



User Experience, Research, Service Design and Strategy Services

G-Cloud 15
Service Definition Document

January 2026

Our approach to UX

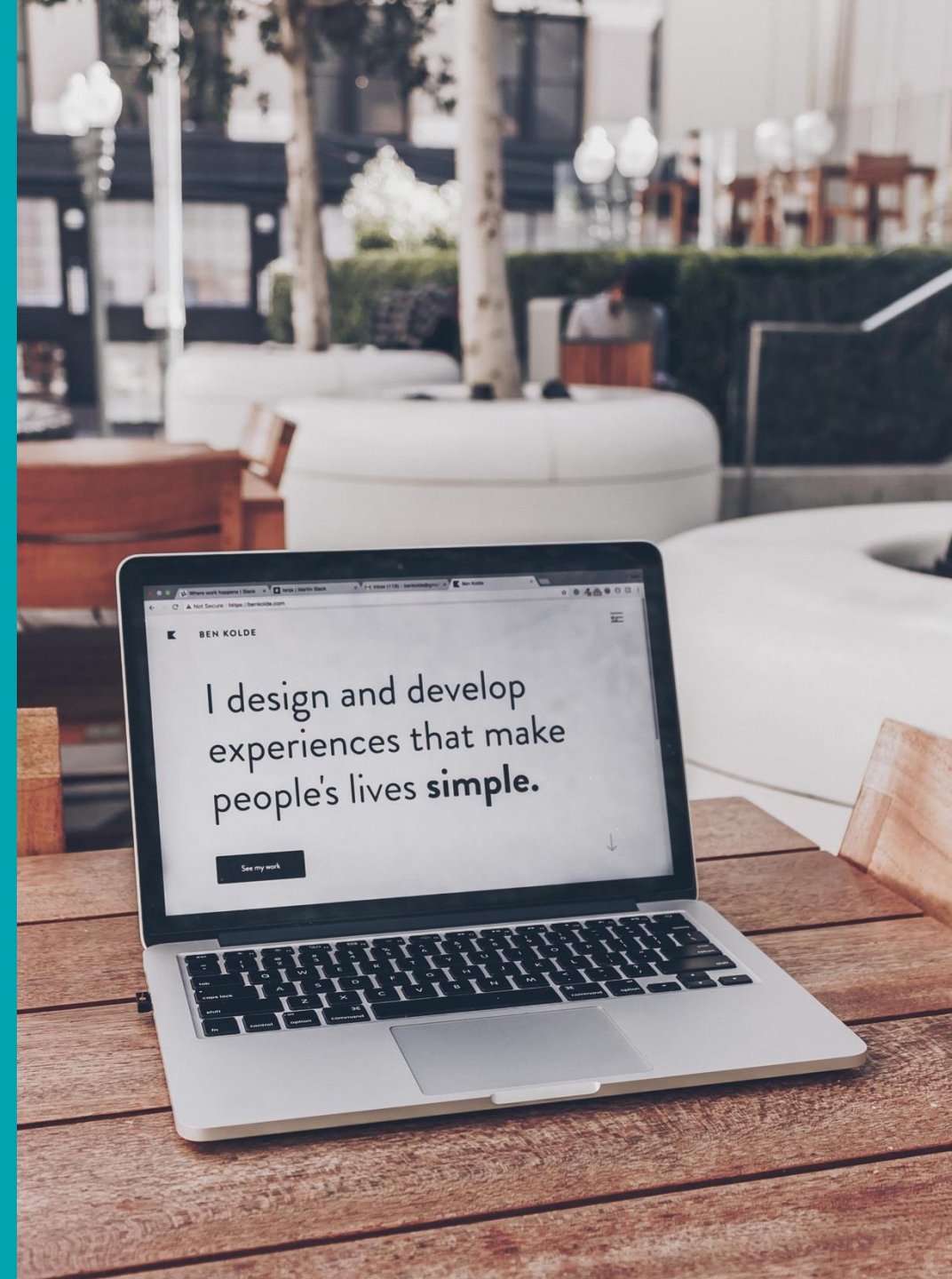
We believe that the best experiences are shaped by a deep understanding of human behaviour and are intentionally shaped around the needs of the users.

At User Vision, we turn that understanding into clear, evidence-led decisions that improve services, reduce risk, and deliver measurable value.

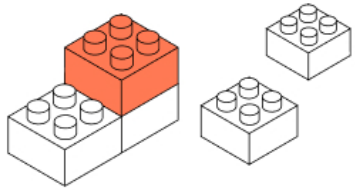
We work with organisations to move beyond assumptions and opinions, using rigorous user research to uncover real needs, behaviours, and barriers. Those insights inform thoughtful experience design, service design, and practical strategy - ensuring services are usable, inclusive, and aligned with organisational goals from the outset.

Our approach is collaborative and pragmatic. We embed with teams, challenge unclear thinking, and help organisations make confident choices grounded in evidence. The result is services that work better for users, are more efficient to run, and stand up to scrutiny in delivery, accessibility, and outcomes.

The team at User Vision

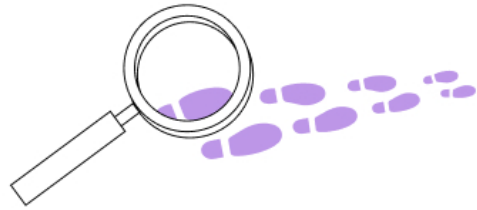


Our core service areas



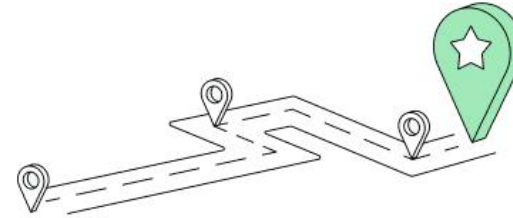
UX Strategy

Successful customer experiences happen when a project is based on a shared vision, defined goals and robust approach.



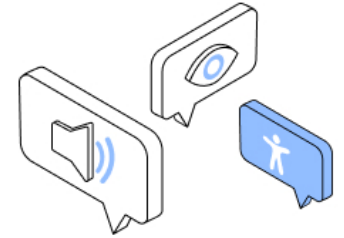
User Research

We don't assume to know what your customers think, or how they behave. We employ robust research methods to discover who they are and what they need.



Service Design

Excellent design is a careful blend of art and science. Our evidence-based approach to service design ensures your customers have positive end to end experiences.



Accessibility

We are leaders in the area of accessibility and inclusive design, ensuring that products and services are designed for the widest possible audience.

Insight that Transforms Experiences

We support organisations to better understand their customers and create products and services that are useful, easy to use and accessible to the widest possible audience.

We do this through a range of human-centred solutions



Overview of our GCloud Services



User Vision's GCloud Services

User Vision is a leading UK consultancy specialising in user research, accessibility, UX design, and service design

For over two decades we have helped organisations create services that are intuitive, inclusive, and grounded in real user insight. Our work spans the full human-centred design lifecycle — from early strategy and discovery through to deep evaluation, optimisation, and capability-building.

Our team brings a uniquely strong blend of UX, accessibility and service design expertise, supported by our advanced research studios. We combine methodological rigour with practical delivery experience across highly complex digital ecosystems.

Importantly, we have extensive experience supporting the public sector, partnering with dozens of government bodies across central government, local authorities and the wider public sector. Through repeated appointments to the UK Government's G-Cloud Framework and other frameworks, we are a trusted supplier in research, accessibility, UX and service design for government transformation programmes.

Whether the challenge is improving accessibility compliance, designing end-to-end services, evaluating live digital products, or upskilling internal teams, User Vision helps organisations design experiences that work for everyone — credible, usable, inclusive and measurably effective.

The following pages list the full range of services we offer through GCloud and provides further details on selected user experience services.

User Experience

UX research

- ▶ User Research
- ▶ User Experience Research
- ▶ User Interviews
- ▶ Focus Groups
- ▶ Focus Groups and UX Workshops
- ▶ Diary Studies
- ▶ Online Survey
- ▶ Persona Creation
- ▶ User Journey Mapping
- ▶ True Intent Research Studies
- ▶ Top Task Management
- ▶ User Research and Testing Facility Hire (UV Focus)

UX strategy & capability

- ▶ UX Strategy & Planning
- ▶ User Experience Training and Mentoring
- ▶ User Experience Certification
- ▶ User Experience

UX evaluation

- ▶ Usability Testing (User Testing)
- ▶ Agile Usability Testing
- ▶ Usability Testing for Accessibility with Disabled People
- ▶ Usability Expert Review
- ▶ Expert User Experience (UX) review
- ▶ User Experience (UX) Benchmarking

UX design, IA & content

- ▶ User Experience Design
- ▶ Prototypes/Wireframes
- ▶ Information Architecture Analysis & Design
- ▶ Inclusive Content Design
- ▶ Experience optimisation
- ▶ User-Centred AI Product Design Testing

Service Design

GDS-aligned phases

- ▶ Discovery
- ▶ Alpha
- ▶ Alpha User Research and Discovery
- ▶ Beta

Service design practice & methods

- ▶ Service Design
- ▶ Service Design Consultancy
- ▶ Service blueprint mapping
- ▶ Co design Workshop
- ▶ Stakeholder Workshops

Supporting strategy, assurance & analysis

- ▶ Product Strategy & Service Vision
- ▶ Business Requirements Gathering
- ▶ Government Digital Service (GDS) Assessment Service
- ▶ Customer Experience (CX) Design Consultancy
- ▶ Competitor and Peer Review
- ▶ Content Audit Service
- ▶ Service Design & User Experience Managed Service

Accessibility and Inclusive design

Strategy, governance & maturity

- ▶ Accessibility Governance Strategy Creation
- ▶ Accessibility Strategy Service
- ▶ Accessibility Maturity Assessment Service
- ▶ Digital Accessibility Maturity Assessment
- ▶ Accessibility statement development

Audits, assessment & testing

- ▶ Accessibility Assessment Service
- ▶ Accessibility Audit Service
- ▶ Automated Accessibility Testing and Monitoring
- ▶ Document Accessibility
- ▶ Accessibility Personas

Remediation & ongoing support

- ▶ Accessibility Remediation and Support
- ▶ Accessibility Managed Service
- ▶ Outcome-based UX & Accessibility Support

Consultancy

- ▶ Accessibility Consultancy
- ▶ Accessibility Consultancy for Government and Public Bodies
- ▶ Accessibility consultancy and Training for Local Government
- ▶ Accessibility for NHS Consultancy Service
- ▶ Accessible and Inclusive Service Design

Training & capability building

- ▶ Accessibility Training
- ▶ Accessibility Training: Fundamentals
- ▶ Accessibility Training for Designers
- ▶ Accessibility Training for Web Developers
- ▶ Accessibility Training for Digital Content Teams
- ▶ Accessibility Training for Digital Documents
- ▶ Accessibility Training for Android Mobile Development
- ▶ Accessibility Training for Apple iOS Mobile Development
- ▶ Accessibility Experience Workshops

Persona creation

A clear, evidence-based way to represent key user groups and align teams around real user needs.

We create research-driven personas that capture behaviours, goals, motivations, and pain points—supporting better design and decision-making.

What our service provides

- **User-centred personas** grounded in qualitative and/or quantitative research.
- **Segmentation of user groups** based on researched behaviours and needs
- **Clear artefacts** describing goals, motivations, contexts, tasks and challenges
- **Workshops with stakeholders** to build shared understanding and validate personas

How this can help you

- Align teams around a consistent view of users.
- Prioritise features and content that genuinely meet user needs.
- Reduce design subjectivity and assumption-driven decision-making.
- Support more effective user journeys, service design, and communication.

Deliverables

- Persona profiles and supporting evidence
- User needs, goals, scenarios, and behavioural insights
- Guidance on how to use personas in design and delivery

ABOUT JASON

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

NEEDS

- Lorem ipsum dolor sit amet
- Aenean euismod bibendum laoreet
- Proin gravida dolor sit amet lacus
- Sodales pulvinar tempor
- Cum sociis natoque penatibus

PAIN-POINTS

- Lorem ipsum dolor sit amet
- Aenean euismod bibendum laoreet
- Proin gravida dolor sit amet lacus
- Sodales pulvinar tempor
- Cum sociis natoque penatibus

CONCERNS

- Lorem ipsum dolor sit amet
- Aenean euismod bibendum laoreet
- Proin gravida dolor sit amet lacus
- Sodales pulvinar tempor
- Cum sociis natoque penatibus

OPPORTUNITIES TO DELIGHT

- Lorem ipsum dolor sit amet
- Aenean euismod bibendum laoreet
- Proin gravida dolor sit amet lacus
- Sodales pulvinar tempor
- Cum sociis natoque penatibus

TYPICAL USE-CASE

1. Lorem ipsum dolor sit amet
2. Aenean euismod bibendum laoreet
3. Proin gravida dolor sit amet lacus
4. Sodales pulvinar tempor
5. Cum sociis natoque penatibus
6. Lorem ipsum dolor sit amet
7. Aenean euismod bibendum laoreet
8. Proin gravida dolor sit amet lacus
9. Sodales pulvinar tempor

Jason Smith
Full-time Post-grad Student

• 27 years old
• From Devon, moved to London in 2012
• Z1 degree in Business & IT from Imperial College
• Lives in Ealing with 2 friends
• Previous job in the city means he has no loan

iPhone 8 128Gb

f 2k t 5k g+

UW uservision

Juliet
42
Admissions officer

Background

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et blandi enim. Ut eget felis dolor. Cris velus natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque viverra proci id mauris suscipit condimentum. Quisque dignissim dolor a tristique sagittis. Proin interdum turpis ex, non pellentesque orci venenatis. In. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue felis nulla, id cursus tellus laoreet vel.

Experience

Donec vehicula et enim a facilis. Sed semper nulla eget lectus suscipit, a hendrerit libero pulvinar. Curabitur bibendum ut felis, eu tempor nibh pellentesque ac. Nam tristique lacus quam, id pharetra nunc pretium vel. Pellentesque ipsum, fide in ultrices, urna. Suspendisse potenti. Proin eget eros pretium dignissim vel nec, laoreet tortor. Aliquam eu massa ac dolor tristique vehicula. Fusce posuere tellus et amet lacus facilis, ut amet ultricies urna maximus. Duis ut quam laoreet, tristique massa eu ultrices diam. Curabitur eget eros sed odio faucibus laoreet vitae sed mi. Donec hendrerit, enim eget sollicitudin imperdiet, tortor tortor fringilla nisl, eu accumsan dolor ligula nec tortor. Mauris et nulla orci. Suspendisse tempor, orci ut tempor suscipit, beam una dapibus met, ut imperdiet dolor augue in nunc.

Use of system

Sed blandit quis ante eget gravida. Suspendisse potenti. Proin eget eros pretium dignissim vel nec, laoreet tortor. Quisque dignissim dolor a tristique sagittis. Proin interdum turpis ex, non pellentesque orci venenatis. In. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue felis nulla, id cursus tellus laoreet vel. Aliquam eu massa ac dolor tristique vehicula. Fusce posuere tellus et amet lacus facilis, ut amet ultricies urna maximus. Duis ut quam laoreet, tristique massa eu ultrices diam.

Channel preferences

- Face to face
- Phone
- Self help online
- Live chat

Needs and wants

- ✓ Feeling like I can really help someone
- ✓ Developing my expertise
- ✓ Becoming a part of my community
- ✓ Giving me a purpose until I find paid work

Pain points

- ✗ Feeling overwhelmed by clients' needs
- ✗ Not finding the answers I need when I need them
- ✗ Worrying that I'm not giving clients the best information
- ✗ Feeling isolated from the wider service

UW uservision

User Journey Mapping

A structured way to visualise the end-to-end user experience across all touchpoints.

We map how users use a service, highlighting pain points, opportunities, and moments that matter—helping organisations design more user-centred services.

What our service provides

- **End-to-end journey maps** capturing actions, goals, expectations,, and pain points.
- **Cross-channel analysis** covering digital and non-digital interactions.
- **Insight synthesis** from research, analytics, and stakeholder input.
- **Collaborative workshops** to align teams and validate the journey with evidence.

How this can help you

- Understand the full user experience, not just individual touchpoints.
- Identify service failures, friction, and unmet needs.
- Prioritise improvements based on user impact.
- Build shared understanding across teams, supporting more joined-up delivery.

Deliverables

- Comprehensive journey maps and supporting insights
- Prioritised pain points and opportunity areas
- Recommendations for service, process, or content improvements
- Optional: service blueprints and future-state journeys

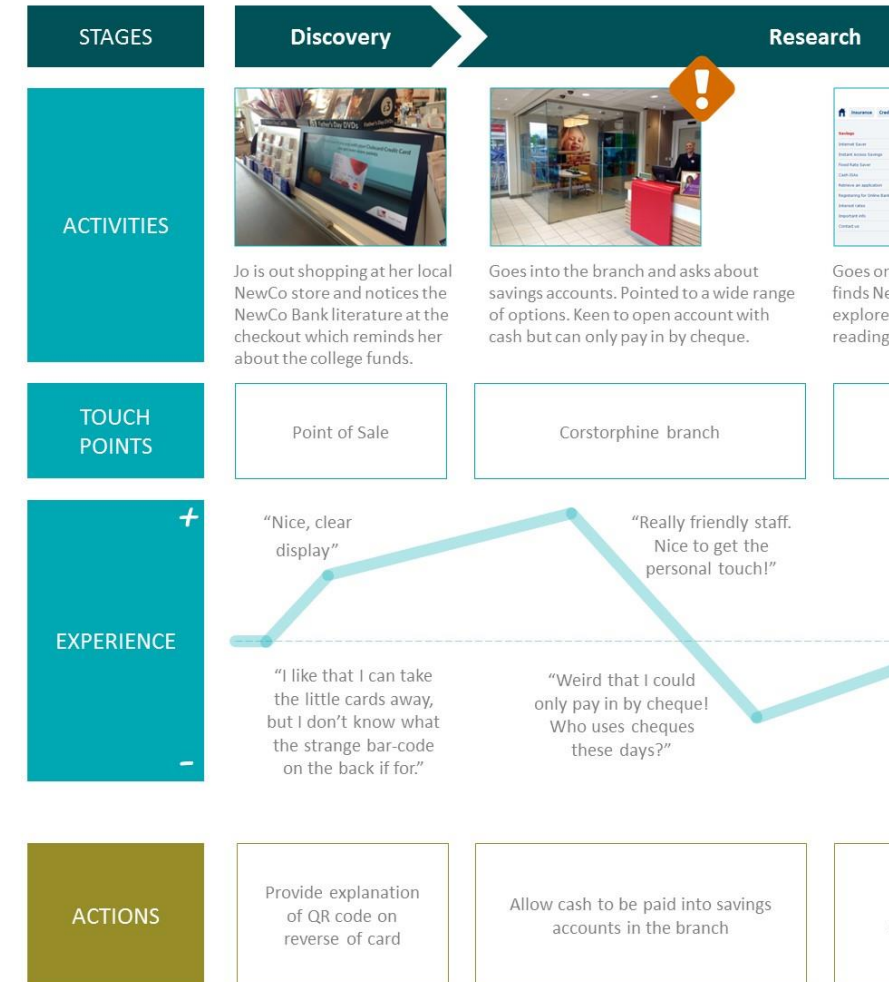


Jo (36) Cyber-tourist

"I want to save for my children's future."

Trigger

"I was watching a documentary on university tuition fees and decided to funds for my two kids."



"Make or break" moment (point in journey where the experience can be positively reinforced, or destroyed)

Prototyping

A practical, low-risk way to explore, test, and refine design ideas before development.

A practical, low-risk way to explore, test, and refine design ideas before development.

What our service provides

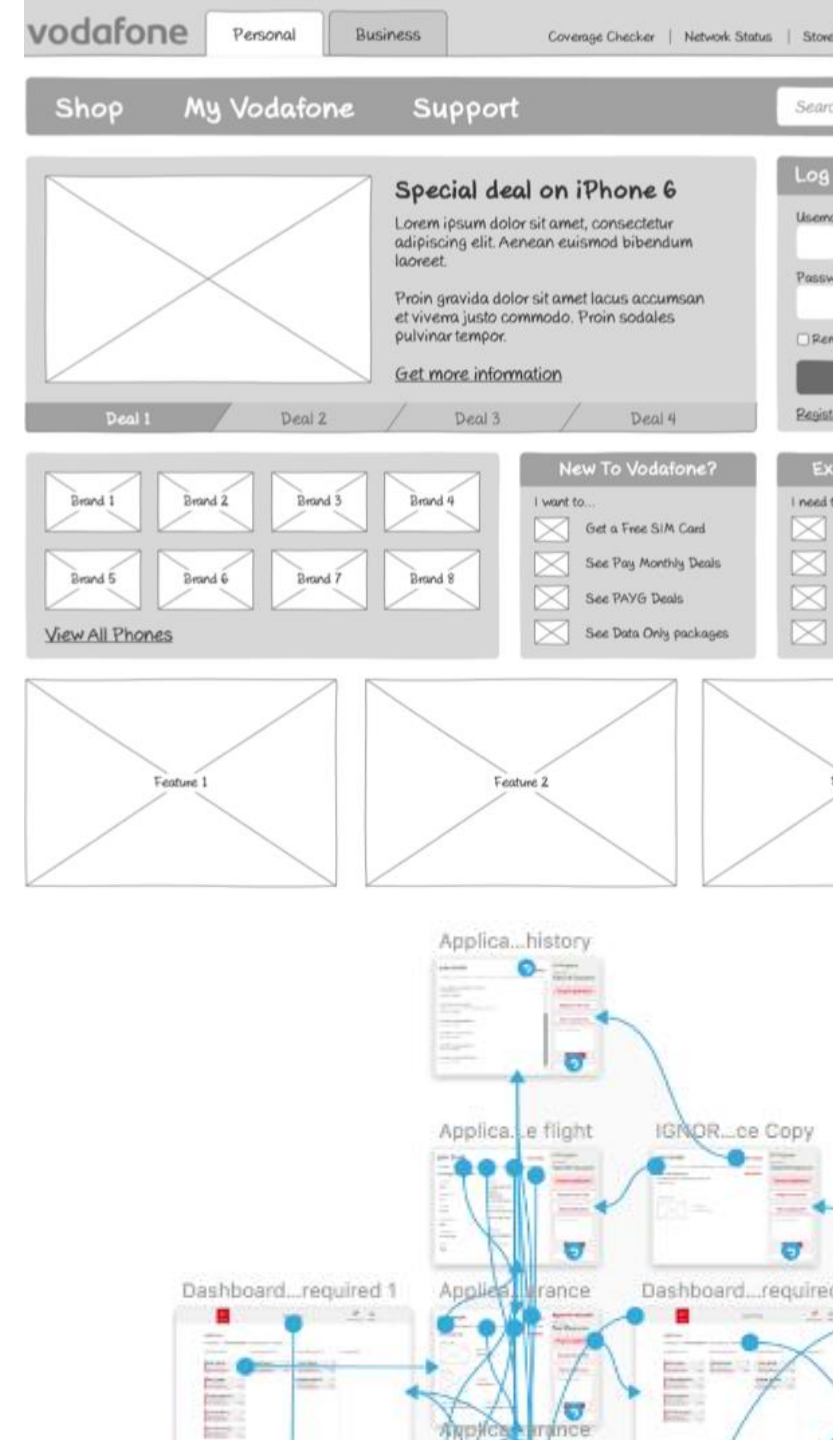
- **Rapid, iterative prototyping** from sketches and wireframes to high-fidelity prototypes
- **User-centred design exploration** to communicate ideas clearly and align stakeholders.
- **Early validation** of layout, content, flow, and functionality
- **Collaborative workshops** to co-create and refine designs with teams and users.

How this can help you

- Reduce project risk and development rework.
- Quickly evaluate alternatives to make informed design decisions.
- Improve clarity and alignment across product, design, and technical teams.
- Demonstrate and test service concepts with users and stakeholders.

Deliverables

- Low-, mid- or high-fidelity prototypes (as appropriate)
- Annotated design flows and key screens
- User-tested prototype outputs and prioritised recommendations
- Assets ready for handover to design and development teams



Usability Testing

A clear, evidence-based method to evaluate how real users interact with your digital product.

We identify barriers, usability issues, and opportunities to improve user experience through structured observation and moderated research.

What our service provides

- **Moderated user testing** with representative participants across devices and contexts.
- **Task-based evaluation** to understand where users succeed, struggle, or fail.
- **Behavioural insights** based on direct observation, probing, and think-aloud techniques.
- **Clear, actionable findings** prioritised by impact and severity.
- **Practical recommendations** to improve usability, accessibility, and task completion.

How this can help you

- Reduce user errors and drop-offs.
- Validate design decisions with real evidence.
- Improve user satisfaction, engagement, and conversion.
- Support compliant, user-centred service delivery.

Deliverables

- Research plan and participant profiles
- Findings report with prioritised issues and recordings
- Design and service improvement recommendations



About User Vision



Insight that **transforms** experiences: what we do



We help clients apply customer insights to empower their innovation and creativity in developing propositions, interfaces & digital solutions.

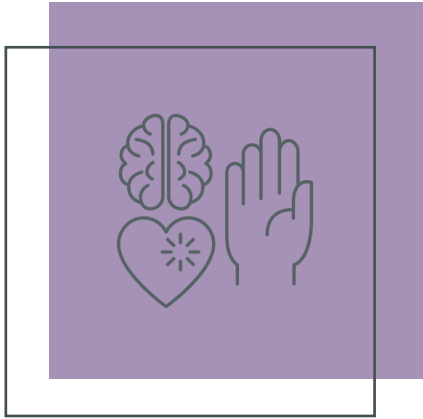


Our services span the spectrum of user-centred design, from strategic UX thinking, through research and design, to deep evaluation of the resulting experience.



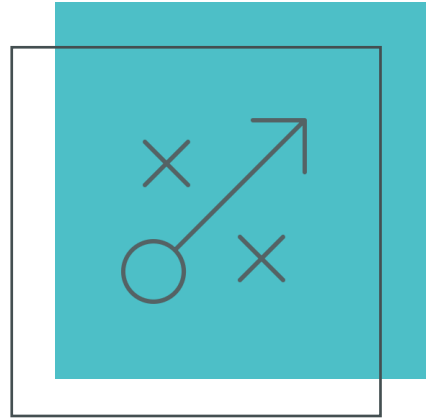
We are leaders in digital accessibility and inclusive design, ensuring inclusive design for all.

What we believe



Human-centred

We believe that the best experiences are shaped by a deep understanding of human behaviour, with customer insight at the heart of product & service design.



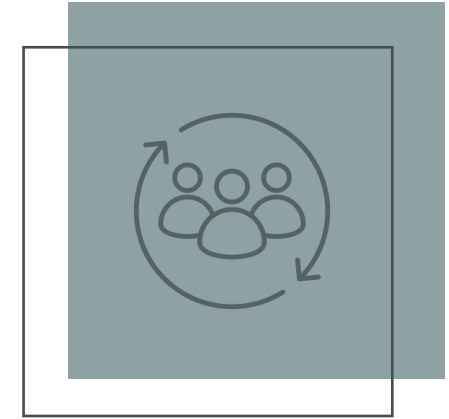
Intentional

We believe that the best experiences are intentional, thinking about the customer experience first and foremost, rather than as an afterthought.



Measured

We believe that the best experiences are measured, defining what “great” looks like and devising the best way to continually monitor and optimise it.



Inclusive

We believe that the best experiences are inclusive, building an understanding and appreciation of the diversity of users, to inform design so that no-one is left out in the cold.

About **uservision**

- ▶ Research-led human-centred design consultancy, shaping great customer experiences since 2000
- ▶ Specialists in User Research, UX Strategy, Service Design and Accessibility
- ▶ Offices in Edinburgh, London and Dubai
- ▶ Working with clients across the globe (more than 50 locations across 5 continents)
- ▶ Experience spanning multiple key sectors
- ▶ Team of full-time, qualified, consultants – all experts in this field and passionate about what they do
- ▶ Commitment to quality and excellence, recognised through ISO 9001 quality process accreditation and multiple awards



Some of our Public Sector clients



Examples of our work



Driving patient-centred support services



NHS 24 commissioned User Vision to conduct comprehensive research on their 111 service, aiming to understand user experiences and shape the service's future. User Vision employed a mixed-methods approach to provide a holistic view of the current service landscape.

Our approach

The research began with contextual observations at a 111 call centre, offering insights into the behind-the-scenes operations. This was complemented by qualitative remote interviews with call handlers and clinical supervisors, providing an insider perspective on service delivery. User Vision also conducted qualitative telephone interviews with recent 111 callers, capturing first-hand user experiences. A quantitative survey of recent callers rounded out the data collection, ensuring a broad representation of user feedback.

User Vision's analysis yielded a set of valuable deliverables for the 111 team. A detailed research report offered a deep dive into the gathered insights and actionable conclusions. Behavioural archetypes were developed, providing rich visual descriptions of typical 111 service users. Finally, comprehensive journey maps were created, outlining the end-to-end service experience and highlighting pain points and improvement opportunities.

The results

This multi-faceted approach allowed NHS 24 to gain a nuanced understanding of their service from both provider and user perspectives. The insights and recommendations provided by User Vision are now informing NHS 24's new organisational strategy, paving the way for enhanced service delivery and improved user experiences in the future.



Breaking down language barriers

Owned by the **British Council**, the International English Language Testing System (IELTS) is designed to help people work, study or migrate to a country where English is the native language, including Australia, Canada, New Zealand, the UK and USA. The British Council provide an app to help test-takers prepare for the reading, writing and listening aspects of the test, through guidance, tips and practice tests. Given the diversity of the target audience, it was essential to the British Council that the app was intuitive and easy to use for all user groups.

Our approach

We undertook a series of tests in various target countries, including India, Pakistan, Dubai and the UK. The User Vision team identified and recruited the target users in the relevant geographies, moderated multiple one-to-one sessions in each, and used the insight to make actionable recommendations on how the app could better serve the intended audience.

The result

The recommendation made by the team were adopted into the design. Subsequent re-testing of the app showed a marked improvement in the usability and satisfaction of the app, as well as identifying longer-term changes that could be made to further develop the offering. The testing also helped to identify appropriate price-points for premium functionality.



Understanding public needs for a new Welsh Authority



Llywodraeth Cymru
Welsh Government

In December 2024, the Welsh Government introduced the Disused Mine and Quarry Tips Bill, proposing a new public body to manage disused tips. This Authority will support landowners, occupiers, and communities by clarifying responsibilities and providing essential information. The Welsh Government commissioned research to understand what matters most to the public when engaging with the new Authority.

Our approach

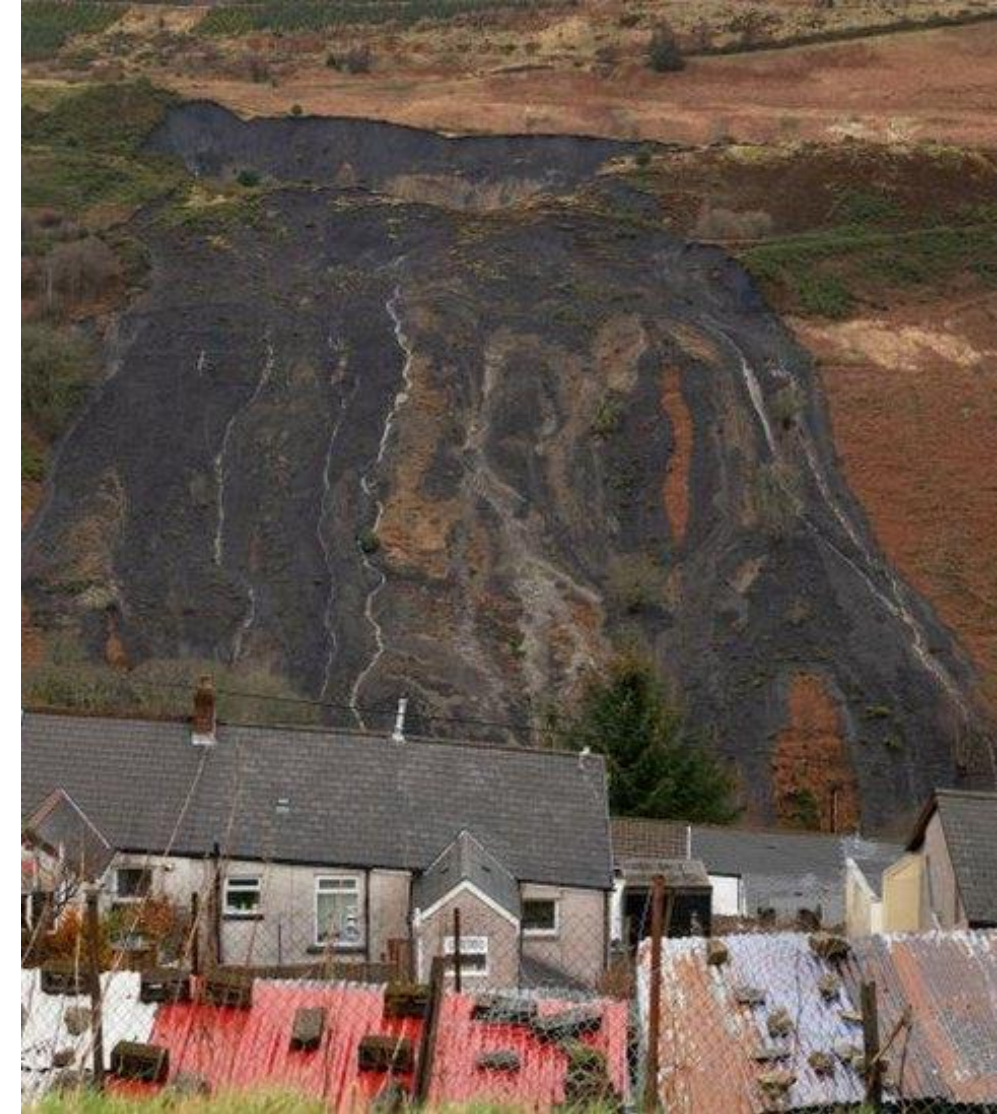
We adopted a mixed-methods approach, conducting one-to-one interviews and focus groups, some in Welsh. Sessions explored participants' awareness of disused coal tips, expectations of the new Authority, and preferences for interaction—including digital confidence and accessibility. We also tested a proposed portal structure to identify any unmet service needs.

The findings were compiled in a detailed report outlining key insights and recommendations. These informed the development of five behavioural archetypes, capturing motivations, concerns, and communication preferences of affected citizens, to guide effective engagement and service design.

The result

The research delivered vital user-centred insights to support the design of digital services for the new Authority. It provided the Welsh Government with a clear picture of citizen needs, helping ensure future communications are accessible, inclusive, and trustworthy.

Our findings validated many Welsh Government assumptions and identified areas for improvement, enabling more focused service design. The resulting public-facing website will be tailored to user needs, supporting informed engagement and building trust among communities impacted by disused coal tips.



Data-driven insight for stats team



Scottish Government
Riaghaltas na h-Alba
gov.scot

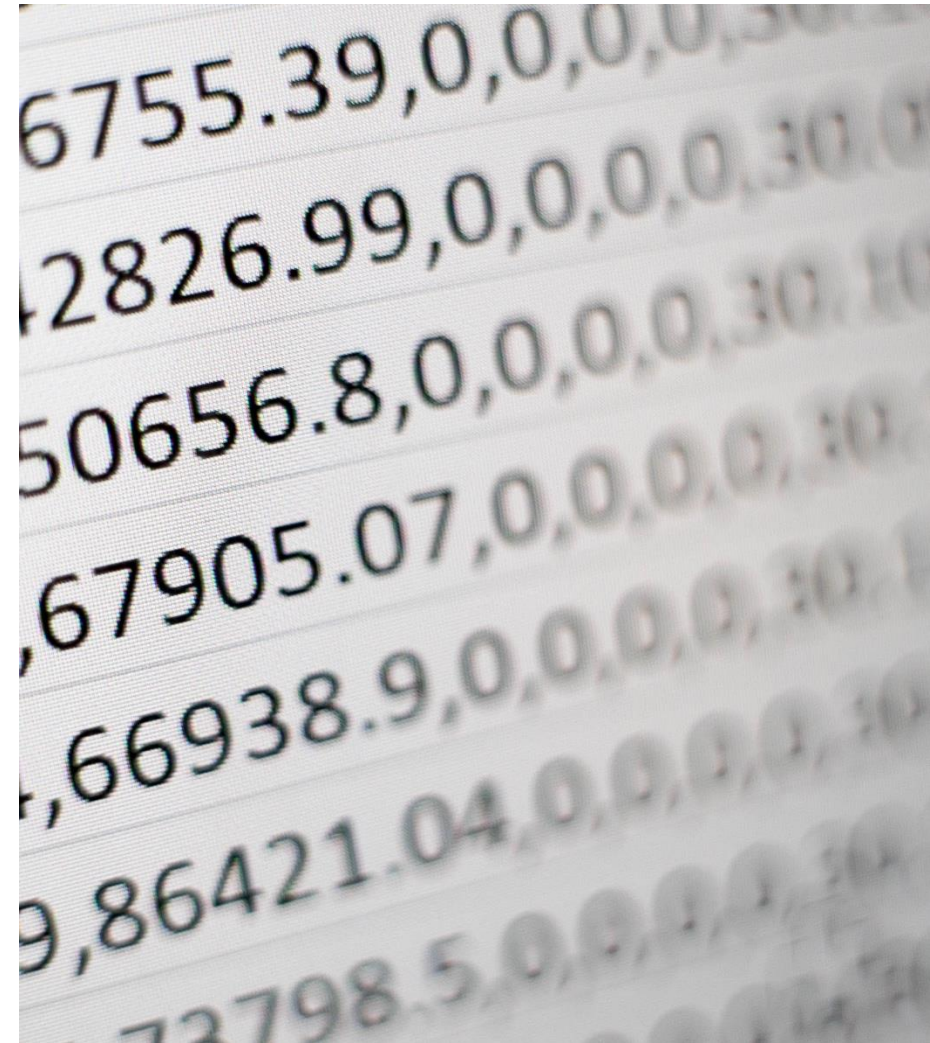
Statistics.gov.scot provides public access to the data underpinning the Scottish Government's official statistics, offering a comprehensive range of statistics about Scotland from various data producers. The website team had anecdotal evidence suggesting that the site could be improved but lacked a complete understanding of the current user experience. They also lacked a clear understanding of users' priorities and how best to tailor the site to meet these needs. User Vision were engaged by the team to deliver evidence-based recommendations for improvements.

Our approach

User Vision conducted a thorough UX review of the site, informed by a True Intent study. The True Intent method intercepts real users as they visit the website to understand their primary reasons for visiting, whether they are successful in achieving their goals and, if not, why not. Additional questions captured their satisfaction with the site, as well as user demographics such as role, location, and experience. This study provided a clear picture of where issues were occurring on the site and why, enabling our consultants to review the site and make recommendations for improvements.

The result

This approach provided the statistics team with a data-driven understanding of who was visiting the site, their objectives, and their success rates. Combining this data with an expert UX review, User Vision delivered actionable recommendations for site improvement. These recommendations enabled the statistics team to better surface critical content for users, enhancing overall usability and increasing user satisfaction.



PHS Website User Research & Testing

We supported Public Health Scotland (PHS) to deliver their digital vision to create a world-class public health system through capturing user needs and insights. This project was to discover if PHS's newly launched site was usable and meeting of the needs of the end users. PHS needed to discover users' motivations and goals for the site use and' experience from using it.

Our approach

We addressed the challenge through three research workstreams: interviews, true intent research and usability testing.

The interviews researched their understanding of the site, perception, and overall value of the Public Health Scotland website, while the True Intent activity captured information about their audience type, the tasks they came to complete, how successful they were and perception of overall site usability. Finally, our remote usability testing with representative users gathered empirical evidence about how well users perform tasks with the website. We identified and described the nature and location of any difficulties encountered and proposed practical solutions.

The result

Based on this research PHS made several changes in the overall site content, and they have seen a significant increase in the site usage. They have since commissioned further research with User Vision to optimise the site information architecture and navigation.

Working towards a Scotland where everybody thrives.



A Scotland where everybody thrives

Our strategic plan reaffirms our purpose as Scotland's national public health body, continuing to work to prevent disease, prolong healthy life and promote health and wellbeing across the country.

[Read our strategic plan for 2022-25](#)



Reporting on viral respiratory diseases in Scotland

Each Thursday, we publish our surveillance report and the accompanying interactive dashboard is updated. Together, these provide comprehensive epidemiological information on respiratory infection activity across Scotland.

[View the latest statistics](#)



The role of prevention in public health

Helping to improve lives for Scotland's communities by stopping issues from developing in the first place is a key part of our work. Find out more about the role of prevention in Scotland's public health using our online guide.

[View our prevention guide](#)



Measles in Scotland

As measles cases continue to increase across other parts of the UK and Europe, we're working with health boards to closely monitor the number of cases in Scotland. Weekly updates will be published on Thursdays.

[View the latest case numbers](#)

Our news >


QUIT YOUR WAY
with our support
0800 84 84 84

Search [QuitYourWay.scot](#)



PHS Closing Statement for Module 2A at UK COVID-19 Public Inquiry



Action needed to prioritise health in Scotland's food environment

Putting users at the heart of the Parliament



The Scottish Parliament needed to redesign their website and wanted to put users at the heart of the design even though it caters for a vast user base from the general public and journalists to MSP's and their staff. They wanted to understand who came to the website, why they came, and how well the site delivered on expectations.

Our approach

We employed a multi-faceted approach to get at the goals of this project:

- ▶ Top Tasks™, a data-driven method helped us to identify the users' most important tasks and provided a weight of evidence about what the various user groups really needed from the site.
- ▶ We created and validated a user-centred IA and navigation, as well as measuring the current website against the prioritised tasks to obtain a benchmark to monitor improvements.
- ▶ We created low fidelity prototypes which enabled us showcase how the user research, top tasks insights and the new IA could come together as a website for users.

The result

The rich customer insight gathered throughout the process enabled us to provide a clear benchmark of how the website was currently performing and where attention needed to be focused to improve task importance. The prototype provided a direction of travel for the project, based on robust evidence.



Trusted partner

As recognised leaders in Accessibility, User Vision has a proven methodology and an outstanding track record, working with clients such as Emirates Airline, Aegon, Student Loans Company, NHS, Gov.uk, and more. Our expertise extends beyond accessibility, with wider UX services provided to leading brands like Salesforce, Slack, and Vodafone.

We take pride in delivering an exceptional level of service, reflected in our 90% client retention rate and long-standing relationships, with many clients partnering with us for over 18 years. Much of our business now comes from word-of-mouth referrals—further testament to the quality of our work and the trust we build.

Our clients see us as an extension of their team, often seeking our advice beyond active projects—support we are always happy to provide. We are a focused, professional, and engaging team, as reflected in these client testimonials.

“User Vision has become part of our extended team and we rely on them to ensure that we are getting it right when it comes to accessibility and user experience. Their prompt friendly service means that they can be relied upon to fit in with project deadlines and their comprehensive reports and presentations allow us to easily incorporate recommended enhancements into our service design.”

Student Loans Company

“The redesign has transformed the usability and accessibility of the website. The work of User Vision was integral to this success both in terms of guiding the work of the team during the development phases and in demonstrating that targets have been met. What made their input so valuable was an ability to understand our requirements and give valuable and practical recommendations for improvements.”

Aberdeenshire Council

“We found this to be a really valuable process for identifying the priorities of our users and enabling us to focus on what matters to them. The various techniques used were very different to anything we had ever been through before, but the support and guidance from User Vision was excellent.”

Law Society of Scotland

What our clients say...

“User Vision is like an extension of our team. We can call on them at any time and they never say no. We really enjoy working with them; they are great fun, while being very focused and professional.”



Online Operations Manager
Sainsbury's Bank

“User Vision are passionate about UX in every sense. Their expertise has been invaluable to us in the course of our redesign, and they are consistently professional, dedicated and personable, all of which makes them a pleasure to work with.”



Web Producer
Economist

“The overall recommendations show us a clear path to beneficial changes, and are based on good strong methodology. As this work will be used by a multidisciplinary team, being clear is very important.”



Senior User Research
Specialist, BBC

“I really can't fault my experience with User Vision. All in all it's been a tremendously positive experience, offering real value for money.”



Digital Development
Manager, RBS

What our clients say... (continued)

“The ability to see first-hand customers’ experience on the site and to have User Vision’s expertise in filtering and summarising the learnings was a great benefit.”



CX Manager
HSBC

“Through the user testing User Vision undertook, we were given a clear direction upon which to make change and improvements from a user perspective which lead to vastly improved customer satisfaction.”



Service Delivery Manager
Cabinet Office

“User Vision are the cornerstone of our international Usability and Marketing testing capabilities. Always responsive and professional they guided my team through the years uncovering insights across most of Europe.”



Senior Research & Strategy
Manager, Salesforce



Contact us

For more information,
please contact:

Chris Rourke

Founder & Executive Director

chris@uservision.co.uk

Stephen Denning

Director of Consulting

stephen@uservision.co.uk



www.uservision.co.uk



hello@uservision.co.uk



[@UserVision](#)

55 North Castle Street
Edinburgh
EH2 3QA
United Kingdom
Tel: 0131 225 0850