

## Challenge

The Apprenticeship Service, part of the Education and Skills Funding Agency, funds apprenticeships to enable young people to enter skilled trades.

The service required a range of digital business model and technical consultancy services, to support mapping out a 'future state' of the service. This would enable the achievement ambitious government targets of more high-quality apprentices by 2020. A collaborative, iterative approach was used to ensure concepts and outputs were delivered in line with customer need.

**The key project objectives, outcomes and deliverables were to:**



Map future state end-to-end user journeys for the three main user groups within the Apprenticeship Service i.e. apprentices, employers and providers.



Set out the implications for ways of working and business capabilities, including how business capabilities and internal processes would support redefined user journeys.



Develop a narrative to support the user journeys and processes that articulate the future state of the Apprenticeship Service.

## Result

Methods provided a broad range of expertise to the project, including:

- Agile Business Analysis to understand as-is services and business capabilities
- Review of existing research and additional user research across three user groups
- Mapping future state end-to-end user journeys for the four main user groups.
- Providing appropriate coaching and upskilling
- Delivering project artefacts (such as "tube maps" and a supporting narrative in video format) to support the user journeys and processes

The programme was delivered through Agile Multi-disciplinary teams, who built internal capability through communities of practice (clans). This was overseen by our account manager via regular review meetings. Methods continues to support the Apprentice Service.

## Solution

Methods worked with the programme team to articulate the future state, and present this from the perspectives of four stakeholder groups:

- Employers
- Apprentices/citizens
- Providers
- ESFA

with the aim to secure buy-in to the business transformation required for its delivery. Delivery was overseen by a dedicated account manager, with support from a resourcing team and account director.

Methods provided a flexible mix of skills in line with the evolving requirements of the project, supplying over 40 consultants including:

- Agile specialists
- Architects
- Business Analysts
- Change specialists
- Delivery managers
- Service Designers
- Organisational Designers
- User Researchers
- UX Researchers.

