



APPENDIX B
Statement of Requirements

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1. INTRODUCTION

- 1.1 The Department for Work and Pensions (hereafter referred to as The Authority) is responsible for welfare, pensions and child maintenance policy. As the UK's biggest public service department it administers the State Pension and a range of working age, disability and ill health benefits to over 22 million claimants and customers.
- 1.2 As part of the DWP Transformation Strategy, the Authority are committed to deliver and maintain digital services that are based on thorough research. The research and assessments required will continue to be carried out via a number of mixed methods including lab research, pop up testing and telephone interviews; a significant part of the research will be conducted in lab conditions. The Authority conduct all the research themselves so are not procuring research as such, however they need the right facilities in which to carry out the testing.

2. PURPOSE

- 2.1 Digital Services developed via the Authority are required to meet the Government Digital Service (GDS) service standards which require extensive user research and testing to be undertaken. This requires recruitment of appropriate participants and facilities so that DWP can ensure the user is kept at the centre of the design and services can continue to add value to the user, thus encouraging use of the services and assisting with channel shift which supports the digital by default strategy.
- 2.2 On-going user research is an integral component of GDS assessments that take place at the end of each phase and represents one of the 18 service standards that are assessed.
- 2.3 Without input from service users and assurance that the Authority are meeting their requirements, digital projects will be terminated. User research is very much the lifeblood of each service in development and to fail this particular standard will result in the whole system failing.
- 2.4 The Authority require a call off contract with one (1) supplier for facilities and recruitment that can enable recruitment for Leeds and London and has the potential to have eye tracking when requested.

3. BACKGROUND TO THE AUTHORITY

- 3.1 In a typical lab situation DWP shall have one DWP researcher in a room with the participant and other DWP researchers (if appropriate) and invited observers behind a two way mirror evaluating what is happening. As well as viewing the interview they can also see the activity on the web screen via monitors in their room. The proceedings are currently recorded on MP4 for subsequent use when research findings are being reported. The participants cannot see the people in the viewing facility though they know they are there.
- 3.2 There needs to be flexibility to be able to undertake the research in the North West and Leeds and be able to recruit for participants to attend a Government laboratory set up at Aviation House in London, WC2B 6NH.



4. SCOPE OF REQUIREMENT

- 4.1 There are three (3) elements of this market research requirement:
- 4.2 Laboratory Observation Research:
- 4.2.1 The provision of a laboratory estimated to be fortnightly, dependent on the requirement of the Authority.
 - 4.2.2 The Lab must be fully accessible as some participants will have disabilities, long term health conditions or mental health issues.
 - 4.2.3 Provision of a user research/usability testing lab in North West and Leeds (when requiring eye tracking), with space to seat two (2) people (a DWP user researcher and a research participant).
 - 4.2.4 The lab must contain an observation room that can house up to twelve (12) observers (with two way mirror).
 - 4.2.5 The Supplier must be open and co-operative in their relationship with the Authority and be flexible in response to changing DWP requirements.
- 4.3 Provision of internet access device (PC or laptop)
- 4.3.1 The Supplier must share recordings of the interviews, in an audio and visual compliant format, with the researchers within 24 hours.
 - 4.3.2 The Supplier must have the ability to share screens with remote observers (preferably by 'gotomeeting').
 - 4.3.3 Use of eye-tracking.
 - 4.3.4 Use of WIFI when participants run a prototype website from their own devices.
- 4.4 Recruitment of participants
- 4.4.1 The Supplier will provide appropriate facilities and resources, including research participants, for each round of testing.
 - 4.4.2 The Supplier will recruit a maximum of nine (9) participants per session including a list of reserves who will be available at short notice.
 - 4.4.3 The Supplier will find solutions to any issues that arise during duration of the contract.
 - 4.4.4 The Employment and Support Allowance (ESA) research is likely to require a lab session every two (2) weeks, throughout the life of the contract. Whereas, the Carers Allowance research is likely to require a lab session every four (4) weeks.
 - 4.4.5 The Supplier will provide incentive payments to the participants to maximise recruitment.
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5. SERVICE LEVELS AND PERFORMANCE

- 5.1 The Authority will measure the quality of the Supplier's delivery by:
- 5.1.1 Provision of a maximum of nine (9) participants matching the specification/screener including a list of reserves who will be available at short notice. An example of a typical recruitment is included in Annex A – Example Recruitment Brief.
 - 5.1.2 The Supplier will provide participants within ten (10) working days of notification of the session.
 - 5.1.3 The Supplier will share user screen and face recordings in an audio and visual compliant format with the researchers within 24 hours via the agreed mechanism.
 - 5.1.4 The Supplier responds to queries and requests within 48 hours.
 - 5.1.5 The Supplier will acknowledge 100% of complaints and issues raised within 48 hours, implementing and managing resolutions to all issues during the term of the contract within five (5) working days, including escalation of appropriate issues to the Authority's representative.
 - 5.1.6 Provision of spend data on demand within five (5) working days in the format designated by CCS.

6. LOCATION

- 6.1 The location of the services will be carried out as specified by the Supplier in the North West or Leeds area for the Laboratory Observation research. The recruitment requirements could be London Based. In this instance, a Government laboratory can be used in Aviation House in London to carry out the research.

7. SECURITY REQUIREMENTS

- 7.1 The Supplier must not release the recordings to anyone except the named researchers.
- 7.2 The Supplier must comply with the Data Protection Act.

8. PRICE

- 8.1 The contract will allow individual sessions to cost different amounts based on the research and recruitment requirements for each particular session. The recruitment requirements will change depending on specific research requirements, the Supplier will need to meet these individual requirements for each session.



9. PAYMENT

- 9.1 Payment will be made by Purchase Order on DWP's internal Purchase to Pay Systems.
- 9.2 All invoices will be benchmarked against the costs submitted by the supplier.
- 9.3 All invoices must be submitted, quoting a valid purchase order number to:

Department for Work & Pensions (DWP)
SSCL Accounts Payable Team
Room 6124
Tomlinson House
Norcross
Blackpool
FY5 3TA