

Deliverables catalogue

Thrive platform reboot package

Step up your platform with impactful improvements and a more engaging user experience. A summary of the services Thrive will deliver. The customer, term, number of support days, fees and payment schedule are set out in the order form to which this catalogue is attached.

1. Scope of the package

Thrive will rebuild the learner-facing experience and the structure behind it: a refreshed explore page and redesigned homepage, a full tag review, in-depth content clean-up, an audience check and two planned campaigns to bring people back to the platform. Work is delivered by a Thrive specialist, working to the deliverables set out below.

2. Deliverables

Deliverable	What is included
Explore page refresh	Image updates and minor content tweaks across the explore experience.
Homepage redesign	Layout and visual upgrades, plus thumbnails for homepage blocks.
Campaign planning	Support to plan and schedule two campaigns or releases.
Tag optimisation	Full review and removal of duplicate or redundant tags.
Content deletion	In-depth review and removal of outdated content, up to 1,000 items.
Audience review	Audience settings and membership assessed to ensure accuracy.

3. How the package runs

- 1. Initial call.** You and your Thrive contact agree priorities, the content, tags and audiences in scope, and what good looks like.
- 2. Rebuild.** Explore refresh, homepage redesign, tag and content work and the audience review delivered by your Thrive specialist.
- 3. Campaign planning.** Two campaigns or releases planned and scheduled with your team.
- 4. Handover.** A walkthrough of what changed, so your team can maintain it.

4. Assumptions and dependencies

- The customer provides stakeholder availability for the initial call, campaign planning and sign-off on the redesigned pages.

- Administrator access to the platform is available to the assigned Thrive specialist for the duration of the package.
- Images, thumbnails, copy and brand assets required for the explore and homepage work are supplied by the customer.
- Content deletion covers up to 1,000 items and two campaigns are included; anything beyond that, and anything not listed in this catalogue, is out of scope and handled as a separate change to the order form.
- Upon expiry of the Package Term, the Supplier shall issue a completion of works document to the Customer setting out the operational support services delivered during the Term. The Customer shall review and countersign that document within [5] Business Days of receipt. Failure by the Customer to countersign within that period shall be deemed acceptance of the completion of works document and the operational support services described therein.