



G-Cloud 15

Service Definition – TSO Mobile App Platform

January 2026

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Service overview

TSO's in-house app platform for the fast and cost-effective delivery of cross-platform apps.

The benefits of apps on our platform include:

- Better user experience and lower operating cost than web applications
- Once downloaded, apps work offline when internet is not available
- Allows us to deliver quick and handy reference guidance and eLearning experiences through the device people always have with them
- Fast and efficient delivery of new content to users via TSO's automated deployment
- More than a decade of experience in publishing B2C apps has given us continuous feedback directly from users that helps us improve and innovate
- Apps built on our platform scale much more easily than websites – Deploy to one user or one million users with the same infrastructure and no traffic and bandwidth costs or availability issues

- Not having to forecast traffic / scale for every new app saves time and means not paying for infrastructure that is way oversized, helping your app achieve profitability faster
- A white-label solution that's designed to be branded as much or as little as you need – Just add logos, or theme everything
- Reduced dependency on the cloud means a much lower carbon footprint when compared to more traditional web services

TSO's Mobile App platform is built on open-source hybrid components and frameworks. Taking this approach vastly reduces the effort required to ensure continued compatibility with the continually evolving Android and iOS operating systems.

What this means in practice is that we can minimise the cost of updates and maintenance and instead focus on delivering our ongoing strategic programme of feature and platform enhancements. It also means that the time and cost of bringing a new app to market is considerably reduced.

Because we use a common modular codebase across all of TSO's Android and iOS apps, when a feature is developed to meet the needs for a specific app, that feature becomes available to all platform apps and can be rolled out quickly and efficiently as an update.

This approach also makes more advanced features viable for clients as we are often able to spread the R&D cost for a commonly-requested feature between multiple clients.

We've worked hard to enhance the user experience that our products offer and have continued to invest in the UI and UX elements of our platform. Our latest platform version 4 brings with it a refreshed look, which is clean and intuitive.

Drawing on our extensive experience in mobile application and website development, we have ensured that our applications are designed with Apple and Google's style guidelines in mind whilst ensuring that they meet Web Content Accessibility Guidelines (WCAG) 2.2 AA or higher and Public Sector Bodies Accessibility Regulations (PSAR) 2018 requirements.

Our platform is developed with privacy-first principles, meets GDPR standards, employs rigorous security measures, and keeps user data protected by design.

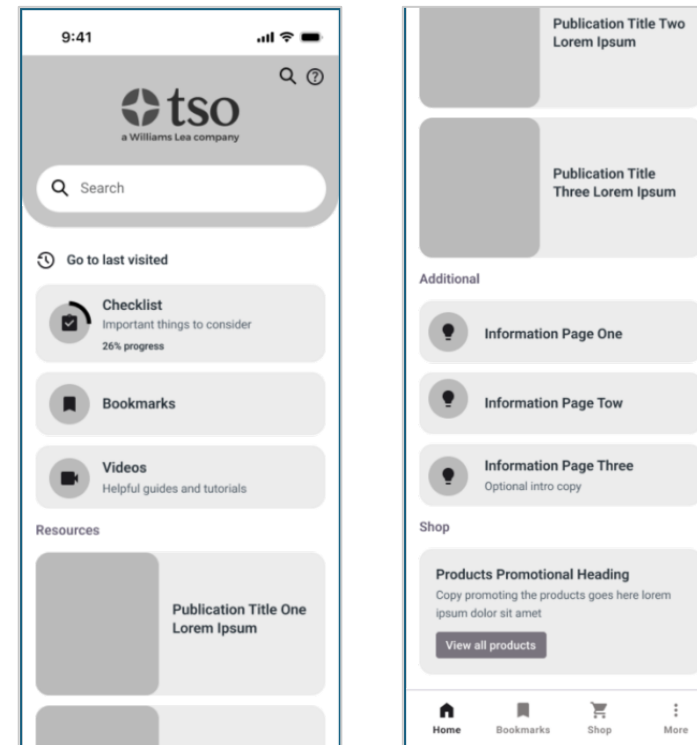
Publications module

At its essence the publications module within our mobile app platform brings structured HTML content to apps in a way that is easy and intuitive to navigate and is also fully searchable.

Content can include words, spaces, video and audio (offline or streamed), images, charts, diagrams and just about anything else that is possible with web technologies.

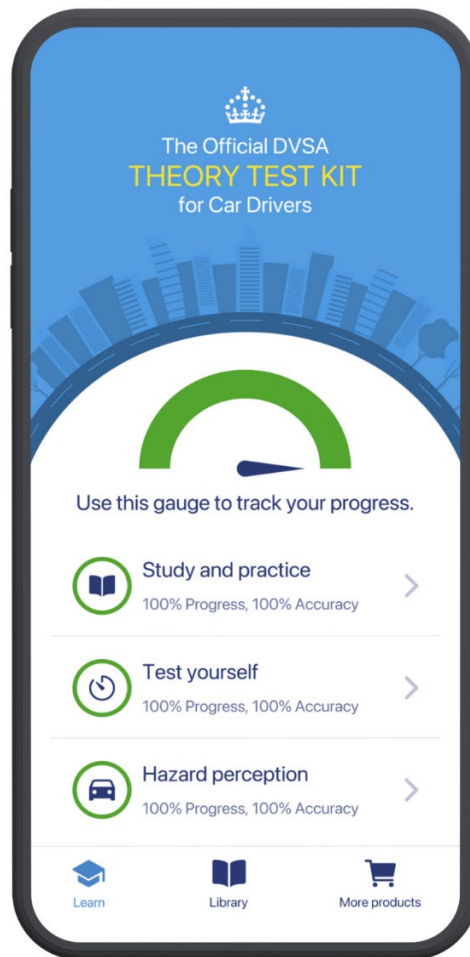
What our platform adds above web technology is that by default all of the content is available offline, and it's fully searchable on-device with no reliance on an internet connection or back-end servers. This means incredible uptime and while we can of course augment with online services where required, it is ideal for clients with lots of field operatives and / or people working offshore.

But crucially, navigation and UX is designed specifically for mobile rather than simply being available on mobile. And there's a world of difference.



Apps as active and accessible tools for eLearning

TSO's mobile app platform delivers a full learning experience with a dashboard to keep track of progress, case studies, revision cards, quick test and mock test/exam sections.

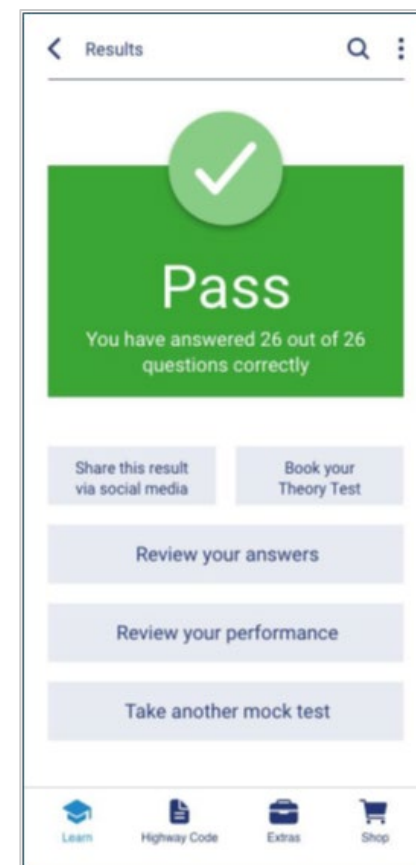
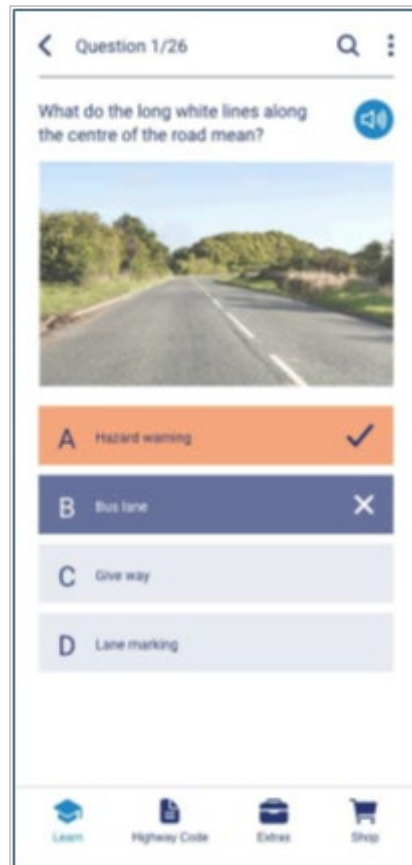
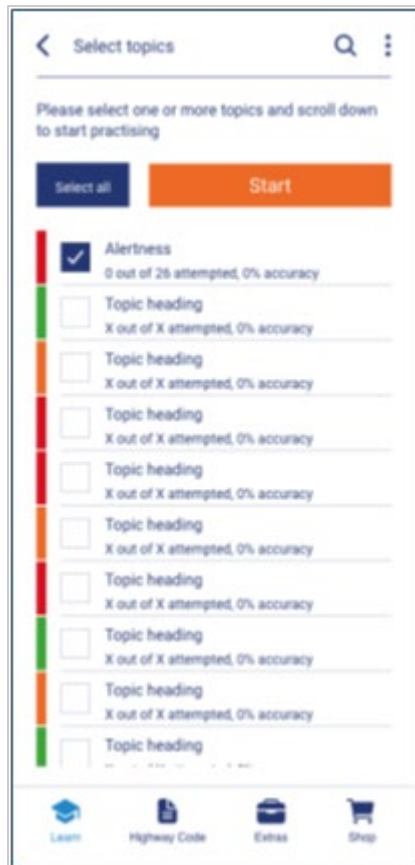


The dashboard can include:

- Navigation to the Study (Case Studies and Study Cards) and Practice (test yourself) sections
- Progress gauges that provide a snapshot of progress through the sections in the app
- Metrics for overall progress; and
- Links to other products (e.g. to purchase books) and 'prepare for your test' (video and checklists)

The study feature consists of:

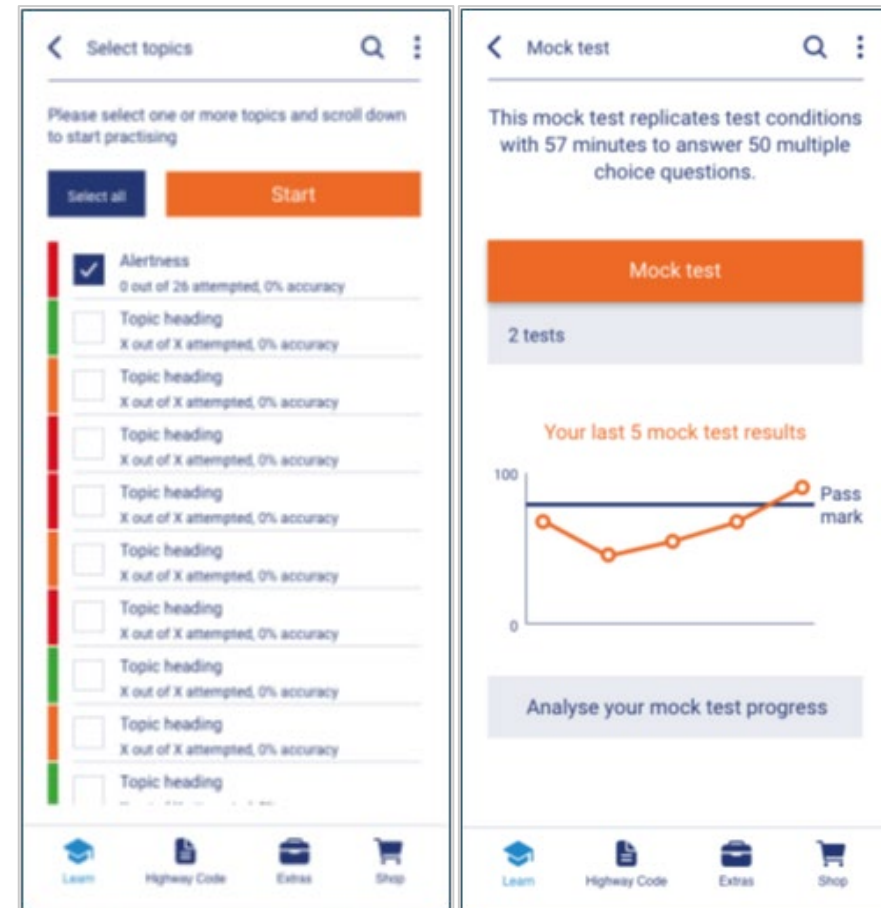
- Case Studies – Allows for the student to read through structured revision topics at their own pace, keep track of their progress and move on to testing their knowledge with Study Cards
- Study Cards – Allows the student to take the next steps and test what they have learned, whilst being given instant feedback when they answer a question incorrectly



TSO can add voice-over audio segments as a read aloud feature to support different learning styles. This functionality also works offline, meaning there is no reliance on an internet connection once installed. We can arrange a human voice actor or provide AI-generated content depending on your budget and preference.

The Quick Test and Mock Test features include:

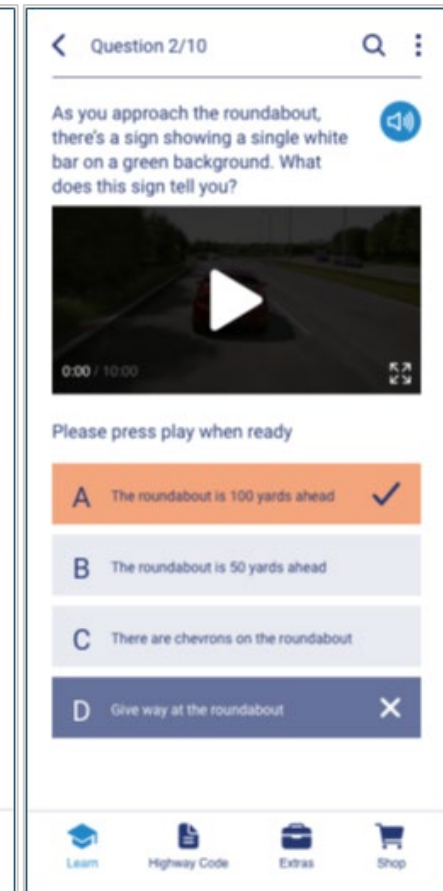
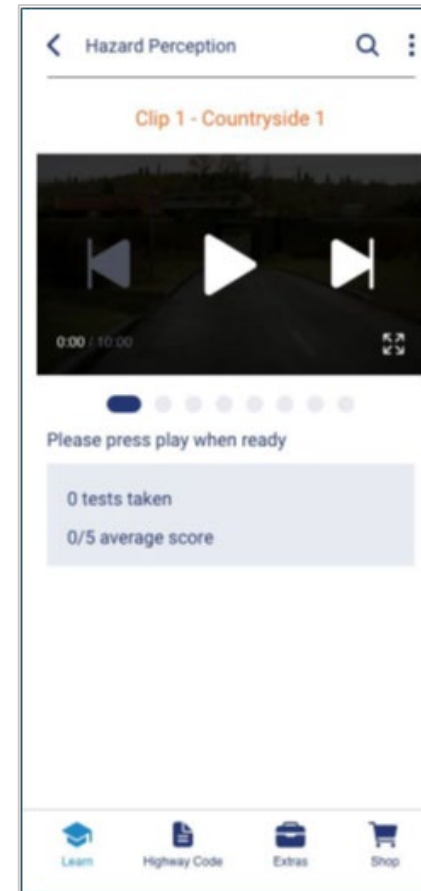
- Topics can be selected to study (in any combination)
- A set number of questions to answer in a set time scale (i.e. 20 questions in 10 minutes)
- A dashboard shows the percentage of all questions answered, the percentage accuracy of the answers given, and the option to analyse your performance
- Questions are in multiple-choice format; we also support visual (as well as offline video) questions and visual answer options
- In a Quick Test, the student is able to use other areas of the App to check their knowledge and come back to where they left off
- The Mock Test exam features are similar but with a longer test duration (typically around 50 minutes) and more questions per test, mimicking a real exam
- The mock test can be paused but the user can't navigate to other areas of the App to revise while a test is in progress, in order to replicate test conditions



Hazard Perception / Interactive video

This feature has been designed to support different learning styles and is heavily configurable to suit the content matter.

It can include a video presentation that pauses with pop up questions that need to be answered by the user, with instant feedback on whether they are correct or not and why the answer is what it is. Alternatively, it can take the form of a video where the user has to spot the hazards within a working environment.



Usage data drives innovation

TSO's app platform service includes extensive analytics, supported by a data analysis tool that enables the understanding of how the services and content is being utilised by end users. The solution and tracking functionality is fully GDPR compliant and can be used to:

- Identify common question responses, highlighting potential issues with a gap in the guidance or explanation
- Understand how the content is being used and how long users are spending on each section

The data collection will also inform the data driven events and tailoring of the user experience that is part of our app platform development pipeline.

TSO app development pipeline

TSO's roadmap for the development of the app platform for the next 12 months and beyond includes:

- Implementing our latest UI/UX refresh: we are committed to building apps users love, as well as meeting latest accessibility requirements and design best practice
- A new and more sophisticated user journey for Freemium / Paymium products (as well as UX improvements for free Apps)
- User accounts, which will allow users to sync their progress, preferences, bookmarks etc between devices

- Tailoring the learning experience to the individual's needs with our learning science algorithms which use event data and tracking of App usage to set targets which ensure they're spending enough time learning the subject matter
- More sophisticated communications to users based on their progress, topics that they are interested in and/or topics they have the most difficulty learning
- Achievements, anonymous benchmarking and analysis of test readiness for eLearning

The development pipeline has been constructed on a combination of user needs, customer feedback, client requirements and TSO's desire to maintain our position as the UK leader for official apps. We like to engage with clients to identify further development opportunities for the platform to meet client/user needs.

The benefits of a platform approach are that:

- There is improved speed to develop a product
- There is confidence in a robust platform to roll out apps quickly and to a very high-quality standard
- New features and enhancements to existing functionality are managed centrally and then applied to client Apps, meaning lower costs

Case Study: Driver and Vehicle Standards Agency (DVSA) Theory Test Kit app

The challenge

To deliver an innovative and user-focused series of iOS and Android apps for learner drivers. Our approach was to run focus groups and conduct valuable market research to deliver a solutions-focused digital offering. Key to this was evolving the service from traditional print formats to an innovative digital portfolio.

TSO faced the challenge of innovating and updating DVSA's publishing portfolio, to ensure it was meeting customer demand and keeping pace with the competition. With a diverse customer base TSO had to ensure a transition from traditional formats to an accessible digital solution. TSO adopted a solutions-focused approach to development, in line with feedback received during focus groups, to evolve the product to accommodate modern learning practices and so users could learn on the move.

The development objectives were threefold:

- The solution should be user-centred and take into account modern learning practices
- Users were provided with the information they needed to be safe on the road
- The product delivered a commercial return and therefore the price point was critical to ensure a competitive product was delivered

The solution

Working in conjunction with DVSA, TSO initially agreed what the functionality would be, based on customer feedback. This included:

- Study, practise, and test, a process which allows the learner to read and understand the theory, before practising to see what they've learnt and then taking a mock test
- Hazard perception practise clips
- The Highway Code
- Additional extras, including a voiceover for people with reading difficulties
- full optimisation for a smartphone screen

TSO initially developed an iOS app, following on with an Android app for the Google Play Store. Both apps are managed and receive regular updates via TSO's mobile app platform.

The results

Success story: The official DVSA app range includes The Official DVSA Theory Test Kit, Hazard Perception Practice and The Official Highway Code, which all have a wealth of five-star reviews.

The Official DVSA Theory Test Kit app has proved particularly popular: it consistently ranks as one of the best-selling apps across all categories of the UK iTunes app chart. With one app sold every 60 seconds in the UK, the apps generate over £1 million of revenue per annum. Ratings average at 4.5 on the Apple store and 4.7 on Google Play.

The Official Theory Test Kit app was featured by Apple as App of the Day in November 2025. This recognition highlights the impact and quality of a product that supports millions of learner drivers each year.

The TSO Approach

TSO provides an end-to-end publishing solution to help organisations deliver authoritative content in the formats that are useful to their audiences.

Our solutions for clients include:

- Product development process aligned with the GDS (Government Digital Services) approach
- Content development – content commissioning, original content creation, content design, quality assurance and content management to ensure high quality products
- User-centred design to ensure products meet user needs
- Creative design to create engaging, accessible and brand-compliant products
- Multi-format publishing – websites, printed products, mobile apps, e-learning, eBooks and compliance tools
- Marketing – developing and executing strategies and plans to increase adoption of your products, including specialist knowledge in optimising app store visibility

- Sales – working with an established network of resellers and specialist organisations
- Customer support – supporting customers via phone, email, social media and webchat

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