


## Statement of Requirement (SoR)



Reference Number	Comms User Research 2022
Version Number	
Date	19/07/2022

1.	<b>Requirement</b>
1.1	<b>Title</b>
	Dstl digital communications user research
1.2	<b>Summary</b>
	<p>In order to optimise our online presence, the Defence Science and Technology Laboratory (Dstl) requires a deep understanding and a portfolio of evidence of the user needs of our online audiences. We are particularly keen to understand the needs that are currently unmet or only partially met by our corporate website and other digital channels.</p> <p>This piece of research must be based on the end user requirements and include any barriers or opportunities, from their perspective, to interacting with Dstl online. It must contain specific and actionable insights backed up with qualitative and quantitative evidence, to help us make improvements and accomplish our organisational goals:</p> <ul style="list-style-type: none"><li>• Increasing brand awareness: people know who we are, what we do and what we bring</li><li>• Attracting the next generation of top scientists and technologists to work for us</li><li>• Attracting and supporting suppliers and partners, particularly SMEs, to work with us to deliver specific pieces of science and technology</li><li>• Attracting and retaining customers for our scientific and technical services</li></ul>

	Because our website is currently on the GOV.UK platform, the research must be delivered in to a level of detail and in a format that will meet the requirements of the Government Digital Service.
<b>1.3</b>	<b>Background</b>
	<p><b>About Dstl</b></p> <p>Dstl is the science inside UK defence and security. It is an executive agency of government, sponsored by the Ministry of Defence (MOD), and is staffed by civil servants but run along commercial lines. Dstl supplies specialist services to the MOD and wider government, working collaboratively with external partners in industry and academic worldwide, providing expert research, specialist advice and operational support to the front line commands (army, navy, air force). <a href="#">Read more about what we do.</a></p> <p><b>Our digital estate</b></p> <p>Dstl's corporate website is part of GOV.UK, the single website for all of government. Our corporate website has around 45k unique visitors per month. It's currently used for publishing news stories about our work, corporate documents such as annual plans, information about the programmes we run and how to work with us, and a list of the latest research we have published.</p> <p>We have a number of social media channels:</p> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• LinkedIn</li> <li>• Facebook</li> <li>• Instagram</li> <li>• YouTube</li> </ul> <p>These have mainly been used for broadcasting messages but also sharing news from our partners, and some engagement with customers (mainly MOD and the front line commands). Our staff are particularly active on LinkedIn.</p> <p>We issue one main corporate email (Insight) approximately monthly, aimed at suppliers, although other specialist newsletters exist.</p> <p>There are a number of other websites and portals including:</p> <ul style="list-style-type: none"> <li>▪ extranets for research publications (Athena) and building online communities (Katalyst)</li> </ul>

- shared portals such as the MOD Defence Contracts portal (<https://www.contracts.mod.uk/>) and Civil Service Jobs
- a small presence on the secure MOD-wide extranet, Defnet, which is set as the browse start page for staff in the front-line commands.

In the past we also had several microsites for recruitment campaigns (e.g. <https://www.dstlgrads.co.uk> and <https://dstlapprentices.co.uk/> ) but these are no longer in use and need to be taken offline.

All these channels publish information classified at OFFICIAL but a few have secure areas for more sensitive information, at higher levels at security.

Offline channels are very important for some of our audiences, for example:

- One-to-one connections between Dstl specialists and our suppliers and customers, working on current projects and understanding our future priorities
- Academic partnerships including joint research, visiting partnerships and sponsored PhDs
- Supplier events

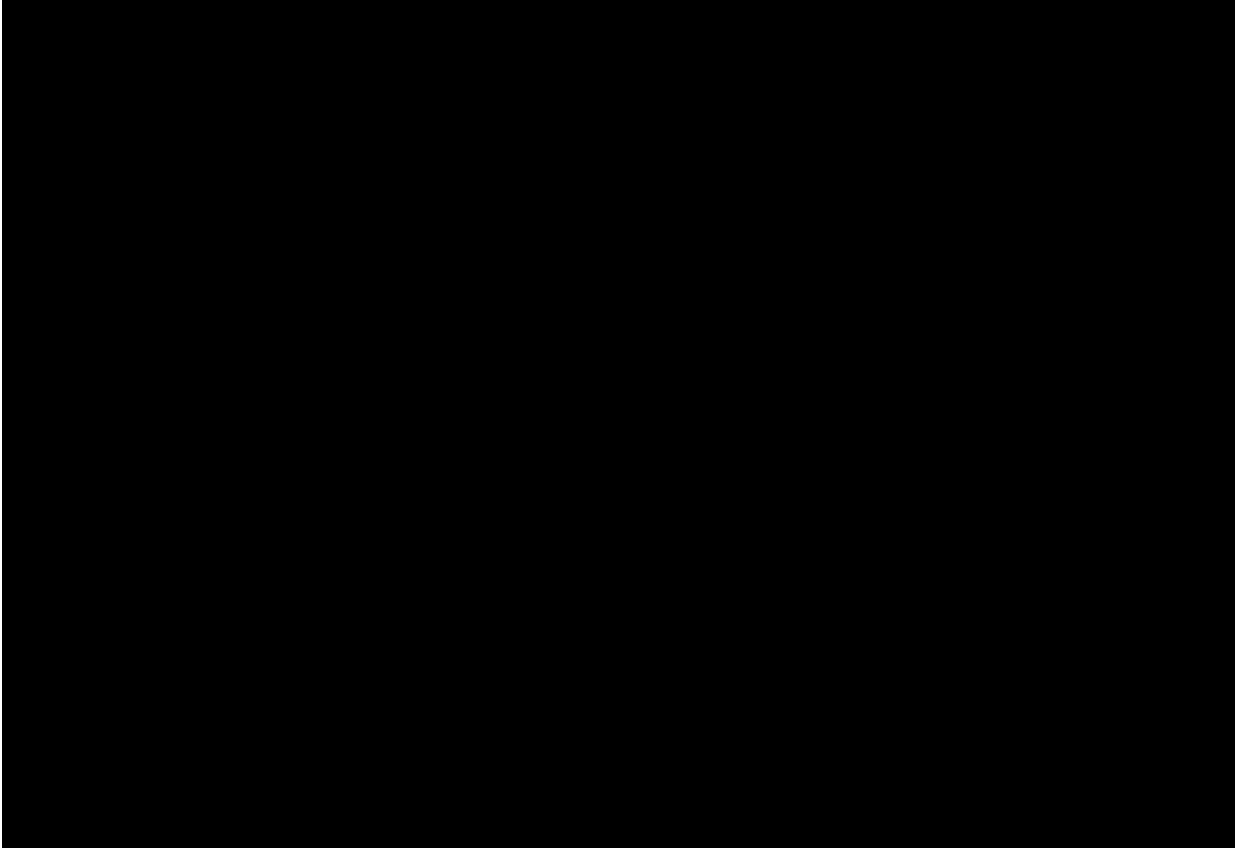
We are looking for ways for digital to support and complement these offline behaviours and interactions.

### **Our audiences**

Our audiences are:

1. Customers – MOD (armed forces and civil servants) and also other parts of wider government who may need Dstl's advice or services, such as the Home Office or police forensic laboratories
2. Suppliers – who we commission to deliver or work with us to meet the needs of our customers and programmes, including SMEs, academia and companies new to defence
3. Partners – we partner with other government and non-government organisations, such as the Adam Smith Institute and the US Department of Defense, to carry out joint projects; we also work with universities to provide placements and fund PhDs, as a way of generating new research but also to recruit new staff to Dstl
4. Staff, particularly potential employees – we need to ensure awareness of Dstl as a specialist employer and that we welcome recruits from diverse backgrounds, including people new to defence; potential staff should know about and be able to access opportunities. Existing staff also use our platforms and are pivotal in sharing our messages with specialist networks.
5. Media – to share our successes and our brand
6. Public – to bust the myths associated with the old image of Porton Down and boost understanding of what we actually do as a proven national asset

### **How the research will be used**

	<p>This piece of research will be used to improve our GOV.UK site and social media channels, in terms of configuration, content and functionality, and to enhance our overall digital communications strategy.</p> <p>Depending on the evidence uncovered, it might also be used to apply for <a href="#">permission to create a separate site</a>, either for the whole organisation or to meet specific needs (for example, as part of a case to continue to have separate recruitment microsites. Or it might be used to help us unlock access to additional functionality and features on GOV.UK, for which the Government Digital Service require evidence.</p> <p>The primary research must be open to all possibilities and not focused on a particular solution, such as finding evidence to support having a separate site. This research package does not include coming up with new information architectures or designs for new websites. However, initial evidence-gathering can be followed up by testing some potential low-fidelity solutions with users, if it will help to clarify requirements.</p>
<b>1.4</b>	<b>Requirement</b>
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[REDACTED]

[REDACTED]

1.5	Options or follow on work
	[REDACTED]

[REDACTED]



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1.6 Deliverables & Intellectual Property Rights (IPR)						
Ref.	Title	Due by	Format	Expected classification (subject to change)	What information is required in the deliverable	IPR DEFCON/ Condition  <i>(Commercial to enter later)</i>
D-1	Plan for recruiting representative sample of users	T0+ 2 weeks	Document	O	Audience segmentation, proposed communications methods, proposed communications, for sign off before being carried out	
D-2	Research approach including qualitative and quantitative methodologies	T0+ 2 weeks	Document	O	<ul style="list-style-type: none"> <li>Any refinement of research questions</li> <li>What methods will be used to answer each research question</li> <li>Discussion guides and any prototypes to be agreed by Dstl in advance</li> <li>Should include enabling members of the Dstl External Communications team to shadow a sample of user interviews / join focus groups, to help improve understanding of user needs</li> </ul>	

D-3	For each audience, an evidenced set of user needs	Mid Nov 2022	Document	O	<p>User needs must be in the format:</p> <ul style="list-style-type: none"> <li>As a [type of person] I need [to carry out an action] so that I can [achieve a goal]</li> </ul> <p>These should be supported by qualitative and quantitative evidence such as quotes and analytics.</p>	
D-4	User journey maps for the 4 main audiences	Mid Nov 2022	Document	O	<p>User journey maps should be as visual as possible and specifically include pain points.</p> <p>The 4 specific journeys required are:</p> <ul style="list-style-type: none"> <li>Being a customer of services from Dstl (as a MOD customer / non-MOD customer)</li> <li>Becoming a supplier (as an small/medium enterprise)</li> <li>Joining Dstl as a scientist, technologist or professional</li> <li>Building a collaborative partnership with Dstl (as an academic institution)</li> </ul>	
D-5	Raw research data e.g. recording/ transcripts from user interviews, notes from focus	End Nov 2022	Document / multimedia	O	<p>Will depend on research methods agreed at D-2.</p> <p>We require transcripts of 1:1 interviews but for focus groups, overall notes would be acceptable but must include direct quotes from</p>	



	groups, data from any surveys				<p>users. If a survey is carried out, you should supply a full view of the raw data gathered.</p> <p>Where consent can be obtained from the user, recordings of interviews (audio only is ok).</p> <p>Transcripts and quotes from users should be anonymised (attribute as role: organisation and a number e.g. Supplier 1/S1) so that they can be shared more widely e.g. to MOD Digital</p> <p>A key should be supplied so that the Dstl External Communications team can match up the users to the real user name, to enable us to carry out follow-up research in future</p>	
D-6	Summary report of findings	End Nov 2022	PowerPoint/ Word (editable document)	O	<p>To include:</p> <p>Summary of approach including segmentation and recruitment of users, other evidence sources, and research methods used</p> <p>Themes and details of insights gathered</p> <p>Evidence including direct quotes from users (anonymised as per D-5) and quantitative evidence</p>	

					<p>List of prioritised and actionable insights with an indicative implementation plan and timetable</p> <p>Supply as editable file e.g. PowerPoint or Word (not just PDF) to maximise re-use</p>	
D-7	Presentation to stakeholders	End Nov 2022	<p>PowerPoint</p> <p>Presentation at meeting</p>	O	<p>Presentation pack (which can be a summary of the report D-6 ) – this should be editable to maximise internal re-use of slides</p> <p>Up to 2 presentations of the findings to Dstl stakeholders, alongside Dstl External Communications team</p>	

*Notes- IPR should be inserted / checked by commercial staff before sharing with the supplier(s) to ensure accuracy.*

1.7	Deliverable Acceptance Criteria
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<b>2.</b>	<b>Quality Control and Assurance</b>
<b>2.1</b>	<b>Quality Control and Quality Assurance processes and standards that must be met by the contractor</b>
<b>2.2</b>	<b>Safety, Environmental, Social, Ethical, Regulatory or Legislative aspects of the requirement</b>

3.	Security			
3.1	Highest security classification			
	Of the work		<div></div>	
	Of the Deliverables/ Output			
3.2	Security Aspects Letter (SAL)			
	<div></div>			
	If yes, please see SAL reference-			

3.3	Cyber Risk Level
	[REDACTED]
3.4	Cyber Risk Assessment (RA) Reference
	<p>[REDACTED]</p> <p>If stated, this must be completed by the contractor before a contract can be awarded. In accordance with the <a href="#">Supplier Cyber Protection Risk Assessment (RA) Workflow</a> please complete the Cyber Risk Assessment form included in the ITT documentation.</p>

4. Government Furnished Assets (GFA)					
GFA to be Issued - Yes					
GFA No.	Unique Identifier/ Serial No	Description:	Available Date	Issued by	Return or Disposal Date
GFA-1		(Pre-consented) contact details of Dstl/MOD staff and employers of suppliers, other customers and partners. As required by the audience segmentation (D-1) and in order to set up interviews.	T0+4 weeks	Dstl Digital Manager	Disposal date: Dec 2022 (ie as soon as all deliverables accepted)
GFA-2		Exported analytical data from Dstl's website and social media accounts for analysis	T0	Dstl Digital Manager	Disposal date: Dec 2022 (ie as soon as all

		(direct access will not be possible).			deliverables accepted)
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5.	Proposal Evaluation criteria
5.1	Technical Evaluation Criteria
	<p>Evidence of how they will be able to meet the <a href="#">GDS service standard</a> requirements including relevant experience e.g. where work has been used in successful submissions to Government Digital Service / Government Communications Service – 20%</p> <p>Evidence of ability to cohere research into specific actionable insights e.g. where work has been used to make clear improvements in digital communications approaches – 20%</p> <p>Evidence of selecting appropriate quantitative and qualitative research methodologies to obtain relevant insights about digital communications channels -15%</p> <p>Experience carrying out range of quantitative and qualitative research methods to understand and improve digital communication channels – 15%</p> <p>Experience of carrying out research with a range of relevant audiences and understand specialist or technical language (as many as possible of: civil servants, MOD civilians and armed forces, science and technology specialists, large and small businesses, academics, researchers, job-seekers in relevant fields) – 20%</p> <p>Evidence of taking a collaborative approach on projects, working with in-house teams to share insights, iterate/pivot research through multiple rounds – 10%</p> <p>Please refer to the evaluation guidance form.</p>
5.2	Commercial Evaluation Criteria

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6.	Defcons
Defcon:	Covering:
<b>705</b>	<i>Intellectual Property Rights - Research And Technology</i>
<b>539</b>	<i>Transparency</i>
<b>532B</b>	<i>Protection of Personal Data (Where Personal Data is being processed on behalf of the Authority)</i>
<b>DEFFORM 532</b>	<i>Personal Data Particulars</i>