



Summary of the simplification process and preparation for digitalisation of a User journey

Discover the reference of the methodological
framework designed for public administrations



This requires greater institutional efficiency and a change in the mindset of those in charge.

The public sector needs an immediate three-dimensional revolution: a revolution in simplification, a revolution in efficiency and a revolution in ethical standards.

I have already drawn attention, in the past, to the need to change and revamp work methods, and to show diligence and innovation in the management of public institutions.



Excerpt from the speech of His Majesty King Mohammed VI addressed to the Nation on the occasion of the Throne Day, July 2019

<https://diplomatie.ma/en/speech-his-majesty-king-occasion-20th-anniversary-throne-day>



Dr. Ghita MEZZOUR

Minister Delegate to the Head of Government in charge of Digital Transition and Administrative Reform



For many administrative documents, *the journey* involves several administrations, each operating independently. As part of the new strategy, we are working on these Journeys to *harmonize and simplify them for the citizens*.

Excerpt from an interview given to a national press outlet



Editorial

Under the guidance of His Majesty King Mohammed VI, may God assist him, the project of administrative simplification and preparation for digitalization reached a significant turning point in 2019. This project, which involves all ministries and public administrations of the Kingdom, aims to simplify administrative procedures for users.

Specifically, this involves reviewing all administrative processes to redesign and clarify them, reduce their completion times, minimize the number of documents required from users, and simplify the tracking and communication between the administration and users, primarily by using digital tools

A key milestone in realizing this royal vision was the enactment of Law 55-19 on the simplification of administrative procedures and formalities, which came into effect on September 28, 2020. This law paves the way for a comprehensive series of reforms in Moroccan administration.

Since then, public administrations have carried out the first phase of implementing the law by documenting over 2,500 procedures and formalities related to administrative acts.

Today, the challenge is to continue these efforts by launching the second phase, which involves simplifying the procedures and formalities related to administrative acts and preparing them for digitalization.

To achieve this, the Ministry of Digital Transition and Administrative Reform has provided administrations with a pragmatic approach to simplify and prepare user journeys for digitalization.

Developed through an experimental approach, this methodology has already proven effective, yielding tangible benefits for users, notably a 45% reduction in the number of documents required in the initial areas where it was implemented.

These early field results indicate significant and lasting benefits for users, which should encourage all administrations to work towards accelerating the simplification and digitalization preparation of their processes, thus allowing citizens to reap these valuable benefits.

Simplify and optimize all your user journeys with the new methodological approach.

The Ministry of Digital Transition and Administrative Reform established a **guide defining the reference approach** to be implemented for successfully simplifying user journeys and preparing them for digitalization. The guide also outlines **the operational tools** to be used throughout this simplification process to realize its benefits.

Are You concerned?

The guide establishes a common reference framework to be prioritized by all **public administrations** for simplifying and preparing the digitalization of their user journeys.

The objectives of the approach



To offer a **simple, seamless, and personalized** customer experience



Reduce the number of visits to administrations offices



Find solutions to user frustrations



Reduce the cost and time required to complete the procedure



Reduce the the number of administrative documents required.



Leverage the advancements of the administration in digital transformation

Explore the guide

KEY CONCEPTS IN THE GUIDE

THE USER JOURNEY

The user journey refers to all the steps taken by a user with public administrations, including the involvement of private sector actors, to realize their personal projects. Each step of the user journey is associated with one or more procedures that the user must complete, in a specific order, to achieve their personal project. Visualizing this end-to-end journey allows the administration to understand and describe the experience it provides to users, and to empathize with them.



THE ADMINISTRATIVE PROCEDURE

The administrative procedure describes the formal path through which a user can request and receive an administrative document, as defined by Article 2 of Law 55-19. Indeed, an administrative document refers to any document issued to the user by the administration upon request, in accordance with current legislation and regulations.



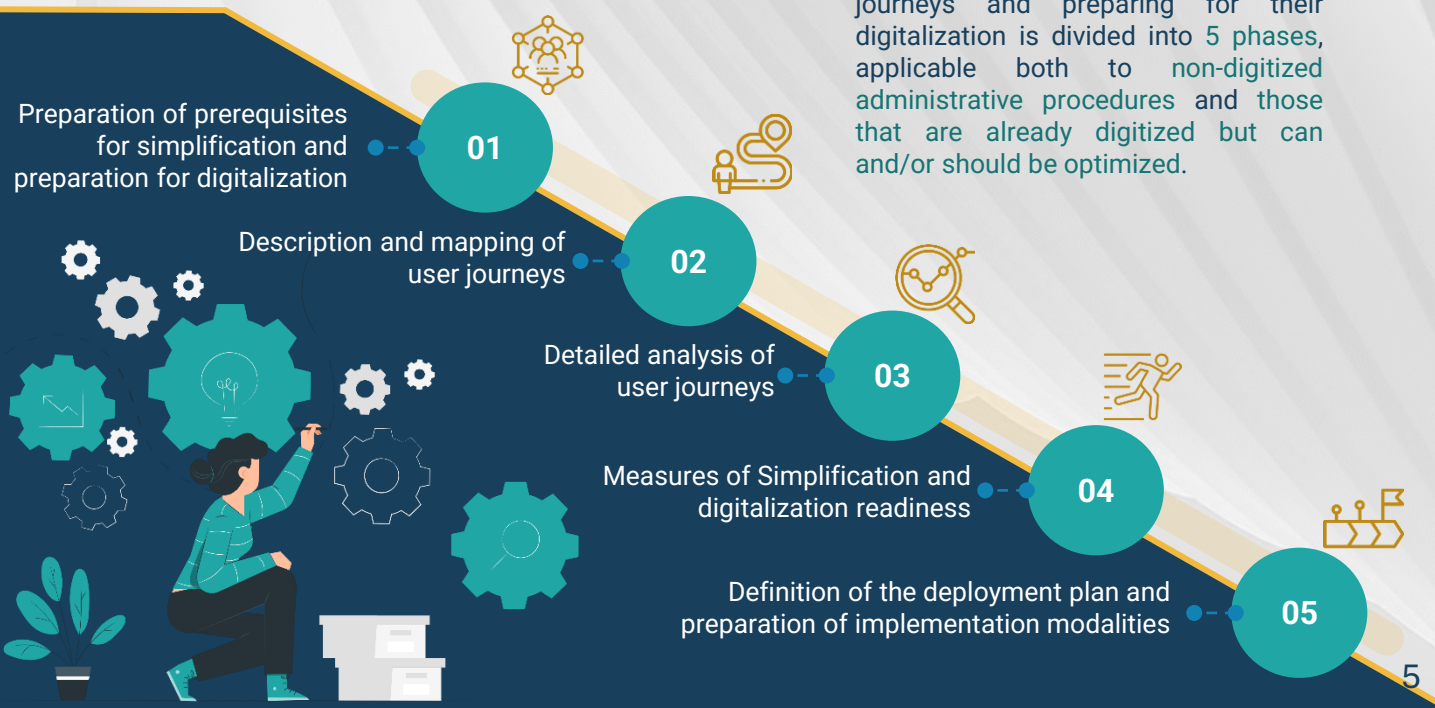
THE SIMPLIFICATION

The simplification of administrative procedures is an approach aimed at improving the user experience and their interaction with the administration for greater satisfaction. It also optimizes resources and management flows in the back office for administration agents and reduces processing times.



THE 5 STEPS OF THE APPROACH

The approach to simplifying user journeys and preparing for their digitalization is divided into 5 phases, applicable both to non-digitized administrative procedures and those that are already digitized but can and/or should be optimized.



01

Preparation of prerequisites for simplification and preparation for digitalization



This phase entails preparing for the **initiation of the simplification and digitization** project, ensuring that all essential conditions for success are in place, particularly with regard to project governance and the establishment of committees.

Project Management

Simplification Approach

Degree of Simplification

Stakeholders Involvement



Objectives and Challenges

- **Prepare for the launch** of the simplification and digitalization preparation project.
- Establish a **strategic starting point** for the simplification and digitalization of a user journey..



Stakeholders

- The administration leading the simplification project
- All administrations involved in the process
- The project team



Activities to be Carried Out



Choosing the priority user journey to simplify

Development of the journey for the priority procedure to be simplified



Identification of the scope of simplification

Identification of the mode and degree of targeted simplification according to the administration's objectives and challenges.



Identification and mobilization of stakeholders

Determination and involvement of the administrations and entities involved in the user journey.



Definition of the governance mode

Definition of the bodies, their roles, and participants to ensure effective decision-making.



Formation and training of the project team

Formation of a multidisciplinary team to successfully lead the project, including the designation of a project manager.



Toolbox



Journey identity sheet

Summary document that summarizes the key elements of a journey, providing a clear and concise overview.



Prioritization matrix

Tool for ranking procedures in terms of priority based on two criteria: complexity and criticality.

02

Description and mapping of user journeys



This phase consists of **transcribing the existing journey**, both on the **front office**, describing its interactions with the user, and on the **back office**, describing the activities and operations carried out internally by the administration to respond to user requests

Front office

Back office

Literal Transcription

Schematic Transcription



Objectives and Challenges Stakeholders



- **Explore the user journey** to be simplified and prepare its analysis.
- Make the user journey and administrative processes more transparent.
- Establish a better understanding of the journey.
- The business teams responsible for issuing the administrative acts associated with the studied journey
- The project team



Activities to be Carried Out

 Transcription of the **Front Office**

Detailed description of the real user experience through the various interactions they have throughout their journey..


 Transcription of the **Back Office**

Detailed description of the processing steps carried out by the administration to issue a decision or provide a response to the user.

This involves other actions such as:

 **Development of the journey identity sheet**

Compilation of a summary of the simplification scope agreed upon during the preparatory phase.

 **Organization of transcription workshops**

Organization of participatory workshops to detail the various steps of the journey, taking into account both the front office and back office perspectives



Toolbox



Transcription template Idarati

Structured template for the transcription of administrative acts according to the IDARATI model.



Front office transcription diagram

Visual representation of the user journey stages from the user's perspective



Literal transcription table of the back office

Document describing the processing of files in the back office



Design thinking method

Human-centered innovative approach to solve complex problems

03

Detailed analysis of user journeys



This phase aims to **dissect the journey** by identifying **anomalies, pain points, and user frustrations**, as well as **non-value-added activities** in the processing and internal handling of related procedures by the administration. This analysis can also be enhanced through **benchmarking** of best practices at the national and/or international level.

Capacities and Constraints

Non-Value-Added Activity

Pain Points

Benchmarking



Objectives and Challenges

- Evaluate and categorize the pain points reported by the user
- Identify non-value-added activities in internal processing.
- Assess the capacity and constraints of interoperability and interfacing, analyzing the digital maturity level of data registries and relevant administrative acts.



Stakeholders

- The project team
- Representatives of users
- The business/function teams responsible for issuing the administrative acts associated with the studied journey



Activities to be Carried Out



Benchmarking activities

Identification of national and international best practices related to the process flow.



Front office analysis

Listening to the voices of users and stakeholders involved in the simplification project.



Back office analysis

Organization of workshops with stakeholders contributing to the handling of user requests.



Analysis of **processing times** for a sample of handled files

Evaluation of the processing time of files at each stage of the process and identification of underlying reasons for any delays.



Toolbox



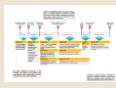
Benchmarking process

Comparison with other entities for improvement.



Analysis of processing times

Evaluation of processing times for each step of the process.



Analysis of pain points

Diagram for analyzing pain points by step.



Emotional curves

Diagram illustrating user emotions.



Focus group / listening to user feedback

Method for collecting user feedback and expectations.



Persona sheet

Detailed profile of a user type..



Analysis of documents and pieces

Evaluation of documents required for the process and identification of non-value-added activities.

04

Measures of Simplification and digitalization readiness



This phase consists of **defining the simplification measures and proposed digitalization solutions** to address user frustrations and optimize internal processing within the administration.

Simplification Measures

Organizational Evolution

Interoperability and Interface

Target Digital Journey



Objectives and Challenges

- **Identify and prioritize** simplification actions and digitalization solutions for the journey.
- Develop a target digital journey.



Stakeholders

- The project team
- All administrations involved in the process



Activities to be Carried Out

	Reviewing of the list of documents required and conditions to be met by users		Change management and skills enhancement
	Organizational evolution of the work of file study officers		Institutional communication accompanying the deployment of the new user journey
	Implementation of a digital platform		Formalization and support modalities for users
	Exchange of data between digital platforms related to the user's journey		Implementation of a governance framework for ecosystem actors
	Adaptation of the legal basis of administrative acts and update of various supports		



Toolbox



Simplification Measures

Set of actions undertaken to simplify administrative procedures



Simplification levers related to standardization of documents

Techniques for simplifying the classification and management of administrative documents.



Simplification levers related to organization and decentralization

Actions aimed at simplifying the organizational structure and decentralizing certain responsibilities.



Expected gains sheet

Document evaluating the expected benefits following the implementation of simplification measures.



Correspondence table between documents and their metadata

Visual tool representing the new classification of documents as part of the simplification process.

05

Definition of the deployment plan and preparation of implementation modalities



This phase involves **preparing a deployment plan** to translate the identified simplification measures into operational actions to be implemented. This deployment plan formalizes and details **the implementation modalities** and execution of the simplification project, with the aim of **providing a roadmap** for operationalizing the identified simplification measures.

Deployment Plan

Project Sheet

Roadmap

PMO



Objectives and Challenges



Stakeholders

- Develop the implementation roadmap for the simplification and digitalization of the journey, along with the associated project sheets.
- **Estimate the resources required for the implementation of the simplification project..**
- Develop the monitoring framework for the deployment plan (the PMO structure and its activities to be implemented).
- The project team
- All administrations involved in the process



Activities to be Carried Out



Formalization of the deployment Plan

Grouping the identified measures into projects, formalizing project sheets, and identifying the iterations necessary for implementing the deployment plan of the new simplified journey



Preparation of the monitoring modalities for the implementation of the deployment plan

Structuring a PMO framework to monitor the progress of the deployment plan



Toolbox



Project

Document synthesizing key project information.



Short, medium, and long-term scenario table

Tool presenting the deployment of solutions across different time perspectives.



PMO - project monitoring template

Visual dashboard used to track project progress.



IDARATI target transcription

Structured template for transcription of legal and procedural elements related to administrative acts.



Change management

Set of actions aimed at supporting individuals and the organization in transitioning to new processes or tools.

ARE YOU A PUBLIC ADMINISTRATION?

DO YOU WANT TO MAKE LIFE EASIER FOR YOUR USER

DOWNLOAD THE GUIDE OF THE METHODOLOGY

You can view it on the institutional website of the Ministry of Digital Transition and Administration Reform under the "Studies and Reports" section.

CONTACT US

The user journey simplification teams of the Ministry of Digital Transition and Administration Reform are at your disposal to support you in your simplification efforts.

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