

Blueprint Discovery

SERVICE DEFINITION

Version: 3.0
Date: 30/01/2026



Contents

Blueprint Discovery Overview	3
Our Approach	4
Discovery Report & Artefacts	4
Features	5
Benefits	5
Why work with PDMS?	6
Accessibility	7
Using the Service - Onboarding	8
Ordering and Invoicing	8
Pricing Overview	8
Implementation Plan	9
Offboarding	9
Termination Process	9
Account Management	9
Data Security	10
Data Back Up & Restoration	10
Business Continuity	11
Data Protection	11
About PDMS	12
Accreditations	12
Social Value	13
Our clients	14
Case Study: Crown Commercial Service (CCS)	15
Case Study: Natural England	16
Contact Details	17



Blueprint Discovery Overview

According to the UK Government Service Manual, *“Before you commit to building a service, you need to understand the problem that needs to be solved.”*

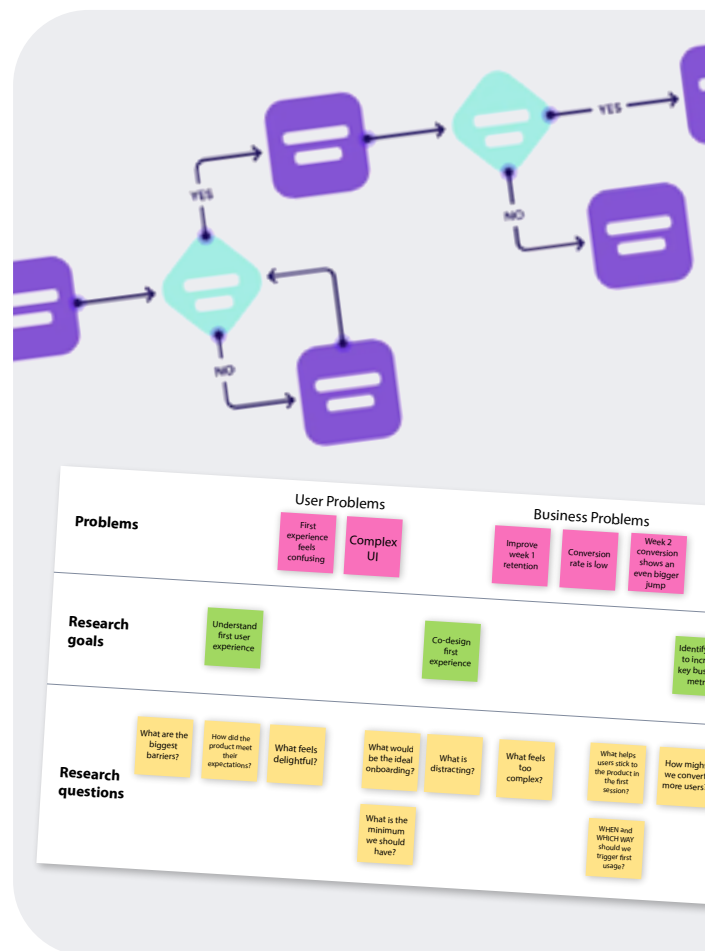
A Discovery Phase is an intense period of research, investigation, analysis, and planning to ensure we have fully understood your business goals and user needs.

We recognise that your stakeholders and your customers are at the centre of everything that you do. We want to spend time with you and them so we can understand their needs, goals, and pains and explore how we can make their lives easier and better.

A key part of the Discovery phase is also identifying any risks and constraints so we can recommend solutions that make sense for you and your organisation.

PDMS’s discovery approach ensures that digital projects correctly meet customers’ needs by:

- Understanding users and their context
- Defining the whole problem
- Ensuring a joined-up experience across all channels
- Making the service simple to use
- Ensuring accessibility for all users





Our Approach

Our multi-disciplinary teams have hands-on experience of proven discovery techniques from user research through to wireframing and prototyping. Our discovery service is also aligned to the GDS Service Manual and will ensure that your digital project meets the Digital by Default Service Standards.

We provide discovery services work on a time boxed basis, typically between 2 and 12 weeks in duration, and offer the flexibility to suit our customer's different requirements and budgets. We start the process with a kick-off meeting to ensure we understand the problem, to reframe the problem if necessary and to collectively agree the right approach and a plan.

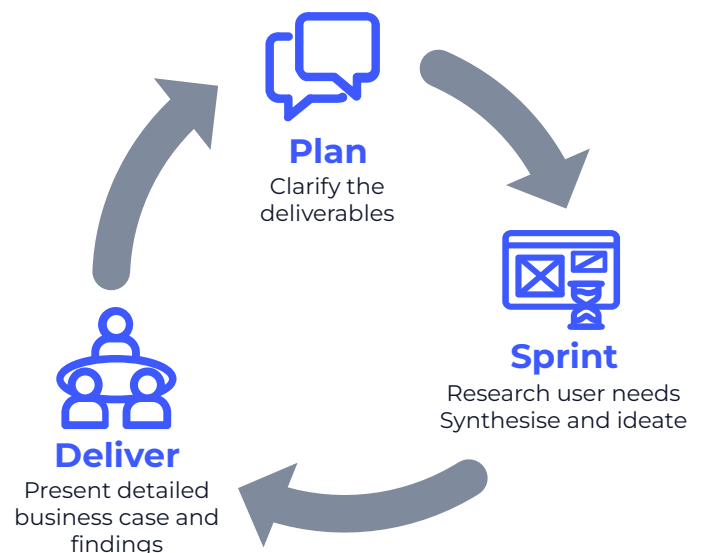
We choose an Agile approach for discovery because it allows the team to be flexible in how they undertake discovery and allows them to adapt to the needs of the business as the discovery progresses.

Our team will collaborate with your stakeholders to work within the framework of Agile sprints, with each sprint typically running over a 2-week elapsed period. Each sprint will include activities to:

- Plan the key outputs from the sprint
- Complete the required activities
- Present the findings back to the client at the end of each sprint cycle

Each sprint will be planned and executed as a collaborative team. The outputs will be delivered, and progress reported to project stakeholders, at the end of each sprint, in sprint review meetings.

This approach also makes best use of the available time and ensures the priority outcomes and activities are addressed. It also gives visibility to the stakeholders of the direction of travel and progress against the goal.



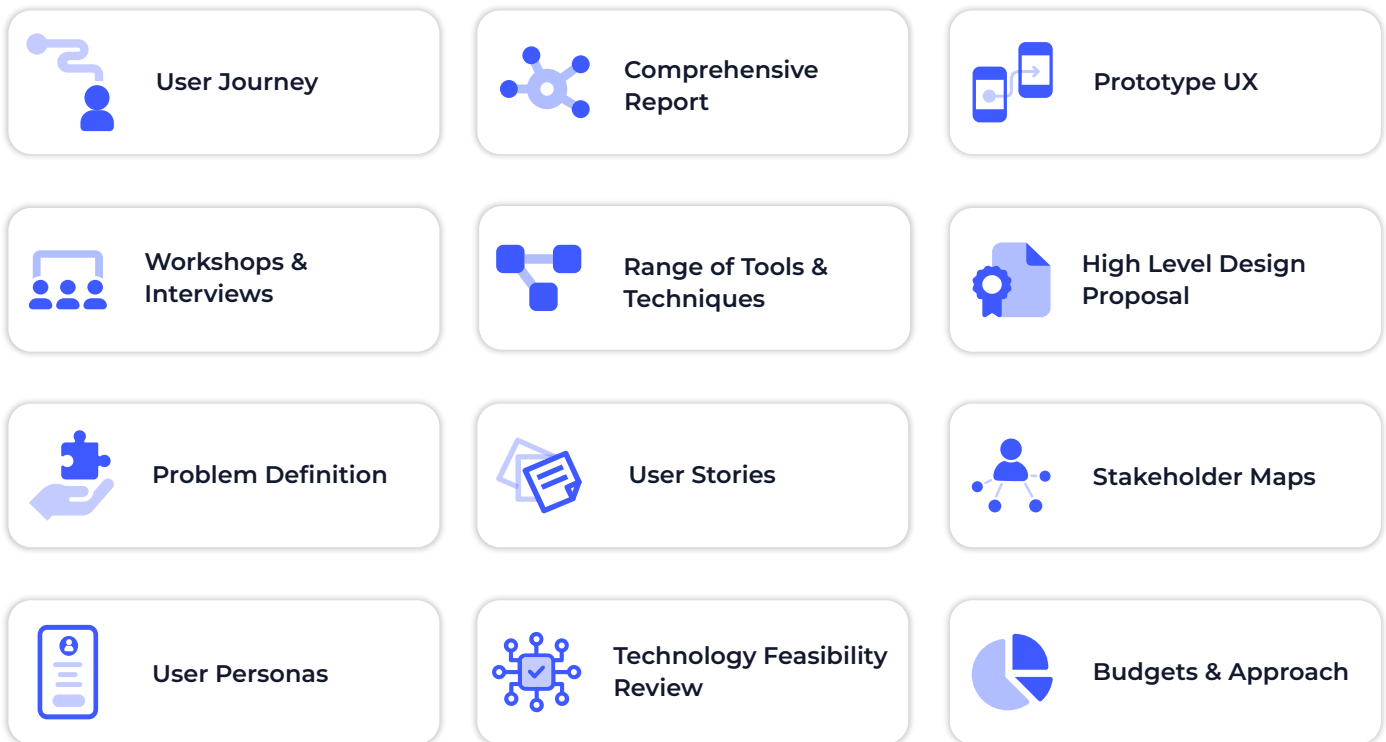
Discovery Report & Artefacts

Discovery deliverables will vary depending on the organisation's requirements. At the end of the Discovery phase we will deliver a comprehensive report with clear recommendations and a presentation which may include:

- A problem statement
- User-needs statements
- User journey maps
- User personas
- High-level concepts or wireframes
- A service blueprint
- A high-level release plan
- Recommendations for Alpha
- High-level effort estimate and budget recommendations

We can help prepare for GDS service standard assessment including planning, collating evidence and panel participation.

Features



Benefits

Some of the key benefits of a discovery project:

- ✓ Greater understanding of the problem to be solved
- ✓ Creates clear purpose and direction for your project
- ✓ Helps put your users first
- ✓ Reduces risk of not meeting user needs
- ✓ Builds trust
- ✓ Improves communication
- ✓ Creates buy-in from your stakeholders
- ✓ Helps with prioritisation
- ✓ Provides an understanding of any technical and user constraints
- ✓ Allows for better budgeting
- ✓ Aligned to GDS Service Design
- ✓ Provides a roadmap for the Alpha phase
- ✓ Allows for more informed decision making

Why work with PDMS?

PDMS can add value to your project through:



Industry expertise and track record

Successfully implemented Discover, Alpha & Beta service and solutions for a range of clients including central and local government.



Flexibility and customisation

There's no one-size-fits-all approach so we take the time to understand your organisation, people and systems and customise solutions and our service to meet your requirements.



Innovation and creativity

Experienced team with a focus on innovative solutions that leverage current technology and transform it through creative thinking.



Scalability and future-proofing

Up-to-date solutions that are scalable to provide long-term value and be ready for future growth and technological advancements.



Data security and compliance

Strong focus on protecting sensitive data often associated with government systems to ensure it is protected every step of the way.



Collaborative and personalised service

Capable of delivering at scale whilst maintaining a focus on a personalised service.





Accessibility

Accessibility is a core principle which is considered throughout our software and solution delivery process. The UK's Public Sector Bodies Accessibility Regulations 2018 stipulates that all digital services should comply to WCAG 2.2 AA level, and all sites and services PDMS develops are tested against these criteria. As well as providing for accessibility and inclusivity, designing, developing and testing websites against WCAG 2.2 also has significant benefits to the search engine performance, mobile-friendliness and overall usability of a website or service.

We use a combination of automated testing, manual testing and testing with assistive technology such as screen readers, to make sure our systems and websites comply with WCAG. We will also draft and publish accessibility statements. In line with UK Government advisory, PDMS recommends periodic review of accessibility due to ongoing content changes. We are also able to provide 'experts by experience' testing by arrangement which involves inviting users with a range of disabilities to test the website and feedback on improvements.





Using the Service - Onboarding

Ordering and Invoicing

Requests for more information or to place an order for our Discovery service, contact PDMS on sales@pdms.com.

We would propose arranging a meeting to find out more about your precise requirements and answer any specific questions you may have. If required, we are also happy to provide an additional detailed proposal which will cover the specific deliverables, approach, timelines etc.

Should we then progress to the order stage, the GCloud call off contract would be signed by both parties. Depending on the solution or service we are delivering, we will also provide a Statement of Work(s) which clearly defines the project deliverables and ensures that we are both fully aligned in terms of the approach and the outcomes.

The minimum contract period will depend upon the project deliverables and will be agreed as part of the onboarding process.

Once we have a more detailed understanding of your specific requirements, we can provide a detailed cost breakdown which is usually on a Time and Materials basis. We can also provide Fixed Price quotes depending on the project deliverables.

- Time & Materials services will be invoiced monthly in arrears.
- Fixed Price projects payment milestones will be discussed and agreed as part of our onboarding process.

Use of the service is subject to the PDMS Terms & Conditions and any terms outlined in the Call Off Contract.

Pricing Overview

You can find pricing information in the Blueprint Discovery Service Pricing Document and the PDMS Rate Card.



Implementation Plan

We will hold a number of briefing calls as part of our onboarding process where we will ensure that we have a shared understanding of the project outcomes, the broader project context and to establish agreed ways of working.

As part of our onboarding process, we will provide an implementation plan that will cover the following:

- Project Overview covering objectives and scope
- Project Roles & Responsibilities for stakeholders and key team members
- Project Delivery methodology e.g. Agile, Waterfall
- High level Project Timeline with major milestones etc.
- Risk Management to identify and mitigate any potential risks
- Change Management procedures
- Communication Plan, including channels, frequency and format
- High Level Technical approach
- Hosting (if applicable)
- Documentation and knowledge transfer

Offboarding

We will agree an offboarding process which will include details of the data that will be provided, the format, any relevant documentation and details of how knowledge and learning can be handed back over to the organisations. Depending on the specific tasks related to offboarding at the end of a contract, there may be additional costs.

Termination Process

Our terms and conditions are tailored to meet the nature of the specific solution, project or service we are delivering to ensure that it best meets our client's objectives. The specific terms relating to contract termination would be agreed as part of the contract award and onboarding process and form part of our final contract.

Our standard termination clause, without cause requires 3 months' notice of termination.

Account Management

We assign a dedicated Account Manager to all our customers. Our Account Managers, together with our Project Managers are a main point of contact for our customers. They are responsible for contract management and any account queries that you may have over the course of the contract. They will pro-actively support you to ensure that our services and solutions are delivering the best possible outcomes for your organisation.





Data Security

PDMS is certified to ISO/IEC 27001, the internationally recognised standard for Information Security Management and is certified under the Cyber Essentials Plus scheme.

In the Isle of Man, the Data Protection Act 2018 makes provisions for the regulation of the processing of information relating to individuals.

The Data Protection (Implementation of GDPR) Order 2018 gives effect in the Island to EU Directive 2016/79 of the European Parliament (General Data Protection Regulation).



Data Back Up & Restoration

PDMS understands the requirements and the comfort that is brought about by backing data up. PDMS has exceedingly high levels of uptime, resilience and redundancy although there are still occasions where data will need to be restored to a previous date.

PDMS has therefore built a backup system which provides continuous recovery points for the data underlying the systems that we have developed. These backups are written to online storage for quick recovery and also regularly taken to tape so as to provide a point in time archive.

The underlying database engine allows point in time recovery, giving an RPO of near zero in the case of data corruption. In the unlikely event of a total system failure, our combination of backup strategies (including transactional data backups every 4 hours) supports an RPO maximum of 4 hours.

We perform periodic testing of the backup archives to ensure integrity of the data and restore capabilities.





Business Continuity

PDMS has a robust set of policies and procedures, which form part of an overall Business Continuity and Disaster Recovery Framework to ensure that PDMS is able to provide services to its customers during, and after, significant events that can occur from time-to-time. These policies and procedures form part of PDMS' ISO 27001 and ISO 9001 certified management systems, and as such are externally audited to validate their appropriateness and effectiveness.

PDMS' general approach to business continuity is to ensure that there are no single points of failure within any part of the business.

This ethos means that we make use of multiple, geographical diverse, tier 3+ datacentres to house all of our business-critical data processing units. Our systems are setup in such a way that should a single datacentre fail then customers and PDMS staff should see no loss of service. Should an incident occur then the system will automatically fail over to the other data centre for the provision of services.

We can provide copies of the various policies and procedures that relate to Business Continuity on request.

Data Protection

PDMS has a dedicated, qualified Data Protection Officer who is responsible for overseeing data protection across the organisation. PDMS has a Data Protection Policy that details how PDMS and our staff will conform to the requirements of the applicable Data Protection Legislation. The Data Protection Officer provides support and advice to each department and ensures ongoing compliance with the legislative requirements through auditing each department. These audits cover all aspects of data protection from collection through to disposal, ensuring that we correctly follow the identified requirements.

PDMS will also, in conjunction with our customers as the Data Controller, provide assistance for any required Data Protection Impact Assessments as part of our services and solutions, which may identify any controls needed that are over and above the standard provision.





About PDMS

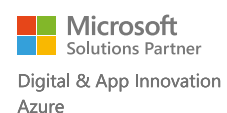
PDMS is a technology company specialising in software development and digital services. With a unique blend of software engineering excellence and creative digital design, we prioritise user-centric solutions. From analysis to ongoing support, we guide clients through every stage of their digital journey.

Our team consists entirely of full-time employees who are committed to continuous learning and skills development. Each member undergoes BPSS checks, with the majority holding SC security level clearance. Our diverse team brings expertise in project management, business analysis, UX design, software development, testing and infrastructure support.

We prioritise customer success, fostering long-term relationships - working with over half of our clients for a decade or more.

With three decades of industry experience, we've honed our understanding of the unique challenges, pressures, and opportunities encountered by the public sector in harnessing technology for maximum impact. Passionate about leveraging technology for tangible outcomes, our digital projects have saved millions, benefiting both public and private sectors while reducing environmental impact and enhancing productivity and customer service.

Accreditations



Memberships





Social Value

Right from the outset, giving back to our local communities has always been important to PDMS. We do this in many ways including fundraising activities undertaken by our generous and enthusiastic staff, corporate charitable donations to local, national and international causes and providing services in kind - for example, a new website for a sporting club or a database for a wildlife charity.

However, what we are most proud of is the time that our team generously gives up to support many community charities and organisations - particularly those that focus on young people. We provide mentors to schools and students, support the work of Junior Achievement and help to broaden the horizons of young people, especially young girls, when it comes to career opportunities in tech. We've welcomed hundreds of students on work experience, placements and apprenticeships over the years and have loved helping young people to learn more about the world of work and grow in confidence.

We want to play our part in protecting our environment too. Our ISO14001 accreditation, is helping us to measure and minimise our impact.

PDMS has committed to achieving Net Zero and has pledged not only to take action to measure, educate and offset its carbon footprint but to also champion environmental protection within all spheres of influence including biodiversity.

When awarded contracts to undertake work as part of the GCloud framework, we will discuss with the buyer appropriate levels of social value that we could offer that are aligned with the buyer's social value objectives, we also liaise with the relevant buyer project team to see how we can develop and maintain skills as part of any contract. We will look to support the buyer's own social value framework by offering work careers support, mentoring and supporting charities that help women and young girls to progress a career in tech, STEM ambassadors etc.

We regularly take on apprentices across different technical roles and 17% of our current development team started as apprentices.

We will pro-actively seek to openly share our knowledge/ expertise by providing online 'lunch and learn' training sessions on accessibility, agile delivery and UX design. Examples include work experience placements, careers talks & mentoring, diversity & inclusion initiatives and supporting the development of digital skills.

Our areas of social value focus are:



We will provide regular updates on how we are performing in relation to our social value commitments as part of our regular Account Management meetings and will provide an annual report detailing the activities undertaken which have been attributed to a buyer's specific contract and the impact delivered.



Our Clients





Crown Commercial Service (CCS)

Challenges

Originally modernised from manual processes twenty years ago, there had been no significant upgrades or enhancements to the fleet portal for some time. The interface looked dated and more sophisticated users were requesting additional functionalities in line with recent technological developments.



Benefits and outcomes



Enhanced search functionality for common search criteria and comparing up to three vehicles



Mobile responsive website with modern front-end where CCS can easily maintain content



Improved reporting and features to comply with GDPR



Delivered £5.4m savings in the first 18 months



Registrations quadrupled to circa 1600 site users



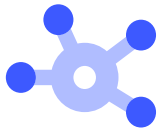


Natural England

Challenges

The Environment Bill mandated Biodiversity Net Gain (BNG) for all developments needing planning permission. To support this, Natural England, working with DEFRA, were tasked with investigating how digital solutions could help deliver BNG services, so they engaged PDMS to undertake an in-depth Discovery project.

Benefits and outcomes



Delivered a comprehensive Discovery Report with detailed research and recommendations based on extensive user research



A phased approach with six main phases to cover a complex problem space with multiple stakeholders involved



Enabled Natural England to meet a key milestone in the GDS framework



Provided valuable insights into the BNG project including stakeholder analysis, technical options, timeframes and costs



Project undertaken online due to lockdown with successful collaborative working





Contact Details

 pdms.com
 twitter.com/pdms
 facebook.com/pdmsgroup
 linkedin.com/company/pdms
 GetInTouch@pdms.com
 +44 1624 664 000

Isle of Man Office
Global House
Isle of Man Business Park
Cooil Road
Isle of Man
IM2 2QZ

Glasgow Office
Unit 5000, Academy Park
Gower Street
Glasgow
Scotland
G51 1PR