

Scrumconnect Service Description Behaviour Design Evaluation



**At Scrumconnect, we deliver
user-centric digital solutions
that transform public services.**

**Our team of expert consultants
excels in full lifecycle
development, turning complex
challenges into actionable
results that drive real impact.**



Our mission is to make digital services and products easy to use for our clients and their customers, creating great user experiences for everyone.

What we do

Our Behaviour Design Evaluation service assesses how digital products and services influence user behaviour and decision-making. We evaluate journeys, content, interactions and design patterns, against behavioural science principles and user needs. By identifying friction, bias and missed opportunities, we help teams improve engagement, completion rates and outcomes. Our evaluations provide practical, evidence-based recommendations that support ethical, user-centred and effective service design across delivery stages.



Behaviour Design Evaluation

Our service assesses how digital products and services influence user behaviour and decision-making, evaluating evaluation journeys, content, and interactions against behavioural science principles.



Identify Friction & Bias

We pinpoint friction, bias, and missed opportunities to improve engagement and completion rates.



Evidence-Based Recommendations

Our evaluations provide practical, evidence-based recommendations for effective service design.



Ethical & User-Centred

Supporting ethical, user-centred service design across all delivery stages.

Service Benefits

Improved User Outcomes



- **Optimises services...**

Reunites services and corroborates, creates and integrates services on a regular basis to improve user outcomes.



- **Evidence-Based Design Decisions...**

Evidence-based design decisions and evaluation of best and improved outcomes to recruitment.



- **Reduced User Friction...**

Reduces user friction and enhances user and user throughput.



- **Ethical and Inclusive Design...**

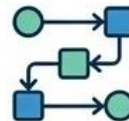
Provides ethical inclusive design for ethical and inclusive diversity to access.



- **Increased Service Effectiveness...**

Increased service effectiveness to optimize time and effectiveness of progress.

Service Delivery



- **Evaluation Scoping and Objectives...**

Evaluation scoping and objectives, artist skills and goal attainment.



- **Journey and Interaction Review...**

Enhances journey success to engagement-interaction with waypoints on waypoints.



- **Behavioural Insight Analysis...**

Behavioural insight analysis to analyze prevent for social inclusion and social capital.



- **User Evidence and Validation...**

User evidence and validation to analyze planning and data cloud recovery.



- **Recommendations and Improvement Actions...**

Recommendations and improvement actions to improve outcomes.

DATA PARTNERS

We work alongside you to harness the full potential of your data ensuring it drives meaningful outcomes and business success.

Data Engineering

Data Operations

Data Science and AI

Data Analytics and Insights



DESIGN PARTNERS

We understand the unique challenges you face in delivering exceptional design and research. We've been there and done it and delivered positive impact.

Service Design

Interaction / UX Design

User Research

Content Design

Design Strategy

Design Leadership



TECHNOLOGY PARTNERS

We partner with you to harness the latest technologies ensuring your systems are efficient, scalable and future-proof.

Software engineering

Cloud and architecture

Service management

Legacy code modernisation

Automation

Artificial intelligence



STRATEGY PARTNERS

We collaborate with you to create and implement strategies that ensure sustainable growth and competitive advantage.

Product strategy

Data strategy

Technology strategy

UCD strategy

Digital strategy



Why us?

Track record

Experienced delivery partner for private and public sector clients.

UK Govt trusted partner

We've been working in the UK Public Sector for 10 years.

Cross-sector delivery experience

DWP, MoJ, HMPO, DfE, GDS, SITA, Cora, Bank of England and ASOS.

Value for money

Clear vision for improvement, TCO benefits, competitive rates & experienced team.

Hand picked team

10+ years experience of picking bespoke digital teams to meet customer demands.

Delivery mindset

Delivered 40+ projects over Discovery, Alpha, Beta and Live.

Quality

Meeting user needs as default.

Standards

Adherence to GDS and Industry SDLC and Designs, tech community participation. Certified to Cyber Essentials Plus, ISO 9001/27001.

**Delivering over 20% of
the top 75 UK
citizen-facing public
services and a number
of private sector
customer facing
programmes.**



68 user-centred digital
services across 14
major clients.

350 people currently
deployed on client
projects.

50m UK citizens user
our solutions.

Our Digital Transformation for the UK Public Sector

Transforming pension experiences at the Department for Work and Pensions

Scrumconnect transformed pension experiences with our award-winning Get Your State Pension service for DWP. Serving 12 million UK citizens, we achieved an 80% digital adoption rate and over 95% satisfaction, managing £101 billion annually. Welcome to the new era of pension management.

Building the Ministry of Justice exemplar service

Scrumconnect pioneered one of the Ministry of Justice's earliest exemplar services, spearheading the adoption of a cloud-first approach and modernizing their organizational structure. Based in Manchester magistrates' court, our team developed a product aimed at minimizing unnecessary visits, driving efficiency and effectiveness.

Digital Transformation of HM Prison and Probation Service

Scrumconnect consultants are at the forefront of addressing major challenges within prisons and probation systems. With issues spanning across the board, timely access to pertinent data can be lifesaving for prison officers. Our consultants are dedicated to developing cutting-edge products and services tailored for a modern prison system, ensuring efficiency and effectiveness at every step.

Our Digital Transformation for the Private Sector

Expanding capacity and capabilities with speed at Cora

Cora aimed to expand its IT capacity for delivering more features to customers efficiently. Scrumconnect assembled a team of 30 FTEs, enabling experienced staff to focus on client engagement, yielding a 10x return on investment. Let's explore further opportunities to deepen our partnership.

eCommerce programme for international airline

We managed the development of three distinct E-Commerce solutions for a global airline undergoing extensive integration. Our responsibilities included overseeing site development, maintaining release schedules, sprint and release planning, and complete stakeholder management. We provided thorough reporting on deliverables and outcomes throughout the process.

Revolutionising the Bank of England's Cloud Migration: From Days to Minutes

In a groundbreaking initiative, Scrumconnect facilitated the seamless transition of the Bank of England to the cloud, slashing analysis time from 20 days to a mere 30 minutes. Our approach, which included secure landing zones, application on-boarding mechanisms, containerization, and extensive training, has not only streamlined operations but also laid the foundation for a resilient, forward-thinking cloud strategy.

We're guided by our values at all times

Collaboration

We believe that we are stronger as a team than as individuals. We create and solve problems together.

Early Value Creation

We find the quickest route from idea to product because that is where our business value is. Customers rely on us to impact their business and we always deliver.

Learning

The future belongs to those that can adapt fast. We do this by continuously learning, sharing and growing as individuals and as teams.

Integrity

Teamwork requires trust with everyone that we work with. We can always be relied upon to behave with the highest standards.

Commitment

No matter what, we always give our 100% to achieving our goals. Our focus and motivation is always the highest.

Any questions? Please contact:

contact@scrumconnect.com

www.scrumconnect.com

Scrumconnect
56 Kingston Road
Staines-upon-Thames
London
TW18 4NL
+44 20 3287 3571

