

Putting humans at the centre of your transformation

Key ingredient to ensuring success

Jonathan Bradley, Asim Ali
23 May 2023

Today's speaker lineup

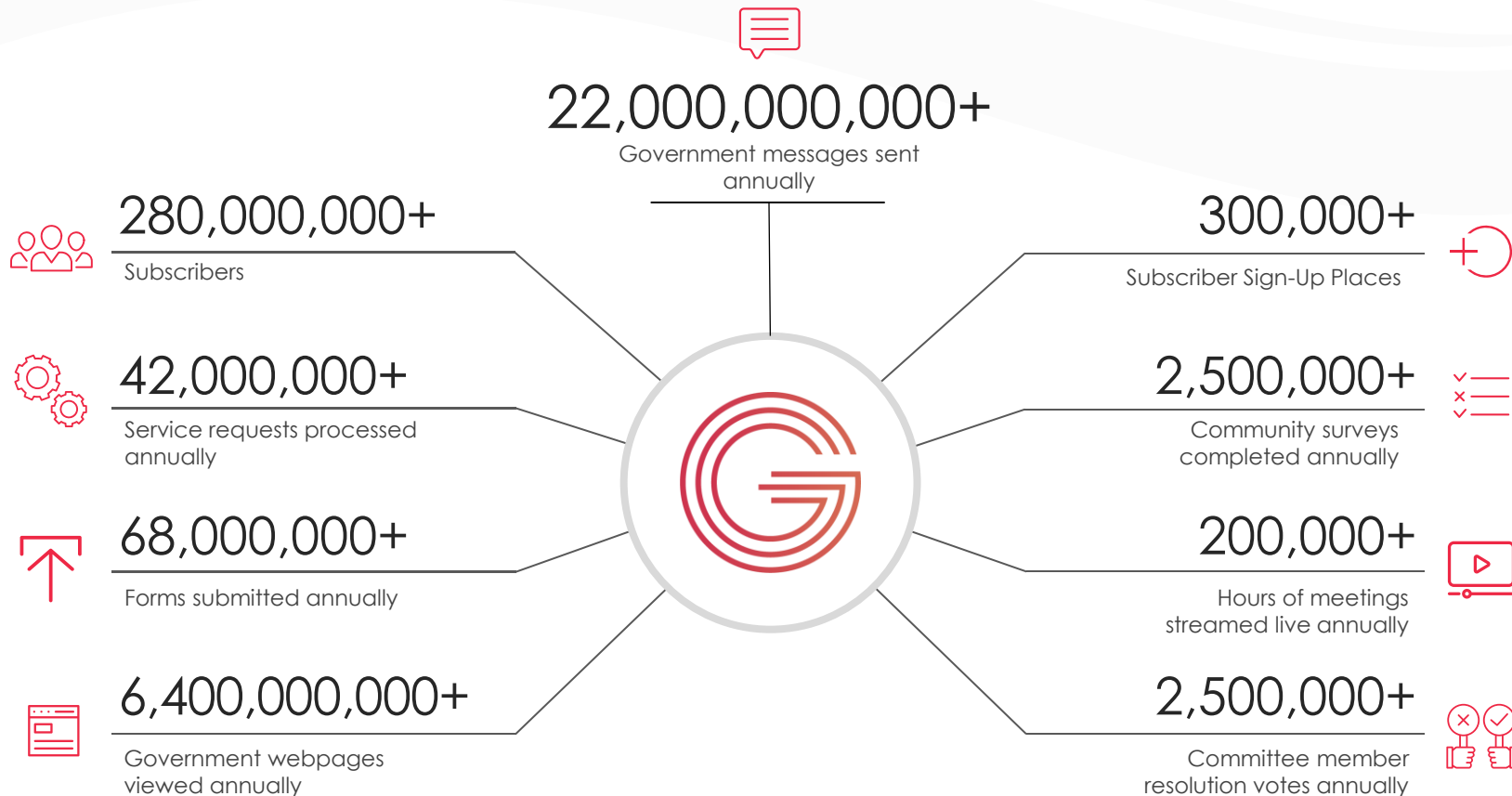


Jonathan Bradley
Head of Business
and Practice



Asim Ali
VP of Sales

Granicus in numbers





Putting humans at the centre of your transformation

Key ingredient to your success

The secret ingredients of your success

Human centred design

1. Organisations that put humans at the centre of their transformation journey are 2.6 times more likely to be successful (73% chance of success versus 28%) University of Oxford and EY, 2021.
2. So digitisation of services and the citizen experience needs to be built around human experiences.
 - Data
 - Stories
 - The person behind the data
 - Empathy
3. Focussing on real people and real lives helps to solve real problems for the people who live, work and play in our villages, towns, cities.



The secret ingredients of your success

Human centred design



No where is this more relevant than for public services!

"The next step in customer centricity is really putting the human back at the centre, not the consumer"

– J Walker Smith, Kantar Consulting

The secret ingredients of your success

Human centred design

Empathy gaps

- It makes sense right?
- Who uses our services? People
- Who provides our services? People
- Who builds our technology...techies 😊

On a practical note, if people can't get what they need to get done, simply and easily, they give up, or phone up, or walk in or diss you on social



[We still have] that age-old problem that the people designing products, services and experiences don't look a lot like their customer base. How do we burst the bubble for them?"

– *Child, Insights Consulting*



The benefits

1. Greater accessibility and inclusivity

- Take into account diverse needs and experiences
- Ensure everyone has access to the same level of service

2. Increase trust and confidence

- Commitment to understanding people's needs
- Desire to address people's needs
- Build greater trust

Example

A government agency that applies HCD to the design of its public consultation process could ensure that people feel heard, valued and respected.

- ✓ Greater trust in the agency
- ✓ Increased confidence in its ability to delivery responsive services and effective programmes



Human-centered design

Human-centered design is a creative approach to **problem solving** and the backbone ... It's a process that starts with the people you're designing for and ends with new solutions that are tailor made to suit their needs.

Human-centered design is all about building a deep **empathy** with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world. - IDEO

Design thinking

Design thinking has a human-centered core. It encourages organisations to focus on the people they're creating for, which leads to better products, services, and internal processes. When you sit down to create a solution for a business need, the first question should always be what's the human need behind it?

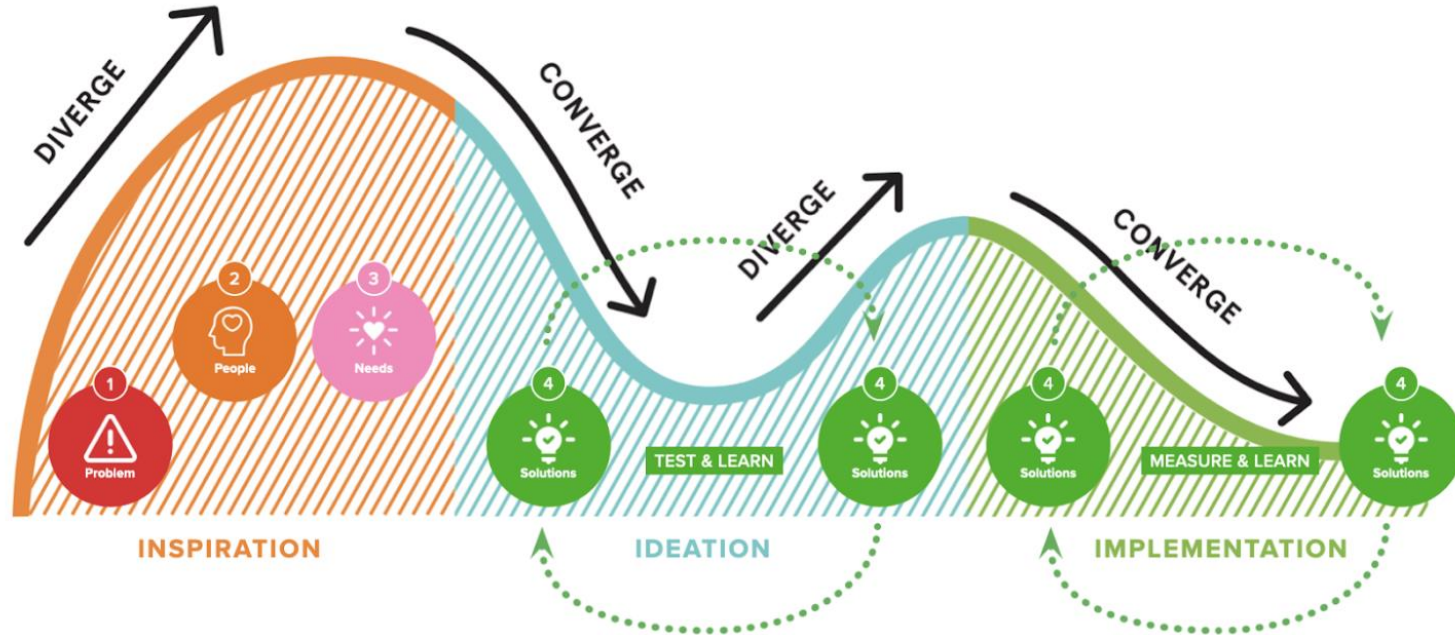
- IDEO

What does it look like?

Putting humans at the centre of your transformation

HCD design process by IDEO

* image source IDEO.org





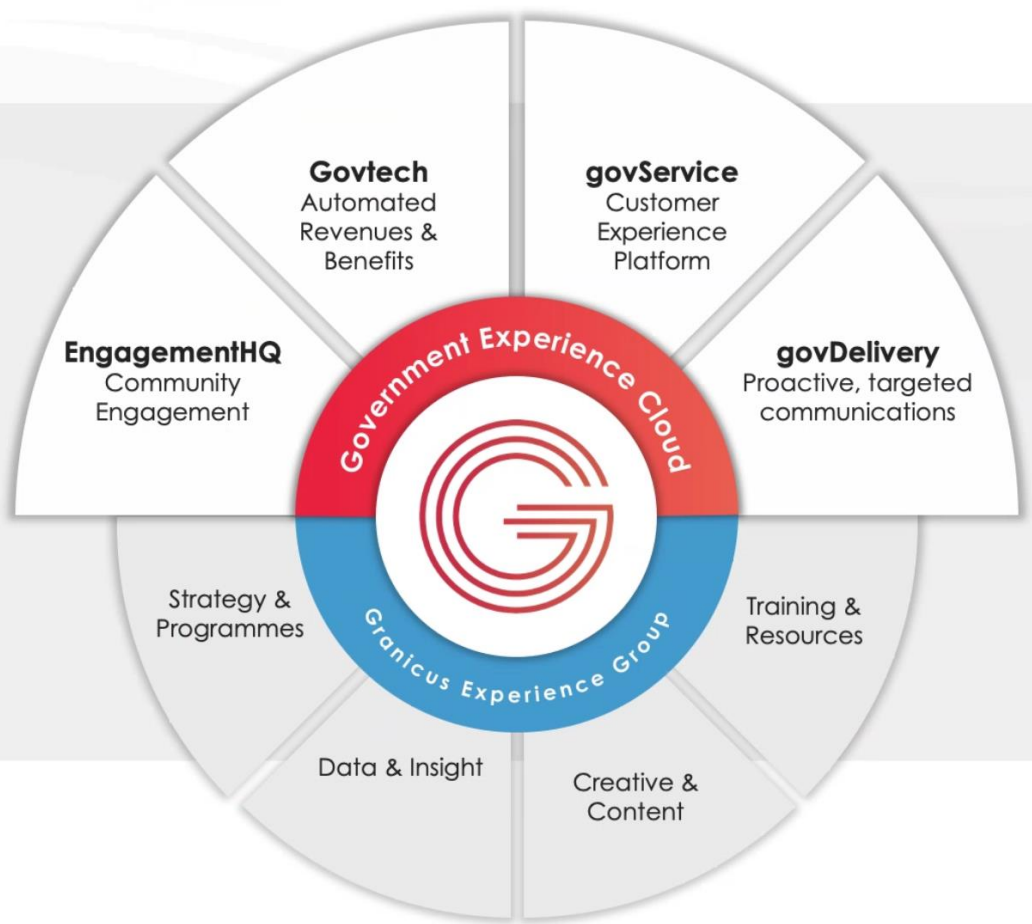
Applying human centred design principles to digital government



GRANICUS
Government
Experience Cloud



GRANICUS
**EXPERIENCE
GROUP**



THE GXG FRAMEWORK

HUMAN-CENTERED

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

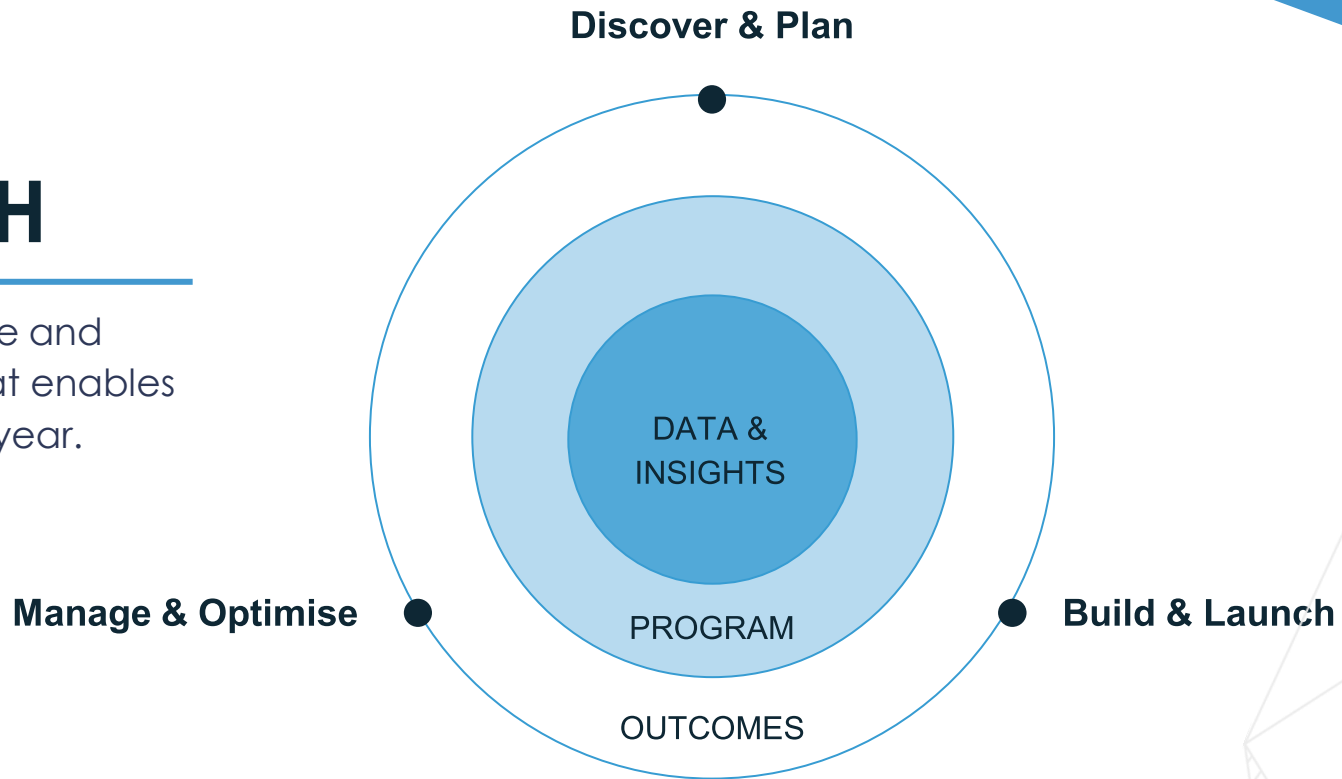
CONTENT

Access and create content needed at various touchpoints and phases of the journey.



OUR APPROACH

We use an agile, flexible and repeatable process that enables **CX maturity** year-over-year.



Putting this into practice

Our experience with Council X

Discovery

- ✓ Stakeholder workshops
- ✓ Community survey
- ✓ Fieldwork
- ✓ Internal stakeholder survey
- ✓ Audience personas

Deliverables

- ✓ Current state analysis
- ✓ Transformation roadmap
- ✓ Opportunities for improving the customer and employee experience

Putting this into practice

Our experience with Council X

Build and launch

- ✓ Focus on priority services
 - Current state Journey Mapping and Blueprint Workshop(s)
 - Current State User testing
 - Future state Service Blueprint

Deliverables

- ✓ Service blueprint
- ✓ Service prototype
- ✓ Service build
- ✓ Test and launch



Measure,
Iterate
and
Improve





Examples from our community

Example 1: Mid Devon District Council

Goal: Identify opportunities for service improvement and build great customer experiences



Aligned on transformation goals with citizens at the heart



Designing intuitive, accessible and user friendly services



Introduced complementary technology to eliminate multiple pain points



I live for those light bulb moments. The times when we are working through the customer journey and seeing it through the experience of the person, the human interaction, and everyone in the room sees an opportunity to change things for the better, you can almost see the thought bubbles..."Aha!" "This is something we should change, right?" "Can we really do that?" "I am sure we can improve it?"

- Sophie Harris-Edmond, Senior Experience Consultant, GXG

Must-have Granicus solutions: govService, govDelivery, EngagementHQ, GXG,



Example 2: City of Unley (Australia)

Goal: Design for community needs – user-centric research to digitally transform the City of Unley



Council didn't want just a business-first approach. Co-design became central.



They used a people-centred design framework, which was really about:

- getting out there and learning
- understanding, listening and engaging
- defining the problem we were trying to solve rather than designing a solution to a problem that may not exist



We were very business focused in terms of asking everyone in the organisation, what they want us to do to transform the organisation digitally. And we realised that wasn't very effective. So, we went out to the community and asked them what were the things that they thought were important and workshopped with them."

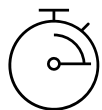
– James Roberts, CoU's Manager Business Systems & Solutions

Must-have Granicus solutions: OpenCities



Unley continued:

Goal: Continuously improve delivery and optimise council services and better allocate resources.



50%

Customers finding information faster



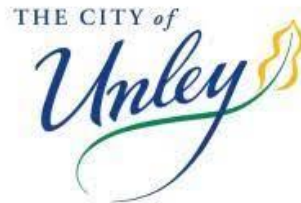
99%

Success rate



80K

Increase in website visitors



What are the services that our community want to be able to use on our website and access, or what are the types of information they want to find? How do they want to discover that information? Whether it's through a map or through a lookup or an interactive widget. We used that to build a set of functional requirements."

- James Roberts, City of Unley

Must-have Granicus solutions: OpenCities



Example 3: GXG USA

Goal: Drive program awareness, adoption & impact

Lessons learned from managing millions of journeys for Granicus customers:

1. Raise awareness, build trust, and increase participation of programs
2. Proactively journey map the customer experience to nurture interest and drive participation
3. Provide measurable results that show agency value and CX engagement

VA



U.S. Department
of Veterans Affairs



Washington State
Health Care Authority



Medicare.gov



HealthCare.gov



CASE STUDY:

Centres for Medicare & Medicaid

GOAL: Drive enrollment into Healthcare & Medicare with proactive digital experiences and communications.

SOLUTION: Over 10 years and 10 Open Enrollments, refine and deliver the largest government public health experience for both consumers and beneficiaries:

1. **Email & SMS marketing**
2. **Transactional messaging**
3. **Marketing automation**
4. **Data & insights**
5. **Security & scale**
6. **Omnichannel experiences**

OUTCOME:



Expanded access to quality, equitable health care

PERSONALISATION
& SCALE

HealthCare.gov
Medicare.gov

"This focus on customer experience will not only improve the delivery, efficiency, security, and effectiveness of our Government programs, it will **advance equity and enhance everyday interactions with public services** and uplift the lives of those who need it the most."

President Joe Biden

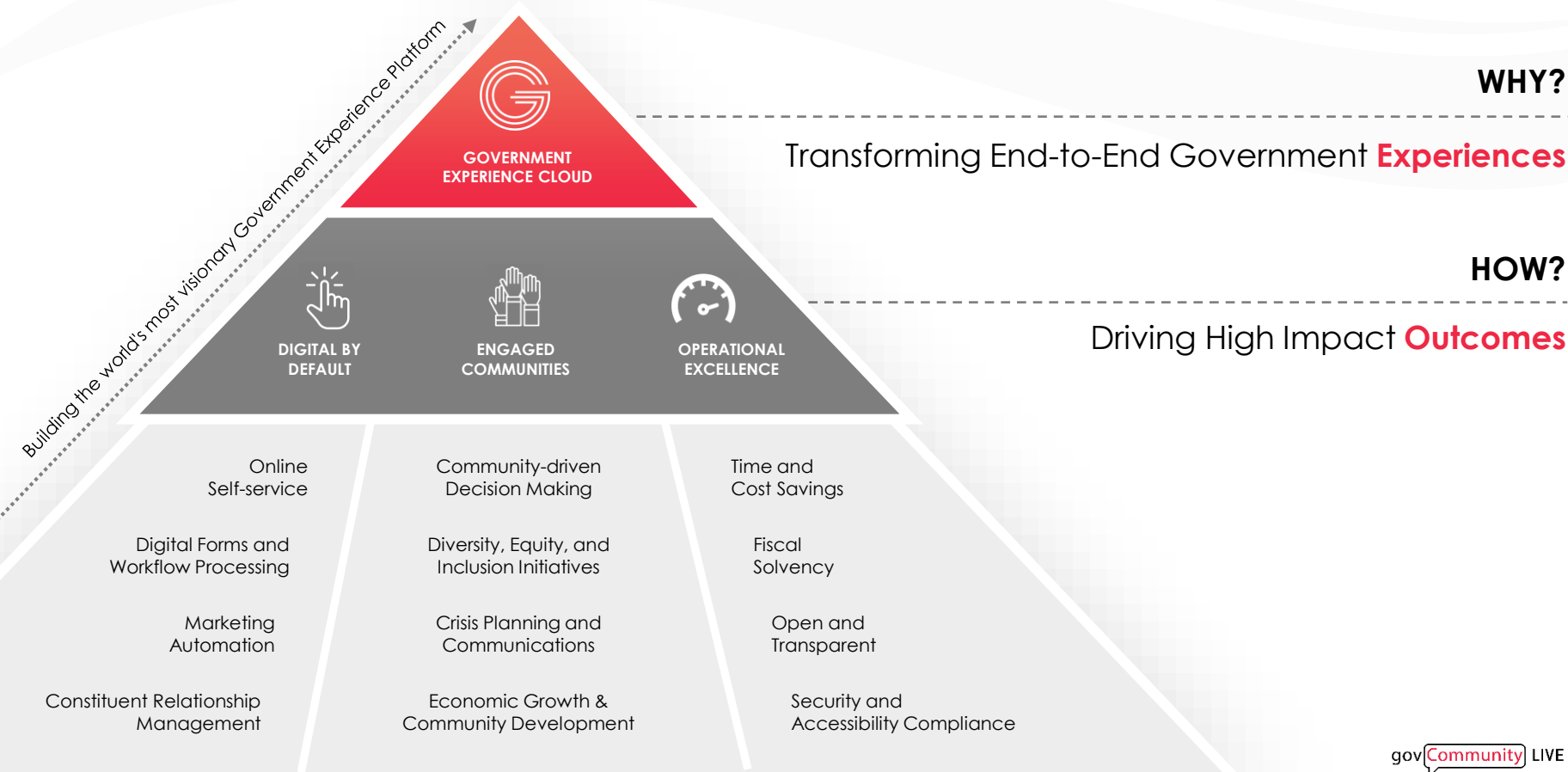
President's Management Agenda



Granicus Government
Experience Cloud

- » Connected Technology
- » Experience Services & Insights
- » Knowledge and Community

Solving greatest Government challenges, together





Thank you

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