

G-Cloud 15 Service Description



Personas - User Segmentation

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Our User Researchers have extensive experience creating personas based on user interviews, observations, focus groups and desk research. By continually updating personas with user research insight we help clients make informed decisions about service redesign throughout Discovery/Alpha/Beta/Live.

What is the Service

Personas provide a summary of the user needs, demographic insights, behaviours and tasks of people using your service. Demographic insights include age groups, technical knowledge (and the level of assisted digital support required), device type and other measures about the users – e.g. geo-location. Behavioural insights reflect the motivations, feelings and frustrations users may experience, while the tasks give an overview of the different interrelated and overlapping actions a user has to go through to achieve their goals. The personas are updated regularly to reflect the most recent insights about individuals who use your service.

What can it do for you

Personas are a visual representation of user insights and can be shared with stakeholders and displayed on walls for teams to see. Based on the personas, you will know if you are designing for people with assisted digital needs, what kind of feeling you should aim for in the design and what actions your users need to perform to achieve their goals. The personas can be applied by the team members and stakeholders to make decisions about the future of the service including the scope of the service, website features and functionality.

Service Features

- 1. Summary of user research insights
- 2. Analysis of themes from user research
- 3. A mix of contextual information and behavioural observations
- 4. Include demographics, motivations, tasks, goals and quotes
- 5. Statistics about device usage and entry route to the website
- 6. Visual illustration for the wall
- 7. Statistics about device usage and entry route to the website
- 8. Used to develop design principles

Service Benefits

- 1. Overview of different service users
- 2. Underlying information behind user needs
- 3. Used as a base for developing design principles
- 4. Enforce user-centred design
- 5. Informed decision making
- 6. Reduce and/or remove biases and assumptions
- 7. Empathise with users
- 8. Understand and predict user behaviours

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.