MEASURING THE EXPECTED BENEFITS OF

E-GOVERNMENT

Version 1.4

29th August 2003

Appendix 1: Proposition Summary Template

A clear statement of the e-service proposition on a single page can greatly enhance the clarity of the vision.

The summary ensures key elements of the proposition and potential programme are considered and captured early – to avoid wasted effort on projects that do not have a compelling overall proposition.

It provides a means of clear, quick and effective communication of the overall proposition to facilitate early buy-in of sponsors and stakeholders.

Proposition Summary Template

1) Service description and rationale

Brief description of the services to be offered, and why an e-channel is appropriate / desirable

2) Target customer and needs

Who are the principle user of the service? Which segment (if not all) of this user base is the online service principally intended for?

3.1) Proposition - New process model

What is the suggested new approach to delivering the service or streamlining / transforming the process behind it?

Existing website? Integrated with other services? One stop shops? Commercial intermediaries? Etc.

3.2) Proposition – Services offered

What services / functionality will be offered via the new channel?

4) Positioning relative to existing services

Will the service on the e-channel be identical to the non-e equivalent? Or will it differ on some dimensions, e.g.:
- Price reduction / premium?
- Deadline extension / reduction?
- Faster turnaround?
- Increased functionality / information
- Compulsion for some / all users

5) Sources of benefit

What are the main sources of benefit of the new channel / service?
- To the delivery department / organisation?
- To other government departments / other public service organisations?
- To users?
- To 3rd parties?

6) Market size

What is the size of the potential user base for the new channel / service?
- Unique users
- Transaction volumes
- Internet penetration & likely take-up within target segments

7) Programme delivery

How will the programme be financed / delivered?
- CMF? PFI? CSR?
- New ITT? Extension to existing contract?

8) Partners / Stakeholders

What other parties are (potentially) involved?
- Other government departments / Other public service delivery bodies?
- Commercial organisations?
- Other

9) Risks

What are the principal risks of the new channel / service? How likely are these? How can they be mitigated?

10) Next steps

What are the next steps to take the opportunity forward?