

# CUSTOMER CENTRED DESIGN

## CASE STUDY

In preparation for digital transformation, Tasman District Council required an understanding of who their customers were, the extent of their digital capabilities, and how to meet their needs.

The Chief Information Officer (CIO) engaged CoDigital to interview stakeholders and develop two sets of personas, representing Tasman residents and Tasman District Council staff. These personas were then tested and refined with the Information Services team.



**Delivering innovation is easy, delivering customer centric innovation not so. CoDigital enabled us to see the need for change through the eyes, and experiences, of our people. Using personas to group together insights has allowed us to develop our Digital Innovation Programme with the Council and the Community at its heart.**

Steve Manners, CIO, Tasman District Council



## BUSINESS OBJECTIVES

- Enable a shared understanding within Council of the perspectives, goals, frustrations and influences their customers share, the services they use, and how they use those services.
- Inform the service design process about their customers to enable them to develop targeted and personalized customer experiences.
- Establish a common point of reference for designers to discuss what the customer wants, and to make decisions enabling advocacy on the customer's behalf.



Te Kaunihera o  
**te tai o Aorere**

## OUR CLIENT

Tasman District Council is the unitary local authority for the Tasman District of New Zealand, located in Richmond. Their services include; local roads and footpaths, environmental information and monitoring, resource and building consents, controlling pest animals and plants, water, sewerage system, rubbish, recycling and landfills, parks and sports fields, recreation centres, libraries and pools, dog registration, civil defence, and social housing.

## OUR APPROACH

One of the first steps in determining the current state and developing an IT strategy is understanding the customer.

In order to understand the Council's IT customers, CoDigital undertook several interviews with the CIO and other key stakeholders the CIO had identified in the Tier 3 Manager group. In addition to the interviews undertaken with the managers, the IT Service Desk staff and Customer Service managers were interviewed given their customer-facing roles.

Following the interviews, we analysed the information gathered and conducted further in-house research to develop content for the personas. The personas were refined in collaboration with the IT team leaders across several workshops to ensure they were authentic and representative of Council's customers.

The personas were then successfully released to the IT Team, the Executive Leadership Team, the Digital Local Government Partnership Group, and the wider Council. We have received great feedback following the personas, and they have been used as guiding reference points throughout the digital transformation journey.

## OUTCOMES

- Council customers were understood and represented through persona development.
- We provided both internal users and external user personas to enable Council full visibility of their customers and staff.
- Council staff were able to leverage the personas to personalise customer experiences and develop future digital transformation approaches that would support their requirements.



PARTNER



TEAM



SUCCESS

