



G-Cloud 15

Zaizi

Service Definition Document

Designing services around people

ABOUT US

What we do

Zaizi delivers **government technology solutions**. We work side by side with **public sector teams** to fix broken systems, creating joined-up services that are **simpler for users, safer to run and stronger for the future**.

If you work in the public sector, you've probably felt it. The drag of old systems. The pain of government technology that doesn't speak to other departments. The pressure to transform with tools that don't keep up. Zaizi exists to change that!

Zaizi helps public sector teams fix what others can't. Not with big promises from a distance, but by working right beside you.

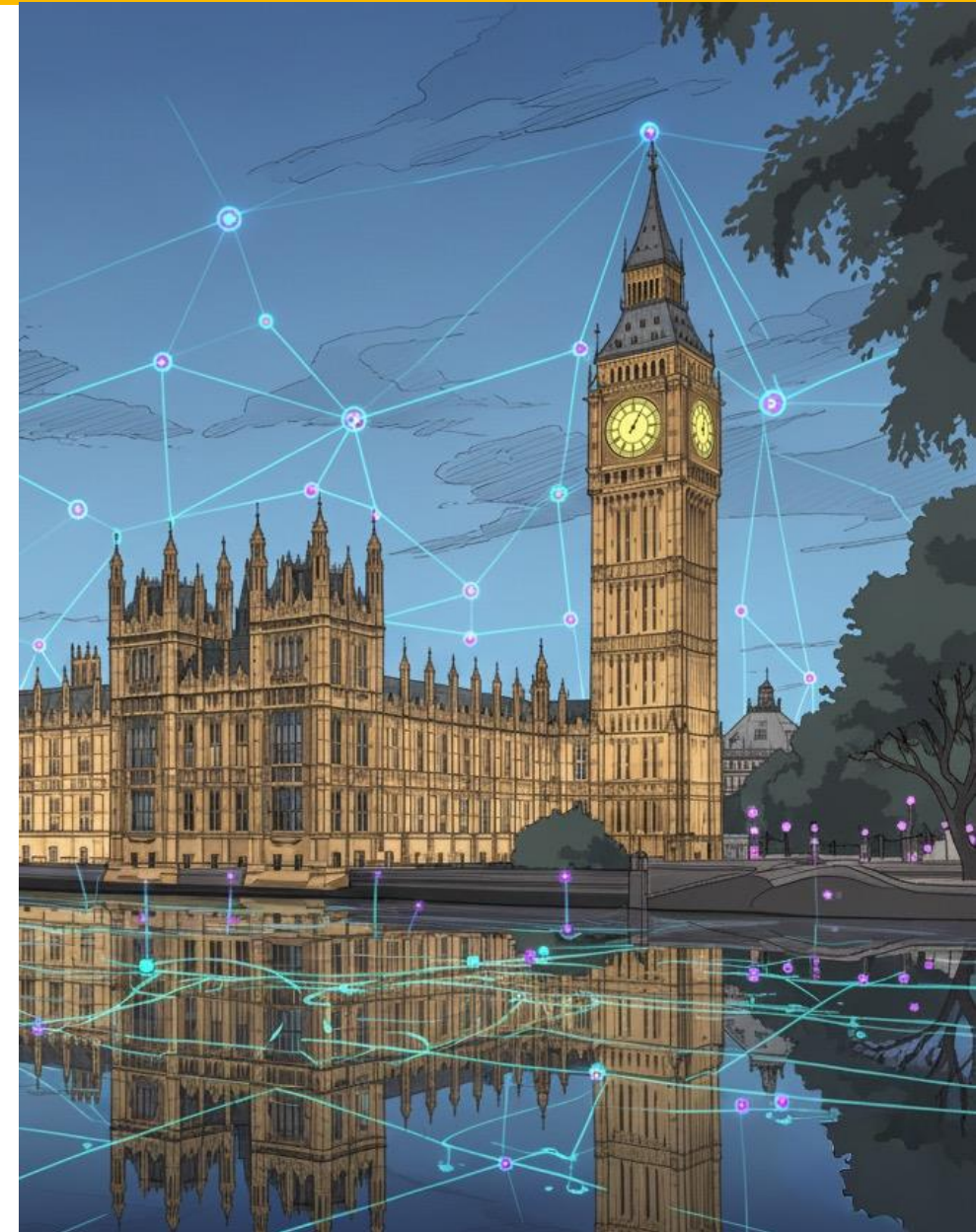
Our highly experienced security-cleared team includes former servants, military leaders, government staff, and policy insiders. We understand the pressures because we've lived them; we used to be you. We roll up our sleeves, get stuck in, and help you turn risky, outdated processes into secure digital services using innovative approaches, and where it's right, the power of AI.

We don't just get you through today's challenges; we future-proof your services so they can evolve as citizens' needs change.

Our commitment

Joined-up digital services that are simpler for users, safer to run, and stronger for the future. And we leave your people with long-lasting capability, confidence, and control. Digital government is hard, but together we'll deliver on your mission.

Zaizi. The simpler, safer, stronger choice!



ABOUT US

Our service offerings

Zaizi delivers government technology solutions. We work side by side with public sector teams to fix broken systems, creating joined-up services that are simpler for users, safer to run and stronger for the future.



▶ Designing services around people

We uncover real user needs and design intuitive services that work in the real world and deliver meaningful results.



▶ Simple cloud without the complexity

We build secure, scalable, and flexible infrastructure that reduces cost and complexity.



▶ Secure, strong public services

We build and deliver critical digital services securely, even where others have struggled or failed.



▶ Smarter use of data and responsible AI

We help you harness data for smarter decisions and clearer insights to save you time and cut risk.



▶ Modernising government technology and services

We untangle legacy, join up processes and modernise systems so services can share data effectively, respond to change, and evolve over time.



▶ Digital skills gap and capability building

We don't just deliver services; we empower your teams with the skills and confidence to sustain them.

Designing services around people

When services are designed around policies instead of people, everyone feels the impact. We help organisations put people at the centre while staying true to their mission. By building strong relationships with your teams, we translate real user needs into services that support strategic goals, improve outcomes and stand up in the real world — from first idea to live service and beyond.

The result: services that users trust, teams can run, and organisations can build on.

6,200

TENANTS ENGAGED IN RESEARCH

99%

TIME REDUCTION FOR WORKFLOWS

3 MONTHS

TO FIRST GO LIVE

CLIENT VOICE

“

Over a relatively short period, they [Zaizi] have helped us rapidly advance our policy thinking in this space and we wouldn't hesitate to recommend or work with them in the future.

**Deputy director, Ministry of Housing,
Communities and Local Government**

“

Zaizi understood the problem. Through the workshop, their subject matter experts assessed our situation, produced suggestions, and defined a roadmap for a successful product. During those workshops, through early wireframes, we were given illustrations of what the new system could look like.

**Rabah Belatri, Senior Technical
Delivery Manager, Home Office**

Key Outcomes

- Better outcomes for citizens and frontline staff
- Clear direction grounded in evidence, not assumptions
- Reduced cost and complexity through early validation
- Services that meet government service standards and accessibility standards by design
- Improved data, interoperability and service performance
- Sustainable delivery through capability building

Why Zaizi

Simpler

We cut through complexity and focus on what actually works. No bloated teams. No over-engineered solutions. Just clear, rapid and practical delivery that moves things forward.

Safer

We're trusted in high-assurance environments where failure isn't an option. Security, resilience and governance are built in from day one, not bolted on later.

Stronger

We leave your organisation stronger than we found it. Our work builds capability, confidence and ownership inside your teams, so you are not dependent on suppliers.

Your team at our core

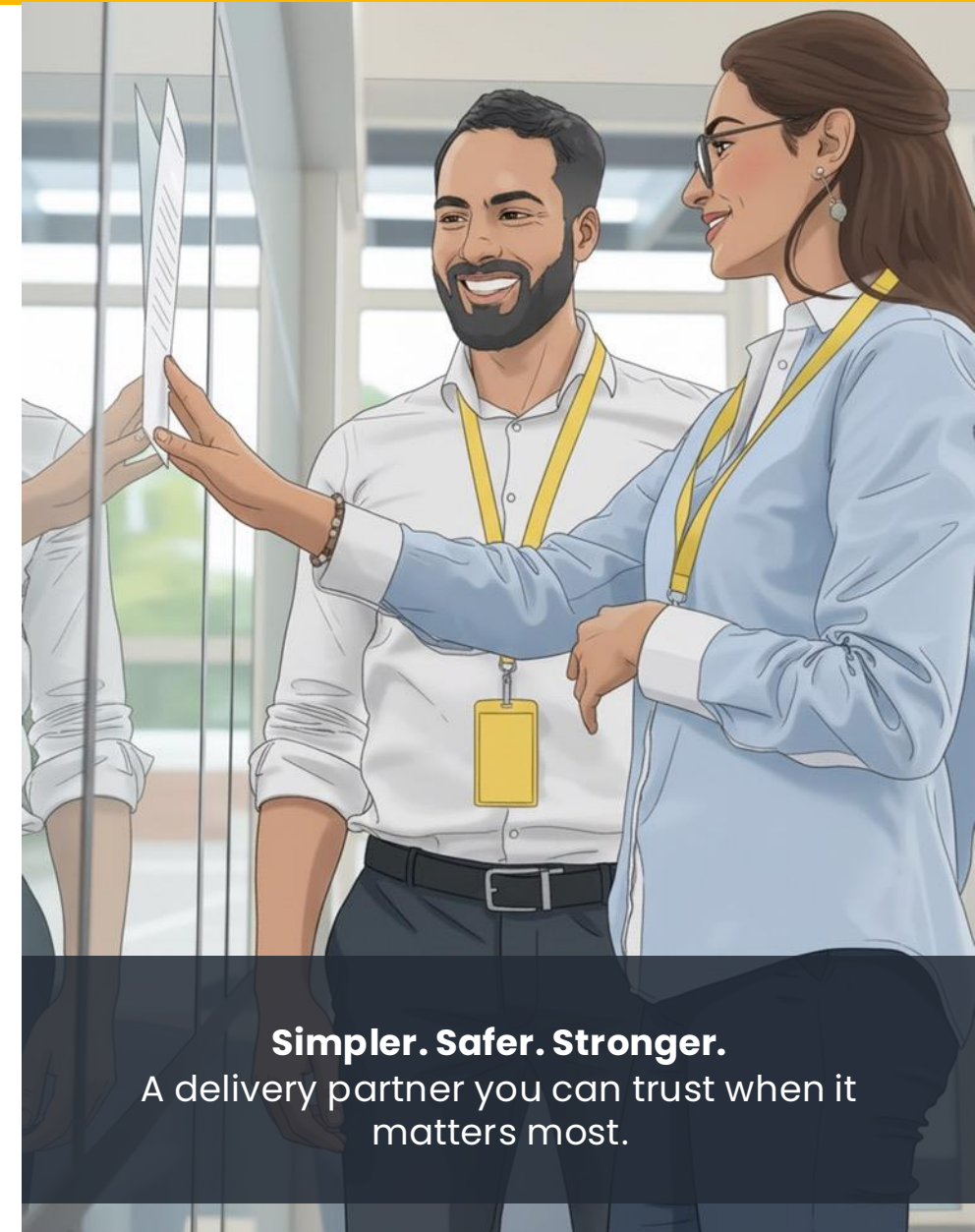
We embed alongside your people, understand your constraints, and adapt as things change. You get real collaboration, not a distant delivery factory.

Proven where others struggle

We're often brought in when programmes are stuck or under pressure. We move fast, reduce risk early, and deliver outcomes in complex, regulated environments.

Mission-led. Outcome-focused.

We care about what works in the real world. We share your mission. Our work is focused on delivering outcomes that matter, measured by the impact on improving the public services you deliver.



Simpler. Safer. Stronger.
A delivery partner you can trust when it matters most.

Zaizi credentials



Our Clients

Delivering secure, user-centred digital services with the UK's most trusted public sector organisations.



Border Force



Ministry of Justice



Home Office



Department for Levelling Up, Housing & Communities



Department for International Trade



National Cyber Security Centre
a part of GCHQ



Foreign & Commonwealth Office



Ministry of Defence



Department for Culture, Media & Sport



Innovate UK



THE NATIONAL ARCHIVES

Proof of delivery in high-security environments

Zaizi has already delivered AI and secure digital services where others failed.



Border Force

Border Force AI proof of concept (12 weeks):
anomaly detection in freight scans → **50%+ efficiency gains.**



Ministry
of Justice

MOJ Gateway: secure data exchange across
HMPPS and suppliers.



IICSA: secure case management system for
sensitive abuse inquiry data.



National Cyber
Security Centre

a part of GCHQ

NCSC: resilient, scalable secure testing
platform.

What our clients say



Zaizi has been great with the day-to-day interactions between themselves and our project team. They understood the brief and worked quickly to establish user needs. The solution has landed well with our users, demonstrating the work put in to get us to this point.

Border Force



Zaizi have been a valued partner to the Home Office Central Operations Platform team, with a collaborative, flexible and down-to-earth approach.

Home Office



A consistently high level of service and professionalism. The team's expertise in agile working and understanding of the public sector have proved invaluable.

Foreign, Commonwealth & Development Office

At Zaizi, we measure success by the outcomes we deliver for our clients. From border security to housing policy, our work is trusted in some of the UK's most complex and sensitive environments. These testimonials reflect what partners value most about us: **clear communication, collaborative delivery, and services that work for users on day one.**

For almost two decades, government departments have turned to Zaizi when projects need to move from idea to reality, fast – and stay the course. Whether testing innovation in a secure sandbox or embedding new AI-driven services into live operations, our clients recognise that **we don't just advise, we deliver.**

Our mission-led approach

Deep expertise, delivered in partnership: A mission-led approach that keeps your team at the core of the solutions.

1. The Insight Mission

Discovery: Listen | Research | Plan

We start by listening to your people and your users. Through deep discovery and evidence-based research, we move past assumptions to define the real problem. This mission ends with a clear, actionable plan that aligns your technical roadmap with your strategic goals.

2. The Validation Mission

Alpha: Ideate | Design | User test

We turn insights into tangible concepts. In this phase, we design and prototype core features to validate our approach with real users. This allows us to de-risk the project early, ensuring we are building the right solution before moving into full-scale production.

3. The Delivery Mission

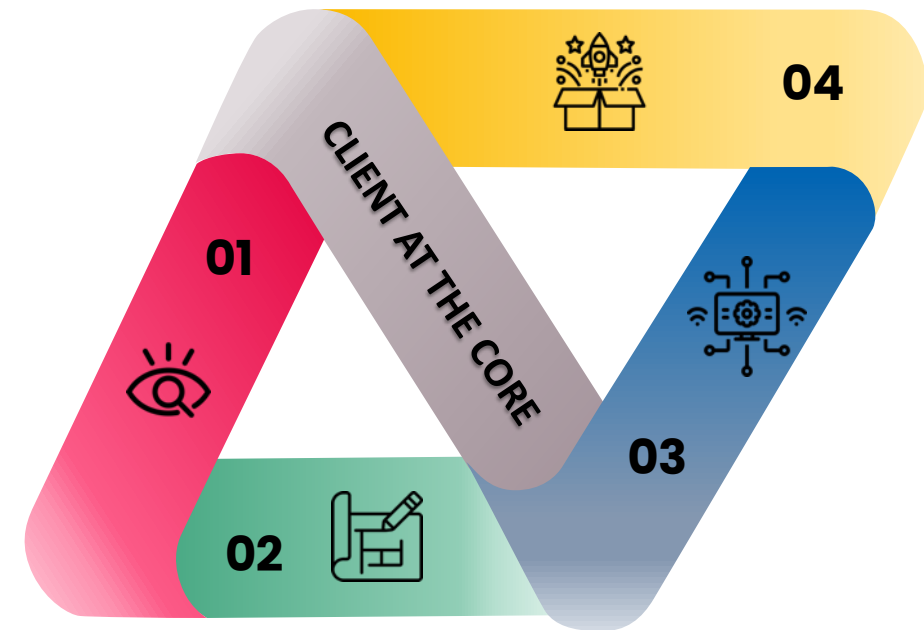
Beta: Build | Test | Modernise

This is the engine room of the project. We modernise legacy systems and build your production-ready service during Beta, applying rigorous testing at every stage. Our focus is on engineering high-quality, secure, and scalable digital tools that last.

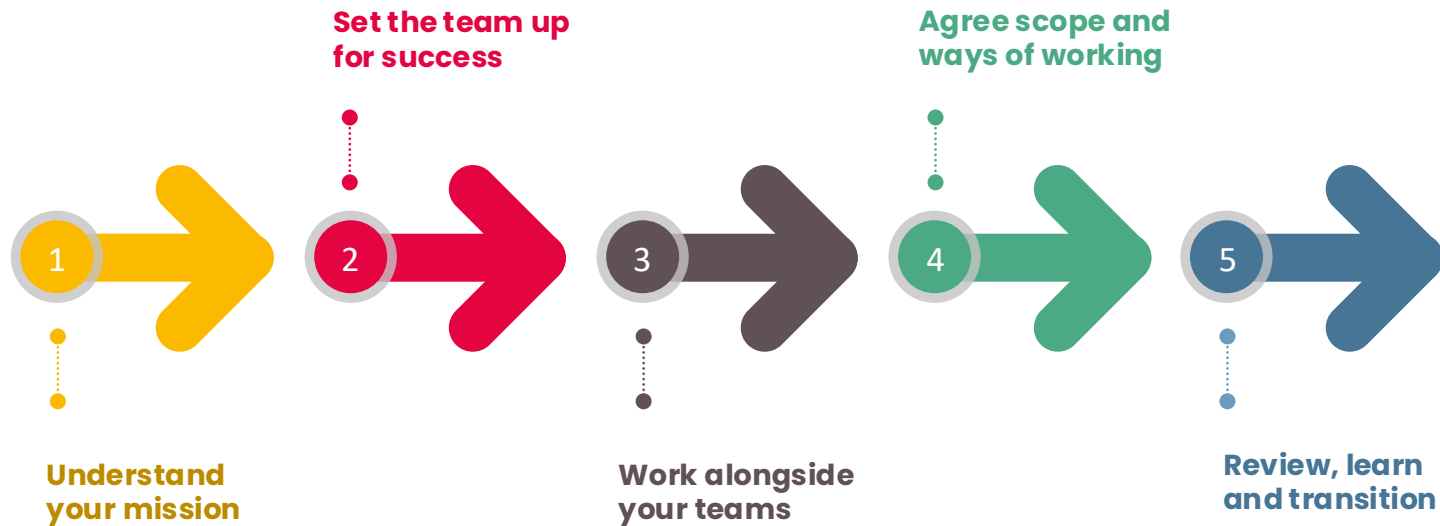
4. The Value Mission

Live: Run | Monitor | Evolve

Launching is just the beginning. We ensure your service runs smoothly in a Live environment while constantly monitoring performance and user feedback. We don't just 'hand over' — we iterate and evolve the service to ensure it continues to deliver measurable value and efficiency.



Onboarding and offboarding support



Simple to start. Safe to deliver. Strong when we leave.

We provide a structured onboarding process that includes welcome sessions, requirement validation, environment setup, access provisioning and knowledge transfer. For delivery services, we embed alongside your team to share ways of working, provide documentation, and establish communication channels.

Offboarding includes:

- Knowledge transfer and handover sessions
- Clear documentation (technical, operational, support)
- Runbooks, playbooks or clear, step-by-step operating guidance where relevant
- Access removal and environment handover
- Optional shadowing, training, or capability-building for your internal staff
- Support with transition to BAU teams or new suppliers

Our goal is to leave your team with capability, confidence and control, not dependence.

Designing services around people

CAPABILITIES



Discovery

Discovery is the first phase of user-centred service delivery. We explore user needs, organisational goals, constraints and technical realities to identify the priority problems to solve and the value of solving them. Through research, analysis and collaborative design, we provide evidence-based recommendations on the most viable, valuable and achievable next steps.



KEY FEATURES

- Discovery aligned to government service standard
- Multimodal user research and insight gathering
- Service design blueprinting and problem-framing workshops
- Technical and operational feasibility assessments
- User segmentation and persona development
- Mapping constraints, risks and dependencies
- Journey mapping of current and future states
- Evidence-based option appraisal
- Prioritisation of problems and opportunities
- Clear recommendations and next-phase plan



CORE BENEFITS

- Shared clarity on user and organisational needs
- Confidence you're addressing root-cause problems
- Reduced risk before higher-cost phases
- Alignment across policy, delivery and operations
- Evidence to support investment decisions.
- Early understanding of technical constraints
- Faster, more accurate scoping for Alpha
- Stronger stakeholder engagement from day one
- Better decisions using real user insight
- Clear direction for viable next steps



User research

Zaizi's user research capabilities cover a range of quantitative and qualitative research methods across the full software delivery lifecycle for both desktop and mobile. Our researchers work effectively in agile teams, bringing actionable insights on user needs, goals, motivations and sentiments and communicating findings at various levels to diverse audiences.



KEY FEATURES

- Identification and recruitment of participants
- Contextual research to understand the problem through ethnographic observation
- Qualitative methods including interviews, contextual research, usability, accessibility, guerilla testing
- Quantitative methods including surveys, A/B testing and web analytics
- Collaborative user researchers embedded in agile teams
- In-depth interviews and workshops to understand user needs and motivations
- Create personas/empathy maps to bring your users to life
- Form user journeys/user stories to aid understanding



CORE BENEFITS

- Mitigates risk by aligning products and services with validated needs
- Identifies features that improve user experience and satisfaction
- Eliminates under-performing ideas early
- Solves real user problems
- Supports designers to make evidence-based product design decisions
- Range of methodologies allows a flexible approach to user research
- Enhance current processes with a user centred approach
- Quantifiable understanding of usability for prioritising improvements



User-centred digital-ready policy

User-centred, digital-ready policy design bridges the gap between policy, operations and digital delivery. We combine user research, data, service design and technical insight to help policymakers shape policies that are achievable, testable and aligned to real user needs, organisational constraints and long-term digital service delivery.



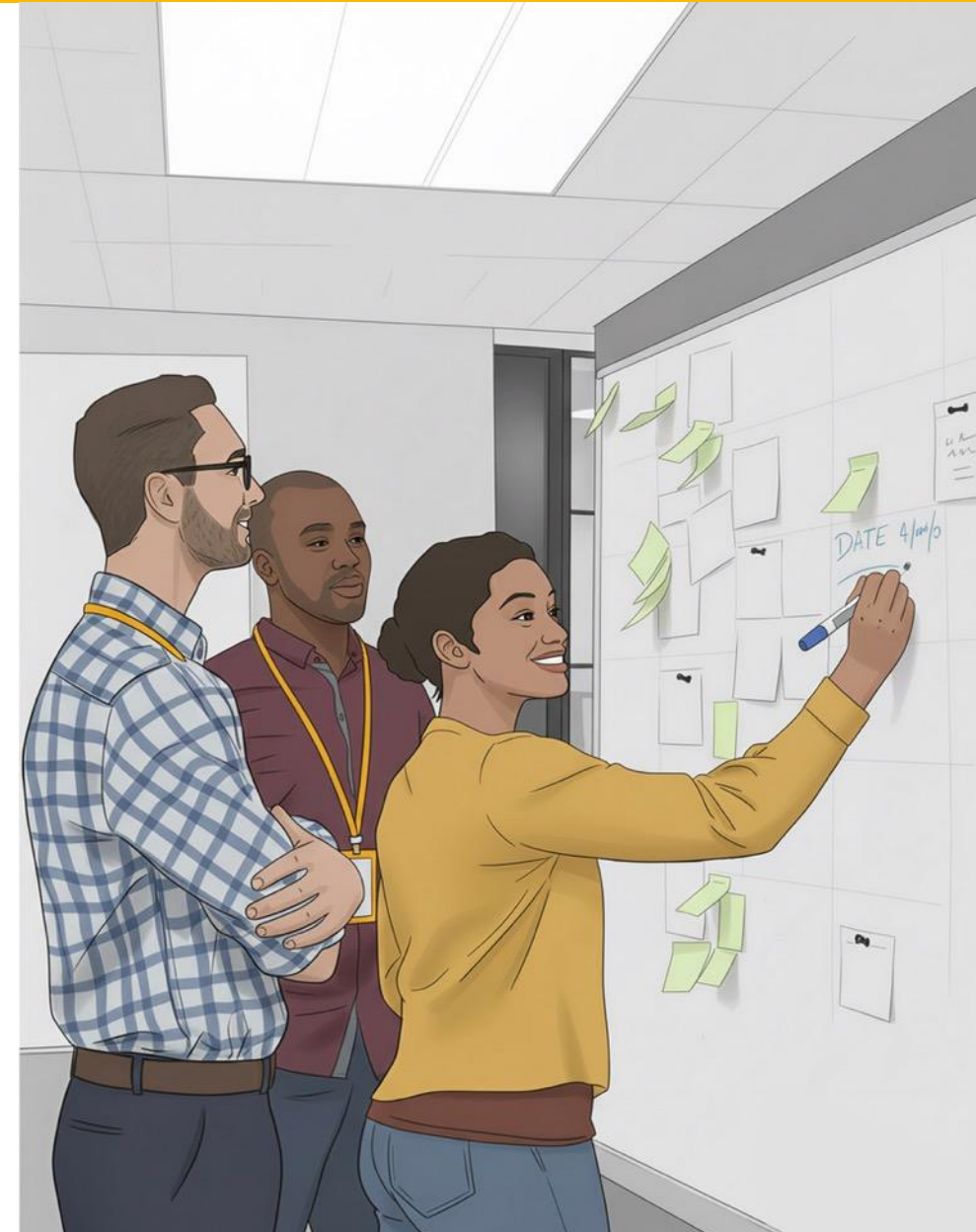
KEY FEATURES

- Government service standards-aligned user-centred policy discovery
- User research with citizens, frontline staff and stakeholders
- Mapping policy intent to user journeys and outcomes
- Feasibility assessments with technical and operational experts
- Co-design workshops for policymakers and delivery teams
- Prototyping and testing policy options early
- Evidence-based policy impact analysis
- Service and system mapping to expose constraints
- Digital, data and technology opportunity identification
- Clear recommendations for policy direction and delivery



CORE BENEFITS

- Faster, more confident policy development
- Early evidence to inform better decisions
- Policies aligned to real user needs
- Reduced delivery and implementation risk
- Clear understanding of technical feasibility
- Better collaboration across policy and delivery teams
- More testable and measurable policy outcomes
- Fewer unintended operational consequences
- Improved efficiency across policy lifecycle
- Policy foundations ready for digital delivery
- Evidence-tested tools (laws, regulations, services) to achieve policy aims



User experience research (UX)

User experience research that closes skills gaps and builds capability by uncovering real user needs, behaviours and barriers. We conduct qualitative and quantitative studies, map journeys and provide insight-driven recommendations. It enables evidence-based design and delivers services that align with user needs and organisational goals.



KEY FEATURES

- Qualitative interviews, focus groups and expert reviews
- Quantitative surveys and analytics review
- Persona and user-segmented development
- Customer journey and experience mapping
- Usability testing (remote or in-person)
- Heuristic and accessibility audits
- Insight reports with actionable recommendations
- Workshops to translate research into capability building
- Public sector-specific user recruitment
- Support for post-launch monitoring and optimisation



CORE BENEFITS

- Identification and deep understanding of user needs
- Reduced design risk through evidence
- Closing user-skills gaps organisationally
- Better alignment of services to user behaviours
- Improved accessibility and inclusion
- Enhanced staff capability in user-centred thinking
- Faster iteration based on real feedback
- Reduced cost of redesign later
- Stronger business case for change
- More usable, useful and used services with better user outcomes



User experience design (UXD) UX design/Interaction design (IXD)

User experience design creates accessible, digital services. Working in accordance with government digital service standard and WCAG 2.2 AA accessibility standards, we design interfaces, interaction flows and visual systems for public sector organisations. It combines user research, prototyping and iteration to create services that are usable, useful and aligned to strategic goals.



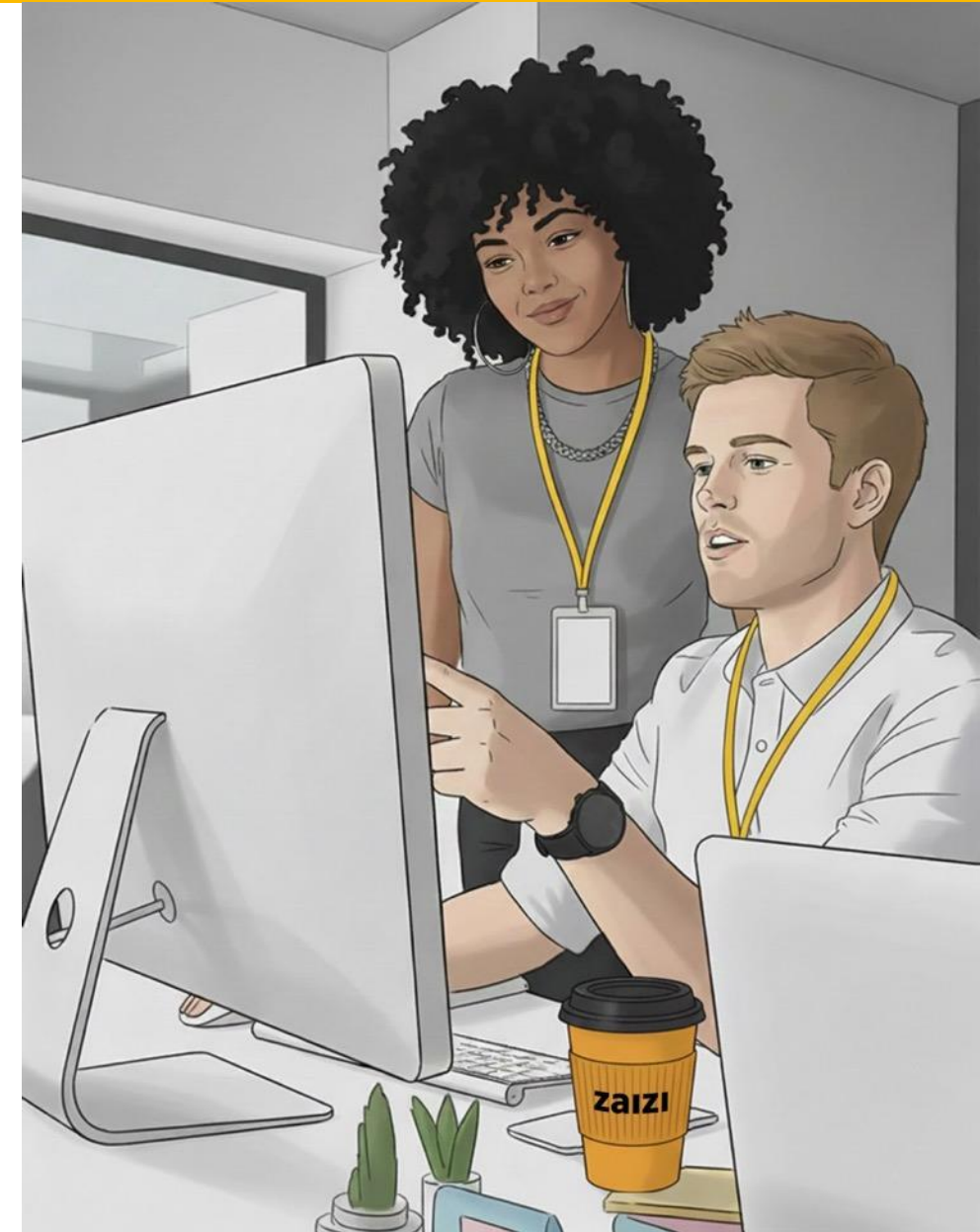
KEY FEATURES

- Interface, interaction and visual design
- Low- and high-fidelity prototyping
- Design systems and reusable UI libraries
- Accessibility and WCAG compliance review
- Service and experience design aligned to user journey
- Usability testing with user feedback loops
- Iterative design based on analytics and user input
- Workshops to develop internal design capability
- Collaboration with policy, delivery and tech teams
- Support for product-led, capability-driven design culture



CORE BENEFITS

- Digital services that meet user needs
- Fewer usability issues and barriers to adoption
- Enhanced staff design capability and confidence
- Better alignment of design with business outcomes
- Consistent, scalable design across services
- Faster design-to-live cycles
- Clearer visual and interaction standards
- Reduced training and support burden
- More effective and trusted digital services



Usability testing

Usability testing evaluates how effectively a user interacts with a service at Alpha, Beta and Live stages of delivery. By observing users against a series of tasks, usability testing helps to identify design and interaction issues, accessibility issues and areas for improvement.



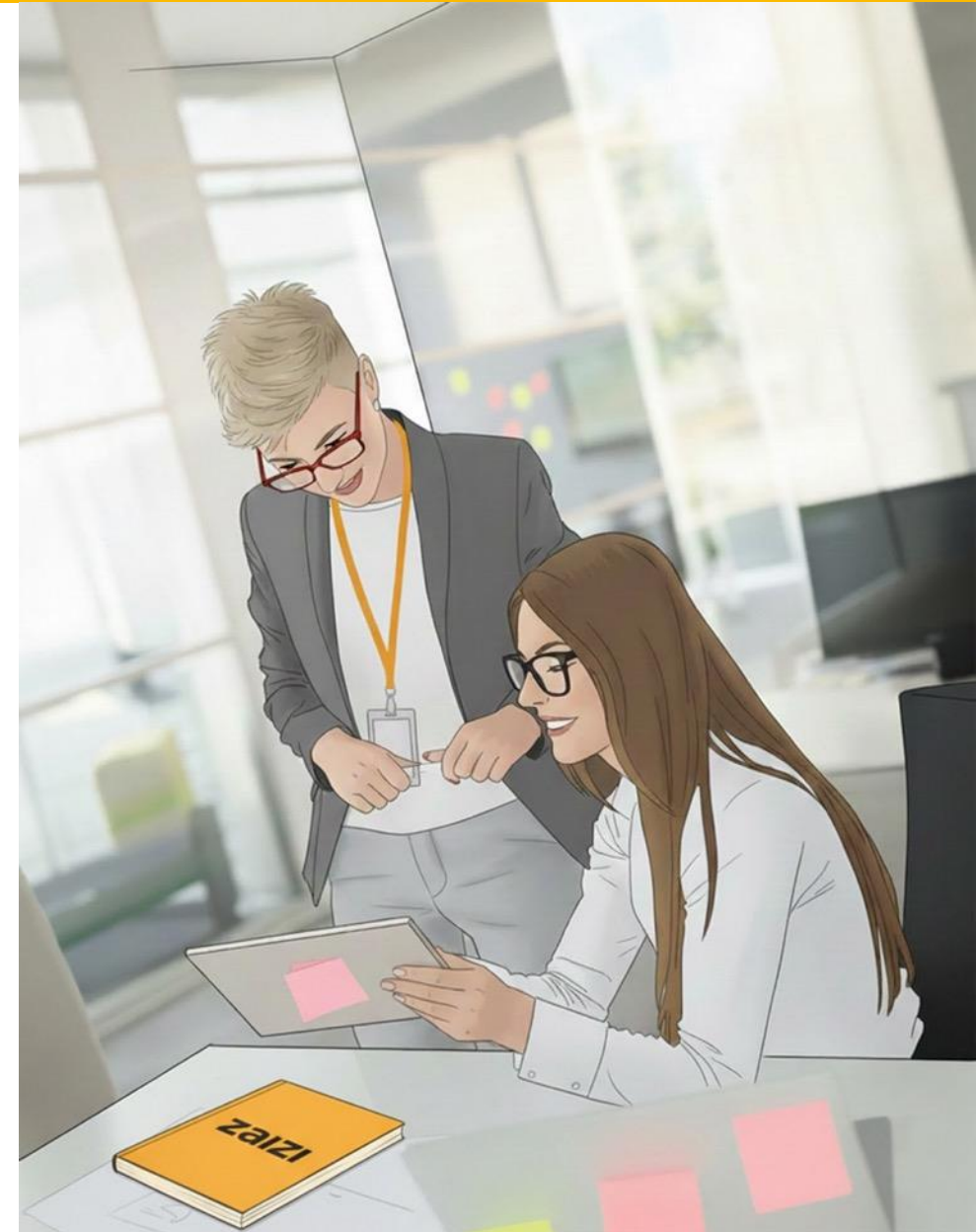
KEY FEATURES

- Real-time observation and recording of tests
- Insight produced leads to backlog iteration and design improvement
- Quantifiable task-based analysis to evaluate performance and improve decisions
- Diverse range of participants reflects service user groups
- Evaluation through tasks reveals design/interaction flaws



CORE BENEFITS

- Enhances accessibility of the design
- Supports government service standards and WCAG 2.2 AA standards
- Ensures designs meet user needs before further investment in development
- Enhanced user satisfaction with the service
- Improved user experience
- Helps identify problems early



Content design and strategy

Content design and strategy services help create clear, consistent, accessible content that supports effective services and measurable outcomes. We design, audit and improve content so users can understand and act first time. Our specialists work with policy, operations and delivery teams to make services intuitive, accessible and aligned with organisational strategy.



KEY FEATURES

- Content audits across services and channels
- User-centred content design compliant with government service standards
- Information architecture and content structure planning
- Clear, plain English content that meets identified user needs
- Multi-channel content development (web, forms, guidance)
- Accessibility review aligned to WCAG standards
- Policy-to-content translation for complex topics
- Pair writing with subject matter experts
- Prototyping and testing content with users
- Content review and sign-off procedures
- Content workflow and governance design
- Capability building for internal content teams



CORE BENEFITS

- Clear, accessible content that users understand first time
- Reduced support demand and avoidable contact
- Stronger internal content capability
- Consistent standards across services and departments
- Better alignment between policy and delivery
- More inclusive, accessible public information
- Faster updates through improved governance
- Reduced operational risk from unclear content
- Improved trust in digital services
- Evidence-based decisions using user testing



User-centred design (UCD)

User-centred design services close skills gaps and build lasting design capability across public sector teams. We design services around real user needs, not assumptions. Through research, prototyping and iterative testing, we help organisations create simple, accessible, evidence-based services that work for users and meet policy, operational and technical constraints.



KEY FEATURES

- End-to-end user-centred service design
- Evidence-based design aligned to government service standards
- User journey, workflow and service mapping
- Low and high-fidelity prototyping
- Iterative design sprints with multidisciplinary teams
- Accessibility and inclusion built into every stage
- User testing across channels and contexts
- Co-design with policy and frontline operations
- Content, interaction and service blueprint creation
- Capability building for internal UCD teams



CORE BENEFITS

- Services users can understand and complete tasks easily
- Reduced design and delivery risk
- Stronger internal UCD capability
- Higher satisfaction for users and staff
- Better alignment with policy intent
- Reduced operational friction and failure demand
- Faster iteration and improved delivery flow
- Consistent quality across products and services
- More accessible, inclusive digital journeys
- Evidence to support decisions and investment



Prototyping/Proof of concept (POC)

Zaizi's expert skills in User Interface design complies with the GOV.UK, NHS, MOD.UK, and Intelligence Community design systems. We rapidly develop prototypes to support user research and other stakeholder engagement. We use industry-standard tooling designs that comply with appropriate design standards and accessibility (WCAG 2.2 AA).



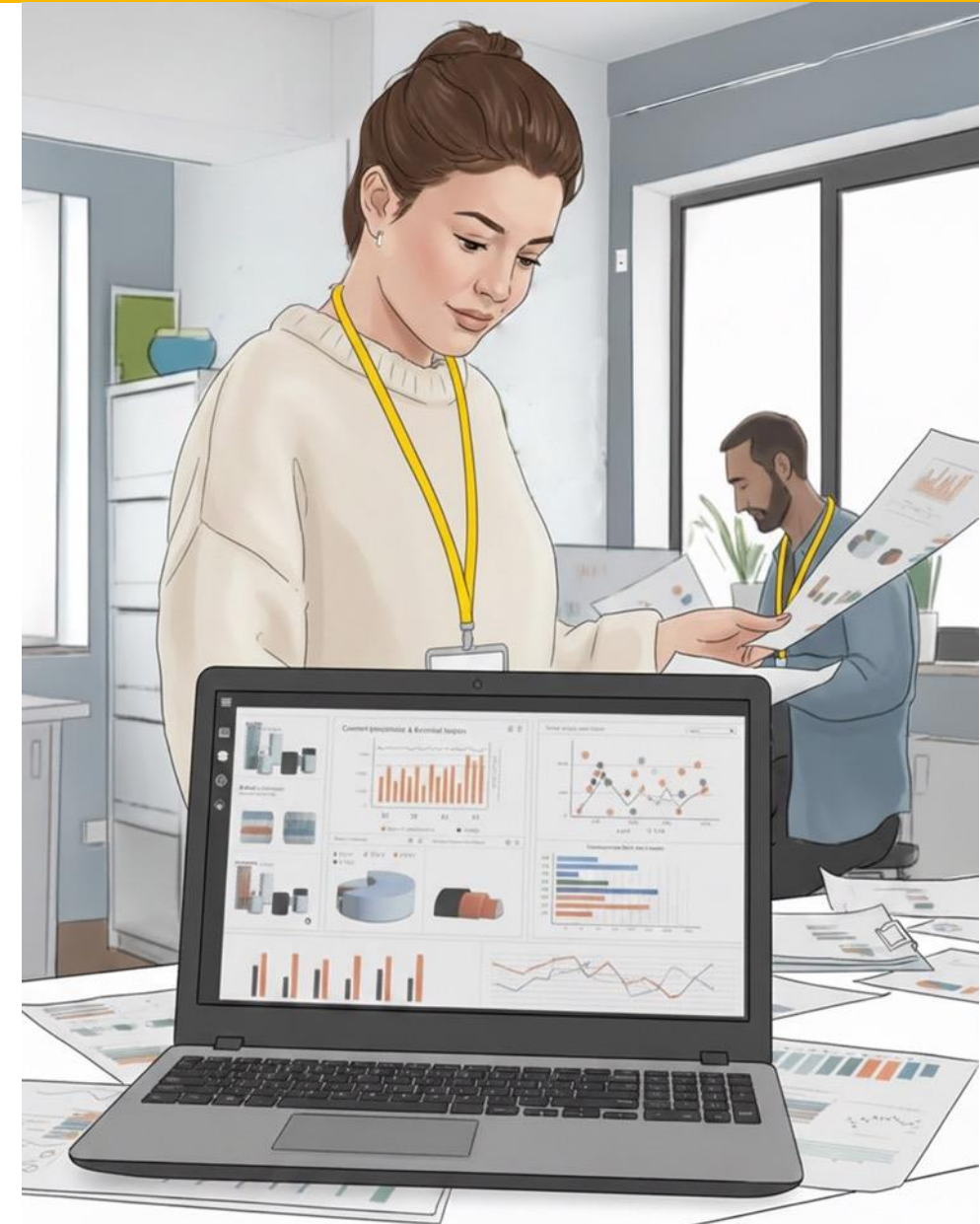
KEY FEATURES

- Low- and high-fidelity UI prototypes
- Rapid design sprints for quick iteration
- Interaction and interface design aligned to government service standards
- Clickable prototypes for usability testing
- User journey and workflow mapping
- Co-design sessions with stakeholders and users
- Accessibility-first layout and component design
- Feedback analysis to refine prototypes
- Handoff-ready assets for engineering teams
- Capability building for internal design teams



CORE BENEFITS

- Faster validation of design concepts
- Reduced development risk and rework
- Clearer alignment across delivery teams
- Early user feedback before costly build
- Improved accessibility from the outset
- Stronger internal prototyping capability
- Better decision-making using real evidence
- Visual clarity of service direction
- Accelerated pathway to Alpha
- Higher confidence in final design



Service design

Zaizi provides human-centred service design to create differentiated experiences. We map journeys, identify impactful moments, and design across digital and offline channels. Using risks, opportunities, and constraints to shape design, we ensure accessibility and a holistic view—covering interfaces, environments, employees, processes, and technology—for cohesive, efficient services.



KEY FEATURES

- Service blueprinting to visualise end-to-end processes, roles and systems
- Considers entire service ecosystem (digital interfaces, physical environments, processes, technology)
- Research and analysis to uncover user pain points
- Ensuring accessibility, with services that can be used by everyone
- Iterative, learning through experimentation
- Patterns, guidelines, and common assets to scale good practice
- Helping define metrics to track and improve service performance
- Strategic vision - aligning user needs with business objectives



CORE BENEFITS

- Deeper understanding of real user needs
- Clear visibility of pain points and opportunities
- More seamless, end-to-end customer journeys
- Greater alignment around a shared service vision
- Improved efficiency through streamlined processes
- More consistent experiences across all touchpoints
- Higher customer satisfaction and loyalty
- Reduced operational friction for employees



Interoperability rapid prototype service

A rapid prototyping service that demonstrates how systems, data and workflows can securely interoperate across departments, legacy platforms and cloud environments. We create working prototypes that show what's possible, test assumptions early and close capability gaps, enabling you to reduce risk and validate interoperability before committing to full-scale transformation.



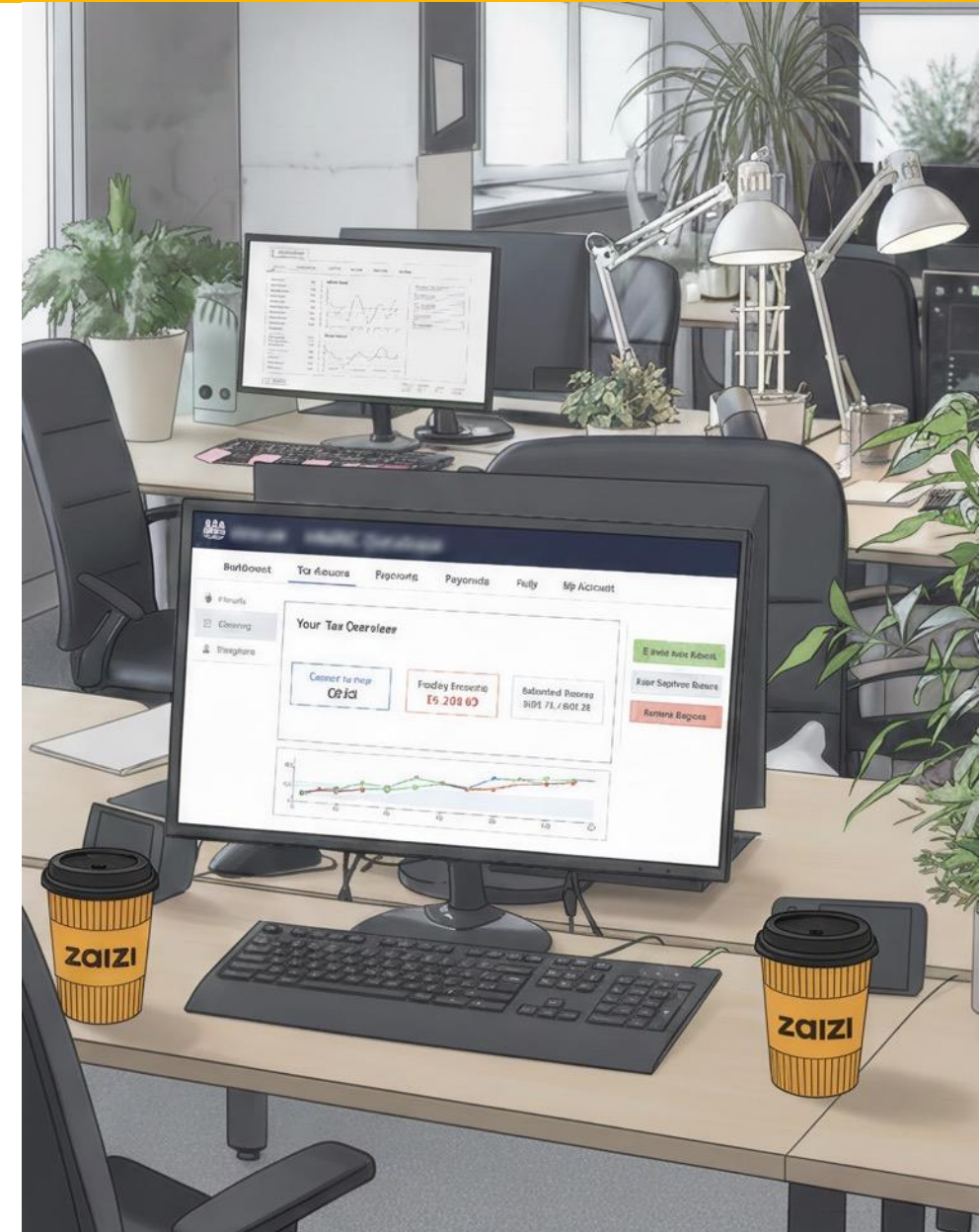
KEY FEATURES

- Rapid prototyping of cross-system data flows
- Integration with legacy, cloud and modern platforms
- API design, orchestration and proof-of-value testing
- Secure data exchange modelling across environments
- Technical feasibility and dependency assessments
- User and operational workflow mapping
- Reusable patterns for future integrations
- Testing interoperability in real-world scenarios
- Handoff-ready architecture and recommendations
- Capability building for internal integration teams



CORE BENEFITS

- Early evidence of what systems can achieve together
- Reduced delivery and integration risk
- Faster, clearer decisions on architecture direction
- Improved alignment between policy, operations and digital
- Increased confidence before major investment
- Better use of existing systems and data
- Faster progress toward joined-up services
- Stronger internal interoperability capability
- Fewer surprises during full-scale integration
- Reusable patterns that accelerate future work



Digital strategy

Zaizi helps public sector organisations define their digital strategy, vision, assess maturity and readiness, and identify where and how to improve. We co-produce practical, achievable roadmaps with clients, ensuring plans align with business and technology needs.



KEY FEATURES

- Brings best-practice to public sector digital strategy
- Digital maturity assessment
- Deep understanding of public sector organisations
- Value-led approach
- Understand the impact of change in your organisation
- Upskilling/knowledge sharing to in-house staff
- Roadmap development



CORE BENEFITS

- Informs a vision specific to your organisation
- Expertise to align a digital strategy to your goals
- Expertise in cloud platforms and technology
- Upskilling your team
- Guidance on your investment strategy
- Clear, achievable roadmap to achieve the strategy



Service blueprint mapping

Zaizi's service design blueprinting breaks an existing service into its component parts — including people, data and technology — mapped against the user journey. By applying lenses such as user needs, opportunities and constraints, we co-design future-state blueprints that define the target experience and inform delivery roadmaps.



KEY FEATURES

- Map out as-is and to-be service blueprints based on user needs
- Design services by engaging with users
- Strategic approach to multichannel service definition and design
- Create prototypes of design approaches
- Testing feasibility of design ideas
- Facilitate workshops
- Focus on finding and creating measurable value
- Support clients in building internal skills and capabilities
- Agile approach, able to respond to urgent new requirements quickly



CORE BENEFITS

- Align services with user needs and business goals
- Understand the full-service ecosystem, including governance
- Rapid design, prototyping and testing ideas
- Continuous user testing of ideas, moving validated ideas forward
- User-centred services consistent with the GOV.UK service standard
- Reduce service risk and cost, prioritising requirements to maximise value
- Work as one team with the client and other suppliers
- Finding solutions to user pain points and simplify complexity
- Develop internal capability to own long-term service design process



Rapid prototype

Zaizi quickly turns ideas into low-cost, testable prototypes, allowing you to explore new ideas, validate assumptions and reduce risk. Rapid prototyping, informed by user research, is useful in Discovery and Alpha phases, enabling teams to make better decisions earlier before committing to a solution.



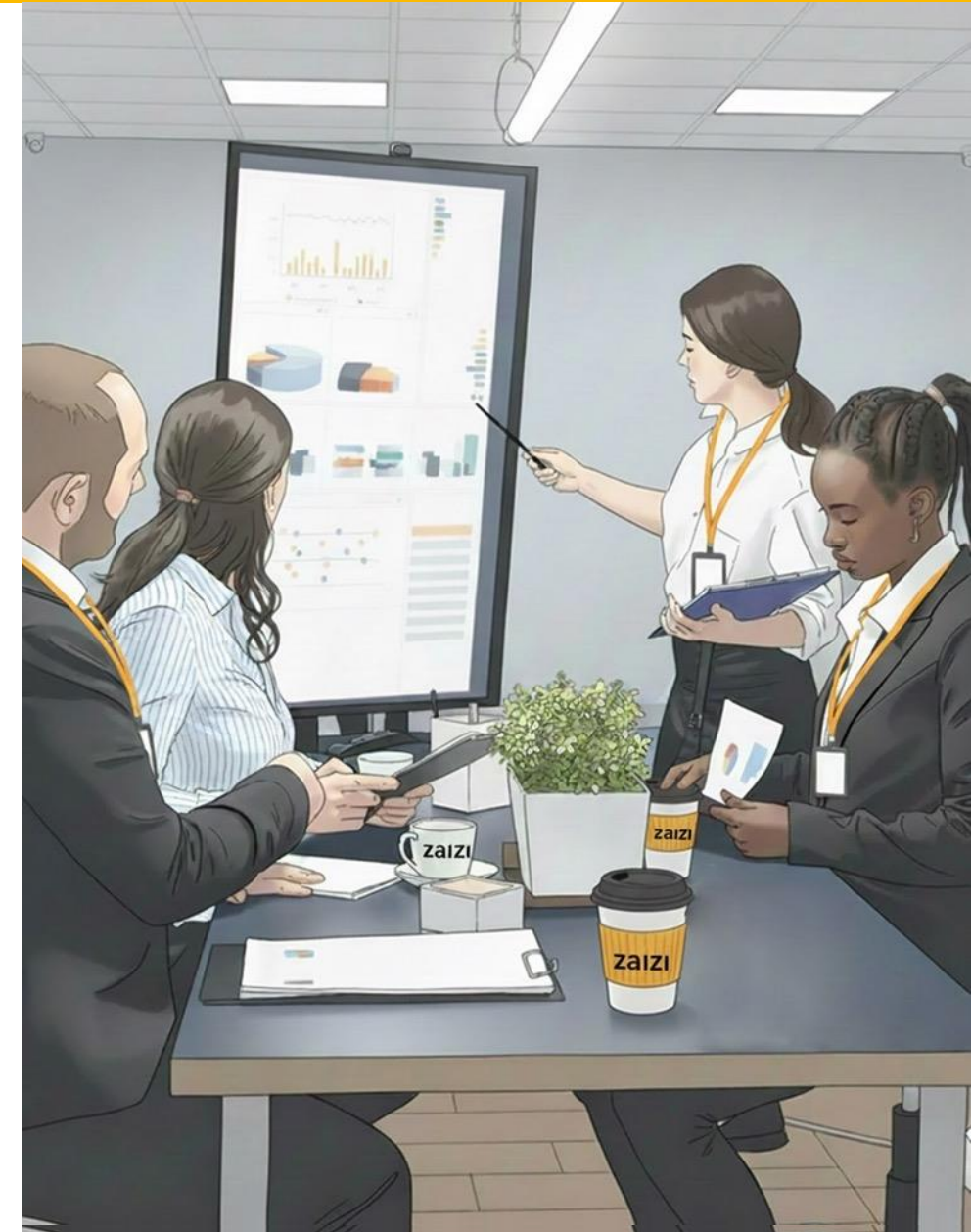
KEY FEATURES

- Low-fidelity prototyping to explore ideas early
- Enables quick gathering of user feedback to guide priorities and decisions
- Designs can be iterated and improved throughout the work
- Gives evidence by validating assumptions
- Brings the team together around problems to be solved



CORE BENEFITS

- Reduce cost by validating assumptions early, saving money later
- Reduce risk by testing ideas and assumptions before committing to development
- Aligns teams and stakeholders around design
- Encourages experimentation to find best approach
- Leads to evidenced decision making



Transformation day/ Innovation workshop

Zaizi's innovation day workshop clarifies desired outcomes, unearths the root causes of problems and brings to life co-designed innovative solutions (based on the latest technology). Our multidisciplinary team guide you through a hands-on compressed design sprint. You'll leave aligned on next steps and equipped to produce a compelling business case.



KEY FEATURES

- User-centred design
- Innovation
- Co-design
- User research
- Prototyping
- Journey mapping
- Road mapping
- Prioritisation
- Problem root cause analysis
- Architectural design



CORE BENEFITS

- Alignment on your organisational aim
- Consensus on desired outcomes
- Identification of the problem you're trying to solve and any constraints
- Rapidly co-design solutions and prototypes
- Visualisation of the ideal journey
- An indication of priority areas for focus,
- Wireframes showing the co-designed solution concepts
- A basis for the business case for the next steps and a roadmap to get started



AI discovery

Zaizi's AI discovery identifies business challenges and recommends tailored AI solutions. It includes defining problems, fine-tuning Large Language Models (LLM), or processing knowledge bases to enable Retrieval-Augmented Generation (RAG) or natural language querying of private or on-premises data, optimising decision-making and operational efficiency.



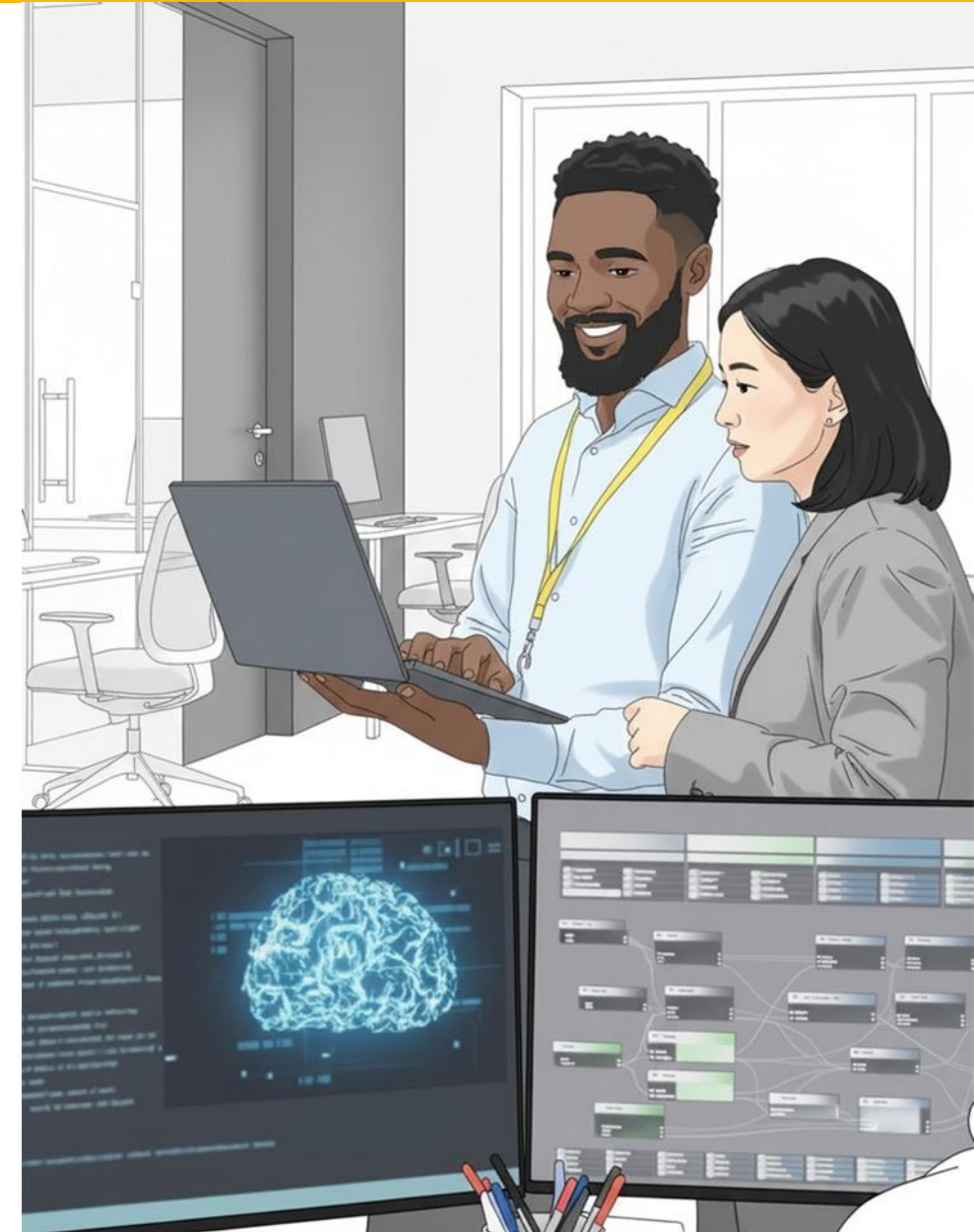
KEY FEATURES

- AI
- Agile delivery
- User-centred design
- User research
- Service design
- Architecture design
- Aligned with government service standards



CORE BENEFITS

- Identification of high-value problems to solve
- Increased potential for adoption via user research and co-design
- Identification of opportunities for reduction in manual repetitive work
- Identification of opportunities to reduce risk



Roadmap

Product Service and Implementation roadmaps

Roadmaps align teams and stakeholders around a clear plan for the delivery of outcomes, detailing priorities, dependencies, people and milestones. They help teams understand what to deliver and when, and track progress once work is underway.



KEY FEATURES

- Show timelines for delivery, including milestones
- Map dependencies across the work
- Prioritised backlogs
- Updated iteratively as the work progresses



CORE BENEFITS

- Give clear direction to teams and stakeholders
- Help identify dependencies across projects and teams
- Help understand where teams and people should be allocated
- Enable better decision-making



Discovery day workshop

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Alpha

With Zaizi's alpha service our multidisciplinary agile team gathers the evidence (research, data analysis, prototyping, technical spikes) to test risky assumptions for solutions identified in discovery:

- Desirability - adoption/successful use
- Feasibility - build practicalities/sustainability
- Viability - achieving the organisational aims within constraints; legislation, policy, budget.
- Outcome - the evidence to determine the scope and budget for the next phase.



KEY FEATURES

- Aligned with the government service standards manual
- Service design to capture full user journey
- Prototyping and testing
- Technical spikes
- Focus on accessibility and digitally excluded users
- Identifying opportunities to share data and make use of common components



CORE BENEFITS

- Reduces delivery risk for subsequent phases
- Evidence to include in business cases
- Determine the route to take forward into Beta development



Beta

Zaizi's beta service builds out user-centred digital products, assisted digital and support services to meet user needs and achieve organisational goals sustainably. We use agile methodologies, co-design, and iterate and learn through private-to-public beta. Ongoing research and measurement feed continuous improvement enabled by CI/CD.



KEY FEATURES

- Aligned with the government service standards manual
- Agile methodologies
- User-centred design
- Iterative delivery of value
- Product management
- CI/CD
- Accessible to WCAG 2.2 AA standards
- Cloud
- Secure by design



CORE BENEFITS

- Delivery based on value, aligning to the business case
- One-team approach enabling upskilling of internal teams
- Clearly defined user needs through evidence-based research
- Deliver value early and iterate based on user needs/testing
- Focus on working software leads to reduced operational costs
- Multidisciplinary delivery teams enable effective problem solving
- Expert in government standards and Beta service assessments



Product operations (Product ops)

Product operations enable your organisation to create high-performing, user-centred teams at scale, continuously delivering value at the earliest opportunity. It encourages standardisation of practices and data across teams, and helps ensure products and services are measured, iterated and supported effectively throughout their lifecycle.



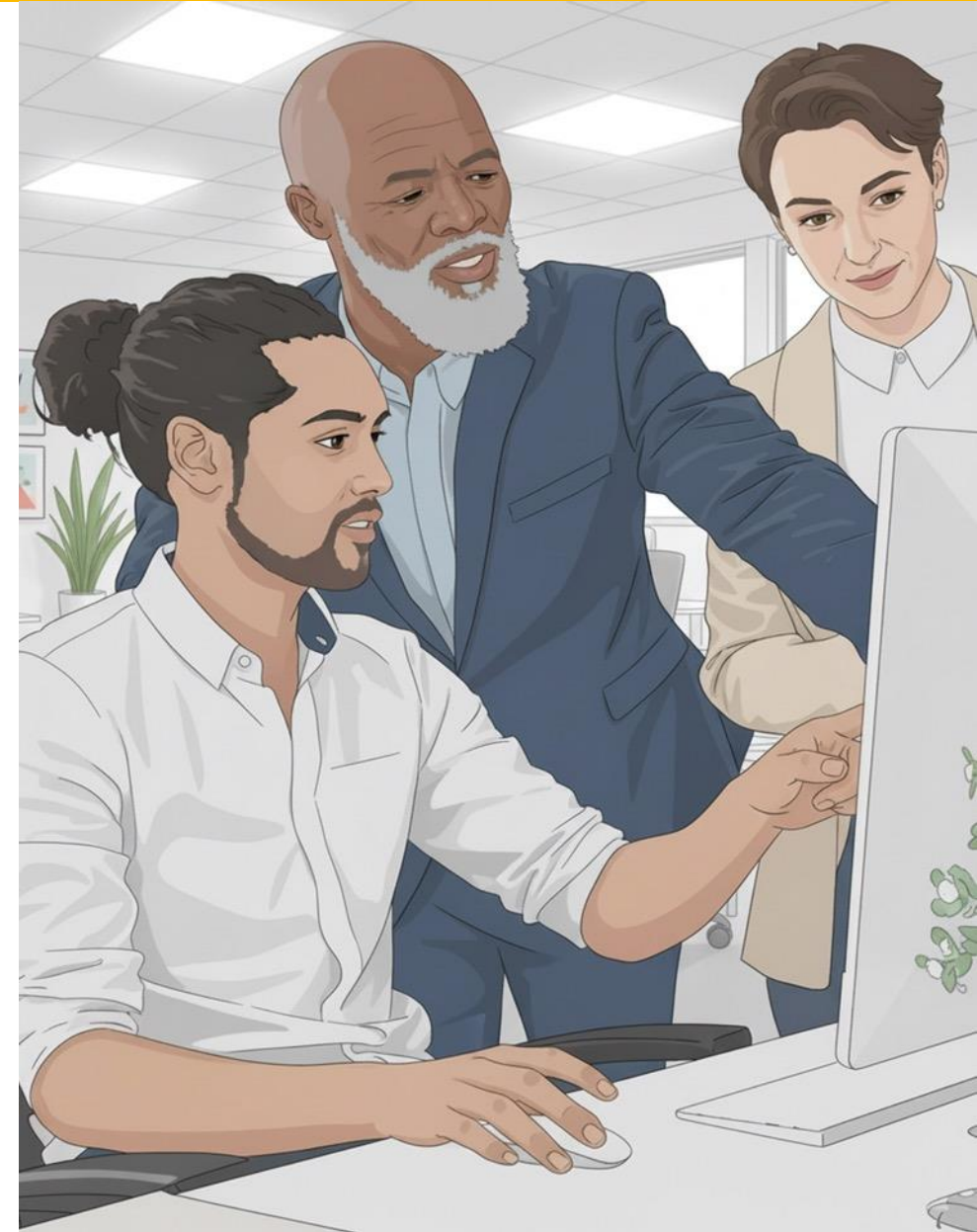
KEY FEATURES

- Standardised processes for delivery and measurement
- Product/service data and insight to enable better decision making
- Consistent approach to measuring value, prioritisation and working practices
- Creation of dashboards to track key indicators on value



CORE BENEFITS

- Enables scalability of measures and practices
- Gives greater consistency across teams
- Brings more consistency across teams and reporting
- Helps organisations make better decisions through a consistent approach



Data collection, processing, publishing

Zaizi designs and delivers secure, scalable data pipelines that collect, process and publish structured and unstructured data for government services. We integrate open-source and cloud-native tools, ensure data quality and governance, and provide user-centred interfaces and APIs that make captured information reliable, actionable and compliant with UK government standards.



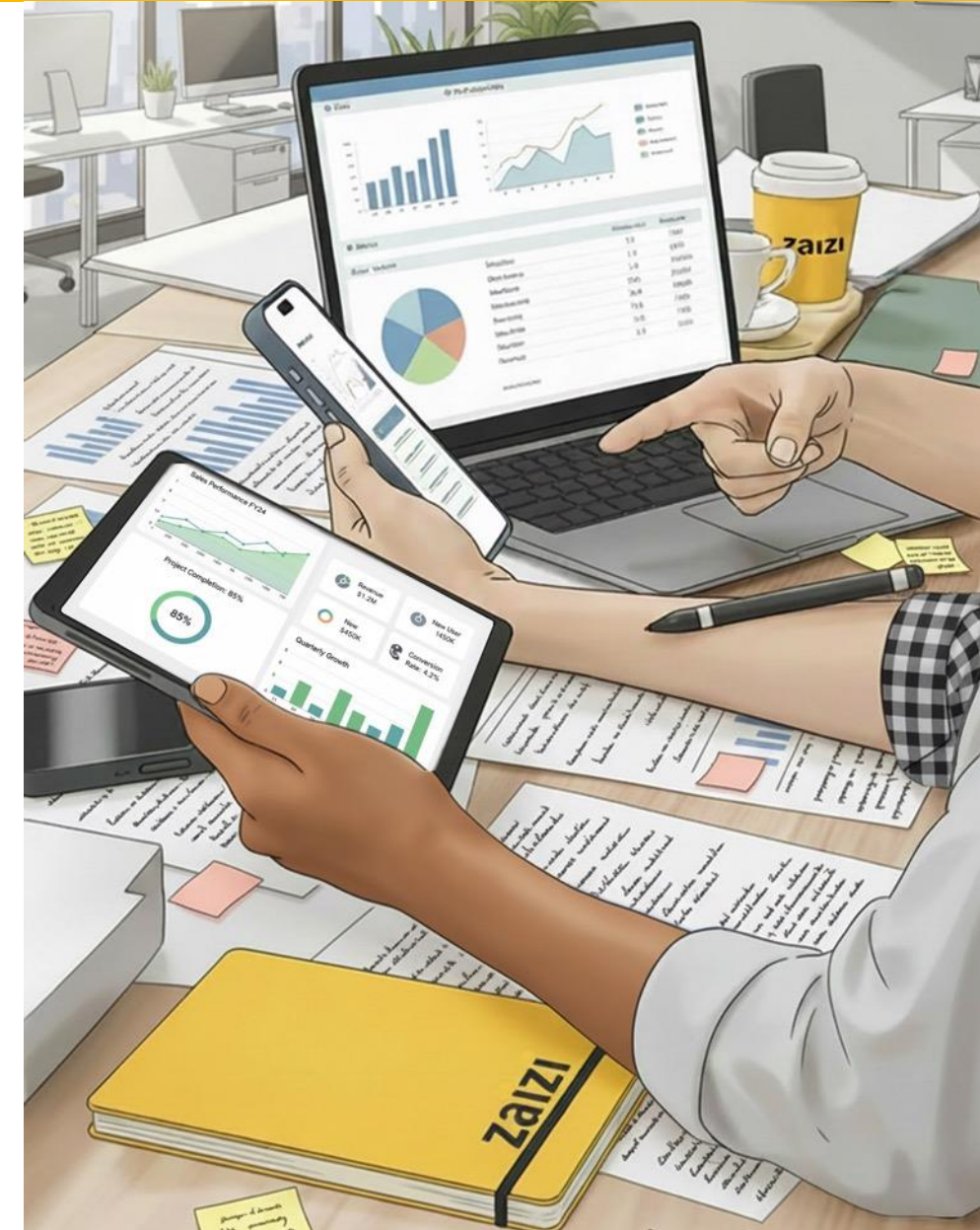
KEY FEATURES

- Automated data ingestion pipelines
- Structured and unstructured data processing
- Secure storage and access controls
- Data validation and quality checks
- Metadata tagging and governance
- API-based data publishing
- Dashboard and reporting outputs
- Integration with legacy systems
- Scalable cloud-native architecture
- Audit and traceability tooling



CORE BENEFITS

- Reduce manual data handling effort
- Improve data quality and trust
- Publish accurate datasets quickly
- Enable faster decision-making
- Increase operational efficiency
- Ensure secure data processing
- Simplify access to key information
- Support compliance and governance needs
- Integrate data across systems
- Provide consistent, repeatable processes



Technical consultation and solution design

Zaizi provides expert technical consultation and solution design to help government organisations shape secure, scalable and cost-effective digital services. We align architecture decisions with user needs, policy requirements and organisational outcomes, producing clear technical designs, options appraisals and delivery roadmaps that reduce risk and accelerate confident progression through Discovery, Alpha and Beta.



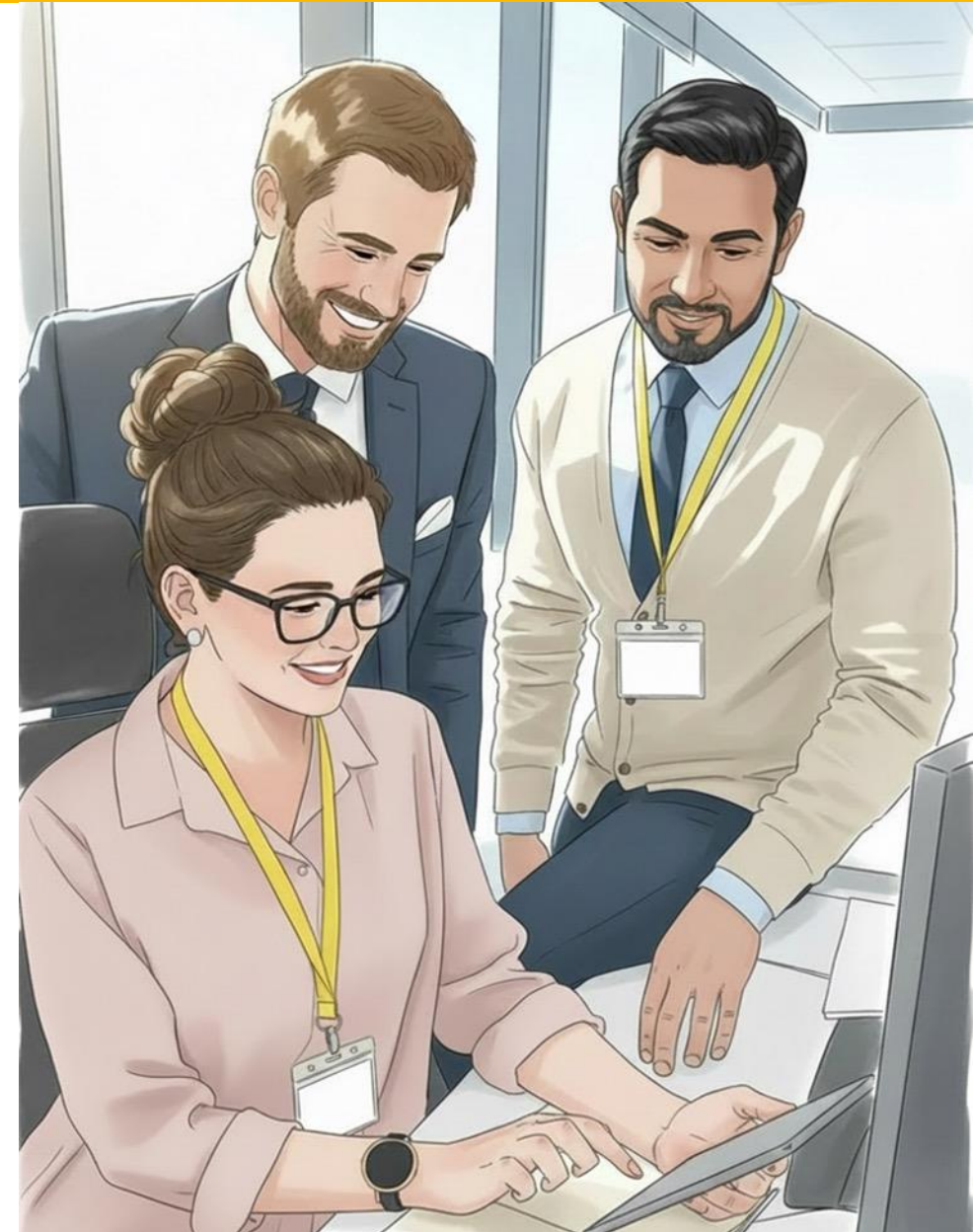
KEY FEATURES

- Architecture assessments and recommendations
- Options analysis and technical roadmaps
- Government service standards and NCSC compliance guidance
- Integration and API design
- Cloud architecture design
- Data and information modelling
- Security and privacy considerations
- Technical risk identification and mitigation
- Cost and scalability planning
- Support for procurement and technology choices



CORE BENEFITS

- Make informed technical decisions early
- Reduce delivery and architectural risk
- Ensure compliance with government standards
- Align technology with organisational goals
- Accelerate progression to Alpha or Beta
- Improve integration across systems
- Optimise cost, performance and scalability
- Strengthen long-term maintainability
- Clarify constraints and trade-offs
- Support confident stakeholder decision-making



Accessibility

Zaizi delivers accessible digital services built to WCAG 2.2 AA, using human-centred design, engineering best practice and automated accessibility testing. We design and develop interfaces with semantic markup, ARIA patterns, colour-contrast compliance, keyboard-only navigation, assistive technology support and continuous accessibility checks integrated into CI/CD pipelines. Our approach ensures inclusive, compliant and robust digital services for all users.



KEY FEATURES

- WCAG 2.2 AA compliant front-end build
- Semantic HTML and ARIA roles implemented correctly
- Automated accessibility scans in CI/CD pipelines
- Manual assistive technology testing (screen readers, magnifiers)
- Keyboard-only navigation and interaction design
- Accessible component libraries and design systems
- Colour-contrast optimisation and theming controls
- Performance optimisation supporting inclusive access
- Cross-device and cross-browser usability testing
- Accessibility audits and remediation plans



CORE BENEFITS

- Deliver fully compliant, standards-based interfaces
- Reduce long-term remediation costs with built-in accessibility
- Improve usability for assistive technology users
- Strengthen service reliability across diverse devices
- Increase inclusivity and reduce user drop-off
- Support regulatory compliance with minimal overhead



Software engineering

Zaizi delivers secure, high-quality software engineering for government digital services. We design and build reliable, maintainable and scalable applications using modern engineering practices, test automation and continuous delivery. Our multidisciplinary teams ensure solutions meet user needs, comply with government service standards and NCSC standards, and can be iterated confidently from Alpha through to Live.



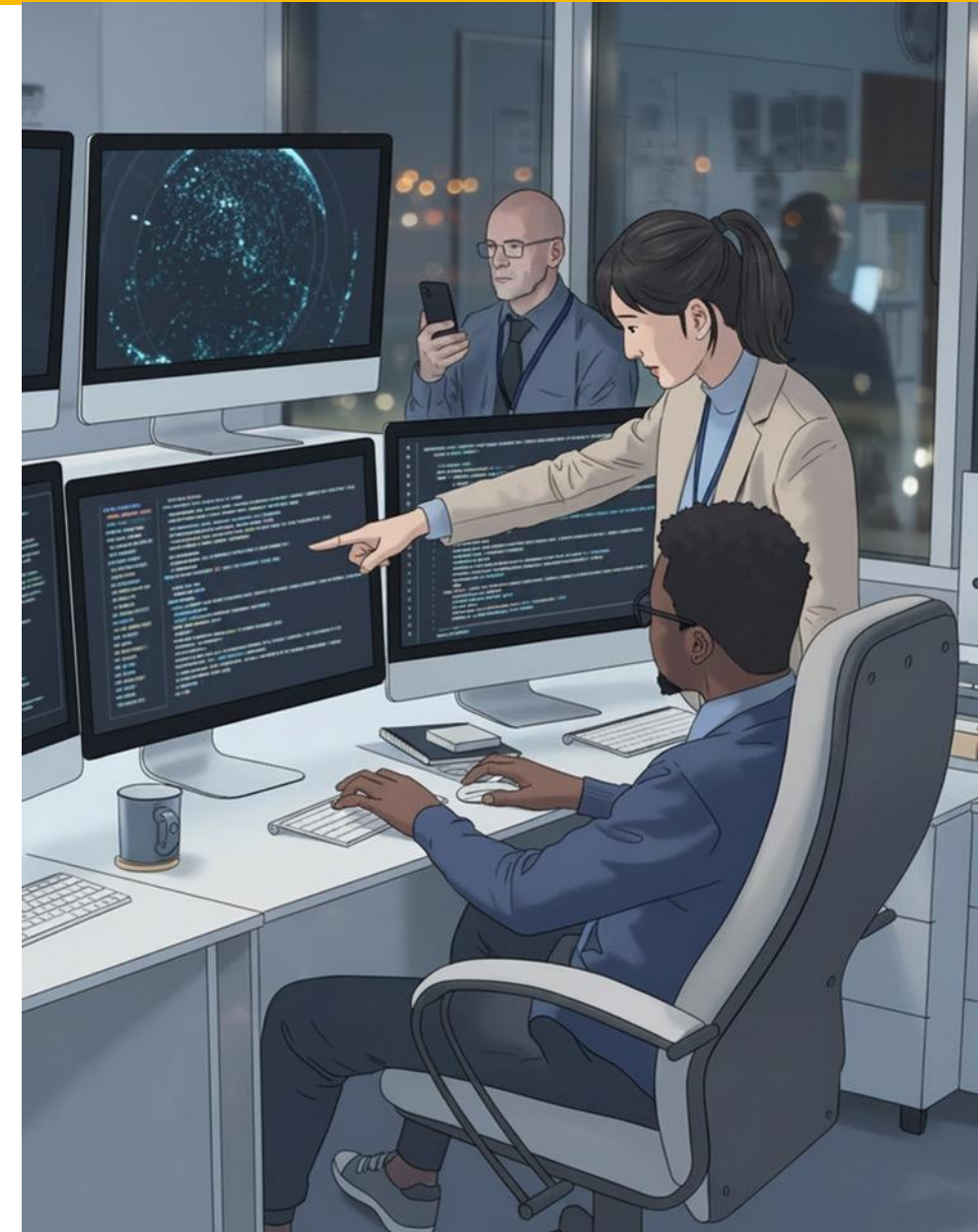
KEY FEATURES

- Modern, scalable application development
- Secure coding and code reviews
- Automated testing and quality assurance
- Continuous integration and deployment
- API and microservice development
- Frontend and backend engineering
- Accessibility and performance optimisation
- Integration with government systems
- Documentation and knowledge transfer
- Maintenance and iterative improvements



CORE BENEFITS

- Deliver secure, high-quality digital services
- Reduce defects through automated testing
- Accelerate deployment with CI/CD
- Improve long-term maintainability
- Ensure accessibility and performance standards
- Integrate seamlessly with existing systems
- Respond quickly to changing user needs
- Strengthen compliance with government requirements
- Increase engineering efficiency and consistency
- Support confident progression to Live



Digital transformation

Zaizi are experts in guiding organisations through their digital transformation, using technology, data and redesigned processes to improve outcomes, meet user needs and become more resilient and secure for the future. We focus on user-centred design and delivery, bringing best-practice techniques to meet evolving user expectations and policy demands.



KEY FEATURES

- User-centred services to meet user needs
- Modern fit-for-the-future architectures and technology
- Better data and insight
- Better, more streamlined, processes
- Iterative delivery to allow for changes and to continuously improve



CORE BENEFITS

- Improved user experience through more intuitive and accessible services
- Greater efficiency through automation of processes
- Reduced cost through moving away from legacy technology
- More secure services following best practices



Live services and continuous improvement

Dedicated, expert live services and continuous improvement support for critical public sector platforms. Our rigorous framework ensures operational stability and system resilience. We drive public sector efficiency and sustained performance through Agile and DevOps methodologies, successfully supporting your wider digital transformation goals.



KEY FEATURES

- 24/7/365 proactive monitoring and rapid incident resolution support
- Automated incident management and service recovery
- Root cause analysis (RCA) to eliminate recurring service issues
- Agile backlog management for critical service enhancements and fixes
- DevOps tooling integration and CI/CD pipeline optimisation
- Detailed reporting on Service Level Agreement (SLA) adherence
- Structured, ITIL-aligned processes for assured compliance and control
- Regular performance reviews identifying future efficiency savings
- Proactive security patching, vulnerability scanning, and audit support
- Dedicated Service Management ensuring smooth transition and handover



CORE BENEFITS

- Reduce critical incidents by ensuring resilient system stability
- Accelerate service innovation through rapid iterative improvements
- Achieve higher citizen satisfaction with reliable digital services
- Free up internal teams to focus on strategic core business
- Eliminate delivery risks and associated financial penalties
- Increase operational efficiency using automated tooling and processes
- Streamline release cycles for faster deployment of new features
- Measure service performance clearly against strategic KPIs
- Maintain security posture by quickly addressing vulnerabilities
- Guarantee service continuity during peak demand periods



Designing services around people

CASE STUDIES



Ministry of Housing, Communities and Local Government

Working with users to improve support services for leaseholders and park homeowners

CASE STUDY



THE CHALLENGE

Many leaseholders and park homeowners were unaware of available support or struggled to find information relevant to their individual situation.

Users were often confused, frustrated or distressed by complex rules and inconsistent guidance, leading to long calls and unmet expectations.

The existing service needed clearer direction, greater empathy for users, and a stronger evidence base for improvement.



OUR APPROACH

Zaizi led a user-centred Discovery to understand real user needs and emotional experiences.

We conducted primary research with leaseholders and park homeowners, adapting methods to support older and hard-to-reach users.

Insights were translated into personas, user journeys and practical recommendations to improve content, interfaces and service structure.

What this enabled next

A clear, evidence-based foundation to improve services, strengthen policy decisions, and confidently progress future design and delivery work.

The team from Zaizi led me through the Discovery expertly. Their flexibility and willingness to go the extra mile, combined with clear and insightful outputs, made the experience hugely valuable.

Ed Pitchforth, DLUHC

35

Leaseholders and Park homeowners interviewed

38-Page

Discovery report delivered with actionable next steps

RESULTS

- Evidence-based understanding of user needs and pain points
- Clear opportunities identified to improve content and service design
- Actionable recommendations to support future service improvements
- Strong foundations for further design and delivery work

Border Force

Digitising and transforming port scanning operations with ScanApp

CASE STUDY



THE CHALLENGE

Border Force relies on freight scanning at UK ports to identify high-risk vehicles, trailers and containers.

Existing processes were heavily manual and paper-based, making it difficult to share data across ports or monitor operational performance.

The service needed to modernise scanning operations while prioritising the needs of frontline officers working in challenging environments.

The solution has landed well with our users, which demonstrates the work put in to understand user needs. ScanApp will be the foundation we build future capability on.

Senior Border Force official



OUR APPROACH

Zaizi delivered a user-centred digital service through Discovery, Alpha and Beta.

We embedded researchers, designers and product specialists to work closely with officers and stakeholders, ensuring the service reflected real operational needs.

The solution combined service design, automation and secure engineering, including offline capability to support ports with unreliable connectivity.

What this enabled next

A secure digital platform that supports future capability, including deeper data integration and the safe adoption of AI in port operations.

WINNER

of the Global Customs Innovation Award for ScanApp

PASSED

Home Office internal service standard assessment

RESULTS

- Standardised and digitised port scanning workflows across sites
- Automated examination processes with a full audit trail
- Secure, role-based access to real-time scan data shared across ports
- Operational dashboards providing performance metrics and reporting
- Positive feedback from frontline officers on usability and reliability
- A strong foundation created for future technology, including AI integration

Department for Education (DfE)

Transforming a critical funding process into a digital service

CASE STUDY



THE CHALLENGE

The Department for Education needed to modernise a critical service used to manage schools funding across England and Wales.

The existing process was manual, spreadsheet-based and prone to errors, delays and inconsistent formats.

This made it difficult to understand budgets, track funding accurately and manage reporting at scale.

Our work has achieved customer satisfaction scores of 80%+ in official government supplier performance monitoring, and we've helped the Department reduce manual processing time by 400 hours.



OUR APPROACH

Zaizi designed and delivered a secure, cloud-based digital portal using open source and open standards.

We replaced fragmented manual processes with a single, standardised online service accessible to all users.

The solution was designed to improve governance, accuracy and transparency without increasing operational burden.

What this enabled next

DfE established a foothold in cloud-based delivery and created the foundations to better use data to improve workflows and decision-making across the department.

6 MONTHS

Delivery against an 18-month target

35,000 USERS

Supported, including 152 authorities and 4000+ schools

RESULTS

- Manual, error-prone processes replaced with a single digital service
- Standardised reporting across authorities and schools
- Improved governance, accurate accounting and full audited treasury reporting
- No increase in staff headcount required
- A strong foundation established for future cloud and data-led transformation

Department for Digital, Culture, Media and Sport (DCMS)

Shaping safer digital services through published “safety by design” guidance on GOV.UK

CASE STUDY



THE CHALLENGE

The UK government, committed to making the UK the safest place in the world to go online, recognised the role platform design plays in preventing online harms.

DCMS needed to develop voluntary guidance for small and medium-sized organisations ahead of new online safety legislation.

The guidance had to be clear, practical and credible, despite legislation still being in draft form.

Delivered full Discovery, Alpha and Beta within a 10-week timeframe, including research, testing and GOV.UK-ready content



OUR APPROACH

Zaizi led user research, service design and content development to create GOV.UK guidance focused on “safety by design”.

We conducted contextual research and usability testing with designers, industry bodies and owners of small and medium-sized organisations.

Insights were translated into clear, navigable guidance that reflected future legislation while helping organisations take practical action now.

What this enabled next

DCMS established a credible, research-led foundation for evolving online safety guidance as legislation progresses.

61 PAGE

Write-up delivered, capturing research findings, personas and user needs

GUIDANCE DESIGNED

Tested and published on GOV.UK for small and medium-sized organisations

RESULTS

- Clear, user-centred guidance explaining online harms and platform responsibilities
- Practical design recommendations tailored to different platform types and risks
- Improved understanding of future online safety legislation among SMEs
- Content structured to help users quickly find information relevant to their services
- A strong evidence base to evolve guidance as legislation develops

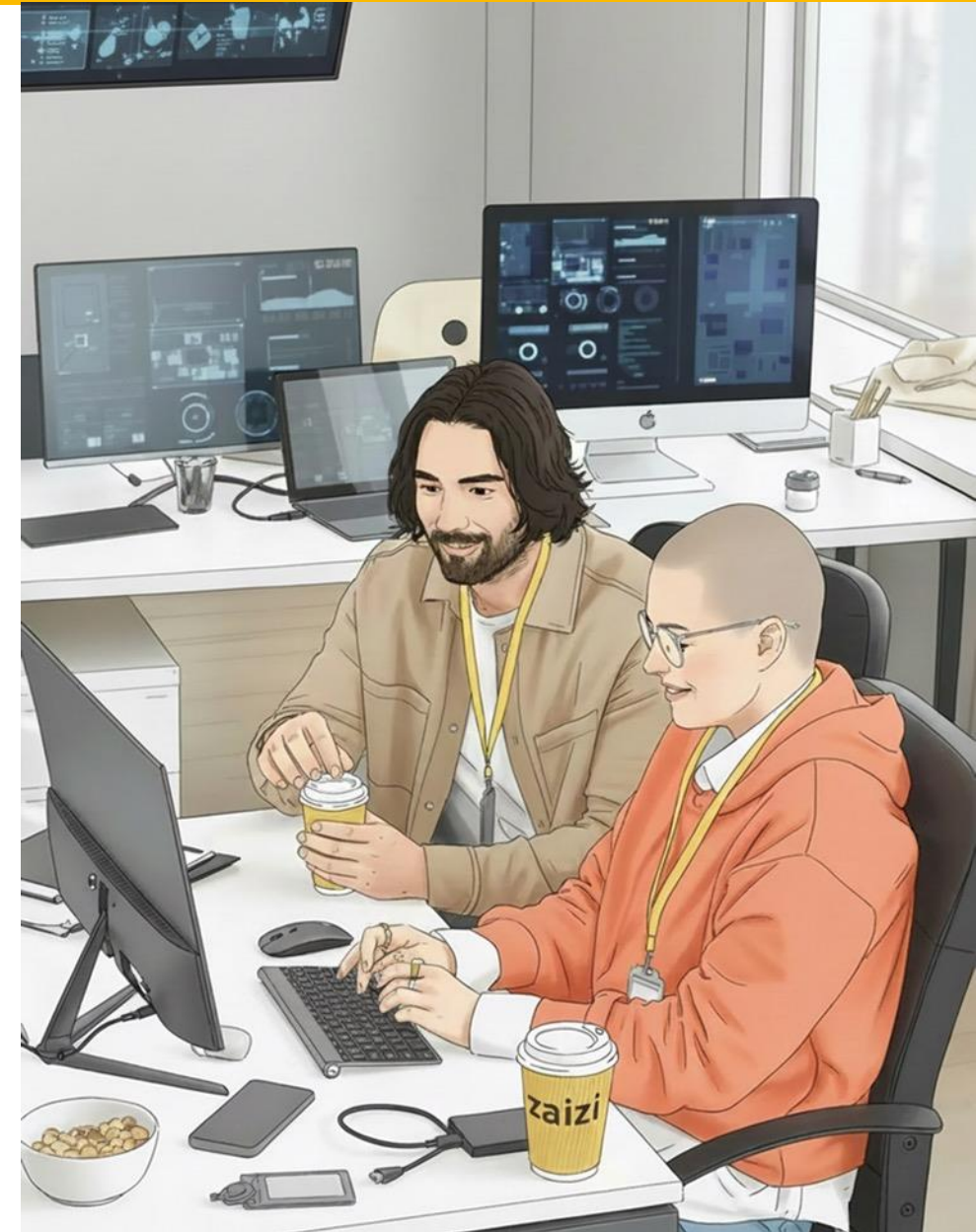
What technology we use

Zaizi uses trusted, open-standards, cloud-first technologies that comply with government service standards, security requirements, and accessibility guidelines. Wherever possible, we use open-source tools to avoid vendor lock-in. Our teams work across AWS, Azure and Google Cloud Platform (GCP), with experience in secure environments and on-premise deployments.

Depending on the service, we may use:

- Open-source frameworks, coding languages, and design systems
- Government digital service standard (GDS), GOV.UK Prototype Kit, WCAG-aligned tools
- Automation, workflow and case-management platforms
- Cloud-native services and containerisation technologies
- Data pipelines, analytics platforms, and responsible AI tooling
- DevSecOps, CI/CD tooling and monitoring platforms

Every technology choice is made collaboratively with the customer, ensuring long-term flexibility, value for money, and compliance with government policy.



Security



Security is embedded into every aspect of our work. Zaizi operates with a minimum of SC-cleared staff, with some holding DV clearance. We work across all classifications and have significant experience working in S and TS environments.

We follow:

- NCSC cloud security principles and cyber assessment framework (CAF) in all our customer delivery
- Government security classification principles
- NCSC, cyber-essentials plus, and zero-trust approaches
- NSCS, software security code of practice ambassadors
- DevSecOps pipelines with automated testing
- Secure coding practices and vulnerability management
- Access control using least-privilege and MFA
- Data protection aligned with GDPR
- Hold ISO27001, ISO9001 & ISO14001 certification.

We only use approved tools and processes for sensitive government work and adapt to department-specific security requirements.

Clear Intentions, Big Results

At Zaizi, our vision is bold but simple:

Beyond 2030, we want every person in the UK to feel the impact of better public services – simpler, safer and built to last.

We believe everyone deserves services that just work. Whether you're sending or receiving goods, travelling across borders, or relying on public services that keep you safe.

That's why we work with the people who keep this country running, helping them replace broken processes or systems, connect disconnected services, and build digital foundations that will stand the test of time.

We're not here to chase the latest trends or short-term gains. We're here to help the public sector make real, lasting change, and to leave it stronger than we found it.



Aligning Our Mission

“We exist to make the UK safer and stronger by building better public services — together.”

At Zaizi, our mission is simple:

To help make the UK a safer, stronger and better place to live, for everyone.

We do that by working side by side with public sector teams, fixing the processes and systems that aren't working, and building better ways of delivering vital services.

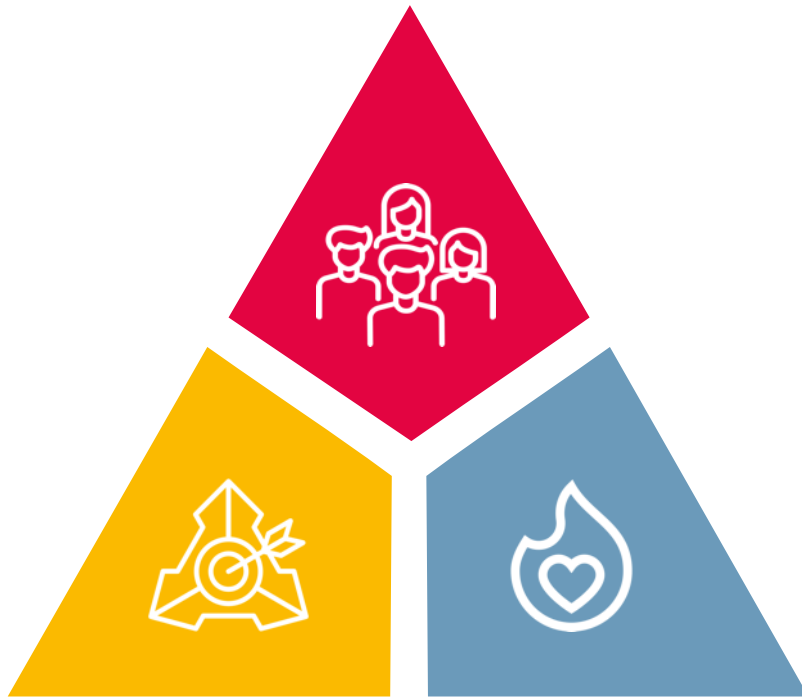
From safeguarding national security and protecting the public to supporting border services, we work behind the scenes to strengthen what matters most. Not just through technology, but through understanding, partnership and capability that lasts.

We're here to support the people who serve the public, so they can do their jobs with more confidence, more clarity, and more impact.



VALUES

Our Ethos



People

Inclusive and principled. Caring and respectful, fun and friendly. We put people at the heart of everything we do — our teams, our clients and the people who use the services we help to build.

"We put people first."

Purpose

We serve and support, realise potential, make a difference. We work in partnership with the public sector to solve real problems and deliver change that makes a difference to people's lives.

"We are proud to deliver Impactful outcomes."

Passion

We enthuse and inspire, love what we do, always want better. We care about doing great work, never settle for average, and aim to leave things better than we found them.

"We do exceptional things."

If you'd like to find out more about how we can help your organisation, **get in touch...**

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