

TRANSLATING IDEAS INTO TECHNOLOGY

SUPPORTING AN AMBITIOUS TECH SCALE-UP TO GET THE MOST FROM INVESTMENT IN THEIR TECHNOLOGY



CHALLENGE

Our client, a promising tech scale-up backed by angel investors, collaborated with the NHS to develop a product with significant potential to support patients with mental health and other long-term conditions. As a small organisation with big ambitions, they needed to re-platform and enhance their app, build a new portal, and add features, including a well-being prescription for patients.

They were planning a high-profile launch to a new user group requiring further development and a new onboarding journey, and were running an ongoing NHS pilot to build the evidence base for their product.

PROVEN PERFORMANCE

- 75+ SUCCESSFUL PROJECTS
- 15+ CLIENT ACCOUNTS
- 40+ YEARS EXPERIENCE

PROCESS

We provided bite-sized consultancy, taking time to understand their goals, timelines, and challenges. Engaging with key team members, including the product manager, we recommended:

- New Development Team: A new third-party developer better aligned with their needs.
- Business Analysis Input: To develop technical requirements, user journeys, reporting requirements, and a real-time tracking dashboard.
- Quality Assurance Strategy: A tailored test strategy, including unit, system, integration, user acceptance, and beta testing, with daily stand-ups to ensure alignment.
- Project Management: To facilitate the NHS pilot, transition to the new developer, and manage the development, build, and testing of the new technology using a tailored governance framework.

OUTCOME

We provided an Embedded Resource Solution to implement these recommendations and successfully transitioned to the new developer with minimal disruption.

The client gained confidence in the product quality before their launch, knowing quality assurance had been built into each step of the build process and testing had been robust. The enhanced features and functionality were delivered on time, with no bugs or downtime on launch day.

A new dashboard enabled effective real-time monitoring of the launch impact and app usage, providing valuable data for PR and product development.

BENEFITS

- Smooth transition to a new development partner with minimal disruption.
- Embedded Quality Assurance approach, including rigorous testing, ensured high product quality and client confidence.
- No bugs or downtime during the launch of the nursing version of the app despite a massive surge in signups.
- New real-time data dashboard enabled effective monitoring of launch impact and usage.
- Lessons Learned workshop led to lasting improvements in working methods.