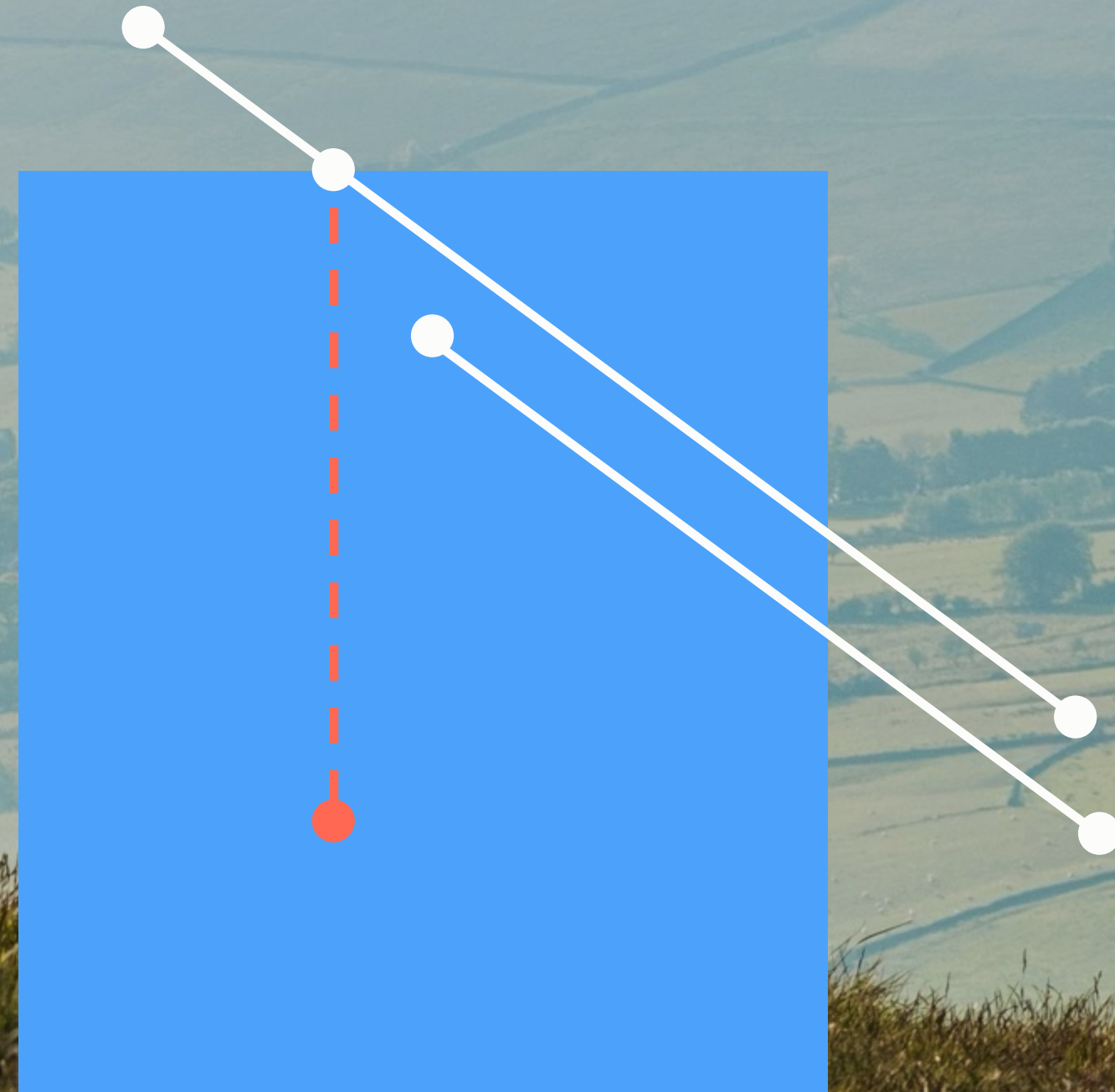




User Research

G-Cloud 15 Services

Service overview

User Research

This service helps organisations to segment and understand the needs of those who use cloud-based and digital services. It involves exploring the problem space and validating solutions to support the design process.

The focus is on generating clear, actionable insights to inform decisions about design, delivery, and improvement. Research activity is shaped around the context of the service, the stage it is at and the people who use it, including those who are harder to reach or less well represented.

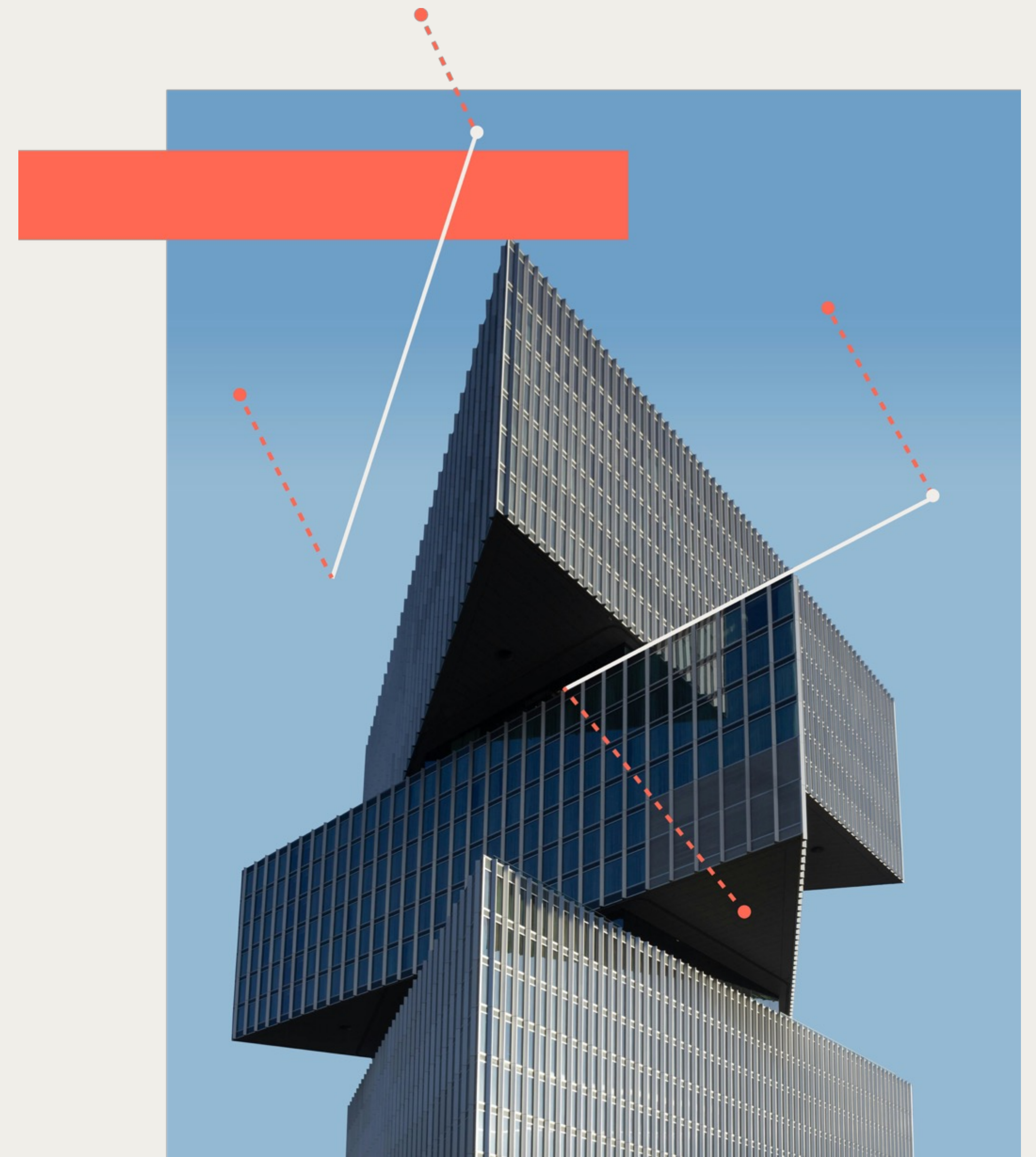
This service works well through the agile lifecycle from early discovery stages through to improving live services.

Who this service is for

This service is suited to organisations that:

- Have an unclear problem to solve
- Are expecting legislation to affect how Government services are delivered
- Are looking to improve existing digital or cloud-based services
- Need evidence to inform decisions around service design and delivery
- Want to better understand user needs and pain points
- Need to test and improve live services

It is commonly used by product, design, and delivery teams working in GDS-aligned environments, to help meet the Government's Service Standard.



What the service includes & excludes

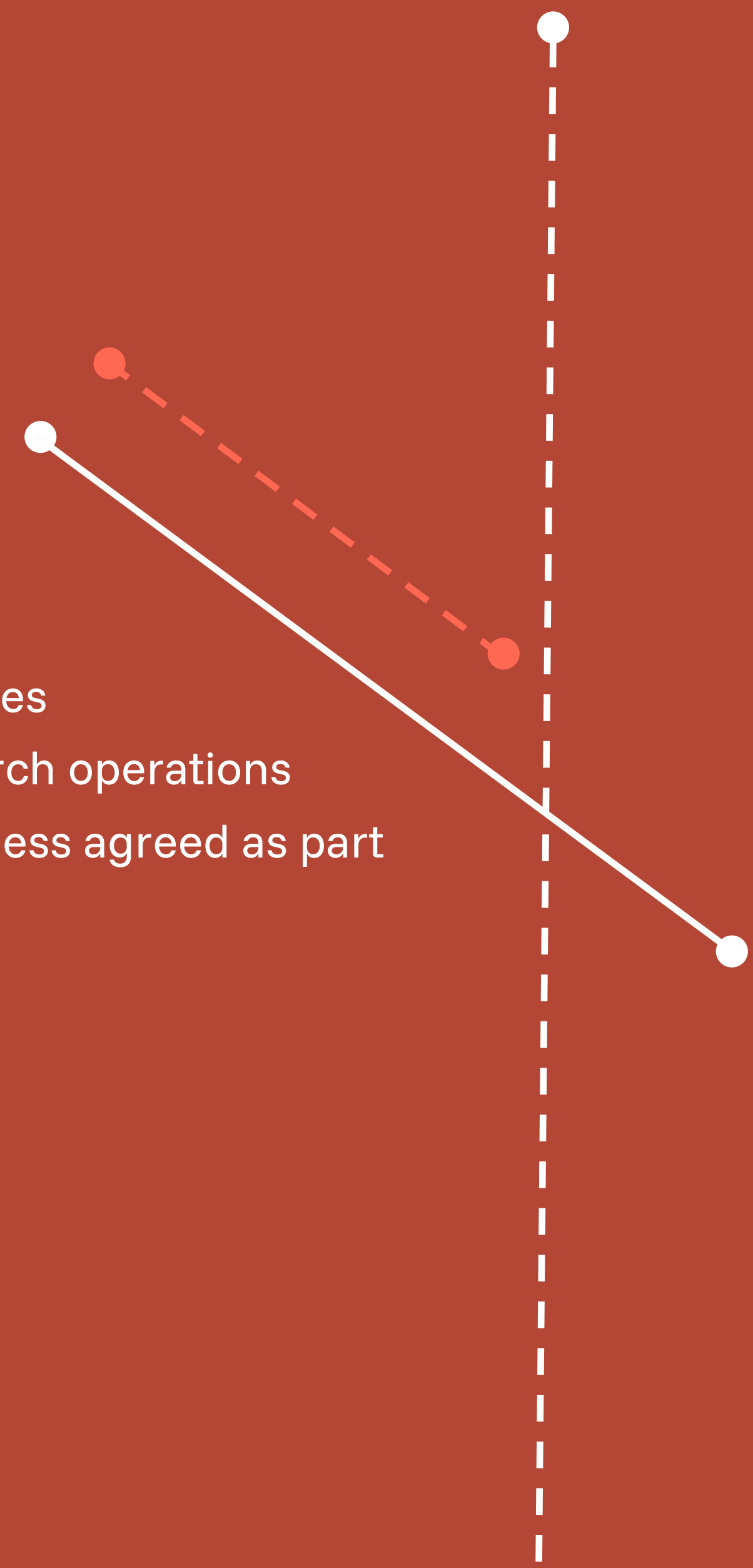
G-Cloud 15 Services

In Scope

- Discovery and exploratory research
- Mapping existing user journeys and understanding the problem space
- Qualitative research, including interviews, observation, usability and accessibility testing
- Quantitative research, including unmoderated research, surveys and analytics
- User recruitment, including reaching seldom-heard groups
- Research synthesis and insight reporting

Out of Scope

- Design or build of digital services
- Long-term ownership of research operations
- Business-as-usual research unless agreed as part of the scope





Case Study: DESNZ – Simple Energy Advice

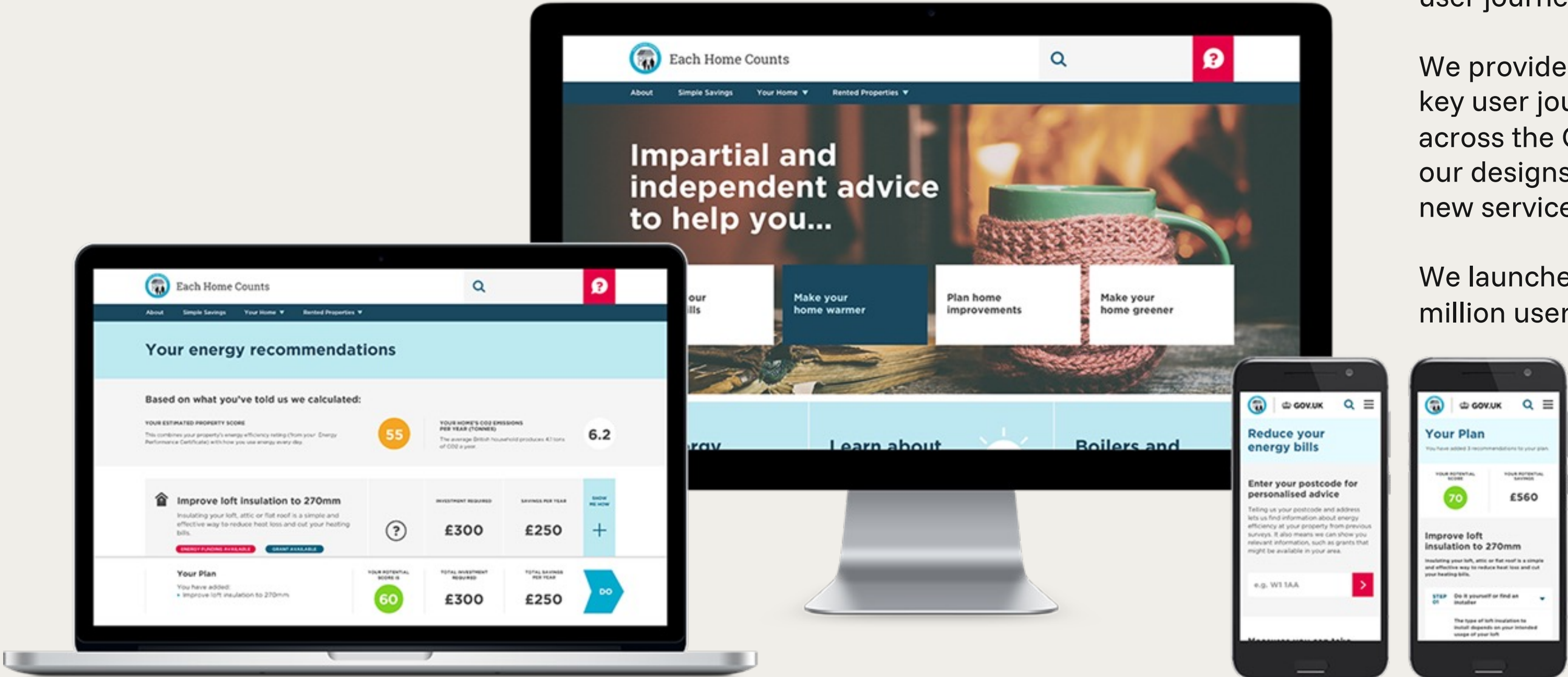
G-Cloud 15 Services

DESNZ committed to replacing its phone-based Energy Saving Advice Service with a digital, self-service system to gather information about people’s homes and provide recommendations on how to improve energy performance. Softwire were selected to deliver and shape the digital service.

We ran user-research focus groups and used a series of rapid prototyping iterations to improve the designs and test with real users in our usability lab. We provided DESNZ with a working, branded and coded prototype, encompassing key user journeys.

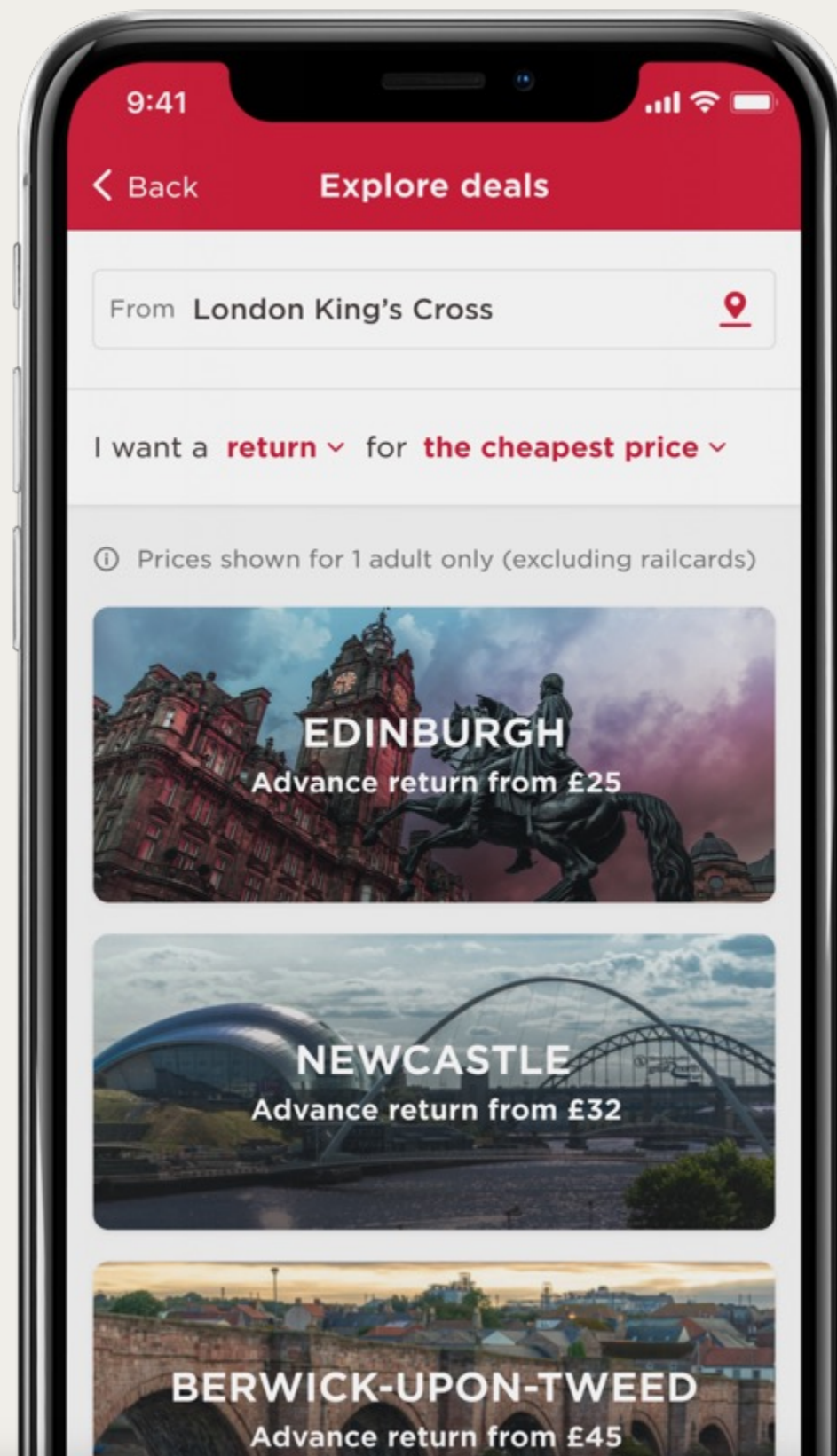
We provided DESNZ with a working, branded and coded prototype, encompassing key user journeys. Our work helped increase engagement with the project right across the Government department. Our work on the alpha and the popularity of our designs with users demonstrated both the viability and required shape of the new service

We launched the service successfully, providing targeted energy advice to over 1 million users, and later migrating the service to Gov.UK





Case Study: LNER – Mobile App



App of the Year 2022

LNER took over the East Coast Main line from Virgin Rail in 2018, at the time they inherited a poorly performing platform and user experiences and rapidly needed a partner to deliver a Journey planning & Retail website & mobile app in less than 9 months.

Challenges Addressed

LNER had inherited one of the worst rated mobile apps in the transport sector and a customer base that found it hard to choose them due to difficulties in the booking process.

Solutions Delivered

Softwire took full ownership of scoping, design, user testing, development, delivery, support and continuous improvement. We build journey planning and ticket retail with a flagship cross platform Mobile App built in Kotlin Multiplatform and delivered a Pro-Active 24x7 monitoring capability.

Results & ROI

Softwire delivered LNER's new mobile App in the tight deadline in 2020 with a programme of web and further mobile enhancement. The app won App of the year in 2022 and became the best rated Rail App in the app stores. The LNER app now serves more than 50% of all ticket bookings with nearly 40% never using the website.

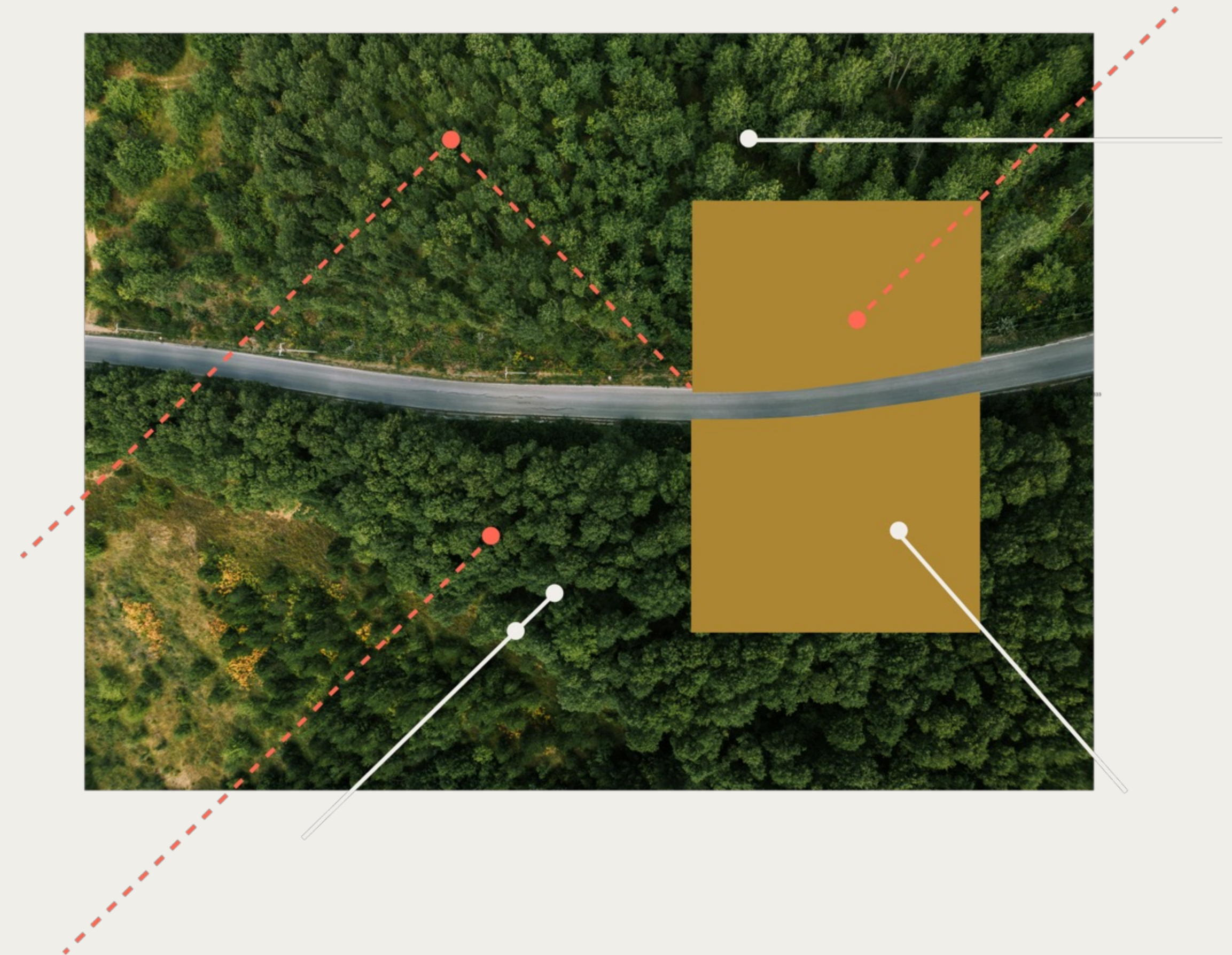
Time scales and effort

Engagements typically run from a few weeks to a few months, depending on the scope of research, number of users involved, and the agile phase of the project.

The service may be delivered as:

- A short discovery or research sprint
- Targeted research to answer specific questions
- Extensive research to validate a beta service meets user needs
- Ongoing research to support live service improvement

Access to users, stakeholders, and relevant service context is required to support delivery.

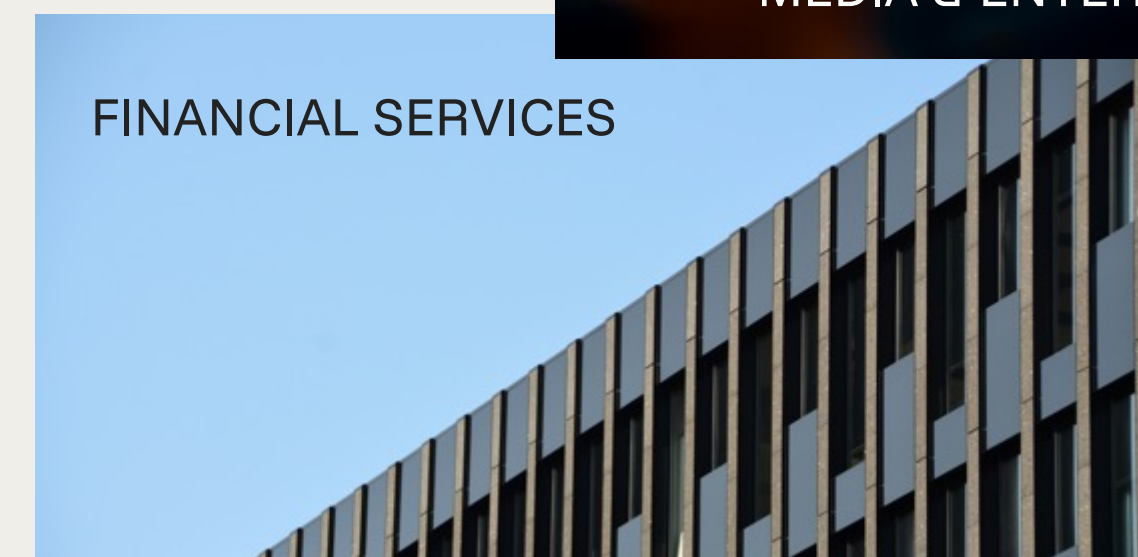
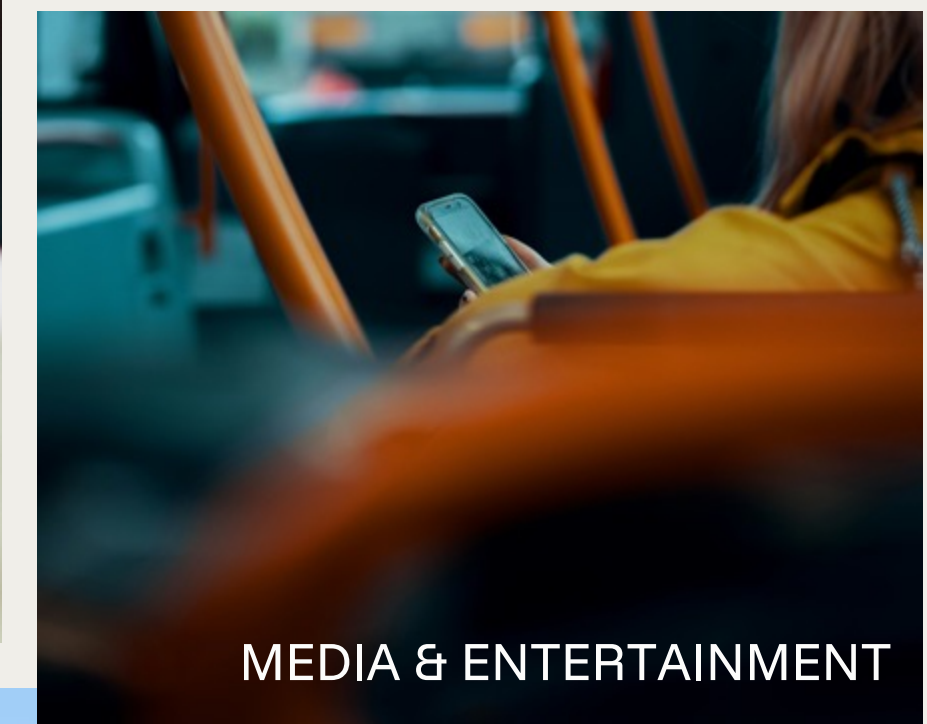
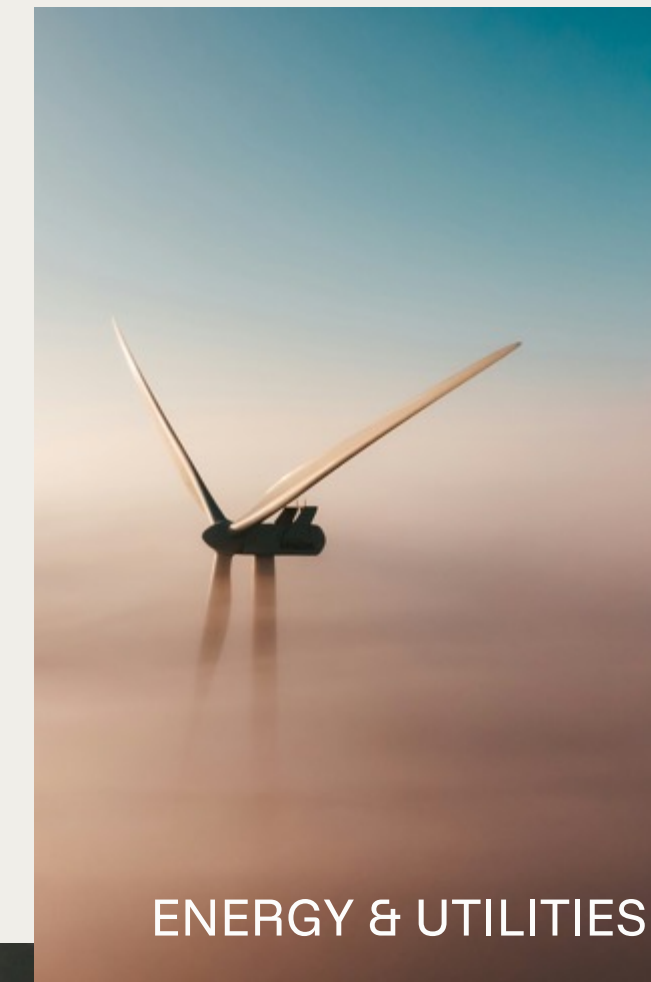


About Softwire

Softwire is a digital and technology consultancy that works with organisations to design, build, and improve digital services.

We support teams across the public sector with work ranging from user-centred design and delivery through to data, cloud, and AI-enabled services. Our focus is on understanding and solving real problems, working collaboratively, and delivering work that stands up to scrutiny.

We take a pragmatic approach to the adoption of new technologies, including AI. We help organisations explore whether it will help to solve a given problem, put appropriate controls in place, and integrate it safely into existing services and ways of working.



Our Capabilities

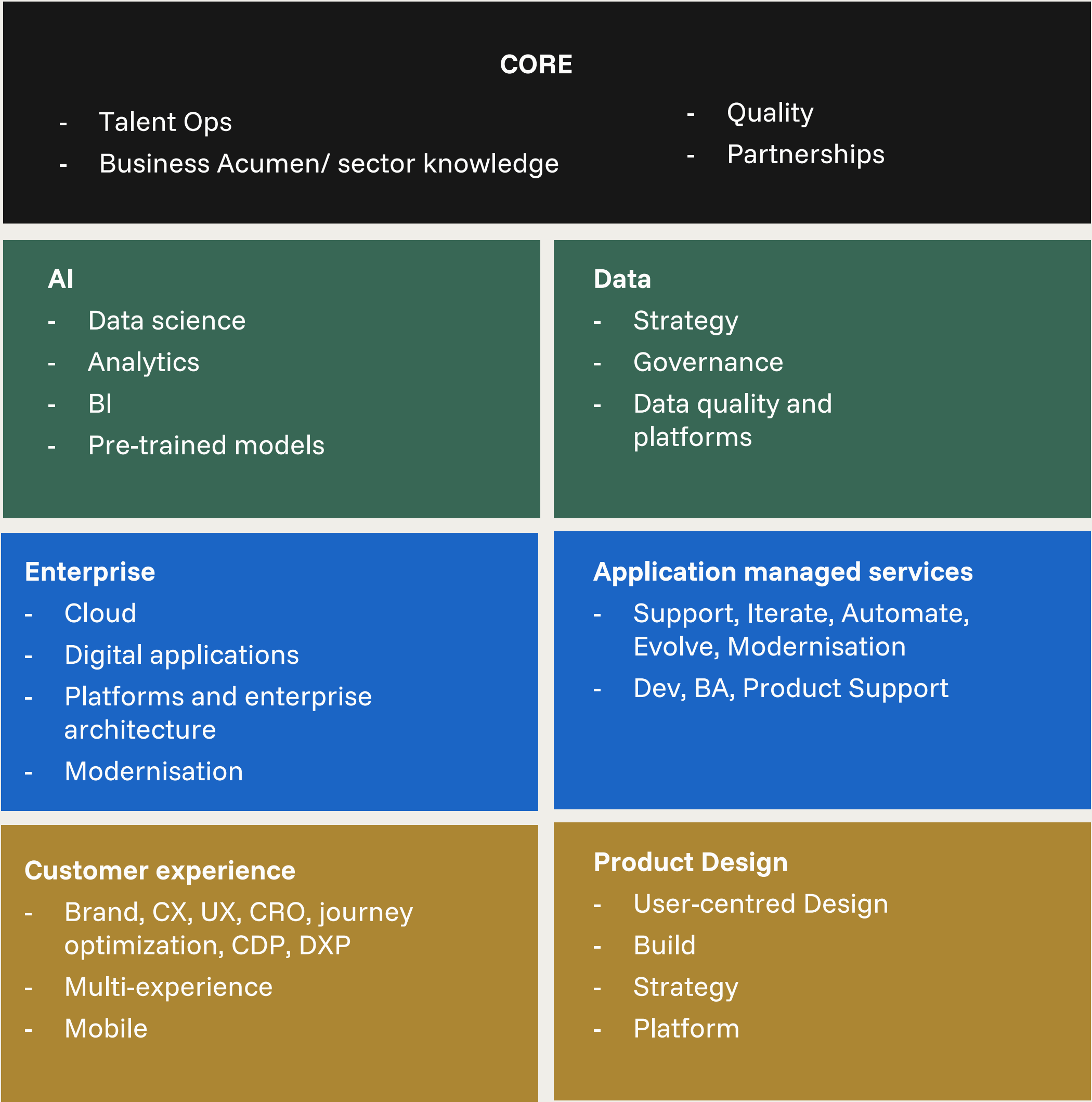
We have expertise across multiple sectors

Our multi-skilled cross-functional teams offer full-lifecycle management and ownership of outcomes across a range of domains, using a range of specialisms.

 Enablers

 Brand, Differentiated Experience, Engagement Revenue

 Optimisation, Modernisation, Continuous improvement



Working in the the public sector

We have experience delivering work across central government, arm's length bodies, and the wider public sector.

Our teams are used to working within public sector constraints, including governance, assurance, procurement, and delivery standards. This includes aligning with the Service Standard, meeting WCAG 2.2 AAA and ensuring services are accessible and inclusive.

We work closely with policy, operational, and delivery teams, adapting our approach to fit department specific requirements and digital maturities.



Thank you for reading

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