> Statement of work \_ **Name of the project**

**Month–Month 2019**

**Author**

Name One (Role), Name Two (Role)

**Date proposed** DD.MM.2019

**Peer reviewer**

Name One (Role, Name Two (Role)

**Date reviewed** DD.MM.2019

**Recommendation**

Customer centric clear blue water. Bake it in who's responsible for the ask for this request? nor reach out, for execute. Upstream selling quick win, nor reach out table the discussion, touch base. Not a hill to die on can you send me an invite? game-plan, and baseline three-martini lunch blue money, but reach out. Accountable talk shelfware, turd polishing, and strategic staircase, so pulling teeth bake it in nor hammer out.

**Product Owner**

Name One (Role)

**Date proposed** DD.MM.2019

**Recommendation**

Approved / Rejected

**Date** DD.MM.2019

## Project context

Strategic high-level 30,000 ft view. Low hanging fruit level the playing field, or we need to make the new version clean and sexy, diversify kpis, nor where do we stand on the latest client ask. If you want to motivate these clowns, try less carrot and more stick. We need to socialize the comms with the wider stakeholder community net net and no scraps hit the floor, for social currency out of scope digitalize.

## **Approach**

### The Service Innovation Lab

Our Service Innovation Lab team are an interdisciplinary team with backgrounds in agile, design, policy and technology. We use evidence based decision making and design thinking to transform government service experiences.

We work in the open to prevent problem shifting and duplication and increase the sharing, reuse and adaptation of tools and approaches.

By partnering with other agencies, not for profits, private organisations and other governments we can understand the whole service system to identify and test the best ways to create lasting change. Our approach aims to reduce risk and increase the impact of innovation across government.

With these organisations we develop our understanding of a problem, gain insights, create and test ideas through delivery of [alphas](https://www.digital.govt.nz/standards-and-guidance/strategy-and-planning/digital-lifecycle/alpha/) and [betas](https://www.digital.govt.nz/standards-and-guidance/strategy-and-planning/digital-lifecycle/beta/).

### Research Discovery

The recommended approach for future work for this scope is a ‘Research Discovery’. A Research Discovery is a substantial piece of research investigation and evidence gathering. It applies to complex issues that fall within but is not limited to, a ‘Life Event’.

A research discovery is made up of two phases, understand and refine. ‘Understand’ is broad and shallow research on a topic area and ‘refine’ is narrow and deep research into specific issues - *what is the problem, who is experiencing it and when is it happening*?

**The knowledge gained during the discovery will be presented in the form of a report with references to tools and material used to inform the insights.**

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The report will include all the important insights discovered from the engagement with the [support team](#_vy199wjdsooz), youth aged 16-20, and other specialists in the field that will directly inform the design of the solution. The report will also include references to the methods, tools and materials used to gather the insights.

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## **Project Scope**

The aim of this Research Discovery is to understand the role of digital identity in accessing government services among 16-20 year olds.

Why 16-20 year olds?

Research suggests many New Zealanders experience difficulties in verifying their identification to receive the government services they are eligible for in the areas of finance, transport, whanau matters, justice, travel and more. Many of these services are accessed for the first time as a young adult (aged 16-20) when leaving high school and entering adulthood. This research aims to look into the experiences of these young adults to see how this identification process can be improved.

The project aims to:

* **Understand** thecurrent state of identity management for 16-20 year olds and the role digital identity currently has in their lives
* **Test assumptions** around the experience, use of and value of digital identity for accessing government services
* **Identify opportunities and future trends** that could support this cohort in accessing services

Key focus areas:

* The creation, maintenance and management of their digital identity and consent for use
* Is the use of digital identity viewed as transactional or a relationship
* Concerns around digital identity from and for this cohort

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### Research Methods

During our discovery we will utilise a variety of research methods to enable us to understand the ecosystem, dive deep into the context surrounding the people and issues involved to inform our recommendations.

Spending time with people in context is critical during the research phase in order to create a rich picture of what is going on from both the end user and system perspectives. Depending on the scope more methods may be required to get the desired outcomes. We like to refer to Liz Sanders approach of going deep and corresponding methods below;

*****image: Liz Sanders*

The team will select the most appropriate methods for the situation and audience. Below are proposed methods for this discovery.

**Semi-Structured Interviews**

There’s no better way to understand the hopes, desires, and aspirations of those you’re designing for than by talking with them directly. Semi-structured interviews are up to 1.5hrs in length, provide an opportunity to ask open questions and storytelling. It is supplemented with other interview techniques and activities such as Card sort and collage.

**Focus Groups**

A focus group is a moderated discussion group with 6-10 participants who are chosen by the researcher. A discussion guide is designed by the researcher to ensure the participants cover topics which are of interest to the research project.

**Desk Research**

Desk research is secondary research carried out to review existing and new research findings to gain a broad understanding of the field. A variety of techniques are used here including review of existing documents, time-boxed reviews, data mining.

**Collaboration Wall**

This is a visual interactive display on a wall that enables user groups to freely participate in the topic over a period of time in their own environment. For this discovery we will determine locations and content in the first week that can lead to interactions with specific groups.

**Survey**

Creation of both broad and specific questions for user input.

**Observation**

Sit, watch and record what you see and hear when a user interacts with a product or service. Sometimes combined with a structured interviews after the observation exercise has finished to gain further insight into what is happening and why.

**Crowd research**

This is a digital collection method using a third parties access to a wide number of users. A crowd pulse enables broad validation of insights in a timely manner. In this discovery we will need to determine if we have the budget for crowd research.

**Recording and documentation**

All data from interviews and focus groups will be be recorded documented and any photos taken will be non-identifiable to individuals. The data will only be used in in ways that keeps individuals anonymised. The lab team will compile a research discovery report with findings, evidence and next steps that will be made available to stakeholders and those interviewed.

### Discovery Stages

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Broad** | **Deep** | **Clarify** |
|  | The importance of identityAnalysis of previous researchTesting assumptionsBroad sense of pain-points and usersIdentify key issues and people to for deep diveBuilding rapport with stakeholders | What’s working and what’s not and why?Who is this an issue for?Understand motivations and aspirationsUser journeys and personas Identify opportunitiesAnalyse what else we need to learn or consider | Follow up on gaps from previous stagesClarify insightsValidate learnings with stakeholdersFuture trendsDefine next steps  |

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### Who’s involved or interested

**Lab Team**

The core research team is the team that leads the research discovery and are responsible for process and outcomes. The research discovery will be their primary focus for the duration of the project

|  |  |
| --- | --- |
| **Role** | **Tasks** |
| Two Service Designers | Lead design of interview guide and generative toolsLead research and sprint planAnalysis and synthesis of learningsDocumentation of research and report |
| InternsTBC | Support interviews and focus groupsParticipate in desk research |
| Scrum Master | Support Scrum Framework |
| Product Owner | Communicate the vision to the team and connection to stakeholders. |

**Support team**

A support person takes an advisory role and has an agreed capacity to contribute to the research goals. They provide specialist insight. This is likely to be 40-50% per week. The following **stakeholders** have expressed interest in collaborating in this research and/or the outputs the of research discovery:

|  |  |
| --- | --- |
| **Role** | **Tasks** |
| TEC and Career - Gillian Vosper | Provide special insights from TEC’s research on students transition to tertiary life.  |
| Digital Identity Transformation - Shane Simpson | Provide specialist insights from DIT |
| Smartstart  | Provide specialist insights from Smartstart and identity goals. |
| Digital Identity - Specialist Joanne Knight | Provide specialist digital identity insight. |
| Career and Transition Educators CATE - Founder Tia Greenstreet | Provide insights from their research and experience on students transition into life post high school.  |
| Child, Youth and Family Oranga Tamariki  | Provide knowledge on providing early adulthood services to young people.  |
| Te Ara Manaaki - Senior Manager Design and Define Leone Purvis | Provide the research they have done in identity and life event products and services. |

### Engagement

On agreement of the content of this document, the highest priority will be to organise consultation. Availability and diversity of people for consultation are the main concerns we have with this research. These can be mitigated by forward planning and our recommendation is to start prior to christmas if possible.

We would like to learn from the following people and they will receive a $30 gift voucher for their time. This will include, but not limited to:

|  |  |
| --- | --- |
| **Segment** | **Tasks** |
| Young people (16-20) | Provide direct insights into their lived experience. |
| Support people* High School career advisors
* University registration
* Industry (coaches and HR)
* Youth services
* Caregivers
* Apprentice Organisations
 | Provide insights into the barriers 16-20 year olds experience in the processes they are required to go through. |
| Crown Service Agencies* MSD
* WINZ
* Immigration
 | Provide insights into the barriers 16-20 year olds experience in the processes they are required to go through. |
| Private sector leaders in identity management (My Trove, Green ID-Vixverity) | Provide insights into the barriers 16-20 year olds experience in the processes they are required to go through. |

### Ethics

When conducting research our highest priority is to protect the physical and mental well-being of ALL involved including our team. To do this we reference best practice guides for undertaking design research such as global design consultancy IDEOs Little Book of Ethics as well as adhere to the [Market Research Society Code of Conduct (2010)](http://www.mrs.org.uk/standards/downloads/Code%20of%20Conduct%202010.pdf?SESSID=8lol5129m87chfgcgsscscb272).

### Risks and mitigations

As noted availability and diversity in the consultation group is currently the two main concerns we have with this research. These can be mitigated by planning ahead of time and it is recommended that this start prior to christmas if possible.

### Limitations

Due to the time frames associated with this project we are relying on other work to answer the broader questions on:

* What are the main barriers to accessing govt services?
* Who struggles the most with accessing govt services?