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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](mailto: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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Courts of Justice

London

Country

United Kingdom