



SERVICE DEFINITION DOCUMENT

Alpha & Beta Delivery

73 Church View, Hollywood,
BT18 9LN – United Kingdom
+44 (0)2890 394 431
info@cranmo.re



Contents

1. Purpose of this Document	3
2. Service Description	3
2.1 Overview.....	3
2.2 Service Components	3
2.3 Service Benefits	4
3. Delivery Approach.....	4
3.1 Discovery Phase	4
3.2 Service transition	5
3.3 Ongoing support operations	5
4. Service Constraints	5
5. Ongoing Support	6
5.1 Support Services.....	6
6. Security and Compliance	6
6.1 Security Accreditations	6
6.2 Alpha and Beta Security.....	6
7. Pricing	6
8. Contact Information	7

1. Purpose of this Document

This document provides comprehensive information about Cranmore Consulting's Alpha & Beta Delivery services and defines how these services are delivered to UK public sector organisations.

This Service Definition is required as part of Cranmore's listing on the G-Cloud 15 framework and conforms to the requirements specified in the Crown Commercial Service's guidance on service definition documents.

These services are designed for central government departments, local authorities, NHS organisations, transport, utilities, and other regulated bodies seeking GDS-aligned Agile delivery for Alpha and Beta phases of digital service development, including rapid prototyping, user testing, iterative development, and progressive delivery towards Live service launch.

2. Service Description

2.1 Overview

Cranmore delivers GDS Service Manual-aligned Alpha and Beta phase services using proven ASSURED Agile methodology. Our experienced multi-disciplinary teams build working prototypes, test with real users, and iteratively develop digital services meeting user needs whilst adhering to GDS Service Standard assessment criteria. We have extensive public sector experience delivering Alpha and Beta phases for health, local government, and central government organisations.

Alpha phase focuses on rapid experimentation validating service concepts through working prototypes tested with real users. We explore different approaches, test technical feasibility, and validate assumptions before committing to full development. Alpha outputs inform decision-making on whether to proceed to Beta, providing evidence-based recommendations and clear understanding of technical, operational, and user requirements.

Beta phase delivers working digital services deployed to real users progressively, gathering feedback and iterating continuously. Beta services run alongside existing services initially, enabling comparison and refinement before full public launch. Our two-week Agile sprints deliver incremental functionality, with continuous user research ensuring solutions genuinely meet user needs. ISO 27001 and Cyber Essentials Plus certifications ensure security throughout Alpha and Beta delivery.

2.2 Service Components

Alpha & Beta Delivery services include:

- **Cross-Functional Teams** – Multi-disciplinary Agile teams including Product Owners, Delivery Managers, User Researchers, Service Designers, Developers, and Technical Architects
- **GDS Compliance** – GDS Service Standard alignment ensuring services meet assessment criteria for Alpha, Beta, and Live phases
- **Alpha Prototyping** – Rapid prototyping building working demonstrations testing concepts with real users quickly
- **User-Centred Research** – User research continuous testing with representative users gathering feedback and validating assumptions
- **Agile Sprints** – Iterative development delivering functionality through Agile sprints with regular demonstrations
- **Architecture Design** – Technical architecture defining scalable, secure, maintainable solutions aligned with GDS Technology Code of Practice

- **Accessibility** – Accessibility compliance ensuring WCAG 2.2 AA standards met for inclusive service delivery
- **Service Design** – Service design creating user journeys, interaction patterns, and design systems ensuring consistent experiences
- **Phased Rollout** – Progressive deployment releasing Beta services to increasing user volumes gathering real-world feedback
- **Performance Validation** – Performance testing validating service performance, load handling, and scalability under realistic conditions
- **Security Assurance** – Security testing conducting vulnerability assessments and penetration testing ensuring secure services
- **Data Analytics** – Analytics implementation tracking user behaviour, conversion funnels, and service performance metrics
- **Assisted Digital** – Assisted Digital support ensuring services accessible to users needing non-digital assistance
- **Assessment Support** – Service assessment preparation supporting teams through GDS service assessments for Alpha, Beta, and Live

2.3 Service Benefits

Organisations engaging Cranmore for Alpha and Beta delivery realise substantial advantages:

- **Assessment Readiness** – GDS-aligned delivery meeting Service Standard requirements for successful service assessments
- **User Validation** – User-validated solutions tested continuously with real users ensuring genuine user need satisfaction
- **De-Risked Approach** – Risk-reduced investment validating concepts in Alpha before committing to full Beta development
- **Fast Learning** – Rapid experimentation testing multiple approaches quickly identifying optimal solutions
- **Continuous Enhancement** – Iterative improvement continuous refinement based on user feedback and performance data
- **Inclusive Design** – Accessible services meeting WCAG standards ensuring inclusive digital service delivery
- **Futureproof** – Scalable architecture designed for growth accommodating increasing user volumes seamlessly
- **Reliable Services** – Performance assurance through testing validating service handles expected loads reliably
- **Secure Delivery** – Security compliance meeting GDS security requirements and public sector standards
- **Comprehensive Skills** – Multi-disciplinary expertise combining user research, design, development, and architecture skills
- **Sector Knowledge** – Public sector experience understanding government constraints, processes, and assessment requirements
- **Managed Launch** – Progressive rollout enabling controlled launch with real user feedback before full public availability

3. Delivery Approach

3.1 Discovery Phase

Alpha phase validates service concepts through rapid prototyping and user testing:

Document Version: 1.0

Last Updated: January 2026

- Alpha kick-off establishing team, defining hypotheses, and planning research activities
- User research recruiting representative users and conducting research to understand needs
- Rapid prototyping building multiple prototypes testing different approaches quickly
- User testing validating prototypes with real users gathering feedback iteratively
- Technical feasibility assessment evaluating architecture options and technical risks
- Service design defining user journeys, interaction patterns, and design principles
- Alpha assessment preparation compiling evidence and supporting team through GDS assessment
- Alpha report documenting findings, recommendations, and decision on proceeding to Beta

3.2 Service transition

Beta phase delivers working services to real users through iterative Agile development:

- Beta initiation defining MVP scope, success criteria, and rollout approach
- Sprint planning prioritising user stories for two-week sprints based on value
- Development building functionality using test-driven development and continuous integration
- User research ongoing testing with real users validating features and identifying improvements
- Sprint reviews demonstrating working functionality to stakeholders gathering feedback
- Private Beta deployment releasing service to limited user group validating core functionality
- Public Beta launch opening service to all users whilst existing service remains available
- Performance monitoring tracking service performance, user satisfaction, and conversion metrics
- Iterative improvement refining service based on user feedback and analytics data
- Beta assessment preparation supporting team through GDS Beta assessment

3.3 Ongoing support operations

Beta to Live transition prepares services for launch:

- Service completion addressing remaining user needs and polishing user experience
- Performance optimisation ensuring service handles expected public load reliably
- Security hardening conducting final security testing and vulnerability remediation
- Documentation completing technical documentation, user guides, and support materials
- Support handover transitioning to operational support team with knowledge transfer
- Live assessment preparation supporting team through final GDS Live assessment
- Launch retiring old service and making Beta service fully live

4. Service Constraints

To support successful Alpha and Beta delivery:

- **User access:** Alpha and Beta delivery is most effective where the Buyer can provide access to representative users for research, usability testing, and validation activities.
- **Research coordination:** Cranmore works with the buyer to identify key stakeholders/users and schedule research activities
- **Product ownership:** Alpha and Beta outcomes are enhanced through availability of a Buyer Product Owner to support prioritisation and timely decision-making.
- **Stakeholder engagement:** Regular buyer participation in sprint reviews and user research supports delivery and alignment.
- **SME availability:** Access to relevant subject matter experts supports requirements validation, policy alignment, and solution refinement.

- **Assessment engagement:** Where applicable, Alpha and Beta delivery is supported by Buyer participation in GDS assessment preparation, including evidence gathering and assessment activities.

5. Ongoing Support

5.1 Support Services

Cranmore provides comprehensive Alpha and Beta delivery support:

- **Delivery Leadership** – Delivery Manager providing Agile leadership and stakeholder coordination
- **Product Management** – Product Owner working collaboratively with Buyer to prioritise and define requirements
- **Team Coordination** – Daily standups ensuring team alignment and rapid blocker resolution
- **Regular Demonstrations** – Sprint reviews demonstrating progress and gathering stakeholder feedback
- **User Testing** – User research sessions providing continuous validation with real users
- **Email Support** – Email support for queries (info@cranmoreconsulting.com)
- **Phone Support** – Telephone support during business hours (028 9042 1238)

6. Security and Compliance

6.1 Security Accreditations

Cranmore maintains:

- **ISO 27001** – International standard for information security management
- **Cyber Essentials Plus** – Independently verified cyber security controls
- **Security Clearance (SC)** – Key personnel hold UK Security Check clearance for OFFICIAL data

6.2 Alpha and Beta Security

All Alpha and Beta delivery complies with GDS security requirements including secure coding practices, vulnerability scanning, penetration testing, data encryption, access controls, audit logging, and UK GDPR compliance. Security testing conducted throughout Alpha and Beta ensuring services meet public sector security standards before Live launch.

7. Pricing

Alpha and Beta delivery services priced based on phase and scope:

- **Alpha Phase:** Fixed price or Time and Materials based on agreed scope
- **Beta Phase:** Fixed price or Time and Materials based on MVP scope
- **Payment Terms:** Monthly invoicing in arrears; 30-day payment terms

All pricing excludes VAT.

8. Contact Information

Primary Contact

Fergus McGrath
Sales Director
Cranmore Consulting
Mobile: 07912 777717
Email: fergus@cranmoreconsulting.com

Service Desk

Telephone: 028 9042 1238
Email: info@cranmoreconsulting.com

Registered Office

Cranmore Consulting Ltd
73 Church View, Holywood
BT18 9LN
United Kingdom

G-Cloud 14 Listing

<https://www.applytosupply.digitalmarketplace.service.gov.uk/g-cloud/services/479964968691217>