

User-centred Design Services

Service Definition Document

G-Cloud 15

Jan 2026



What we do

We are a full service digital partner to our clients, working with you at every stage of a project, covering diverse problems including agile ways of working, design challenges, data science, digital first and digital by default.

From discovering user needs, designing and prototyping personalised experiences, to helping you build contemporary digital services, we are experts in user research and experience, service design, front and back-end development, secure continuous deployment on cloud, DevSecOps and more.

Our specialists are familiar with the breadth of contemporary technology patterns.

We've helped develop new pattern libraries, design systems and development aspects, many of which are open source. We support the transition to live running, for critical services dealing with millions of transactions every day, including 24/7 support.

We are professionals in cloud technology, having delivered large scale serverless infrastructure for public facing, critical digital services.

Delivering over 100+ government digital services, over the last 10 years, we are experts in agile working, helping you to understand how to work in an agile user centered way; transparent, open and honest.





Our clients demand highly secure and resilient services on cloud platforms, able to continuously deploy application and service changes.

We work as a trusted advisor to you, delivering on change programmes that allow efficient and effective use of contemporary cloud and open source technologies, achieving sound returns on your investment.

We work at the cutting edge of organisational safety and security, understanding what it really means to keep an organisation safe in today's hyper connected world.

From industry leading penetration testing of information systems, enhanced due diligence and the provision of global resilience plans, we work with you on managing the constantly evolving nature of risk to your teams, both in the UK and overseas.

Over the past 10 years we've delivered many multi-million pound large-scale government transformation programmes, bringing us in contact with thousands of Data Digital and Technology (DDaT) professionals.

For Dstl and Acas, we built agile teams specifically to deliver services to alpha and beta service assessments and beyond, working with mixed capabilities, skillsets and security needs.

For the Department for Education (DfE), centrally we delivered their first ever department-wide discovery, running service mapping across the whole of DfE, and building a picture of all its services. We have gone on to help deliver several alpha projects that came out of this service mapping exercise.

For the Education and Skills Funding Agency (ESFA), we have built and run a user experience team in alpha, beta and live over the past 4 years, running service design and delivering the Digital Apprenticeships Service, which won the Digital Leaders Innovation award in 2018.

How we work

Pragmatic, open, creative and fair; we make it work for our teams.

We work to the GDS Digital Service Standards in our approach to projects, ensuring all parts of a team are involved from inception onwards. This makes it easier for delivery, and to help teams, we run mock service assessments to support and test the health of our own projects.

Being technology agnostic, means we investigate and understand design needs, to ensure a clear architecture is developed alongside stakeholders.

We follow cloud provider recommended strategies for scalability and security whilst ensuring compatibility with application, database and data storage needs.

For example, Azure for hosting, Jenkins for CI, Ansible for automation, Terraform for orchestration, Postgres databases and more. Our teams have worked across multiple industry and government sectors and follow best practice to ensure continuity is possible.

We care about developing communities of practice, upskilling and sharing best practice across teams. Because we've been involved with so many central government departments and agencies, we have strong connections across Whitehall.

We use these links to connect teams who have built similar services, or to understand the work that other departments have already done, so that teams don't always have to start from scratch.





Staying connected to the wider government community helps to unblock challenges and get input from across Whitehall. There's no need to go it alone when someone else may have already looked at, or solved the problem.

Enabling others who have less support, or who have come from disadvantaged backgrounds, we believe in encouraging and supporting those people to give them a better chance in society.

As active members of OneTeamGov, we believe in change as a movement, assisting civil servants through their challenges of bringing policy and design together.

All teams have a responsibility to their users, including developers. In 2019, we were the lead sponsor for the Ethics in Development conference.

Everything is there to support the way we work with UK Government clients. Having helped write parts of the service manual and led service assessments at GDS, we love helping clients get to grips with user-centred agile digital service delivery.

The journey from our humble beginnings, to being featured as one of the fastest growing tech companies in the UK, has been exhilarating, where we have met brilliant people across both the private and public sectors.

We've worked with great teams early on in their digital transformation, and teams who need that extra bit of support when it comes to creating a collaborative culture.

Last year we were ranked in the Top 20 of The Sunday Times Tech Track 100. It features 100 companies that have had the fastest growing sales over the last three years, where we sit alongside some of the biggest technology firms that are popular today.

Our offering



Service

Agile delivery support services, supporting digital transformation across departments and teams. We will provide skilled specialists to deliver cloud services, alongside perm teams and other suppliers, coaching and mentoring staff.

Data and disaster recovery

Data is backed up daily, in line with service level agreements and with relevant hosting providers. We review our work with all third party suppliers to ensure compliance with GDPR. Our Digi2al data is backed up securely.

Onboarding and offboarding

We invest time for onboarding the right people into teams across all of our services. From stringent interviewing, assessments, portfolio and code reviews, we ensure the right skillset for the right team. Offboarding is equally important, ensuring handover and knowledge transfer is documented and shared, with the relevant security measures implemented.

Implementation plan

We work with you to develop the right plan for your needs.

Pricing overview

Please see our rate card.

Service constraints

We have no known constraints to the services Digi2al offer across our estate. We adapt quickly to client needs, recruiting highly-skilled agile professionals across the industry.

Service levels

Our service levels are agreed on a contract by contract basis.

Ordering and invoicing

Please get in touch with our team at info@digi2al.co.uk to discuss your needs.

After sales support

Our HQ team support clients from day one, with expertise knowledge, thought leadership, training and coaching.

Technical requirements

We work with clients to understand current requirements and expectations, advising as needed, and providing expertise knowledge on technical options.

Case study 1: Digital Apprenticeship Service



Education & Skills
Funding Agency

The Digital Apprenticeship Service (DAS), is about giving employers the power to control how their government funding for apprenticeships is spent, increasing the quality and quantity of apprenticeships.

- It's a complex service that provides a straightforward way for businesses to create apprenticeships and access funding; handling a large volume of opportunities and applicants.
- DAS is on the government's Major Project Portfolio, with high profile stakeholders, milestones and public interest.
- Digi2al have been involved in developing the alpha and beta, with significant user research into needs, insights and attitudes. We work with multi-supplier and civil servant teams, upskilling service designers and researchers.
- Over the last four years at ESFA, our teams have included over 30 digital specialists in key roles delivering service/product management, delivery management, technical architecture, user research, UX design, front end development and content design in multidisciplinary teams.

- Our teams have integrated successfully with other teams, civil servants and policy owners, and in the alpha and beta stages gained an excellent reputation for bringing a culture of building clickable prototypes for testing with users (something which was not happening before we were involved).
- The Digital Apprenticeship Service is now live, and we continue to support its ongoing continuous improvement.



Case study 2: Selling Online Overseas

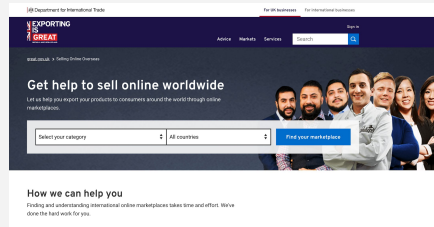


Department for
International Trade

Working on the Exporting is GREAT campaign, we worked with DIT colleagues to create a new digital-by-default service, from discovery to live, within 6 months.

- The service was created to support, encourage and incentivise small and medium-sized businesses to export, and improve access to global marketplaces.
- We brought in a full agile delivery team: agile coach, delivery manager, product manager, interaction designer, front-end developer, back-end developer and user researchers.
- The service was created in Django so that post-beta, DIT could maintain the tool internally.
- Co-located with DIT, we worked across services on the GREAT campaign, aligning strategy, comms and engagement.
- Our designer created the style guides for multiple services, whilst our agile coach and developers led collaboration and upskilling in their capability areas.
- We supported the service delivery with retrospectives, product mentoring, mock service assessments, and coaching team members including civil servants.

- The service is live, meeting a high-profile ministerial commitment and public milestone for the Cabinet Office and DIT.
- The team worked together to pass an internal service assessment.



DIGI2AL

Teams we have worked with



Strategic
Command



Ministry
of Defence



HM Courts &
Tribunals Service



Home Office



Department for
Business, Energy
& Industrial Strategy



Defence Nuclear
Organisation



Ministry
of Justice



Department for
International Trade



Ministry of Housing,
Communities &
Local Government



Driver & Vehicle
Licensing
Agency



Defence and Security
Accelerator



Department
for Education



Submarine
Delivery Agency



Education & Skills
Funding Agency



Joint Maritime
Security Centre



Planning
Inspectorate





Get in touch

info@digi2al.co.uk

0203 282 7875