

G-Cloud 15 Service Description

User Experience (UX) Design

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User experience designers (UXD) ensure services are accessible and usable, creating a deep understanding of the users, their pain points, needs and values. UX encompasses theories from many disciplines, including user interface design (UI), usability, accessibility (WCAG), information architecture (IA), and human-computer interaction (HCI). Our approach conforms to GDS standards.

What is the Service

Our UX designers align digital services with both user and business needs, ensuring a seamless blend of functionality, accessibility, and data-driven decision-making. Our approach encompasses a thorough understanding of the user journey, from initial analysis to interactive prototyping using the GOV.UK prototype kit, ensuring every digital solution is tailored to meet precise requirements.

We commit to crafting intuitive, immersive user interfaces that are responsive across devices and screen sizes, grounded in the GDS principles. Our focus on WCAG-compliant interfaces ensures inclusivity, prioritising interaction design, information architecture, and visual aesthetics to deliver engaging user experiences.

Our UI development services leverage cutting-edge technology to construct accessible, high-quality interfaces. Emphasising agility, we employ the most suitable tools and frameworks to facilitate rapid development and frequent releases. This fast-iteration approach allows us to engage users early, refining our products through continuous feedback to exceed expectations.

What can it do for you

We understand organisational objectives and engage with users and stakeholders in order to devise digital services that meet user needs, business needs and data requirements.

We prepare and enable your digital future by developing an understanding of the end-to-end user experience by undertaking user needs analysis, user journey mapping, wireframing (hi-fi and low-fi) prototyping with the GOV.UK prototype kit and user testing.

We design user interfaces (UI) and interactions that focus on addressing user needs across all interface touchpoints (different devices and screen sizes) following and extending Government digital services (GDS) principles and design system. We design intuitive, immersive interfaces and interactions based on Web Content Accessibility Guidelines (WCAG) and focus on interaction design (ID), information architecture (IA) and visual design.

User interface development services are focused on building accessible and inclusive (WCAG), best of breed interfaces using modern technology. Our approach is to use the most appropriate tools and frameworks allowing us to deliver robust products at pace. With a strong user focus, our approach is to iterate fast using the GOV.UK prototype kit and release often, putting designs in front of users early in order to test and get feedback.

We shape the goals of what your organisation is hoping to achieve within the project, how its success should be measured (KPIs), and what priority it should set in the grand scheme of things.

This design deliverables will be based on and focused around identified pain points and what users' goals are when using our service, identified from user research and analysis. We ensure that the user interface has elements that are easy to access, understand, and use to facilitate those actions. Meaning that a well-designed user interface will pay for itself and more, give a pleasurable experience for users and give you a competitive advantage.

Methods offer a full development process, addressing brand, style guide, design system and accessibility needs. We work with you iteratively to produce collaborative, user-centred products, whilst retaining the ability to react to evolving user needs. Our developers use modern tools and frameworks to enable rapid development. The speed of the build enables an iterative process, with testing and design feedback loops facilitating evidence-based decision making through the entire duration.

Service Features

1. Persona development, utilising qualitative and quantitative user research
2. User journey mapping and user story creation
3. Information architecture and content strategy
4. Feature ideation workshops
5. Content design
6. UX writing and wireframing
7. Rapid prototyping across desktop, tablet, and mobile screens
8. Apply GDS and best practice design principles
9. Product MVP vision, KPIs, and goals
10. Meet Web Content Accessibility Guidelines (WCAG) and GDS Service Manual

Service Benefits

1. Collaborative, user-centred design process
2. Solutions that solve a clear problem and meet user needs
3. Ability to react to evolving user requirements
4. Accessibility compliance across all platforms, ensuring all users are included
5. A ‘fail fast’ mindset – early and iterative testing
6. Evidence-based decision making
7. Ease of handover between user researcher, designers and developers
8. Improved usability amongst new and existing users
9. Iterative approach reduces cost when changes occur
10. Increase digital take-up and alignment with GDS design principles

Contact details

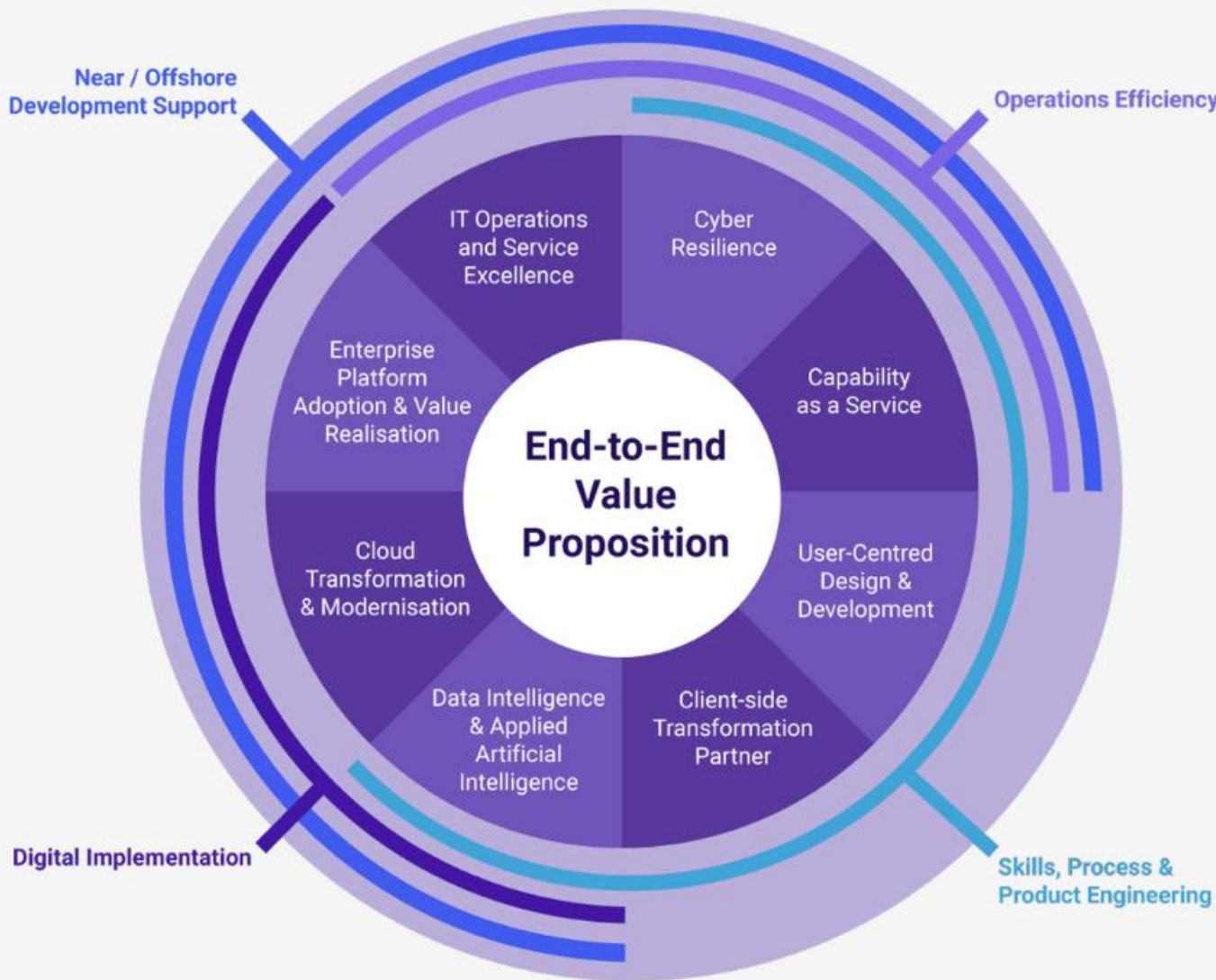
End-to-end transformation and innovation experts

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.

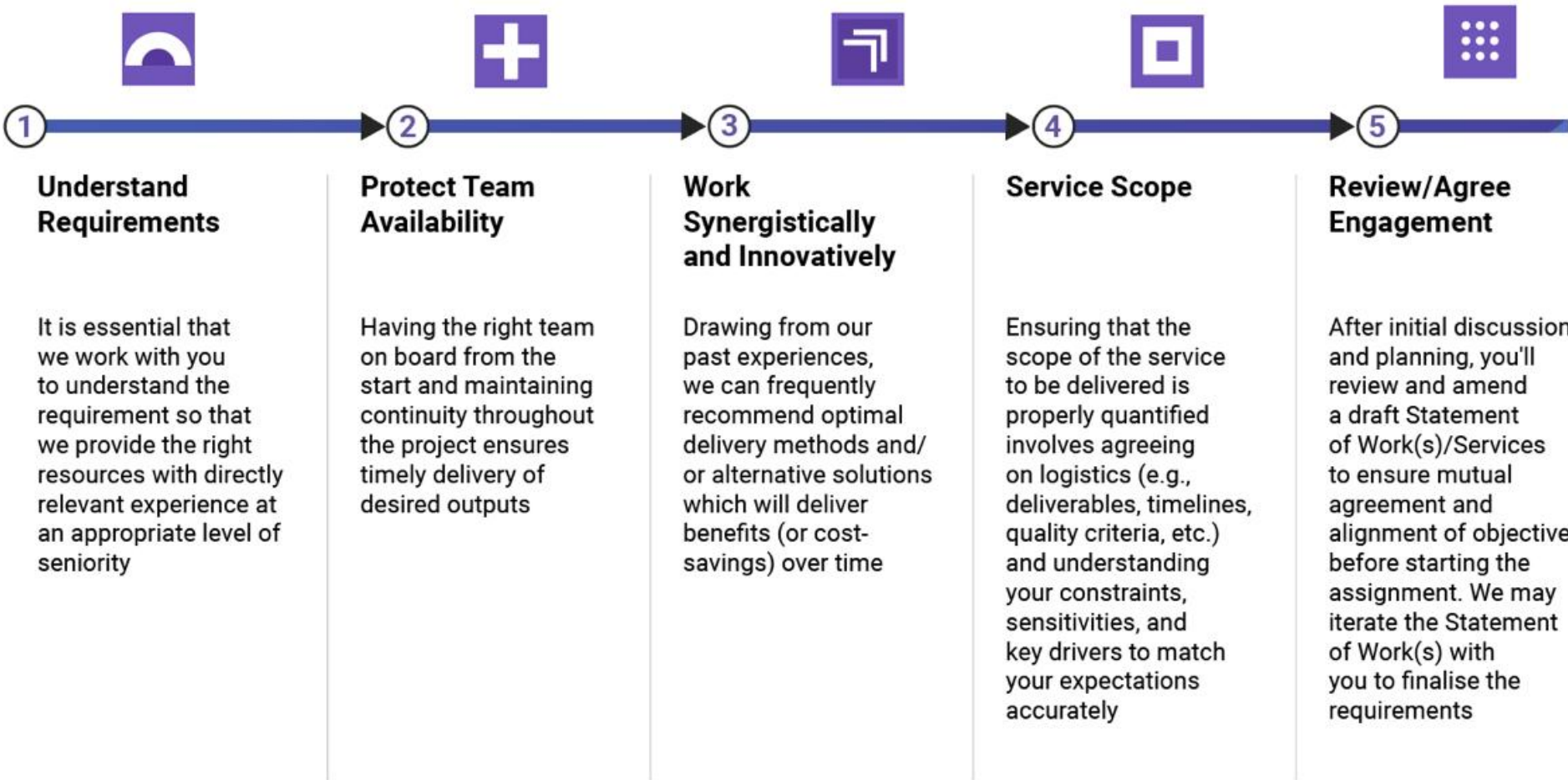
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

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.