

SPRING 2021

BEYOND TECHNOLOGY

Why People and Processes Matter

By Wells Stringham

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applydigital.com



BEYOND TECHNOLOGY

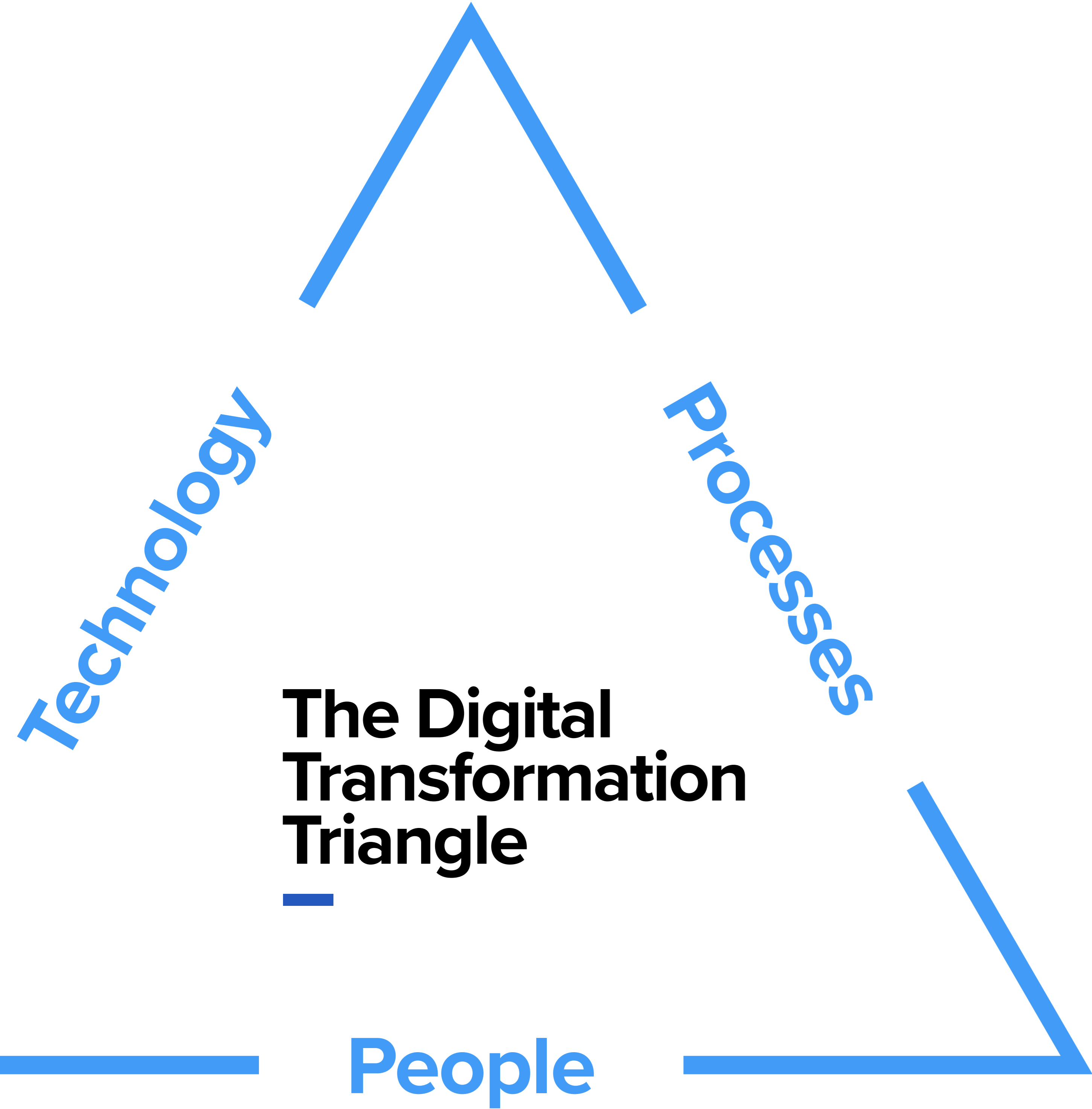
Why People and Processes Matter

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Executive Summary

With digital transformation quickly becoming a top priority, under-pressure businesses are responding by simply adding in the newest tech programs and solutions. But digital transformation goes beyond technology — it includes your people and your processes. It involves defining your vision and building your dream team equipped with both hard and soft skills. It means taking a customer-first mindset and developing efficient processes that will streamline your work, such as breaking down tasks and finding the right project methodology. And it entails considering all these aspects while building a strong tech stack and workflow. These components in tandem will facilitate a successful digital transformation and establish a set of blueprints for future initiatives.



When it comes time for a digital transformation project, it's easy to leap from problem solving to the latest technology. After all, digital transformation requires technology, so that should be the base for a solution, right?

Wrong.

Technology, on its own, is a plan destined to fail.

That's because technology is just one aspect of a plan that also needs a strong team and effective processes in order to give shape to a successful digital strategy.

Think of it like three sides of a triangle. On one side, you have technology. On the next, your people — a team united behind a shared digital vision and a willingness to move mountains to achieve it. And on the third side is your processes, a methodology, plan of attack, and communication system all in one.

Technology. People. Processes.

Each piece matters to the success of any digital initiative. Take away one and your entire project falls flat.

This is an avoidable mistake, with a solution that's contingent on how well you enable people and processes to guide the development of any digital product. And one easy way to do this is by building on the most flexible, customizable tech base possible — one that favors stacks over suites.

At Apply Digital, we have spent the last 5 years generating, crafting, and then executing leading digital strategies for our clients. We've picked up some insights in the process. Here are those key learnings, along with actionable steps for any company to consider in order to turn a digital vision into a successful product launch.



Defining the Digital Vision

Defining the Digital Vision

What is a digital vision?

If planning is the blueprint to building a successful digital platform, vision is the ink that makes it possible to draw the lines.

The idea of a vision may seem abstract, but inside of any successful vision are tangible ideas, beliefs, values, and goals. The interesting thing about a vision is how it brings together these factors as one robust concept — [a raison d'être](#) — in a way that simple planning can't.

That's why a vision is the key component that separates successful digital transformations from those that fail to take flight. So what needs to be considered when defining a digital vision? Here are a few points we explore with our clients during this critical phase:

What is the problem or opportunity ahead?

This includes a deep dive into the factors behind the problem, deconstructing any blockers, journey gaps, and external influences.

What does the solution look like?

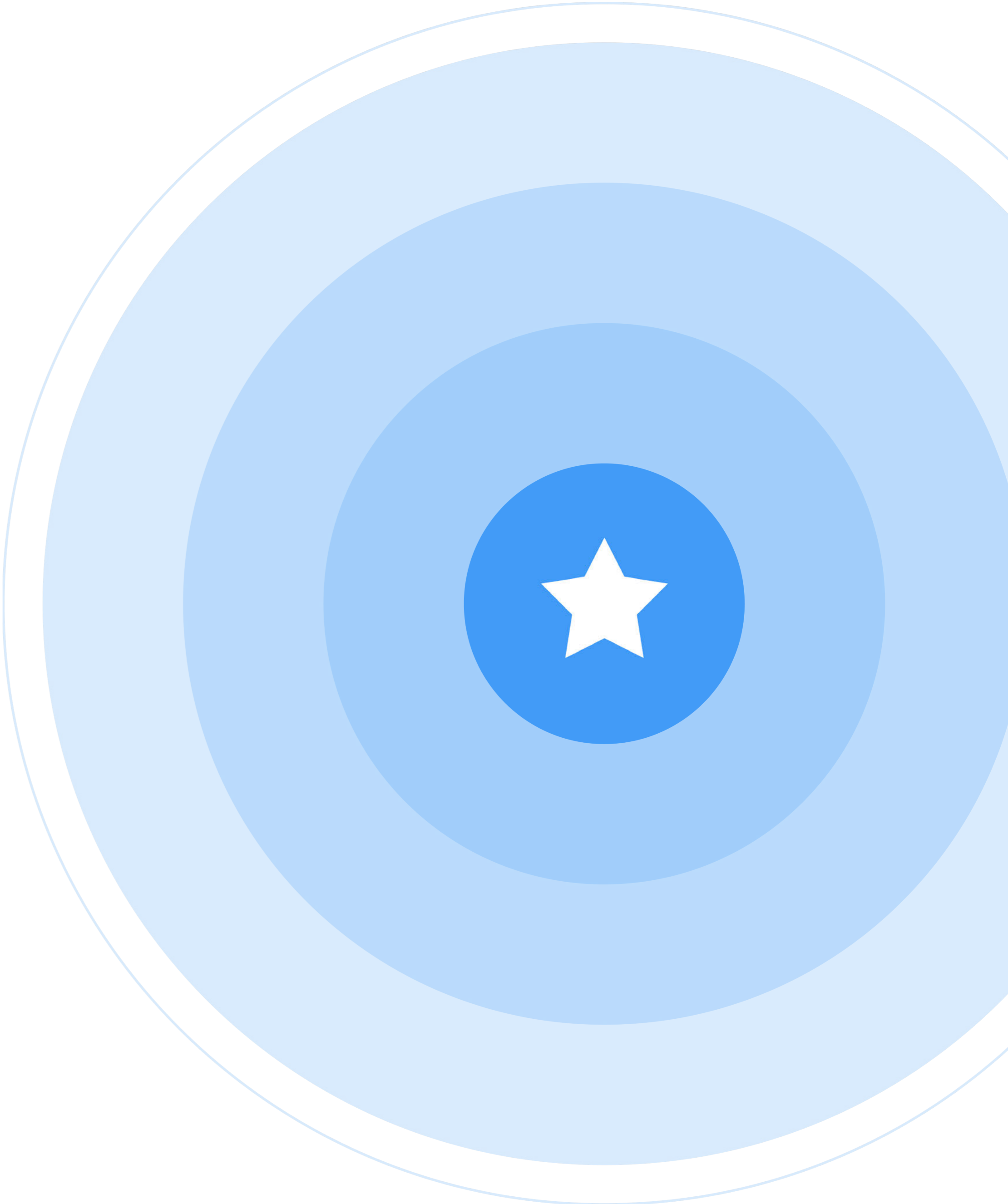
Consider intentions, goals, and the value this solution would bring to your users, customers, or team.

What is a realistic timeline?

Imagine this solution 6 months, 1 year, or 3 years down the line. It will change — and that's a good sign.

What does success look like?

When we talk about a vision, it's easy to get inspired by goals. The hard part is recognizing the pathway to get there is never a straight line — and will likely look like different pathways entirely for separate stakeholders and teams. Define these goals. Understand how they're differentiated across various departments. Focus on the macro for now.



Defining the Digital Vision

Take your time defining your vision.

Interview stakeholders. Hold brainstorming workshops. Get to know your competition. Work with consultants to provide an external vantage point. These are just a few of the options—the best plan of action will be one that fits the business priorities of your company.

The final output of this stage will take the form of a vision statement. It will combine the four key considerations above —

the problem, the solution, the realistic timeline, and the overall look and feel of success.

Ensure that your team of core changemakers not only understands this vision, but believes in it.

Another consideration — the vision you begin with will likely evolve and change over time, as new challenges, new goals, market patterns, and a variety of other factors come into play. Iterative and incremental changes to your vision are a normal part of any long-term project.

Our dream is to create a more
open and **welcoming** environment
through love.

Awareness Advancement

Aspiration Action

Turning Numbers into Narratives



Turning Numbers into Narratives

Once a digital vision has been established, it's time to adjust your focus to your KPIs and decide on the best metrics to quantify the success of your project.

A big part of this is deconstructing your goals and emerging with well-defined success objectives. As an example, the metrics you select to track the omnichannel engagement of eCommerce loyalty club members will differ greatly from those you use to gauge the behavior of SaaS users. Discuss proposed metrics across your teams and departments — consider overlap, as well as any gaps in coverage.

The ultimate focus when it comes to selecting KPIs needs to be identifying usable data to employ in iterative planning along the path to achieving long-term goals. Weigh each potential methodology alongside OKRs and against overall digital strategy goals. Define measurement pillars as specifically as possible. Some commonly considered pillars include:



Return on Investment (ROI) Benchmarks

Consider both the value of the individual digital priority, as well as its contribution to larger business goals.



Time to Market

There's no denying getting a digital product to market quickly is an attractive way to stay competitive—but balancing timeline and quality will pay off in the long run.



Conversion Rate

A measure of the **percentage of traffic** that converts into paying customers.



Cost of Customer Acquisition

An **average of the total cost** to acquire each individual customer.



Customer Lifetime Value

Weigh **how customers become more valuable** to you over time as they stick around, buy more, and engage longer.



Bugs and Downtime

The best and most effective digital platforms are those that **reduce downtime** and **avoid unpredictable breakdowns**.

Turning Numbers into Narratives

Think about the value of different types of data to your company.

Transactional data provides financial and logistical insights. Transactional data tracks things like customer conversion rates, onboarding success, and application availability. On the other hand, consumption data focuses on the nuances of behavior — tracing the way a product or service is used, identifying and reacting to user patterns, and providing contextual predictions.

At the end of this stage, you'll have a set of measurable KPIs tailored to your specific goals and objectives. These metrics serve two invaluable purposes to the long term success of a project:

In-depth metrics provide reactive data

Clear metrics provide invaluable info that can be used to adjust, alter, or pivot strategies quickly.

Metrics give shape to compelling narratives

Never underestimate the impact measurable outcomes offer when it comes to getting buy-ins from stakeholders, companies, and shareholders.

At this point, consider potential analytics tools and set them up. Look for technologies that will enable detailed metrics and result in actionable changes for your company.

Many businesses find that the best strategy is diversifying and integrating several analytics tools based on specific functions. Increasing analytics options opens up new vantage points on various aspects of a product's performance, for example, data on the day-to-day tracking of user operations versus higher level, rolled up events.

Stacks Over Suites



Stacks Over Suites

Now more than ever, the ability to react and adapt digital strategies according to customer and user data is a deciding factor in a company's post-pandemic success. The more quickly these pivots can be made, the better. [Companies are reacting to this demand globally](#) by accelerating the adoption of digital interactions by an average of 3 years, compared to their plans prior to COVID-19.

This truth sits in stark contrast to another.

When it comes to executing a new digital strategy, technological constraints can easily leave companies lagging behind.

That's why at Apply Digital, we believe in a stacks over suites approach to digital product development.

What do we mean by stacks over suites?

A stacks over suites approach to digital product development allows companies the flexibility to develop individual components — stacks — at a time and on a staggered schedule. On the other hand, a suites development approach finds companies having to build interdependent technologies simultaneously, a slower and significantly less flexible process.

The benefits of a stacks over suites approach include:



Flexible pivots due to modularity



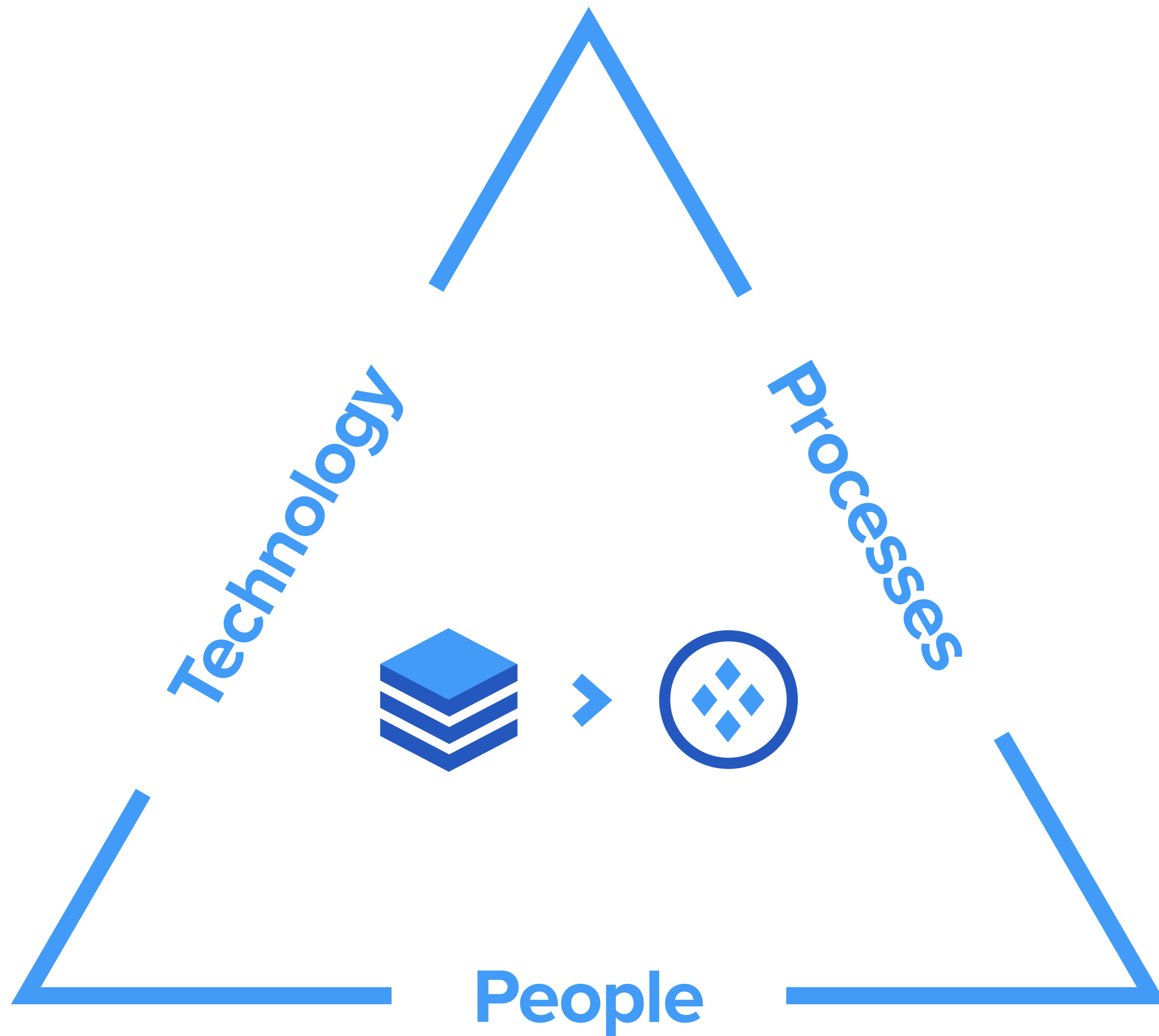
More efficient spend, pay only for components and tools you use



Experimentation of components to find the best fit



Easier customization to your specific context



Stacks Over Suites

These are a few of the reasons that many leading companies prefer a stacks over suites approach when it comes time to rethink their digital strategy. This growing popularity is matched by a wheelhouse of excellent CMS tools like Contentful, Storyblok, or Strapi. Back-end, front-end, and API technologies are also keeping up with the pace of the stacks over suites revolution.



Now let's recall our digital transformation triangle from earlier. It's important to note that no technology will succeed without an equally robust team of changemakers and efficient processes supporting its adoption.



Why People Matter

Rank	Senior executives	Individual workers
1	Improving the customer experience	Improving quality
2	Increasing innovation	Increasing innovation
3	Reducing cost	Improving worker well-being
4	Improving quality	Improving the customer experience
5	Doing new work	Doing new work
6	Increasing capacity	Reducing cost
7	Growing market share	Increasing capacity
8	Improving worker well-being	Growing market share
9	Increasing social impact	Increasing social impact

THE 2021 DELOITTE GLOBAL HUMAN CAPITAL TRENDS SURVEY

NOTE | n = 4,738 (3,630 executives + 1,108 individual contributors).

Why People Matter

According to Deloitte, when it comes to the **goals for work transformation efforts**, improving the well-being of workers is ranked third out of nine objectives by individual workers. On the other hand, executives put worker well-being in the lowly rank of eighth place. And no, the onus is not solely on individuals to set boundaries, but also on teams to help cultivate their collective capabilities. The people in your company are the driving force behind not only great ideas, but the execution of those ideas.

Achieving your goals will mean supporting your team — this was true before the global crisis and will remain true long after it ends. Putting your people first means staying ahead of disruptions, so your company can continue to flourish, regardless of the state of the world.

Every company, regardless of size, consists of a team of people using processes and technologies to achieve that shared and defined vision. And, like any group of people, your team will come from many backgrounds with varying degrees of expertise, different desires or levels of interest, and experience with creating content or a digital product.

Importance of improving worker well-being

3rd
out of 9
for individual workers

8th
out of 9
for executives

Working with our clients, we've discovered that to effectively engage with that human element, it's necessary to build a core group of changemakers.

These people will be the ones who understand your project best and help you reach the company's wider sphere.

Why People Matter

Here are our five steps to successfully building a strong team.

01

The first step is a big step, but an absolutely crucial one. It requires establishing a core group of changemakers — your dream team.

Let's break it down a bit and start with identifying hard skills.

These changemakers won't be random selections nor will they be definitive experts on everything, but you should cover every major area of focus. For instance, if your project is centered on content, there are several facets your team should be knowledgeable in.

This includes **understanding the technology architecture of your project**. They will need to know how to deliver content and its elements and attributes across different platforms — and which CMS will work best in delivering results.

They will also need to **understand various content types**. Depending on your company, this will differ, but it could include articles, blogs, webpages, email, and social media. Which ones you use will be determined by your content, channel, and communication goals.

These goals should be based on your customer as well as your chosen KPIs and analytics metrics. Ask yourself, who are you trying to reach on which channel through what type of content?

For example, say you're a telecommunications company with offerings focused on a younger or cost-conscious audience. Your website may be the largest repository of content, but having consistent messaging across web, email, and social media means your key channels reinforce one another. And having that message center around your key audience's pain points will let them know you've done your research and understand their needs.

It boils down to having the right strategy — or strategies, as the case may be — and deciding what content should be created and for what purpose.

And, as this strategy is developed, your team will need to know how to **visualize it through content modeling**. This includes documenting all the different kinds of content on your site while defining the relationship between those content types. We'll go over this in greater detail in our **Solution in Motion** section.

However, it goes beyond hard skills. You also have to **look for soft skills**, such as your team's ability to collaborate well with others — soft skills are just as important, if not more. Developing these skills among the team is often neglected because of the false assumption that individual contributors are not leaders. But we recognize that anyone has the power to influence, and when those soft skills are honed, leaders are forged across all job levels.

Your entire group of changemakers, regardless of position, should be able to inspire and motivate the rest, and, above all else, be a great listener.

02

And because these core changemakers will not necessarily be absolute experts, you'll need to know what they don't know.

This leads to the second step — understanding skill gaps and organizing team and sub-group training in order to fill them.

For instance, our work with a robotic process automation client meant ensuring alignment and a high level of efficiency down the line with three-way training and planning sessions between us, our client, and the CMS vendors teams.

So whether it's inexperience in using a new CMS or a particular programming language, identify those knowledge gaps and explore the next steps. Does the CMS you use offer training modules? Will you need to sign-up your team for a refresher course on React Native? Whatever it may be, it is crucial to get your team on the right page, in more ways than one.

03

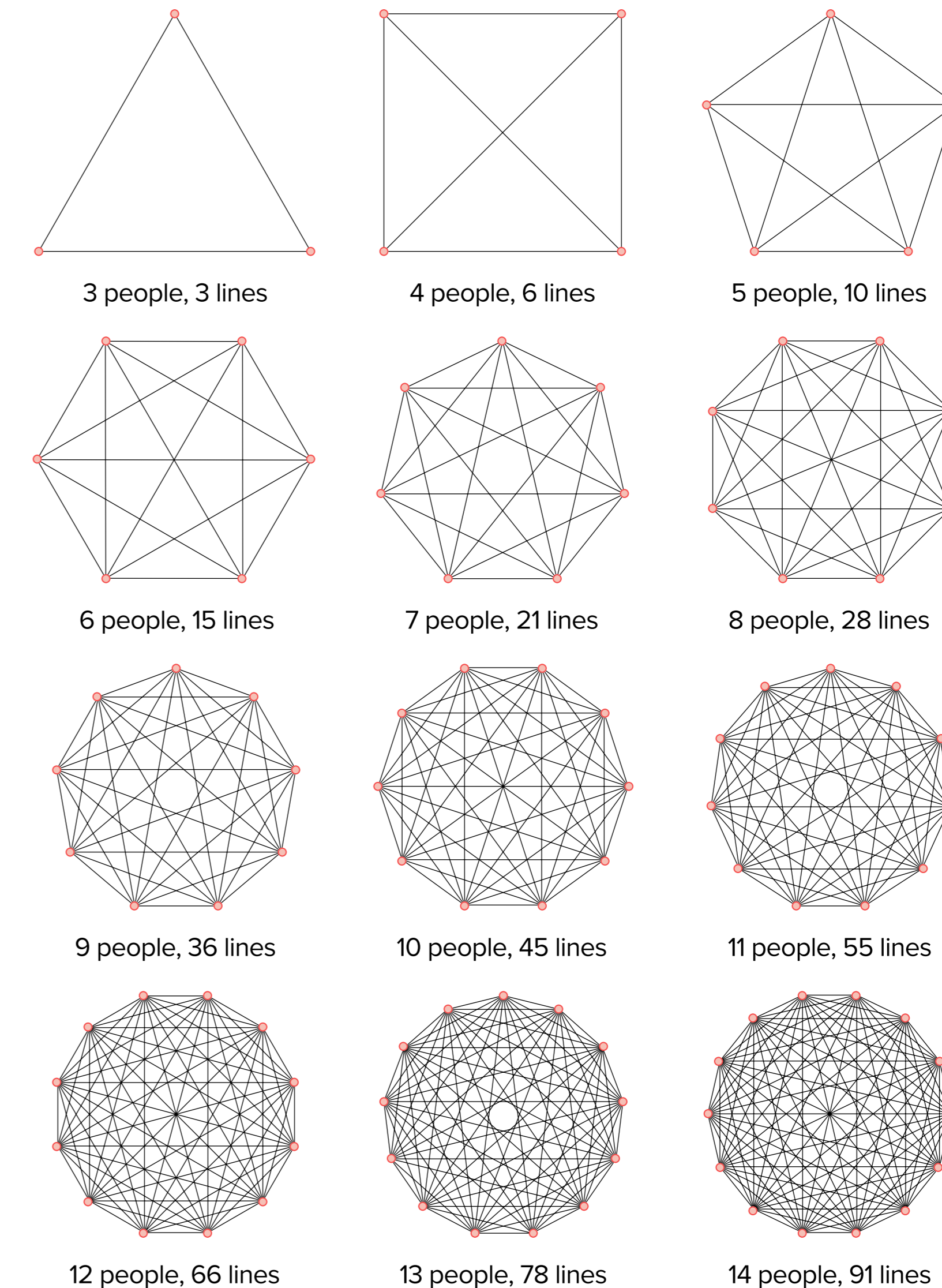
This is why step three involves ensuring that everyone's goals are aligned — you'll need to get everyone on the same page.

And the more changemakers you identify, the more your team grows and the more the lines of communication grow.

The potential for miscommunication exponentially increases as your team increases.

Rectifying this begins with detailed discussions.

Examine the language you're using to discuss your vision. Are the definitions the same across teams? And explore your assumptions — and the assumptions underneath those assumptions. Essentially, the goal is for your team to feel confident in the plan and to collaborate efficiently.



LINES OF COMMUNICATION

04

Once your plan to maintain consistency is in motion, you'll then be able to move to **the fourth step — developing positive working relationships with key stakeholders.**

Identify which teams will be working on your project. There is a decent chance this list will be quite long. You'll need time and patience as you learn each group's needs and unique challenges.

Uncover your teams' roadblocks and work alongside them to solve them. Empowering them to find solutions to problems, big or small, by working *with* them will benefit the company as a whole in the long run. Empowering your team is not a hands-off approach, it is an **active process** that leaders must be involved in.

So, have meetings. Schedule check-ins throughout the week, even if just for 15 minutes. Keep in communication with your team and let them know they are free to voice their concerns, seek support, and propose solutions. And offer advice when necessary.

Empowering your team also means finding efficient routes to getting clearance from leaders so your teams can make necessary decisions in a low friction environment.

Ensuring your team achieves this will speed up the processes as smaller waiting periods to gaining approvals — or if the red tape has already been cut — allows your team to find success more easily.





05

The fifth and final step is putting the plan in motion and getting to work. This means sharing the defined vision beyond your team of changemakers and instead with the whole group.

And because you will have empowered your changemakers, they will be able to support their teams in building off of that vision and ensure everyone else involved is supported.

Getting to work also means **celebrating the small wins**. Major breakthroughs certainly embolden a team, but those are harder to come by. Fortunately, small wins have the same positive impact.

[A Harvard Business Review](#) study found that

28%
of incidents

that had a minor impact on a project had a major impact on a team's feelings about that project.

Small steps forward can take your team far.

At Apply Digital, we strive to find and revel in all wins, regardless of size. We not only have end-of-project celebrations, but also celebrations for milestones along the way — and tools to recognize contributors in our internal communications.

Evolving the way you work is challenging. Holding onto those small wins will carry you through to the next challenge and signal to your company that progress is happening. These wins can be traditional and goal-focused, like increasing your velocity, or they can be intrinsic, like winning over a “naysayer” and demonstrating how your work will enhance their life.

Whatever it is, find those wins and savor them.

Process as a Key Principle



Process as a Key Principle

Identifying those small wins is the next challenge. And it starts by asking yourself,

“**What is this big task we’re trying to accomplish?**”

Try not to get overwhelmed when you recognize the sheer size of it. Instead, take a deep breath and focus on how you’ll break down that task into digestible chunks.

Finding these wins along the way to a digital transformation requires uncovering the smaller, workable, and tangible pieces so that one behemoth task becomes several approachable ones.

Ordering the smaller tasks by priority and the level of effort required to accomplish those tasks is the next step. Using [key filters](#) can help itemize your list.

For example, if you’re focusing on content strategy, then consider using filters such as recency, customer and business value, performance optimization, and effort.

Ultimately, these filters should be personal to you and your teams. It’s important to keep in mind that the end goal of breaking down a task is to feel confident in your abilities to complete them.

And, don’t forget the key principles of process — which begins with a customer-first mindset.

Creating experiences that capture a combination of in-person and online interactions is often the goal of companies. But, if you’re inadequately cognizant of the [real needs and preferences of your customers](#) across this journey, you won’t succeed.

**we've
got this.**

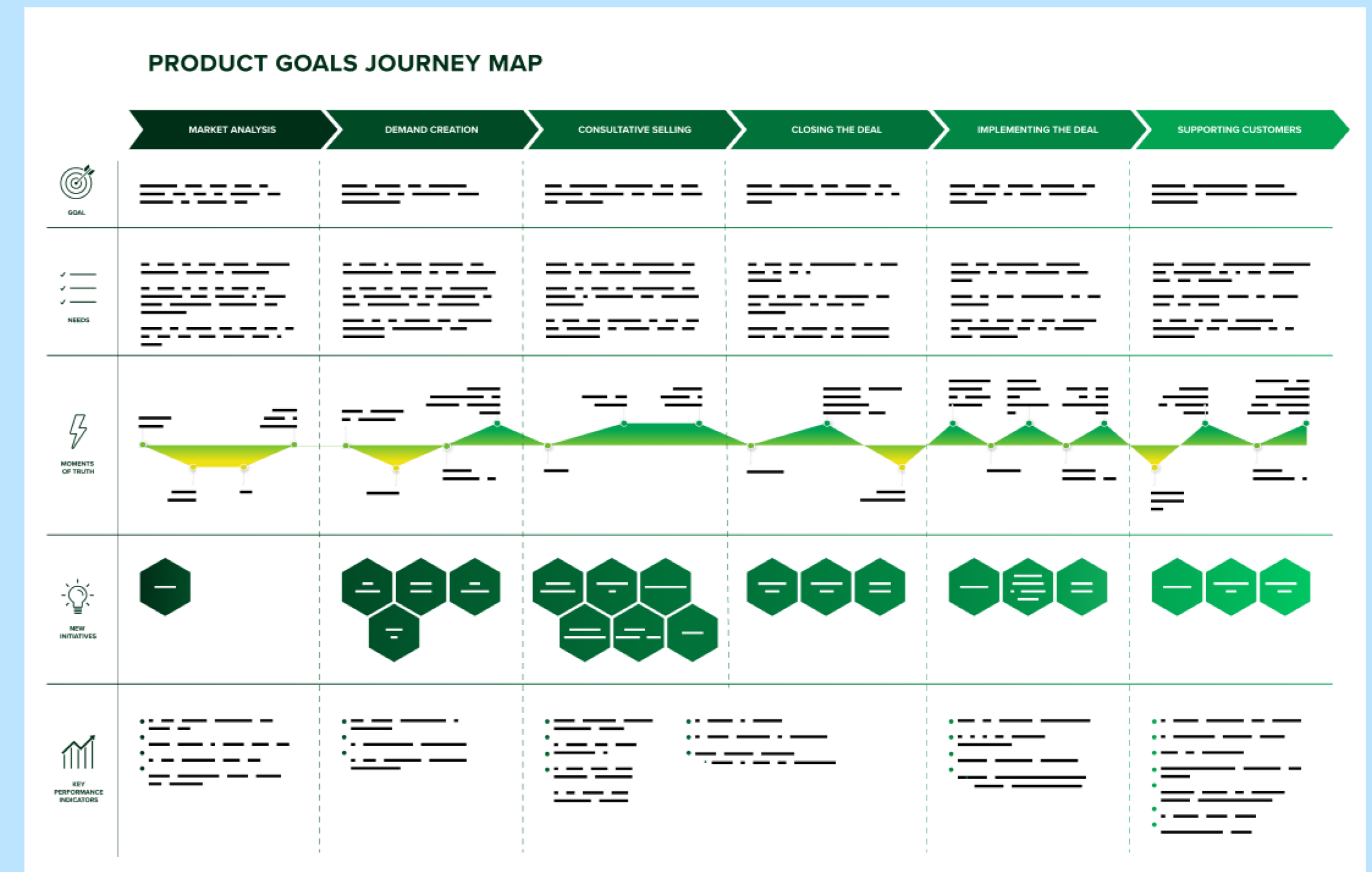
Process as a Key Principle

Whether that involves creating a customer journey map or discovering your target audience and developing personas, you'll need to understand who your customers are in order to plan your processes.

Know what your customers want and need versus what they are currently receiving. Working from a holistic customer experience approach will give you an understanding of the full customer journey enabling your company to be omnichannel and avoiding a single-channel view structure.

And while these are likely very complex problems, you also can't limit your focus to only a few critical areas. Understand and acknowledge the complexity of the system to find simplicity in the solution. You won't be able to do everything all at once, but that doesn't mean you shouldn't look through both a macro and micro lens.

Understanding this complexity will make it easier to identify key areas of focus in delivering quality results for your customers — focusing on [two or three areas](#) at a time instead of trying to do it all at once can positively impact your customer's experience.

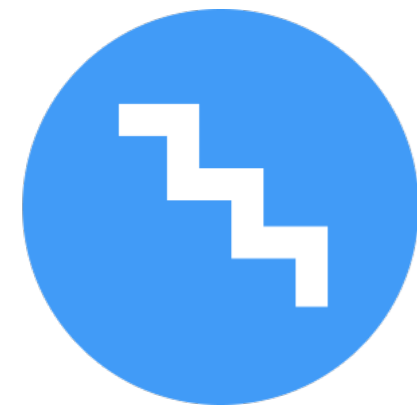


EXAMPLE OF A JOURNEY MAP

Process as a Key Principle

Once you've taken off the blinders and enjoyed the view of the full customer journey, the next move is picking a project methodology.

One size does not fit all. What works for one company may not work for yours.

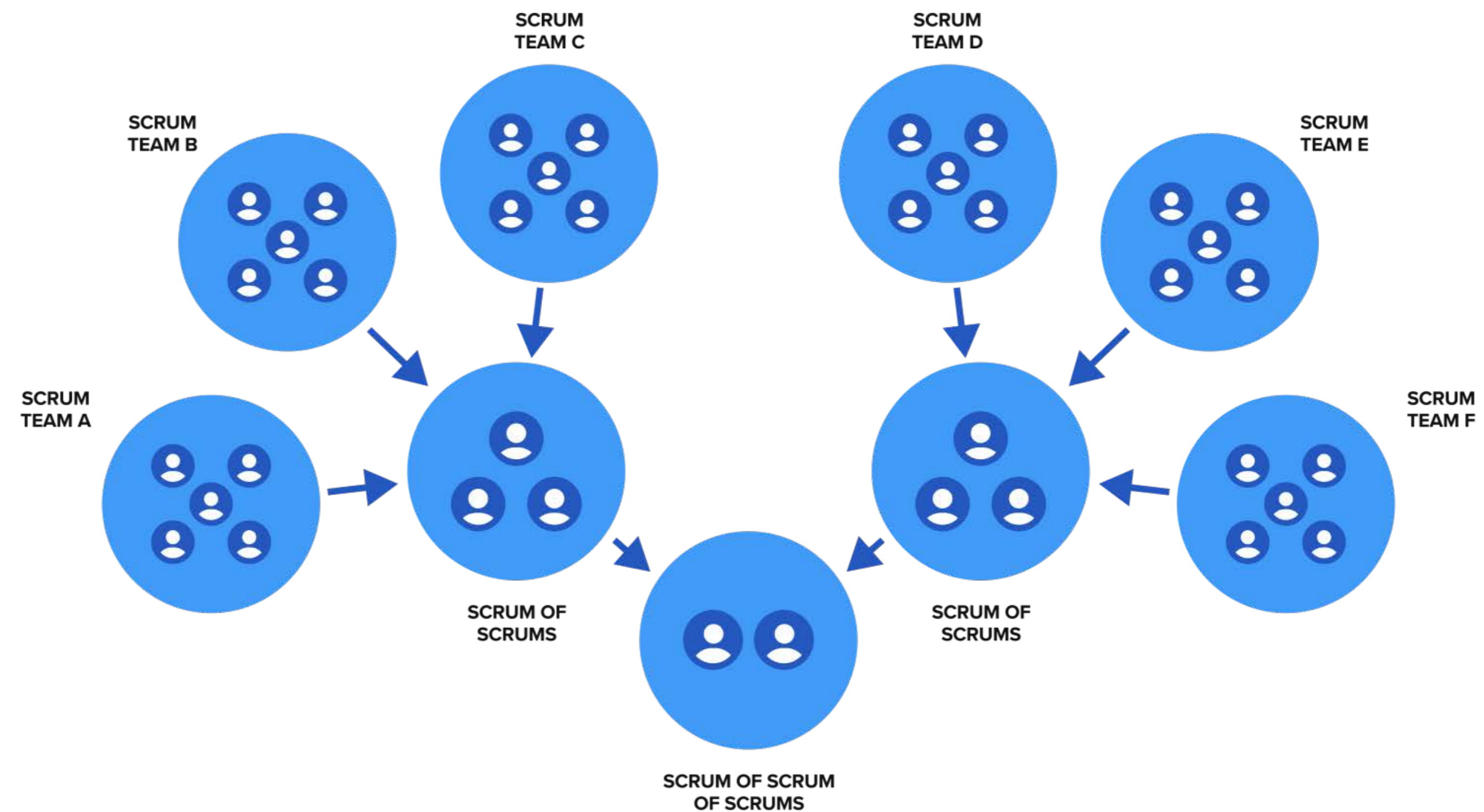


With the **waterfall methodology**, the approach is much more linear and sequential with deliverables agreed upon [early in the development lifecycle](#).



Compare this to the **agile framework** which uses sprints and relies on client/customer collaboration.

Whether you opt for one or the other — or something entirely different — find a methodology that works for you and ensures flexibility.



When working with one of our telecom clients, we discovered their project methodology involved numerous scrum teams — and our work spanned every single one of them. They started off with a scrum of scrums, but as the project grew, they realized they needed a higher-level view. Thus, they implemented a scrum of scrums of scrums that would bring together representatives from each scrum.

This methodology worked well for them and meant they didn't have to radically alter the way they already worked, all while continuing to successfully discuss, share information, and align on goals.

Process as a Key Principle

Regardless of how you choose to structure your team and project, there are a few things that you will need to be mindful of.

Flexibility and the ability to pivot are crucial. If you find your methodology no longer works well, adjust. Digital transformation is a large endeavor and will always include changes, both internally and externally.

It is also important that your team understands their roles and has clearly defined decision-making processes. Does everyone on your team know what they're supposed to be doing? Is there any confusion around how decisions get made? If the answer to either of these questions is yes, then take a step back, reassess, and work to get everyone on the same page.

Continued alignment is also important.

This is something you have to maintain in your methodology throughout the whole process. Make time to evaluate what is happening with your people and company flows.

Once you've deduced which methodology to use, it's time to develop strategies to stay on track and manage scope creep.

Scope creep refers to a project's requirements increasing over its lifespan.

It's typically caused by project stakeholders changing requirements or from internal miscommunication and disagreements.

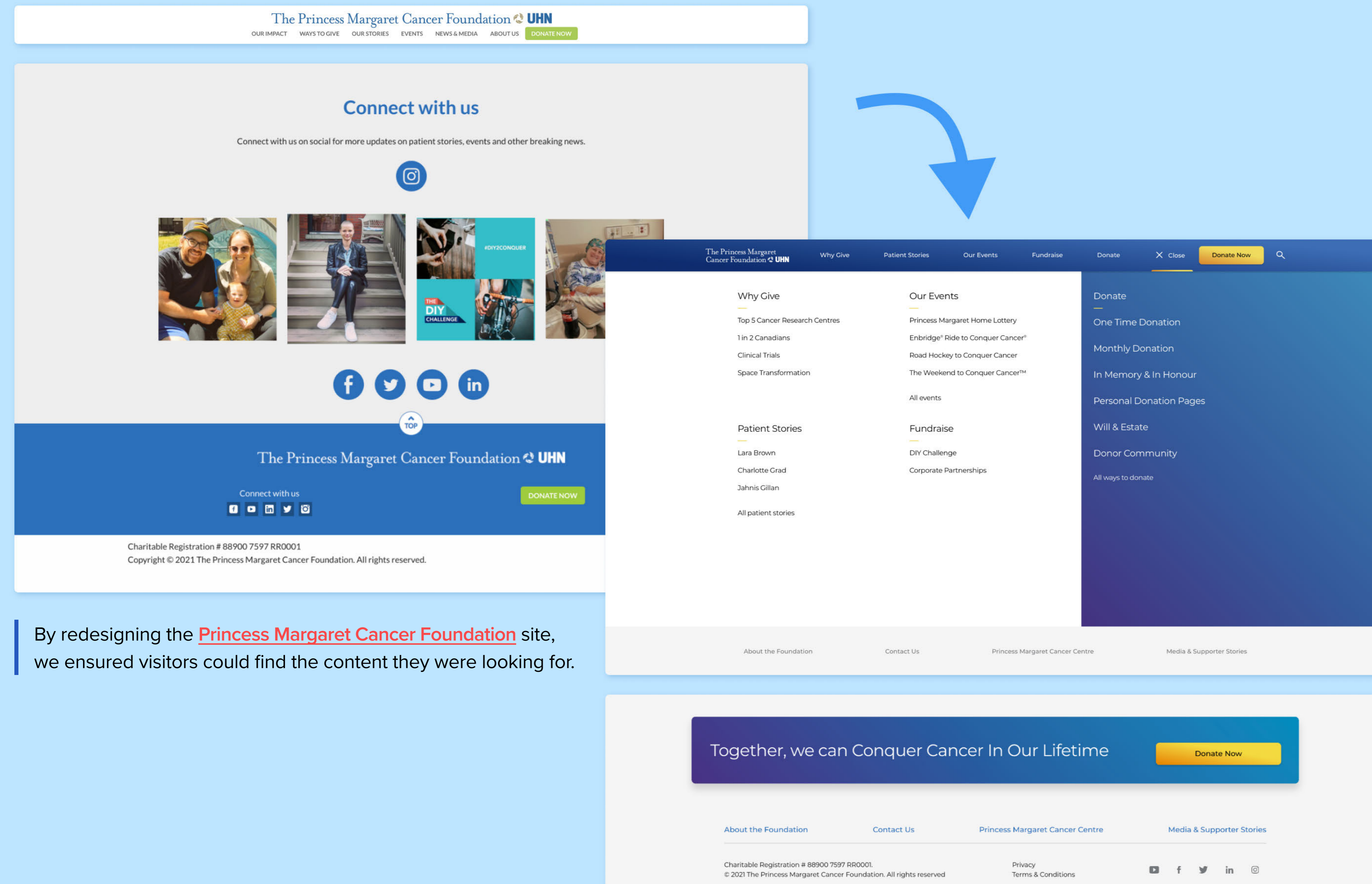
PMI reported in 2018

52% of projects experienced scope creep.

The problem? You can't always pick your scope in advance, but as long as you have the tools to manage it, you'll be able to overcome whatever roadblocks crop up.

To help with this, use guiding principles. These are statements that will hold you accountable for what you cherish most. For example, "We will fiercely empathize with our customers first and foremost. If we come to a fork in the road, are we taking a company POV or a customer POV?"

BEFORE / AFTER COMPARISON OF THE PMCF LANDING PAGE



By redesigning the [Princess Margaret Cancer Foundation](#) site, we ensured visitors could find the content they were looking for.

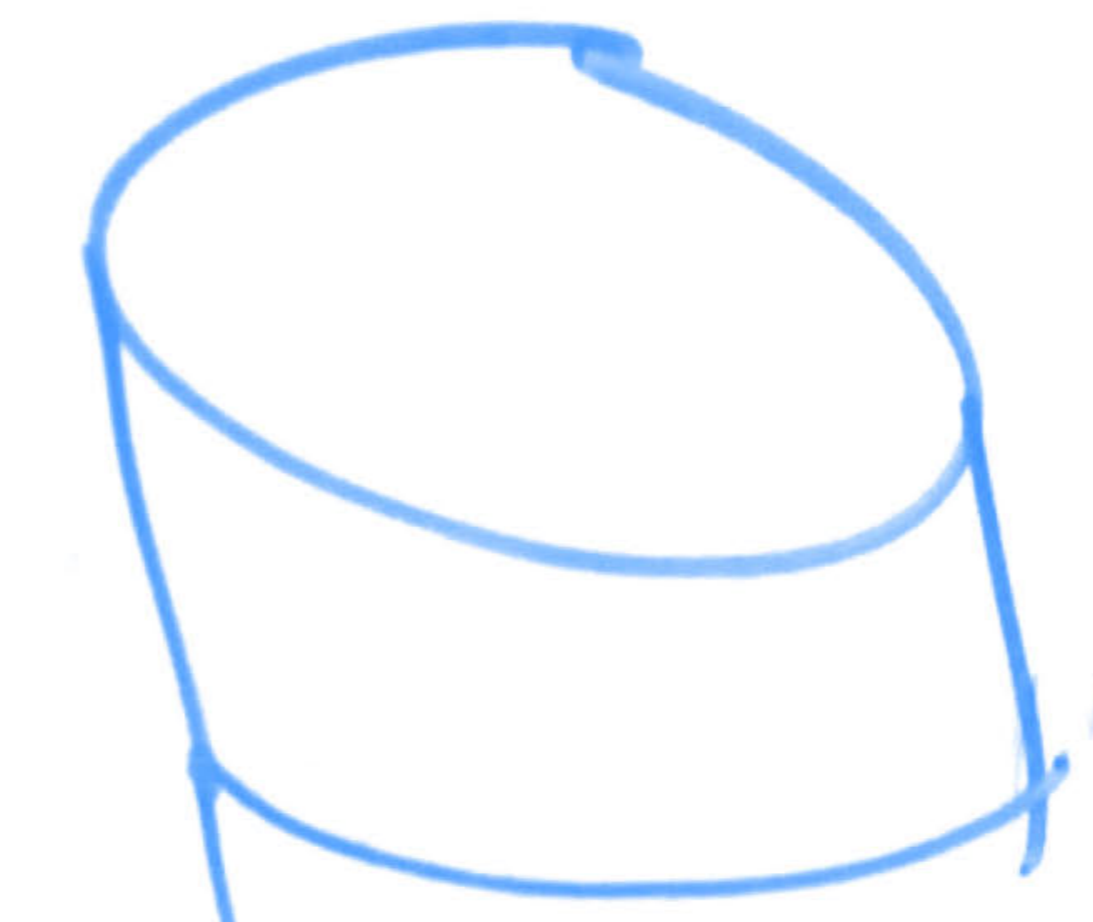
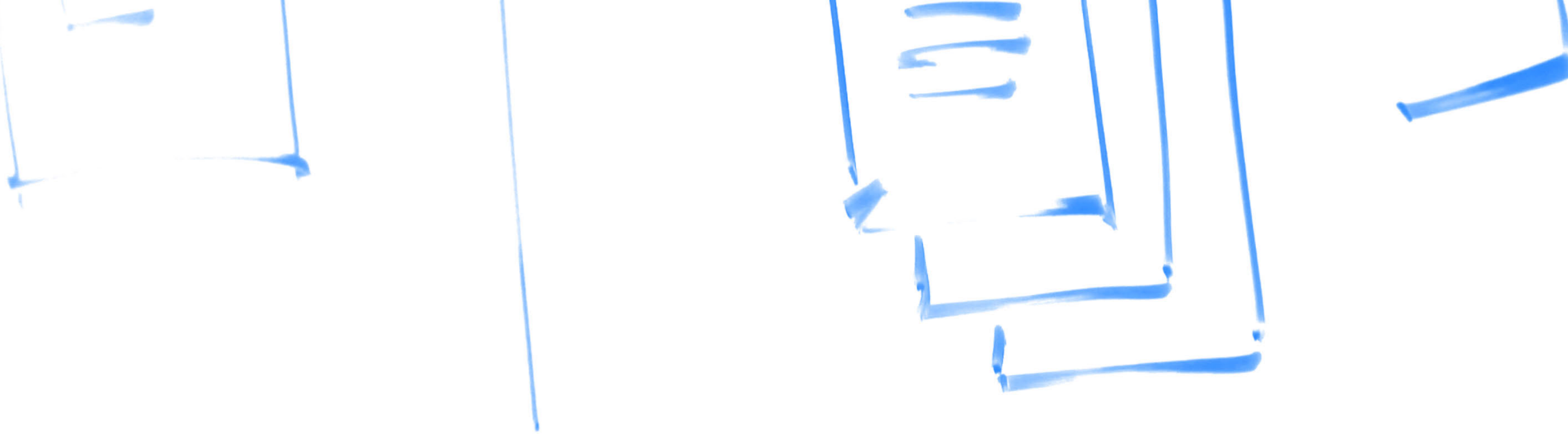
Process as a Key Principle

Here is how it works in action.

Often, we find websites that are based on navigation options written by someone who knows the company's internal structure, but taking a customer-first approach means adapting the navigation so it makes sense for a first-time viewer. This is what it means to take a customer's point of view.

Even-over statements can also aid in mitigating scope creep. These are two hard choices that are positive, viable, and time-bound. **That could mean prioritizing speed even over perfection**, meaning you deliver to the market as quickly as possible even if the content is less than ideal.

Breaking down tasks, understanding the key principles of process, and utilizing strategies to stay on track will enable you to nail down your initiative.



**Solution
in Motion**

Solution in Motion

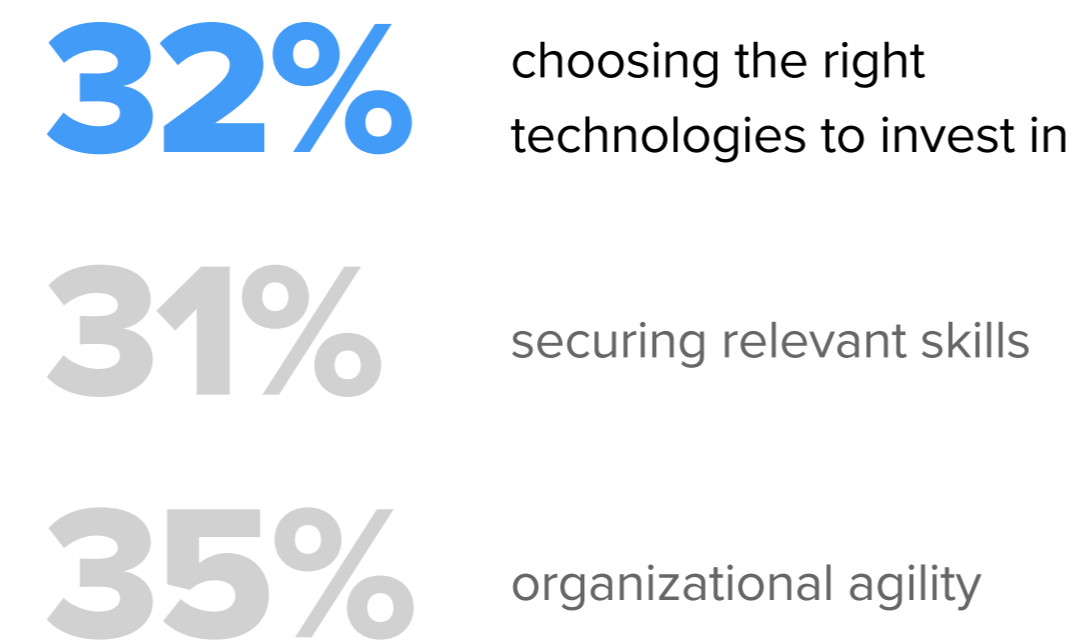
We know that people understand problems and present solutions. We know that processes build the roadmap that will bring those solutions to life. And we know that technology bridges the gap, providing the tools required to actualize the plan.

Technology is the final piece and should come when, and only when, you've identified your changemakers and defined your processes.

And finding the best-in-class tools is one of the greatest advantages you can give your company. In fact, finding the right tools to invest in was considered a top-three factor to achieving success, according to [PMI's 2020 Pulse of the Profession report](#), coming in at 32%.

Determining what technology is right for your company's needs will require a bit of experimentation. If a program offers a free trial, use it — they'll help you uncover if that product is right for you.

Important factors to achieve success in the future



THE 2020 EDITION OF PULSE

NOTE | n = 358 senior executives.

And consider finding different tools for different uses. By stacking the best tools instead of using baked-in options, you facilitate flexibility.

For example, a marketing site is looking to track logged-in utilities versus content education. They decide that using two different analytics products is the best approach. This enables them to use the best tools for their specific purposes.

These technological tools should also unlock better team performance through supporting in-depth planning, facilitating collaboration, and streamlining your tech workflow.

Solution in Motion

The first part of this involves rigorous content modeling. Modeling gives you a deep understanding of the problem domain and lets you design your solutions before you write any code.

At its basics, content modeling is the schema for all your data and allows you to visualize and plan out your user experience before you begin the coding process.

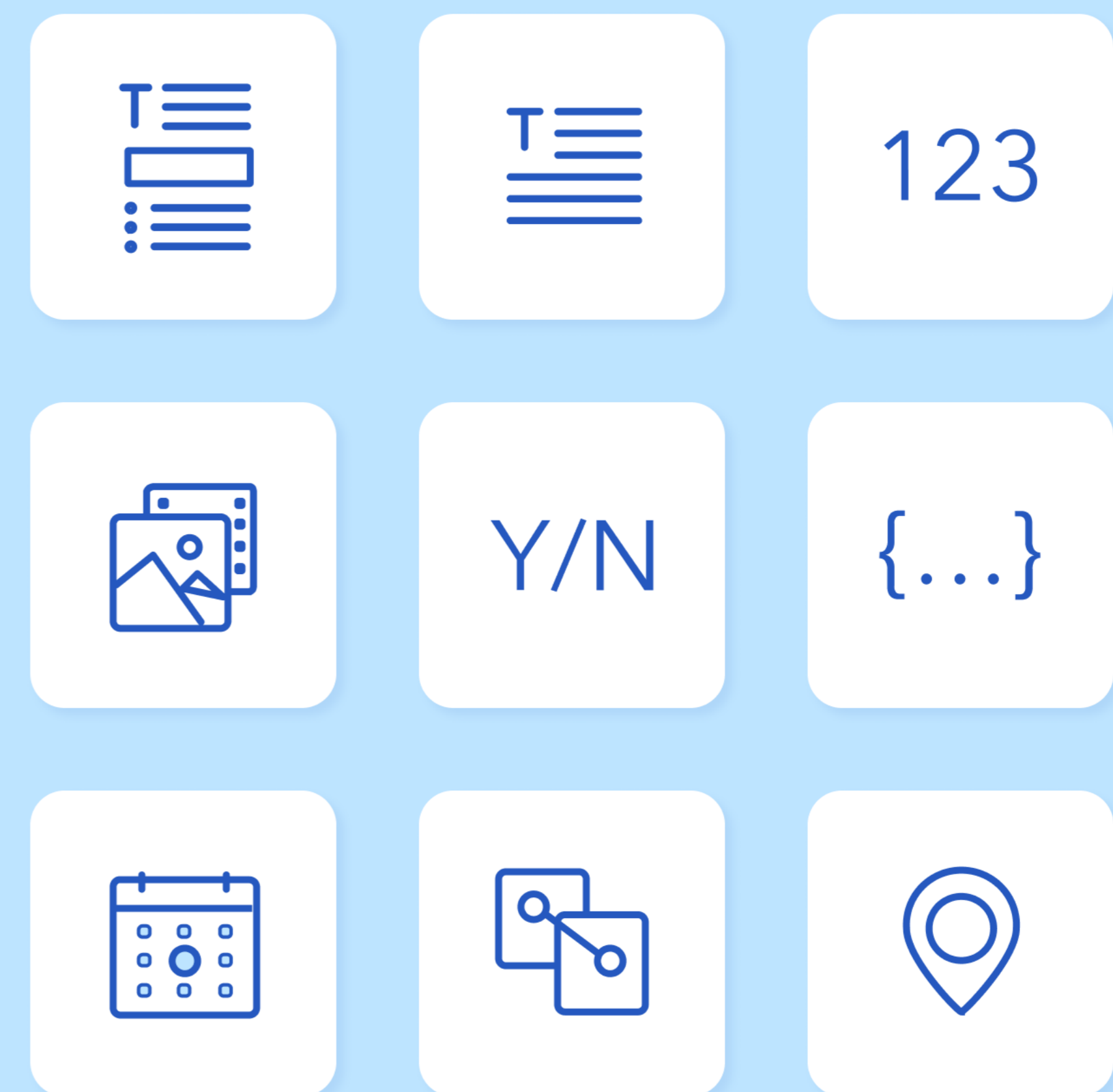
It helps you map out how your content will be broken up into elements. Finding the right tool for this is key.

We typically use a content management system, like Contentful, when we work with our clients because Contentful offers you a set of building blocks that you can model your domain around.

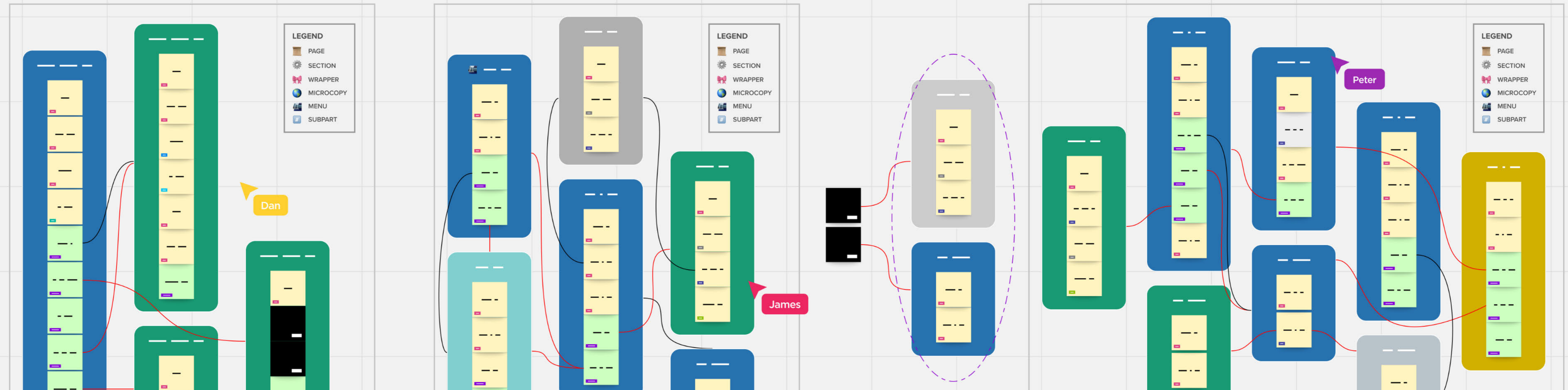
The building blocks include fields and content types. And for us, one of the most important fields to understand is the reference field. It allows you to reference one content type to another which adds dimension to your schema and unlocks power in how you model your domain and the relationships between your content.

These building blocks are malleable and can model almost anything in a variety of ways, so determining how you'll model content should be done from the onset of your project. The reason for this is that business stakeholders, content authors, designers, and developers will all be bound by the way you decide to model your content.

One team can't dictate to the rest — you'll need to collaborate with one another.



THE BUILDING BLOCKS OF CONTENT MODELING



HOW WE USE MIRO TO MODEL CONTENT

Solution in Motion

This is also why finding the right collaboration tool is imperative — something that allows for everyone at the table to have a say.

Before COVID-19, we would hold in-person whiteboard sessions involving all key stakeholders. It goes without saying that we have had to pivot our process. We now use Miro, a visual collaboration software, that lets us conduct whiteboard sessions remotely. And as [remote work becomes normalized](#), this is a tool that will remain useful for years to come.

With Miro, we can collectively visualize how our content should be modeled. Our template uses **blue boxes** standing in for **content types** and **yellow post-it notes** standing in for **fields** with little labels on them indicating the type.

To take full advantage of Miro, expand upon your template. Incorporate validation rules, such as marking required fields with an asterisk, and appearance details about the fields right onto the Miro board so everything is captured in one place.

Use colored connecting arrows to denote the cardinality of reference fields. Naming conventions and symbols and emojis are another way you can visually illustrate flow and hierarchy.

These things in tandem will make it easier for everyone involved.

Throughout this process, you'll need to allocate a decent amount of time so everyone is given a chance to speak. This will help to make sure your team is on the same page with no one left out of the decision-making process.

This method is particularly useful for small to medium-sized sites, but how do you scale up for a larger enterprise site in a big company?

Solution in Motion

Consider [multi-space architecture](#). A seamless experience from the end-user perspective, multi-space architecture logically separates sections of the site by function allowing teams to work concurrently on different parts of the site. This results in each team having its own space to work in so you can model, implement, release, and iterate independently of one another.

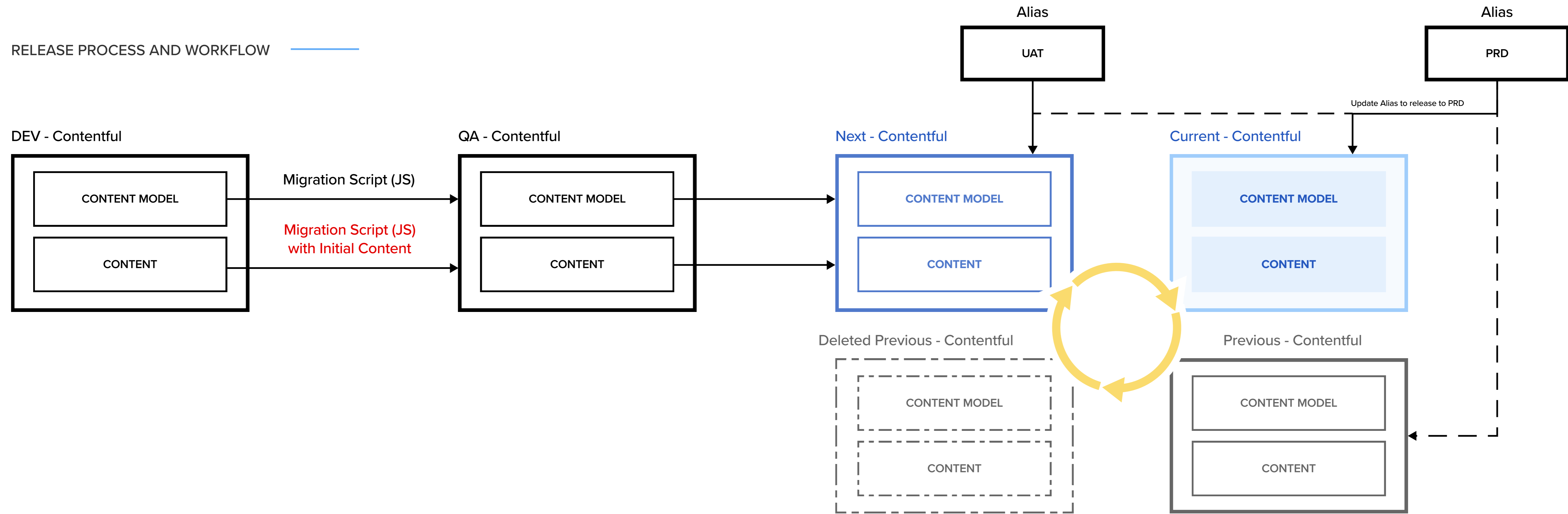
It should be noted that eventually, you'll need to bring it all together with a shared space for global content, like headers, footers, navigation, and shared content.

Take, for example, one of our telecom clients. With a website that covers almost everything under the sun, they needed to ensure several teams could work separately to deliver their parts in parallel. This was achieved by segmenting the website into sections that focused on areas such as eCommerce and account management.

And when you work on a site with a large volume of traffic, you'll need to add more environments to support your workflow other than just "draft" and "published." You'll need a release process.



RELEASE PROCESS AND WORKFLOW



Solution in Motion

Here's how we do it.

Start with the set-up — scripting the content model with migration scripts and versioning it with your code release. You'll need to utilize a new content type in all environments to store Migration History. Then, create dedicated environments for DEV and QA. Conversely, you'll need aliases for Production and UAT as you cycle through three or four release environments. A rotation scheme like grandfather, father, and son will help you here.

When it comes to the workflow itself, deploy the code to QA and automatically run the migration scripts to keep the model in sync with the code. If you need to edit and finetune your content, you'll want to do this after you've pointed the UAT alias to this new version. You'll eventually get into a pattern, rotating the environments along.

Digital transformation does indeed go beyond technology, but that doesn't mean tech is any less important. Discovering the right tools and the right tech processes is key to your success because they will also support your people with how they collaborate and work.



Final Thoughts

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The success of any digital transformation project hinges on three key components — the people driving the project, the processes enabling collaboration, and the technology being introduced into an ecosystem. And at the core of this is one single critical factor that will make or break any project — how well these parts work together in tandem.

So what's next for a company working towards lasting digital and technological transformation?

In our experience, lasting success and growth of these types of projects comes down to five important steps:

01

Begin with a vision.

Move from beliefs and values to goals. Talk about your vision. Dissect the language you use to discuss it, and align on short and long-term direction. Involve colleagues from across departments — they'll be your strongest advocates later on.

02

Pick metrics that tell a narrative.

Think ROI, time to market, conversion rate, customer acquisition, lifetime value, and — most importantly — what will help tell the story you need to the stakeholders who matter.

03

Choose a stacks over suites development model.

Developing one stack at a time gives any digital product the flexibility it needs to adapt to incoming data and priorities and evolve and thrive in the market.



Final Thoughts

The form each of these steps take relates strongly to the unique challenges an organization faces, and the best solution to address these hurdles. If your team needs support as you undertake a digital technology transformation, Apply Digital is here to help.

Please reach out to us to find out more at hello@applydigital.com, or online at www.applydigital.com

04

Empower your team.

Build a core group of changemakers, and give them the information and tools they need to advocate for digital transformation to the larger company community. Positive interactions early on will lead to more significant successes over time.

05

Treat processes as key principles.

Your methodology, plan of attack, and communication system are all crucial. So is a customer-first mindset.

About Apply Digital

Apply is a digital solutions company based in Vancouver, Toronto, Los Angeles, and New York City. We turn complex problems into simple, human-centric digital products and platforms built for continuous evolution. From the apps we design to the platforms we engineer, Apply creates award-winning digital experiences that are smart in nature and intuitive by design. We're passionate, genuine, and humble, and are motivated by any opportunity to transform what's possible in everyday life.



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