

Digital Delivery Assessment



Opening Script

BACKGROUND

Hello _____! It's wonderful to meet you, and thank you again for agreeing to share your time with me today. I'm conducting exploratory research to understand our agency's current approach to and capacity for the effective delivery of digital projects. My goal is to identify sound opportunities to level-up our digital delivery work and meet our strategic priorities.

CONTENT OVERVIEW

For today's conversation, I have some questions about your experiences delivering digital products for our agency, the strategic priorities that you feel drive your day-to-day work, and the challenges you face during the lifecycle of digital delivery initiatives. Of course, you're not obligated to answer any of these questions. Please let me know any time if you'd like to skip a question.

NOTE ABOUT THE TERM "DIGITAL"

Before we get started, I want to note that when I use the term "digital" or the phrase "digital delivery", I'm referencing agency-owned technology products and tools which are used to help end users navigate programs, whether those end users are internal staff or external program stakeholders.

Any questions before we begin?

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I thought of you for this research project because of your work on _____, so it would be great to hear about that throughout our conversation, but please feel free to speak to other parts of your work that involve technology development and deployment.

Digital Delivery Experience

1. At a high level, briefly describe your role and the digital work you do as part of it.
 - a. *Probe:* Has your role, and its digital responsibilities, evolved at all over time? If so, how?
 2. Who do you rely on most as part of your digital and technology delivery work?
 - a. *Probe:* What are your relationships like with these stakeholders?
 - b. *Probe:* Do you rely on people both inside and outside of our agency?
 3. Describe for me a digital or technology initiative you've worked on that went really well. In your view, what made it successful?
 4. Describe for me a digital or technology initiative you've worked on that went really poorly. In your view, what made it struggle?
 5. Can you describe, from your experience and vantage point, the "typical" lifecycle of a digital project that you might be involved in, from conception to deployment? If it's easier, feel free to describe this lifecycle in terms of a specific project.
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Digital Delivery Best Practices

6. **Build vs. buy:** How do you currently make decisions about whether to build or buy a new technology tool?
7. **User research and engagement:** What kinds of engagement with end users of a technology tool are typical for your work and team?
8. **Iteration:** What is the planning process like for a typical digital delivery initiative? How do you plan to go from conception to deployment for a new project, and who is involved in that planning process?
9. **Working to outcomes:** How are the outcomes of interest defined for a digital delivery initiative? How do you know if a digital delivery initiative is meeting those outcomes? How do you adjust if things aren't going well or meeting expected outcomes?
10. **Working in the open:** What does progress sharing tend to look like for a typical digital delivery initiative? How and to whom do you share details about progress, whether that's successes, challenges, or failures?
11. **Multidisciplinary teams:** What types of people and roles are generally part of a team delivering a new digital or technology project?

12. **End-to-end approach:** How do typical digital delivery initiatives take into account the greater ecosystem in which they will function?
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Needs + Challenges

13. What are the biggest challenges you tend to face on a digital delivery project?
 - a. *Probe:* Challenges with internal vs. external stakeholders?
 14. What resources do you feel you need to successfully deliver a digital project for our agency?
 - a. *Probe:* Do you feel like you have those resources at present?
 15. What are the key skills and abilities you think a team needs to successfully deliver a digital project for our agency?
 - a. *Probe:* Do you feel like your team is equipped with those skills at present?
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Strategic Priorities

16. Tell me about the agency-level strategic priorities that drive your work day-to-day.
 17. On a scale of 1-10, how well do you think digital delivery projects within our agency tend to help accomplish these strategic priorities? 1 is not well at all, and 10 is very well.
 - a. *Probe:* Please explain the rating you gave.
 18. What kinds of support or resources might enable you to better operationalize the strategic priorities you named in the digital delivery work that you do?
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Close Out

19. Is there anything else you'd like to share that we didn't already touch on?
20. Who else might you recommend we speak with as we continue this research?

Interviewer Reflections

Spend 15-30 minutes immediately following the interview to respond to the below prompts:

Summary: *<a brief 2-4 sentence summary that includes the top-line takeaways from the interview>*

High-level takeaways/ideas to validate further: *<a concise, bulleted list of the major things learned/heard, paying special attention to ideas that could/should be further explored with other stakeholders>*

Quotes: *<notable quotes from the conversation>*