

A Gartner G-Cloud 15 Service Definition for Cloud Consulting: Cloud Transformation — User Experience and Engagement Strategy

2026

Gartner G-Cloud 15 Service Definition

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Service Summary

Gartner will work with you to transform cloud and digital services through a tailored User Experience and Engagement Strategy. We will design a clear roadmap to improve user and citizen satisfaction, streamline processes, and empower your leadership team, delivering measurable outcomes and a competitive edge for your organisation.

Service Description

Gartner will collaborate with the client to develop a customised User Experience (UX) and Engagement Strategy. Through interviews, surveys, workshops and document reviews, we will analyse the current state, future goals, and market best practices to develop an actionable roadmap for enhancing UX across the client's cloud and digital services.

Gartner's approach includes evaluating user, citizen or staff requirements and identifying pain points for improvement areas. User journey maps and personas will be used to present findings in an easy-to-understand manner. Measurable KPIs and success metrics, mapped to roadmap items, will help ensure that any resulting improvement programme can be monitored.

Gartner can also provide training during in-person workshops to upskill the client's digital and IT leadership teams on UX and engagement, where required and relevant.

Service Benefits

- Improved service delivery leading to enhanced stakeholder satisfaction
- Better-designed user and citizen journeys increase participation
- Competitive edge and superior experience for users and citizens
- Streamlined processes for resource optimisation and cost reduction
- Better alignment with government standards and best practices
- Empowered digital and IT leadership for effective governance
- Accelerated innovation and agility in public service provision
- Heightened reputation and trust with users and citizens
- Accelerates delivery of actionable insights through proven analytical capabilities
- AI-powered analysis that augments Gartner's Insights and SME delivery experience

Service Features

- Tailored UX and engagement strategy aligned to your objectives
- Comprehensive analysis of current state and future ambitions
- Identification of pain points and improvement opportunities
- Actionable roadmap for measurable UX enhancements
- User journey maps and personas for clear communication
- KPIs and success metrics to track progress effectively
- Upskilling for digital and IT leadership teams
- Expert-led workshops for practical learning and adoption

Full List of Service Features

- The service includes a tailored UX and engagement strategy informed by Gartner Research and global best practices.
- A comprehensive analysis of current state and future goals through interviews, surveys, and workshops, presenting findings via user journey maps and personas.
- An actionable roadmap outlining steps for measurable UX enhancements across cloud and digital services.
- KPIs and success metrics to enable progress tracking and benefits realisation.
- Expert-led workshops provide practical learning and upskilling opportunities for digital and IT leadership teams, enabling effective governance and adoption of UX improvements.

Project Approach

- Week 1: Project initiation, kick-off meeting, scheduling interviews and collecting documentation
- Weeks 2-3: As-is assessment through discovery sessions, interviews, documentation review and Workshop 1
 - Workshop 1: Validation of key findings, training session, define vision and target capabilities
- Weeks 4-5: Target state development and Workshop 2
 - Workshop 2: Target roadmap prioritisation exercise, training session
- Week 6-8: Preparing final report and executive presentation

Project Schedule

Gartner's project approach will be tailored based on the size, scale and complexity of the portfolio, programme, product and services being supported. A typical engagement is anticipated to be completed within 6–8 weeks.

Further details on the different services available for this service can be found above.