

# Case Study

## The Department of Health and Human Services Victoria

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# Reframing orientation

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## The Customer

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- The Department of Health and Human Services aspires for all Victorians to be healthy, safe and able to lead a life they value.
- When the department first approached us with their needs of an orientation, it became clear that policy, compliance and general information had become their core focus.
- The department was in need of a digital orientation experience for all new and existing employees. A unique and innovative solution that actively began to establish and recognise a greater vision of their employee experience lifecycle and culture as a whole.

## The Challenges

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- The department is a large and complex organisation that has the challenge of hosting a very dynamic and diverse audience that work across multiple sectors.
- A core challenge we had to achieve was to bring these diverse users together through one unified onboarding experience.

## The Solutions

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- When we take the time to communicate with the people we are designing for, we can quickly unlock insights that lead to success. We asked people to develop several personas of what “great” looked for them. We then used these insights to define the common factors and principles of success through their eyes.

## The Advantages

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- By co-designing directly with the people we were designing for, we could address a lot of the needs and challenges the department was experiencing more directly.
- By empowering employees to guide themselves, they could find information and support when needed.

# About The Department of Health and Human Services Victoria

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The Department of Health and Human Services plays a critical role in the health system of the state of Victoria in Australia and is responsible for meeting the health needs of Victorian locals.

They deliver policies, programs and services that support and enhance the health and wellbeing of all of Victoria, Australia, and represent a large and complex state department showcasing leading service and innovation across the health sector.

With over 11,000 employees across four operational divisions, they oversee and coordinate the delivery and funding of services and initiatives across 17 areas of the state.



# Working side by side with end users

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We discovered that we could align department employees more effectively by providing an experience that enabled them to explore the culture openly. The key to success was to empower their ability to guide themselves to find information and support when needed.



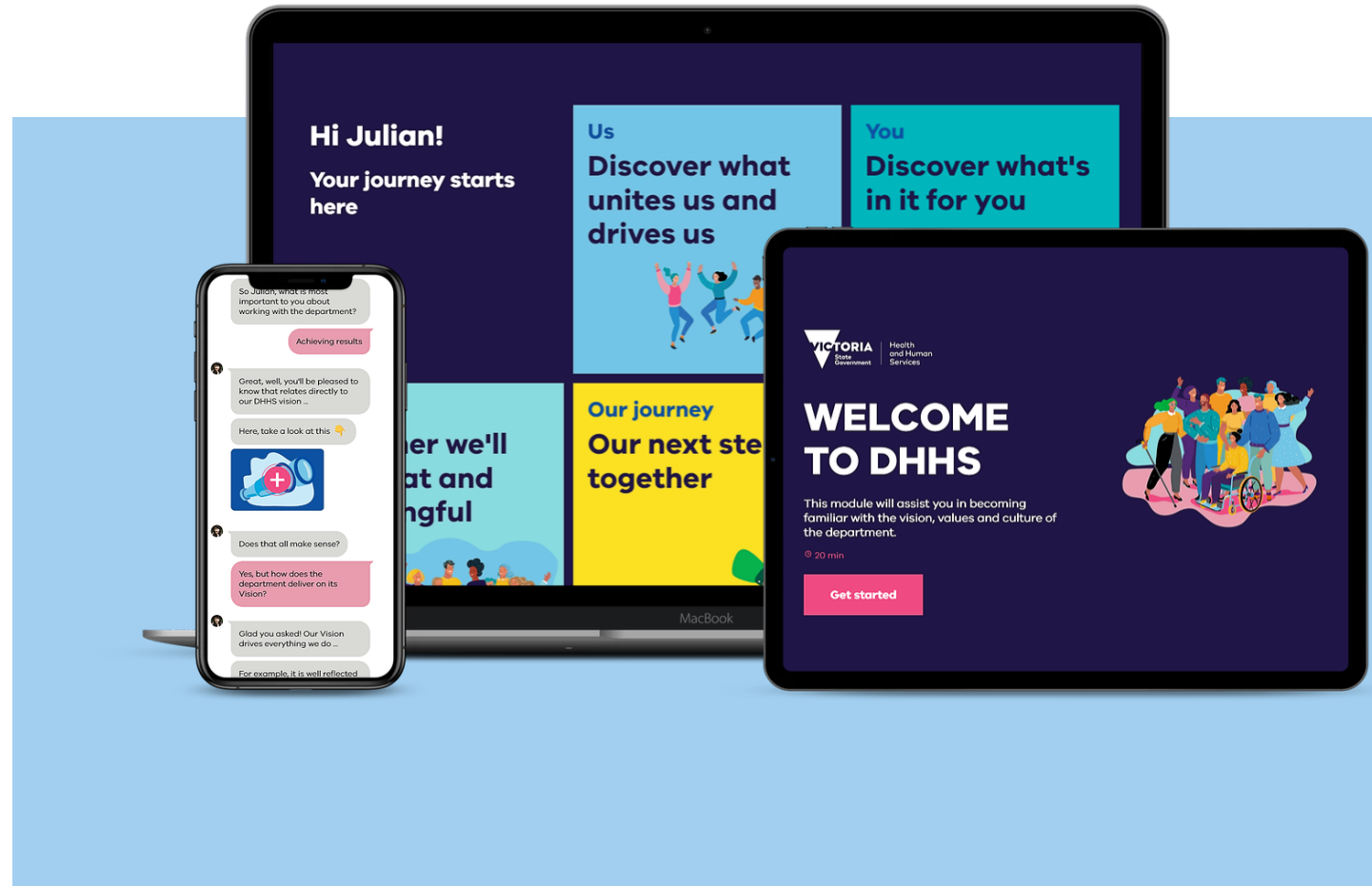


# This is what we made

From the insights we gathered from our workshops we applied a co-designed content strategy to deliver a meaningful experience for employees.

The result of this was a 20-minute mobile first orientation experience for the department. Using a chatbot style interactions, the learner is greeted and guided by characters of the department in a conversational format and narrative. They are asked questions and provided with micro-sized content as they progress through their learning experience.

We included multiple elements of personalisation, such as stories from the people we were designed for! That way, it felt like an experienced they owned.



# An Award Winning Entry

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imc and Department of Health and Human Services were recognised as Platinum winners in the 2020 LearnX awards. The international award program honours innovative and creative projects in the fields of learning and design every year.

The project won the Platinum award in the category Best Design Thinking Talent Strategy.




We are honoured to receive an outstanding recognition of our project with Department of Health and Human Services. They are one of our reputable client which trusted imc to rediscover its onboarding & learning initiative to engage its new starters and create better learning experience.

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**Christian Wachter**  
CEO of imc

# Rewrite the way we learn



## About imc

imc has been working with organisations across the private and public sectors for over 23 years to redefine the way that learning is designed and implemented through a combination of technology systems and tools, content and strategy.

More than 1,200 commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

We are located at 12 offices around the world with 300 employees to serve your complex requirements. imc focuses on supporting organisations where learning is key to the business performance and viability, beyond a feel-good measure and a nice-to-have.

Contact us now

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