

# WP2197- DPS Schedule 6 (Order Form Template and Order Schedules)

## Order Form

ORDER REFERENCE: **WP2197- User Research for Brand Refresh THE**

BUYER: **Cabinet Office- Government Digital Service**

BUYER ADDRESS

10 Whitechapel Building, Whitechapel High Street,  
London E1 8QS

THE SUPPLIER:

Lnet Digital

SUPPLIER ADDRESS:

DUNS NUMBER: Not known

DPS SUPPLIER REGISTRATION SERVICE ID: Not known

This Order Form, when completed and executed by both Parties, forms an Order Contract. An Order Contract can be completed and executed using an equivalent document or electronic purchase order system.

### APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated **20 March 2024**. It's issued under the DPS Contract with the reference number **RM6126 - Research & Insights DPS** for the provision of **WP2197- User Research for Brand Refresh**.

**DPS FILTER CATEGORY(IES):**

Not applicable

## ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation) **RM6126**
3. DPS Special Terms
4. The following Schedules in equal order of precedence:
  - Joint Schedules for **RM6126**
    - o Joint Schedule 2 (Variation Form)
    - o Joint Schedule 3 (Insurance Requirements)
    - o Joint Schedule 4 (Commercially Sensitive Information)
    - o Joint Schedule 6 (Key Subcontractors)
    - o Joint Schedule 11 (Processing Data)
  - Order Schedules for **RM6126**
    - o Order Schedule 1 (Transparency Reports)
    - o Order Schedule 5 (Pricing Details)
    - o Order Schedule 7 (Key Supplier Staff)
    - o Order Schedule 8 (Business Continuity and Disaster Recovery) o
    - Order Schedule 9 (Security)
    - o Order Schedule 10 (Exit Management)
    - o Order Schedule 14 (Service Levels)
    - o Order Schedule 15 (Order Contract Management)
    - o Order Schedule 20 (Order Specification)
5. CCS Core Terms (DPS version) v1.0.3
6. Order Schedule 4 (Order Tender) as long as any parts of the Order Tender that offer a better commercial position for the Buyer (as decided by the Buyer) take precedence over the documents above.

No other Supplier terms are part of the Order Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

## ORDER SPECIAL TERMS

The following Special Terms are incorporated into this Order Contract: None.

**ORDER START DATE: 20 March 2024**

**ORDER EXPIRY DATE: 19 March 2025**

**ORDER INITIAL PERIOD: 12 months**

**Extension: None extension required**

## DELIVERABLES

### Implicit Association Testing (IAT)

For **IAT** we require the following deliverables.

- a) Recruitment of GOV.UK users and non-users, following a stratified recruitment screener (supplied by GDS)
- b) Design of experiments to test and optimise a range of new brand designs against a set of target associations (to be supplied)
  - i) Including implicit or semi-implicit association testing as well as conscious qualitative discussion of designs with test subjects
  - ii) To be delivered remotely and/or in a lab, depending on recruitment requirements
- c) A minimum of 2 rounds of fieldwork with same-or-next-day analysis, feedback and recommendations for optimising across and within design routes
  - i) as much of the fieldwork as possible to be observable by GDS team and design agency
  - ii) Provision of estimated costs for additional rounds (as may be required)
- d) Full analysis and report on the results of the testing, upon completion of the project, including presenting findings back to the Contracting Authority.
- e) All data and documentation to be supplied to GDS, upon completion of the project

For user **journey testing vs benchmark**, we require the following

deliverables. f) Recruitment of GOV.UK users and non-users, following a stratified recruitment screener (supplied by GDS).

- g) Design of experiments to measure and compare user experiences between 2 x variants of equivalent service journey prototypes across user and non-user groups

- i) To include biometric tracking that can capture and measure physical emotional responses that test subjects themselves may not mention or notice
- ii) To be delivered remotely and/or in a lab, depending on recruitment requirements
- h) A full analysis and report on the results, including presenting findings back to the Contracting Authority.
- i) All data and documentation of the project

Further deliverables across both **IAT** and **journey testing vs benchmark**

- are: j) To oversee the research
- k) To involve GDS User Researchers in the experiment design and delivery as far as is practical, such that they develop knowledge and skills that can be shared with the broader User Research community
  - l) To present experiment design and results to the GOV.UK leadership team m) To present the project, the methodologies used, the analysis and results to User Research /design forums within GDS (one occasion only, to be recorded)
  - n) Using 'user research is a team sport' way of working to ensure team and relevant stakeholders are involved throughout the research process

### **MAXIMUM LIABILITY**

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is **£99,950 (excluding VAT)**.

### **ORDER CHARGES**

The value of the contract is **£99,950 (excluding VAT)** during the 12 month duration of the contract from **20 March 2024** to **19 March 2025**.

Supplier quote is available in folder 4 of **WP2197- User Research for Brand Refresh**.

No extension required therefore no additional value has been added in to the contract.

### **REIMBURSABLE EXPENSES**

Recoverable as stated in the DPS Contract.

### **PAYMENT METHOD**

The Supplier will issue electronic invoices monthly in arrears. The Buyer will pay the Supplier within 30 days of receipt of a valid invoice.

### **BUYER'S INVOICE ADDRESS:**

Invoices will be sent to:

### **BUYER'S AUTHORISED REPRESENTATIVE**

### **BUYER'S ENVIRONMENTAL POLICY**

Cabinet Office Environment policy, available at request. Please email GDS Commissioning Team ([commissioning-digital@digital.cabinet-office.gov.uk](mailto:commissioning-digital@digital.cabinet-office.gov.uk)/ [GDS-digital-buyer@digital.cabinet-office.gov.uk](mailto:GDS-digital-buyer@digital.cabinet-office.gov.uk))

### **BUYER'S SECURITY POLICY**

Cabinet Office Security Breach Policy, Physical Security Policy and Personnel Vetting Policy, all available on request. Please email GDS Commissioning Team ([commissioning-digital@digital.cabinet-office.gov.uk](mailto:commissioning-digital@digital.cabinet-office.gov.uk)/ [GDS-digital-buyer@digital.cabinet-office.gov.uk](mailto:GDS-digital-buyer@digital.cabinet-office.gov.uk))

### **SUPPLIER'S AUTHORISED REPRESENTATIVE**

### **SUPPLIER'S CONTRACT MANAGER**

RM6126 - Research & Insights DPS  
WP2197- User Research for Brand Refresh v0.1

### **PROGRESS REPORT FREQUENCY**

Progress Report to be provided on a monthly. Please refer to Order Schedule 1 (Transparency Report).

## PROGRESS MEETING FREQUENCY

Progress meeting frequency should be conducted on monthly basis.

## KEY STAFF

Key Role	Key Staff	Contact Details
CEO/Founder		
Study Design Lead		
Neuromarketer		
Research Assistant		

## KEY SUBCONTRACTOR(S)

None.

## E-AUCTIONS

Not applicable.

## COMMERCIALLY SENSITIVE INFORMATION

None.

## SERVICE CREDITS

Service Credits will accrue in accordance with Order Schedule 14 (Service Levels).

## ADDITIONAL INSURANCES

Not applicable.

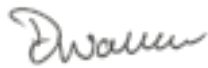
## GUARANTEE

Not applicable.

## SOCIAL VALUE COMMITMENT

The Supplier agrees, in providing the Deliverables and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Tender).

<b>For and on behalf of the Supplier:</b> <b>LNet</b>	<b>For and on behalf of the Buyer:</b> <b>Cabinet Office- Government Digital Service</b>
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Signature:		Signature:	
Name:		Name:	
Role:	Director	Role:	
Date:	13th March 2024	Date:	