

MEDIA FACTSHEET

Smart Nation Co-creating with Our People Everywhere (SCOPE)

Smart Nation Co-creating with Our People Everywhere (SCOPE) is the Smart Nation and Digital Government Group (SNDGG)'s flagship citizen engagement platform. It epitomises the Government's proactive efforts to consult citizens, seek feedback, and co-create digital solutions with them. The engagements through SCOPE are part of the Government's iterative development process, to constantly improve digital tools and services based on citizen feedback.

Key Aspects of SCOPE

2. SCOPE sessions focus on three key aspects of citizen engagement. First, it involves bringing trial versions of digital products (e.g. physical prototypes, beta versions), initiatives in the development stage (e.g. wireframes, storyboards) and raw ideas, and putting tangible materials into the hands of the public to touch, feel and play. This helps to familiarise the public with digital government services at an early stage, and generate excitement on how they can possibly benefit from it.

3. Second, citizens and businesses are invited to give their feedback on the product. This ensures that products are built to address real pain-points and needs, and that every citizen can play a meaningful role in digital product development, regardless of their level of technical expertise.

4. Third, feedback is analysed and the respondents are informed of how their feedback has been used to make actual tweaks to digital products or policy design. This process of co-creation creates a sense of ownership, and contributes towards greater adoption of digital government services.

Engagement Statistics

5. SCOPE has reached out to citizens and garnered useful feedback which has improved Smart Nation policies and digital products. Through SCOPE, SNDGG has engaged more than 3,500 people in less than 4 months, since October 2018.

6. Moving forward, SNDGG aims to ramp up citizen engagement efforts by leveraging SCOPE to achieve the following:

- Reach 10,000 citizens annually;
- Garner citizen feedback on at least 10-15 Smart Nation and Digital Government initiatives from across the Government; and
- Amass at least 500 unique responses for each initiative to help fine-tune policies and products.

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