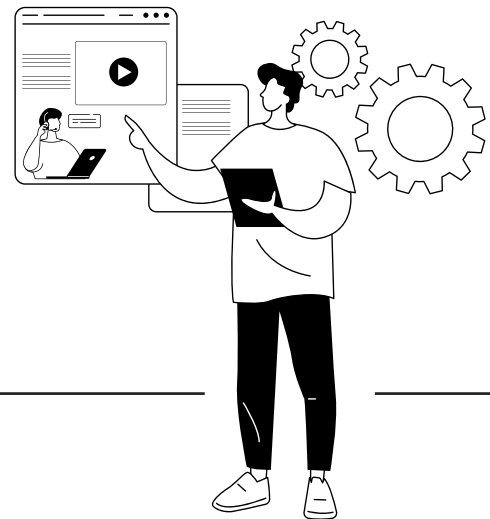


User Centred Design (UCD)

Empowering user-centric solutions: connecting business objectives with user needs to create accessible and effective digital services for everyone

Challenge

When navigating an organisation's products or services, users encounter various obstacles in completing everyday tasks. To address this, organisations must ensure that their offerings meet the needs and preferences of their target audience. Understanding user behaviour, preferences, and pain points is crucial for creating intuitive, effective and efficient solutions.



Service Overview

We prepare and enable your digital future by developing an understanding of the end-to-end user experience through undertaking user needs analysis, user journey mapping, wireframing (low-fi and hi-fi), prototyping with the GOV.UK prototype kit, and user testing.

Our designs prioritise user needs, ensure compliance with GDS principles, are accessible to everyone, focus on interaction, information, and visual design across various devices. We design intuitive immersive interfaces and interactions based on Web Content Accessibility Guidelines (WCAG) and focus on Interaction Design (ID), Information Architecture (IA), and visual design.

Our User Interface (UI) development builds accessible, best-of-breed interfaces using modern technology. We deliver robust products at pace; with a strong user focus, our approach is to iterate fast and release often, putting something in front of users early in order to test and get feedback.

Understanding organisational objectives and engaging with users and stakeholders to design digital services that meet user needs, business needs, and data

Service Features

- Persona development, utilising qualitative and quantitative user research
- User journey mapping and user story creation
- Information architecture and content strategy
- Feature ideation workshops
- Content design
- UX writing and wireframing
- Rapid prototyping across desktop, tablet, and mobile screens
- Apply GDS and best practice design principles
- Product MVP vision, KPIs, and goals
- Meet Web Content Accessibility Guidelines (WCAG) and GDS Service Manual

Benefits

- Collaborative, user-centred design process
- Solutions that solve a clear problem and meet user needs
- Ability to react to evolving user requirements
- Accessibility compliance across all platforms, ensuring all users are included
- A 'fail fast' mindset – early and iterative testing
- Evidence-based decision making
- Ease of handover between user researcher, designers, and developers
- Improved usability amongst new and existing users
- Iterative approach reduces cost when changes occur
- Increase digital take-up and alignment with GDS design principles

