

# PRODUCT DESIGN AND ITERATION

Service Definition

G-Cloud 15

**REPLY**

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## SERVICE DESCRIPTION

Organisations are increasingly facing pressure to maintain their competitive edge as customer needs evolve and market conditions continuously change. The Product Design and iteration service involves applying a tailored methodology to designing and developing cloud products or services to align business objectives to the ever-changing user & market needs. With this service, Product designs and solutions can be iteratively changed to quickly incorporate the best design practices and end-user feedback, ensuring they are accessible and usable for all intended users.

Our expertise in strategic product innovation, user-centred design, software development & enterprise architecture enables our consultants to foster the creativity from the design process whilst underpinning it with sound architectural rigour to create a roadmap of change that is both exciting and achievable.

### Features

- Deliver innovative government products and services enabling enhanced user experiences and optimised customer journeys.
- A robust design methodology which provides effective benefits realisation with improved technical and operational performance.
- Technical and user centred product designs aligned to Government strategies and objectives.
- Innovative and scalable Product designs and solutions aligned to GDS service standards
- Product designs with vigorous security measures embedded utilising latest authentication and encryption patterns.
- Design thinking methodologies and frameworks which mitigate cloud challenges and constraints.
- Tested Product design recommendations incorporating key user needs and use cases.
- Capability to sustain, support and continuously improve initial Product designs and developments at any stage of a delivery lifecycle.
- Effective stakeholder management and cross collaboration.
- Full range of AWS & Azure expertise from Infrastructure, Platform and Software as a service.
- Iterative agile design and development methodology applied to deliver value at the earliest instance

### Benefits

**Product designs aligned to business goals/strategy:** Our Strategy and Product Innovation leads work in collaboration with our counterparts in government to ideate and refine the strategic vision into achievable Beta and Alpha product releases. Recent examples of which are a work capacity planning tool for the Ministry of Justice and a mobile app to help identify road users for the Home Office and used by the Police.

**Validated designs:** With Glue Reply our Product designs and solutions are thoroughly validated through robust testing and feedback mechanisms such as usability testing, ensuring they meet the highest quality and performance standards.

**Reduced iterations of developed designs & solutions:** Through our iterative design process, we streamline the development cycle, reducing the need for extensive revisions and iterations, ultimately saving valuable time and resources for your organisation.

**Optimised user experience:** Our citizen-centric approach to design prioritises the internal and external user experience, resulting in intuitive interfaces and seamless interactions that enhance user satisfaction and engagement.



**Data-driven design decisions:** data-driven insights to inform our design decisions, leveraging analytics and user feedback to drive continuous improvement and refinement throughout the design process.

**Key design features identified for an optimal product roadmap:** By identifying and prioritising key design features, we help you create a product roadmap that maximises value delivery and accelerates time-to-market for your digital solutions.

**Correct technology selection:** With our extensive experience with government systems and regulations, we assist you in selecting the right technologies that align with your requirements, ensuring compatibility and future-proofing your solutions

**Mitigated resistance to design changes:** Our collaborative approach ensures that users are brought along the design journey, mitigating resistance to changes and fostering a culture of acceptance and adaptation within your agency.

#### **Other benefits include**

- Improved Security protocols and Cloud performance limiting vulnerability to cyber-attacks and breaches
- Increased number of online/cloud transactions converted successfully supporting key operational decisions
- Enhanced user engagement, interaction and feedback
- Reduced technical and operational errors
- Minimised iterations of re-work on initial solutions and designs
- Cost-effective technical maintenance and support

#### **Challenges**

##### **Changing user needs and Inclusivity**

As user preferences and needs evolve, government entities and agencies must continuously adapt. They face the need to modernise, reduce costs and improve efficiencies. There is a challenge to ensure we cater for those who are not technically savvy or may have other factors that need to be taken into consideration when designing products services such as visual impairments.

##### **Uncertainty and Risk**

Developing new products and services can be risky, especially if the government service or technology is new. Product design and iteration helps mitigate these risks by adopting an iterative approach, allowing organisations to test and validate ideas before fully committing resources to development. User adoption can be tested via a successful Beta release and feature updates can be deployed based on feedback.

##### **Time-to-Market Pressure**

Government organisations need to bring products to market quickly, securely and to the highest standards. Product design and iteration streamline the development process using a nimble Agile methodology where requirements can change and the product development team is adaptable.

Development cycles are divided into sprints and each sprint has a demonstrable output on completion which is showcased in the end of sprint review demo, enabling project stakeholders to see the product evolve on a sprint-by-sprint basis.

This iterative approach is key in crafting and steering the product development process.



## **Cost Efficiency**

Developing new products can be costly, especially if extensive rework is required due to design flaws or customer dissatisfaction. Product design and iteration help organisations minimise costs by identifying and addressing issues early in the development process, reducing the need for costly redesigns and rework.

## **Our Approach**

In Glue Reply's product design and iteration service for government agencies, we employ a comprehensive framework that guides our approach from ideation to live deployment, ensuring alignment with organisational strategies and maximising value delivery.

### **Ideation**

In this phase, we collaborate with operational or service leads to identify design opportunities and establish priorities using the DVFS balanced scorecard (desirability, feasibility, viability, and sustainability). This ensures alignment with the organisation's strategy and sets the foundation for subsequent phases.

### **Discovery**

Building on the insights gathered during ideation, the discovery phase focuses on exploring the full potential of cloud design opportunities without limitations. Through various research and elicitation methods, we derive recommendations for next steps, including the identification of prototypes for alpha testing and further avenues for exploration.

### **Alpha**

This exploratory phase involves evaluating all possible cloud designs and solutions to address the problems identified in the discovery phase. With no constraints, we rapidly explore the solution space to gain sufficient knowledge for developing the Minimum Viable Product (MVP) or building new services, depending on complexity.

### **Beta**

Upon approval and feedback from the alpha phase, we initiate the first attempt to build a production instance of the prototype. This includes designing and developing the product or service based on feedback, creating cutover and early life support frameworks, and ensuring appropriate controls and governance are in place to manage delegation and tolerances.

### **Live**

Once the cloud solution is built, we manage the deployment into the live environment, ensuring a smooth transition to the run team and delivering the benefits and solutions outlined in the agreed problem statement. This phase marks the culmination of our iterative design process, delivering tangible outcomes for government agencies and their stakeholders.



## ONBOARDING

### Kick-Off Meeting

When we start an engagement with a new client, we begin with a workshop introducing the team (from both Reply and the client), the project objectives, and our anticipated timelines and approach. This workshop is most impactful when the majority of client stakeholders involved in the project are present and involved (either in person or remotely). Where this is impossible, we can hold separate sessions with teams that cannot participate in the kick-off workshop to ensure all stakeholders are engaged and bought into the project's objectives.

### Account Management

#### *Designated Account Manager*

Each client has a designated Account Manager, who will be the main point of contact throughout the engagement. This individual is responsible for ensuring that delivery progresses and is executed to the standards that Reply and our clients expect.

#### *Fortnightly review meeting*

Alongside regular ceremonies and informal daily interaction between the Reply project team and the client, we hold formal review meetings with key stakeholders, usually fortnightly. This includes critical client stakeholders, senior Reply project team members, and the Reply Account Manager. Where appropriate, these meetings will consist of a review of work completed and demonstrations or walk-throughs of deliverables.

### Offboarding

Where an engagement continues to completion, unless the client requests an extension or new engagement, all client IT, documents, artefacts and deliverables will be returned to the client. Our team will ensure a complete handover of data and knowledge to client staff. An ongoing support or retained advisory service may be implemented where appropriate to provide additional continuity.

### Access to Data

Ensuring secure access to client data upon exit is paramount to maintaining confidentiality and integrity. We begin by conducting a comprehensive inventory of all client data stored within our systems, encrypting it both in transit and at rest using industry-standard protocols. Strict access controls and authentication mechanisms are implemented to restrict access to authorized personnel only, with permissions regularly reviewed and updated. Client data is segregated from other data within our systems, ensuring isolation and protection. Upon exit, all access rights to client data are promptly revoked, including user account deactivation and permission removal. If requested, we securely delete or anonymise client data in accordance with retention policies and regulatory requirements. Detailed documentation and audit trails of data access are maintained, providing transparency and accountability. Before exiting, we verify with the client that all necessary data access has been revoked. Finally, we adhere to legal and regulatory obligations regarding data protection and privacy, ensuring compliance with contractual agreements and applicable laws such as GDPR or HIPAA. Through these measures, we ensure that client data remains secure throughout the exit process, mitigating the risk of unauthorized access or data breaches.



## **SECURITY**

### **Personnel Security**

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels. Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains. Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

### **Information Security**

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

### **Physical Security**

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.



## TRAINING & KNOWLEDGE TRANSFER

We enable customer teams throughout delivery by embedding knowledge transfer alongside implementation activities. Training is aligned to organisational roles, ensuring relevance for finance users, operational staff, and system administrators.

Knowledge transfer is delivered through:

- A train-the-trainer approach to establish internal subject matter experts.
- Technical training for administrators covering configuration, security roles, and integrations.
- Walkthroughs of system design, data structures, and operational processes.
- Provision of comprehensive documentation, including user guides and runbooks.

Formal training is supported by ongoing access to expert guidance during delivery and early life support. Where required, refresher sessions or additional enablement can be provided to support organisational change or onboarding of new users.





## ORDERING AND INVOICING PROCESS

To begin the process, please contact [glue.frameworks@reply.com](mailto:glue.frameworks@reply.com) with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.



## **CUSTOMER RESPONSIBILITIES**

To deliver our responsibilities as a partner, we require the following:

- Full access to systems and data that are relevant to the specific project
- Reasonable and timely access to key stakeholders and internal SMEs for information gathering, requirements definition and other critical tasks associated with the delivery of our outputs

## **Technical and Client-Side Requirements**

Other than the system access specified above, there are no specific technical or client-side requirements that would limit our capacity to begin work.

## **Outcomes and Deliverables**

Our engagement's specific outcomes and deliverables will be determined during the scoping phase before beginning the project based on your goals and objectives and the level of depth you require. These will include:

- Workshop(s) to discuss and assess the existing architectural design
- Detailed assessment of design with identification of risks and opportunities
- Report with recommendations and proposed action plan



## ABOUT REPLY

**Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.**

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

### **We make innovation happen.**

We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

### **We are a decentralised network of specialised companies.**

Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

### **Make forward, act sustainably.**

We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations