

DIGITAL MEMBER EXPERIENCE PRINCIPLES

1. Our members are at the centre of everything we do

We create services with and for our members to deliver what they want and need. At the same time, we help our members improve their digital skills and confidence.

2. Youth-first, program-led

Program experience drives everything we change. Systems and processes must support diverse, adventurous, youth-led activities and Achievement Pathways — not get in the way of those who use our systems

3. Simple from the front line, youth and volunteer focus

Every change must save time for our youth members, their adult supporters and for our volunteers: fewer clicks, fewer forms, clearer roles, lowest sensible level of approval, and mobile-first workflows. We design for the weekly meeting at the hall and the weekend camp reality.

4. We are open to change

We aren't afraid to challenge the status quo – we think differently, we innovate and learn from our mistakes. We're here to transform the member experience, making change happen in a positive and sustainable way.

5. We create digital-first, responsive and accessible services

We design and deliver digital services, tools, platforms or content that work across most devices, are available anywhere and are accessible for all.

6. Our systems are flexible, sustainable and interoperable (they work with each other)

Our technology infrastructure, architecture and systems are reliable and robust, using technologies with a cloud-first approach. This means they are more sustainable and give us better value. Our digital platform is flexible and supported by re-usable components. This allows them to work across different systems.

7. One-and-done data

We capture data once and seek to reuse it everywhere rather than re-typing information between forms, events or enrolments. Real-time reporting is available to the people who do the work.

8. Safe and secure by default

We're committed to keeping your experience safe and secure. By sticking to the strongest security standards and leading safety principles, we'll protect your data and ensure we're meeting all our safety obligations.

9. Evidence-Based Decisions

Technology choices should be informed by data, research, and user feedback, rather than trends or vendor pressure.

10. Listen, test, measure and learn

We close the loop with our youth members and volunteers. We pilot, measure, and iterate in the open, using simple feedback tools and clear release notes.