

G-Cloud 15 Service Description



Content Design

Content Design

Our service focuses on making information on your websites and apps easy to read and understand. We ensure that everything from the words to the layout works well for your audience, making your digital tools more user-friendly.

What is the Service

Our Content Design service focuses on creating user-centred content tailored to meet the needs of your audience while aligning with your organisation's goals. Our team of experienced content designers utilise best practices in UX writing, information architecture and accessibility to develop content that enhances user experience and engagement across all platforms. Whether it's for websites, mobile apps or government services, our content is crafted to be accessible, easy to understand and action-driven.

What can it do for you

This service streamlines the way your audience interacts with your content, making it more efficient and enjoyable. By focusing on user needs, we ensure that the content not only delivers your message effectively but also drives user actions, increases engagement and improves overall satisfaction. Our content design approach helps to simplify complex information, making your services more accessible to the public and ensuring compliance with digital standards and accessibility guidelines.

Service Features

- 1. User needs analysis to inform content decisions.
- 2. Accessible content creation following WCAG guidelines.
- 3. Clear language use ensuring content is understandable.
- 4. Structuring content for easy navigation and user journeys.
- 5. Responsive content for a range of devices and platforms.
- 6. SEO practices to enhance discoverability.
- 7. User testing feedback to refine content.
- 8. Monitoring content performance through analytics.
- 9. Adherence to the GDS style guide and standards.
- 10. Iterative content development based on agile methodologies.

Service Benefits

- 1. Meets diverse user needs effectively.
- 2. Ensures legal compliance with accessibility standards.
- 3. Reduces user frustration and enhances satisfaction.
- 4. Supports efficient information retrieval and user task completion.
- 5. Optimises content for mobile and desktop users alike.
- 6. Improves online visibility and reach.
- 7. Incorporates user feedback for continuous improvement.
- 8. Provides insights into content effectiveness and user engagement.
- 9. Maintains consistency in government communication.
- 10. Facilitates agile response to changing user needs.

Contact details

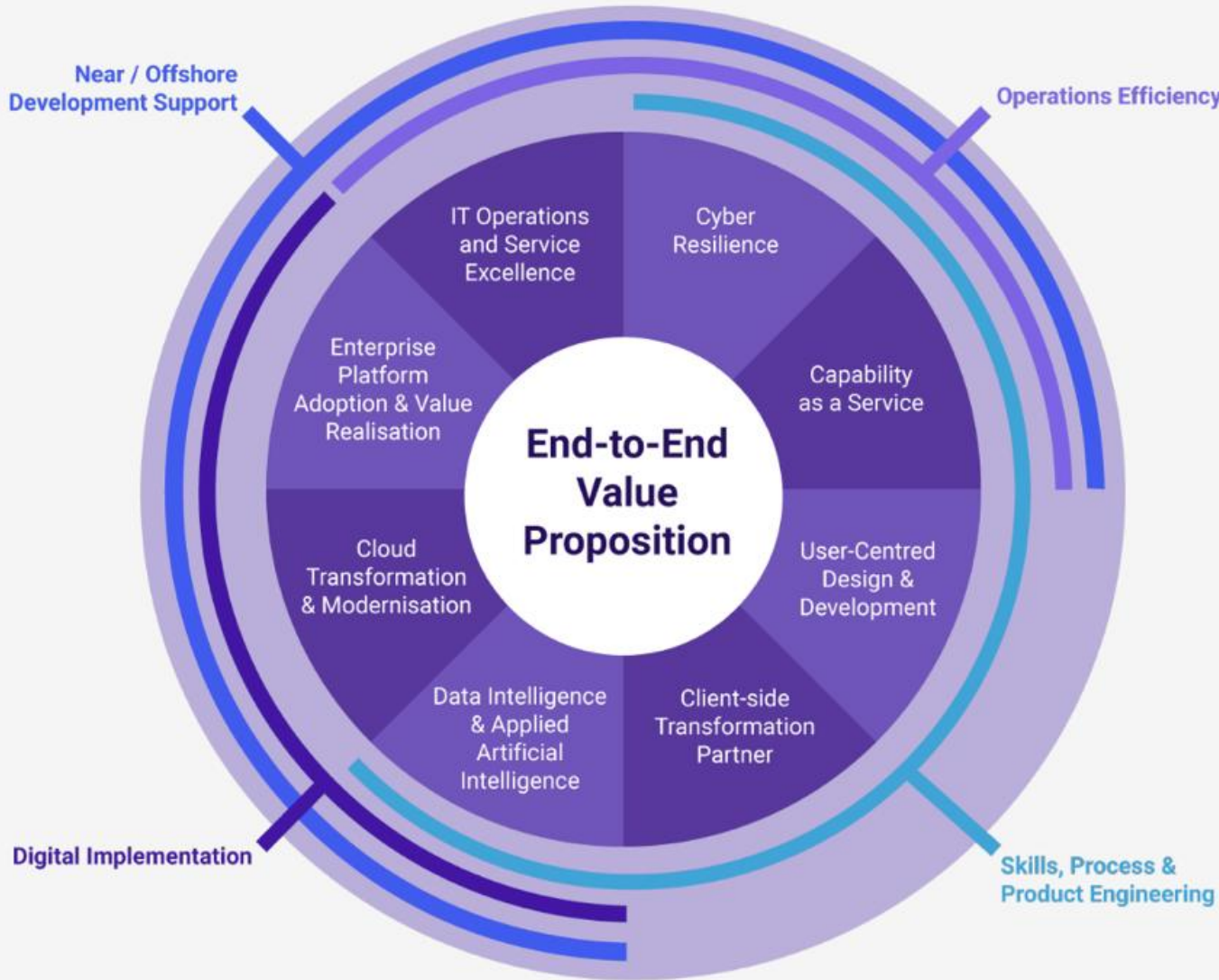
End-to-end transformation and innovation experts

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.

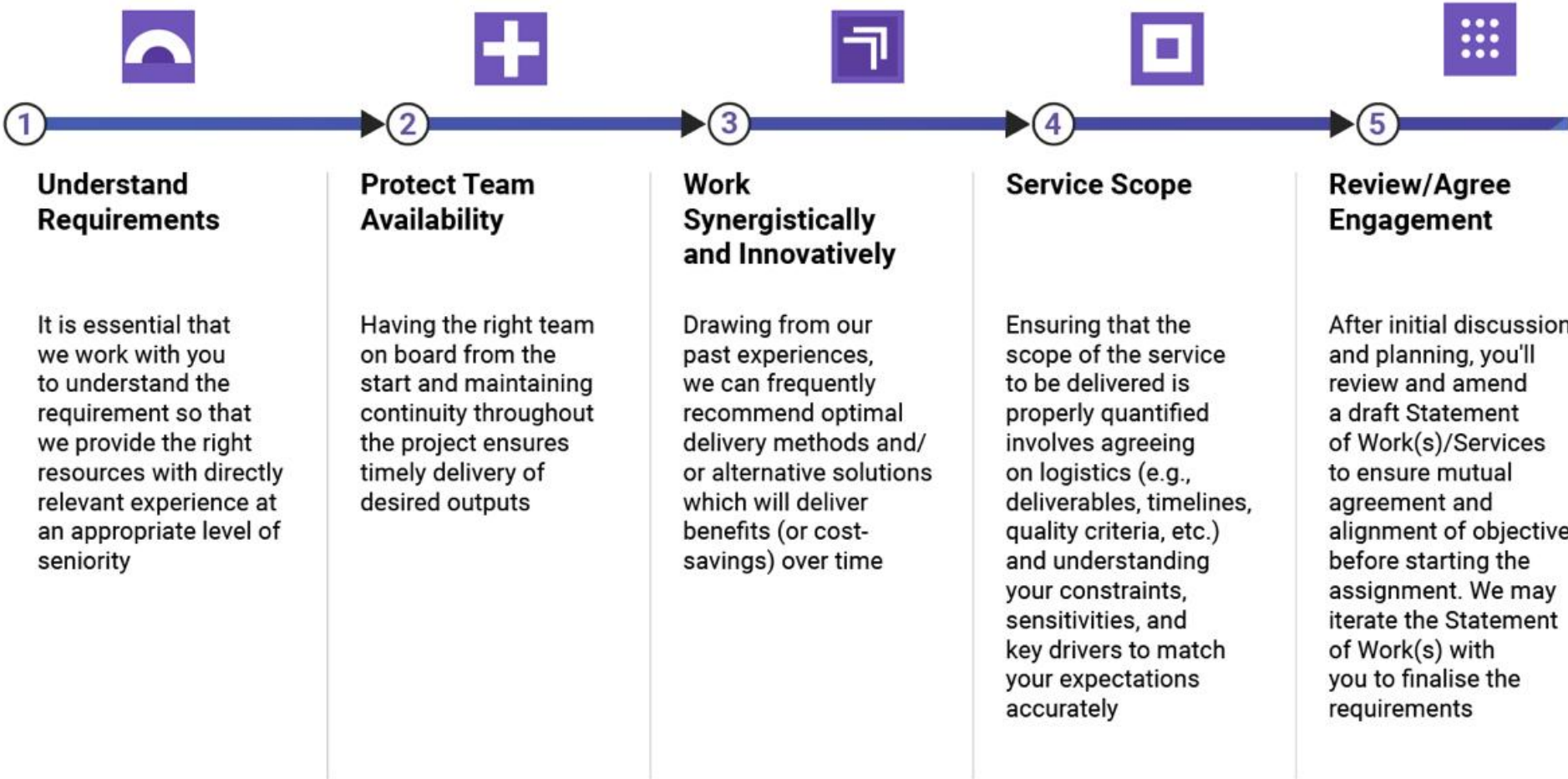
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

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.

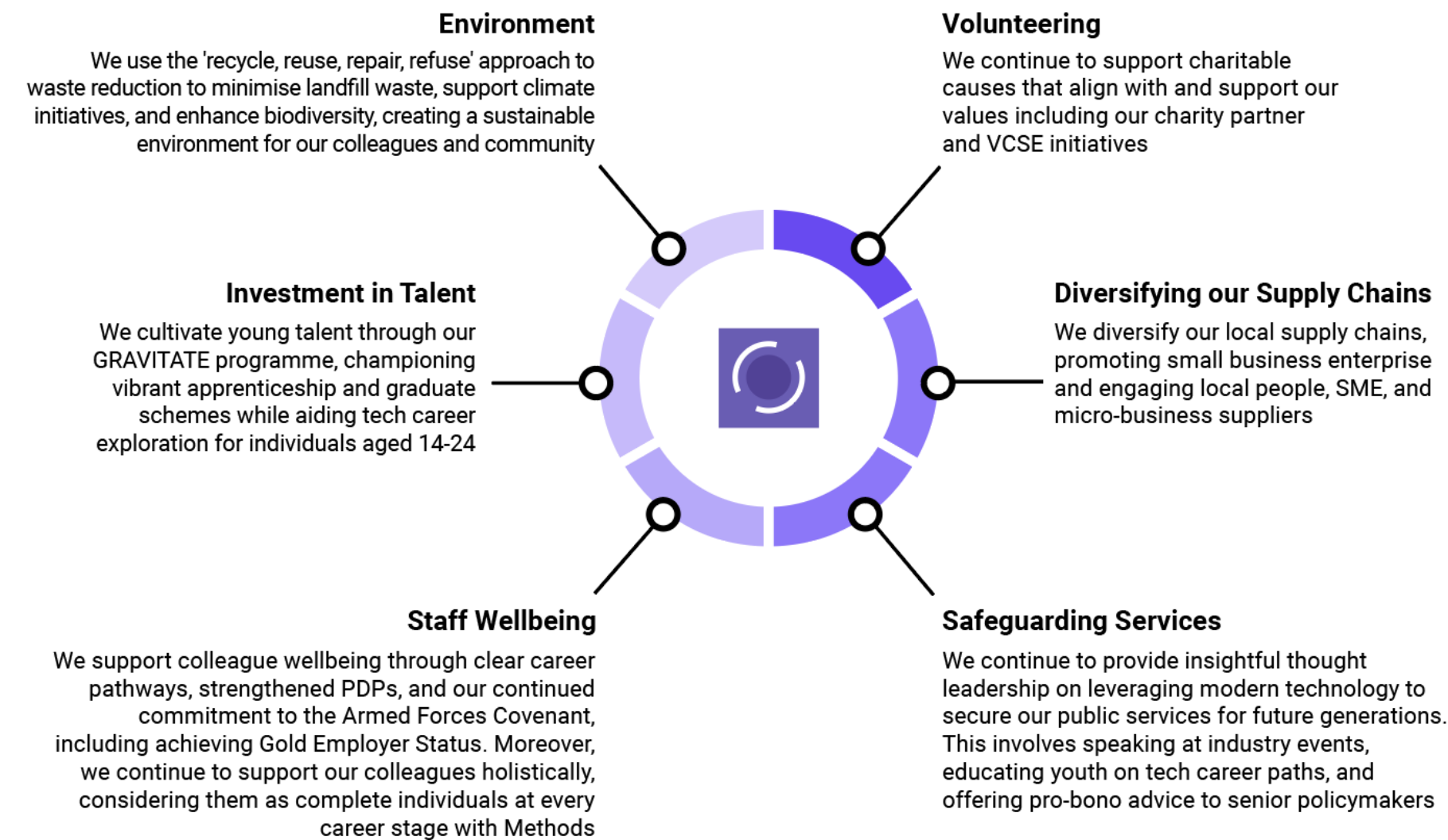


Customer Responsibilities

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

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.