

G-Cloud 15 Service Description

Digital Service Discovery & Design

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Methods take a user-centred approach to service discovery and design. Analysing the service end-to-end enables understanding of user journeys, customer experience, pain points, opportunities and waste. By understanding context, intent and digital readiness we explore opportunities for self-service and automation, designing digital services that improve customer experience and reduce cost.

What is the Service

Digital services can transform your interaction with users, both customers and staff, enabling the delivery of great services that people want to use, that cost less to deliver.

Analysing the service end-to-end enables understanding of user journeys, customer experience and how agile ways of working can be applied, identifying pain points, opportunities and waste.

By understanding how services are delivered end-to-end (people, process, technology, information) and your users’ context and intent, we can explore opportunities for self-service and automation, designing digital services that improve customer experience and reduce cost.

What can it do for you

This service enables organisations to design better services, aligned to their strategic aims, using Digital, Agile, Service Design principles and approaches, that improve customer experience and reduce cost. It delivers end-to-end analysis of services, understanding user needs, journeys and service performance and identifying opportunities for improvement and optimisation.

By understanding readiness for digital modernisation, the approach can be tailored to the capacity and level of digital ambition of your organisation.

Service Features

1. User research, journey mapping, data analysis to gain insight
2. Engaging techniques to involve a range of stakeholder holders
3. Services framed in user roles, needs and usage scenarios
4. Process mapping techniques with an emphasis on need/value
5. Use of Lean, Six Sigma and blueprinting to eliminate waste
6. Use of BPMN and process modelling tools to map information
7. Understanding of digital maturity and readiness for digital modernisation
8. Appropriate definition of skills/roles required to deliver process
9. Opportunities and improvement identification and benefits analysis
10. Agile collaborative delivery, coproduction, coaching and knowledge/skills transfer

Service Benefits

1. Design end-to-end across multiple touchpoints for a consistent service experience
2. Digital change that matches your organisation's needs and capacity
3. 'Fit for purpose' service design meeting user and business needs
4. Analysis with a view to optimisation and improvement
5. Co-production and knowledge transfer to internal staff
6. Alignment of processes to strategic objectives
7. Identify duplication and improvements, enabling reduction of cost and waste
8. Engage stakeholders, generating ownership and buy-in
9. Use of data to understand service performance and demonstrate improvements
10. Understand the impact of digital change

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.