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Contract

User Experience (Ux) and User Insight Platform

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2025/S 000-010165

Procurement identifier (OCID): ocds-h6vhtk-04c72f

Published 19 March 2025, 2:12pm

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey Limited

Adanac Drive

Southampton

Email

russell.speight@os.uk

Country

United Kingdom

NUTS code

UKJ3 - Hampshire and Isle of Wight

Internet address(es)

Main address

<https://www.ordnancesurvey.co.uk/>

I.4) Type of the contracting authority

Other type

Arms length body

I.5) Main activity

Other activity

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Section II: Object

II.1) Scope of the procurement

II.1.1) Title

User Experience (Ux) and User Insight Platform

Reference number

TS.0516

II.1.2) Main CPV code

- 48000000 - Software package and information systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

OS required a robust user research and usability testing platform that delivered valuable insights and facilitated market research into user behaviour, preferences, and interactions. Additionally, there was a need for access to a diverse participant pool, enabling 24/7 user insight testing with rapid results. This platform provides reliable data from a cohort of individuals, including those OS would not typically have had access to, ensuring comprehensive and inclusive insights.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £299,214.3

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

II.2.4) Description of the procurement

OS required a robust user research and usability testing platform that delivered valuable insights and facilitated market research into user behaviour, preferences, and interactions. Additionally, there was a need for access to a diverse participant pool, enabling 24/7 user insight testing with rapid results. This platform provides reliable data from a cohort of individuals, including those OS would not typically have had access to, ensuring comprehensive and inclusive insights.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The contract has the option to extend annually for a further two years, therefore if all extensions were taken the total length of the contract would be for four years (2+1+1).

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-039954](#)

Section V. Award of contract

Contract No

TS.0516

Title

User Experience and User Insight Platform

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 March 2025

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

UserTesting Technologies Limited

Manchester

Country

United Kingdom

NUTS code

- UKD33 - Manchester

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £299,214.3

Total value of the contract/lot: £299,214.3

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

London

Country

United Kingdom