

TC TRANSFORMATION

DIGITAL BY DESIGN



*Transport Canada's Service Innovation Hub:
Promoting Innovation & Guiding Change*



Government Acting Like a Startup?

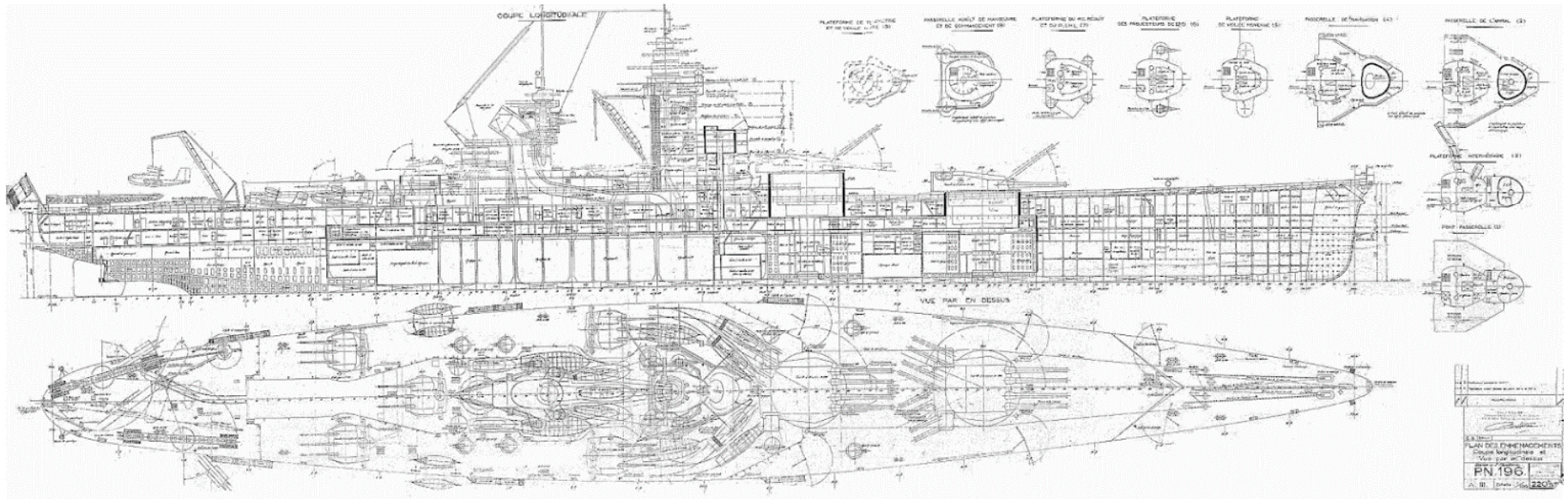


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Changing How We Work



@hizeena

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More Things Online is not Good Enough



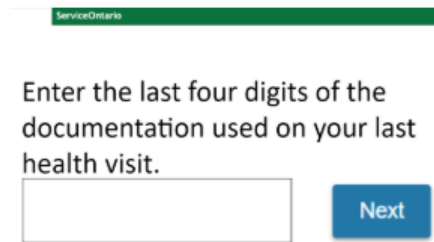
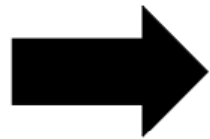
Ontario drivers can renew licences online

Ontario has become the the first province to allow drivers to renew their licences online, the government announced Wednesday.

GRACE MACALUSO, WINDSOR STAR Updated: September 25, 2013



End-to-End User Journey



A new vision for how we work at Transport Canada



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We are proactive. We anticipate. We respond to changing needs. Our legislation, regulations, tools, and people adjust to support innovation, growth and sustainability.

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We seek out and are informed by data. We have a skilled workforce. Our services are digital by design and user-centred. We make risk-informed decisions.

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We earn our credibility. We are open, transparent and accountable. We approach our work with integrity to ensure a safe and high-performing transportation system.

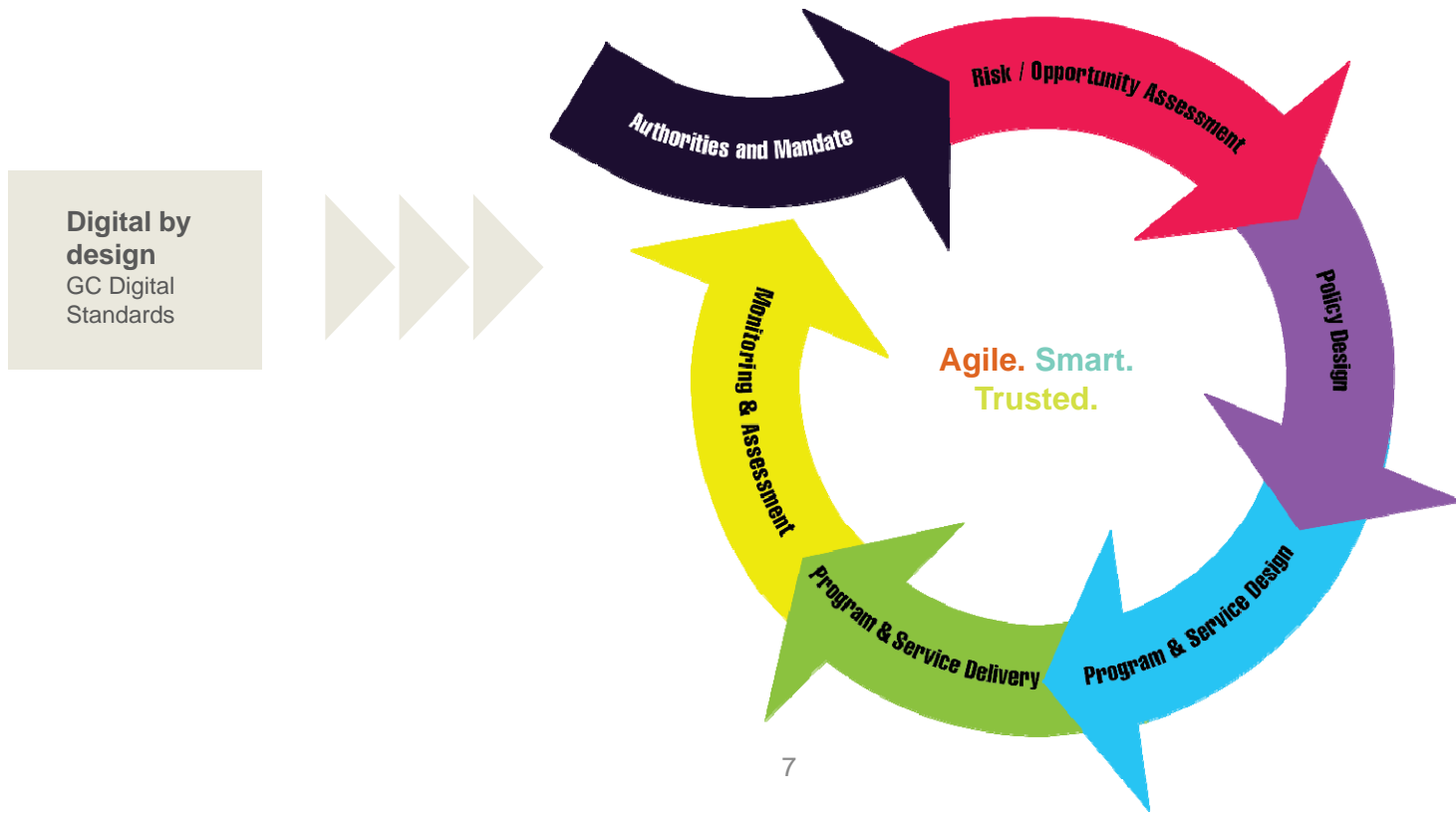
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Realizing Vision Means Digital by Design



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Key Enabler: Service Innovation Hub

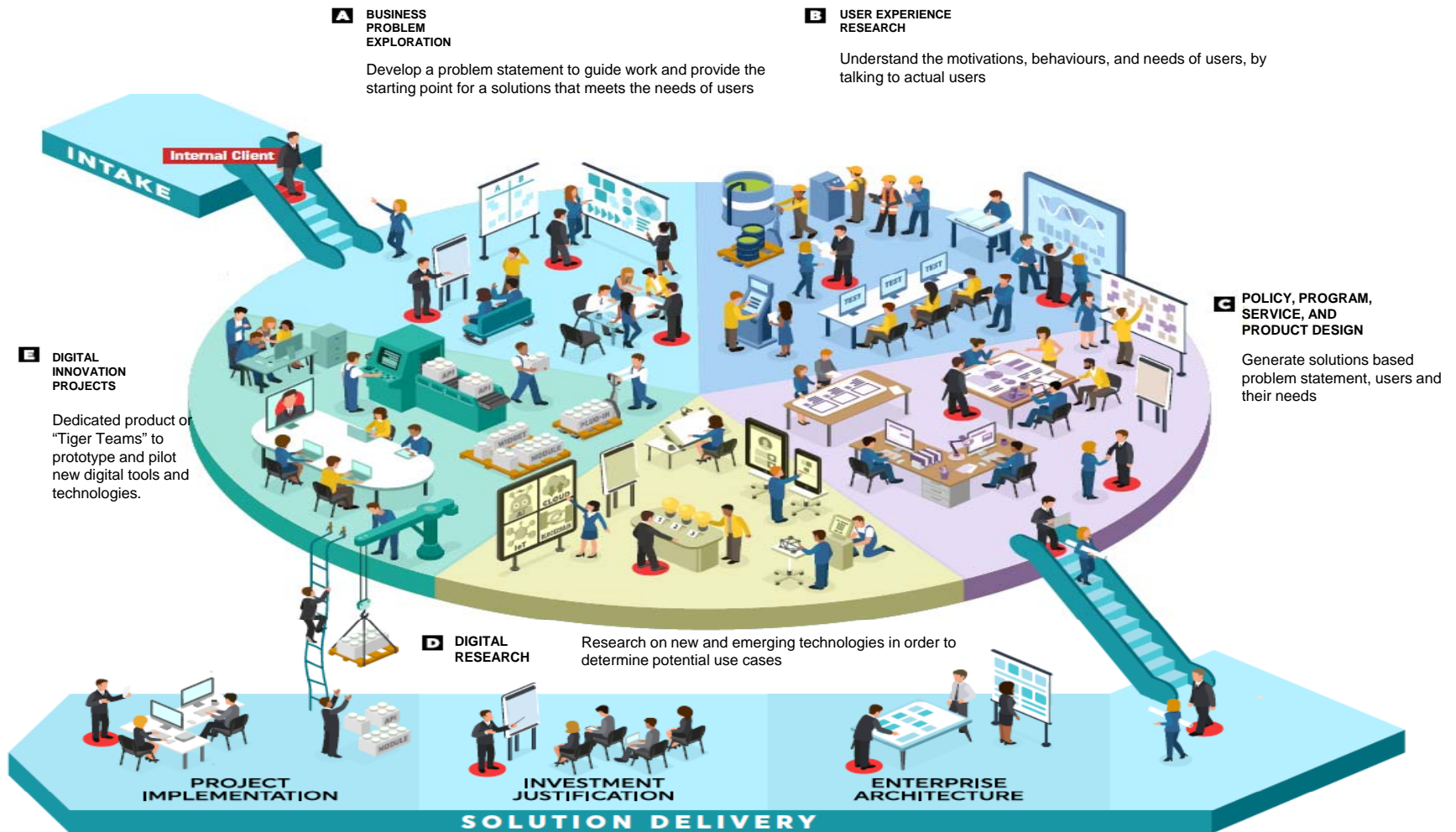
Centre of UX and Service Design Excellence and Expertise

Goal: Informed and adaptive programs and services

- User research
- Testing emerging and disruptive technologies
- Design for accessibility, privacy and ethics



Rethinking Problems and Solutions: The TC Hub Approach



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Successes

Facilitating progress on culture change

Leadership champions and broadening support for agile user-centric approach

New ideas and capacity through partnership (e.g. Code for Canada)

Successful pilot application of AI and other disruptive tech (e.g., air cargo, drone regulations, vehicle recalls, transportation of dangerous goods)



Lessons Learned

Start small and empower teams

Define roles-responsibilities for the Hub and clients/partners

Think beyond product and service redesign to legislation, policies and programs

- *It takes time but it is worth it!*

Creative recruitment and upskilling of UX talent

Creating effective environments for innovation and collaboration



Next Steps

Sharing technical knowledge and information exchange

Supporting community of practice for UX practitioners and disruptors

Pursuing dialogue on capacity building and skills development



Connect



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