

848

Concept Design and Prototyping

Service Definition

Innovative Business

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1. Service Overview

An idea becomes easier to assess when people can see how it might work and explore its assumptions. Committing to a complete solution too early can make learning expensive. Concept Design and Prototyping turns selected opportunities into designs or working representations that support a better-informed decision about further investment.

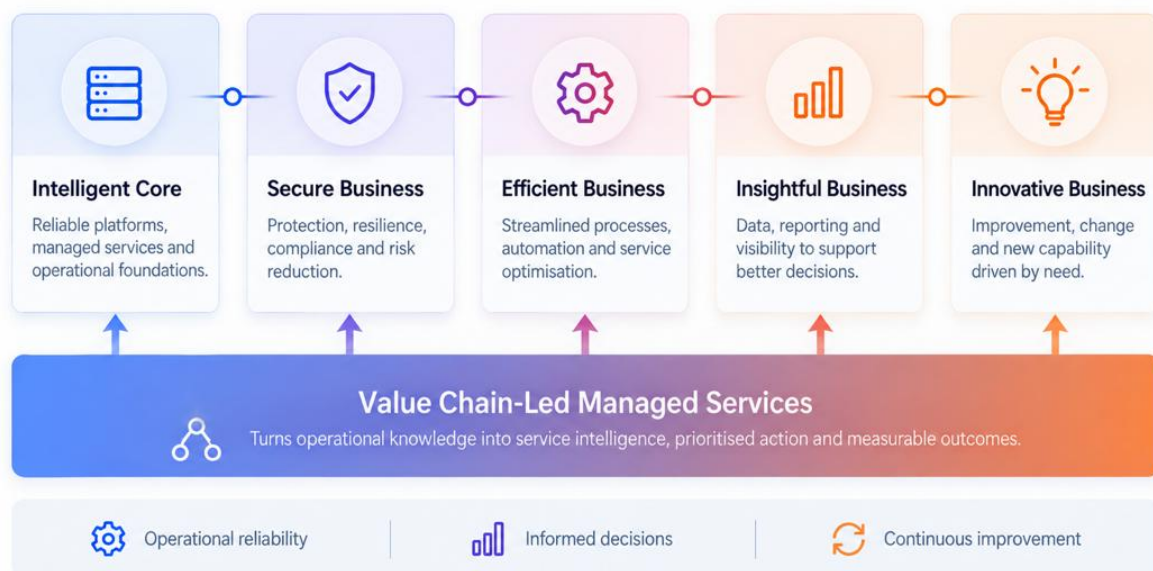
Concept Design and Prototyping sits within The Innovative Business, part of 848's Intelligent Business Framework. The framework connects technology investment to the way the organisation operates, makes decisions and delivers services. Each engagement addresses the selected outcome while considering its place in the wider customer environment.



Powered by **Intelligence** | Driven by **People** | Focused on **Outcomes**

848 Intelligent Business Framework

A framework that aligns service delivery, security, insight and improvement to business outcomes.



From business need to usable capability

The service makes a concept tangible at the level needed for the next question. A blueprint can clarify relationships, a prototype can reveal interaction issues and a limited MVP can test essential functionality. Findings explain what has been learned and what still needs formal validation before wider use.

Opportunity Discovery and Envisioning provides the problem and initial value context. This service develops selected concepts, with Validation & Proof of Value supplying the next stage of evidence where needed. Adoption planning and production implementation remain distinct steps in the wider innovation journey.

2. Scope and Service Boundaries

Customers select the elements that support their intended outcome. The scope identifies what 848 will deliver and the work retained by customer teams or suppliers.

Service	Outcome
Concept definition	A workshop agrees the concept purpose, boundaries and success criteria. Detailed design, user research and delivery planning are separate.
Solution architecture blueprint	A solution-level view explains components and integration relationships. Build-ready specifications, platform setup and vendor selection are separate.
Design sprint planning	Goals and participation requirements prepare a focused sprint. Facilitating the sprint or delivering its design work is separately commissioned.
Rapid prototyping	Low-fidelity artefacts make ideas tangible for discussion and learning. Production-ready design and technical development are separate.
Low-code prototype build	A functional prototype demonstrates selected workflows or interactions. Production hardening, full integration and ongoing maintenance are separate.
Technical feasibility assessment	A review examines viability and architectural dependencies. Detailed technical design and performance or security testing are separate.
MVP design and development	A limited working product tests essential assumptions with a defined user group. Full production deployment and enterprise hardening are separate.
Prototype testing and feedback	Selected sessions with representative users identify usability findings and refinements. Formal accessibility certification and technical scalability testing are separate.
Design playback	A review consolidates the design and learning for stakeholders. Governance approval and additional build activity remain outside this element.
Transition to proof of concept	An initiation package defines scope and readiness for the next validation activity. Executing or building the proof of concept is separate.

Dependencies and exclusions

Prototypes and MVPs are limited to their agreed learning purpose and user group. They are not represented as fully hardened production services. Customer decisions about funding and progression remain separate from design review. Technical testing, wider rollout and ongoing operation require explicit subsequent scope.

3. How 848 Delivers the Service

Delivery follows the selected scope, using the customer's operating context to guide the work. The sequence below explains how evidence and decisions progress towards the agreed outputs. Customer review and knowledge transfer form part of that progression.

Define the concept and learning objective

848 reviews the selected opportunity with the customer and confirms what the next artefact must demonstrate. Agreed boundaries and success criteria guide the work. Participants identify the assumptions that need further evidence.

Explore and design the selected option

848 develops the commissioned blueprint or design direction. Customer stakeholders review how it addresses the intended need. Feasibility work, where selected, examines constraints and dependencies without implying that a full solution has been built.

Create and test the representation

848 builds the commissioned prototype or limited MVP. Selected user sessions observe how people interact with it and gather feedback. Findings distinguish demonstrated behaviour from assumptions about a future production environment.

Review readiness for progression

848 presents the design and learning to relevant decision makers. Recommendations explain refinements or further validation needed. The customer retains the progression decision, with the receiving team briefed on the concept's limitations and next steps.

4. Service Delivery and Management

4.1. Deliverables and Outcomes

The outputs give the customer a usable record of the work and the information needed to act on it. The selected elements determine which deliverables apply; findings and limitations remain visible alongside the results.

Deliverable	Use for the customer
Concept and design records	Defines the selected purpose, architecture or design intent.
Prototype or limited MVP	Provides the commissioned representation for the agreed learning objective.
Feedback and progression findings	Explains observations, limitations and the readiness conditions for further validation.

4.2. Working with 848

The concept sponsor confirms purpose and boundaries. Users contribute feedback where testing is selected. Architecture and operational stakeholders review dependencies and the implications of progression.

Participant	Responsibility
848 delivery team	Performs the selected work, explains findings and documents the relevant outputs. Coordinates review and knowledge transfer with the customer.
Customer service owner	Confirms the intended outcome and scope. Makes customer decisions and identifies who can resolve dependencies or approve changes.
Customer specialists and suppliers	Provide relevant information and agreed access. Complete retained activity and participate in review or validation where their systems or processes are involved.
Receiving team	Reviews the relevant outputs and takes ownership of the activities that continue after handover.

4.3. Service Assurance

Review relates the selected artefact to its success criteria and learning purpose. Test findings record the users and conditions considered. Acceptance does not imply production readiness or completion of separately scoped assurance.

Review focus	What is checked
Scope alignment	The delivered work and outputs address the agreed requirements and selected service elements.
Evidence and validation	Findings or test results show the basis for conclusions, including known limitations and unresolved dependencies.

Review focus	What is checked
Customer acceptance	Relevant owners review the outputs and understand any open actions before accepting the commissioned work.

4.4. Onboarding

Onboarding establishes the conditions needed for useful delivery. The customer and 848 confirm what the engagement should achieve and check that the people and information needed for the selected work will be available.

Preparation	What needs to be established
Outcome and scope	Confirm the selected elements, boundaries and expected outputs, together with the customer's priorities.
Information and access	The customer provides the agreed opportunity context and access to relevant stakeholders. Functional prototype or MVP work needs suitable platform access and representative information within the approved scope.
Participants and decisions	Identify the service owner, relevant specialists and receiving team. Confirm review participants and escalation routes.
Delivery readiness	Agree the applicable schedule and customer prerequisites. Confirm any operational constraints affecting access, validation or handover.

4.5. Operating and Improving

Feedback guides refinement within the agreed cycles. Further validation can test unresolved assumptions and build evidence for scale. The customer determines the next scope and retains responsibility for any continued use of the artefacts.

4.6. Handover and Exit

848 explains the concept artefacts and learning to the receiving owner. The handover makes the permitted purpose and unresolved questions clear before any further proof or implementation activity.

Handover item	Purpose
Agreed outputs	Provide the final documents or configuration material relevant to the selected service.
Findings and open actions	Preserve the evidence, limitations and remaining work for the customer or receiving provider.
Knowledge and ownership	Explain how the outputs should be used and confirm who owns the next operational or improvement activity.

5. Why 848

848 helps organisations improve how technology supports the way they operate, make decisions and deliver services. Our focus is not on deploying technology for its own sake, but on connecting technology investment to measurable business outcomes.

Our services are aligned through The Intelligent Business Framework, which brings together five outcome areas: The Intelligent Core, The Secure Business, The Efficient Business, The Insightful Business and The Innovative Business. This provides a consistent way to move from technology foundations and security through to operational efficiency, data-led decision-making and innovation, without treating each requirement as an isolated project.

848 combines consulting, engineering and managed service capability within one UK-based team. That matters because the people who design and implement change understand how technology must operate once it enters live service. Architecture, cloud, security, data, Power Platform, Dynamics 365, Microsoft 365 and managed services can therefore be considered as connected parts of the customer environment rather than separate technical towers.

Our Microsoft capability is supported by established partner credentials and practical delivery experience across Microsoft Azure, Microsoft 365, Power Platform, Dynamics 365, Fabric, Sentinel, Defender, Intune, Entra ID and Purview. 848 is a Microsoft Solutions Partner for Security and a Microsoft Direct CSP, giving our teams direct access to Microsoft technologies, programmes and commercial capability.

Service quality and security are supported by recognised organisational standards. 848 holds ISO/IEC 27001, ISO 9001, Cyber Essentials and Cyber Essentials Plus, with security-cleared capability available where required. These controls sit behind the way we manage information, quality, access, risk and service delivery across customer engagements.

What differentiates 848 is the connection between delivery and improvement. Through Value Chain-Led Managed Services, service information is converted into practical intelligence about how technology and services perform across users, teams, suppliers, systems and hand-offs. Service Flow Analysis extends that view by identifying friction, delay, rework, unclear ownership and recurring service issues across end-to-end journeys. The result is a clear improvement backlog based on real operational evidence rather than assumption.

We also place a strong emphasis on internal capability. Knowledge transfer, clear ownership and practical handover are built into our services so that customers understand what has been delivered, how it works and how it should evolve. Where 848 remains involved, improvement continues through review, prioritisation and measurable service outcomes rather than static support.

For customers, the result is a partner able to move from strategy through design, implementation, validation, operation and improvement while maintaining a consistent view of the wider business outcome. 848 brings together the people, Microsoft capability and service intelligence needed to make technology easier to operate, easier to improve and more valuable over time.