

G-Cloud 14 Service Description

Ethnography / Ethnographic Research

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Ethnographic research is the study of people and culture. Methods looks to explore people’s behaviour beyond the surface, offering deep insights into the relationship between what people say, what people do and what people say and do in comparison. Ethnography uncovers underlying needs and issues and creates new opportunities.

What is the Service

Ethnographic research covers a mix of research techniques such as interviews and observations to develop knowledge and understanding of people’s underlying beliefs, motivations, needs and habits. We use audio, video and photography to capture rich insights from the field and to communicate and share findings with the team and stakeholders.

What can it do for you

Ethnography encourages a people-centred focus to identifying problems, solving challenges and validating solutions and concepts. Ethnographic research can help you to identify new potential business opportunities by understanding the people who use your service and related offerings.

Ethnographic research is a valuable approach for gathering deep insights into people’s behaviour in order to create meaningful and innovative experiences and services.

Service Features

- 1. Ethnographic research methods (including observations and interviews)
- 2. An open mind for exploring the problem space
- 3. Identify needs, motivations and pain points
- 4. A holistic view of service offerings and user journeys
- 5. Uncover underlying needs and issues
- 6. Develop potential business opportunities by understanding users of your service
- 7. Validate problems and strategic direction
- 8. Audio, video and photos
- 9. Develop recommendations and design criteria
- 10. Encourage voice of user research and a people-centred focus

Service Benefits

- 1. Get knowledge on your user groups, target groups or customers
- 2. Gather rich insights into natural behaviour, habits, motivations and aspirations
- 3. Get knowledge on people’s interactions with contexts and surroundings
- 4. Understand key questions to answer in Discovery and Alpha
- 5. Identify main organisational challenges at an early stage
- 6. Align service offers, innovations and investments with needs of people
- 7. Create valuable and meaningful experiences and services
- 8. Align business capabilities and organisational structure with people’s needs

Contact details

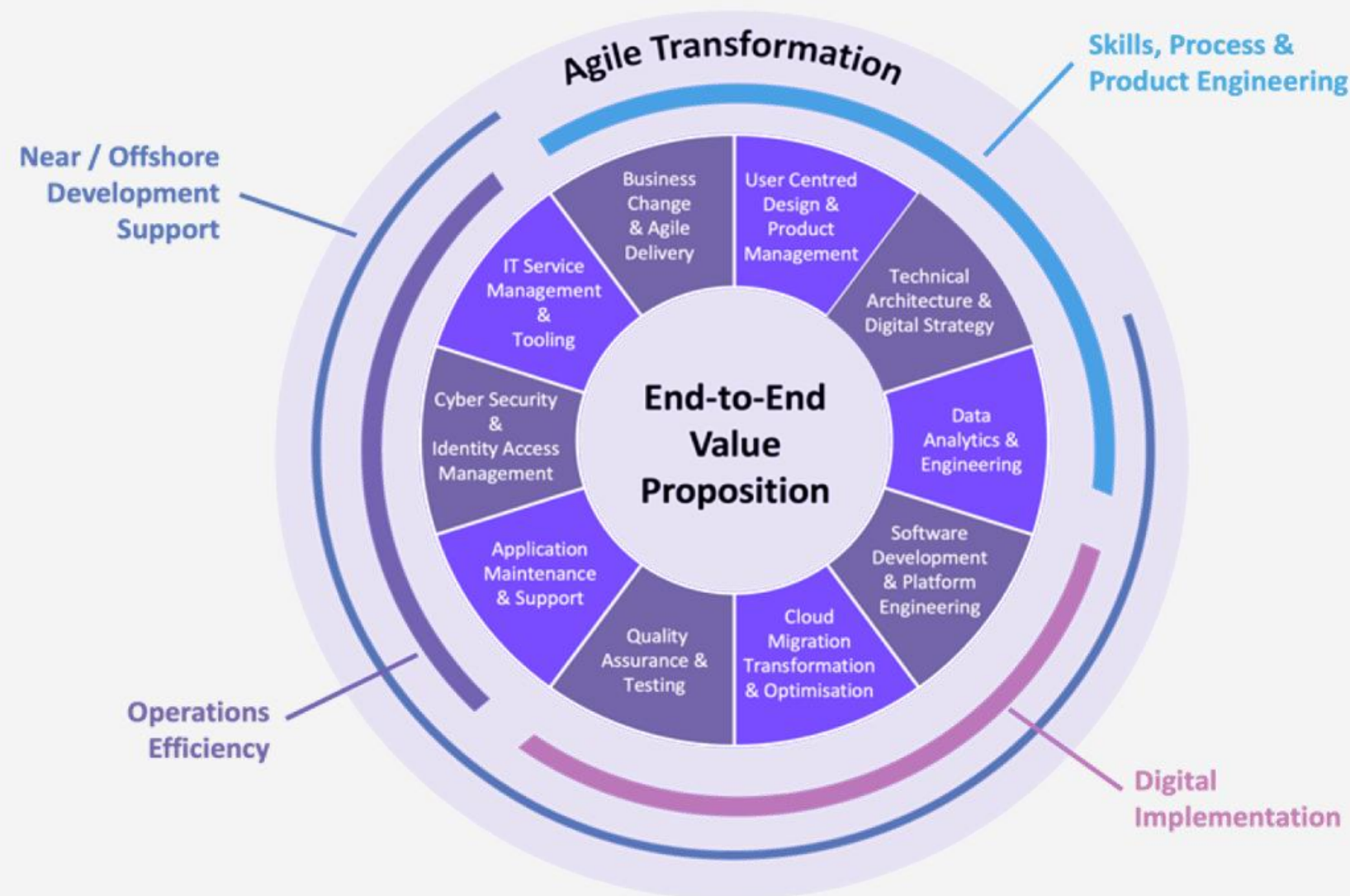
End-to-end transformation and innovation experts

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.

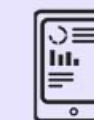
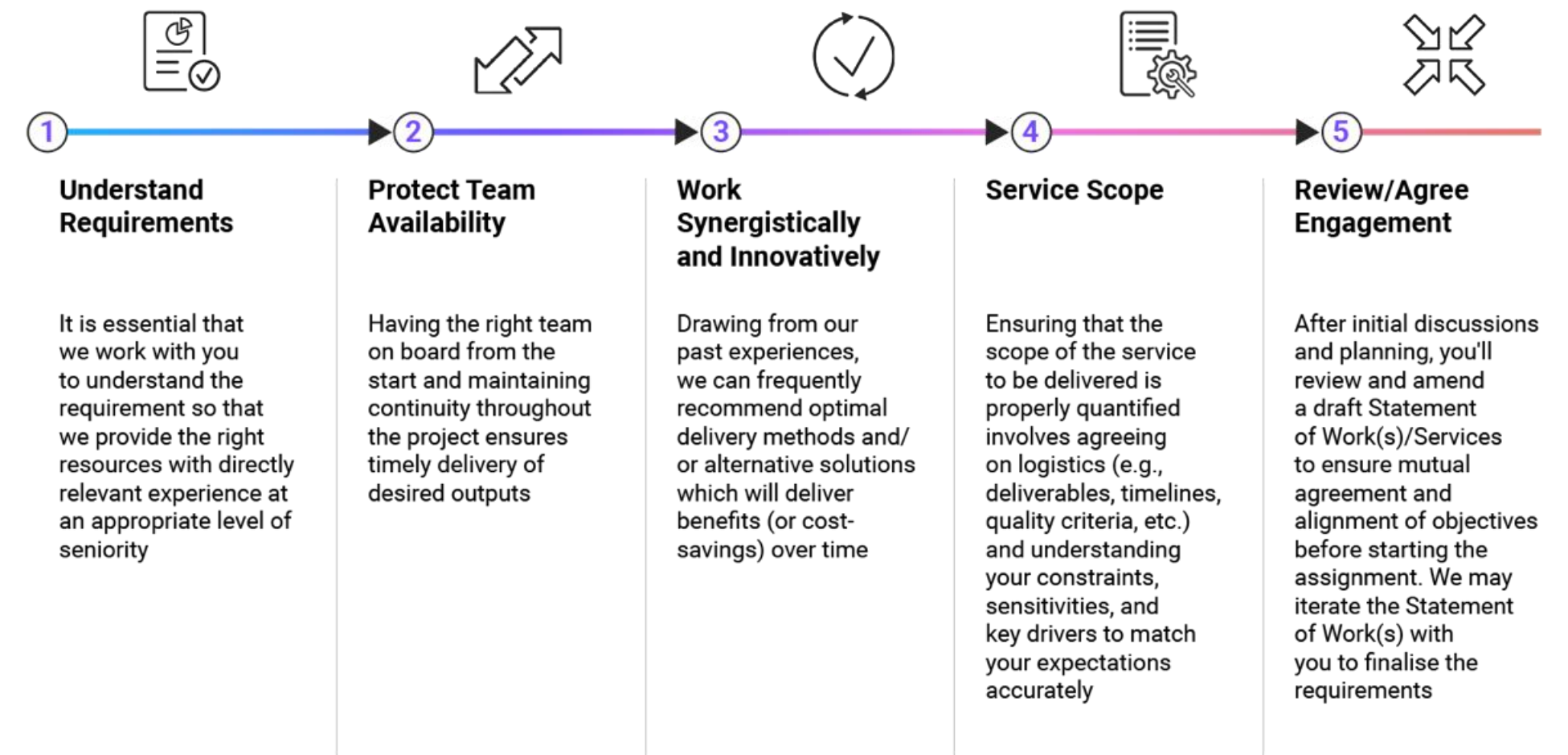
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

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.

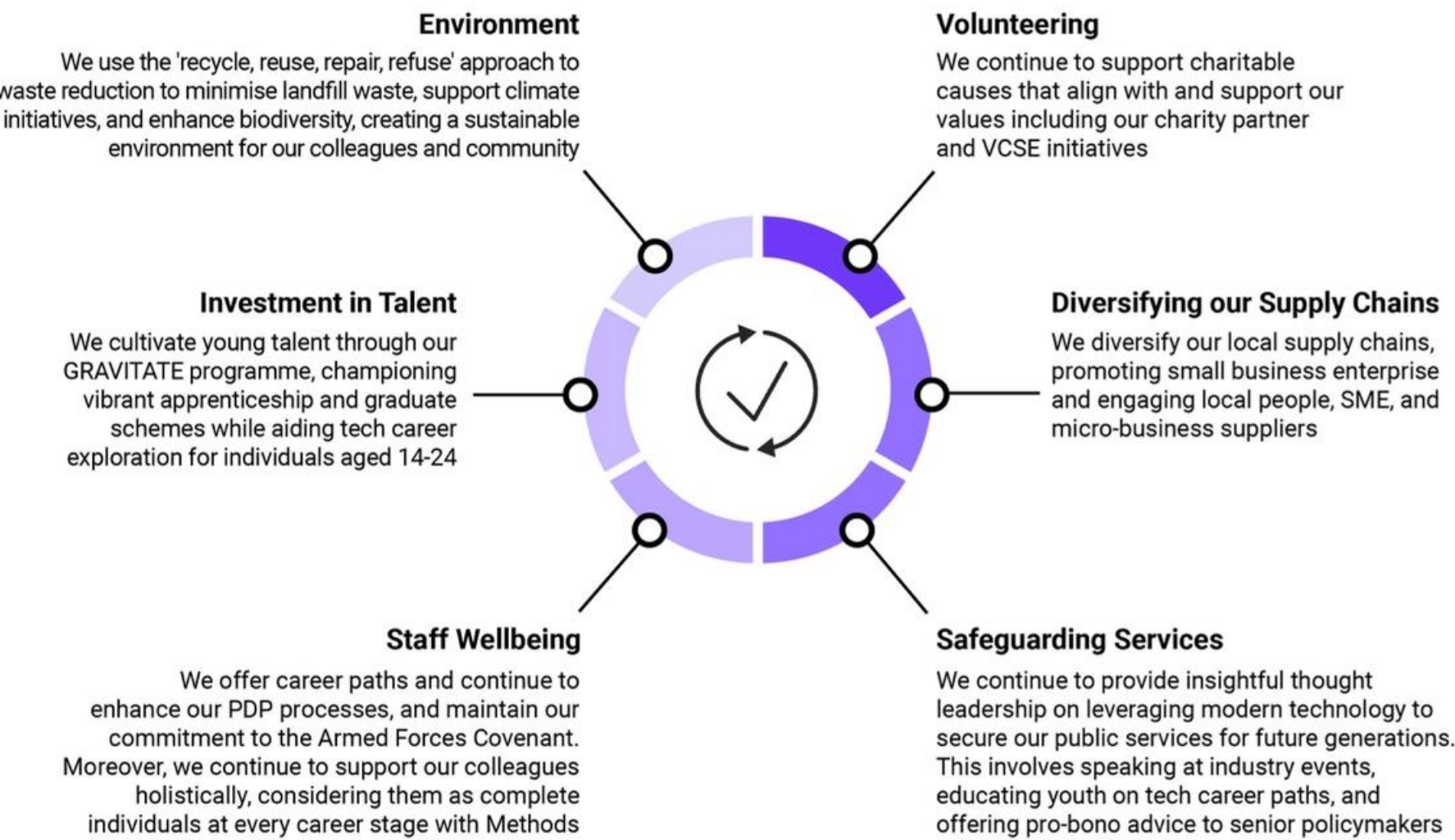


Customer Responsibilities

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



Stopped a Central Government high-severity Cyber threat in its tracks with a Threat Management solution that continuously monitors the security posture and responds to active cyber security incidents and vulnerabilities fast



Simplified 230+ service offerings with no disruption to live service to deliver service management maturity that was standardised to be more efficient, and optimised to reduce cost at a critical time for HMCTS



Put nature at the heart of government decision-making using digital and AI innovation to explore 21 natural capital ecosystem assessments with Defra



Reduced service costs by 60% through the design and transition of Robotic Process Automation of 1.2M service billing transactions per month at NOS Telecoms Cabinet Office



Enabled the delivery of 4.7M care and food supplies to people who were at the highest risk from COVID-19 through the development, delivery, and maintenance of the Shielding Vulnerable People service at the Cabinet Office



Increased speed and traceability of annual education funding allocations by transforming the Funding Service at ESFA in the DFE