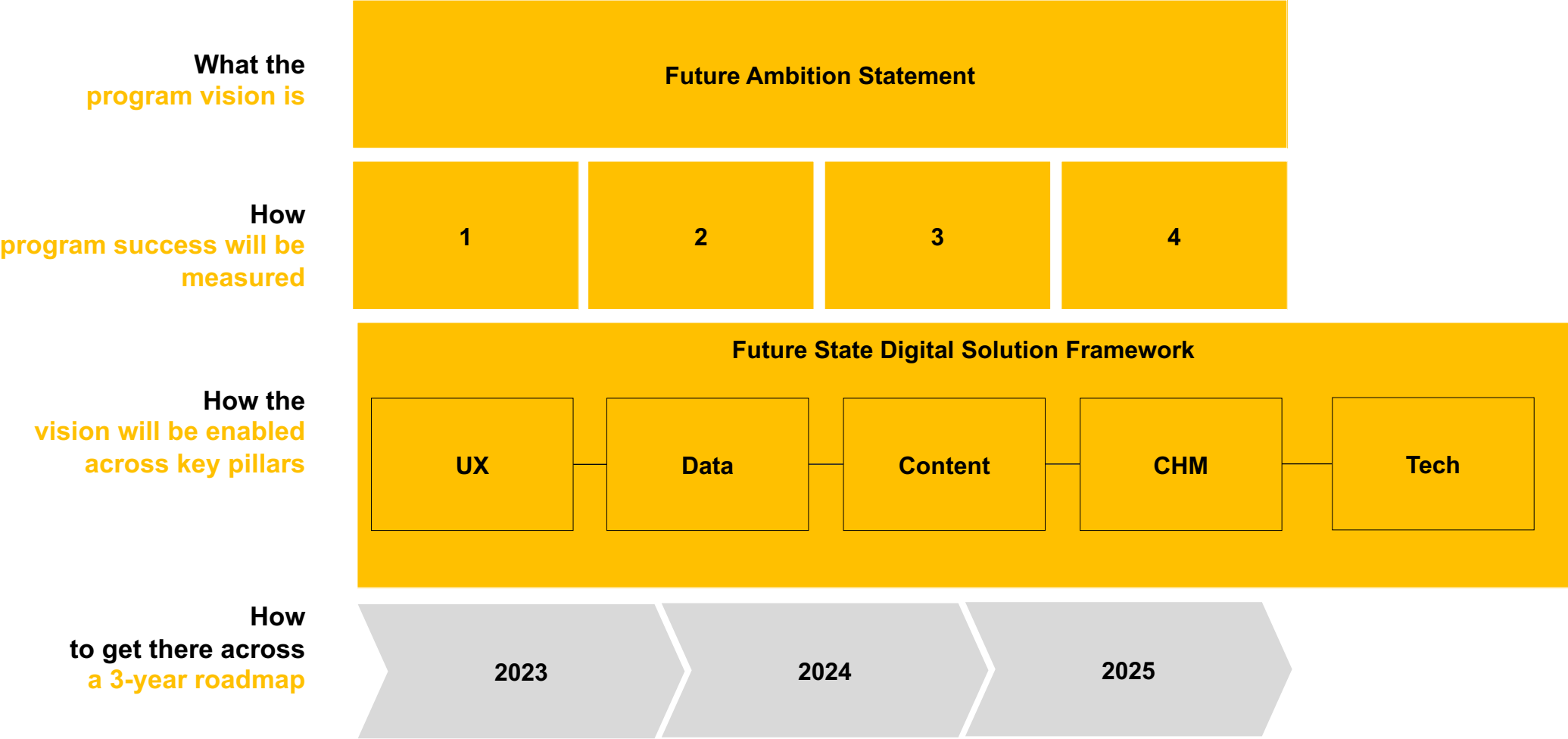


IHiS

DPL
Ambition & Future State
Martech Toolkit

Program Strategy



Ambition Statement & Program Objectives

Based on feedback provided by IHIS on 10.11.2022.

Program
Ambition:

To uplift **national digital health literacy** through a **trusted, relevant & personalized digital health platform** for **Singapore's resident population** by **2025**

Executive
Program
Objectives:

**Improve adoption
of the digital platform as a
go-to resource for health
information***

**Improve platform
engagement level**

**Capture & utilize VoC
to inform platform
experience**

**Improve
digital health literacy***

*Volume, frequency and sources
of traffic, and scale of
consumption on the HH platform*

*Key engagement rates across
the HH platform and related
engagement channels*

*VoC volume and sentiment
across relevant channels*

*IHIS digital health literacy
maturity model*

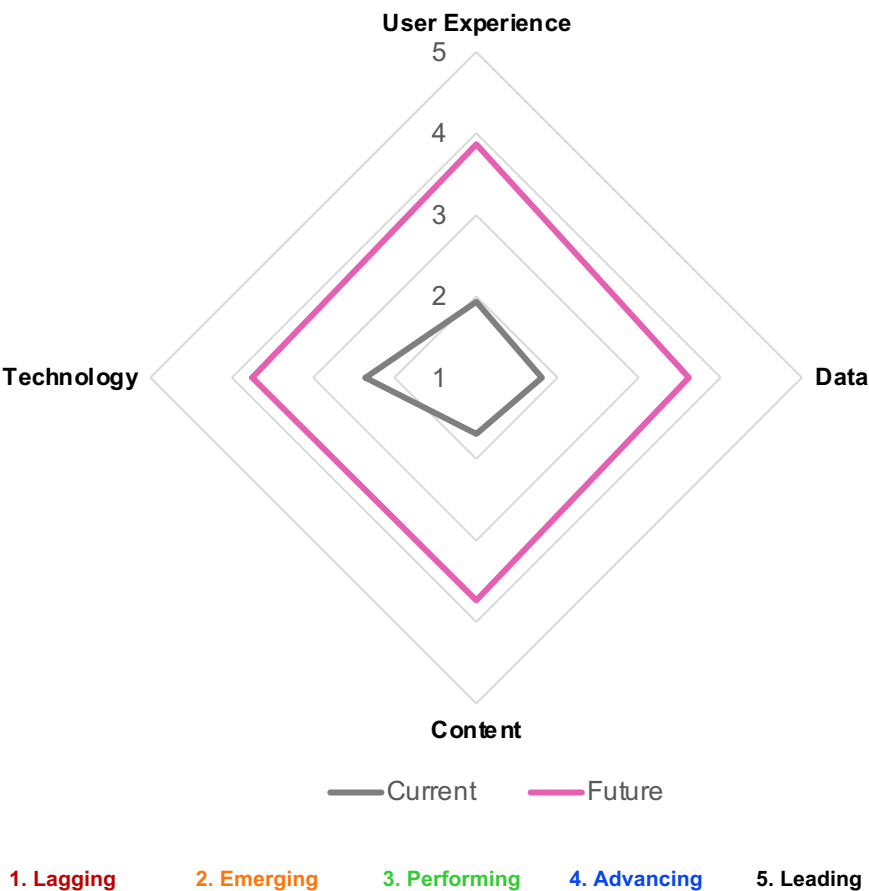
**not solely / directly influenced by the DPL scope of work*

Ambition Statement Breakdown

Based on feedback provided by IHIS on 10.11.2022.

To uplift national digital health literacy	through trusted, relevant & personalized health information	for Singapore's resident population	by 2025
<p>This uplift entails providing:</p> <ul style="list-style-type: none">a. Breadth: a comprehensive range of national health content & services that meets the needs of our audienceb. Quality: credible, highly engaging health content & services that informs health actionsc. Aggregation: harmonisation health content & services from a broad range of sources to form a single source of truth	<p>The platform will provide:</p> <ul style="list-style-type: none">a. Contentb. Digital servicesc. Programs (i.e., national step challenge) <p>And the experience should be:</p> <ul style="list-style-type: none">a. Trusted: credible and evidenced-basedb. Relevant: curated across the entire health journeyc. Personalized: based on the needs of each user	<p>This includes the following population groups:</p> <ul style="list-style-type: none">a. Singapore citizensb. Permanent residentsc. Work pass holders <p>Note: focus audiences/personas/ demographics for each year are to be determined e.g.,</p> <p>40–50-year-olds as low hanging fruit in Y1</p>	<p>The ambition statement will have a 3-year shelf life (2023 > 2025), however progress in service of the ambition is to be achieved and tracked incrementally, and calibrated to the IHIS digital maturity model.</p>

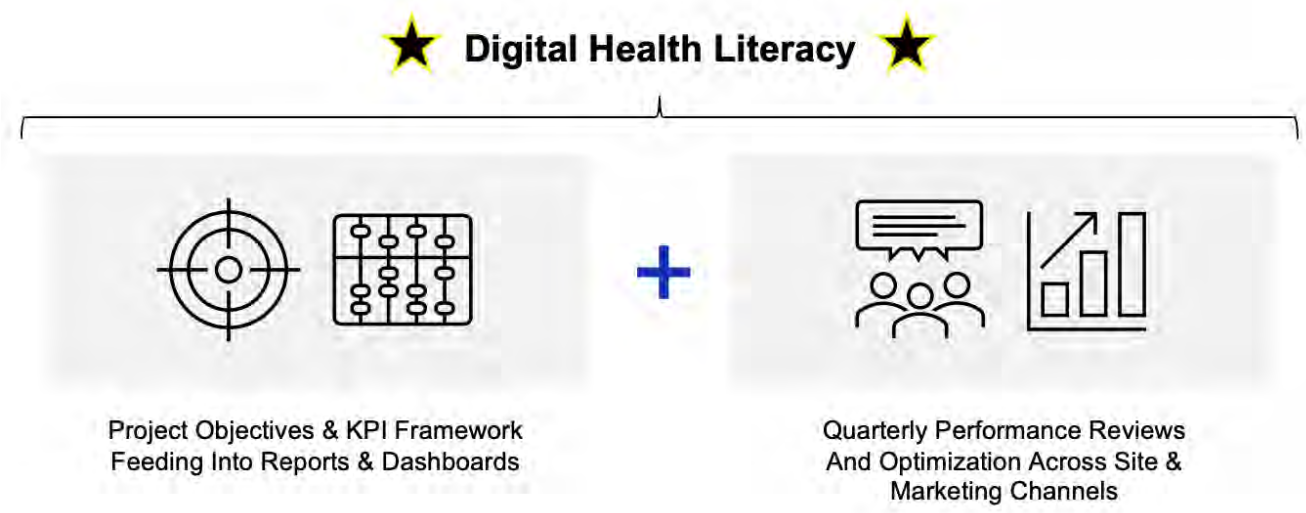
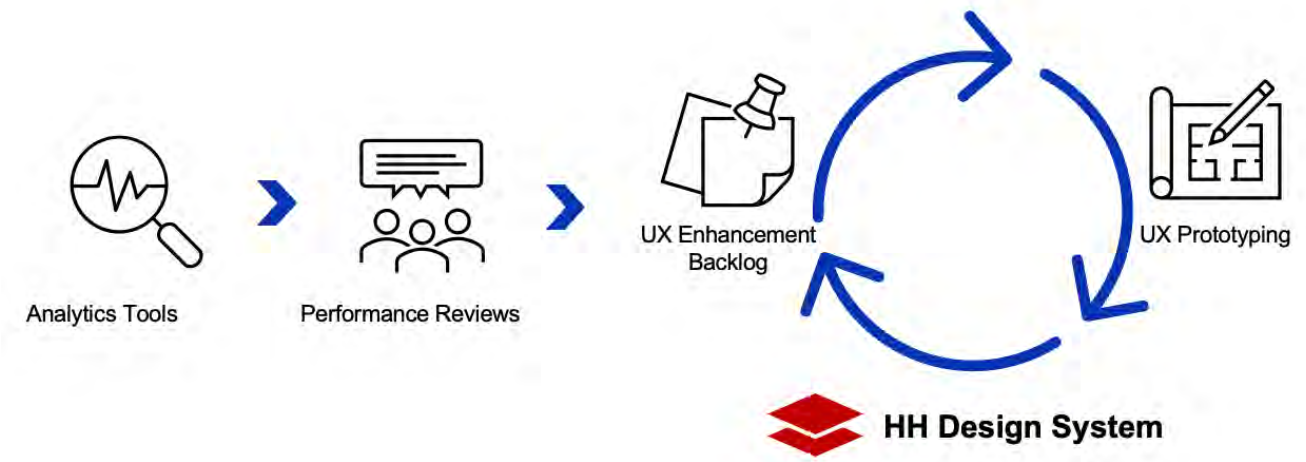
Level 1 Capabilities Maturity Assessment: Overview



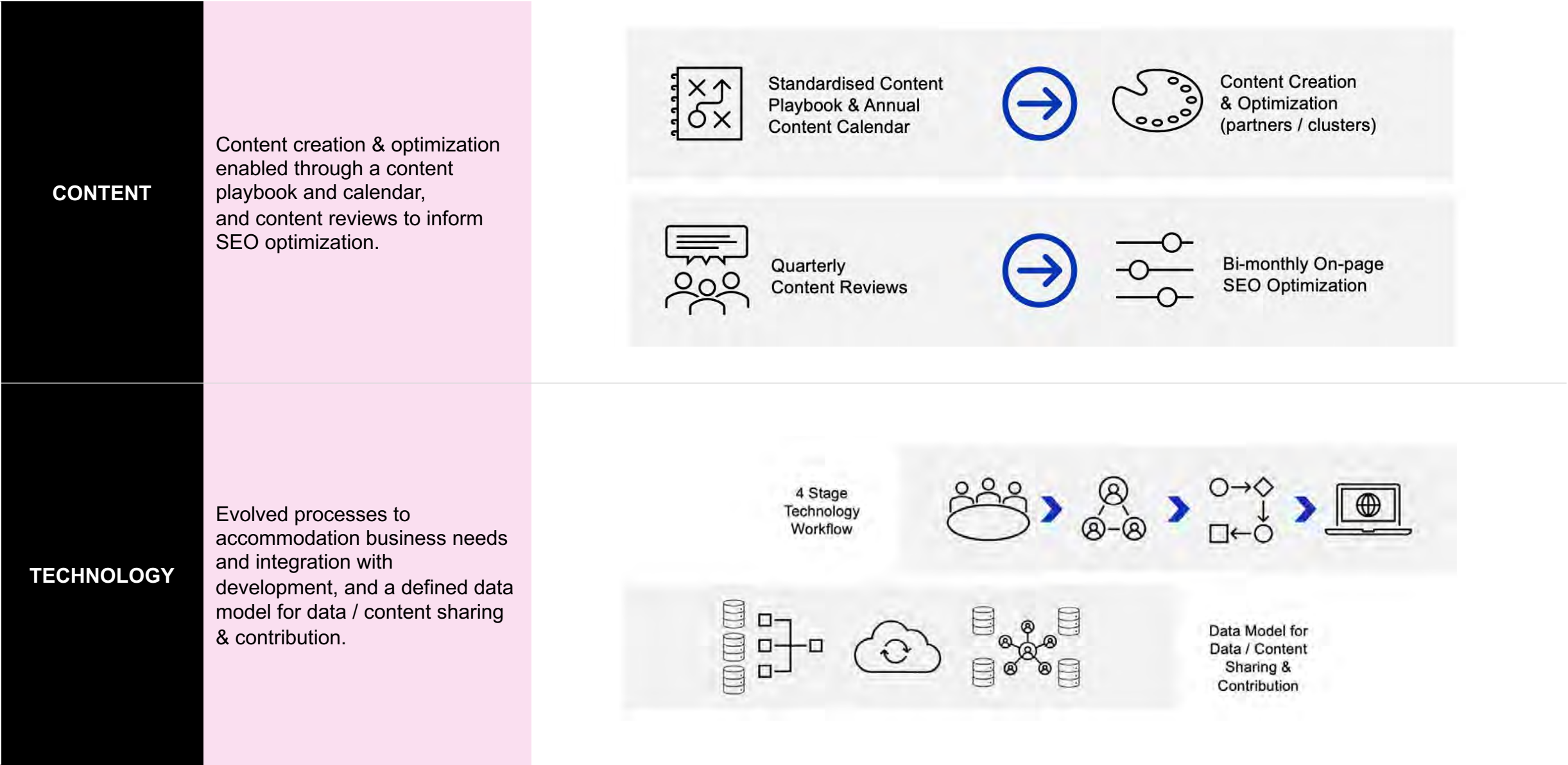
L1 Capability:	Current:	Desired Future:	Priority:
User Experience	Emerging <ul style="list-style-type: none">Limited data-driven approaches to enhance UXNo standardized website design governanceVoC objectives not clearly defined, but data (albeit very limited) is being collected	Advancing <ul style="list-style-type: none">Methodological, data-driven approach to enhance UXStandardized design system and UXVoC data is augmented with customer data and objectives are defined and aligned to customer segments and targeting objectives	High
Data	Emerging <ul style="list-style-type: none">Lack of clear KPIs and unified reportingLack of tagging, tracking and reporting dashboards to enable unified reporting	Performing to Advancing <ul style="list-style-type: none">KPI framework to enable focused approach to reporting & insightsEasily accessible dashboard and regular performance reviewsAdequate and accurate tracking to enable efficient reporting	High
Content	Lagging to Emerging <ul style="list-style-type: none">Lack of uniform content narrative & voice across articlesLack of content strategy and planning, and governance to drive content creation and search optimization	Performing to Advancing <ul style="list-style-type: none">Content playbook for better content governance and optimization for iterative content improvementContent strategy to guide relevant, high-quality and sustainable content creation.	High
Technology	Emerging <ul style="list-style-type: none">Standard tech selection & change management processesTech and workflow integration exists in silo for each system / cluster	Advancing <ul style="list-style-type: none">Evolved processes to accommodate business needs and integration with developmentDefined data model for data / content sharing & contribution, and associated R&Rs	Med

Future State Overview Diagram 1/2

USER EXPERIENCE	A methodological, data-driven approach to enhance UX; underpinned by a standardized design system.
DATA	A data and KPI strategy that is based on program objectives, and ultimately aids continuous improvements towards the ambition of digital health literacy.



Future State Overview Diagram 2/2



HH Future State Martech Toolkit

An overview of Martech tools (updated 06.02.2023) required to enable the desired future state.

Existing / In Procurement Within HH

Non-Existing Within HH

*

Requires Further Assessment & Input From Software Vendor

As Requested by IHIS

User Experience	Data	Content		Technology
<div>UX Analytics<div>Google AnalyticsMS Clarity</div></div> <div>UX Prototyping<div>Figma</div></div> <div>Design System<div>HH Design System Microsite</div></div> <div>VOC<div>Qualtrics</div></div>	<div>Digital Platform<div>Google AnalyticsAppsFlyer</div></div> <div>Google Tag Manager</div> <div>Marketing Analytics<div>Sitecore AnalyticsSprinklr / Socialbakers</div></div> <div>Data Visualisation<div>Tableau</div></div>	<div>Campaign Planning & Content<div>Sitecore Content Hub (CMP, MRM) *</div></div> <div>Content Monitoring<div>Google AnalyticsGoogle Search Console</div></div> <div>Personalization<div>Sitecore XPData Integration Tools</div></div> <div>Video Streaming<div>Brightcove</div></div>	<div>Digital Asset Management<div>Sitecore Content Hub (DAM) *</div></div> <div>SEO Intelligence<div>Ahrefs / DragonMetrics</div></div> <div>Marketing Automation<div>Sitecore EXM *</div></div> <div>Customer Service<div>Zendesk</div></div>	<div>Tech / System Inventory<div>Excel / SharePoint</div></div> <div>Project Management<div>MS ProjectSmartsheet</div></div> <div>Change / Service Request<div>Jira</div></div> <div>Document Management<div>Excel / SharePoint</div></div>

Digital Solution Framework

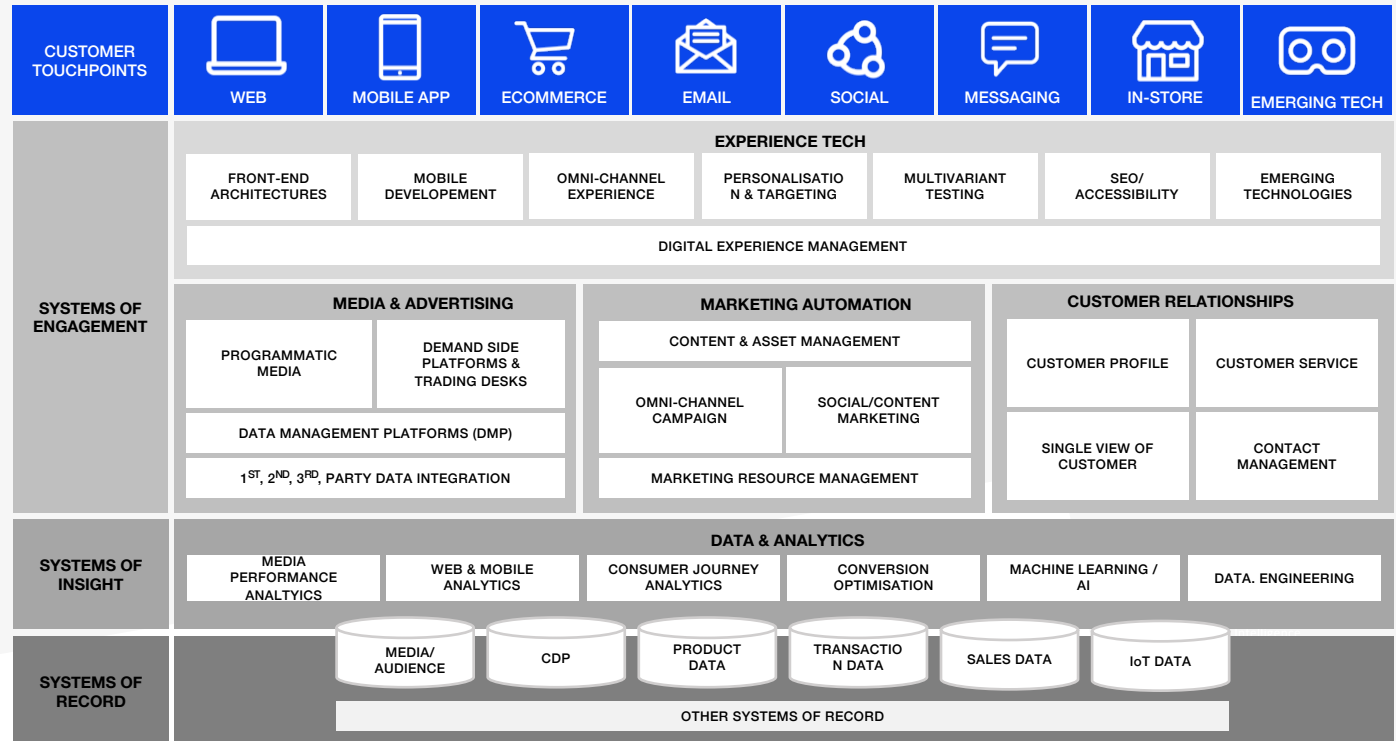
Underpinning your channel management strategy is the underlying digital platform and technology solutions, which will orchestrate, manage, and deliver citizen engagement through the relevant channel.

Customer touchpoints cover the interaction channels through which the Department engages with citizens

Systems of Engagement span both MarTech and AdTech platforms together with CRM to deliver campaign execution, content management marketing automation and customer

Systems of Insight handle the consumption, collection, analysis, and reporting of data to derive insights to support decision making - including channel optimisation, predictive analytics, and next best action recommendations.

Systems of Record represent sources of data and the underlying repositories in which data is stored.



Technology Stack

Aligning WT Sitecore with Singapore Government Technology Stack (SGTS) to provide an end-to-end platform for robust and efficient deployment of Department's Website and digital E-Services

1. OMNICHANNEL ENGAGEMENT

Responsive front-end framework, programming languages, and tools for Website and Mobile

3. EXPERIENCE & PERSONALISATION

Underlying content management solution and web authoring and publishing platform as a standalone CMS (Sitecore XM) or holistic marketing automation platform (Sitecore XP).

5. SERVICE INTEGRATION

Leveraging software as a service such as NECTAR for containerized deployment, APEX for API integration, and WOGAA for analytics, allowing for rapid development, deployment and testing.

2. APPLICATION SERVICES

Provision of core eServices and functions, together with the reusable common services provided by GovTech such as analytics, chatbot, and mapping.

4. DATA, AI, & SECURITY

Data repositories for customer data collected or exposed through the Website and Mobile App in compliance with government PSGA, IM8 and ISF security guidelines.

6. HOSTING PLATFORMS

Assessing the different hosting options available through GovTech CWP and GCC commercial cloud infrastructure, with secure connectivity for agency use.



USER EXPERIENCE

- UX Analytics
 - Google Analytics, MS Clarity
- UX Prototyping
 - Figma
 - Design System
 - HH Design System Microsite
- VOC
 - Qualtrics

CONTENT

- Campaign Planning & Content
 - Sitecore Content Hub (CMP, MRM) *
- Content Monitoring
 - Google Analytics, Google Search Console
- Personalization
 - Sitecore XP, Data Integration Tools
- SEO Intelligence
 - Ahrefs / DragonMetrics
- Marketing Automation
 - Sitecore EXM *
- Video Streaming
 - Brightcove
- Customer Service
 - Zendesk

DATA

- Digital Platform
 - Google Analytics, AppsFlyer, Google Tag Manager
- Marketing Analytics
 - Sitecore Analytics, Sprinklr / Socialbakers
- Data Visualisation
 - Tableau

TECHNOLOGY

- Tech / System Inventory
 - Excel / SharePoint
- Project Management
 - MS Project, Smartsheet
- Change / Service Request
 - Jira
- Document Management
 - Excel / SharePoint



Existing / In Procurement Within HH	Existing / In Procurement Within HH	As Requested by IHIS	Requires Further Assessment & Input From Software Vendor *