ProdPad – Service Definition Document (G-Cloud 15)

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1. Service Overview

ProdPad is a cloud-based product management platform that provides public sector teams with a single system for managing product strategy, roadmaps, backlogs, and customer feedback. It helps organisations create clarity, improve decision-making, and ensure alignment across teams working on digital services and programmes.

ProdPad is delivered as Software as a Service (SaaS) and accessed via modern web browsers. The platform is modular, allowing buyers to select Roadmapping, Ideas Management, and/or Feedback Management capabilities depending on organisational needs.

ProdPad includes unlimited free Reviewer accounts, enabling broad stakeholder visibility without additional licensing cost.

2. Service Modules and Functionality

ProdPad consists of three module categories. Buyers may purchase any combination:

2.1 Roadmapping Modules

Roadmap Essentials

Includes:

- Unlimited Now–Next–Later roadmaps
- Candidate, Current, and Completed roadmap views
- Saved custom views

- Initiative prioritisation tools
- Single global set of Objectives
- Product Canvas (vision, value, segments, problems)
- Unlimited Reviewer seats

Roadmap Advanced

Includes Essentials plus:

- Portfolio-level management with multi-level roadmaps
- Portfolio and product-line canvases
- Full OKR (Objectives and Key Results) management at portfolio and product levels
- Advanced roadmap publishing and sharing options
- Granular data and access controls for governance

2.2 Ideas Management Modules

Ideas Essentials

Includes:

- Unlimited idea capture
- Backlog list, chart, and workflow views
- AI-powered duplicate and similarity detection
- Idea scoring and voting
- User stories, specifications, designs, and file attachments
- Prioritisation grid
- Organisation-wide idea dropbox email address

Ideas Advanced

Includes Essentials plus:

- Integrations and two-way syncing with Jira, Azure DevOps, Trello, and others
- Jira backlog import
- Granular data and access controls

2.3 Feedback Management Modules

Feedback Essentials

Includes:

- Single feedback portal and embedded widget
- Feedback collection via email dropbox
- Unlimited feedback items
- Segmentation by customer, department, persona, source, and custom metadata
- AI-powered similarity matching to identify themes
- Unlimited Reviewer seats

Feedback Advanced

Includes Essentials plus:

- Unlimited feedback portals
- White-label branding
- CRM and support platform integrations
- Granular data and access controls

3. Core Features Included with All Modules

- Unlimited Reviewer accounts
- Advanced AI Assistance (AI Product Coach, idea and feedback analysis)
- Personas
- Automation rules
- Offline mode
- Accessibility mode
- Real-time discussions and collaboration
- Slack and Microsoft Teams integrations
- Zapier integration
- Google and Slack SSO
- REST API access
- Confluence app integration

- Configurable notifications
- Daily/weekly digests
- Global search
- Encryption in transit and at rest
- Role-based permissions
- Activity feeds and audit trails

4. Service Scope

Included

- Access to the ProdPad SaaS platform
- Continuous updates and improvements
- Hosting, maintenance, and infrastructure costs
- Security, data protection, and monitoring
- Standard support (email, chat, knowledge base)
- Access to integrations, subject to third-party requirements
- Unlimited Reviewer users

Not Included

- Custom development
- Onsite training
- Buyer-specific integrations or API development
- Third-party tool costs (e.g., Jira, ADO)
- Implementation consulting unless purchased separately

Optional services can be added by request.

5. User Roles and Permissions

ProdPad provides three primary user types:

- **Admins** – Full creation, editing, configuration rights.
- **Editors** – Configurable editing rights.

- **Reviewers** – Free read-only roles with permissions to comment, react, submit ideas or feedback depending on module.

6. Onboarding and Getting Started

ProdPad provides several onboarding pathways:

Self-Serve Onboarding

- Initial setup guide upon first login
- In-app walkthroughs and checklists
- Access to knowledge base, videos, articles, and templates

Remote Training (Included)

- Live online training sessions covering setup and product workflows

Optional Enhanced Onboarding (Paid)

- Structured rollout program
- Multi-team enablement workshops
- Dedicated Customer Success Manager (CSM)
- Live in-house training sessions

7. Service Levels (SLA)

Availability

- ProdPad target uptime: **99.9%** per calendar month
- Measured across core application availability excluding planned maintenance

Planned Maintenance

- Maintenance windows scheduled outside UK business hours where possible
- Advance notice provided via status page or email

Support Hours

- Standard support: Monday–Friday, 09:00–17:00 UK time
- Support channels: Email, live chat, help documentation, AI Chat
- Priority support available as an optional add-on

Support Response Times

- Critical issues: Initial response within 2 business hours
- High: Within 4 business hours
- Medium: Within 1 business day
- Low: Within 2 business days

Incident Management

- Issues triaged by severity
- Communication through email or in-app messaging
- Escalation available via Customer Success or account owner

8. Data Processing & Security

Hosting & Infrastructure

- Hosted on secure, industry-standard cloud infrastructure (AWS)
- Data stored in EU/UK data centres

Security Controls

- Encryption in transit (TLS 1.2+)
- Encryption at rest (AES-256)
- Regular automated backups
- Strict role-based permissions
- Multi-factor authentication (via SSO providers)
- Ongoing security monitoring and vulnerability scanning

Data Processing

- ProdPad acts as a Data Processor
- Customer remains Data Controller
- Data processing governed by ProdPad's Data Processing Addendum (DPA)

Data Retention

- Customer data retained for the duration of the subscription
- Data deleted or returned upon termination

9. Technical Architecture

- Delivered as SaaS
- Web application accessible via modern browsers
- No installation required
- Supported browsers: Latest versions of Chrome, Edge, Firefox, Safari
- REST API for integrations and automation
- Integrates with common public sector tools (Teams, Slack, Jira, ADO, Confluence, etc.)

10. Service Constraints

- Internet connection required
- Limited offline functionality
- Browser support limited to latest two versions
- API rate limiting may apply
- Feature access depends on purchased modules
- Some integrations may require configuration or permissions within third-party systems
- Mobile access is browser-based (no native app)

11. Ordering and Licensing

- Licensing is per Admin/Editor seat
- Reviewer seats are free and unlimited

- Contracts billed annually
- Modules can be added at any time
- Seat reductions apply at renewal

12. Pricing Summary

See the separate **Pricing Document** provided for full details.

13. Change Management

ProdPad follows a continuous delivery model. Changes include:

- Feature improvements
- Bug fixes
- Security updates

Major changes are communicated via release notes.
Breaking changes to API or behaviour are avoided and always communicated in advance.

14. Disaster Recovery & Backup

- Automated daily backups
- Encrypted replication across availability zones
- Disaster recovery tested regularly
- Recovery Time Objective (RTO): < 24 hours
- Recovery Point Objective (RPO): < 24 hours

15. Offboarding and Data Retrieval

Upon contract termination:

- Customers may export roadmap data, ideas, feedback, and attachments
- Standard export formats: CSV, JSON, and file downloads
- Data is deleted from ProdPad systems within 30 days unless otherwise agreed

- No additional fees for basic offboarding
- Optional paid support available for structured offboarding

16. Accessibility

ProdPad includes an accessibility mode designed to support WCAG compatibility. Accessibility improvements are ongoing and part of the product roadmap.

17. Service Management

ProdPad's Customer Success team provides guidance, best practices, and support throughout the subscription. Major incidents, escalations, and service-impacting events are communicated through:

- Email alerts
- In-app notifications
- Status page updates