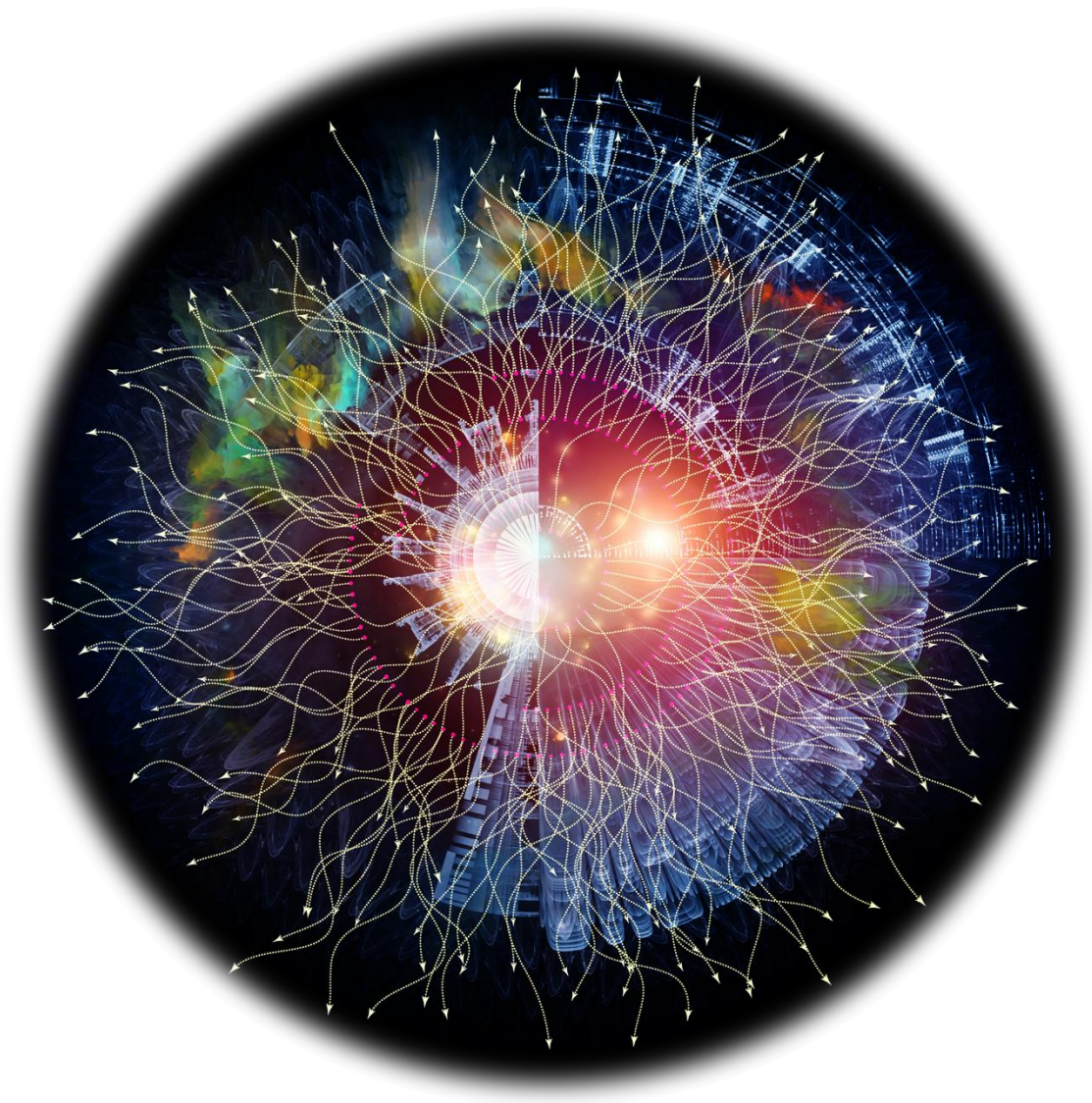




Smartphone & Mobile App Design & Development (iOS & Android)

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 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.

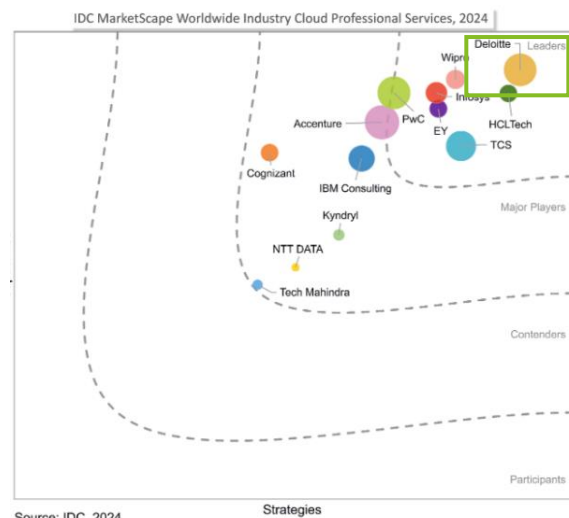


Gartner

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

Smartphone & Mobile App Design & Development (iOS & Android)

Deloitte's smartphone and mobile design service works to create world-class native mobile application experiences. Our approach includes in-depth user research, followed by an immersive experience design workshop where we pair creative thinking with industry experts, mobile app developers, enterprise architects, users and business leaders from your team. We work with you to get the most value out of the applications built. This service is most-often done in combination with our mobile development services.

What this service includes

- User insights and market trends
- Working prototype of your selected app
- User stories for your MVP
- Lo-Fi sketches
- High-Fi Wireframes
- A benefits case and plan for end-to-end delivery
- Designs for intuitive, user-designed applications

Why would you want to provide experiences on mobile?

- **Mobile enables a superior experience.** As a platform, mobile allows for more intuitive, faster, accessible interactions to take place. This in turn: increases user uptake – as they know how to use the technology without training; rapidly improves productivity (for employee apps); reduces user error within business processes; and improves public/employee satisfaction.
- **Mobile technology enables the seamless integration of its inbuilt technologies** (machine learning, AI, AR, photo, audio, biometrics, geo-location and other numerous sensor capabilities) with the existing technology estate. This opens far more business processes and interactions to automation and digitisation.
- **Mobile better matches the way the world works.** 88% of consumers have smartphones (the most widely owned connected device) and 59% of the workforce do not work at a fixed desk. Enabling employees on mobile also allows more flexibility for the workforce, building resilience into the organisational model.
- **Bespoke mobile solutions are relatively cheap and quick to integrate** but have significant business value returns. MVPs can be designed and deployed in 3-6 months.

Our mobile app services are delivered by Deloitte Digital. At Deloitte Digital we connect **creativity** with **technology** for **business**. Bringing empathy, ideas, and experience to **build brands and experiences** off strong emotional and societal relationships, deliver on the promise of growth, and create **sustainable business futures**. We **collide the discipline of Deloitte with the power of creativity**. As digital has become business critical, most organisations need a partner somewhere in the **intersection between business strategy, platform implementation and customer experience**. We have made that intersection our home turf. By combining creativity, industry knowledge and technology expertise we are able to take on challenges larger than one discipline can bear. The benefits of doing mobile app development with Deloitte Digital:

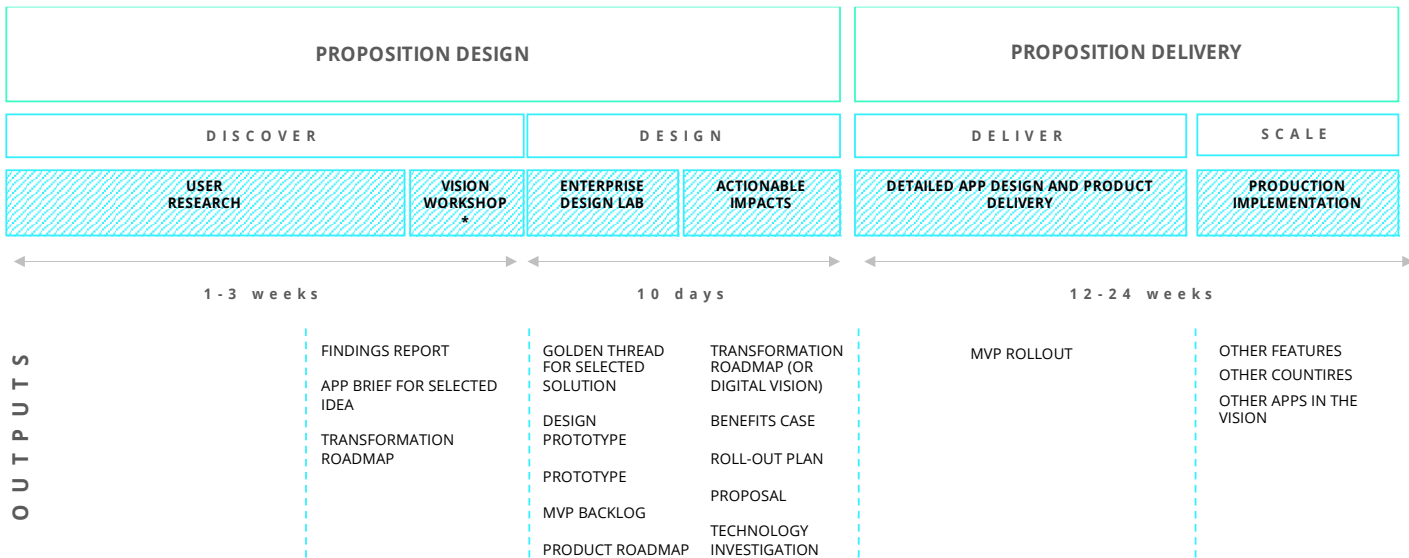
- Access to Deloitte's global team of public sector experts
- Cross-functional team of specialists spanning design to deployment
- Proven track record of delivering cloud-based solutions in government
- Experienced in implementation of GDS design and development protocols
- Knowledge transfer to help build your internal capability

3 Detailed Service Description

Approach

Our approach principles:

- Deliver the designs iteratively with frequent feedback
- Users must be involved, and their voices prioritised throughout the design and delivery process.



*A vision workshop is only required if a new experience is being defined. If there is already a clear understanding of what the app will need to do, the vision workshop is not needed.

Inputs & contributions

We work with you to build this, rather than in isolation, so we require you to be involved throughout. Specifically, we require continued involvement from:

- End-users
- Product Owner
- IT Representatives
- Business Owner

We are happy to work alongside your technical and product teams to make this a reality.

Outputs

- User insights and market trends
- Working prototype of your selected app
- User stories for your MVP
- Lo-Fi sketches
- High-Fi Wireframes
- A benefits case and plan for end-to-end delivery
- Designs for intuitive, user-designed applications

- Critical success factors
- Access to and involvement from users
- Business support and sponsorship
- Stakeholders bought in and comfortable working with iterative and MVP delivery
- Willingness to have users' voices prioritised over exec voice
- Following the standard OS conventions to deliver a familiar experience for each user.

Team

- Product Owner (provided by you)
- Business Sponsor (provided by you)
- End users (provided by you)
- Mobile UX Designer
- Mobile UI Designer
- Mobile Technical Lead
- IT/ System Architects
- Business Analyst
- Subject matter experts

Exclusions or constraints

We would usually do the detailed design alongside the delivery of the MVP app. However, the scope is purely to design the application before delivery, it would take approximately 6-12 weeks, dependent on features.

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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