



Service Definition Document

After Cloud Consumer/Residential Platform

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Service Provider: Dylogic Management Services Ltd trading as After Cloud

Registered Company Number: 12014911

Registered Address: Monkswell, Little Baldon, Oxford, OX44 9PU

1. Executive Summary

After Cloud is a multi-award-winning digital preservation and storytelling platform that enables individuals to create immersive, interactive timelines documenting their life stories, family histories, or the history of cherished possessions. As a social enterprise focused on positive purposeful impact, After Cloud provides technology that helps celebrate and share individual moments, create unique life stories, and preserve rich family history for future generations.

After Cloud brings life story work into the digital age, for adults in residential care or preadmission. Accessible on any device, transforming care records into personal historical narratives that inform better person-centred care, which families can treasure for generations. Transformational impact for your service and those you support.

2. Service Overview

2.1 Purpose and Mission

After Cloud's mission is to ensure that everyone's unique life story and digital legacy is never lost or forgotten. Unlike previous generations, today's population has the largest digital footprint that has ever existed. After Cloud helps users keep their digital legacy organised through intuitive platforms and applications accessible via desktop and mobile devices.

2.2 Target Users

Primary Markets:

- Consumer (Direct to Consumer)
- Social Care (Adult Services including residential care and dementia care)
- Digital legacy management



User Demographics:

- Individuals documenting personal or family histories
- Families preserving memories of loved ones
- People in hospice or palliative care settings
- Individuals with dementia or their carers
- Anyone wishing to create a lasting digital legacy

2.3 Core Service Description

After Cloud enables users to create dynamic, chronological timelines that seamlessly integrate:

- Images and photographs
- Text and written content
- Audio recordings and voice clips
- Video content
- Important dates and milestones

Users can create timelines retrospectively or document their present. The platform supports meaningful conversations over shared memories, particularly valuable in small community groups or one to one settings in residential care.

3. Service Features and Functionality

3.1 Timeline Creation

- Create digital timelines organised chronologically
- Populate timelines with important dates and events
- Customise and personalise timeline appearance
- Add multimedia content (text, images, audio, video)
- Create timelines for individuals, families, or cherished possessions

3.2 Content Management

- Upload content directly in app or via desktop application
- Store content securely in the cloud
- Organise memories chronologically
- Edit and update timelines as needed
- Add context and descriptions to content

3.3 Sharing and Accessibility

- Publish timelines for loved ones to view
- Generate unique QR codes for each timeline
- Place QR codes in meaningful physical locations
- Share timelines publicly with family and friends
- Control access and privacy settings



3.4 Platform Availability

- iOS app (available on Apple App Store)
- Android app (available on Google Play)
- Desktop web application
- Cross platform synchronisation
- Accessible from multiple devices

After Cloud is delivered as a fully managed SaaS solution and cannot be deployed on-premises or within buyer-hosted infrastructure. A stable internet connection and a modern supported browser are required. Access is role-based and controlled through customer-managed user permissions. Integrations operate via approved APIs within agreed rate limits. Storage, media uploads and retention policies follow contracted parameters. Planned maintenance occurs outside core UK business hours with advance notice; emergency updates may occur at shorter notice. Service availability, backup and disaster-recovery targets follow our published SLA and depend on underlying cloud provider performance.

Supported browsers

- Microsoft Edge
- Firefox
- Chrome
- Safari
- Opera
- Other

3.5 Planned Features (Coming Soon)

- Private timelines and friend invitations
- Linked timelines for family trees and historical connections
- AI content assistant
- Enhanced collaboration tools
- Enhanced speech and communication

4. Subscription Plans and Pricing

After Cloud offers three auto renewing subscription options, all including a 14 day free trial:

4.1 Single Plan

- Create and publish one timeline
- Full multimedia support
- QR code generation
- Cloud storage



4.2 Standard Plan

- Create and publish up to three timelines
- All Single Plan features
- Multiple timeline management

4.3 Premium Plan

- Create and publish up to seven timelines
- All Standard Plan features
- Extended timeline capacity

Pricing:

- Consumer SaaS subscription: £4.99 per month (single), £9.99 per month (x 3 Timelines) and £14.99 per month (x 5 Timelines).
- Larger plans POA
- 14-day free trial included with all plans
- Payment charged to user account
- Auto renewal unless cancelled 24 hours before period end

Support is included as part of the standard SaaS subscription with no additional cost. The service operates on secure, resilient cloud infrastructure with continuous monitoring. We use reasonable endeavours to maintain 99.5% availability, excluding planned maintenance. Scheduled maintenance is notified in advance to minimise disruption. We provide structured support during UK business hours (Monday–Friday). All support queries are acknowledged within four business hours. Incidents are prioritised by severity, with critical service-impacting issues targeted for resolution within 48 hours where possible. Non-critical issues and service requests follow agreed priority levels based on impact and complexity. Each organisation is assigned a dedicated account manager as their primary point of contact. They coordinate onboarding, configuration guidance, service reviews and ongoing support, and liaise with our technical team to progress issues efficiently. Technical support is delivered by experienced cloud support engineers, ensuring customers have both a consistent relationship and access to specialist expertise. Enhanced support options can be provided where required.

5. Technical Specifications

5.1 Platform Architecture

- Web based application
- Cloud hosted infrastructure
- Cross device compatibility
- Responsive design for mobile and desktop

5.2 Data Storage

- Secure cloud storage via AWS (Amazon Web Services)
- UK based data servers
- Encrypted data transmission
- Backup and redundancy systems

5.3 Supported Formats

- Images: JPEG, PNG, and standard formats
- Video: Common video formats
- Audio: Voice recordings and audio files
- Text: Written content and letters
- Documents: As supported by platform

5.4 Device Compatibility

- iOS devices (iPhone, iPad)
- Android devices (smartphones, tablets)
- Desktop computers (Windows, Mac)
- Web browsers (Chrome, Safari, Firefox, Edge)

After Cloud is a responsive web-based application that adapts to all devices whilst maintaining core functionality across mobile and desktop platforms.

Mobile: Camera integration for instant photo and video capture. Microphone access for voice recording. Simplified interface prioritising essential features Suitable for bedside use in care settings

Desktop: Full keyboard and mouse support. Larger screen for content review and organisation. Multi file upload capabilities Suited for administrative tasks Extended display for viewing multiple items Both platforms offer seamless synchronisation, ensuring content created is immediately available. Accessibility features, including screen reader support and voice input, function consistently across both platforms.



6. Accessibility and Inclusive Design

Tested with users requiring assistive technology, including individuals with dementia and severe accessibility needs.

Dementia Patient Testing: We conducted sessions with dementia patients in care settings to evaluate: **Memory Support Features:** Testing simplified navigation, validating that consistent layouts and clear visual cues reduce confusion. **Familiar Interactions:** Ensuring touch and stylus inputs mirror natural writing and drawing movements. **Carer Collaboration:** Observing how patients and carers work together to create content, informing our collaborative features **Assistive Technology Evaluation Testing** included users with: **Motor Impairments:** Validation with Apple Pencil, stylus devices, and adaptive switches in hospice settings, confirming single handed operation and large touch targets **Visual Impairments:** Screen reader testing (Voice Over, JAWS) and high contrast mode verification **Voice Control:** Assessment of dictation and voice command functionality for users unable to type

Key Findings Testing revealed the importance of fatigue friendly design, immediate visual feedback, and flexible input methods. Users particularly valued the ability to save, pause and resume sessions, and the option to create content through multiple methods (speaking, typing (including speech to text in app), or uploading).

Ongoing Commitment We continue user testing with each major update, incorporating feedback from healthcare professionals, carers, and end users to ensure After Cloud remains accessible and supportive for all abilities.

We are additionally supported by a steering group of sector thought leaders.

6.1 Accessibility Features

- Touch optimised interface
- Stylus support (including Apple Pencil)
- Voice input and dictation
- Adjustable text sizes
- High contrast options
- Screen reader compatibility
- Simple, clear navigation
- Visual cues and icons

6.2 Special Use Cases

After Cloud has been successfully utilised by:

- People with dementia and their carers
- Individuals with limited mobility using bedside tablets
- Individuals in residential care settings
- Individuals in hospice and palliative care settings

6.3 Therapeutic Applications

- Supports Person Centred Care for CQC rated organisations
- Supports reminiscence therapy for dementia care
- Facilitates meaningful conversations
- Preserves life stories for therapeutic life story work
- Enables legacy creation for end-of-life care
- Supports intergenerational connection

7. Research and Evidence Base

7.1 Research Partnerships

After Cloud collaborates with university research partners at the forefront of evidence-based research covering:

- Dementia care activities
- Brain health initiatives
- Healthy ageing programmes
- Special educational needs
- Residential care best practices

7.2 Steering Groups

Esteemed steering groups comprise senior thought leaders and sector professionals providing:

- Product development guidance
- Best practice recommendations
- Real world scenario testing
- Continuous improvement feedback

7.3 Clinical Validation

- ORCHA approved applications
- Evidence based approach to development
- Real world outcome improvements
- Best practice creation

8. Data Protection and Security

8.1 Compliance

- UK GDPR compliant
- Data Protection Act 2018 adherence
- Secure data transmission protocols
- Regular security audits

8.2 Data Ownership

- Users retain ownership of all uploaded content
- Content remains property of creators
- Platform provides storage and display services
- Users control sharing and privacy settings

8.3 Privacy

- Dedicated privacy policy available at [www.aftercloud.co.uk/privacy policy](http://www.aftercloud.co.uk/privacy-policy)
- Transparent data usage practices
- User controlled privacy settings
- Secure authentication systems

9. Customer Support and Service Levels

9.1 Support Channels

- Email support
- In app support resources
- Online documentation
- FAQs and guides



9.2 Onboarding

We help users start using the After Cloud service quickly and confidently through a seamless onboarding and support process. Each organisation receives assisted setup, including account configuration, user access, permissions and initial content structure. Our team works with nominated administrators to ensure the service is aligned to organisational needs, policies and working practices from the outset. We provide guided onboarding sessions delivered remotely, introducing users to key features, workflows and best practice for creating and managing digital life stories. These sessions are designed for both administrators and frontline users, ensuring everyone understands how to use the service effectively. Online training resources are available to support different learning styles and roles. This includes recorded demonstrations, step by step guidance and practical examples that users can follow at their own pace. Comprehensive user documentation is provided, covering everyday tasks, administration, security and data management. Ongoing support is available during UK business hours, with access to our support team for questions, troubleshooting and advice. This combination of assisted setup, onboarding, training and documentation enables users to adopt the Storyteller service quickly, reduce disruption to existing workflows and begin delivering value immediately.

- Simple sign up process
- Free account creation
- App store downloads
- Desktop access via website
- Tutorial and guidance materials

9.3 Account Management

- Manage subscriptions via device settings
- Update payment information
- Change plan levels
- Cancel auto renewal options

10. Integration and Partnerships

10.1 Collaboration Partners

After Cloud has 50+ collaboration partners ready to resell services:

- Residential care organisations
- Membership clubs and aged care organisations
- Funeral care providers
- Memorial masons
- End of life affiliates
- Doulas and practitioners
- Other relevant professionals

10.2 Partnership Model

- Unique referral links
- Value add offerings
- Revenue share arrangements (currently 20%)
- White label opportunities (where applicable)

11. Social Enterprise Mission

11.1 Social Impact

After Cloud operates as a social enterprise creating:

- Meaningful social impact through technology
- Digital inclusion for vulnerable populations
- Support for end-of-life care
- Dementia care activity resources
- Intergenerational connection tools

11.2 Values

- Everyone's story matters
- Digital legacy preservation
- Accessible technology for all
- Evidence based approach
- User centred design
- Compassionate service delivery

12. Service Differentiation

12.1 Unique Features

- Purpose built for legacy preservation
- Timeline based chronological organisation
- Multimedia integration in single platform
- QR code linking physical to digital
- Therapeutic applications validated by research
- Social care sector expertise

12.2 Competitive Advantages

- Multi award winning platform
- Evidence based development
- Research partner validation
- Specialist steering groups
- Social enterprise ethos



13. Future Development Roadmap

13.1 Product Enhancements

- Generative AI platform development
- Enhanced AI content assistant
- Private timeline options
- Family tree linking capabilities
- Advanced collaboration features

13.2 Market Expansion

- International market development
- Enterprise multi seat accounts
- Organisation dashboards
- Analytics and tracking tools
- Enhanced heritage sector features

14. Terms and Conditions

14.1 User Agreement

- Users must adhere to Apple's Terms of Use (EULA)
- Platform specific terms available at www.aftercloud.co.uk/terms and conditions
- Privacy policy governs data usage
- Subscription terms apply to paid plans

14.2 Payment Terms

- Payment charged to account upon purchase
- Free trial charge applies after trial period
- Auto renewal unless cancelled
- Cancellation must occur 24 hours before renewal
- Manage via device settings for individual users
- Monthly invoice for organisations

14.3 Content Responsibility

- Users responsible for uploaded content
- Content must comply with acceptable use
- No illegal or harmful content permitted
- Intellectual property must be respected



15. Contact Information

After Cloud

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Website: www.aftercloud.co.uk

Email: [Contact details available on website]

Social Media:

- Twitter: @aftercloud1
- Facebook: Myaftercloud
- LinkedIn: Dylogic Management Services

App Downloads:

- Apple App Store: Search "After Cloud"
- Google Play Store: Search "After Cloud"

16. Related Services

After Cloud is part of a suite of platforms offered by Dylogic Management Services Ltd:

- **After Cloud** (Consumer and Social Care): Personal and family timelines
- **Storyteller** (Children's Services): Platform for children in care
- **Heritage** (Business): Timeline solution for heritage organisations
- **Concours** (Consumer): Specialist application for classic car enthusiasts

Each platform is tailored to specific user needs while maintaining the core timeline and digital preservation functionality.

Document Control:

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- Owner: After Cloud Product Team