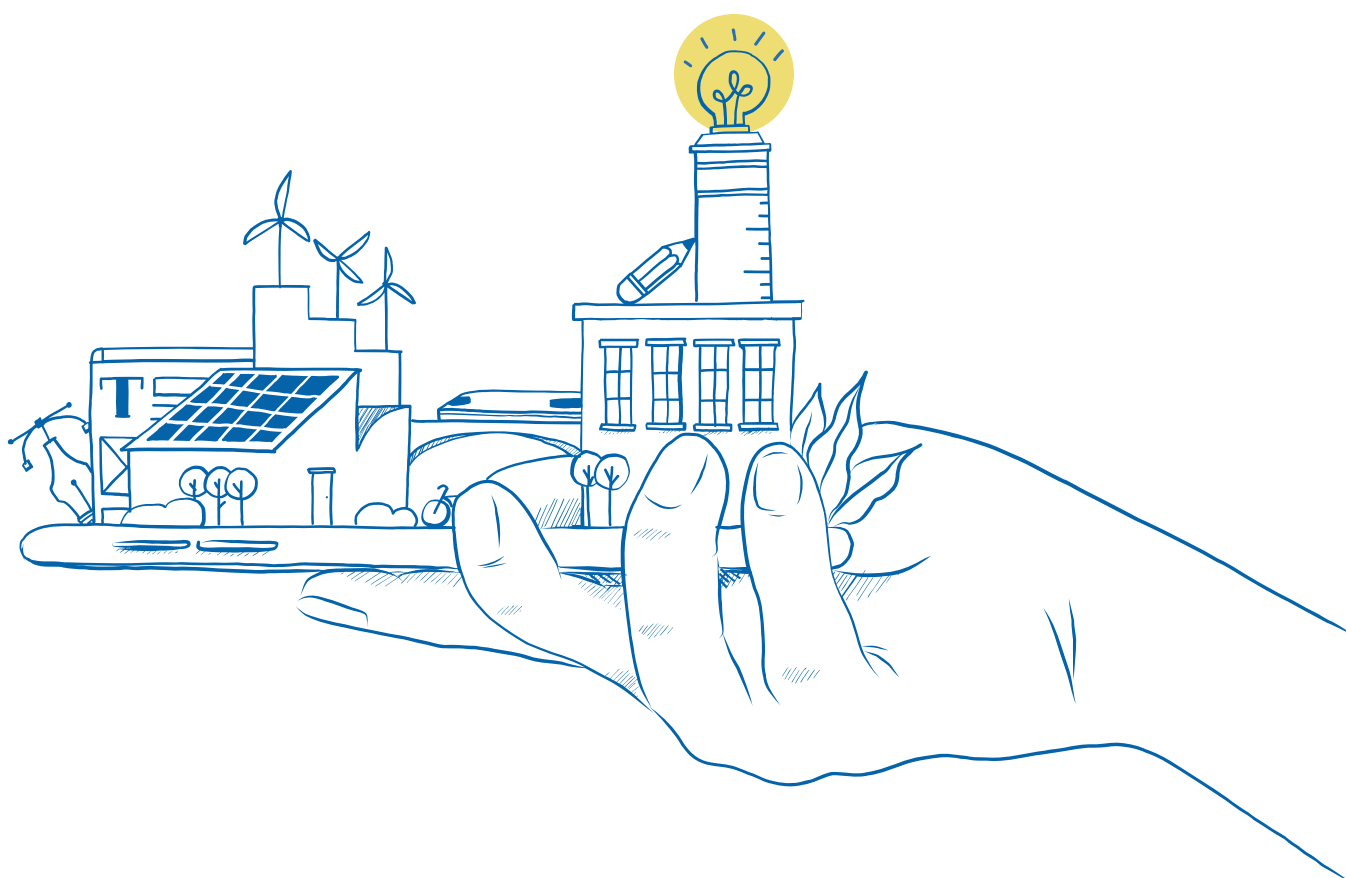


10 HELPFUL TIPS for creating

# Digital Transformation Strategies



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# Only **7%** of companies have a digital strategy.

If you're a digital leader or decision-maker who wants to bring your organization into those ranks, we want to help you achieve your digital transformation smoothly and effectively.

We understand jumping into a new relationship with a vendor to support your digital transformation isn't a quick decision. It takes time and effort. We want you to gain confidence in Button and demonstrate value to earn your trust.

Let's start with 10 tips to support you and your organization in planning and meeting your digital goals with measurable and meaningful outcomes.

01

# Begin with the end in mind

Begin with a focus on outcomes and results for end users, and don't worry about the "how."



01

# Begin with the end in mind

Building something that has value will require a consistent guiding vision of what that “value” looks like. It defines the purpose and desired outcome of the product, and measures whether the end result aligns with the **intended goals**.

What will the end product be for the people who use it?

How will it benefit them?

A vision acts as a “North Star”, guiding the development process towards a final product that users will truly value. The sooner you identify through user research what exactly you’re trying to create and why, you can avoid wasting time and resources on features or functionality that may not ultimately be useful to users.

02

# Do your user research

To understand what brings value to users, you need to know who they are and what they want.



02

## Do your user research

Knowing your users, what they want and how they operate can help you drive development with evidence-based decisions.

User research results in money saved and better products that more people use. Without it, solutions are only based on your **assumptions** of people's needs, instead of their **actual** needs.

Meet with the people who will use your product/service, gather evidence of their experience and the problem space.

Focusing on the evidence and spending as little as 8% of a development budget on research leads to at least 135% improvement of the digital solution across metrics, including traffic, conversion, and sales. (NNgroup)



02

# Do your user research

Starting user research early helps teams prioritize building what people truly need, instead of features that get scrapped because they were assumed to be needed.

User research involves interviewing, shadowing, observing, and testing prototypes with real users. These methods create evidence-based insights grounded in real user feedback, helping you build attractive and usable solutions.

When people feel your product/service is usable, they're less likely to contact customer service for help, leading to time & money saved.

Identify, validate, and prioritize what has the most impact on your users.



03

# Ensure user research and engagement is continuous

Understanding user needs is not a single step that can be done early and checked off.



03

# Ensure user research and engagement is continuous

This is an ongoing process as the needs and preferences of users can change over time. Continuous user research allows you to keep up-to-date with those changes and adjust the solution accordingly.

While the initial identification of user needs can point you in the right direction, it is only through continuous feedback and iteration that you can ensure you stay on a development track that aligns with user preferences.

User research should be well-planned in advance, and fully integrated into the development process.



03

# Ensure user research and engagement is continuous

Good relationships with users are essential for a successful digital system. Clear alignment on user needs and preferences is crucial for building trust.

This can be achieved through:

- Establishing effective communication channels, practices, and expectations from the very start of the development process
- Fostering cross-field communication among teams

Communication  
and alignment  
builds trust.

04

# Make it accessible to everyone

The “who” you are creating it for is not one prototypical user but, inevitably, a range of different users with a range of approaches and abilities.



04

# Make it accessible to everyone

What you're creating needs to be accessible, and inclusive for a wide range of users. Inclusive design doesn't just mean making something accessible for people with disabilities, it also considers the users who may not have been originally accounted for. Some examples include visual impairments, motor impairments, and cognitive impairments.

When you consider the diverse needs of individuals with varying abilities and situations, it results in a solution that ends up **better serving everyone**.

Adaptable designs will be more receptive to all kinds of users' situational limitations.

05

# Build on what others have already done

Undergoing a digital transformation on your own is daunting. But so much of the same or similar work has been done already by others.



05

# Build on what others have already done

A Service Development Toolkit offers common components and reusable code that can reduce heavy lifting in development while accelerating delivery. With open-source technologies, developers can improve upon them, resulting in robust and reliable solutions, while enabling a culture of collaboration and innovation.

Digital services toolkits can also include the ability to build-in accessibility guardrails that allow developers to test different scenarios and variations within the technical, legal, and regulatory limits defined by their organization.

Embrace  
open-source  
technologies and  
adopt solutions  
proudly found  
elsewhere.

06

# Prioritize developing and iterating features with business value

Digital transformations are often resisted out of fear that they will draw valuable time and resources away from the day-to-day.





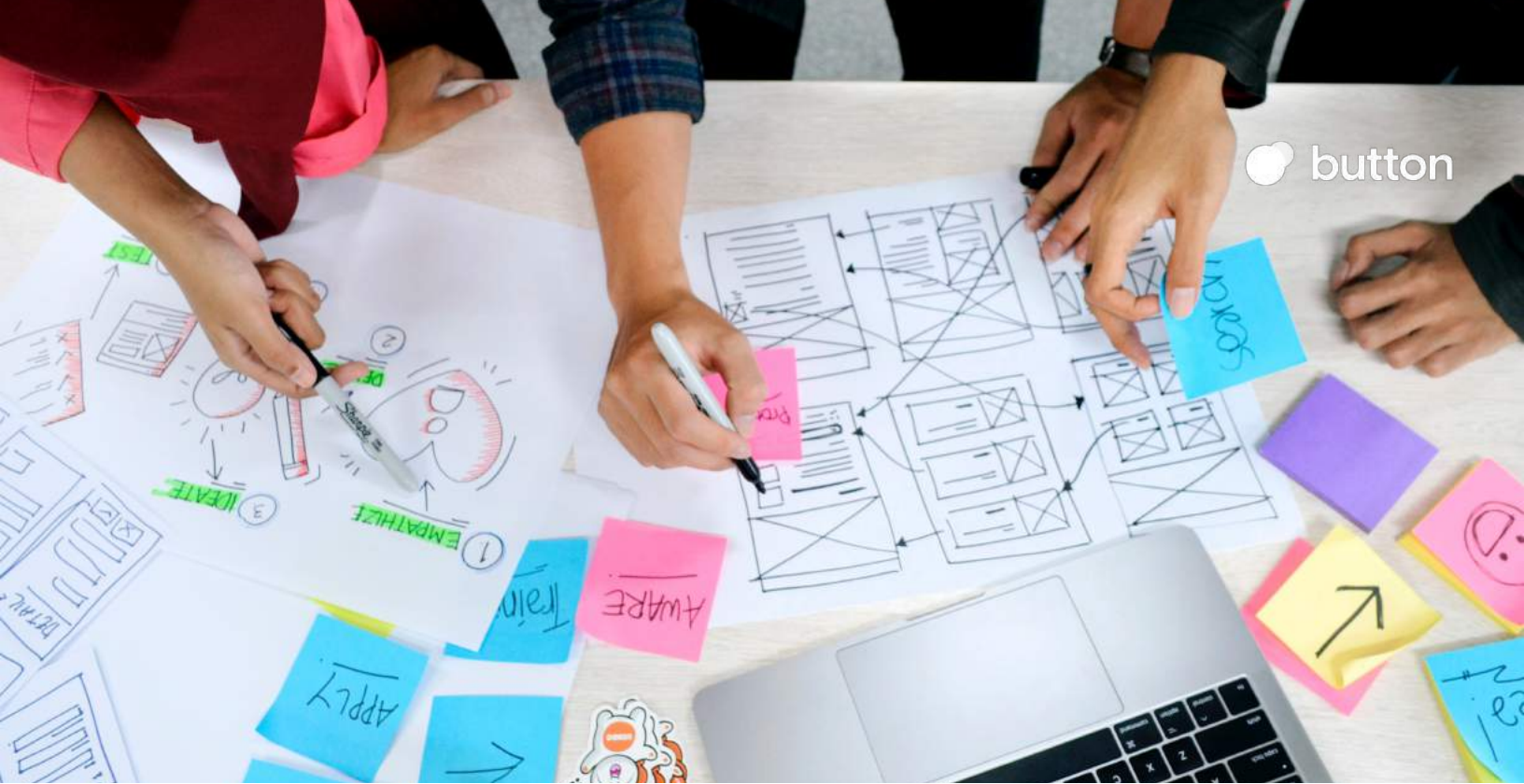
06

# Prioritize developing and iterating features with business value

Digital transformations, even when everyone in the organization agrees they are necessary, are often resisted out of fear that they will draw valuable time and resources away from the day-to-day.

One way to reduce the resistance is to

prioritize the development of features that will pay off in the short term



06

# Prioritize developing and iterating features with business value

Developing features that can pay off in the short term allows the project to continuously deliver value to the organization. Staff can see and experience tangible, and immediate benefits. As a result, it builds buy-in and support for the transformation effort.

Short-term payoffs generate staff buy-in on top of the business benefits.

07

## Be willing to try, and fail

Don't be afraid to try something that may not work. Failing fast (and often) will help uncover solutions that others overlooked or were afraid to test.



07

## Be willing to try, and fail

The key is to not get bogged down, but to go in with parameters and feedback processes to learn and adjust. Incorporating Agile principles, such as the user check-ins described in 3, allows you to iterate and adjust as you go.

Part of that process will involve things that don't work. But under this approach, they can be improved or pivoted away from before they take up too much investment or commitment.

To gain the full benefits of this ability to experiment, you'll need to destigmatize small or temporary failures. By doing so, your team will be willing to take bolder and more creative leaps after learning that a failure won't be fatal. In the long run, teams can make rapid progress and find new opportunities.

This flexibility allows your team to try a broader range of ideas and to land on **innovative solutions.**

08

# Find a trustworthy vendor that delivers value

An organization and vendor need to collaborate in a way that brings value to everyone involved.



08

# Find a trustworthy vendor that delivers value

Finding a trustworthy vendor is crucial for organizations looking to digitalize their operations. Digital leaders, such as Chief Technology Officers and Chief Digital Officers, are looking at ways to gain more value from their vendors and include them as an integral part of their digital evolution.

[Our article](#) highlights clear ways for vendors to demonstrate that they are delivering value.



08

# Find a trustworthy vendor that delivers value

An important aspect of building trust with vendors is ensuring they provide real value, so organizations get the most out of their investment. Trustworthy vendors can offer guidance and valuable insight throughout the process.

This is highlighted in an article on LinkedIn, [What Corporate Buyers Fear the Most \(and how Sales Reps can help\)](#), in which a Vice President of Strategic Sourcing emphasized the need for vendors to address buyers' concerns and provide products that support their goals.

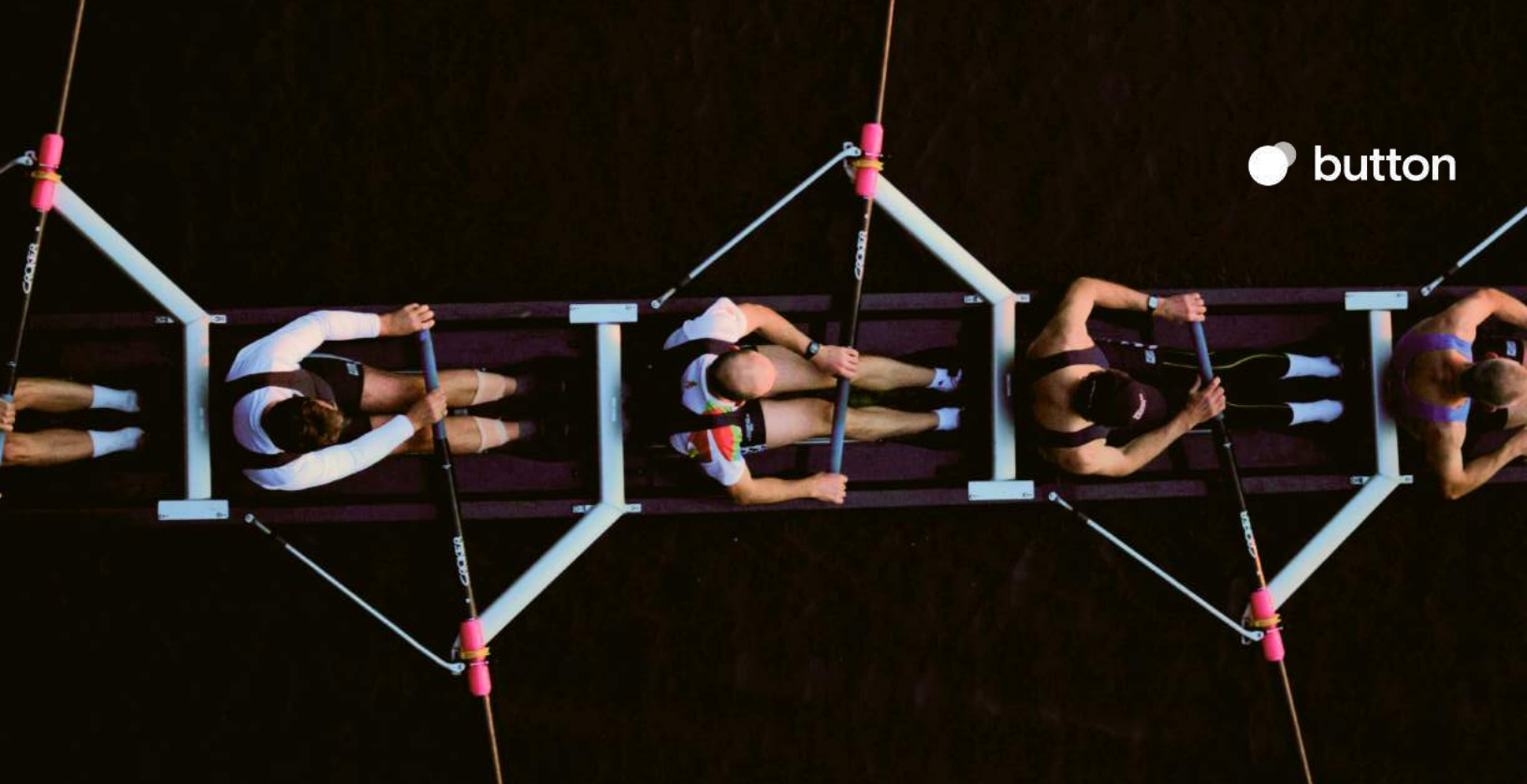
Look to build long-term relationships with vendors who understand your organization's digital vision.

09

## Find a vendor that attracts and retains talent

Identifying a vendor that will deliver value sustainably also involves looking at how they add, keep, and utilize talent.



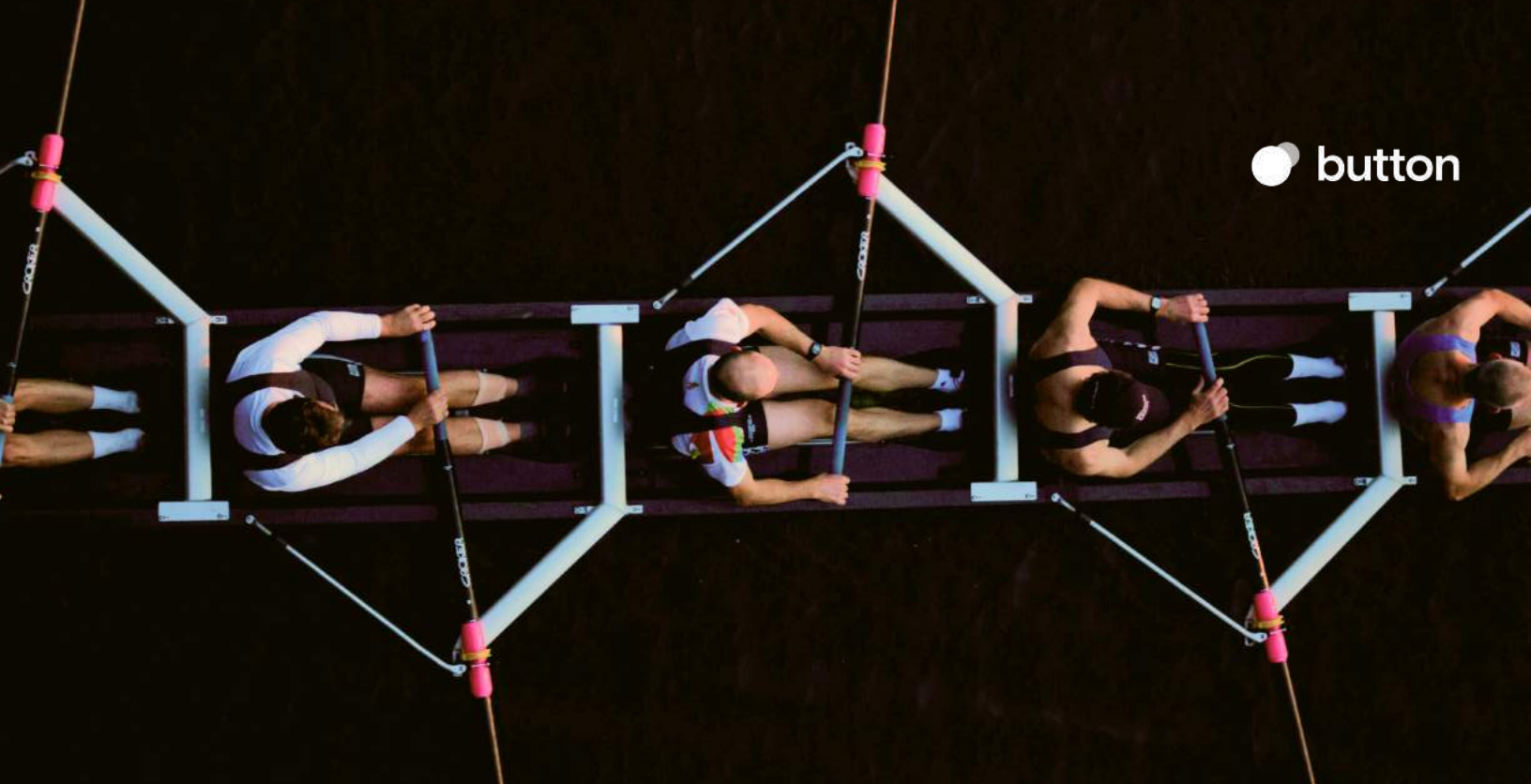


09

# Find a vendor that attracts and retains talent

Look for green flags in vendors such as:

- transparency
- an emphasis on vendor collaboration
- a diversity, equity, inclusion, and belonging policy
- appealing, robust benefits and perks



09

# Find a vendor that attracts and retains talent

Look also at how vendors structure their work. There should be a **“culture of delivery”** prioritizing quick turnaround times for delivering valuable features to customers—rather than long build-ups to big launches.

This approach goes hand-in-hand with Agile processes that regularly iterate based on customer feedback and accept temporary failures. This enables testing new ideas and rapid progress.

In short, vendors with an agile culture are better equipped to work in an adaptive environment, which is essential for organizations looking to stay competitive and innovative in today’s digital landscape.

Look at how vendors retain, add, retain, utilize talent, and how they structure their work.

10

Do a thorough exploration  
of the space you're  
working in

We see a lot of duplicates and siloed work  
being done.



10

## Do a thorough exploration of the space you're working in

Duplicate and siloed work are a by-product of bureaucracy. Things are done a certain way in the organization and in-house departments may not be communicative between each other.

This one comes full circle with the first tip. Understanding what people need and want, and what you can provide them, requires understanding what they already have.

Similarly, understanding what information, resources, and capabilities you already have access to, helps you avoid redundancy in projects and focus on making new contributions.

# Congratulations

Hey, you made it through this list, and now you're ahead of the game. From here, it's up to you.

If you're ready to take the next step, reach out to us at **[sales@button.is](mailto:sales@button.is)**

# Helpful links

## What is Your Digital ‘Why’?

Ethics as part of digital design and implementation can provide a real and meaningful outcome.

## Required: Digital Passion, Caring & Empathy

Most organizations have a mission statement—what is your passion statement?

## Subscribe to Button Insight

Our twice monthly digital services newsletter delivers insights, tips, and resources right in your inbox.

## Vendor Value & the Future of Digital Transformation Strategy

Digital leaders are looking at ways to gain more value from their vendors to build trust and include them as an integral part of their digital evolution.

## Only 7% of Organizations Have a Digital Transformation Strategy – What’s Yours?

Planning digital transformation strategies has evolved quickly over the last couple of years, rapidly iterating services to meet changing user needs.

## Digital Transformation – Why Does It Matter?

A transformative and meaningful digital outcome. How can this, truly, make a difference?

We love to have conversations with

**DECISION MAKERS**

**TECHNOLOGY LEADERS**

**PRODUCT MANAGERS**

from government and industry.

Reach out when you are ready to continue our conversation.

**sales@button.is** or **www.button.is**



Jeff Hamilton

VP of Sales & Marketing



David Brookfield

Sales & Business Development Lead

