COURSE BROCHURE

Innovation and Digital Government Services

An applied course on redesigning government services digitally around users' needs, covering life event journeys, digital identity, one-stop services and performance measurement.

Code	HT-AI-110
Category	AI & Digital Transformation
Duration	1 week
Level	Intermediate
City	Dubai

Introduction

Citizens do not see the government's organization chart; they see a service they need to complete. When every agency runs its own website and forms, the citizen ends up linking them and carrying documents from counter to counter.

Objectives

- Apply digital government principles such as digital by design and once-only data
- Redesign a service around a user's life event rather than agency boundaries
- Explain digital identity, levels of assurance, e-signatures and data sharing between agencies
- Design one-stop, multichannel services that are accessible and support less digitally confident users
- Test digital services with prototypes, measure their performance and keep improving them

Who should attend

- Service and operations managers in government entities
- Staff of digital transformation and e-government units
- Service designers and business analysts in the public sector
- Officers running government customer centers and digital channels

Skills you will develop

- User-centered digital service design
- Life event journey mapping
- Simplifying requirements and procedures
- Measuring digital service performance

Learning Outcomes

- Map a life event journey that crosses several agencies and identify its pain points
- List documents and requirements that can be removed or replaced by data sharing
- Design a digital service prototype and test it with users
- Define service indicators such as digital take-up, completion rate and user satisfaction

Course Outline

Day 1: Foundations of Digital Government

- The shift from e-government to digital government
- The principles of digital by design and once-only data
- The service catalogue, service classification and transformation priorities

Day 2: Services Around Life Events

- Research with users to understand their real needs
- Mapping life event journeys such as a birth or starting a business
- Simplifying requirements and proactive services delivered without an application

Day 3: Digital Identity and Trust

- Digital identity concepts and levels of assurance
- Electronic signatures and verified digital documents
- Consent-based data sharing between agencies and interoperability

Day 4: One-Stop and Multichannel Services

- Unified government portals and apps and their integration with back-office systems
- Assisted channels for people who need help going digital
- Accessibility and the quality of Arabic-language content

Day 5: Launch, Measurement and Improvement

- Prototypes, limited pilots and digital service standards
- Performance indicators and continuous improvement from usage data
- Applied project: redesigning a service from the participant's agency as an end-to-end digital journey around a life event

Training methodology

Participants use live government digital services and note where they fall short
Wall-based journey mapping workshops with colleagues from different agencies
Building paper prototypes of service screens and testing them with users outside the team
Case analysis of redesigned government services and how their usage changed

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Dubai	21 – 25 June 2027	AR	EUR 4,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/digital-government-innovation