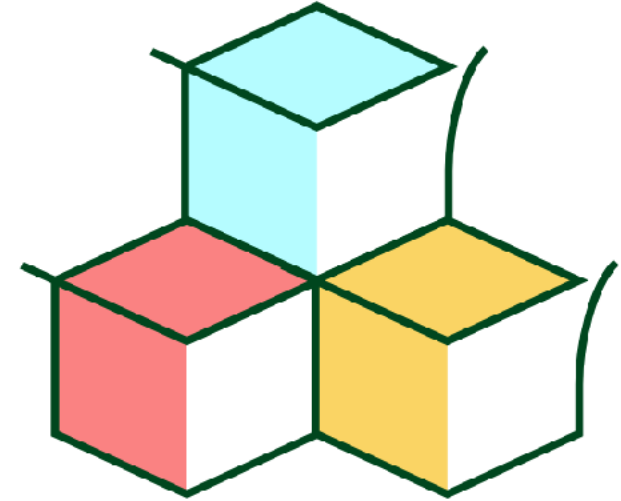


# Alpha Phase Proof of Concept Advisory



**G-Cloud 15: Service Definition Document**

**R E G I S T E R**  
**D Y N A M I C S**

**Contact: [hello@register-dynamics.co.uk](mailto:hello@register-dynamics.co.uk)**  
**[www.register-dynamics.co.uk](http://www.register-dynamics.co.uk)**

# Alpha Phase Delivery Services

**Register Dynamics are experienced in delivering successful Discoveries. We align our work to the 14 points in the service standards and are fully GDS-compliant. We will work with you to define a digital transformation opportunities, taking a user-centric approach supported by gaining a deep understanding of your existing policies, processes and technologies. We will do this via the following 4 main stages:**

## 1. Creating a Plan

Together we will review the findings from Discovery, assess what this all means and take time for us to get to know each other and identify the best ways of working together.

We will form a deep understanding of the user needs, challenges, behaviours and situation. This includes mapping out user journeys, identify pain points and then creating a detailed plan for the Alpha phase.

## 2. Prototyping and solution finding

Our experienced Alpha advisory team will begin the agreed plan, providing guidance on prototyping approaches for the digital service.

Our rapid and iterative prototyping advice helps identify and address technical and user-related needs and challenges effectively.

## 3. User research

We will advise on approaches to test proposed solutions and prototypes with representative users.

Using an Agile, iterative approach, we guide testing, reviewing, and refining prototypes while capturing insights.

Our focus is on user needs, expectations, mental models, and enabling users to achieve their goals.

## 4. Delivery and handover

At the end of Alpha, we will deliver a minimum viable product that is fit-for-purpose and offers proof of concept for your digital service.

We will offer recommendations for the next stage along with a clear roadmap and Beta delivery plan for you to move forwards with.

# Meet some of our team

**Our experienced Alpha Delivery team is here to support you. We have a strong track record in working with the UK Government and in providing Discovery and advisory support through all Agile stages: Discovery, Alpha, Beta, and planning for Live and BAU (Business as Usual).**



## **Simon Worthington**

- 12+ years as a data technology architect for GDS, DEFRA, DBT and BAE System
- Held roles from Data Architect to Head of Data Architecture to Chief Data Officer

- Led delivery of DBT's large scale Tariffs data platform, working with 11 Departments to ingest and cleanse 2.5m tariff policy records in time for Brexit
- Delivered UK Gov's first new open data standard since 2018
- Created a groundbreaking new Data Maturity Model and Framework for authoritative data management for DEFRA



## **Andy Bennett**

- 20+ years experience working in technology for GDS, DfE, StatsWales, MoJ, CDDO, Knodium and Skipjaq
- Founding member of the Data Standards Authority at GDS

- Pioneer of the Personal Data Exchange Programme (key part of the Government Transformation Strategy) to transform online services for citizens
- Contributor to the Technology Code of Practice (TCoP) section 10
- Former HESA Data Futures Programme Board Member



### **Alaric Snell-Pym**

- 25+ years experience building data intensive services
- Experience priming databases and managing ingestion into central data platforms at Teradata, RainStor and Volo Commerce

- Developed data dictionaries and architecture documentation as a Data Architect for DfE



### **Owain Jones**

- 6+ years experience as a senior technologist and data architect for StatsWales, DBT, Expanso and Energy Saving Trust
- Specialist in data processing, data analysis and AI

- Author of Artificial Footprints: The Environmental Impact of AI report



### **Al Norman**

- Data engineer and Data scientist with a background in education
- Specialist in data and statistical analysis, visualisation, machine learning and data learning models

# How we Work

## Agile ways of working

We take an agile approach to Discovery and advisory work. This means we work in an adaptive, flexible, and iterative way to best support your needs, goals, and priorities, taking a user-centred approach when conducting research and planning activities.

## Data back up and disaster recovery

All data stored in cloud databases is backed up daily in line with service level agreements and relevant hosting providers. Third-party suppliers are reviewed regularly to ensure GDPR compliance.

We provide guidance and advisory support to help your staff identify, manage, and mitigate risks, and to plan robust business continuity and disaster recovery strategies.

## Duration

An Alpha phase is typically 6-8 weeks long, however, can vary depending on the size, complexity and details of the project. We will work together with you to define the key expectations and acceptance criteria for the project from the outset. Once these have been achieved, the Alpha is complete.

## Onboarding and offboarding support

We work closely with you to understand your staff and key stakeholders involved in each project.

For onboarding, we ensure the appropriate Discovery team is engaged and familiar with your organisation.

For offboarding, we provide a clear plan to hand over findings, recommendations, and documentation to your team, including knowledge transfer and security guidance.

All customers are assigned a Senior Account Director as the main point of contact for the project.

## Service constraints and service levels

We have no known constraints to the services that we offer and all service levels are agreed on a contract by contract basis.

## Ordering and invoicing

Please get in touch at [hello@register-dynamics.co.uk](mailto:hello@register-dynamics.co.uk) to discuss specific invoicing needs

## Some of our clients in Government



Government  
Digital Service



Department  
for Education



Office for  
Artificial  
Intelligence



Department for  
International Trade



Ministry  
of Justice



Department  
for Environment  
Food & Rural Affairs



Cabinet Office  
Digital



Central Digital  
& Data Office



Department  
of Health &  
Social Care

# Case Study: Making federated data more discoverable

## DEPARTMENT FOR ENVIRONMENT, FOOD AND RURAL AFFAIRS (DEFRA)

---

DEFRA is a ministerial department supported by 33 agencies and public bodies. Managing data between and across these various departments is challenging and DEFRA had a strategic issue with data visibility: there was no single system for handling data across constituent agencies, and searching for and being able to effectively use different data sets between departments was incredibly difficult.

The central Data and Information team wanted to help staff find data more easily from across the entire DEFRA estate. As a secondary goal, they were also keen to highlight problems with data (such as quality issues) to shape future work.

Register Dynamics was asked to help find and build a solution these challenges.



## What we did

Alongside a multidisciplinary team, drawing on the expertise of a product manager, delivery manager, lead developer, business analyst, user researcher and UX designer, we designed and built an internal data catalogue.

This mixed team of contractors and civil servants ran using an agile sprint-based model and a Kanban board to track progress. Between development sprints we held planning and retrospective sessions, which included several DEFRA stakeholders. These show-and-tell sessions encouraged the sharing of knowledge and progress, and enabled interested staff to be involved throughout.

With this insight, we developed a prototype for a metadata catalogue which all departments would have access to. This new data catalogue offers domain-specific search experiences and various dataset visualisation features. It was developed using [CKAN](#) and GDS design patterns. Our use of well-supported open software delivered rapid value without needing expensive suppliers.

It was further refined with the help of iterative user testing. We extended the design to show the most helpful information in search results and to harvest more locations, including Sharepoint, to provide better search coverage. We also designed integration with an Azure single sign-on service to make authentication easy.

We also established that to make finding data easier we would need to improve data publishing across the organisation. So, we helped to develop and promote consistent data standards for metadata and schemas. We designed new interfaces and tools to enable publishers to create better metadata and our publishing colleagues worked with us to share best practice.

We also ran a Discovery that researched the needs of authoritative data publishers and consumers. Here, we explored both the data finding needs of policy teams and the approach into linked data, as well as the issues and challenges currently being experienced and identified areas for potential improvement. From this insight, we developed a roadmap and model for increasing the maturity of DEFRA's linked reference data use.

## The result

The centralised metadata catalogue continues to be highly regarded by the business and policy teams. We were praised across the business for focusing on real users and for the easy search experience that the data catalogue offers.

Our support and technical recommendations have also been well received and have helped to enhance data visibility and the overall data management strategy across the organisation. Our research laid the groundwork for further improvement on data governance and management.

## We also offer support with Alpha and Beta

### **DISCOVERY PHASE SCOPING FOR DATA DRIVEN CHANGE**

Our Discovery phase focuses on understanding users, their needs, behaviours, and the business context, policies, processes, and technical constraints relevant to creating an effective digital service.

We provide guidance on user research, prototyping approaches, technical feasibility, service design, performance assessment, analytics, and content planning to inform Alpha and Beta planning.

### **BETA PHASE FOR DATA DRIVEN CHANGE**

Our Beta delivery service for digital transformation and data driven change provides planning for scaling digital services.

Building on Discovery and Alpha insights, we advise on testing approaches, user engagement strategies and recommend next steps for rolling out digital services or platforms.

# About us

R E G I S T E R  
D Y N A M I C S

Register Dynamics is an independent data and technology consultancy based in the UK. We are a team of technical, data and business specialists working with public and private organisations to support them with their technical and data challenges.

We pride ourselves on supporting organisations to drive their data agenda forwards. This includes implementing data and analytics strategies to boost data intelligence, building data capability that drives business value, establishing good data governance and nurturing a data-driven culture.

We also offer more traditional data consultancy across the following strategic areas: Data strategy, Digital transformation, Data governance and Building Data Maturity. We can also support organisations across operational areas such as: Data management, Data cataloging and cleansing, Data standards, Technical assurance.

[www.register-dynamics.co.uk](http://www.register-dynamics.co.uk) | [@RegDyn](https://twitter.com/RegDyn)



If you have any questions please do not hesitate to contact us at:  
[hello@register-dynamics.co.uk](mailto:hello@register-dynamics.co.uk)

[www.register-dynamics.co.uk](http://www.register-dynamics.co.uk)