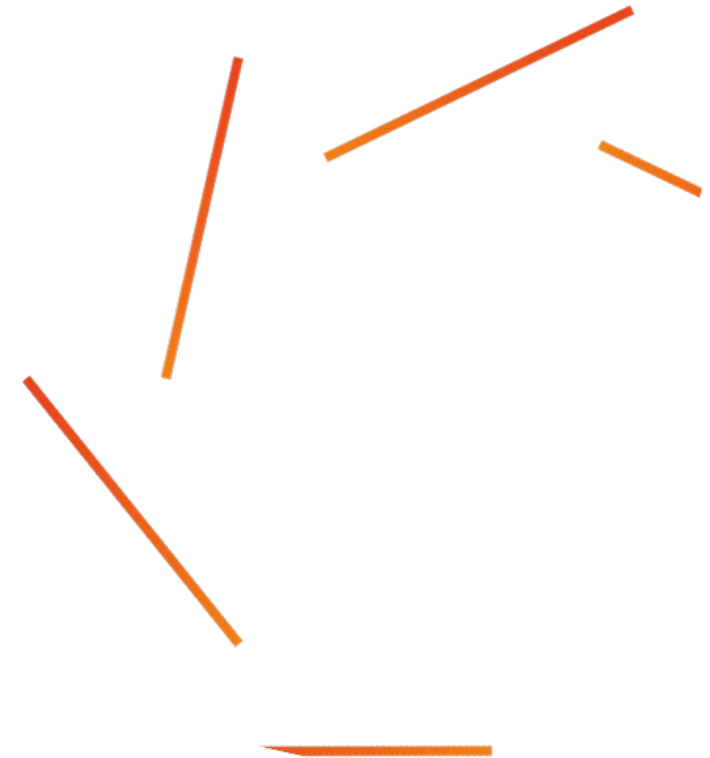


Strategic Design Service Offerings

Digital Prototyping and Development
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

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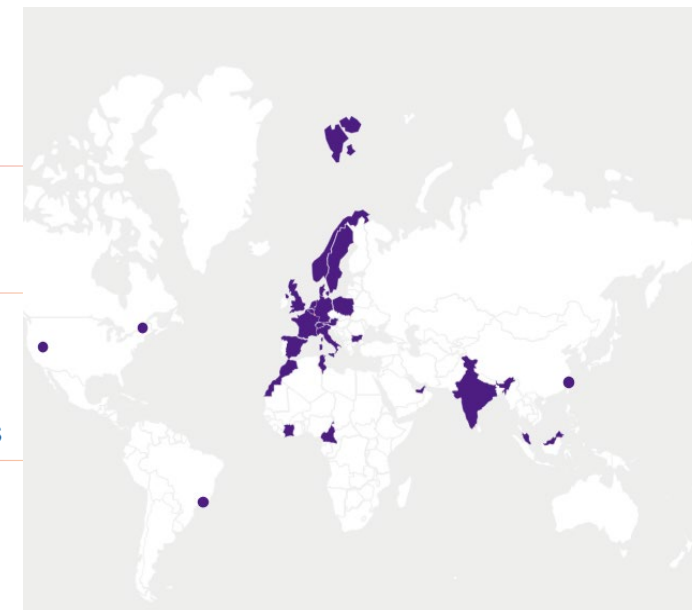
Top 5

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."

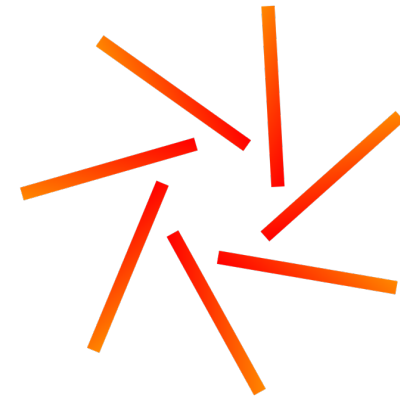
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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.

Digital Prototyping and Development

Using specialist prototyping and development skills for Cloud implementations

Public services must meet user needs, work reliably, and provide future capability. Testing early and often is essential to uncover issues and reduce risks before launch.

Our service supports organisations through iterative prototyping and development aligned to GDS best practice, helping teams validate ideas, manage risk, and create accessible services.



Service features

- Development of plan and scope for your digital experience
- Review and synthesis of existing research to understand user needs
- Collaborative design workshops to draft your new experience
- Rapid creation of low-fidelity prototypes for communication and early feedback
- Usability testing of prototypes with target audience
- Development of high-fidelity prototypes to support testing and specification
- Exploration and prototyping of AI-enabled and next-generation technologies where appropriate
- Validation of emerging technologies against user needs, ethics, accessibility standards
- Development of functional applications and proof-of-concepts
- Creation of a clear roadmap for further development and improvement.

Service benefits

- Clear progression from concept to tested digital experience
- Iterative, agile development that responds to context and feedback
- Services designed around real user needs and behaviours
- Accessible-first design aligned to best practice
- Faster, better-informed delivery decisions
- Shared understanding across design, delivery, and stakeholders
- Strong foundations for Alpha, Beta, or Live delivery
- Confidence that solutions are feasible and usable
- Alignment with Government and Scottish service standards.

NHS Innovation Lab

Prototyping and developing voice-based access to NHS services

We partnered with the NHS Innovation Lab to explore how smart speakers could be developed as a new digital channel for NHS services. The focus was on understanding how voice interfaces could technically support key tasks – particularly for people who face accessibility or digital-exclusion barriers.

Our work focused on rapid digital prototyping. We needed to understand not just what people wanted from voice technology, but how these interactions should be designed, built, and validated. Through iterative development, we identified the tasks voice technology could reliably support, the constraints of current platforms, and the principles required to design effective, robust conversations.

We formed a joint team with the NHS Innovation Lab and began by speaking to people with a wide range of needs, including those with sight loss and mobility challenges. These insights helped us prioritise tasks suitable for voice, such as ordering a repeat prescription. We then moved quickly into prototyping: first using low-fidelity “wizard-of-oz” simulations to refine conversation flows, then developing high-fidelity prototypes using Alexa to test how real technology handled medical terminology, varied accents, and branching logic. This allowed us to validate feasibility early, surface platform limitations, and iterate at speed.

The prototyping process demonstrated how voice technology could meaningfully support people who otherwise struggle to access NHS services. One participant, who was hard of hearing and partially blind, could not use letters, phones, or computers – but could independently use his smart speaker. The prototypes showed how voice could enable him to manage tasks he previously relied on others for.

Alongside the prototypes, we created a development roadmap outlining what the NHS would need to address before rolling out voice-based services. This included platform-specific privacy considerations (Alexa, Siri, etc.), technical constraints, and the need for further testing with people across a wider range of abilities and backgrounds.

This work provided the NHS with a clear, evidence-based conclusion: voice technology presents a viable digital channel for improving access to NHS services.

It has the potential to support millions of people in England, including:

- 8.5m people with low literacy
- 6.3m people with dyslexia
- 1m people with a tremor (and others with low mobility)
- 2m people with sight loss

CONCEPTS FOR OUR
VOICE AS A
CHANNEL WORK

