

Alpha phase (Co-design phase)

The purpose of the Alpha phase was to **develop and test a wide range of ideas and concepts for potential solutions with partners, stakeholders, and target audiences**, as well as explore existing solutions, nationally and internationally, including some offerings owned or supported by MBIE.

We brought partner and stakeholder knowledge and insights together early to ensure we built alignment and considered:

- the current landscape, wider context and regional initiatives
- priorities and key building blocks to lift digital capability
- required capacities and capabilities (including funding) to deliver any future programme successfully
- learnings about what's worked and what hasn't that can support the design of any future programme.

We used the research outputs produced in the Discovery phase to establish where along the emergent 'digital' journey, with particular focus on decision and common touch points, any future programme can have greatest effectiveness and highest impact for which target audiences.

We assessed the possible solutions resulting from the Alpha phase based on their feasibility, viability and desirability.

The output from this phase was a concept for a scalable and sustainable solution that could be tested and evaluated in the Beta phase.

4

co-design workshops with business advisors and digital experts

15-20

interviews with small business owners and business advisors

27

refined solution propositions

assessed based on feasibility, viability and desirability