Public sector services

SERVICE DEFINITION DOCUMENT

G-Cloud 12

We are Nomensa

We believe human experience is everything.

Established in 2001, Nomensa has supported over 50 public sector clients in designing new and improved services through applying a range of user-centred, agile methodologies. Combining our experience in psychology, service design and technology, we transform digital experiences.

We work hard to understand people and their response to design to create simple and efficient digital interactions with government services.

We answer challenging problems and find opportunities that go beyond initial thinking. We pride ourselves in using an evidence-based approach and delivering measurable results.

We have successfully delivered multi-discipline projects adhering to the Government Service Standards; from initial Discovery through to Alpha, Beta and Live. We understand how to immerse ourselves in an organisation, the processes and the GDS service manual, working collaboratively to deliver the outcomes required to move the project forward through each GDS gateway.

Based in our offices in Bristol, London and Amsterdam, we have over 100 of the brightest, most talented specialists in the industry, creating experiences that engage, enable and delight the people they touch. The Nomensa team have a genuine passion for what they do. We eat, sleep and breathe our ethos of ‘humanising technology’.

Public Sector
Services

Service Summary

Why Nomensa?

Working with the Public Sector is where our mantra of Humanising Technology really comes into its own. Each project we undertake places users at its heart and encourages cultural change, ultimately improving digital experiences for everyone.

Having delivered dozens of projects in accordance with he Government Service Standards, Nomensa are expert in delivering Discovery, Alpha, Beta and Live.

We work on large-scale government projects to deliver user-centred design services, facilitating digital transformation adhering to GDS service manual.

Our flexible, collaborative and transparent ways of working ensures we provide value for money through becoming a natural extension of your team, helping to upskill and move you to self-sufficient working.

Public sector services

Discovery

Our Discovery activities include understanding the user needs and service context through user research, technical investigation and business process mapping to help improve or define your service.

We use a variety of research techniques from onsite contextual research lab-based testing sessions, to large qualitative surveys to gather a rich picture of your users' needs.

The outputs we produce are practical tools that will support you in moving forward, whether this is improving your existing service or taking the next step into Alpha.

Alpha

Within Alpha we test, iterate and refine different solutions to the problems uncovered within Discovery.

We work with you to define a proof-of-concept, iterative prototype and test and refine hypotheses based on user needs. This process helps to define the service vision and definition that meets your organisational goals, as well as user expectations.

Our robust and iterative methodology looks at the service as a whole and supports you in creating a roadmap and plan for Beta.

Public sector services

Service design

Services – like products, buildings and websites – are designed. Every interaction, whether that be with a member of staff, across digital platforms or through physical environments, should be crafted to meet and exceed your users' needs and aspirations.

Working collaboratively with clients we redesign existing, or create new services, identifying the technology, systems, data, staff, partnerships and capabilities needed to deliver them.

By understanding user needs, systems, processes and organisational priorities, we design holistic, joined-up services. On and offline interactions flow seamlessly to deliver improved experiences, efficiencies and value.

GDS assessment support

We've supported numerous clients through several GDS assessments and can help at all stages from planning, evidence collation, pre-assessment preparation and panel participation.

Our team of public sector specialists work in an open and transparent manner to provide you with objective guidance and advice. We can support you in a number of ways from assessing your plan against the Government Service Standards to attendance at the gateway review meeting.

Public Sector
Services

Case Studies

highways england

As Highways England's Customer Experience Intelligence Partner for the second generation Free Flow charging scheme, we provided strategic guidance that built user centred design thinking into the fabric of the team's decision making.

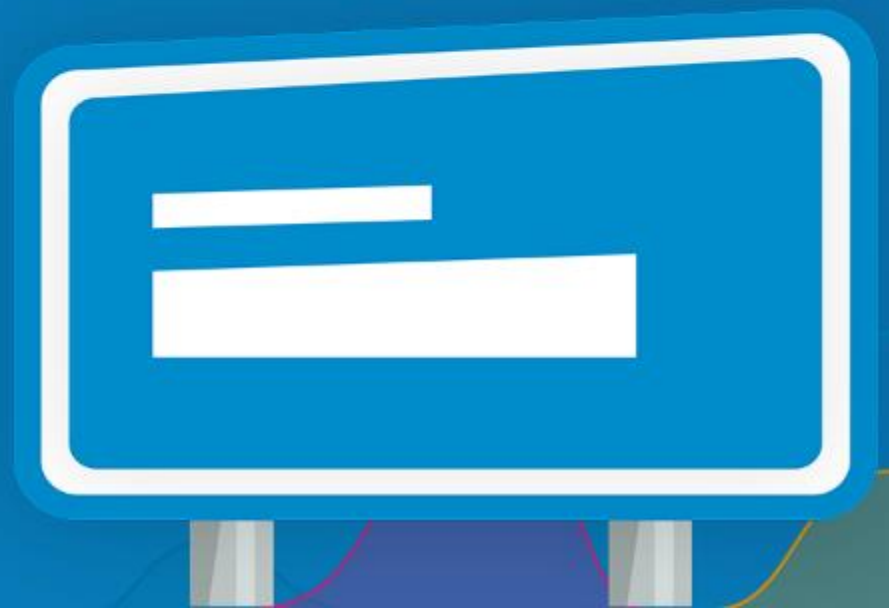
Our approach has always been to think bigger than just digital. We've been working in partnership to create and deliver a strategic roadmap for the programme. With a large-scale and complex technical procurement and infrastructure transformation planned for 2021, working ahead and alongside procurement to ensure that the service is robust, inclusive, scalable and meets the users' needs.

We've mapped out and rewrote processes for supplier acquisition, informed service roadmaps and are introducing helpful KPIs to stay on track. But most importantly, we're fostering a real cultural shift towards user centred design and advocacy for the core GDS Principles and Government Service Standards.

As part of our three-year strategic roadmap, we've delivered:

- Discovery research
- Iterative prototyping and validation
- UX and design principles for the end-to-end service
- UX metrics and benchmarking
- Content guidelines and tone-of-voice guidance
- Delivery team modelling
- Government Service Standard, agile and GDS training Innovation product planning

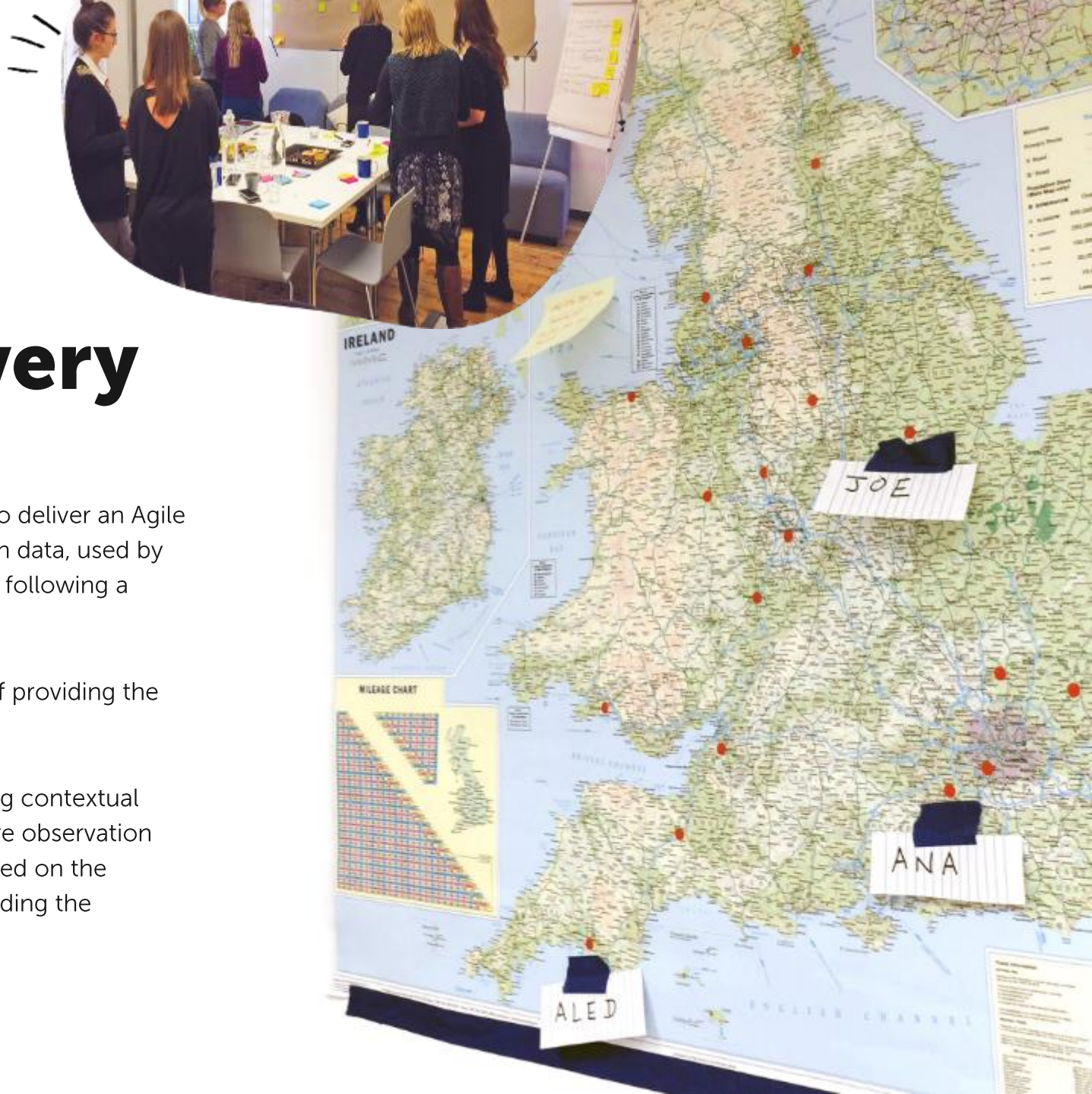
Our on-going partnership is testament to the efforts of the team, and the transparent and pragmatic approach championed by all involved. Whether it's helping them to understand gaps in their knowledge, identifying areas for improvement, or empowering them to communicate best practice to the suppliers, we will continue to be strategic in the delivery of our support.



nomensa

NHS Digital

Access to Service Information Discovery



NHS Digital Urgent and Emergency Care partnered with Nomensa to deliver an Agile Discovery into the user needs for their Access to Service Information data, used by Healthcare Professionals to refer patients to a range of care options following a pathways assessment.

Our technical and user research focused on supporting the vision of providing the right information at the right time.

We defined and framed user needs of health care professionals using contextual research across England including paramedic ride-alongs, call centre observation and GP, pharmacy and hospital visits. The technical Discovery focused on the systems and data of both the NHS Digital and suppliers – understanding the regional variations of use of data, etc.

NHS Digital

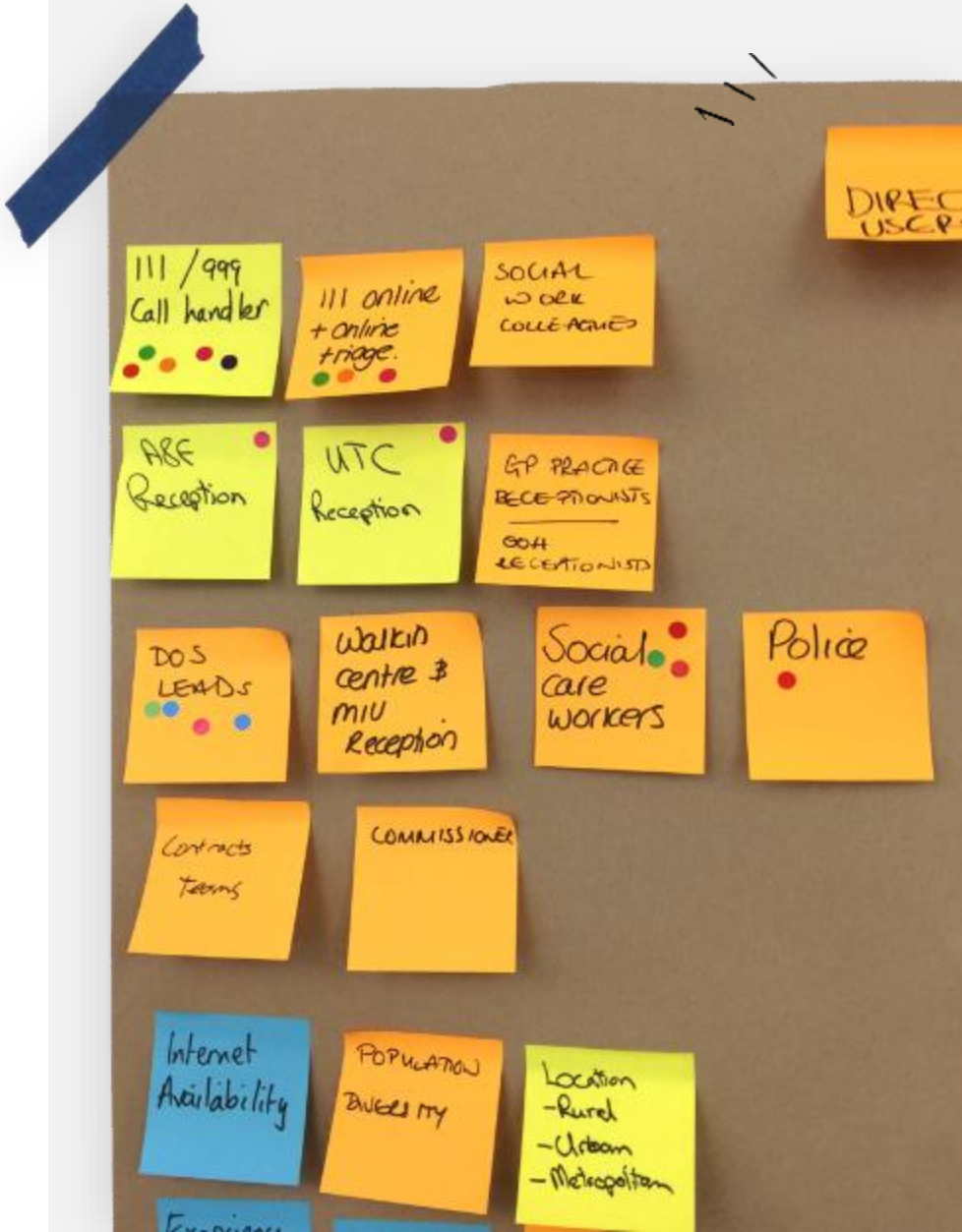
Collaborative one-team working

We worked together with the client team to establish an open, honest team culture based around a framework of communication channels and ceremonies. By working very closely together in the early stages and adopting a flexible approach to processes, we quickly began to operate as a cohesive unit eliminating the client/agency boundary.

That investment of time upfront quickly resulted in efficiency benefits as we shared a clear understanding of expectations and responsibilities while being able to support each other as project demands changed.

Throughout the project, we used sprint show and tell sessions as a forum to allow people outside the immediate project team to keep in touch with our activities, ask questions and make suggestions.

At the end of the project, we presented back the outcomes and recommendations through formal documentation and face-to-face presentations to the wider stakeholders. By adopting transparency and accessibility throughout, we made sure that everyone was on board and there were no nasty surprises at the end of the process.



NHS Digital

Right research at the right time

Nomensa conducted dozens of hours of research over ten weeks, collecting qualitative data from busy, time-poor healthcare professionals over the winter pressures season.

Research activities were carried out by three user researchers, technical architect and product manager and included remote interview sessions, 111/999 call centre observations, visits to GP surgeries and pharmacies and ride-along paramedic observations.

All research plans and interview topics were designed and adopted by the team who used a collaborative data capture tool to collectively analyse the research.

Results

Contextual insight informed the development of a new service enabling urgent care professionals to make informed decisions and efficiently deliver the best care for patients.

Understanding how data is surfaced and used and uncovering the concerns around trust and accuracy and created new streams of work to address these issues.

The service is **now in Beta**.

NHS Digital

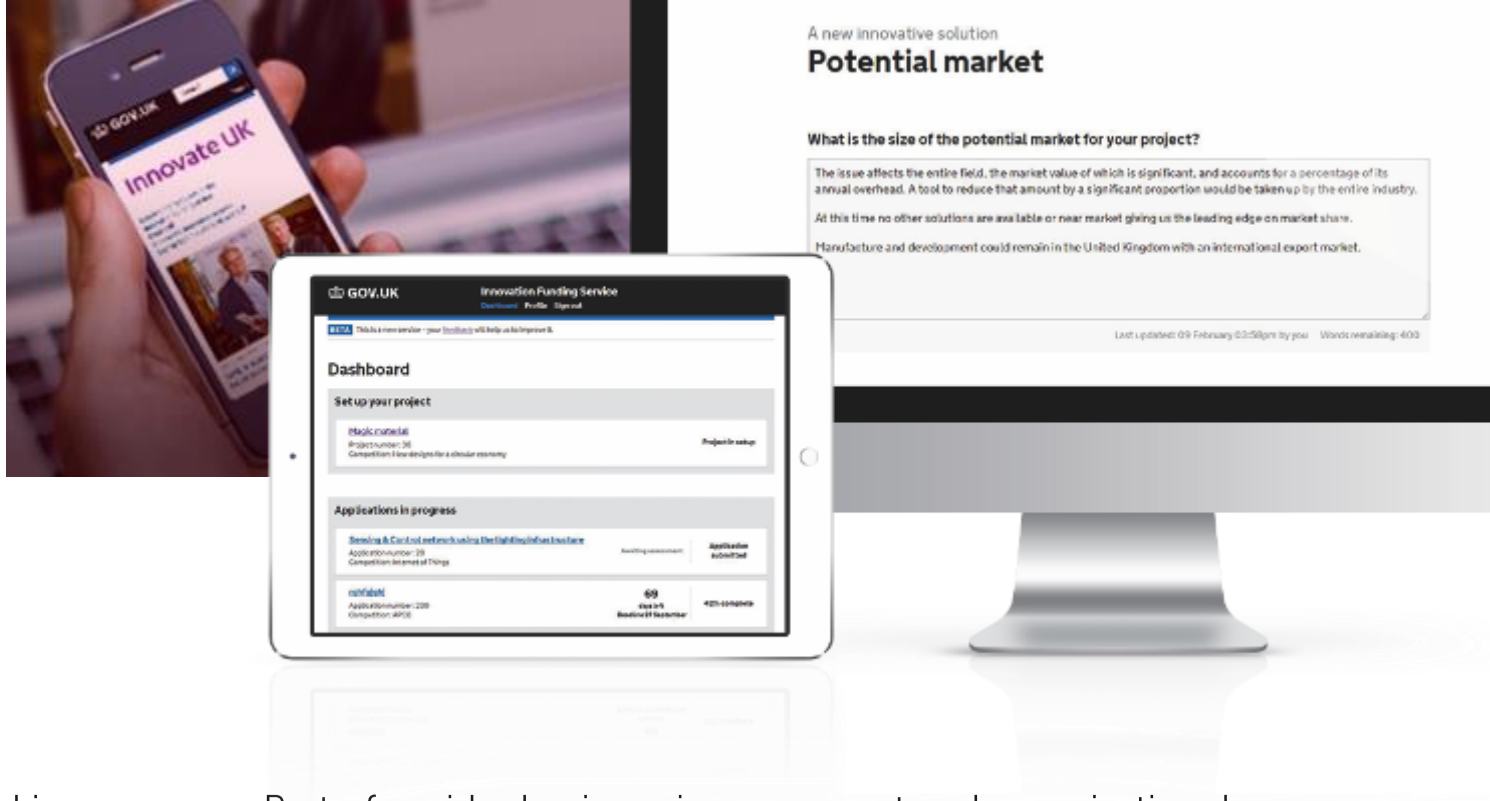
The user needs Nomensa defined have stood true during the subsequent Alpha and Beta phases, and have enabled us to build a product that users really value. The team displayed flexibility in adapting ...and commitment to delivering the project deliverables we specified on time, and to a high standard.

Ruth Hammond

Product Manager, Access to Service Information, Urgent and Emergency Care

Innovate UK

Redesigning the Innovation Funding Service



Innovate UK are a government funded public body, working with people, companies and partner organisations to drive innovation projects that will grow the UK economy. Since 2007, they have invested over £1.5 billion in innovation, matched by a further £1.5 billion in partner and business funding. We have helped more than 5,000 innovative companies in projects estimated to add £7.5 billion to the UK economy and create 35,000 new jobs.

Part of a wider business improvement and organisational change programme, Innovate UK has partnered with Nomensa since 2014 to deliver digital transformation for their core Innovation Funding Service (IFS).

The existing paper-based service was large and complex, with multiple internal and external parties completing different tasks throughout the application process. During the digital transformation this whole process was digitised and simplified.

Innovate UK

A simple and intuitive process

Launched as world's first digital end-to-end grant funding service, our solutions helped craft a simple and intuitive process within a complex service based directly around real user needs and transformed the organisation as a result.

The new service delivers fewer ineligible applications, a broader range of applicants and more successful outcomes for smaller businesses (a key growth area).

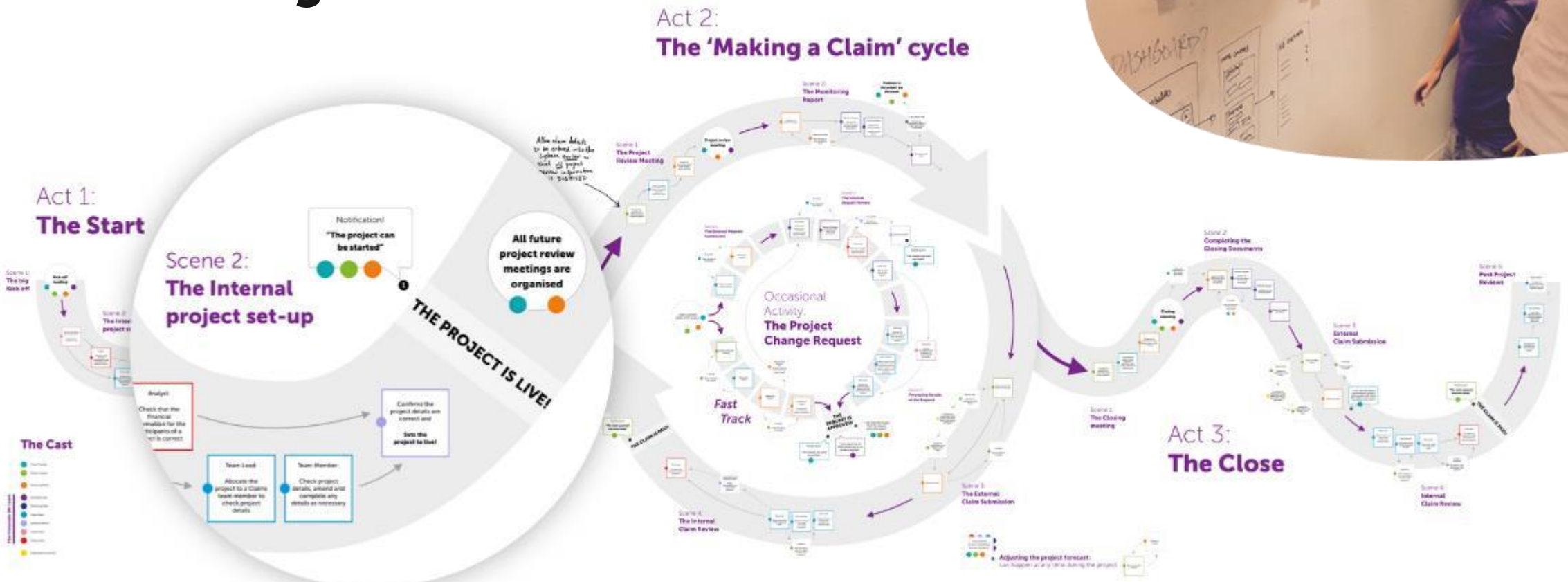
After delivering a successful Discovery and Alpha, Nomensa was a collaborative part of a multidisciplinary, multi-vendor team, adopting a research-led approach to complex service design.

There is now a standard interface style for all users of the system, including a single internal system for all internal users. New internal workflows streamlined and created new processes which reduced human error.

Our role transformed the funding service team through evidence-based, user-centred research and design and Agile development and delivery. Our close partnership with Innovate UK ensured success by working collaboratively with the internal service team and multiple suppliers. We drove cultural change through internal training and efficiently responding to challenges.

Innovate UK

Collaborative service design



Innovate UK

By putting all of the users and their different needs at the centre of the design process, Nomensa have created a solution that has revolutionised the way we work and will have a positive impact on how we nurture growth in the UK's technology sector.

Ex-Service Manager

Innovate UK (now Head of Digital Services UKRI)

The Innovation Funding Service team is a great example of Agile delivery - building, learning and iterating. They are building things in the right way technically and based in user research. Great team spirit.

Head of Agile Delivery

Digital Group in BEIS, 2016

UK Research and Innovation

Funding service Discovery and Alpha

The formation of UKRI resulted in the bringing together of nine research councils under one body that previously all had their own very different processes for applying for and awarding research funding.

Within Discovery, we used research, design and validation to understand whether a single service would work across every council within the organisation, as well as work for every recipient type from universities to businesses to charities, all of whom had their own processes for applying and managing funding.

To ensure we captured the needs of their diverse audience, we carried out extensive research including:

98 external interviews across 23 locations

with applicants, reviewers, international and business collaborators and research offices (pre and post-award)

100+ internal consultations

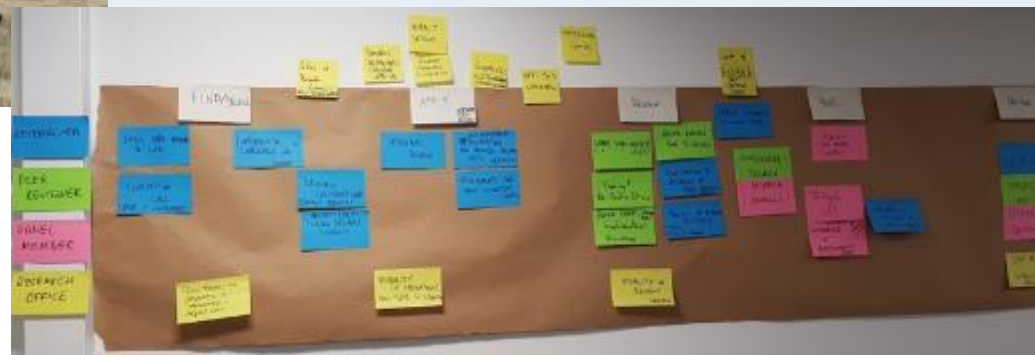
across the nine research councils within UKRI

Results were translated into

user needs and stories, journey maps, personas

and an **overarching service map**

identifying key touch points for each user.

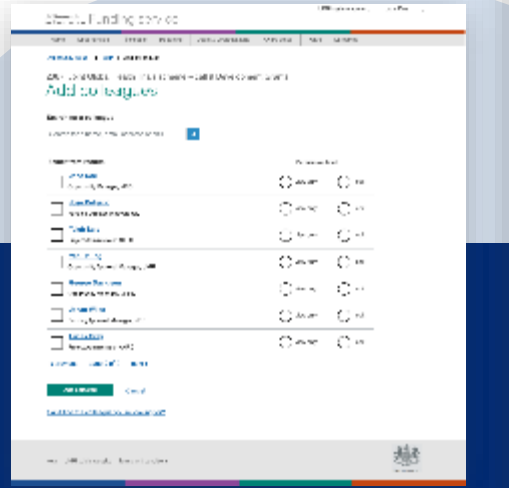


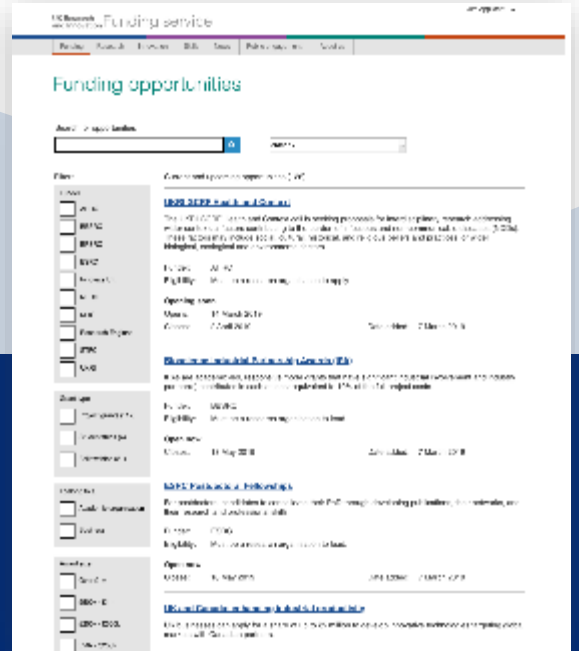
UK Research and Innovation

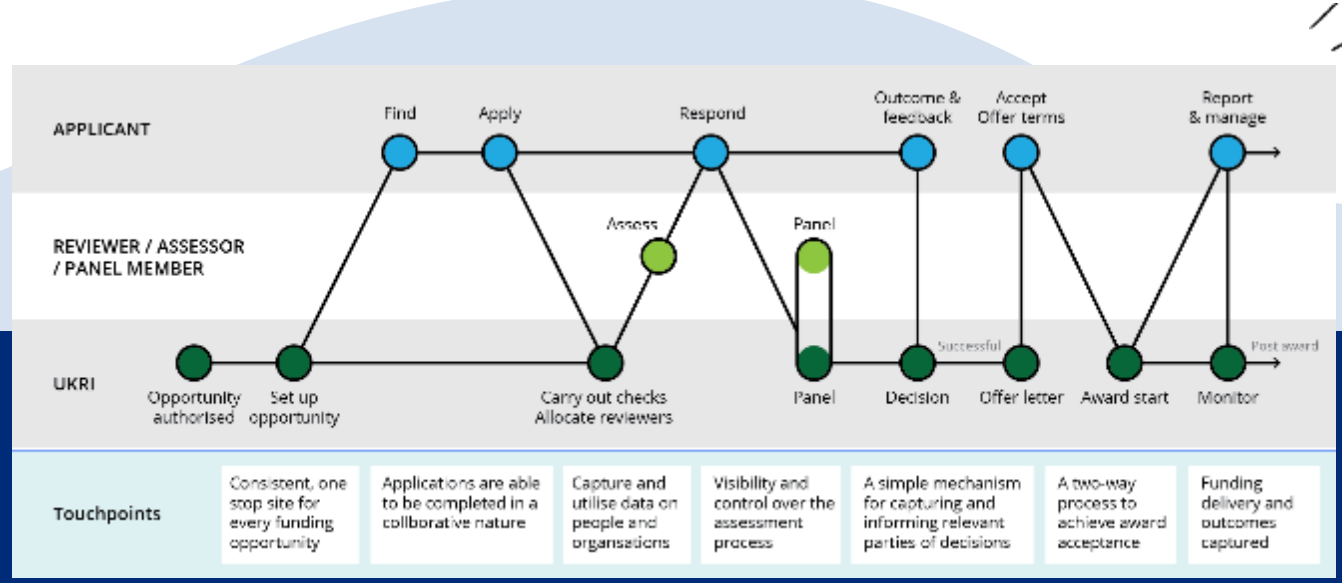
Transitioning into Alpha, we used our detailed insight of user needs to prototype early visions of the core service journeys in collaboration with the wider team.

Early prototyping allowed us to begin collating feedback form internal and external users and run phases of iterative design and testing sprints. The prototypes also informed the technical investigation stream of work, enabling open and transparent evaluation of limitations and practicalities of the possible technical solutions for the service.

Regular show and tells kept a large stakeholder group involved at all stages and maintained engagement and support of the project.







UK Research and Innovation

Results for UKRI

Confidence and engagement in the project's vision from the organisation's change-resistant stakeholders

A service for a unified organisation, breaking down silos in the previously separate councils

The ability to move into Beta with a user-validated design for a future service

The requirements for how information and data must move through the different service processes

"...due to the excellent work of Nomensa's team who have been outstanding. They are self-starters who understood the service quickly, take initiative and can produce work quickly and to a very high quality with minimal instruction. It has been great working with them."

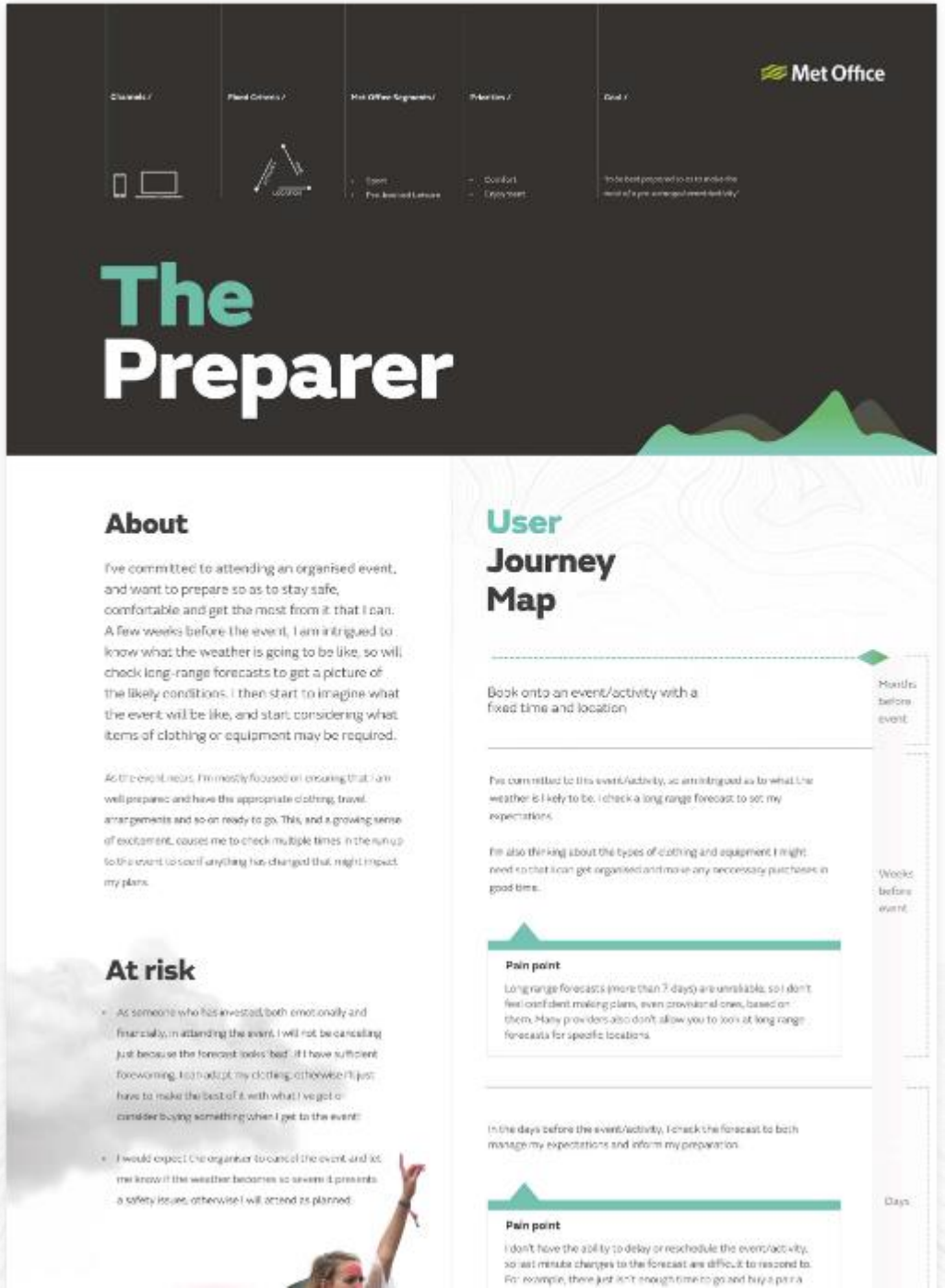
Damien Hatton

UX Lead, Funding Service, UKRI

Maintaining public safety

For the redesign of Met Office's app and website presence, we sought to find new and creative ways to capitalise on its rich bounty of data (of which just 1% was used), strengthen its market position, extend its reach and bolster its reputation. We used user-centred thinking to humanise the weather and, in turn, transformed the Met Office's digital estate into modern and compelling force to be reckoned with.

To achieve this, we combined expertise in data, technology and digital commerce with our proven ability to humanise technology and user experience ethos to deliver innovative digital solutions for their website and app based on validated user needs.

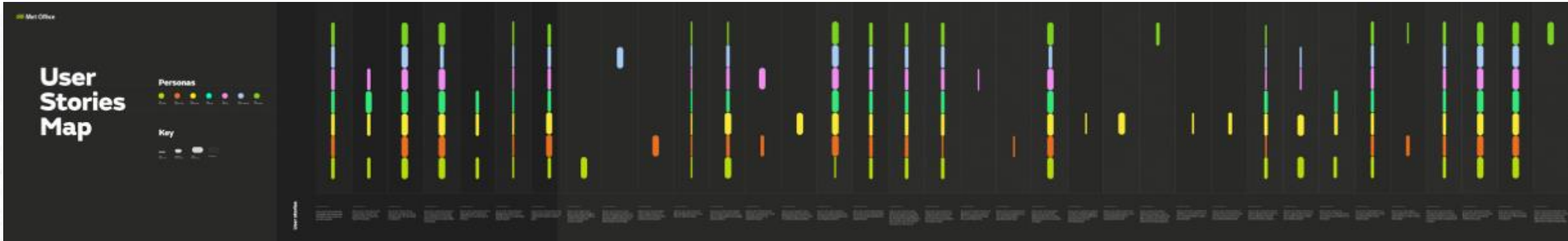


Successful project delivery

We successfully delivered a 12-week **GDS Discovery** exercise for Met Offices mobile/desktop website and app to support them in maintaining their established position in the marketplace and increase the public's access to their information.

We combined desktop research with qualitative research with 80+ users through remote, lab-based and contextual user interviews across four UK locations. The consumer study was balanced with internal stakeholders from all key departments. The research culminated into a collaborative workshop, including prioritisation exercises and opportunity ideation.

Results validated the need for a responsive website with a revised IA and surfacing of relevant content and offered insight into optimisations for the app. Findings were translated into innovative consumers personas which could contextually overlap when appropriate, user stories/epics, journey maps, technical considerations and accessibility guidelines.



Met Office

Across Alpha we worked collaboratively onsite with the Met Office product owners and in-house website development teams, following GDS processes to build and test prototypes for the proposed service with users and demonstrate that the service is technically possible to build in Beta phase.

The activities and outputs included:

- design and testing a new IA that better serves core user needs
- design and testing a selection of responsive key templates from which the rebuild of the Met Office website can begin
- delivering a prototype of core journeys through key page templates, supported by a series of high-fidelity concept designs drawing on the design language workstream.

To complement Alpha and prepare for the Agile design and build process in Beta, we conducted a discovery audit of Met Office's digital assets to establish the volume and quality in brand consistency of digital assets. This resulted in a clear need for the creation of a digital design language across the Met Office's Consumer Digital portfolio.

This evidence-based design language uses a component-based approach that will ensure a consistent design across Met Office's website and apps based on user needs and user experience best practice.

The design language is reviewed through the lens of each platform's specific human interface guidelines to maximise usability and leverage mobile and common web interaction patterns. From this we have developed principles and living frameworks which are translated into a validated set of components in online pattern libraries for each platform.

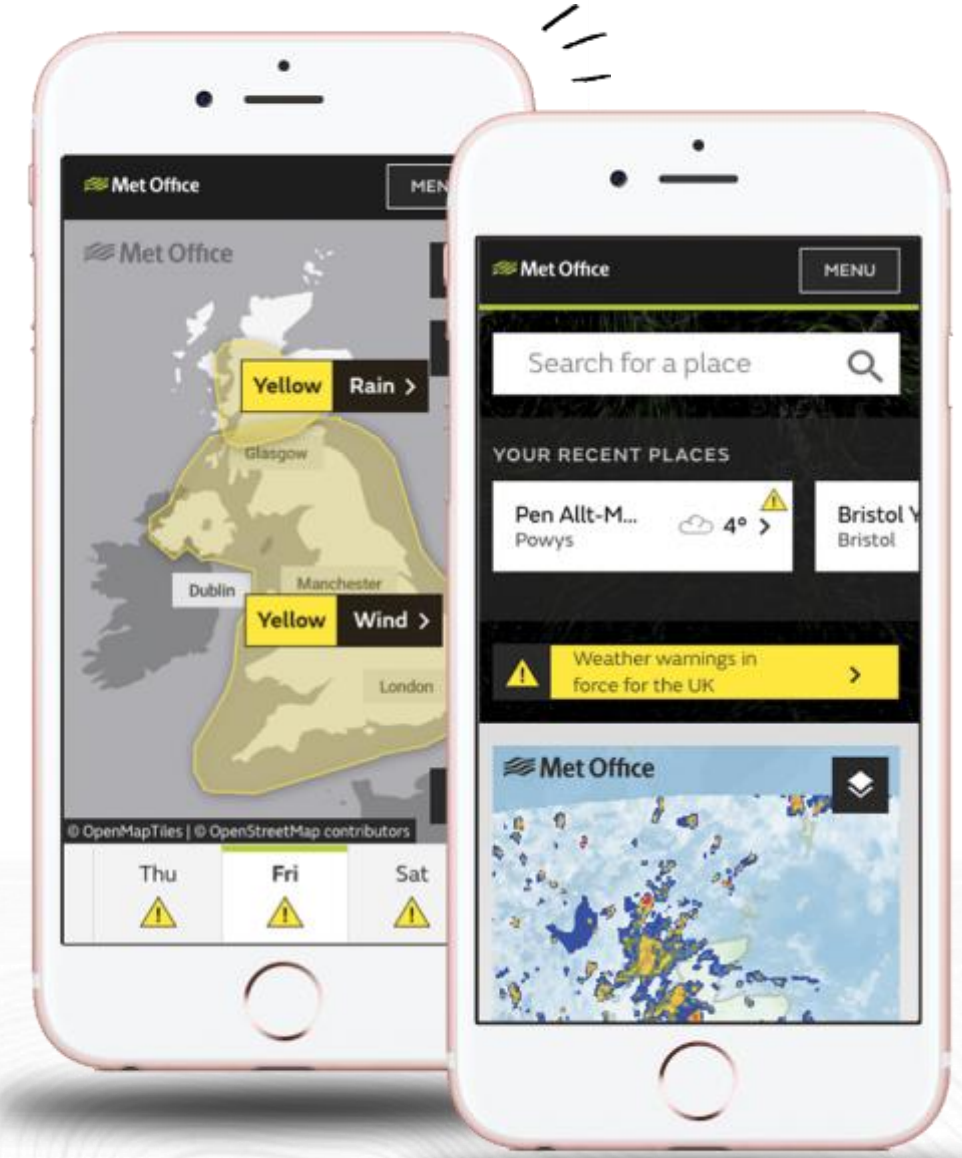
Met Office

Across Beta, we worked onsite with the Met Office and helped to steer the in-house development team in a more user-centred direction. The Met Office meanwhile brought with them their expertise, understanding of data APIs, unbeatable technical knowledge and a plethora of ideas about how we could structure content.

With the new website now in Public Beta, we're continuing to work with the Met Office to improve their digital estate and strengthen its market position.

Our efforts have driven:

- **41.48% increase of new users, reaching over 3,439,500**
- **Organic search acquisition increased by 6.5% from 2,377,284 to 3,599,129**
- **Page views increased by 26.71% from 21,015,240 to 26,628,090**
- **Website sessions shot up by 33.66% more website sessions**
- **38.94% increase in users from 3,764,538 to 5,230,633**

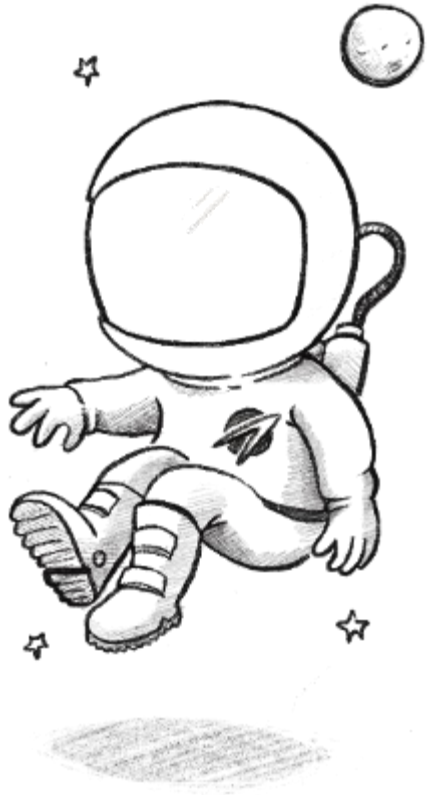


About Nomensa

Think Bigger

Be Bold

Be Human.



Nomensa creates ground breaking experiences that make a measurable difference to the way people ~~use digital technology~~ live, work and play. We call this Humanising Technology.

We also offer...

Over 100 people, 18 year heritage, strategic digital design agency

UX strategy

Nomensa works with clients to define goals and provide coherence and vision across digital, with measurable outcomes to ensure maximum return on investment

UX design

We collaborative with our clients throughout our UX design process to ensure a shared vision. An agile approach allows us to prototype and iterate. Thinking is always backed up with user testing

Accessibility

We believe the web should be accessible to anyone and everyone, which is why we're so passionate about accessibility

UX research

UX research provides a window into your customers world, providing insight and evidence to enable you to make the right business decisions

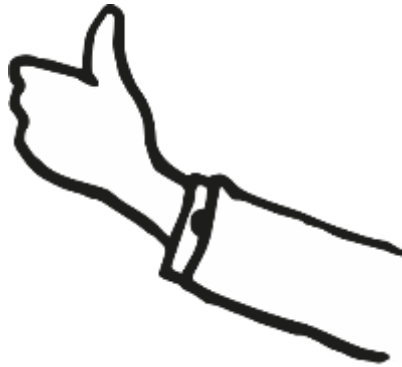
Digital development

Our websites meet the needs of visitors to provide the optimum digital experience. We facilitate a full end-to-end build and monitoring of your web presence

Social strategy

Our services combine our expertise in UX research, UX design and web development to deliver a vision that ensures you're positioned to understand how to meet the needs of your customers

Our accreditations and memberships



Clients we've worked with

"IFS has been a real success...the feedback we're getting from customers is great and... we have better conversations about real data and about how many people have really applied for an application and that is something that has never ever happened before."

Guy Woolley, Director of Major Programmes Governance
UK Research and Innovation

10 Downing Street
London SW1A 2AA

Department for Work & Pensions

RSSB

NHS Blood and Transplant

CMA Competition & Markets Authority

Department for Business, Energy & Industrial Strategy

Met Office

Innovate UK

ofgem

citb

GOV.UK

RCoA Royal College of Anaesthetists

The Pensions Regulator

Valuation Office Agency

NHS England

Department of Health

GIG CYMRU NHS WALES | Iechyd Cyhoeddus Cymru Public Health Wales

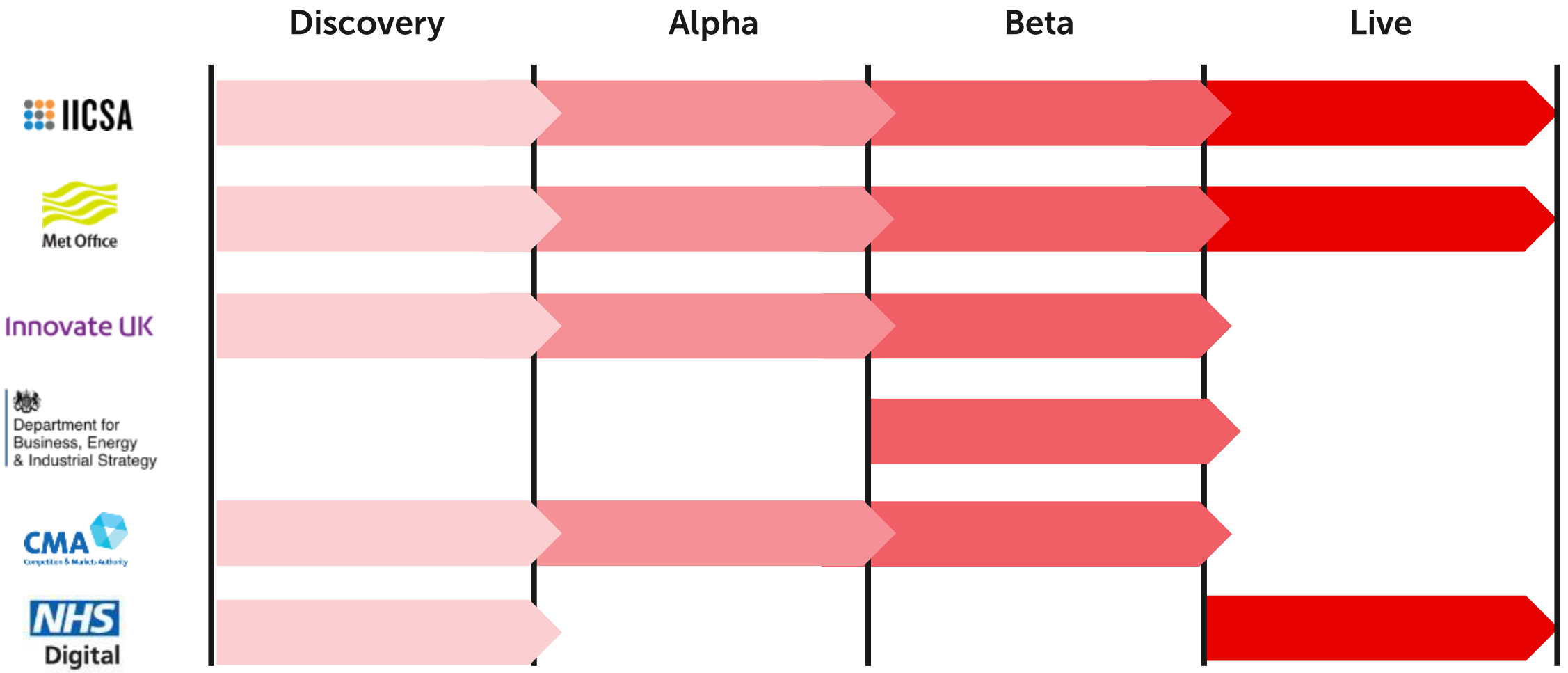
Public Health England

The Electoral Commission

NHS Digital

Student Loans Company

Our public sector experience



Our locations

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Humanising Technology

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