

12 Life events

Overview & approach to digitisation
August 2023

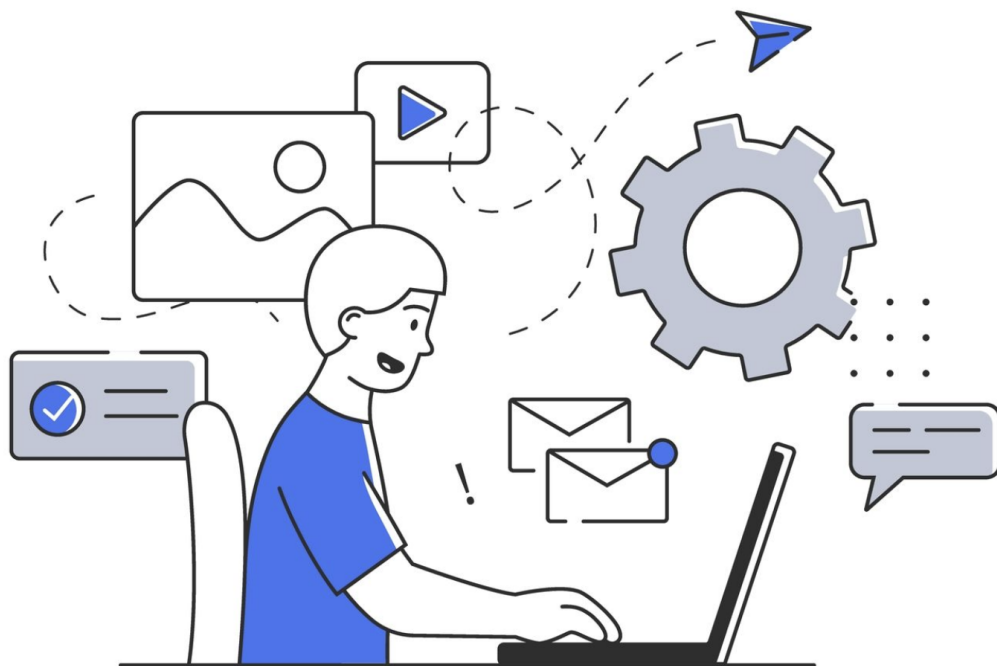


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Document overview

The purpose of this document is to outline the concept of the Armenian Government's approach to service design through digitisation of "Life events". The document is designed to provide an explanation of the approach, and the methodology used to define, design and create the life event.

What is a life event?

A life event is a significant event in a person's life that can often have financial & legal consequences, or make an impact on their future. Many Governments around the world structure their services around life events to ensure people feel supported, and understand their legal rights and responsibilities during significant stages in their life.

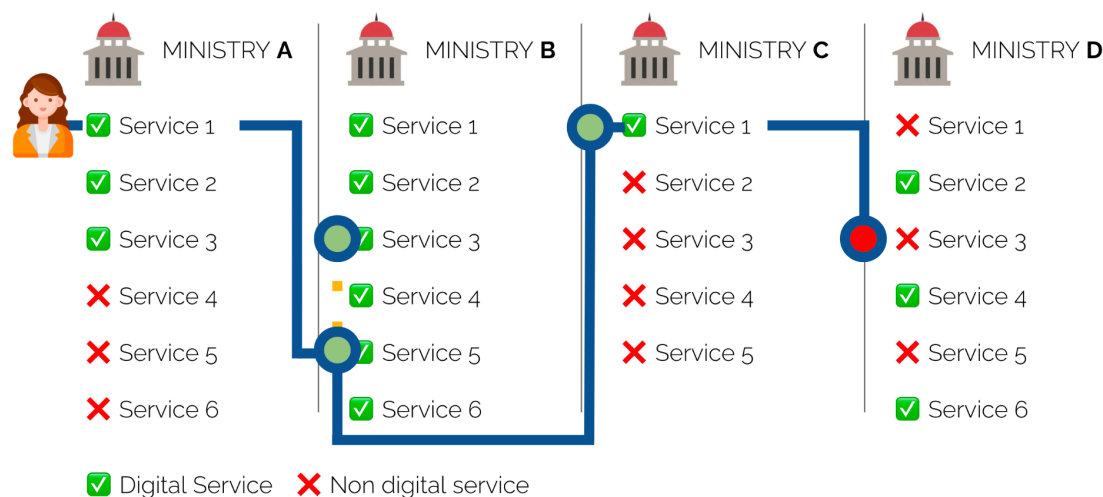
Life events in the context of the Armenia's transformation to an e-society

The life event approach in an online context can be considered to be the grouping of various services provided by state bodies, together with clear, concise information informing users about their legal rights, access to state assistance and their legal responsibilities. For example, the 'starting a business' life event could include information and guidance on types of business activity permitted, with integrated links to register a business, information on tax regimes, and the creation of a tax account, through to provision of accounting services.

By adopting the 'life event' approach in the context of online services, Armenia aims to introduce a more 'joined up' approach to digitisation. Whilst in all cases, Armenian Ministries retain their constitutional right to own and provide services according to their respective democratic mandates, rather than each ministry transforming individual services in silos and according to different timelines (Figure 1) , the life event approach encourages cross-ministerial collaboration to achieve 'end to end' digital transformation via a united goal - the 'life event'. (Figure 2)

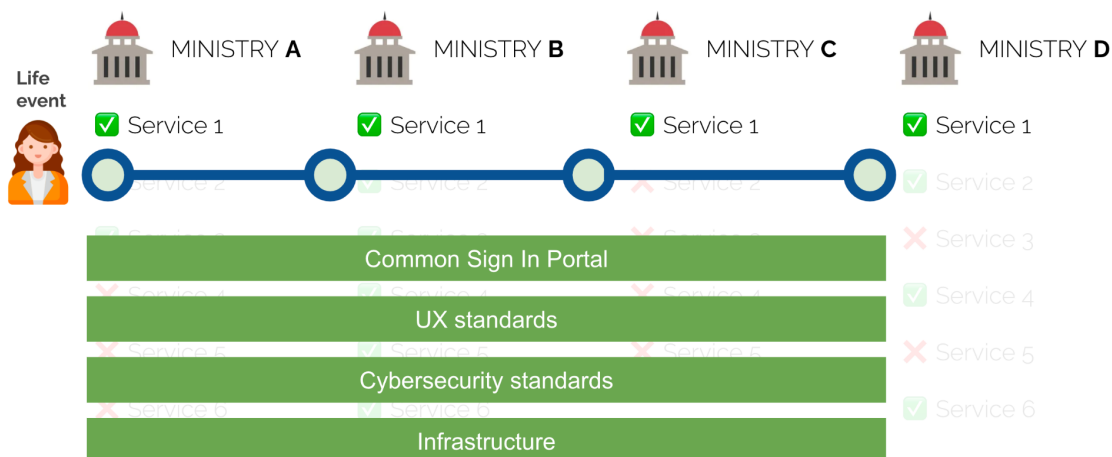
By employing this method, the Armenian Government intends to build user centric digital services that provide users with a positive experience when interacting with Government through each of the identified life events, specifically by ensuring that digitisation takes a 'whole of Government' approach.

Figure 1: Traditional approach to 'digitisation' of individual services



Various state bodies digitise individual services according to independent timelines, without standardisation. Users need to navigate through multiple state bodies during a life event and this can result in a disjointed experience.

Figure 2: Digitisation approach using the 'life event' as a guiding principle



With the 'life event' approach, Ministries break down silos and work together to digitise a full life event e.g. birth of a child end to end, adopting common standards and tools - this results in a more consistent and positive user experience.

12 Identified Life Events & high level service catalogue

As part of its ongoing Public Sector Governance reform efforts, the Armenian government has adopted the digitisation of 12 life events as a key priority. The current set of identified life events are as follows:

Citizen events

Having a child

High level scope of services:

Pre-planning for pregnancy, (and available fertility treatment applications) information and guidance for expectant parents, digital registration at the hospital for pre/post natal check ups, digital registration of the birth (population registry) , registration of child at the polyclinic, applications for state assistance.

When you're ill

High level scope of services:

Digital registration at a local doctor, registration and booking of hospital visits, electronic prescriptions, digital medical records, information on state assistance programs for health, guidance on staying healthy.

Being unemployed

High level scope of services:

Digital registration for unemployment assistance, information and guidance on re-skilling and training opportunities, access to job application platforms.

Reaching pension age

High level scope of services:

Automation and digitisation of pensions, (without papers or visits to Government service centers) , information and guidance on other available state services , provision or access to other ancillary services e.g. transport tickets, discounts, activities.

Owning a car

High level scope of services:

End to end journey for becoming a driver: application for taking a driving test, provision of a digital driver's licence,

End to end journey for owning a car: information and guidance on importing and exporting e.g. customs fees, tariffs. Online provision of import/export services, brokerage, customs paperwork. registration

End to end journey for driving a car: Automation and payment of penalties and fines, parking services, technical inspections and insurance.

Moving house

High level scope of services:

End to end journey of buying or selling a house; information and guidance, registration of the sale, receipt of ownership rights, remodelling services, building permissions, payment of bills and local taxes, registration of address.

End to end journey of renting a house: information and guidance, protection of rights, conclusion of contracts, payment of applicable taxes, registration of address.

Paying taxes

High level scope of services:

tax declaration automation, receipt of tax benefits , simple payment of tax obligations, notification of tax obligations, tax advice and guidance.

Death of a loved one

High level scope of services:

Automation of death certificate, organisation of will and testament and inheritance, information and guidance , organisation of funeral, state assistance, pensions, mental health support service access.

Residency and citizenship in Armenia

High level scope of services:

Journey for obtaining citizenship: information and guidance on citizenship applications, online applications for passport, (incl renewals), provision of digital identity services,

Journey for moving to Armenia e.g. diaspora: Information and guidance on available visas, residency permits, online application for state documents, provision of digital identity services. Information and guidance on integration e.g. health, education, recreation.

Business events

Starting, running & investing in a business

High level scope of services:

Journey for starting a business: information and guidance on types of business activity, available state assistance programs, digital registration of business activity, digital trademarks, certifications and licence provision, opening of a bank account,

Journey for running a business: electronic payment of taxes, protection of shareholders rights including minority shareholders, (& notification of key changes and business activity) , accountancy services & protection of intellectual property.

Getting a licence

Unified 'digital locker' for all services and permits e.g. identification, business permits, licences.

Importing & exporting goods

High level scope of services:

Information and guidance on customs tariffs, timelines and codes, electronic creation of paperwork for import/export, electronic payment of clearance / other fees and duties.

High level approach for digitisation of a life event

Phases

The digitisation approach for the life events follows design thinking principles, and is broken down into the following stages:

1. Analysis/Discovery (3-4 weeks)
2. Design (3-4 weeks)
3. Implementation (12-18 months)

Deliverables

The key deliverables at the end of the discovery and design stages are as follows:

1. Cross-ministry roadmap for digitisation of a life event

This is the most important deliverable, because it assumes a commitment by all involved state bodies to digitise various services in the context of a given life event. The roadmap envisages commitments to timelines over a visible 12-18 month period. The commitments may include creation of new digital services, or elimination of paper forms and direct integration into databases. The emphasis will be on smaller, modular improvements rather than large scale IT projects. The creation of the services or digitisation efforts will be supported by common standards such as UX design systems, Cybersecurity standards, Service design approaches (user centered design, usability testing), Infrastructure (Digital ID solutions) all services should be accessible to users with disabilities. All the created services or information will be added to the Government service portal/gateway.

2. MVP

The Minimum Viable Product is included as a key outcome in order to demonstrate a commitment to deliver targeted, fast improvements in the lives of citizens and users. The MVP will be defined on a case by case basis, but generally includes an improvement that is quick to implement and can demonstrate an iterative approach to digitisation. For example, the MVP created as part of the first "Birth of a child" was identified after interviews with expectant parents, who told researchers that information on 'what to do when' was a significant challenge. Recognising this, the product team put together a 'pregnancy guide' as an MVP to help future parents navigate state services, get information on available support (such as free healthcare) etc

progress will be regularly reviewed by the Information systems management board (ISMB)

2. Implementation of objective measures for user satisfaction

Any new services created as part of the process will implement user satisfaction measures, defined as part of the 'service standards' set by the Government and defined in the public sector governance improvement plan. These include: user satisfaction scoring, digital service completion rate, and digital service uptake rate. By regularly monitoring and publishing these statistics for a given life event, state bodies will be provided with an objective measurement on which to base further development of services. These measures will be published on a public performance platform to ensure transparency.

3. Increase internal capacity for management of digital projects

As part of the 'life event' roadmap creation, civil servants involved will be provided with training and coaching to help them implement the digital projects. In addition, a wider plan is envisaged to engage other private sector capacity to 'bridge the gap' through 'secondments' of roles that are unavailable in the public sector e.g. technical architects, product/service managers, software architects. By providing secondments through private sector partners, we envisage that this will provide state bodies with the 'proof of concept' needed to directly recruit such roles in the future.

Conclusion

By implementing the "Life event" digitization approach , users in Armenia will be provided with a coherent, high quality experience at key events in their life, thus increasing trust in Government as a whole.