

Use this framework to compare your possible solutions, make a decision about which is best to action, and then think about your first steps.

1 WHAT IS THE PAIN POINT BEING ADDRESSED?	2 WHAT NEED STATE DOES IT RELATE TO?

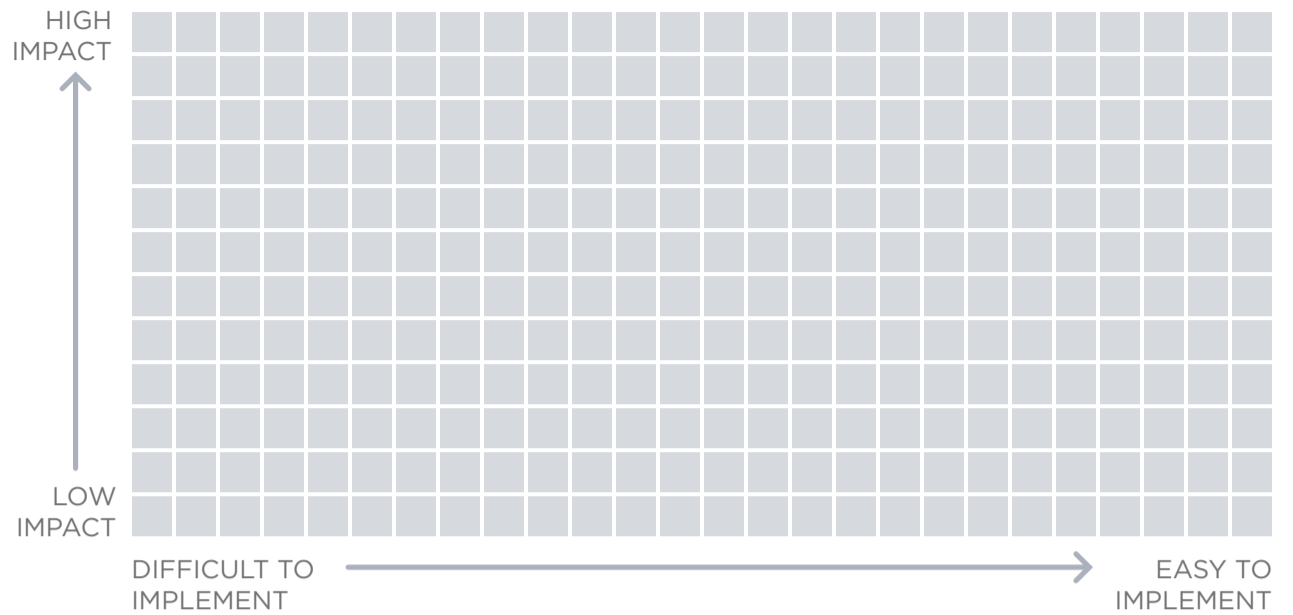
Explore what the impacts are on the customer experience and also how it will change things from an organisational perspective.

SOLUTION 1:	IMPLICATIONS FOR CUSTOMER EXPERIENCE	IMPLICATIONS FOR GOVERNMENT
	What will improve? How will this solution achieve this? Which design principles does this use? Will anything be compromised?	Will this solution affect the cost of service delivery? Does it require changes to process or technology? How does it affect people?

SOLUTION 2:	IMPLICATIONS FOR CUSTOMER EXPERIENCE	IMPLICATIONS FOR GOVERNMENT
	What will improve? How will this solution achieve this? Which design principles does this use? Will anything be compromised?	Will this solution affect the cost of service delivery? Does it require changes to process or technology? How does it affect people?

SOLUTION 3:	IMPLICATIONS FOR CUSTOMER EXPERIENCE	IMPLICATIONS FOR GOVERNMENT
	What will improve? How will this solution achieve this? Which design principles does this use? Will anything be compromised?	Will this solution affect the cost of service delivery? Does it require changes to process or technology? How does it affect people?

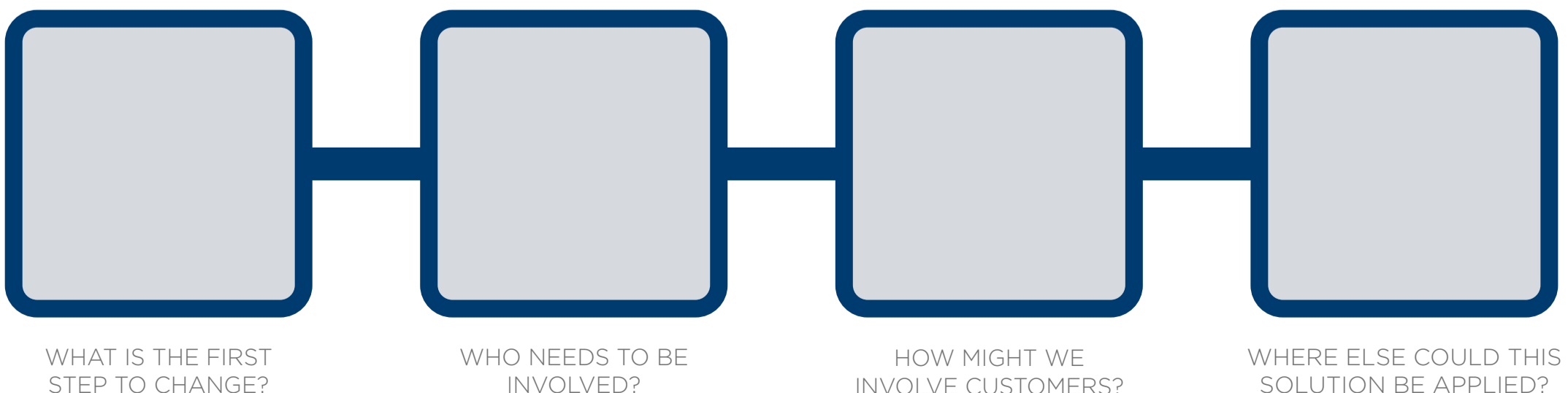
Map your possible solutions on the framework on the right. Consider how much positive impact your solution will have for the customer, and how easy it is to implement from an organisational perspective. Use the numbering from the previous side of the tool, when you map them to the framework.



Explain why you have positioned each solution where you have, from a customer experience perspective and an organisation implementation perspective. Make a decision about the best solution to action short and long term.

REASON FOR PLACEMENT OF SOLUTION 1	REASON FOR PLACEMENT OF SOLUTION 2	REASON FOR PLACEMENT OF SOLUTION 3
QUICK WINS		
LONG TERM BEST SOLUTION		

ACTION PLAN



WHAT IS THE FIRST STEP TO CHANGE?

WHO NEEDS TO BE INVOLVED?

HOW MIGHT WE INVOLVE CUSTOMERS?

WHERE ELSE COULD THIS SOLUTION BE APPLIED?