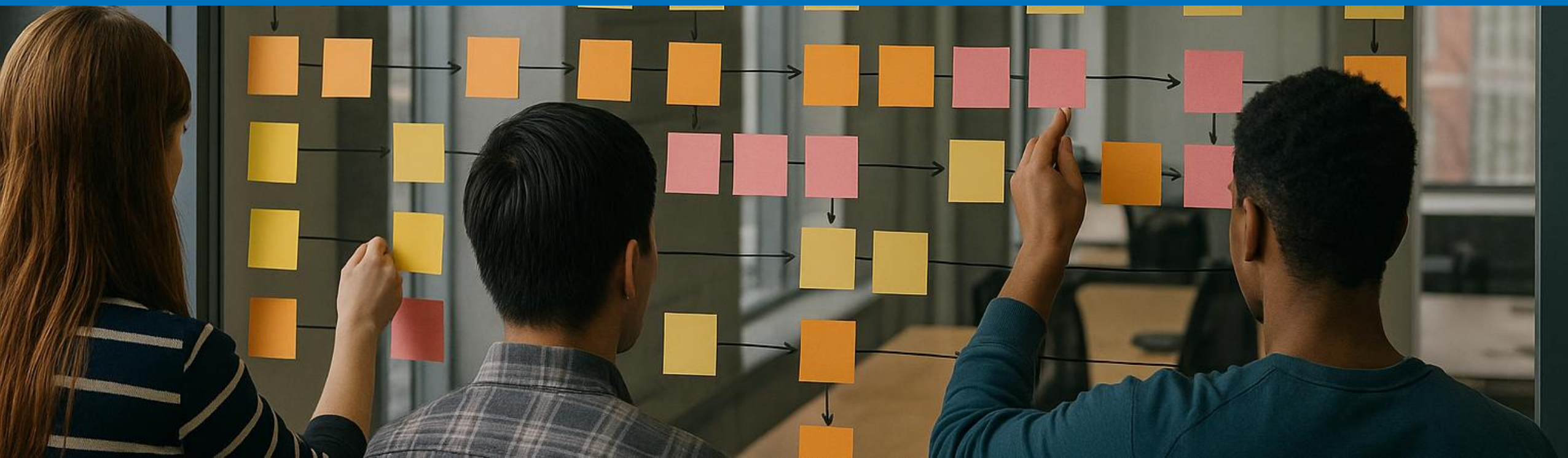


Introduction

# UCD in Public Services.

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# Collaborative by default

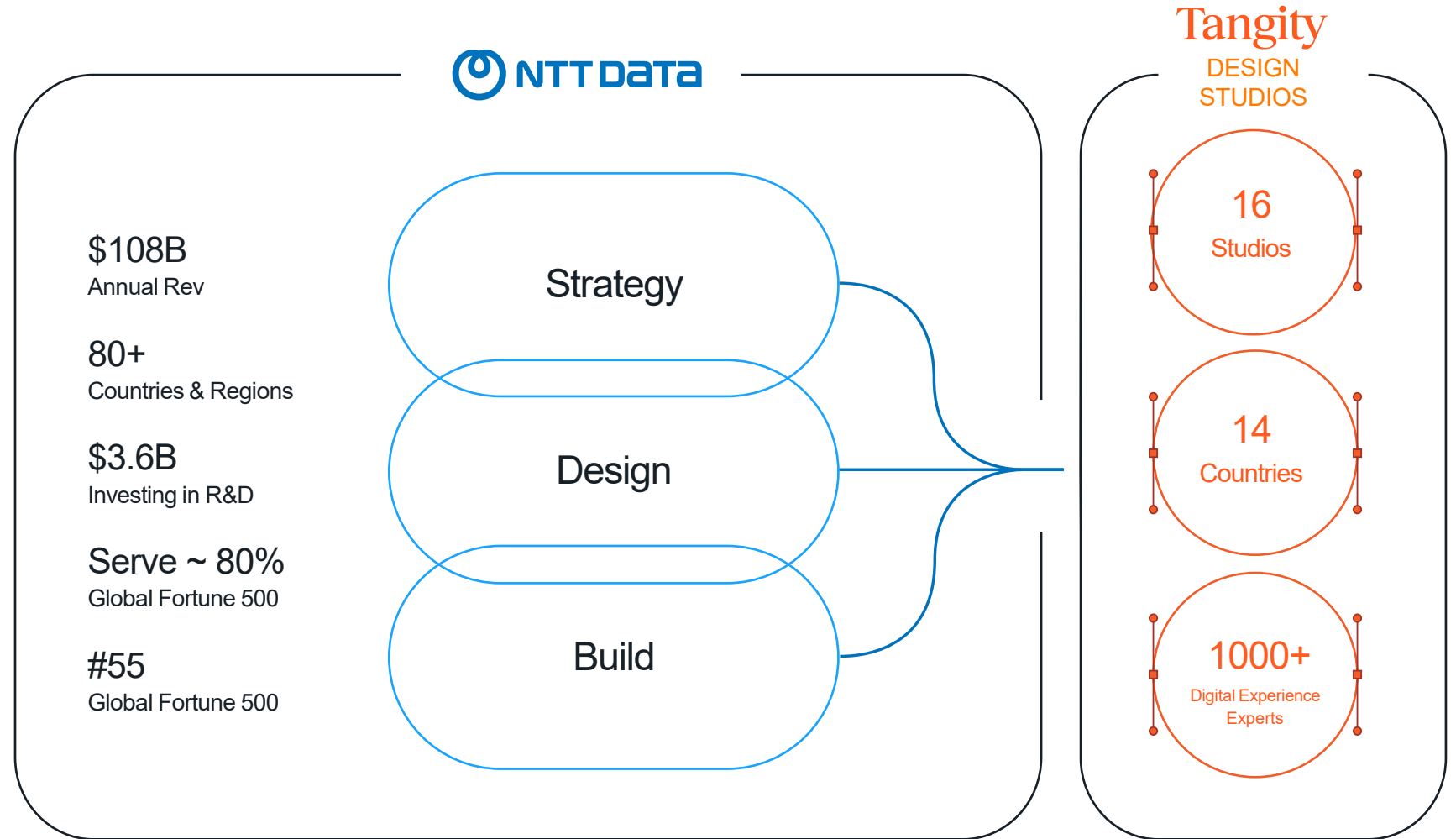
NTT DATA

Creating digital experiences that  
meet vital public need *with* you,  
as one team.



# Part of something bigger

NTT DATA  
Global knowledge.  
Global experience.



# We work with you do manage risk throughout the process

Our approach to delivering digital services aligns with the UK Government's Service Standard and places **users, evidence and agile** at it's centre.

We manage and control risk and uncertainty across every phase - Discovery, Alpha, Beta, Live and Retirement - we combine deep technical expertise with user-centred design to ensure services are valuable, sustainable and resilient.

Range of uncertainty (your service)



# 01 | Discovery : De-risking digital investment and meeting standards.

## Discovery

We have been running Discovery-as-a-Service programmes across government since 2021 and have become experts in delivering cross capability Discoveries in fragmented landscapes. We work with you to understand user needs and service context through research, technical investigation and process mapping, identifying risks and opportunities that shape clear, evidence-based next steps.

### Features

- ✓ Qualitative and quantitative research to understand users and context.
- ✓ Research outputs including reports, blueprints, journeys and personas.
- ✓ Inclusive research with users with diverse access needs.
- ✓ Discovery typically delivered within six to twelve weeks.
- ✓ Multidisciplinary team combining research, design and technical expertise.
- ✓ Analysis of context, pain points, constraints and opportunities.
- ✓ Investigation of legacy systems, policies and legislative constraints.
- ✓ Evidence-based go/no-go and plan recommendation for Alpha.
- ✓ Following Government Service Standards and Service Manual.
- ✓ Cost-effective approach reducing risk versus immediate build.

# 02 | Alpha : Test rough ideas fast to see what works.

## Alpha

NTT DATA deliver Alpha phases that rapidly test ideas, assumptions and technical approaches to identify the most feasible solution. Through prototyping, user testing and technical exploration, we validate concepts, reduce risk and define a clear, evidence-based scope and plan for Beta in line with Government Service Standards.

### Features

- ✓ Rapid prototyping to explore and compare service design options.
- ✓ Iterative user testing validating assumptions and improving concepts.
- ✓ Technical spikes assessing feasibility, integrations and architecture choices.
- ✓ Multidisciplinary team including design, research and engineering.
- ✓ Evidence-driven prioritisation of prototypes and solution options.
- ✓ Accessibility and assisted digital considerations tested early.
- ✓ Exploration of data, API and system integration requirements.
- ✓ Clear definition of Minimum Viable Product for Beta.
- ✓ Alpha assessment preparation aligned with Service Standard.
- ✓ Recommendations and delivery roadmap for Beta build.

# 03 | Beta : Build a trustworthy, user-centred service.

 Beta (priv. / public)

NTT DATA delivers Beta phases that transform validated concepts into dependable, user-centred services. Using low-code, SaaS or other government-approved technologies we iteratively design, test and refine the service with real users. Our approach ensures the service meets Government Service Standards and is fully prepared for a successful assessment.

## Features

- ✓ Iterative design shaped by continuous user research.
- ✓ Private Beta testing with real users in real contexts.
- ✓ Public Beta validating usability, reliability and end-to-end journeys.
- ✓ Low-code and SaaS solutions integrated where appropriate.
- ✓ Accessibility and inclusion designed and tested continuously.
- ✓ Clear definition of operational support and service ownership.
- ✓ Performance, usability and accessibility evidence collection.
- ✓ User-centred content design across all touchpoints.
- ✓ Collaboration with policy, operations and governance teams.
- ✓ Full preparation for Government Service Standard assessment.

# 04 | Live & Retire : Operate, optimise and continuously improve.

## Live & Retire

NTT DATA supports Live services with a focus on stability, trust and continuous improvement. We embed ongoing user research, monitoring and optimisation to ensure the service remains usable, accessible and compliant with standards. Our approach enables organisations to maintain a high-quality service.

### Features

- ✓ Continuous user research to identify evolving needs.
- ✓ Service performance monitoring for usability and reliability.
- ✓ Regular accessibility reviews and iterative improvements.
- ✓ Low-code and SaaS enhancements safely delivered.
- ✓ User-centred content updates and refinement.
- ✓ Structured feedback loops from users and stakeholders.
- ✓ Clear service governance aligned to GDS expectations.
- ✓ Ongoing optimisation of journeys and touchpoints.
- ✓ Transparent reporting of service performance and outcomes.
- ✓ Preparation for future assessments and assurance reviews.

# Our experienced team can support your service.



## Service Design

### Interaction Designer (IxD)

## User Research

### Content Design

## UNDERPINNED by Technology Roles



# Capability support

Team support or team provision, our experienced team can support your service.



## User Research

We conduct user research to understand how people interact with your service, identifying needs, challenges and opportunities. Our researchers provide clear, actionable insights that inform design and delivery decisions, ensuring every product or service is built around real evidence and meets the GOV.UK Service Standard.



## Service Design

We design and improve end-to-end services that meet user needs and organisational goals. We take a holistic view across people, processes, technology and policy to create joined-up, accessible experiences that align with the GOV.UK Service Standard and deliver measurable value from Discovery through to Live.



## Content Design

We create clear, accessible content that helps users complete tasks and understand services. Aligned with the GOV.UK Service Standard, our content designers work across policy, design and research to shape user-centred content that improves journeys, reduces complexity and supports successful service delivery.



## Interaction Design (IXD / UX)

In collaboration with your organisation, we design accessible, intuitive products and services that meet the Service Standard, user and business needs. Using user research and established design systems, we translate requirements into user journeys, prototypes and solutions that deliver effective outcomes across every stage of the service lifecycle.

# Cross-cutting services

Some popular services that deeply combine NTT DATA Technology services with UCD include:



## SaaS Product – User Centred Workflow Configuration

SaaS Discovery applies user-centred design to understand real user needs, map end-to-end service flows and test how platforms such as Salesforce can best support them. We identify where configuration or customisation is required, validating assumptions and producing a clear, evidence-based implementation design, roadmap and costed plan.

- ✓ Improves adoption through user-centred workflows.
- ✓ Provides a clear, prioritised implementation roadmap.
- ✓ Accelerates delivery with evidence-driven user stories.
- ✓ Reduces rework by grounding design in user behaviour.
- ✓ Balances configuration and customisation for maximum value.



## AI Kickstart programme

Helping organisations understand their AI maturity, identify high-value use cases and define a practical transformation roadmap. Through structured assessment, mapping and technical insight, we provide clear organisational principles, options and metrics that de-risk AI adoption and support confident, evidence-based planning.

- ✓ Identifies high-value, feasible AI opportunities.
- ✓ Clarifies technical requirements and integration considerations.
- ✓ Reduces investment risk through structured assessment and planning.
- ✓ Strengthens understanding of AI across leadership and teams.
- ✓ Provides a clear, evidence-based AI transformation roadmap.

UCD in Public Services.

# Thank you

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