DELIVERING ON
DIGITAL

Design and Execution in the Digital Age

Design strategies

1. Use internal tools to encourage good design. Demonstrate the value of good design through better internal tools and apps.

2. Get out of the office and talk to real users. Firsthand knowledge of user needs and behavior can yield priceless design insights.

3. Decide the scale of your transformation. Based on your goals and resources, determine how big or small changes should be.

Delivery strategies

4. Learn by doing. Whether it's agile sprints or design thinking, a hands-on approach can improve understanding and debunk myths and prejudices.

5. Show, don't tell. Letting stakeholders play with something tangible, even if it's not perfect, it helps them see the impact the digital product could have.

6. Modify agile for large projects. Develop multiyear roadmaps focused on strong governance, coordinating cross team dependencies, consolidated reporting and increased testing.

Operational strategies

7. Use feedback loops to drive continuous improvement. Data analytics and user feedback provide opportunities to tweak and fine-tune services as well as the entire customer experience.

8. Deliver an experience, not just a service. Instead of one-size-fits-all approaches, look for ways to achieve useful customization for different users.

Well-designed digital services require a strong connectedness between:

Ambition and scale: The desired level of transformation given the scale of the challenge/effort.

Experience: The human interactions, emotions, and influences that drive engagement.

Operational evolution: Changes to the organizational structure, effectiveness of employees and change management required to adapt operations.

Tools and techniques

9. Customer journey map. Journey maps show the interaction of current pain points and point to opportunities to improve the user experience.

10. Experience blueprint. This is another tool to illustrate and analyze the end-to-end customer experience.

11. Customer engagement plan. The customer engagement plan uses the journey map to understand opportunities to engage the customer across the journey, a three-phase process: attract, engage and extend.

12. Prototype spectrum. This spectrum represents a range of prototypes that can be used to define and validate concepts.

13. Protosketching. This is where design meets coding - protosketching provides a concrete way to review issues involving data, design and functionality.

14. Agile dashboard metrics. For large, complex projects, agile dashboards enable program leadership to track metrics across multiple scrums and see the comparative performance of the scrum teams.