

Digital Redesign



Success strategies

1. Ride the disruption wave, don't avoid it.

In an environment defined by constant change and frequent disruption, it's vital to not just keep up with disruptive change but to capitalize on it.



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2. Create horizon scanning capability.

Making sense of the ever-changing technology landscape can be daunting, but technology itself may provide some potential answers in the form of useful new tools.

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3. Work around legacy systems.

The idea is to migrate while also being able to reengineer the business processes and services but keep pushing data back to the old system, which continues to house data. When the majority of services are working on the new platform, the data can be moved over and the legacy system, decommissioned.



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4. Build partnerships and ecosystems.

Co-creation and collaborative efforts with universities, innovation labs, private sector organizations, or even willing citizens could help bright spots and pockets of innovation scale at a faster pace.



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5. Flip orthodoxies/Change your lens.

When approaching redesign, start with a clean slate and an open mind. More importantly, start with the user at the center of your redesign.

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6. Fail fast, fail quickly.

To adapt faster to rapid advances in technology, make test-fail-learn-and-test-again a virtuous cycle in government.



Tools and techniques

7. Design thinking or human centered design.

Build a deep understanding of users and their problems and then generate ideas, build prototypes and test those with users before developing and launching a service or product.



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8. Business model generation canvas.

This downloadable tool and web app allows users to describe, design, challenge, invent, and pivot their business models. A pre-structured canvas lays out the nine building blocks of any business model; users can then visualize and modify their own model in a single view using the canvas.

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9. Disruptive hypothesis. One way to unlock innovative thinking is to create a disruptive hypothesis. This often starts with asking "What if . . . ?"

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11. Ethnographic research. By observing target users in their natural, real-world setting, instead of an artificial environment or focus group, ethnographic research provides more authentic insights into routine user behavior.



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10. Innovation labs. Public sector innovation labs devise products and solutions to societal and public problems, while providing a "safe" space for innovation, collaboration, learning, and incremental experiments to take place.

