

Service Definition Document

G-Cloud 14 Framework

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Contact

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About Pilot Works

Pilot Works is a product and service design consultancy which specialises in helping government departments and agencies design policies and services that meet the needs of their users.

We are specialists in running GDS style Discovery and Alpha phases in accordance with the Government Service Standard and Service Manual. We are impartial, platform agnostic and keen to minimise the work needed to meet user needs, so you pay no more than you need to.

Our team is highly experienced and have led projects for many government and public sector organisations including:

- Government Digital Service
- Crown Prosecution Service
- Department for Education
- Department of Health and Social Care
- Met Office
- National Assembly for Wales
- Registers of Scotland
- UK Hydrographic Office

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Services

Service design for cloud services

We help teams design services that work for users and are feasible to deliver. We start by understanding the needs of users throughout the service journey and the organisations operational and technical capabilities. We then work collaboratively to define a series of interactions that combine to create a coherent experience, and the business processes required to support them.

Activities

- User research, personas and experience maps
- Service blueprinting
- Touchpoint design across digital, telephony, post, face-to-face
- Service capability assessment
- Business process mapping
- Digital user experience and content design
- Uses Co-design and participatory design techniques where appropriate

Benefits

- Delivered by highly experienced practitioners who can add value quickly
- Collaborative, multidisciplinary approach
- Results in services which work better for users and deliver organisation goals
- Provides teams with assets they can continue to work with and update e.g. service blueprints, design patterns etc
- Upskill client teams through shadowing and pairing with our consultants

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Services

User research for cloud services

When designing any new service it's essential to carry out user research so you understand your users and their needs, behaviours and goals. Our highly experienced user researchers employ a range of techniques including depth interviews, diary studies, usability testing and co-design workshops to provide actionable insights to service teams and policy makers.

Activities

- Define research questions and goals and in collaboration with your team
- Creation of participant screeners, discussion guides and stimulus
- Recruitment of participants including vulnerable and hard to reach users
- Depth interviews (in context or remote)
- Online surveys
- Co-design workshops with users and stakeholders
- Development of personas and experience maps
- Team and stakeholders encouraged to observe sessions and take part in analysis
- Concise and impactful reporting of findings

Benefits

- Our user researchers are very experienced at conducting research for government services
- Shared understanding of your users and their needs, goals and behaviours
- Clear evidence of pain points and opportunities to improve existing services and journeys
- Timely, actionable insights and evidence to inform policy and service design
- Coaching for client teams in doing regular research as part of service delivery
- Aligned with the digital service standard

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Services

Product management for cloud services

We take a user-centred approach and apply modern product management techniques like user story mapping to ensure services deliver value for users and the organisation.

Features

- Define clear vision and goals for the service
- Ensure your service will meet user needs
- Strategy aligned with organisational goals
- Collaborative approach
- Create a prioritised product roadmap

Benefits

- Highly experienced at product managing government cloud services
- Reduce risk and improve outcomes by adopting Product Mindset
- Delivered by highly experienced practitioners who can add value quickly
- Collaborative, multidisciplinary approach
- Results in services which work better for users and deliver organisation goals
- Provides teams with assets they can continue to work with and update e.g. user story maps, product vision and roadmaps
- Upskill client teams through shadowing and pairing with our consultants

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Agile delivery Management for cloud services

We help teams employ modern delivery management techniques to ensure the success of their cloud service. We use techniques like user story mapping and impact mapping to help teams align around shared goals and priorities.

We can provide agile delivery management at different levels, from individual teams up to programme or portfolio.

Features

- Help teams deliver by adopting an agile iterative approach
- Establish appropriate agile governance
- Gather and communicate meaningful metrics
- Identify and track risks and dependencies
- Facilitate agile ceremonies such as retrospectives
- Ensure team are working in a way that meets GDS service standard

Benefits

- Stakeholders and team are aligned around vision, goals and outcomes
- Identify and resolve blockers to delivery
- Upskill client teams through shadowing and pairing with our consultants
- Delivered by highly experienced practitioners who can add value quickly

Services

Multidisciplinary teams to deliver cloud services

Our multidisciplinary teams can design, prototype and test and build cloud services from start to finish. Using agile methods to focus on delivering maximum value quickly

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Features

- Flexible provision of experienced specialists across different disciplines
- Handpicked teams to meet requirements
- Focused on outcomes
- Rapid prototyping and iteration
- User research and usability testing
- Agile software development
- Collaborative, agile approach
- Aligned with service standard and Technology Code of Practice

Benefits

- Augment existing teams with experienced personnel able to deliver fast
- Autonomous, self-managing teams require little management overhead
- Test potential solutions are feasible and viable to reduce risk
- Fast, high quality, service delivery contributing to desired outcomes
- Skills transfer through collaborative working

Delivery management and ensuring quality

We ensure that our projects are delivered successfully and to a high quality by:

- Employing our well proven process for running successful projects in line with the Service Standard
- Having a project lead who is experienced at leading alpha's and is responsible for project managing the alpha
- Ensuring that all activities are designed to meet the criteria set-out in the Service Standard and evaluation guidelines.
- Assigning staff who are highly experienced in their discipline and at working as one team with staff from public sector organisations and other suppliers
- Ensuring that all deliverables are peer reviewed and checked before they are sent to clients.
- Actively soliciting feedback about our work and processes from clients on a regular basis including running regular retrospectives during project delivery so we can make improvements as we go

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Knowledge and skills transfer

Provided your staff have capacity we will work with them as one team. This helps to create a shared understanding of the problem space, users and their needs. We also document all findings in clear deliverables.

We actively share our skills with client's staff by pairing with them on tasks and providing one to one coaching and mentoring.

Pricing

Each project is different so please contact us and we will be happy to give you a cost based on our SFIA rate card.

Email: darwin@pilot.works Tel: 07899 956395

Case studies and client feedback

Please see our website for case studies from previous projects.

<https://pilot.works/case-studies>

Testimonials

"We worked with Pilot Works on the discovery for Healthy Start. They brought a wealth of experience and worked as one team, not on their own. They were great at sharing their knowledge and skills and delivered a discovery inline with the Service Manual."

Matthew Harrington - Lead Product Manager - The Department of Health and Social Care

"Pilot Works mobilised at short notice to help us understand and prioritise user needs for two of our high profile services. Not only did they provide clarity on the needs, they also worked collaboratively with our team demonstrating their user-centred approach in action. We would be very happy to work with them again."

Anna Daniel, Head of Strategic Transformation, The National Assembly for Wales

"The project has been delivered to a very high standard, and we've all very much enjoyed working with Pilot Works over the last six weeks. The tangible deliverables will of course be very valuable to us as we move forwards in the programme, but we've also received a great

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deal of additional benefit in terms of skills and knowledge transfer for which we're very grateful."

John Cockburn - Programme Manager, The Department of Health and Social Care

"Thank you to Pilot Works, they helped build the foundations for our vastly improved online offer. They took a logical approach and created a clear picture of requirements of different user groups, based on their stage in the buying cycle. This gave us a clear framework for content which we built the page style sheets and overall site map around. It's not an approach we've adopted before, but the simplicity and clarity of the work helped us hit the planned go live date and importantly created a far more efficient online platform; bookings have risen by nearly 40%"

James Ingham - Managing Director, National Trust Holidays

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