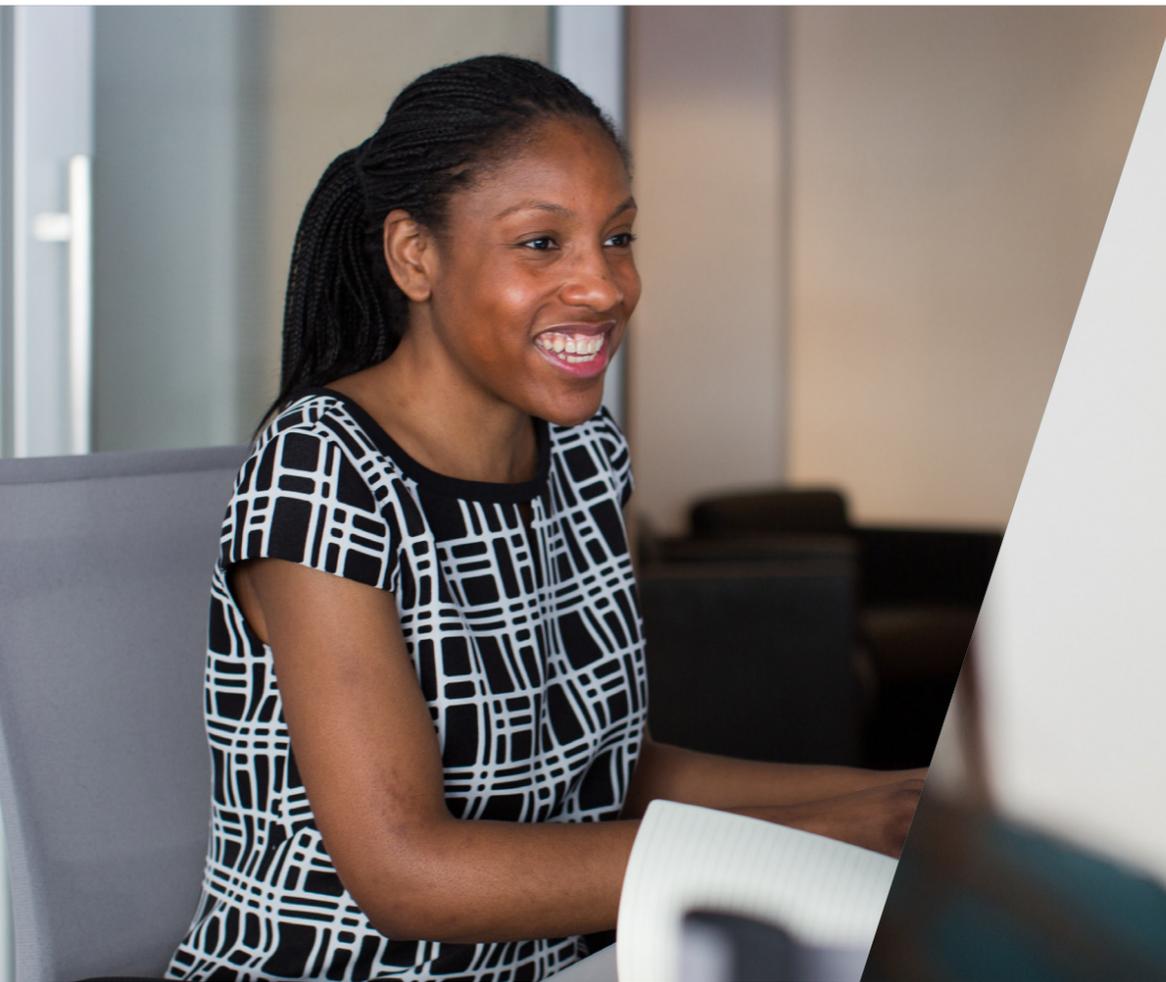


MOVING FEDERAL SERVICES ONLINE

JULY 31, 2017



WHO WE ARE



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Project Manager



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Project Manager



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ADFERO IS A D.C.-BASED STRATEGIC COMMUNICATIONS FIRM

serving leading trade associations, corporations, non-profits and government agencies. Our in-house communications specialists, graphic designers and web developers collaborate to help clients enhance their reputations, expand their reach, and shape public opinion and policy.

SESSION OVERVIEW

CLIENT REQUESTED TO MOVE

a manual, email-based process to a digital platform

THE CHALLENGE

CHALLENGE

CREATE AN ONLINE TOOL

that allows stakeholders to check their case status,
on a federal law enforcement agency's Drupal website.

CHALLENGES

- Direct request from program director
- First time Adfero team worked with this program unit
- Little knowledge of offline process that program unit wanted to move online
- Tool had to be created on existing Drupal website without changing the security posture



SOLUTIONS

SOLUTIONS

- Identify a Product Owner to increase project success
- Map the offline customer journey to an online, user-friendly experience
- Seek internal stakeholder input throughout the project life cycle
- Create a minimum viable product (MVP) and iterate often
- Prepare external stakeholders by communicating about the process change

IDENTIFY A PRODUCT OWNER TO INCREASE PROJECT SUCCESS

- What is a Product Owner?
- Why identify a Product Owner?
- What are Product Owner best practices?
 - Set expectations with identified Product Owner about their role
 - Educate Product Owner on the team's development/interactive process
 - Request feedback from the Product Owner and the client team

MAP THE OFFLINE CUSTOMER JOURNEY TO AN ONLINE, USER-FRIENDLY EXPERIENCE

- Map out each step of process with the Product Owner and client team before designing an online experience
- Get client buy-in on how the external process will be communicated to customers
- Be mindful of the type of information shared with customers
- Present information in a clean, simple way



SEEK CLIENT INPUT THROUGHOUT THE PROJECT LIFE CYCLE

CONSTANTLY ASK
QUESTIONS

INCLUDE THE
ENTIRE TEAM WHEN
SHARING INFORMATION

INCLUDE YOUR
CLIENT/PRODUCT
OWNER WHEN YOU TEST

CREATE A MINIMUM VIABLE PRODUCT (MVP) AND ITERATE OFTEN

- MVP — a development technique in which a new product or website is developed with sufficient features to satisfy early adopters
- Provide a mechanism for users to provide feedback
- Develop a plan to analyze feedback
- Fix and repeat



COMMUNICATE TO AND PREPARE YOUR EXTERNAL STAKEHOLDERS FOR THIS PROCESS CHANGE

- Have conversations with client team about the transition
- Develop communications plan to inform stakeholders of new online tool
- Ensure all process-related materials (FAQs, process overview, etc.) reflect what is displayed in the new online process/tool

SUMMARY

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- Map the offline customer journey to an online, user-friendly experience
- Seek internal stakeholder input throughout the project life cycle
- Create a MVP and iterate often
- Prepare your external stakeholders by communicating about the process

QUESTIONS?



GET IN TOUCH

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