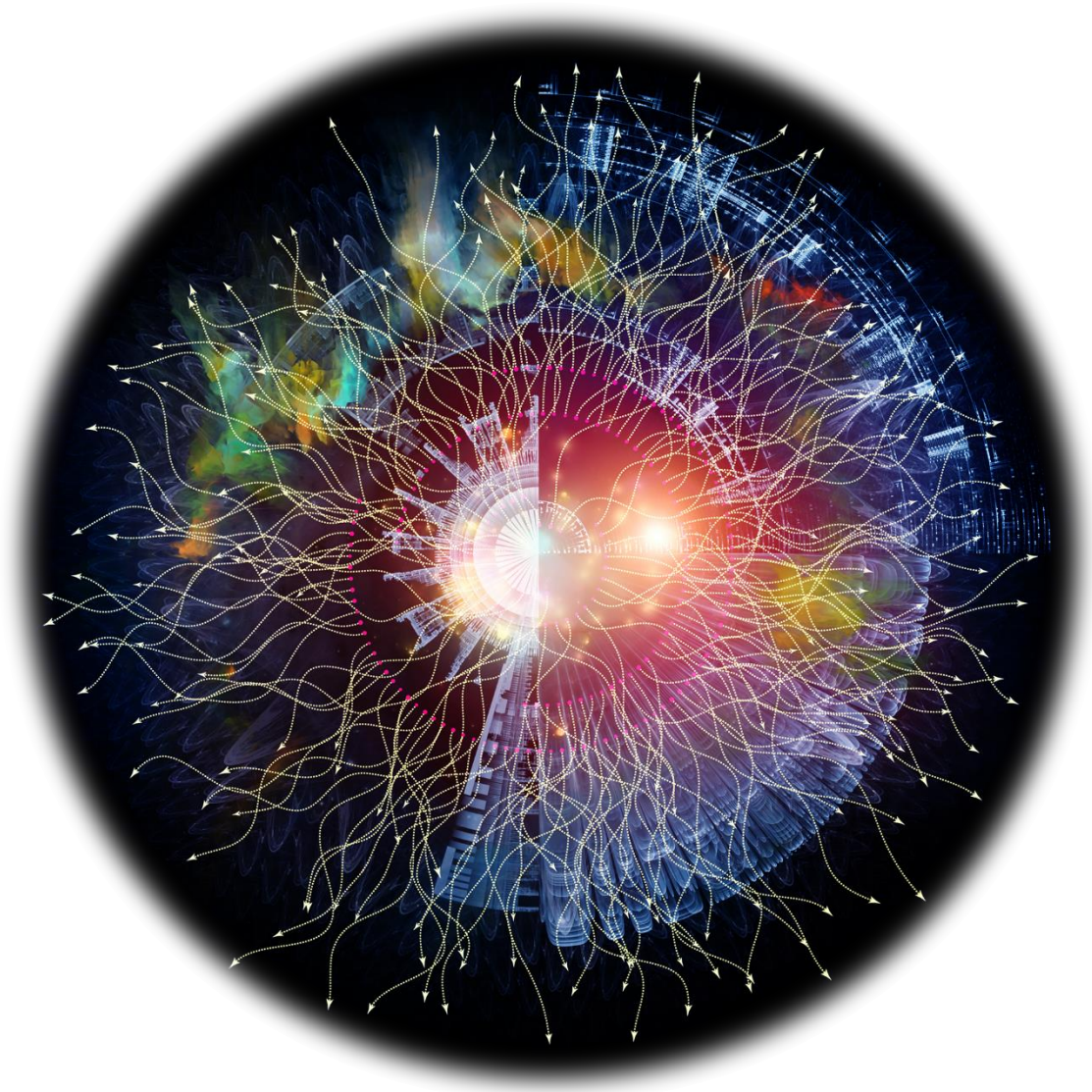




Usability Testing

G-Cloud 15 Service Definition Document

January 2026

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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver and Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, Google and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.

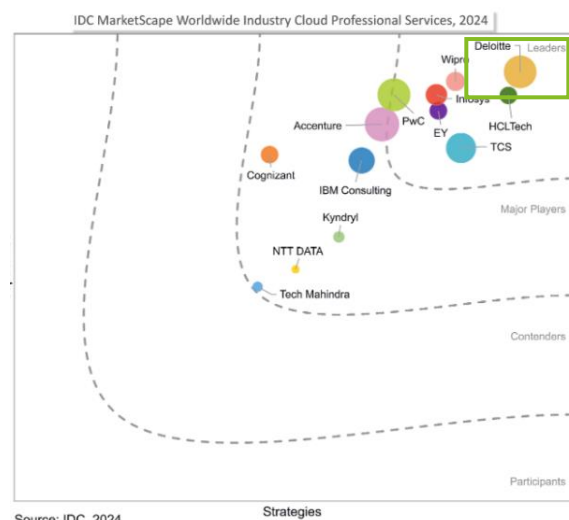


Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



Source: IDC, 2024

IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Usability Testing

The ability for a user to navigate a given system and complete the task they intend to, is a way of assessing its Usability, and is a key facet of User-Centred Design. Taking the time to understand your target users, their perceptions, mental models, and levels of fluency with technology and the subject matter goes a long way in creating memorable, empowering, and future-proofed user experiences.

Deloitte employs a holistic approach to usability testing across the product and project lifecycle. Our team work to devise a shared set of goals with our clients that inform the outcomes desired from usability testing and the depth of user research that is required. We use a variety of techniques with recruited end-users based on the target personas that have been defined. These range from 1-1 interviews, usability tests on low and high-fidelity wireframes, remote or in-person usability tests, and device-based usability tests where applicable. Our team are embedded in design and development teams to advise on usability compliance at both a User Story/Requirement level and overall Feature/Journey level as well. This enables a 360-degree, human-centred focus to be maintained from design to deployment.

After each testing session, the results are written up and presented to the development and product teams to prioritise and implement. Depending on whether the solution is in the design or build phase, these are factored into designs to be re-tested or into build tickets to be re-tested at the next usability testing session. These insights are stored to become a re-usable repository of information to drive better and more effective designs for a given system's interface.

Who would benefit from using this service

- An organisation launching or improving a customer/user focussed interface.
- Design teams looking to validate hypotheses on the impact of their prototypes before build.
- Organisations who are looking to create future-proofed systems and superior digital experiences for their users with a culture of continuous improvement.
- Design and Product teams who need to overcome internal bias and place focus on *Usability* over a 'bare minimum' functional fidelity of the product.

Features/Benefits

- **Meaningful feedback highlighting areas to improve** usability tests are aligned to target user personas and levels of fluency in subject matter and technology. By addressing a diverse set of users, design teams can clearly identify areas of improvement as demonstrated in usability tests, as well as what has worked well, to all members of delivery teams as part of agile development.
- **A robust library of user insights:** Each usability test is written into a report which facilitates faster and more effective design decision making for future features and iterations within programmes.
 - In addition, teams gain a repository of design components and layouts with proven usability for faster and more effective prototyping and consistent experience throughout the programme/project.
- **Greater confidence in end products** due to consistent testing with real-life end users
- **More effective conversions** when users can “do what they need to do,” clearly and easily.
- **Competitive advantage and stronger brand presence:** Usability testing enables product teams to create experiences that are tailored to their user's needs and pain points and cement their presence within their user

groups and beyond due to the ease of use, clarity and informed design decisions made possible through each iteration of test and design.

Example Scenarios

- Any organisation looking to implement a new system with customer/user facing touchpoints as part of a phased implementation with a proof of concept or multiple iterations would require Usability tests to demonstrate the proposed solution is navigable, tasks can be completed with ease, and the structure of the system is understood with less time spent training and explaining more basic aspects.

3 Detailed Service Description

Our Approach

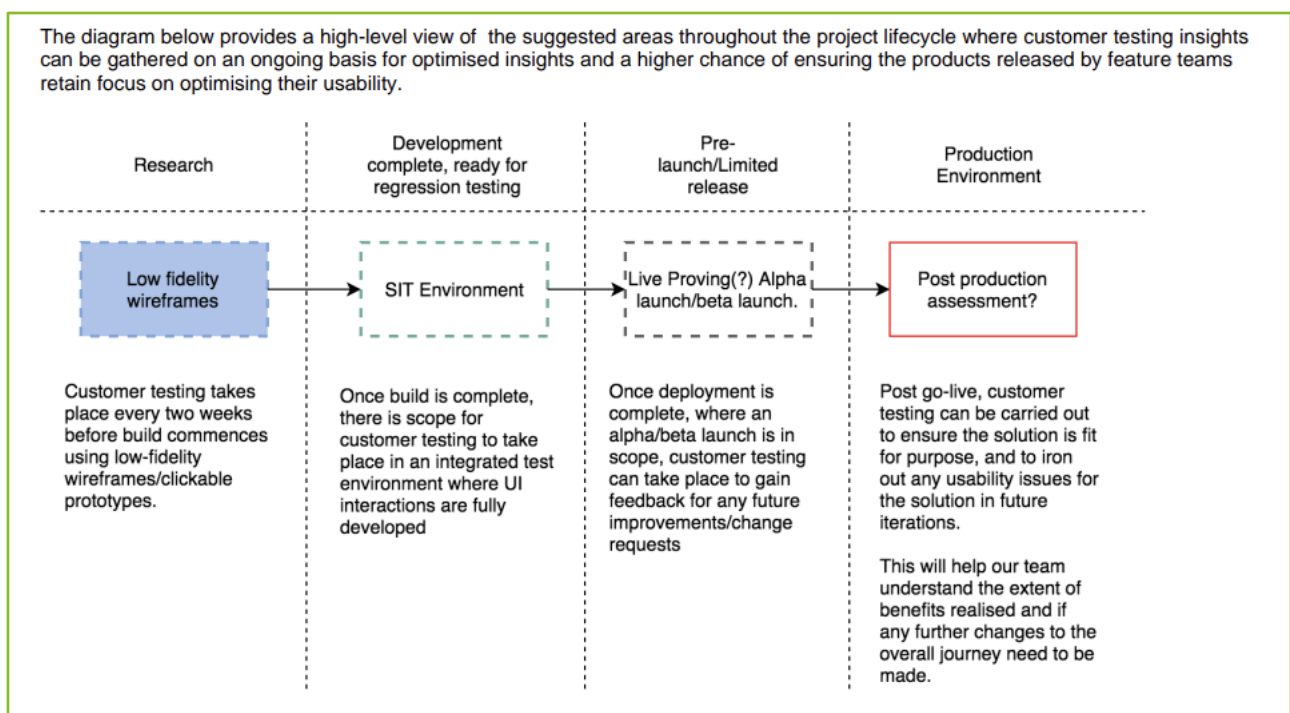
Deloitte's award-winning usability test approach advocates for assessments to take place throughout the design, build, and test phase to avoid risking late validation issues, costly regulatory and reputational issues and the product not being fit for purpose. Our team embed into design teams early and conduct detailed research with design teams to ensure target users and their needs are accounted for at each stage of the software lifecycle.

We use a blend of remote and in-person usability test methodologies to gain both qualitative and quantitative insights on areas in prototypes or test sites that work well, and those that require further work.

In-person tests can be conducted on-site at our client's offices, or at designated usability labs where a panel of observers from the design team view the test subject through a two-way mirror and observe the screen of the test device in real time. Where applicable, eye-tracking software can capture additional zones of fixation to validate the structure of what is observed on screen.

Remote tests are executed using a variety of online, cloud-based tools such as UserTesting – where anonymous users are recruited through a screening brief and complete a usability test which records the users clicking through prototypes or test sites/apps and answer a pre-defined set of questions based on the hypothesis under test. Design teams can view these recordings and compile reports using quantitative metrics captured by the tool. These metrics include: the time users take per task, the success/failure rate, and the effort it takes to do so via observed instances of confusion and number of clicks to arrive at the correct path forward.

The outputs from these tests are shared with product teams via written reports. These provide clear insights and actions highlighted by users at each stage of the user journey under test so that product and design leads can prioritise and implement these suggestions in the next iteration, arriving at a robust product that meets its users' needs.



Key Features

Award-winning approach to usability testing

- At the 2019 European Software Testing Awards, Deloitte won Best UX Testing on a project for their end-to-end approach to user research and validating usability on large scale programmes.
- Deloitte's end to end usability approach tests low and high fidelity wireframes in a given prototyping tool (Figma/Marvel/InVision, Adobe Xd) to test systems provides regular and impactful user feedback to development and design teams.

Tailored test approaches based on time, budget, and feature size

- We recognise some Usability projects require speed and impact whilst being on limited time and budgets.
 - We leverage existing tools and collaboration software to conduct usability tests where possible. E.g. use of MS Teams/Google Meet for remote testing sessions if licensing for additional tooling cannot be provided on time.
 - Where in-person usability testing may not always be possible given time and budget constraints, we maximise possible outcomes from remote testing by employing a blended approach to recruited participants both via recruitment agencies with dedicated screening questions and online tools such as UserTesting via a broader brief.
 - For smaller features under time pressure, we employ guerilla testing to quickly prove/disprove a design concept's viability.

Expertise in usability test and user research methods to maximise insights from participant users

- Our experienced usability testers facilitate the provision of meaningful insights against hypotheses in an empirical, evidence-based manner that guarantees high-quality actionable feedback in reports that eliminates biased lines of questioning to fit around and overarching aim.

Expertise in industry leading prototyping and test tooling for effective iterations on wireframes

- Usability testers use a broad range of sources to conduct initial benchmarking where applicable e.g. Native Site analytics, Google analytics, Heat maps to understand the current state of the system.
- We use industry leading prototyping tools (Figma, Marvel, InVision, Adobe Xd, Sketch etc.), to maximise collaboration, speed, and scale of iterative prototyping both pre-and post-usability testing.

Meaningful, clear insights reporting

- Our team are experienced in providing clear, effective actionable insights for design and development teams to implement. These written reports are circulated to the whole product team for visibility and reference and are stored in a dedicated repository managed by our team. This forms a re-usable library of tested and validated pages and components to inform better design decisions for consistent user experiences and future features.

Support in implementing usability feedback with Product and Design Teams

- We are well-versed liaisons who work alongside designers and developers to advocate for the end user's needs and provide support in devising solutions to implement feedback in designs or test sites.

Inputs and Contributions required from the Client

- Access to any existing in-house design documentation e.g. Market Segmentation, Personas, website analytics e.g. Google Analytics for existing products/similar user experiences.
- Points of contact in client's product management, copywriting, SME/Technical teams to help validate designs and hypotheses.
- Support to engage participant recruitment agencies or identifying internal user groups within the client (context dependent) to perform usability testing.
- Support to create an accessible repository of insights and design components based on approved tooling. (Confluence, Marvel, Miro etc)
- Support to use collaborative design and prototyping software to enable rapid iterations on designs. (Figma, Marvel, InVision, Adobe Xd, Sketch etc.)

Outputs/Deliverables

- Usability testing approach.
- Usability testing schedule.
- Recruitment Screeners.
- Discussion Guides.
- Insights Packs/Reports.
- Wireframe iterations (depending on role and disciplines of Usability testers).
- Post launch usability report (where applicable).

Case Study – End-to-End Usability Testing: Life and Pensions Company

Deloitte were awarded Best UX Testing on a Project at the 2019 European Software Testing awards for their holistic approach to customer research.

Background

The client had launched an “Advised Retirement Account” product which was successful at first, but business operations teams soon started to struggle under the demand due to a high level of manual intervention. Costs went up, whilst advisors and customers suffered poor experiences and long wait times to resolve issues with their cases.

Brief

Deloitte were asked to deliver a technology-driven business transformation to enable the client to:

- Reduce operational costs as part of a multi-million-pound cost-saving initiative.
- Decouple scaling sales from scaling operational headcount.
- Improve the customer experience with reduced wait times.
- Improve Financial Advisor experience for more accurate data entry and processing for their clients.
- Reduce regulatory risk.

Proposed Solution

- Overhaul the Advisor platform, enabling faster and more accurate inputs first time and process customer requests faster.

- Upgrade the customer experience, providing digital guidance to help customers make more informed decisions using a dynamic rules engine.
- Automate processes using Salesforce Service Cloud and Einstein Analytics for operations teams where possible allowing agents to focus on exception handling.

Approach

- Deloitte were tasked with optimising the end-to-end user journey across all three areas in the solution, and customer research needed to follow suit.
- Our team conducted several rounds of qualitative research with real end-users to understand pain points and ratify the effectiveness of proposed design solutions to their respective user interfaces.
- This involved 1-1 interviews, A/B tests on low and high-fidelity wireframes, remote and in-person usability tests, and device-based usability testing to ensure the solution was usable across the devices used most.

Impact

- Customers were able to receive their **Tax-Free Lump Sum within 8 days of opening a retirement account**, where this was previously 38 days. A reduction of 79% to their wait time.
- **84% of tasks** previously done manually by operations staff, **are now automated** through Salesforce.
- **95% of Ad-Hoc requests for money can be processed online** on the same day without human intervention.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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