



User Experience

G-Cloud 15

January 2026

User Experience

About this service

BMT offers a wide range of User Experience (UX) services. We have a strong pedigree of understanding user needs and deriving actionable user requirements as well as developing prototype (Alpha) systems and services. We have proven experience in user testing to ensure that digital services meet the user needs.

When to use this service

A user-centric approach is essential when developing or optimising digital solutions, especially for complex government and back-end applications. Utilizing our UX services is particularly beneficial in the following scenarios:

- Developing new software platforms or applications
- Redesigning existing systems to improve usability and efficiency
- Conducting usability testing to identify and resolve user challenges

Engaging with our UX services can help you:

- Enhance system usability and reduce user errors
- Improve user satisfaction and acceptance
- Optimise workflows and processes for efficiency
- Ensure compliance with accessibility and usability standards

What we deliver

- **User Research** – we focus on understanding user behaviours, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.
- **User Personas** - fictional characters created to represent a user type that might use a site, brand, or product in a similar way.
- **Storyboarding** – we visually predict and explores a user's experience with a product.
- **User Experience Mapping** - visualising the entire end-to-end user experience that an average user will go through to accomplish a goal.
- **Scenario Development** - describing the stories and context behind why a specific user or user group comes to your system or site. We derive the goals and questions to be achieved and define the possibilities of how the user(s) can achieve them, using the service.
- **Paper Prototype Development** - a widely used method in the user centred design process, that helps developers to create software that meets the user's expectations and needs.

- **Wireframing/Digital Prototype Development** - a simulation or sample version of a final product, which is used for testing prior to launch.
- **Producing Style Guides** - a growing and ever-evolving set of design guidelines that arise from the design process
- **Usability Testing** - a technique used to evaluate a product by testing it on users. This is an irreplaceable usability practice, since it gives direct input on how real users use the system.
- **Usage Metrics Reviews** - vitally important for ensuring UX design decisions are made using quantitative data points measuring, comparing, and tracking the user experience and evaluating rather than making design decisions based on opinions.

What benefits we provide

- Identifying user needs, pain points, behaviours and goals
- Reliable and realistic representations of key audience segments
- Visualisation of how a user will use a product or service
- Better understanding and emotional connection of users
- Realising product benefits and product design to meet user needs
- Early stage conceptualising
- Quick refinement process
- Ensuring products reflect corporate style and brand consistency
- Insight into how satisfied users are with a product
- Resolution of user pain points

How we deliver this service

BMT provide a UX service, ensuring that the methodology suits the customer needs and is applicable to the size and scale of the project. We deliver two core service methods:

Design Thinking and Lean UX.

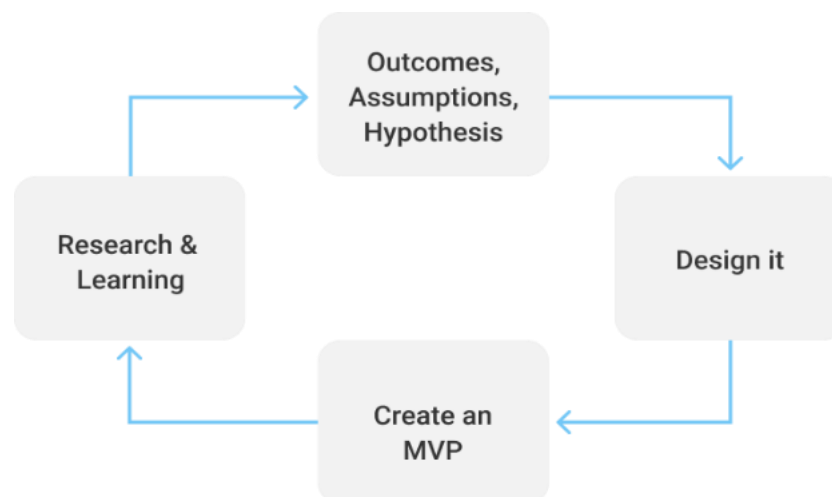
Design Thinking focuses on, bringing together best practice UX approaches into an adaptable series of steps which are not constrained to sequence. This can be used at a whole project level, or on a more granular epic/story/task level. It ensures that needs are met, whilst testing that solutions are technically viable. It is a flexible approach that can allow elements to be run in parallel or skipped based on the scope of the work. The method is highly collaborative, iterative, scales well and fulfils the Government Digital Service (GDS) criteria for approach.

Lean UX begins by defining the desired business outcomes, establishing the metrics for success and creating a shared vision and problem statement which all stakeholders can work towards. We then proactively engage with user groups to establish their needs

in the context of the problem; throughout the design process we answer questions such as:

- “Is it useful?” - does it move us closer towards our desired outcome, are we truly meeting user need?
- “Is it usable?” - are usability heuristics being considered enabling users to perform tasks efficiently and effectively and reduce cognitive burden.
- “Is it desirable” - does the design aesthetic make the design pleasant to use, does the user perceive it as high value and high quality?

By understanding the metrics which denote success, we rapidly prototype, experiment and test with users. If a prototype improves a metric, it can be kept and refined further, if it does not it can be discarded. By quickly producing low-cost prototypes we are not wedded to a given solution, making it far easier and cheaper to pivot an approach. By testing and proving many divergent approaches, we better understand the problem and converge on the most effective solution.



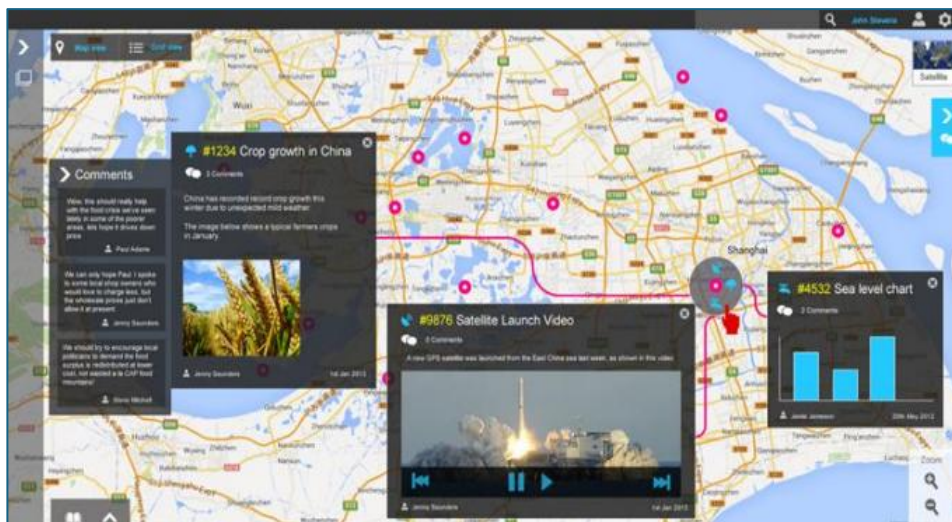
Experience

Our experience includes the full end-to-end delivery of the following projects:

- **APHIDS** - BMT have been working under the Home Office Accelerated Capability Environment (ACE) to create a central database of people who hold, or are applying for, passes to grant them airside access in UK airports. APHIDS will enable the process of more stringent and regular repeated Accreditation Checks (AC) as required by EU and UK legislation.

designed and developed a set of interactive, SCORM-compliant training modules – accessed from both the of the cloud-hosted systems

- **DE&S Management Information Systems (MIS)** - BMT have supported the UK MOD Defence Equipment and Support (DE&S) Chief Information Officer (CIO) Management Information Systems Team (MIST) with enhancing a number of key MOD software tools including the Corporate Management Information System (CMIS) and e-Solutions (a central system used throughout DE&S used for a variety of functions including event management and management of Government Procurement Card transactions). In addition, BMT have worked with CIO to produce an architecture to rationalise and integrate a large number of MOD Management Information Systems
- **Defence Human Capability Science & Technology Centre (DHCSTC)** - BMT have developed a web-based central database and dashboard portal (which incorporates a Google Maps interface) to enable effective aggregation, communication and sharing of information that is captured by Military Stabilisation Support Group (MSSG) staff in the field - in addition to a mobile, tablet-based application for MSSG staff out in the field to capture and retrieve information regarding local projects and organisations



- **Naval Authority System (NAS)** - For over 10 years, BMT have been further developing and hosting a web-based naval safety certification management tool for the UK MOD. In addition, BMT provide the MOD Naval Authorities and Duty Holders with a knowledge management service - of which the NAS helps support

- **Naval Authority Information Management System (NAIMS)** is an web-browser-based platform that transforms how the Royal Navy manages Naval Authority information. By replacing manually maintained Word documents with an auditable and structured system, NAIMS streamlines certification requests and reviews, supports systematic certificate-strategy planning, and enforces rules management to safeguard fleet safety and operational readiness. Every change is tracked, and users can propose and manage rule updates directly, laying the foundation for future integration of naval regulations into a central database that feeds downstream systems.

Our multi-skilled user experience designer guided the look and feel from end to end: conducting user research, crafting wireframes, building interactive prototypes, and running usability tests to refine each interaction for clarity and accessibility. Drawing on roles defined in the government service manual; content design, graphic design, accessibility, interface and interaction design, and service design.

Our full-stack software developers handled DevOps, front-end, and back-end responsibilities, using version control to manage code, integrating external services, and fine-tuning performance and security. In parallel, our test engineers and test manager devised comprehensive plans covering every feature and scenario with both manual and automated cases, logging defects with precise reproduction steps and executing rigorous regression suites to uphold our quality standards.

Designed for a lifespan exceeding ten years, NAIMS scales effortlessly to accommodate growing user numbers and evolving technologies. It has already undergone successful Alpha and Beta reviews with the Cabinet Office and Government Digital Service, marking a significant milestone in the Royal Navy's digital transformation.

Ministry of Defence Naval Authority Information Management System					
Dashboard Certificates Rules Strategy Management User Management Admin					
Strategy Management > Certification Strategies					
New Certification Strategy					
Platform authority ↑	Class ↑	Created by ↑	Created date ▼	Status ↑	Actions
DES Ships NSS - Capital Ships -Chief Eng	VANGUARD Class	Admiral Mac Admin	16/05/2025	Published	View
DES Ships NSS-RFA-TL	T31	Colour Sergeant update timeline test	15/05/2025	Superseded	View
DES Ships Acq-IFC-ChEng	Icebreaker	Air Commodore Amend PA app	30/09/2023	Published	View
SDA-P	QE Class CVS	Mr Luke Grinnell	06/11/2022	Draft	View
DES Ships NSS-T45	RIVER Batch 2 Class OPV	Air Commodore routing tester	23/05/2021	Part 1 - Reviewed	View
DNA	RIVER Batch 1 Class OPV	Mr Bob Bobson	21/06/2019	Published	View
DES Ships Boats-ChfEng	IX	Mr Elias Bolton	29/03/2019	Part 1 - Lead Reviewed	View
Navy X	T26 City Class Batch 1	Mr Test User PA - Non SRE	10/02/2018	Superseded	View
DNA	HUNT Class	Mr Bob Bobson	30/07/2016	Part 1 - Submitted	View
DES Ships NSS - Capital Ships - Chief Eng	RIVER Batch 1 Class OPV	Mr Mr A yqjg	16/08/2014	Part 1 - Submitted	View
1 2 3 Next →					

Ministry of Defence

Naval Authority Information Management System

179

Mac NACO All

Dashboard

Certificate management

Rules

Strategy management

Certificate management > Certification requests > HMS PORTLAND - Certification request

Fire Safety

Rules

6.1 - The Platform Authority shall demonstrate...

6.2 - The Platform Authority shall demonstrate...

6.3 - This is a new rule

mactest123

6.4 - This rule version of the rule will be in...

Reportable surveys

No reportable surveys have been added to this hazard area.

Manage reportable surveys

Hazard area scope

asdf

Completing hazard area review

When you have finished adding comments to the evidence provided for rules within this hazard area, complete your review and send the hazard area to a Naval Authority Certification Officer for final review or return it to the Platform Authority to make changes. Before you submit, you will be asked to confirm this action as it cannot be undone.

Complete review

Return to PA

Hazard area timeline

14 November 2025 at 9:22am

Hazard area scope added

By Mr Naco ALL

13 November 2025 at 10:20am

PA review of hazard area completed

By Mrs Jane SRE

13 November 2025 at 10:20am

Hazard area submitted for PA review

By Mrs Jane SRE

13 November 2025 at 10:20am

Rule 6.4 complete

By Mrs Jane SRE

13 November 2025 at 10:20am

Rule 6.3 complete

By Mrs Jane SRE

13 November 2025 at 10:20am

Rule 6.2 complete

By Mrs Jane SRE

13 November 2025 at 10:20am

Rule 6.1 complete

By Mrs Jane SRE

- **Joint User Mission Planning (JUMP)** - BMT have developed a system on behalf of the UK MOD to integrate cyber threat analysis and mission planning with traditional land sea and air planning. We combine geographic intelligence integrated with Intelligence, Surveillance & Reconnaissance Systems and seamless linkage of physical terrain to cyber terrain. JUMP allows the cyber analyst to understand cyber assets within the wider context of the mission. <https://www.youtube.com/watch?v=AcjucKPe7TA&feature=youtu.be>



- Maritime Assurance Support Tool (MAST)** is a browser-based application designed to manage ship interior and exterior surface material surveys. Developed in close collaboration with customers, it has been built from the ground up incorporating extensive user experience (UX) processes along with modern design and accessibility practices. Regular user feedback has been crucial to the tool's incremental improvements, resulting in the development and implementation of new functionality and optimisation. An iOS mobile app is currently under development to facilitate on-location surveys, further extending the tool's capabilities.

- Cyber Intelligence Analysis** - BMT have developed systems to query semantic rules that are been automatically extracted from unstructured text (e.g. case intelligence reports). We have produced a web application that ingests entity and



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