Discovery

Understanding context and problems to solve

- Explore user needs, policy intent, organisational goals, desired outcomes and wider context

- Identify the big challenges, opportunities and constraints

- Identify assumptions, create hypotheses and list possible approaches

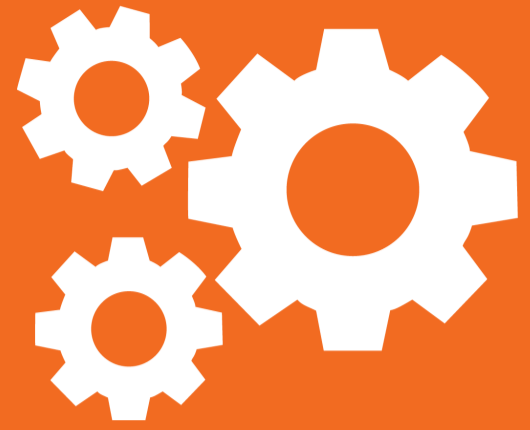- Be prepared to stop - at this point it could be the best outcome

Alpha

Testing options by prototyping

- Learn which possible approaches and solutions will work best through prototyping

- Prioritise learning about the biggest assumptions, risks or challenges

- Test with real users to prove or disprove hypotheses

- Be prepared to stop at this point

Beta

Building and refining options

- Build out the best option from alpha, learning and iterating by operating a service for real users

- Do usability testing, make the service secure and supportable, measure performance

- Keep measuring it against user needs, policy intent, organisational goals and desired outcomes

Live

Continuously improving

- Deliver into live service

- Continue to learn how to improve it, using metrics and user research

- Manage a roadmap and backlog

- Measure against policy intent and intended outcomes

- There could be a point to start a further discovery in the future