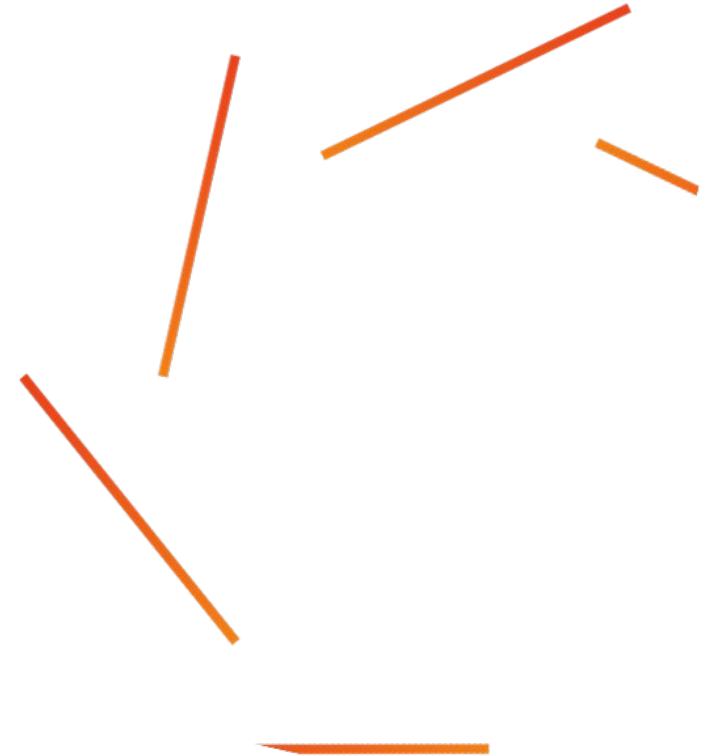


Strategic Design Service Offerings

Beta Phase (Agile Delivery)
Service Definition Document

Sopra Steria



About Sopra Steria

Sopra Steria, a major Tech player in Europe with 50,000 employees in nearly 30 countries, is recognised for its consulting, digital services and solutions. It helps its clients drive their digital transformation and obtain tangible and sustainable benefits. The Group provides end-to-end solutions to make large companies and organisations more competitive by combining in-depth knowledge of a wide range of business sectors and innovative technologies with a collaborative approach. Sopra Steria places people at the heart of everything it does and is committed to putting digital to work for its clients in order to build a positive future for all. In 2024, the Group generated revenues of €5.8 billion.

The world is how we shape it

Sopra Steria (SOP) is listed on Euronext Paris (Compartment A) –
ISIN: FR0000050809

For more information, visit us at www.soprasteria.com

50,000

employees

€5.8bn

2024 revenue

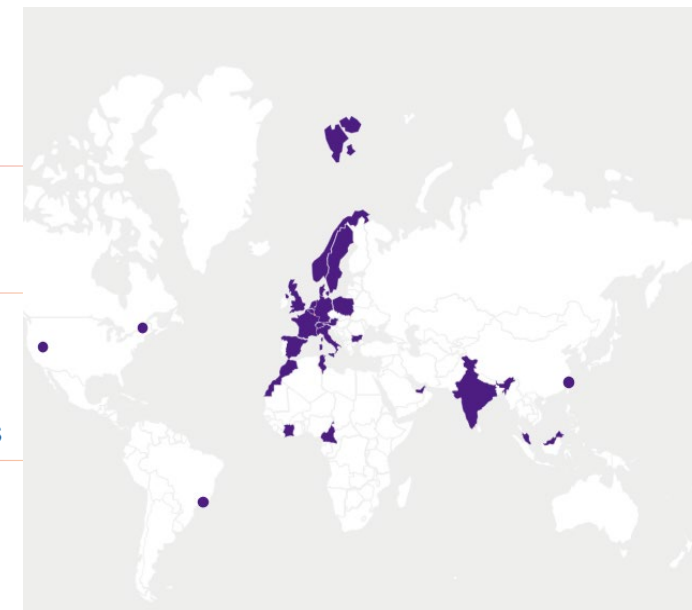
Top 5

European digital
services companies

In nearly

30

countries



About Sopra Steria Next

Some of our Clients



Sopra Steria Next is the consulting arm of Sopra Steria, a European leader in technology and transformation with over 55,000 employees in 30 countries.

We believe that success comes when you put people first. We help organisations to meet their goals by focussing obsessively on the needs of their customers: to perform better by empowering employees; and to win trust by being responsible corporate citizens.

We're driven by what's next. Technology offers opportunities to address our most important challenges. We enable large, complex organisations to innovate with next generation technology and data-driven insight.

For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice draws on the user centered design capability of [CXPartners](#) and is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In government, financial services, security, and commerce: we re-imagine the organisations that shape everyday life in the UK.

"It was so evident the genuine care you had for this piece of work. You all offer a strong set of skills alongside passion, creativity, relatability and just being super on top of everything! It's been a pleasure working with you all."

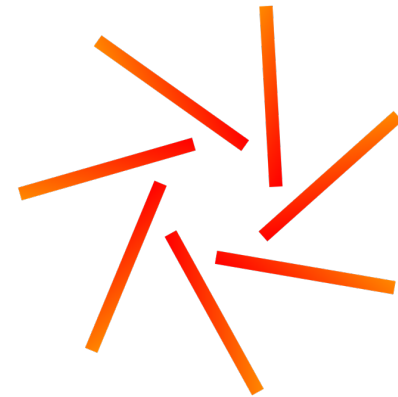
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

About Strategic Design

Our Strategic Design practice helps organisations rethink services, products and systems so they work better for the people who rely on them — whether they are citizens, customers, civil servants, colleagues or employees.

We design experiences that create meaningful outcomes for individuals, organisations and society, while helping leaders build cultures that are more human centered, adaptive and ready for the next generation of technology.

And through our specialist consultancy, [CXPartners](#), we bring world class expertise and two decades of deep public sector experience to accelerate meaningful, sustainable change.



We are open to innovative engagement models and – subject to project context – would welcome the opportunity to work with you to identify output or performance based risk/reward mechanisms for aspects of our services.

Please refer to the Pricing Document for this Service.

Beta Phase (Agile Delivery)

Beta Phase for Cloud delivery programmes

We have deep domain knowledge and expertise in taking teams through Beta. Our approach minimises risk and grounds decisions in the realities of your organisation.

We build on lessons learned during Alpha, guiding you through Beta to ensure a successful launch aligned to Government and Scottish Service Standards.



Service features

- Beta mobilisation and delivery planning to confirm scope, risks, governance and success measures
- Agile, iterative design and delivery cycles grounded in user-centred design
- Ongoing user research and usability testing aligned to delivery sprints
- Prototype development, testing and rapid iteration to validate services
- Front and back end open-source development
- Robust approach to technology and systems integration
- Accessibility testing and audits aligned to WCAG 2.2 standards
- Detailed reporting and analytics to monitor performance and guide improvements
- CDDO / DSSS Service Assessment preparation and panel support
- Team augmentation, user-centred design training and stakeholder coaching.

Service benefits

- Reduced risk before committing to live service launch
- Confidence that the service works for real users in real conditions
- Robust, secure service that solves a whole problem for users
- Early identification and resolution of technical and operational issues
- Alignment to Government and Digital Scotland Service Standards (GDS / CDDO/ DSSS / NHS / MOD)
- Upskilling stakeholders with low digital maturity and user-centred design knowledge
- Transformative change approach to enable effective service delivery
- Capability building, knowledge transfer in user research, service design, prototyping
- Accessible service, validated through research with vulnerable/digitally excluded users
- Higher likelihood of a successful, sustainable service launch.

Hargreaves Lansdown

Creating a pension drawdown journey

When Hargreaves Lansdown needed to create an online pension drawdown journey from scratch, user-centred design revealed how to help investors make informed, complicated decisions with confidence.

HL's vision is to become 'the UK's most client obsessed company'. It's committed to doing the right thing for its clients – to help them make good decisions and meet their financial objectives.

It's easy to say, but harder to pull off – especially for a self-service digital wealth management platform.

“

From the very start cx helped us by asking the hard questions, challenging our assumptions and preconceptions - mapping our customer journeys to fully understand the challenges and opportunities. They quickly became a valuable part of the team, and helped us build and embed capabilities within our own teams – leading to a great outcome for us and our clients.

Chris Worle, Chief Digital Officer, Hargreaves Lansdown

We created a new online journey to help people decide what to do with their pension.

We formed a team with HL, including researchers, designers, developers, pension experts and more.

We spoke to many people approaching retirement about their needs, questions and concerns. And we prototyped multiple versions of a new journey, testing each version with customers. Later versions even used people's real pension data.

We found making the journey too easy would be the wrong approach. We introduced the concept of 'positive friction' to slow people down at key moments so they would consider the consequences of their choices.

Our research showed that people could be overwhelmed by too much educational information. We added “just-in-time” educational snippets. These included calculations to show the impact of decisions.

We also helped clients understand the impact of their choices by using different calculators.

Weeks after launch:

- Customers are nearly **twice as likely** to make long-term decisions when using the online journey
- Of those completing the application, clients are **83% more likely to choose partial drawdowns** when using the online form, compared to those using the old paper one.
- Those who don't feel ready are **deferring their decision and actively seeking further information**

The team designed comprehension checks into the journey, to help HL clients understand the impact of their decisions before they commit. Analytics show that people are responding as intended to this positive friction, by dropping out of the application and using supporting tools to increase their understanding.