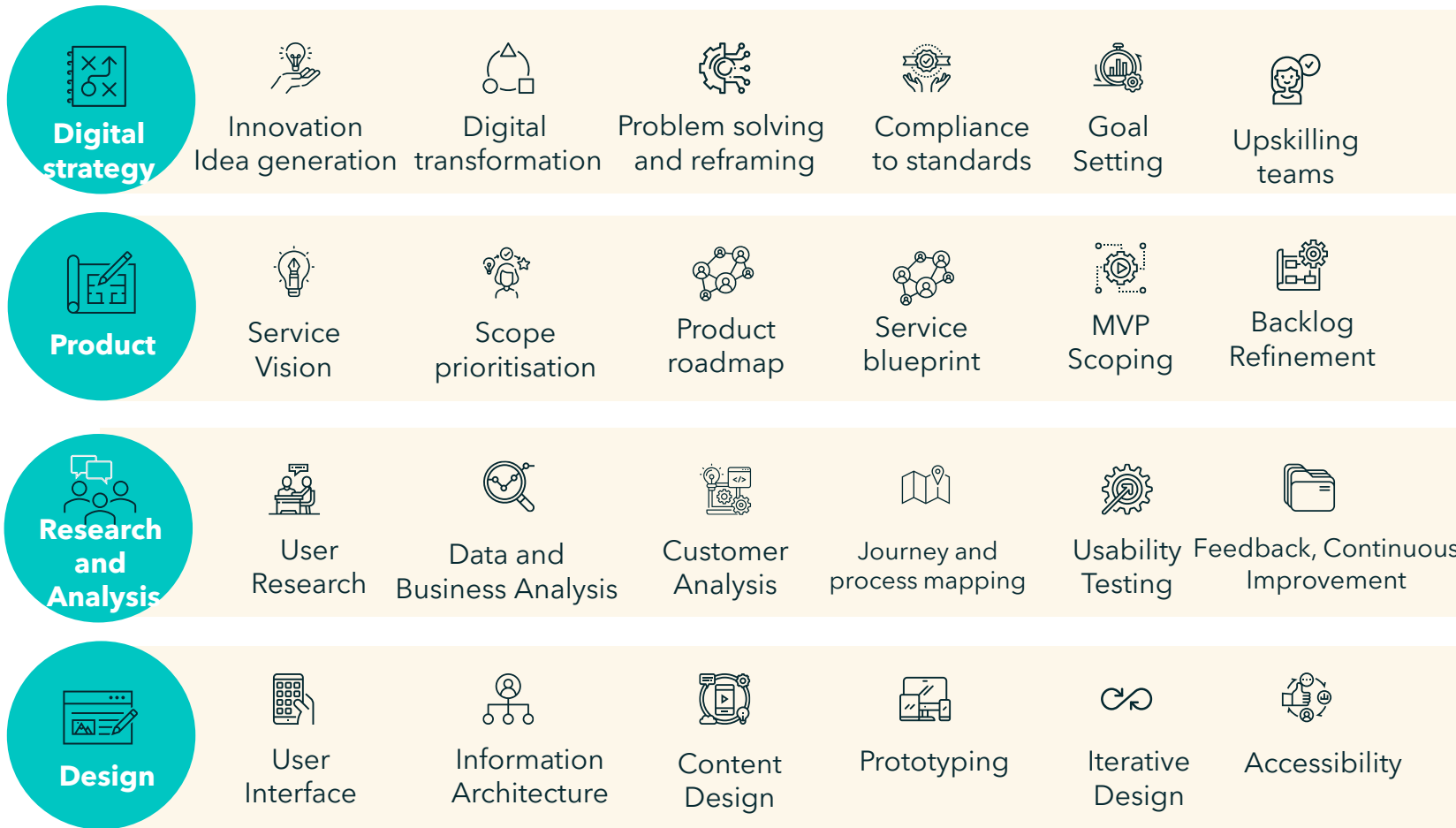




Experience Design and UX Services

Experience Design and UX Services - Overview

Our Transformation Design Group takes a holistic approach to complex organisational challenges. We combine design expertise with deep understanding of user needs to deliver transformational services that realise measurable benefits for organisations while creating intuitive experiences for their users.



We accelerate digital transformation by helping organisations make sense of their digital landscape and uncover the real problems to solve. Through co-creation, we design effective solutions that deliver coherence, consistency and reusability across all digital services.

Our clients:



Experience Design and UX Services – Approach

We work with customers on their product strategy and vision, through to the design and launch of those products. Our approach ensures decisions are based on strong evidence-led data which will result in the product being useful, usable and valuable.



1. Frame the problem and set direction

Clarify scope, align stakeholders, and understand the real problem to solve

Outputs

- Problem definition & framing
- Service blueprints
- User and business outcomes
- Clear hypotheses & measures of success



2. Understand users and the context

Generate strong evidence to guide decisions, reduce risk and prioritise what matters

Outputs

- Research insights & behavioural patterns
- Experience maps & opportunity areas
- Prioritised backlogs
- Process maps and workflow understanding



3. Design and test the experience

Create practical, testable designs that move the service forward, aligned to standards and accessibility

Outputs

- Prototypes (low-high fidelity)
- User stories & acceptance criteria
- Interaction, content and service patterns
- Accessibility reviews & improvements



4. Learn, iterate & prove value

Ensure the service evolves through evidence, performance data and continuous improvement

Outputs

- User feedback & usage patterns
- KPI and behaviour-based insights
- Iteration plans & value-add improvements
- Release and optimisation support

Experience Design and UX Services – Benefits and Deliverables

We help teams reduce uncertainty, make better decisions and deliver services that work for users. Typical benefits include:

Improved Delivery Confidence

- Clearer problem definition and alignment across stakeholders
- Stronger evidence base to guide decisions
- Reduced rework through early testing and iteration

Better User and Business Outcomes

- Services shaped around real user needs and behaviours
- Improved accessibility and compliance with GDS standards
- Higher satisfaction, reduced friction and streamlined journeys

Greater Efficiency and Value

- Faster prioritisation and sharper focus on what matters
- Removal of low-value features and unnecessary complexity
- Reduced operational burden through simplified workflows

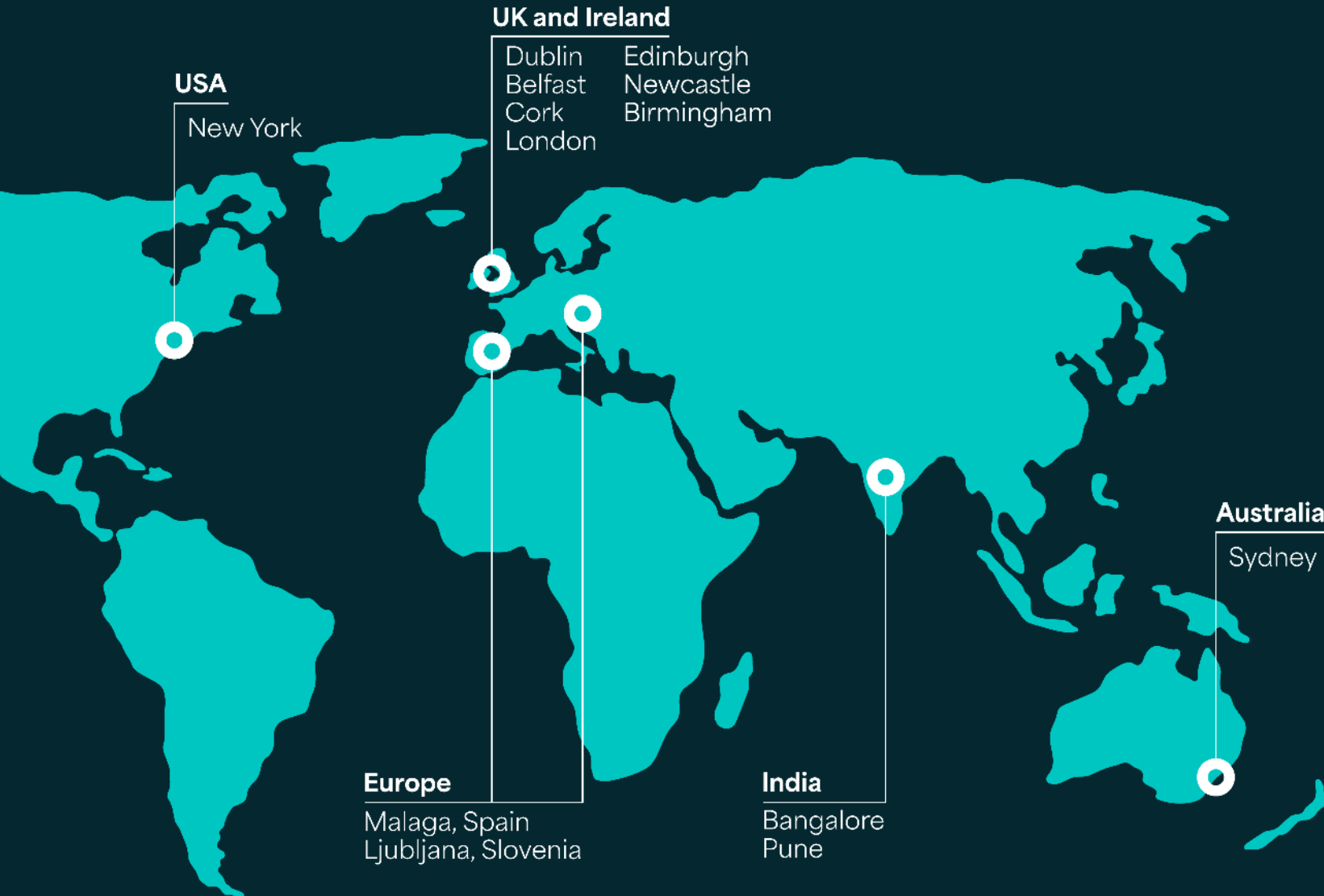
Stronger Ways of Working

- More effective collaboration across multidisciplinary teams
- Repeatable patterns, templates and guidance that accelerate delivery
- Capability uplift that supports long-term sustainability

About Version 1



Version 1 at a glance



29 years of experience

13 global locations

6 strategic technology partners



13 years as a great place to work



Industry best practice



€364M+ revenue 2024

82% employee engagement score (Q2 2025)

85% customer satisfaction score (Q2 2025)

The Version 1 difference

The core values at the heart of Version 1's success.



**Honesty and
integrity**



**Personal
commitment**



No ego



Customer first



Excellence



Drive

Looking forward: Our ESG targets, goals & achievements

A-

score for Carbon Disclosure Project reflecting our sustainability practices (Industry average is a C)

680+

Volunteering hours delivered by employees globally

80%

key suppliers with sustainability targets by 2025, we are committed to reducing environmental impacts across our supply chain through responsible sourcing and partnerships

217

Version 1 Impact Investors supporting our global Community First programme which aligns to the UN Sustainability Development Goals

Bronze

Ecovadis rating reflecting our ESG maturity across our strategic focus areas

930

Women in Tech members

Our four strategic ESG pillars:



**Environment
sustainability**



**Ethical
Practices**



**Responsible
Procurement**



**Social
Impact**



As a participant of the United Nations Global Compact, Version 1 is committed to aligning strategies and operations with universal principles on human rights, labour, environment and anti-corruption

Our services portfolio



Application Modernisation and Integration

Accelerating the modernisation of applications embracing sustainable engineering and AI-assisted development.

Legacy systems modernisation

Continuous modernisation

Next Gen Apps

Integrated Apps

Portfolio modernisation



Experience Design and Development

Designing, shaping and building products and solutions that deliver fantastic people and societal experiences.

Digital strategy and innovation

Product management and roadmaps

Behavioural research, analysis and journey mapping

Creative design and UX services

Product development and AI accelerated engineering

Envisioning and innovation workshops



Enterprise Applications

Optimising the core of your business with deep functional and technical expertise in Finance, People, Customer and Enterprise Performance Management (EPM).

Reshaping finance for the future

Elevating HR and people operations

Enhancing supply chain management

Amplifying customer touchpoints

Realising value with Data insights and AI



Data x AI

Becoming an intelligent, data driven organisation needs quality data x AI to make better decisions and processes.

Data strategy and architecture

Data engineering

Data analytics and visualisation

Data modernisation

Data governance

AI co-creation services



Cloud Transformation

Adopting, optimising and leveraging Cloud to unlock new or enhanced business value and innovation.

Industry specific cloud

Readiness and enablement

Migration and transformation

Operate and optimise

Specialist services



ASPIRE Managed Services

Reduce time, cost and risk by leveraging our VLA approach to run and optimise traditional and Cloud services to improve business agility and accelerate innovation.

Cloud and infrastructure management and optimisation

Oracle SaaS management and optimisation

Data and AI managed services

EBS, Peoplesoft and JDE managed service

Application management and optimisation

Digital workplace services

Our global technology partners

- Named **AWS Collaboration Partner of the Year 2024**
- Named **Global Microsoft Modernising Applications Partner of the Year Award 2023**
- Named **Microsoft Ireland Partner of the Year 2023 Winner - Social Impact**
- Named **Innovation Partner of the Year Winner - 2023 Oracle EMEA Partner Awards**
- Named **AWS Collaboration Partner of the Year - EMEA 2023**
- Named **AWS Migration Partner of the Year - EMEA 2022**
- Named **OutSystems Partner of the Year 2021**

Microsoft Partner

Azure Expert MSP



As an Azure Expert MSP and the Global Modernising Applications Partner of the Year 2023, Version 1 boasts extensive expertise across the Microsoft stack.



Premier
Consulting
Partner

An AWS Premier Consulting Partner and EMEA Migration Partner of the Year, Version 1's unrivalled expertise boasts deep expertise with 400 certifications and accreditations.

ORACLE | Partner

With 28+ years of Oracle ecosystem expertise, we're a certified Oracle Modern OPN Partner and Cloud Solutions Provider - One of Europe's most distinguished Oracle Cloud partners.



As a Premier Red Hat partner, we are experts in hybrid-cloud models and OpenShift, recognised for driving innovative solutions using Red Hat technologies.



An OutSystems Partner for Sales, Delivery and Quality Apps Program Partner, Version 1 is committed to unlocking value for our customers through low code development.



As a Snowflake Partner Version 1 enables customers to leverage Snowflake's flexibility, performance, and ease of use to deliver more meaningful data insights.

Our Public Sector Customers





Thank you

For more information, please visit our website: www.version1.com

Or contact us at: tendernotices@version1.com