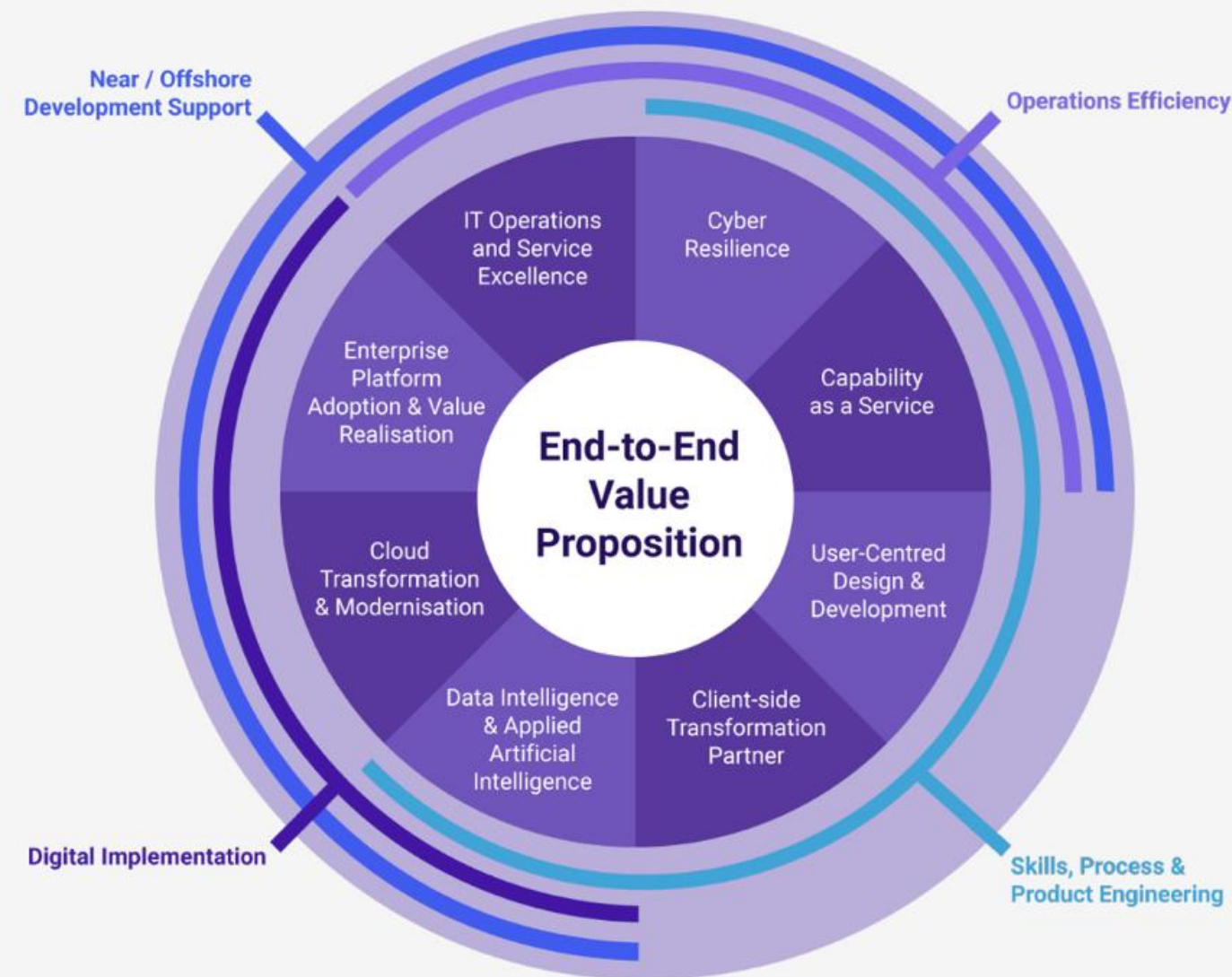
End-to-end transformation and innovation experts

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.

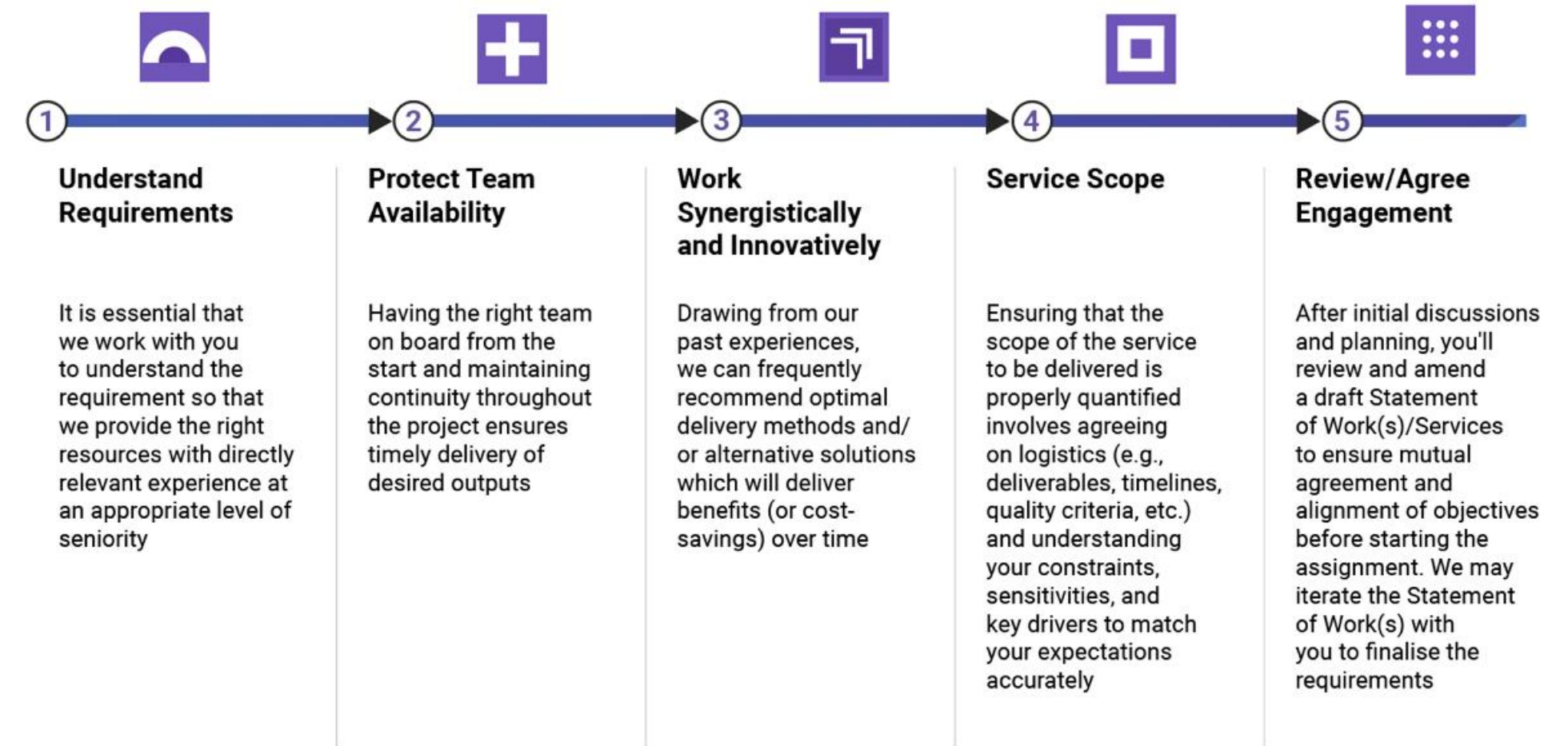
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

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.

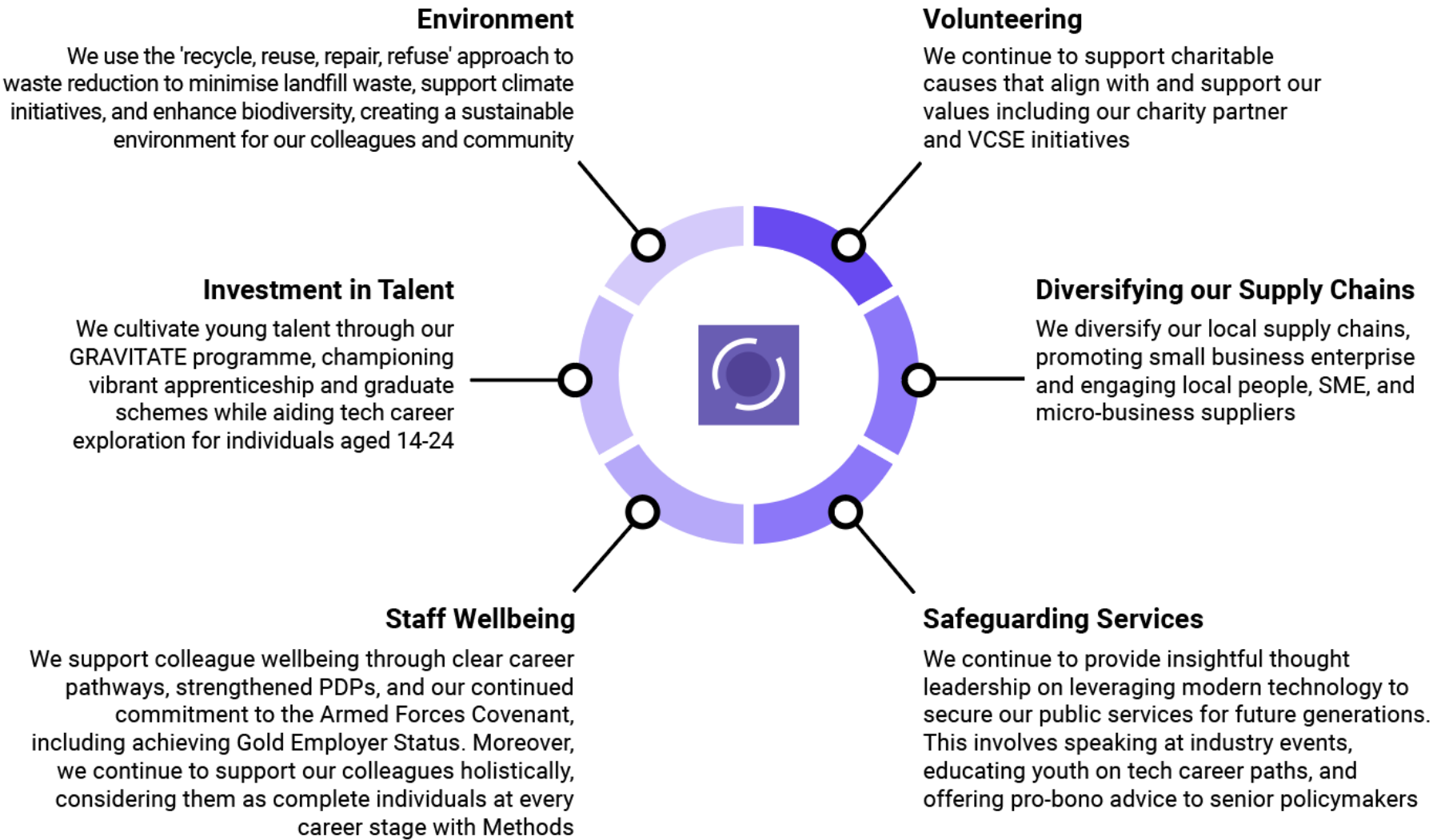


Customer Responsibilities

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.