Appendix 1

Digital First

Mission

To provide residents and employees with the best digital services in local government

Vision



For customers:

Digital by Choice

Create digital services so good that those that can will choose to use them

For services:

Digital by Design

Deliver simple, clear and easy-to-use services that are secure and sustainable

For systems:

Digital by Default

Build seamless, end-to-end processes that are automated, resilient and available 24/7

Actions

- Creating a new nottinghamshire. gov.uk that is easier, clearer and faster to use
- Redesigning and rebuilding 20 exemplar customer journeys
- Establishing a better use of social media
- Delivering a significantly improved digital service to employees and schools
- Building digital services that are optimised for multiple devices, including mobile phones and tablets
- Ensuring all digital developments meet the necessary standard and quality

Benefits

For local people

- Quicker, easier and more convenient ways to access services
- Improved customer experience and satisfaction
- ✓ Increased number of services available online 24/7
- ✓ Best value for money

For the Council

- Savings supported by delivering more services online with significantly lower transaction costs
- ✓ Ability to access real-time management and performance data
- Employees are able to do their jobs more efficiently and effectively

Approach



Discovery - user needs are researched and identified

2

Alpha - a core service is built to meet the main user needs

3

Beta - digital services are improved and then tested in public

4

Live - the service is public and works well. It will be continually improved to meet user needs

Timeline

Nov 2014

Feb 2015

Apr 2015

journeys improved

Sep 2015

top customer

Apr 2016

new website build starts

decision on microsites

social media strategy

new website launch

new schools extranet

new digital space for employees