



User Experience Design Service Definition

G-Cloud 15

Work Smarter

Engage Personally

Stay Secure

Who we are 01

Public Sector Focus 02

Service Definition 03

Service Benefits & Features 04

Qualifications and Certifications 05

Our Customers 06

Why They Keep Coming Back 07

Social Value 08

Who We Are

01

We're a global technology group
that help organisations

thrive through change



“Change will be the only constant
in the next decade”

Sir Demis Hassabis
CEO, Google DeepMind

Our Core Capabilities

Cloud & Data Transformation

Accelerating growth with strategic cloud migration, FinOps optimisation, and robust data architecture on Google Cloud and AWS.

- **Cloud Infrastructure:** Google Cloud and AWS Infrastructure & Engineering, Google Cloud Partner-Led Premium Support, and 24/7 Managed Services.
- **Strategic Migration:** Cloud Migration (Legacy apps, VMware, Data Warehouse) to Google Cloud (GCP, BigQuery, Gemini, Workspace).
- **Data & Optimisation:** Data Architecture and Infrastructure Design, Cloud FinOps & GreenOps (Cost Reduction/Sustainability), and BI Dashboard Development.

Digital & AI Engineering

Building the future through custom application development, intelligent AI agents, and exceptional user-centric design.

- **Custom AI & ML:** Custom Vertex AI Agent Development, Gemini Enterprise AI Agents, and Data Science/ML/AI for Healthcare.
- **Digital Product Design:** Service Design, User Experience (UX), Customer Portals, and Mobile/Web Application Design & Build.
- **Platform Development:** Frontend Engineering, Agentic Software, Knowledge Tools, and eCommerce/eLearning Platform Development.

Cyber Security & Resilience

Protecting your business with proactive managed services, expert strategy, and immediate incident response. We embed security across your entire digital footprint.

- **Managed Defense:** Managed Detection and Response (MDR/SOC) and Vulnerability Management as a Service (VMaaS).
- **Security Strategy:** Cyber Security Strategy and Transformation, Cyber Resilience, and Security in Supply Chain.
- **Trust & Compliance:** Data Protection Consultancy (One Trust, Inquiry Support), Cyber Security Frameworks, and Cyber Incident Response.

We deploy **frontier** technology to help our customers:

01

Work
Smarter

02

Engage
Personally

03

Stay
Secure

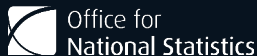
01

Work Smarter

We build the secure, modern, scalable infrastructure, apps and workflows that boost bottom lines.

Key Outcomes

- Increased profitability
- Scalability, reliability & Uptime
- Resilient, "secure by design" architecture
- Trusted, timely, self-serve insights & analytics
- Predictable, optimised cloud spend
- Collaborative, digital workspaces
- Carbon footprint reduction
- Reduced total cost of ownership



Enabling the UK's National Data Transformation via Google Cloud (Integrated Data Service)

Secure Data

UK

Government

National Data Transformation

Google Cloud

Challenge The ONS needed to build the Integrated Data Service (IDS) – a secure, national data platform on Google Cloud. The critical obstacle was the lack of predictable, SC-cleared technical capacity to build, maintain, and scale the complex, secure environment.

Solution We provided a dedicated, SC-cleared Google Cloud Managed Support Service (MSP) team. The solution delivered flexible Platform and Application Development engineering capacity, uniquely supporting the rapid, agile needs of the IDS Hub.

Outcome Our support ensured the IDS successfully moved through three Public Beta phases and achieved stable operation. The result is transformed analytical use of government data, enabling national policy-makers and decision-makers to make better, faster decisions affecting citizens' lives.

02

Engage Personally

We create delightful digital touch points that capture attention, convert sales, and keep customers coming back.

Key Outcomes

- Delightful, intuitive, frictionless digital experiences
- Improved customer experience & intelligence
- Conversion rate optimisation
- Revenue uplift
- Increased loyalty
- Pricing & discount optimisation
- Improved paid media performance

Google

Building immersive digital products and experiences for billions of global users.

Engage Personally

Global

Tech

Customer Platforms

Google Cloud

Challenge Google wanted to create a platform that would help people learn and adopt the digital skills they needed to find a job and grow in their career, or boost their own business.

Solution Since 2017 we've designed, built and maintained three platforms; the Digital Workshop platform, the AI for Business tool, and the Grow with Google marketing site.

Outcome The platforms host 153 courses in 53 markets and 31 languages. There are 11 million + users globally and 1 million + have seen a positive impact in the EU.



03

Stay Secure

We establish and maintain the systems that protect businesses from threats, fines, and downtime.

Key Outcomes

- Improved cyber resilience
- Proactive threat detection and response
- Threat noise reduction & prioritisation
- Data governance, trust and reportability
- Regulatory compliance

[dstl]

Secure by Design for Mission-Critical Defence Systems

Defence

Government

Assurance

Cyber Security

Secure by Design

Challenge Dstl (part of UK MOD) needed to deploy a new system onto Royal Navy warships. This highly sensitive project required expert support to implement a Secure by Design (SbD) approach, manage high operational risk, and adhere to deep MOD security policy knowledge (JSP 440/453) in a highly classified environment.

Solution A multi-disciplinary, security-cleared team was deployed for a two-phase engagement. This included detailed threat modelling, SbD policy alignment, and developing a technical roadmap. The solution focused on the rigorous implementation and testing of robustness controls, including encryption and OS hardening.

Outcome Dstl received a robustly secured system component and a compelling Security Assurance Report, providing clear evidence for accreditation support. This successful, risk-managed delivery enabled the client to securely proceed with deploying the critical naval capability.



Public Sector Focus 02

We provide the creative approaches and specialist knowledge needed to build a cyber resilient public sector and transform services from end-to-end

Core Public Sector Challenge	Qodea's Multi-Disciplinary Focus	Supporting Capabilities
Maximising Public Value and Efficiency	Delivering accessible and efficient services that secure citizen trust and deliver better value for public money.	Digital & Application Services (UX/CX, Web/App Development), Cloud & Infrastructure Engineering (Cost Reduction, Optimisation), Data, AI & Analytics (BI, Prediction Modeling).
Strategic Resilience and Compliance	Operating securely and compliantly amid global uncertainty and changing regulations. Aligning with the Government Cyber Security Strategy 2022-2030.	Cyber Security & Governance (DSPT, NCSC CAF, Supply Chain Assurance), Cloud & Infrastructure Engineering (Security, Support), Data, AI & Analytics (AI Security/Governance).
Data-Driven Policy and Service Design	Leveraging data, ML, and AI to improve citizen outcomes and policy effectiveness through innovation at scale.	Data, AI & Analytics (Custom AI, Data Science, Data Architecture), Digital & Application Services (Service Design, Knowledge Tools).

Service Definition

03

User Experience Design: Definition

Delivering Value to the Public Sector

Qodea provides strategic guidance to public sector organisations seeking to unlock the full potential of cloud technologies and modern digital methods. Our core purpose is to help you move beyond incremental changes to achieve a comprehensive, citizen-centric digital transformation.

For User Experience Design, this means creating intuitive, accessible, and effective digital interfaces that meet user needs and government standards. We deliver detailed, realistic roadmaps that translate strategic intent into measurable public sector outcomes, driving significant operational efficiency, demonstrable value for money, and fundamentally improved public services.

Our consultative process ensures the resulting strategy is not only ambitious but also fully compliant and actionable, explicitly aligned with mandatory UK government standards.

Service Overview

This service helps public sector organisations create intuitive, accessible, and effective digital interfaces that meet user needs and government standards.

We partner with your executive and leadership teams to conduct rigorous, evidence-based analysis and transform user insights into well-crafted digital experiences that are simple to use, accessible to all, and optimised for task completion.

Our multi-disciplinary, security-cleared teams embed with your team, acting as an organic extension, ensuring alignment and informed decision-making. Our designers apply evidence-based design principles, iterate based on user feedback, and ensure consistency across multi-channel services. The final deliverables range from wireframes and prototypes to production-ready designs that reduce user error, increase completion rates, and meet WCAG 2.2 AA accessibility standards.

Service Benefits and Features

04

Service

Benefits

- 01 Increases Task Completion Rates — Well-designed interfaces reduce user errors and help citizens complete tasks successfully first time.
- 02 Reduces Support Costs — Intuitive design decreases demand on contact centres and support services.
- 03 Ensures Accessibility Compliance — Built-in accessibility from the start ensures services are usable by everyone, including disabled users.
- 04 Improves User Satisfaction — Clear, efficient interfaces lead to higher satisfaction scores and increased trust in government services.
- 05 Accelerates Development — Validated designs reduce rework and enable developers to build with confidence.
- 06 Maintains Design Consistency — Standardised patterns create coherent experiences across multiple services and touchpoints.
- 07 Supports Mobile Usage — Responsive designs work effectively on the devices citizens actually use.
- 08 Reduces Delivery Risk — Early prototyping and testing identifies issues before expensive development phases.
- 09 Enables GDS Assessment Success — Designs are built to meet the rigorous quality standards required for successful passage through GDS service assessments
- 10 Facilitates Iteration — Clear documentation and modular design enable continuous improvement based on user feedback.

Service

Features

- 01 Interaction Design — Design of user flows, navigation structures, and interaction patterns that guide users efficiently through tasks and services.
- 02 Interface Design — Visual design of screens, components, and layouts using the GDS Design System and government design patterns
- 03 Wireframing and Prototyping — Low to high-fidelity prototypes for testing and validation before development begins.
- 04 Usability Testing — Structured testing sessions with real users to identify issues, validate designs, and measure task success rates
- 05 Accessibility Design and Audit — Design and review to meet WCAG 2.2 Level AA, including screen reader, keyboard navigation, and assistive technology considerations.
- 06 Design System Implementation — Application and extension of the GDS Design System, including custom component design where needed.
- 07 Responsive Design — Interfaces optimised for mobile, tablet, and desktop devices with appropriate breakpoints and adaptive layouts
- 08 Design Documentation — Clear specifications, pattern libraries, and design rationale that enable smooth handover to development teams.
- 09 Heuristic Evaluation — Expert review of existing interfaces against established usability principles to identify improvement opportunities.
- 10 Component and Pattern Design — Creation of reusable design elements that maintain consistency and accelerate delivery across services.

Qualifications and Certifications

Qualifications and Certifications



Note on the ERS Gold Award: The Gold Award under the Armed Forces Covenant Employer Recognition Scheme (ERS) is held by tmc3.

Our Google Experience: Accreditations and Certifications

Data modernisation



Generative AI
Modern data platform
Data analytics & Machine learning

Cloud training



Google Cloud and AWS
Training – for engineers by
engineers.

Cloud security



Chronicle and Mandiant
Consulting
Managed security services

Google Workspace



Migration and deployment
Complex change management
Insights as a service
Training and Managed Services

Infrastructure modernisation



VM migration
High performance
Compute

Managed services



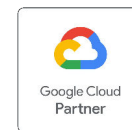
Value-Add operational
Services

Cloud foundations



Cloud centre of excellence
Secure Landing Zones
Cloud Assure/Finops

Application modernisation



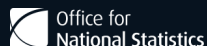
App modernisation
Apigee
Anthos

Our Customers

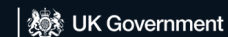
06

Entrusted by Government
to Deliver Compliant,
Citizen-Centric Change,
and Solve Complex
Challenges

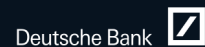
[dstl]



nationalgrid



The world's biggest brands
trust us with their biggest
problems



DIAGEO

Google



JLR



PayPal

postnord

priceline



sky



WPP

Why They Keep Coming Back

07

Partnership Focus

01

People Centric

We embed with your team, acting as an organic extension. Your success is our sole measure of achievement.

02

In Your Language

We translate technical complexity into clear business terms, ensuring alignment and informed decision-making across all levels.

03

Laser-Focused

Every solution is custom-designed based on your unique context, needs, and strategic objectives. No 'one-size-fits-all' templates.

Drive and Excellence

01

Relentless Drive

We challenge the status quo and push boundaries, ensuring the best possible, highest-value outcomes are achieved, every time.

02

Adaptive Expertise

Our consultants maintain an unwavering commitment to continuous learning, keeping you at the forefront of emerging technologies and best practices.

03

Total Accountability

We own our decisions and commitments. The buck stops with Qodea – we deliver on our promises, and we learn from every experience.

Outcomes at pace

We fill the void between niche boutiques and bloated GSIs.

We're agile experts with the scale to deliver full-stack solutions on enterprise-grade infrastructure.

We're called in when competitors say it's impossible, or have already failed.

We ship tangible outcomes into production, fast.



Social Value

Environment

The Qodea Group is deeply committed to achieving Net Zero emissions by 2030, well ahead of the UK Government's 2050 target. Since our 2022 baseline, we have achieved a reduction equivalent to 51% of our total emissions (487.7 tCO₂e reduction). Our Carbon Reduction Plan is completed in accordance with PPN 06/21 guidance and has been formally reviewed and signed off by a Director. Our commitment is integrated into our strategic plans to deliver long-term, verifiable sustainability.

Wellbeing

As a modern business, which operates in complex environments, we know the importance of health and wellbeing. We provide an Employee assistance Programme including access to an online platform and 24hr confidential helpline. This provides counselling support and a library of wellbeing information, ensuring all staff have practical support for all aspects of physical and mental wellbeing.

Economic Inequality

Qodea is committed to addressing economic inequality through community support and skills transfer. Our employees are entitled to paid time off to engage in volunteering activities, supporting both company-endorsed initiatives and charities of their personal choosing. This flexibility ensures maximum social impact while being managed via robust internal governance to maintain service delivery standards.