Digital Strategic Plan 2016 - 2020

Our digital future - Connecting customers, powering delivery

Our customers
The digital customer
Digital by default to empower the digital customer anywhere, anytime
- Embed customer experience at the heart of everything we do through design principles and practices
- Deliver the first tranche of digital services program
- Deliver customer identity and access initiatives
- Increase customer engagement through digital channels including social media

Innovation
Innovate and unleash opportunity
Embrace experimentation and prototyping to inspire better customer experiences
- Deliver digital prototyping capability to encourage experimentation and interactive design
- Deliver a digital partner program to engage industry in digital innovation
- Develop frameworks for transformative emerging digital technologies

Contemporary workforce
Develop our digital culture
Empower our people to harness digital innovation
- Embed agile and customer experience design practices to develop a culture that tests, learns and succeeds
- Empower our workforce with new digital products and services
- Deliver the tools and enabling policy environment to empower digital innovation

Liveable regions and active cities
Power connections
Supercharge digital regions to embrace connected cities
- Establish regional local government partnerships to deliver smarter cities initiatives
- Engage local digital business to encourage local regional economic growth
- Contribute to partnerships that improve regional connectivity and digital service delivery

Sustainable funding
Sustainably delivered ecosystems
Reboot the digital ecosystem to grow the connected economy
- Deliver the digital 'seeds' program to fund digital experimentation and prototyping
- Deliver the TMR Digital Partnerships Program to foster industry participation
- Enable co-investment and commercialisation of TMR digital capabilities

Regulation
Enable disruption
Remove the barriers to unleash digital potential
- Create regulations, policy and practice that embrace disruption, enable agility and deliver priorities
- Invest into research and development capability to identify and test disruptive digital technologies
- Develop agile sourcing arrangements to support disruptive partnerships
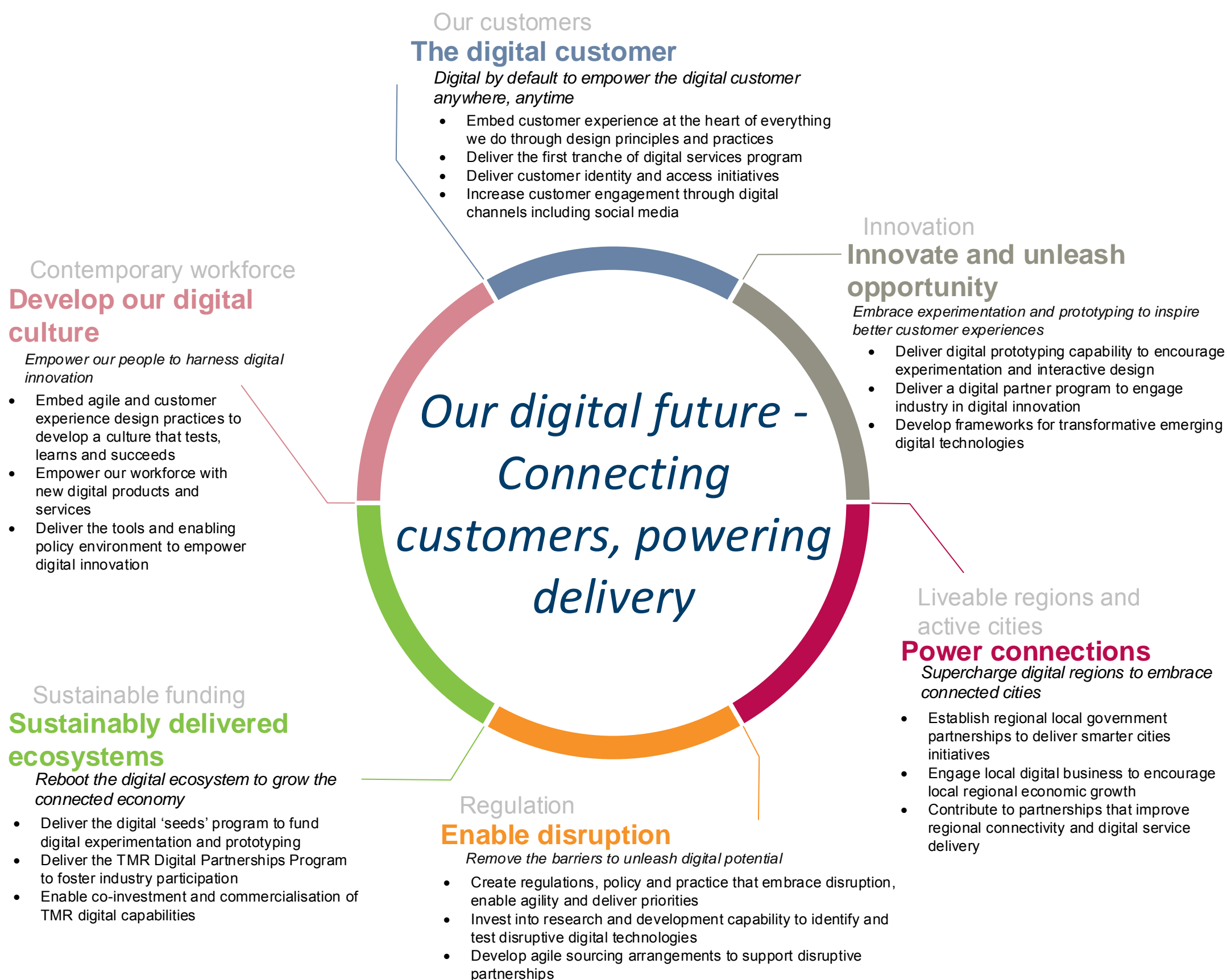
Opportunities and challenges

Embracing agile and iterative delivery to foster digital experimentation and prototyping

Evolving customer expectations in an increasingly digital world

Putting the customer experience and journey at the heart of everything we do

Breaking down the barriers that traditional policy, process and practices create in a digital age

Leveraging the opportunities that digital disruption presents to the transport ecosystem

Creating fit for purpose digital solutions quickly and easily

Maintaining pace with technological change

Creating a digital culture that values digital innovation and agile delivery

Digital principles

Value the **voice of the customer** to create tailored, intuitive, integrated, digital first products and services informed by customers

We **embrace digital innovation and disruption** leverage agility and flexibility

We deliver digital capability in an incremental manner and value evolution through **customer focussed innovation**

We value **right sized risk management** to deliver fit for purpose digital services for our customers

Our products are **accessible, ubiquitous, seamless and journey based** for all Queenslanders

We partner and leverage existing capability to respond quickly to changes and customer needs

Indicators of success

A digital culture with a laser focus on customer experience and timely delivery

Right time right sized delivery of new digital services

Access to TMR services anywhere, anytime, any device

A simplified technical environment that enables faster delivery of digital services

Funding models that support iterative delivery of minimum viable digital products for customers

Fit for purpose risk management that encourages innovation

Strategic partners part of the transport ecosystem, working side by side to deliver digital capabilities

Partner projects and investments grow the regional digital economy

Queensland Government