



Case Study

Design Thinking Approach in Revamping A Government Body

About Client

A Government Organization looking forward to revamp an insitution for e-governance initiatives.



Objective

The program aimed to act as an aid in revamping an insitution that will assist government bodies in e-governance initiatives to improve services to citizens, businesses, and all sections of society.



Challenges

- Zero based budget i.e budget based on business requirements and accomplishment of business strategy and goals.
- Utilisation of existing human resources and infrastructure, without any additional ramp up
- Involving each and every participant in the decision making process
- Revenue Target 5 crore



Design Clinic Methodology

With the implementation of a Design Clinic Approach, first the design thinking expert observed current practices and participated in various meetings and exercises.

Later, the study continued with semi-structured interviews with participants from different departments of the organisation.

Lateral Thinking technique was also applied to emphasise the need to approach problems using non-obvious logic. They were instructed to think outside the box and approach challenges from completely different perspectives in order to get insights that would aid in the development of novel solutions.

To chart the relationship between stakeholders and organisation through time and across all channels, journey maps (a depiction of the steps a person takes to achieve a goal) were developed.

Highlights

Higher chances of delivering more complete and resilient solutions

Reduced risks of unintended consequences
Reduced duplicated efforts or policy inconsistencies

Conclusion:

One of the essential elements that determines whether an institution succeeds or fails is communication. It impacts innovation, employees productivity, and other things.

Regular well spaced training of employees is crucial. Employees who are assuming more responsibility and progressing forward in the organisation can benefit from training programmes. They will be able to acquire the abilities needed to perform well in their new roles.

Inclusion of more technology as in the current situation, technology plays a bigger part in providing excellent governance and public services.

Zero based budgeting motivated different departments to actively look for ways to improve their efficiency so that rising workloads do not result in rising spending - in other words, finding ways to do more with less.

Design Thinking Approach is organisation non-specific and domain non-specific. Government departments and processes are understood to be most static, and then E-Governance being a new domain, using the same personnel but novel methodology excellent results were obtained through the same team. Life of personnel became more comfortable even in light of increased workload, organisation became more effective and efficient with no additional resources deployment and the services more user friendly.

