aiimi

MAKE A
BIG
DIFFERENCE WITH A SMALL BUDGET.

A fast-start guide for
Public Sector innovators.

FIND THE RIGHT PROBLEM. GET TO THE RIGHT ANSWER.

You can take strides towards efficiency and secure your cost savings by identifying the most impactful challenges to tackle first - whether they're within your processes, people, or data and digital projects.

Discovery is the decisive first step for all new data and digital projects. This transformative approach explores problems inside and out - so you get the detailed insight you need to reach the right answer. By understanding your specific challenges, researching your business and user needs, and validating – or dispelling – ideas and assumptions before any costly development takes place, you'll achieve better business outcomes at speed, on budget.

WHAT'S THE ISSUE?

Discovery is the essential exploration phase that jump-starts you on the path to the right answer, by identifying the right problems. It dismantles all assumptions and bias, and uncovers the true root of the problem - which might not be what you think it is.

WHERE'S THE EVIDENCE?

Discovery identifies a distinct problem area, backed by clear evidence, so you can move faster to the right solution, and take stakeholders with you. Evidence-based decisions ensure you stay on track to deliver value.

WHAT'S THE IMPACT?

Discovery includes measurement, so you get accurate insight into the problem and a clear 'before' picture. It makes it easy to gauge the impact once a solution is in place, keeping the focus firmly on tangible results.

THREE SIMPLE TOOLS FOR SUCCESS.

1 FAST-START EFFICIENCY FINDER.

2 DO MORE WITH YOUR DISCOVERY.

3 PICK THE PERFECT PARTNER.

1 FAST-START EFFICIENCY FINDER.

Follow four interconnected pathways to discover common problem areas where you can boost efficiency, secure long-term success, and make smart savings.

Process.

THE PROBLEM
Paper-based processes - time-consuming, high chance of error, poor experience for users.

Digital forms with no workflow beyond the initial submission.

THE ANSWER
Digitise your processes and automate complex workflows with cost-effective low-code tools.

SKILLS GAP
Do you have the data and digital skills you need in your team to deliver process improvements?

People.

THE PROBLEM
Limited skills in low-code digital tools - like PowerBI and PowerApps.

No internal teams in key specialities - like UX and Data Science.

THE ANSWER
Find a trusted partner who can bring together the skills you need across UX, data, and digital - and help your own team skill up for the long-term too.

HOW DO YOU MEASURE UP?
59% of those in the public sector said they lack key skills such as design thinking, journey mapping, and data science. ADOBE, 2021

Data.

THE PROBLEM
Data projects can't get off the ground - too much work needed upfront to find data and establish feasability means the project never gets going.

Data projects missing a clear path to production.

THE ANSWER
Take a Sprint approach to data projects for a fast-start and quick go/no-go decision.

GET THE FULL PICTURE
Do you treat structured data and unstructured content equally? Do you have the technology you need to do this? If not, you might be missing the full picture you need to run a successful data project.

Digital.

THE PROBLEM
Digital projects cost too much, take too long, and fail too often.

Service users not happy with the end product.

THE ANSWER
With Discovery done and dusted, a Design Sprint approach can get digital projects off to a fast start and keep users at the centre.

HOW DO YOU MEASURE UP?
On average, public sector IT projects exceed their budgets by 75%, overrun their schedules by 46%, and generate 39% less value than predicted. MCKINSEY, 2022

Service Blueprints.

Service blueprints allow you to document and challenge your complex, multi-layered business processes, people management, and digital touchpoints, to improve your user experience.

- ✓ Understand the end-to-end user journey
- ✓ Visualise detailed process maps
- ✓ Automate accurate digital workflows

FIND OUT MORE ONLINE

Scan the QR code to explore our Service Blueprints process.

Expert Suppliers.

A trusted partner will help you discover new data and digital opportunities, prove their value, and unlock your business potential.

- ✓ Follow user-centric processes
- ✓ Achieve outcome-focussed delivery
- ✓ Be led by digital & data savvy teams

FIND OUT MORE ONLINE

Scan the QR code to learn about our Explore services.

Data Sprints.

Explore and test your ideas and concepts using Data Sprints to secure stakeholder confidence in user-validated, data-driven outcomes.

- ✓ **2-day Data Dash** - quickly establish a Feasibility Score
- ✓ **10-day Data Sprint** - accelerate towards a prototype
- ✓ Set out a clear path to production

FIND OUT MORE ONLINE

Scan the QR code to learn more about our Data Sprints.

Design Sprints.

A Design Sprint provides a validated solution quickly, condensing months of work into a matter of days. It's a creative, time-boxed way to collaborate and fast-forward to finding the best solutions to your organisation's biggest challenges.

- ✓ Get to the heart of complex challenges in just 5 days
- ✓ Develop rapid prototypes
- ✓ Validate with real-world users

FIND OUT MORE ONLINE

Scan the QR code to discover the benefits of Design Sprints from UX Lead, **David Ford**.

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DO MORE WITH YOUR DISCOVERY.

Identified a problem area to explore? Doing Discovery right will set you up for success. Follow our checklist to keep on track.

CHECKLIST FOR SMARTER DISCOVERY

THE PEOPLE

You need to get the right people in the room, and bring in specialist expertise that means your team can really dig down into the root of the issue, leaving no stone unturned - from data expertise, to digital and UX.

THE PROOF

You need to be armed with all the evidence in order to make the right decisions. And when all your decisions are evidence-based, you can move faster through the whole process, saving time and money.

THE VALUE

You need to interrogate the value of everything and measure it to ensure you stay on the right track. Doing this up-front means you don't go down a path that's not valuable or workable, ensuring time and money aren't wasted.

CASE STUDY

DISCOVERY IN ACTION.

Department for Business, Energy & Industrial Strategy

WHAT

Aiimi has been working with the Department for Business, Energy & Industrial Strategy (BEIS) to find the answer to their challenge of capturing and securely processing grant return data.
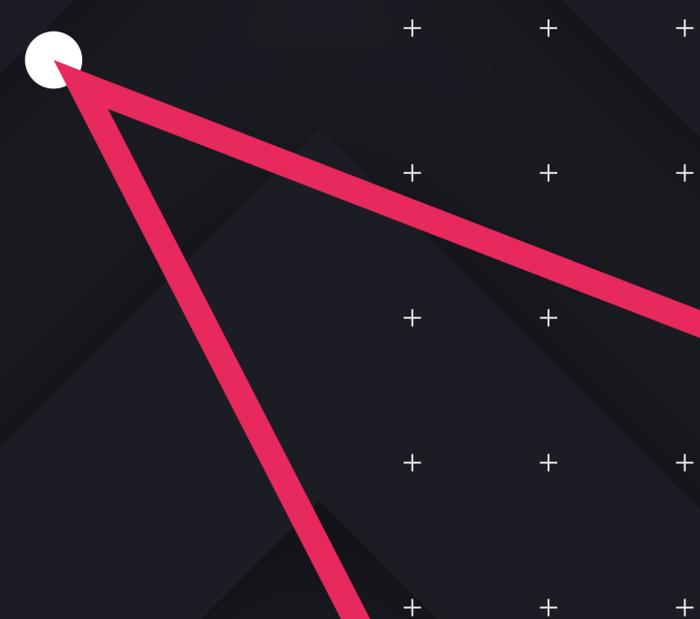
HOW

Our blended team applied user research techniques in combination with our digital transformation and data management expertise. This enabled us to fully understand and define the problem they faced, so we could be sure we got to the right long-term solution for BEIS.

RESULTS

Aiimi worked with BEIS right from Discovery through to Delivery, creating a solution that is built to Government Digital Service (GDS) standards. The new BEIS Data Management System has been used to efficiently process Green Homes Grants and COVID-19 Business Support Grants - and is now being used for the Energy Bills Support Scheme too.

THE DATA MANAGEMENT SYSTEM AT BEIS LAYS THE FOUNDATIONS FOR A GREAT DATA SERVICE. THE PLATFORM NOT ONLY SUPPORTS OUR CURRENT NEEDS BUT WILL CHANGE AND GROW TO MATCH OUR EVER-EVOLVING DATA JOURNEY.

GAVIN DOLLIN,
Product Sponsor and Head of Data Services at BEIS

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PICK THE PERFECT PARTNER.

Cut procurement timescales and get started quicker with the right partner.

FIND US ON

GOV.UK Digital Marketplace | HM Government G-Cloud Supplier

BUYING SERVICES THROUGH FRAMEWORKS IS FASTER AND CHEAPER THAN ENTERING INTO INDIVIDUAL PROCUREMENT CONTRACTS.

GOV.UK

USING G-CLOUD WAS CRUCIAL IN ENSURING WE GOT WHAT WE WANTED IN A VERY SHORT TIMESCALE.

FIDELMA HOLLAND,
Strategic Design, Planning and Quality Lead at DWP

CHECK OUT YOUR SUPPLIER.

Look out for 10 positive signs that a supplier will help you reach your objectives, on time and on budget.

TAILORED JOURNEY

Understands the UK public sector and current climate. You're in this together.

Tailors their approach to the customer, no cookie-cutters. Your project is unique.

Experienced in working with public sector organisations. They get your people and processes.

NATIONWIDE IMPACT

Certified carbon neutral supplier, so you can hit your own targets.

Exceptional social value, championing diversity, skills, and local investment.

Hiring British suppliers drives investment, growth, and levelling up for the country.

COST-EFFICIENT VALUE

Range of expert skills that complement and stretch your own team's expertise. No one-trick ponies.

Track record of successful handovers and skills transfer - no 'land and expand' attitude.

TRUSTWORTHY PEOPLE

Transparent on rates. You need to know exactly what you're spending and why.

Offers the best value and gets it done right the first time. Low prices don't always mean value.

FIND US ON

GOV.UK
Digital Marketplace

HM Government
G-Cloud
Supplier

WE ARE AIIMI

WE'LL HELP YOU NAVIGATE YOUR WAY TO LONG-TERM SUCCESS AND SMART SAVINGS.

Jump-start your way to long-term success with our Explore Services – a transformative approach fuelled with insight from specialists in user research, data, and digital that gets you on the path to the right answer, faster.

With proper processes, people, and tools to do Discovery right, our fast-start towards delivery saves you time and money.

Learn more about our **Explore Services** at

www.aiimi.com/services

WE'RE TRUSTED BY

Department for Business, Energy & Industrial Strategy

Food Standard Agency

Cabinet Office

Rolls-Royce

NHS

FCA FINANCIAL CONDUCT AUTHORITY

EXPLORE WITH US

LET'S WORK TOGETHER

Visit our headquarters in Milton Keynes, the heart of tech and artificial intelligence, and use our purpose-built hack zone and data room to kick-off your Discovery journey.

WE CONNECT PEOPLE TO INSIGHT

people — insight

aiimi