



# THE DIGITISATION OF PUBLIC SERVICES

Driving change at pace to build trust

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# The Digital Imperative

The digitisation of public services is imperative if government organisations are to build trust amongst residents and communities. Citizens demand digital public services that provide 24/7 availability and offer the consumer experience they have become used to in their daily lives. They expect experiences from connecting with services that are frictionless - where inter-related services are connected to reduce often repetitive, time consuming tasks, and they expect services that are designed for and around them as users.

Digital technologies are already helping public service providers improve service delivery and system management, reducing the number of calls to helpdesks and the need for manual form checking, as well as other back-end administrative functions. Further cost and resource efficiencies are also being realised across the workforce with staff being freed up to focus on other vital areas of citizen support and funds now available being ploughed back into reskilling staff in digital technologies.





## Challenges Facing The Public Sector

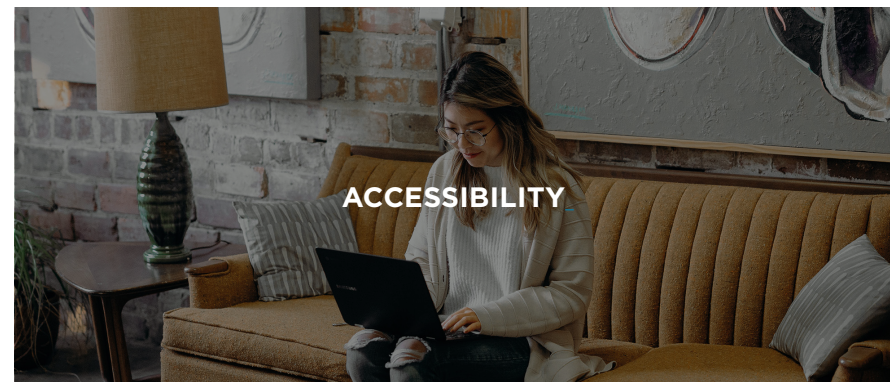
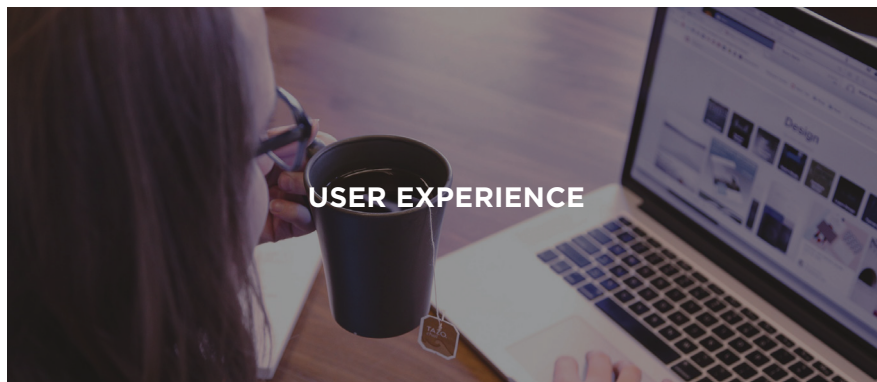
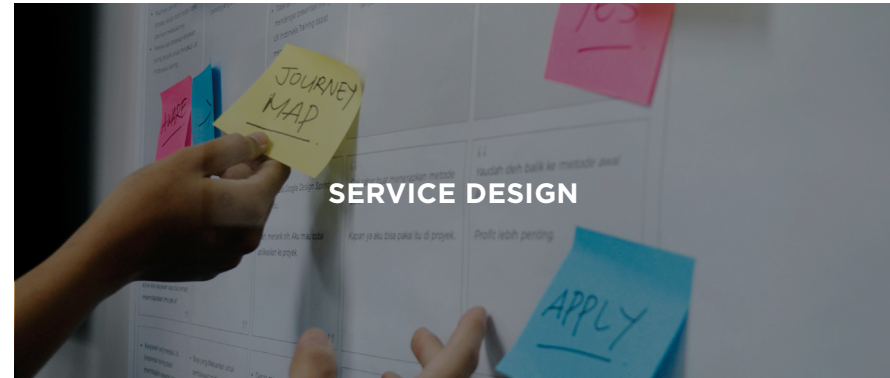
In the race to deliver flexible, efficient services that citizens now expect from the public sector and that mirror that which they already receive from private sector organisations such as; banking institutions, retailers, leisure providers and their employers, government organisations are confronted with a number of obstacles;

- Technology infrastructure is dated, and digital systems are lacking therefore the cost to digitise services is often seen as prohibitive.
- Governance structures are fragmented preventing streamlined coordination across services.
- The workforce lacks digital skills - retraining takes time.

Despite these obstacles it is possible to reimagine public services with an agile approach that accommodates small changes and demonstrates immediate impact.



# Our Services at a Glance



# Citizen Centric Digital Solutions

## STRATEGIC PLANNING

### Reimagining service journeys

Defining and shaping the digital experience for residents is complex; it often requires connecting disparate systems and tools and engaging numerous stakeholders from across multiple services. Our expert consultants bring their years of experience in working across public sector organisations to reimagine service journeys. Our teams immerse themselves in the detail, collaborating across your organisation to really understand exactly what will deliver public value.

## SERVICE DESIGN

### Optimising the development of end-to-end digital experiences

Fully digitising public services should be viewed as a long-term plan. Recognising that whole system change can be costly and prohibitive, our teams focus on the areas that matter, those that will deliver outcomes in the most efficient and cost-effective way. We adopt a truly agile approach to developing end-to-end digital experiences and work in 'design sprints' so you can realise fast and effective results within a well-managed cost programme.







## **USER EXPERIENCE**

### **Putting users at the centre**

To create seamless user experiences, we put the needs of the user at the heart, applying a keen focus to usability and user journeys to each and every one of the solutions we design. Our consultants are experts in data-driven research, user-centred design, and user testing. They have extensive experience in designing public services that meet the needs of users, and apply their expertise to ensure the digital journey delivers the optimum experience.

## **ACCESSIBILITY**

### **Empowering greater inclusivity with accessible design and development**

We design with accessibility in mind ensuring everyone has equal access to the information and services provided from digital public services. Our designers and developers have significant experience in meeting the latest accessibility regulations and incorporating WCAG 2.0 AA criteria to ensure accessibility and promote inclusion.

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# **Case Study: A Digital Boost for the Welsh Tourist Economy**





## Case Study:

# A Digital Boost for the Welsh Tourist Economy

The Welsh tourism industry contributes around £6.3 billion a year to the Welsh economy, key to maintaining and growing this is the provision of an exceptional digital experience for visitors and increased visibility of available destination activities, food and drink and accommodation throughout the country.

In seeking to positively impact a robust series of metrics that demonstrate engagement with their partners services and that latterly evidence acquisition and revenue growth, the content and digital team in the Welsh Government turned to Box UK for support to provide improvements across their two primary tourism sites [visitwales.com](http://visitwales.com) and [wales.com](http://wales.com).

Box UK deployed a dedicated multidisciplinary team, that included Developers, QA Engineers and a Project Manager to work as an extension of the brand, digital and content teams at the Welsh Government, providing support, maintenance, and continued development across the two tourism sites.







### **Employing an agile approach for quicker, measurable outcomes**

With both sites built using Drupal CMS we provided expertise to include new feature development (eg. Parallax Animations\*), the addition of new components (eg. Survey Popups) and further additional functionality all aimed at driving increases across the Welsh Governments defined metrics and providing an overall better customer experience.

As multiple stakeholders contribute to, and manage both sites, our development ensured that individual users had the flexibility needed to make their updates and amends to the sites whilst controls were applied to ensure the Cymru Wales brand integrity is maintained, this was a key requirement set out by the Welsh Government.

Following a defined approach based on sprint planning using Agile methodology, we were able to provide the team in the Welsh Government with clearly defined outcomes at regular points throughout the programme to impact their goals and metrics.

To meet strict government guidelines it was essential that the design and development incorporated WCAG 2.0 AA criteria to ensure accessibility and inclusion and that the design and functionality of both sites catered for multi-languages.



## Introducing an experimental approach to ensure continual learning and improvement

To deliver continual improvements across all key metrics, we introduced a programme of Hypothesis Driven Development (HDD), an approach that iterates a series of experiments to disprove a hypothesis. Each hypothesis is formulated as a result of observations on the performance of, or interactions with the site in question. Together with the content and digital team at the Welsh Government, we agree on those hypothesis relevant for testing based on a perception of its likeliness to succeed in delivering the desired outcome. The programme has shown a measurable impact on engagement and acquisition evidenced from tests such as adjustments to the positioning of content items on pages, the addition of a new 'search block' shown to increase search volume by 2.5%, and the addition of a 'survey pop up' which has increased the sign up to an established newsletter by 285%\*\*. Additionally, through the programme, we have been able to fine tune the user experience, increasing the findability of relevant content and driving increased value through the sites (evidenced from the total number of product views decreasing whilst conversions\*\*\* have increased by 119%).



\* Parallax Animations helps to emphasise elements of an article, and reduces reliance and cost of a publishing licence)

\*\* Statistics quotes compare Q4 2021 vs Q4 2022 \*\*\*Conversion statistics quoted over the same period comparing Q4 2021 vs Q4 2022

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# Case Study: Encouraging the Conversation on Mental Wellbeing





# Case Study:

## Encouraging the Conversation on Mental Wellbeing

As a key part of its work in protecting and improving health and wellbeing for the people of Wales, Public Health Wales aims to widen the national conversation on the importance of prioritising mental wellbeing as well as engaging all Welsh citizens (regardless of cultural background, language ability and accessibility needs) in activities that help to protect and promote mental wellbeing.

Box UK is working in partnership with Public Health Wales to conduct user experience and user interface research and design that will inform the development of new digital products designed to enable the people of Wales to protect and promote good mental wellbeing.

We are putting the user at the heart of the future website design and product development - critical in ensuring that the content and messaging contained within is easy to find and accessible. Target users must be presented with a frictionless user journey that serves to attract and retain their engagement and interest.

Accessibility is equally critical to this programme, user insight and testing caters for an identified diverse range of users from different cultural and language requirements, as well as incorporating Level AA WCAG accessibility standards required of public sector digital services.

The end result will be a series of robust recommendations for the future site based on real user engagement that reflects intended audience groups and bi-lingual requirements.

**Target users must be presented with a frictionless user journey that serves to attract and retain their engagement and interest.**

# Your Trusted Digital Partner

Box UK has been supporting the public sector for over 20 years, we have a track record in delivering user centric digital solutions that build vital connections with citizens, realise service efficiencies, deliver public value and grow economies.

We provide you with the experience and expert insights to support you in creating and delivering value for citizens.

Our multidisciplinary teams of digital strategy, design and development specialists have the right skillsets to help you achieve effective results from your digital investment and drive forward service digitisation.

Acting as trusted partners from our headquarters in the capital of Wales, offices in central London, and on-site as part of embedded teams we are flexible to deliver small one-off projects right through to wider transformation programmes.



## GOVERNMENT DESIGN PRINCIPLES

We follow Government design principles (GDS) to ensure that digital services are effective in meeting the needs of citizens and improving the efficiency and effectiveness of services – increasing trust and confidence.

## FIND US ON THE DIGITAL MARKETPLACE

We are a supplier on the Digital Marketplace and our services are available for purchase through: Digital Outcomes and Specialists (DOS) 6 and G Cloud 13.

**Our multidisciplinary teams of digital strategy, design and development specialists have the right skillsets to help you achieve effective results from your digital investment.**





Talk to our public sector experts  
about how we can support you to  
build trust through your citizens  
with digital public services

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