

## **Technical Response**

### **User Centred Design**

**Procurement Ref: 23\_01\_03**

**Response Return Date: 27th March 3pm**

**Clarification question deadline: 20th March 3pm**

**Guidance: -**

Tenderers must use the tables below to present their proposal response to questions.

Tenderers should note that their response to this section will be evaluated against the guidance provided and in accordance with the Evaluation Criteria.

The size of the text box is not an indication of the expected size of the response. Text boxes may be enlarged as required but responses must be kept as succinct as possible and within any word count stated.

Where a word limit is given in relation to any question, the Authority will not evaluate any part of the response which exceeds that word limit. Unless otherwise indicated by the Authority, for the purposes of the word limit, any words in tables will be counted, however words in diagrams will not (i.e. a diagram being a simplified drawing showing the appearance structure or working of something or a schematic representation). Any additional information provided which is not requested by the Authority may not be evaluated.

Please do not provide any general marketing material and use 1 line spacing and 11 font size.

## Written Proposal Criteria

Date	[Supplier to insert date]
Name of requirements	NHS Business Services Authority – User Centred Design
Supplier name	[Supplier to insert name]
Proposal	<p><b>Say how you will meet the buyer’s requirements. Include how the approach or solution meets the buyer’s organisation or policy goal and user needs. This should cover what you will document and deliver and how it will be managed.</b></p> <p><b>Please address all criteria listed below.</b></p> <p><b>You should not provide a written response against criteria listed for the presentation.</b></p>
<b>Section 1: Technical Competence – 40% Weighting</b>	
<p><b>(1) Knowledge of, and experience using, appropriate development languages is essential. Please confirm that you have this for HTML5, CSS3 and Javascript as a minimum. (0% - Pass / Fail)</b></p>	<p>Please answer yes or no – one word only response required. A response of no would mean your tender would not be evaluated further.</p>
<p><b>(2) Demonstrate your knowledge of Government Service Assessment Standards / NHS standards (4%)</b></p> <p>Guidance: Please describe your approach to and how it meets the following criteria:</p>	<p>Max 700 (see guidance above)</p>

<ul style="list-style-type: none"> <li>• Understanding of phases</li> <li>• How services transition through these phases in the development life cycle</li> <li>• How these services are assessed</li> <li>• Knowledge of NHS service standards and how this builds on Government service standards</li> </ul>	
<p><b>(3) Demonstrate how you will ensure proper data governance (3%)</b></p> <p>Guidance: Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Methods used</li> <li>• Consent procedures</li> <li>• Data Handling</li> <li>• Information Security and GDPR adherence</li> </ul>	<p>Max 700 (see guidance above)</p>
<p><b>(4) Describe and evidence the depth of experience (qualifications and/or number of years), that individuals across roles (Interaction Designer, Content Designer, Service Designer, User Researcher) in your organisation have. (3%)</b></p> <p><b>Guidance:</b> Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• How will you ensure that the individuals in your squads have the skills and experience</li> </ul>	<p>Max 600 (see guidance above)</p>

<p>to meet the client's needs, including levels of experience within job families from lead roles down to junior.</p> <ul style="list-style-type: none"> <li>• To supplement the described approach, demonstrate how it works in practice and provide relevant examples to the requirement.</li> </ul>	
<p><b>(5) Tell us about a similar engagement with an organisation, which did not go well. Detail the challenges you faced and how were these overcome. (4%)</b></p> <p><b>Guidance:</b> Please describe your approach and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• What were the key challenges you experienced and how did you overcome these.</li> <li>• What lessons were learned and how did you approach this differently in future?</li> <li>• What legacy did you leave the organisation?</li> <li>• Please demonstrate the above with reference to specific examples/experience relevant to the question.</li> </ul>	<p>Max 700 (see guidance above)</p>

<p><b>(6) Describe the level of experience within your team in relation to compliance with regulatory frameworks and best practice across government. (5%)</b></p> <p><b>Guidance:</b> Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Outline, using evidence, your knowledge of: WCAG standards, Content standards, Design Thinking methodologies, Experience of GDS/CDDO/NHS Service standards - including assessments and phases, tech code of practice, GDPR, Security etc.</li> <li>• Evidence where you have successfully achieved this elsewhere.</li> </ul>	<p>Max 800 (see guidance above)</p>
<p><b>(7) How will you ensure a non-disruptive onboarding/offboarding process for new contractors joining the NHS Business Services Authority (4%)</b></p> <p><b>Guidance:</b> Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• What processes do you follow to ensure team members are successfully integrated with a new organisation and project delivery team?</li> </ul> <p>How will you ensure appropriate knowledge transfer for seamless continuity of delivery (at</p>	<p>Max 700 (see guidance above)</p>

<p>any time including unexpected departures) with appropriate information governance and handover of documentation between contractor and permanent staff</p> <ul style="list-style-type: none"> <li>• How will you promote integration into the existing NHS BSA workforce culture (i.e. contributing within communities, maintaining visibility etc.)</li> </ul>	
<p><b>(8) Describe how you will facilitate effective meetings and workshops, both remote and face to face, with the NHSBSA delivery teams. (4%)</b></p> <p><b>Guidance:</b> Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Conduct and attend site visits and face to face user research (where appropriate)</li> <li>• Detail what tools, techniques and travel you would use</li> <li>• Demonstrate how your solution meets the need for this to be provided in the UK only.</li> </ul>	<p>Max 700 (see guidance above)</p>
<p><b>(9) Describe your approach to User Research, please include your approach and give an example of where you have been successful: (5%)</b></p> <p><b>Guidance:</b></p>	<p>Max 800 (see guidance above)</p>

<p>Please describe your approach and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Outline what you would consider to be a “hard to reach” population and outline how you would go about recruiting and working with this population.</li> <li>• Outline your experience and approach to working with sensitive topics (both clinically sensitive and media sensitive)</li> <li>• Outline how you typically manage the consent process and how you adapt (if applicable) for users with additional needs</li> </ul>	
<p>(10) <b>Demonstrate how you will work as part of a rainbow team whilst ensuring the needs of the supplier are met. (4%)</b></p> <p><b>Guidance:</b> Please describe your approach and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Ability to work alongside UCD leadership team to maintain effective communication of work requests and deal with any issues in a timely manner.</li> <li>• Ability to work independently without instruction, but as part of a multidisciplinary agile team.</li> </ul>	<p>Max 800 (see guidance above)</p>



- Ability to seamlessly work with NHSBSA staff and other contractors.
- Engaging with NHSBSA UCD communities, including upskilling our junior members of staff or contributing to calls for advice/examples.
- Ensuring goals and outcomes set by the NHSBSA are met, detailing how and when you engage with relevant stakeholders on statements of work.

(11) **Whether work is inside or outside of scope of IR35 will be assessed for each statement of work. When inside of scope this would mean the individual would need to be a direct employee or a contractor inside of scope. Detail how your business model can meet this requirement. Please see clarification statement below before responding to this question.**  
**(4%)**

Guidance: Please describe your approach to and how it meets the following criteria:

- Detail you approach a to providing 100% inside of scope
- How will you work with the NHSBSA to ensure compliance

<ul style="list-style-type: none"> <li>• Evidence where you have successfully achieved this elsewhere.</li> <li>• To supplement the described approach, demonstrate how it works in practice through examples/experience relevant to the requirement.</li> </ul>	
<p>Question 11 IR35 clarification statement:-  The NHSBSA will manage the financial risk relating to IR35 by completing our own financial risk assessments, which will be in addition to the Supplier completing IR35 assessments.  Where a risk is identified, NHSBSA may remove this risk by stating in SOW Buyer Requirements that the Supplier Solution must exclude roles that are Outside of Scope for IR35.  This is not a statement that work is Inside of Scope, simply that there is a level of risk that NHSBSA are not prepared to take.</p> <p>On that basis we are requesting Suppliers to provide a tender/proposal which can deliver in theory 100% of the service, whilst excluding Outside of Scope contractors.  This is not a statement that we will not allow Outside of Scope contractors, as this could be achieved if the NHSBSA risk assessment of the SOW shows that there is no IR35 risk.</p>	
<p><b>Social Value Questions (10% Weighting)</b></p>	
<p><b>(12) Describe how your organisation will proactively promote workforce wellbeing of the contract workforce. (3%)</b></p> <p>Guidance: Please describe your approach to and how it meets the following criteria:</p>	<p>Max 600 (see guidance above)</p>

<p>(13) <b>Detail how, through the delivery of the contract you will commit to undertaking the following: (4%)</b></p> <p>Guidance: Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• To provide forecasted baseline for the emissions generated in contract year 1</li> <li>• What activities you will undertake to reduce emissions generated in the performance of the contract (represented as both tCO<sub>2</sub>e and as a % of the baseline emissions)</li> <li>• Annual carbon reporting for activities related to the contract.</li> </ul>	<p>Max 750 (see guidance above)</p>
<p>(14) <b>At NHSBSA we view protecting the environment as a priority, for instance when any business travel is considered. Detail how, through the delivery of the contract, you will support environmental protection and improvement. (3%)</b></p> <p>Guidance: Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Detail your approach</li> </ul>	<p>Max 750 (see guidance above)</p>

<ul style="list-style-type: none"> <li>• Detail how you will engage staff, suppliers, customers, and communities in your approach.</li> </ul>	
<p><b>Cultural Fit Questions (10% weighting)</b></p>	
<p>(14) Demonstrate how you will make sure that you provide a solution that is the right cultural fit for the BSA?</p> <p>Guidance: Please describe your approach to and how it meets the following criteria:</p> <ul style="list-style-type: none"> <li>• multidisciplinary teams</li> <li>• civil service values</li> <li>• agile ways of working and collaborations</li> <li>• ability to work transparently with delivery teams</li> <li>• NHSBSA ways of working</li> <li>• We CARE values</li> <li>• UCD mindset and knowledge of UCD theory</li> <li>• encouraging constructive feedback and learning</li> </ul>	<p>Max 900 (see guidance above)</p>
<p><b>Section 3: Presentation – 10% Weighting</b></p>	

**Key Notes:**

- The presentation will last 30 mins and will be followed by a 5 minute Q&A session
- Supplier representation at the Presentation must comprise of at least 2 team members that would work potentially directly with the Customer.
- The presentations are scheduled for the 27<sup>th</sup> March 2023.

**These questions are to be answered in your presentation.**

**Presentation Instructions**

Shortlisted suppliers will be invited to a face to face presentation where they will be required to prepare a presentation demonstrating the criteria that will be shared.

The focus of the presentation must be on the criteria and should not include background on the organisation unless it is relevant to the context of the presentation. The purpose of the presentation is not to revisit any selection criteria which resulted in the appointment to the Framework.

**Suppliers will be notified of their presentation time through the messaging service on Atamis separate to this document.**

Presentations will be held using Microsoft Teams which will be organised by the NHSBSA.

Each supplier presentation will be 30 minutes in length during which they will demonstrate how they meet the criteria set out below.

NHSBSA Attendees: TBC

Supplier Attendees: TBC

**The maximum number of attendees from each organisation should be no more than 3. Attendees should include those representatives who are likely to be involved in the delivery of this Programme.**

**Presentation question:-**

Demonstrate an example where you have embedded user centred design into a service and delivered on user needs as a result of thorough user research. Share any challenges you encountered and how you overcame them.

Guidance: Please describe your approach to and how it meets the following criteria:

- Describe your approach and plan
- Describe the users
- Describe how you tested the assumptions
- How did you ensure you had a good user inclusion
- How did you show iteration based on user feedback
- logged all design decisions and backed up with data/ needs
- What the final outcome of this piece of work was

**Document ends.**