

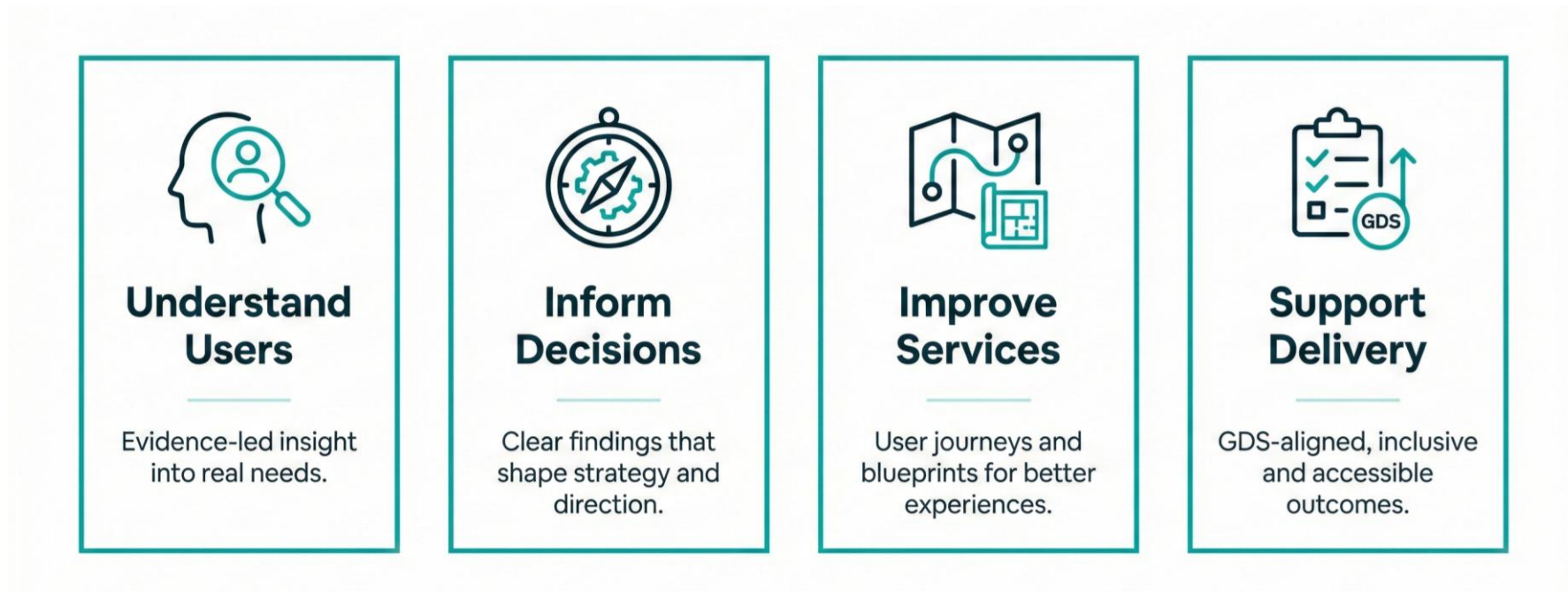


User Centred Design and User Research Services

User Centred Design and User Research Services - Overview

Transforming Digital Services Through User Insight

- At Version 1, we believe the most effective digital services are built on a clear, evidence-led understanding of real users
- Our User Research Services place people at the heart of transformation - identifying unmet needs, informing smarter decisions, and driving measurable impact
- We support organisations from discovery through to delivery, providing actionable insights, user journeys, and service blueprints that shape better services
- Our approach is inclusive, rigorous, and aligned with GDS standards, ensuring your services are accessible, effective, and genuinely user-centred.



User Centred Design and User Research Services – Approach

1. Discovery & Definition

- Clarify goals, user groups, constraints and service context
- Identify hypotheses, assumptions, and key information gaps
- Shape a lean research plan aligned to programme or policy goals

2. Understand Users & Their Needs

- Conduct inclusive qualitative and quantitative research
- Capture behaviours, motivations, challenges and mental models
- Identify unmet needs across the end-to-end journey

3. Make Sense of the Evidence

- Analyse findings and triangulate data sources
- Build user needs, personas, journey maps, and service blueprints
- Highlight opportunities, pain points and prioritised insights

4. Inform Design & Decision-Making

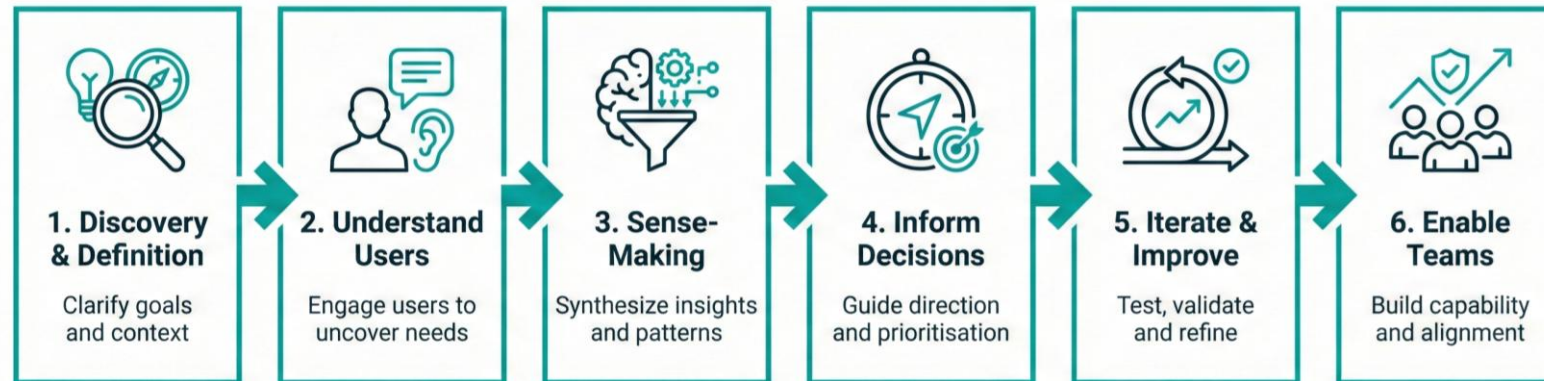
- Shape recommendations and service concepts
- Provide evidence for prioritisation, product direction and policy shaping
- Support rapid testing of ideas and prototypes

5. Iterate, Validate & Improve

- Test concepts and designs with users
- Provide clear insights on what works, what doesn't, and why
- Feed findings into continuous improvement cycles

6. Enable & Uplift Teams

- Playback sessions, stakeholder workshops, and evidence walkthroughs
- Support adoption of user-centred practice
- Build internal capability and confidence to sustain UCD



User Centred Design and User Research Services – Benefits and Deliverables

Typical Benefits of This Service

- Stronger decision-making through robust, evidence-led insight
- Reduced delivery risk and costly rework
- Clear visibility of real user needs and service gaps
- Improved accessibility, usability and satisfaction
- Faster prioritisation and sharper focus on high-value areas
- Better alignment across policy, operations and technology
- More predictable delivery and clearer direction
- Early detection of issues before build
- Increased stakeholder confidence and buy-in
- Sustainable uplift in user-centred capability

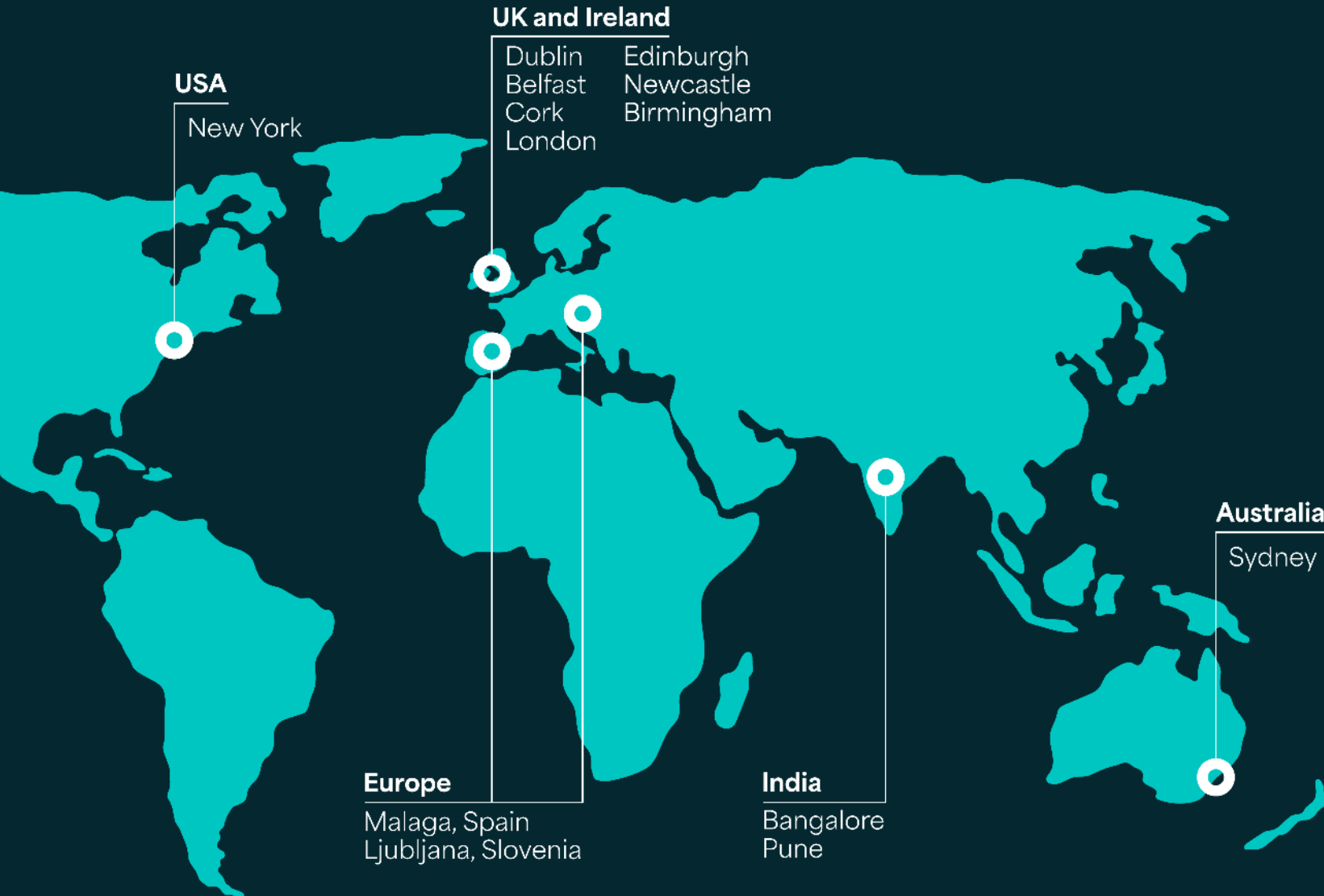
Deliverables

- Research plans and recruitment approaches
- User interviews, surveys, contextual studies and analytics
- Insight summaries and detailed findings
- User needs, personas, and behavioural models
- End-to-end journey maps and service blueprints
- Opportunity areas and prioritised recommendations
- Concept testing insights and iteration guidance
- Playback artefacts and stakeholder engagement packs

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

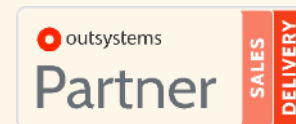
An AWS Premier Consulting Partner and EMEA Migration Partner of the Year, Version 1's unrivalled expertise boasts deep expertise with 400 certifications and accreditations.



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