

SERVICE DEFINITION DOCUMENT

AI-Assisted Writing and Publishing Platform - Purple Press



Crown
Commercial
Service
Supplier



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Purple Press allows users to generate fully illustrated, personalised stories targeted to a specific reading age, interest set, and emotional context.

The service enables users to define:

- Characters (including appearance, personality, and relationships)
- Locations and settings
- Themes and subject matter
- An unlimited combination of genres (for example: adventure, fantasy, education, wellbeing, or everyday life)
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Stories are generated with age-appropriate language and structure, ensuring suitability for the intended reader while maintaining engagement and clarity.

Each story can include:

- Human-sounding AI-generated read-aloud audio, page by page
- Or the option for the user to record their own voice, allowing the book to be read aloud personally

Completed stories can then be securely delivered or shared in line with organisational policies and safeguarding requirements.

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Use Case A – Secure Storytelling for Family Connection in Custodial Settings

A prisoner is able to generate a personalised illustrated book for their child, focused on a situation or emotion the family is experiencing.

The story can:

- Feature a character that looks and feels like the child
- Use familiar locations or themes relevant to the child's life
- Be written at a reading age appropriate to the child

The prisoner can then securely record themselves reading the story aloud, creating a “book read by dad” experience. The finished book and audio are delivered securely to the child's carer outside of the custodial environment.

Throughout the entire process, Made Purple's security, moderation, and compliance controls are applied to ensure safeguarding, appropriateness, and policy adherence.



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Use Case B – Personalised Reading Engagement in Education

A school headteacher or educator is working with a child who dislikes reading but has a strong interest in trains.

Using Purple Press, the educator generates a series of personalised illustrated books:

- Featuring the child as the main character
- Built around trains and related themes
- Written at a carefully selected reading age

By aligning reading material directly to the child's interests and identity, the service helps spark curiosity and motivation, supporting early reading engagement and confidence.

This approach enables children to begin reading through content that feels relevant, familiar, and designed specifically for them.



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Use Case C – Age-Appropriate Emotional Education Through Storytelling

A pre-teen child is experiencing emotional or personal changes and is unsure why these feelings are occurring.

A parent or guardian uses Purple Press to create a short, three-chapter illustrated story:

- Featuring a character similar to the reader
- Exploring emotions and changes in a safe, age-appropriate way
- Educating through narrative rather than direct instruction

The story helps explain complex feelings in an engaging, non-threatening format, allowing the child to relate, reflect, and understand at their own pace.

Key Benefits of Illustrated Storytelling

- Supports emotional wellbeing and learning through narrative
- Encourages reading through personal relevance and interest
- Improves accessibility for children reluctant to engage with traditional books
- Strengthens family connection in secure or separated environments
- Maintains safeguarding, moderation, and organisational control

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SERVICE FEATURES

- **Personalised Illustrated Story Creation**
- **Generates fully illustrated stories tailored to a specific reading age, themes, characters, and locations.**
- **Reading Age and Language Control**
- **Automatically adjusts vocabulary, sentence structure, and complexity to match the intended reader's age and ability.**
- **Character Personalisation**
- **Enables stories to feature characters designed to resemble or relate to the reader, improving engagement and emotional connection.**
- **Unlimited Genre Combinations**
- **Supports flexible mixing of genres (for example educational, adventure, wellbeing, fantasy) to match individual interests.**
- **Human-Sounding AI Read-Aloud**
- **Provides natural, page-by-page AI-generated narration to support independent or assisted reading.**
- **User-Recorded Read-Aloud Audio**
- **Allows users to securely record their own voice reading the story for personal delivery.**
- **Multi-Chapter and Series Creation**
- **Supports incremental creation of multi-chapter books and story series over multiple sessions.**
- **Safeguarding and Content Controls**
- **Applies organisational rules, moderation, and compliance controls to ensure appropriate content.**
- **Secure Sharing and Delivery**
- **Enables controlled delivery of completed stories to approved recipients only.**
- **Accessibility-First Design**
- **Reduces barriers for reluctant or struggling readers and supports inclusive participation.**

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SERVICE BENEFITS

- **Improves Reading Engagement**
- **Personalised stories aligned to a reader's interests increase motivation and willingness to read.**
- **Supports Literacy Development**
- **Reading-age control helps children and supported readers progress at an appropriate pace.**
- **Enhances Emotional Understanding**
- **Story-based learning enables sensitive topics to be explored safely and age-appropriately.**
- **Encourages Inclusive Participation**
- **Reduces barriers for users who struggle with traditional books or written materials.**
- **Strengthens Family Connection**
- **Personalised, recorded read-aloud stories help maintain emotional bonds when families are separated.**
- **Builds Confidence Through Relevance**
- **Content designed specifically for the reader increases confidence and self-belief.**
- **Reduces Reliance on Generic Materials**
- **Eliminates the need for one-size-fits-all books that fail to engage individual users.**
- **Maintains Safeguarding and Compliance**
- **Organisational controls ensure content remains appropriate, secure, and policy-aligned.**
- **Scales Across Multiple Settings**
- **Suitable for use in education, justice, healthcare, and community environments.**
- **Delivers Measurable Social Impact**
- **Promotes literacy, wellbeing, inclusion, and positive engagement outcomes.**

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STANDARDS AND ACCREDITATIONS

ISO 27001 CERTIFIED

Made Purple Systems and processes have been audited by a UKAS approved certification body and we were awarded our ISO27001 certification in July 2020.

PCI CERTIFICATION

All payments collected online are collected within a PCI compliant environment, using a third-party provider such as Stripe or SagePay to process payments on our behalf. No Payment data will be visible by our systems or be stored in any way.

PENETRATION TESTING

Systems are tested regularly, including independent third-party testing where required.

CYBER ESSENTIALS PLUS

We are pleased to confirm that our systems fully comply with the Cyber Essentials Plus certification scheme and our certificate is available upon request.



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SUPPORT AND DOCUMENTATION

Made Purple provide dedicated support managers to assist with your everyday use of any service that we provide. We take pride in assisting our customers and service users in getting the most value from any of our services.

ON-BOARDING

On-boarding is provided as part of the service and includes guided setup, configuration of security and policy controls, and administrator training.

TERMINATION

Upon contract termination, users retain access to data for which they are the data controller for a defined exit period, agreed with the buyer.

PRICING

Pricing for this service is outlined in the associated pricing document.

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SOCIAL VALUES

FIGHTING CLIMATE CHANGE

Made Purple is committed to reducing environmental impact through the use of efficient, cloud-based technologies and digital service delivery. By enabling secure digital alternatives to physical processes, our services support reduced travel, lower resource consumption and more sustainable public sector operations. Our infrastructure is hosted within UK data centres that prioritise energy efficiency.

COVID-19 RECOVERY

Made Purple supports organisational resilience through flexible, secure digital services that enable continuity of operations during periods of disruption. We operate flexible working practices for our staff and design our services to support remote access, service continuity and workforce wellbeing across the public sector.

TACKLING ECONOMIC INEQUALITY

Made Purple is committed to improving digital inclusion by delivering accessible, scalable technology solutions within the public sector. Our services are designed to reduce barriers to access, support fair participation and provide cost-effective digital alternatives that help organisations better serve diverse and disadvantaged communities.

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SOCIAL VALUES CONTINUED

EQUAL OPPORTUNITY

Made Purple is an equal opportunities employer and is committed to inclusive employment practices. We value diversity and ensure that recruitment, development and progression are based on ability, attitude and commitment without discrimination.

WELLBEING

Made Purple places wellbeing at the centre of its service delivery and employment practices. We design user-friendly digital services that reduce administrative burden and operational stress, while promoting positive user experiences. We also support staff wellbeing through flexible working arrangements and wellbeing-focused internal initiatives.

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Customers include public sector and secure-estate organisations



HM Prison &
Probation Service



Ministry
of Justice



States of
Guernsey



States
of Jersey



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