



The empowerment app
that's transforming the
lives of serving personnel



INTRODUCTION

Joining the Navy is a huge decision. It means committing to a life of unique pressures, testing physical and psychological endurance.

The Navy had a problem with employee satisfaction and retention. As a centuries old, complex and monolithic organisation, they needed to transform, but they didn't know where to start and time wasn't on their side.

Through extensive research, we discovered what life was really like for personnel. We amplified their voices; they felt undervalued, uncertain, powerless, and unsupported. They didn't have the digital services to support them in their lives.

In three months, we delivered a digital solution that's used by 72% of the Navy every month, accessed by smartphone from 27 countries worldwide. We created a tool so useful, it saves time every day, so empowering its people can control their experience and so personalised that they always feel valued. A tool that continues to expand and refine alongside user feedback. It's called MyNavy and it doesn't stand still.

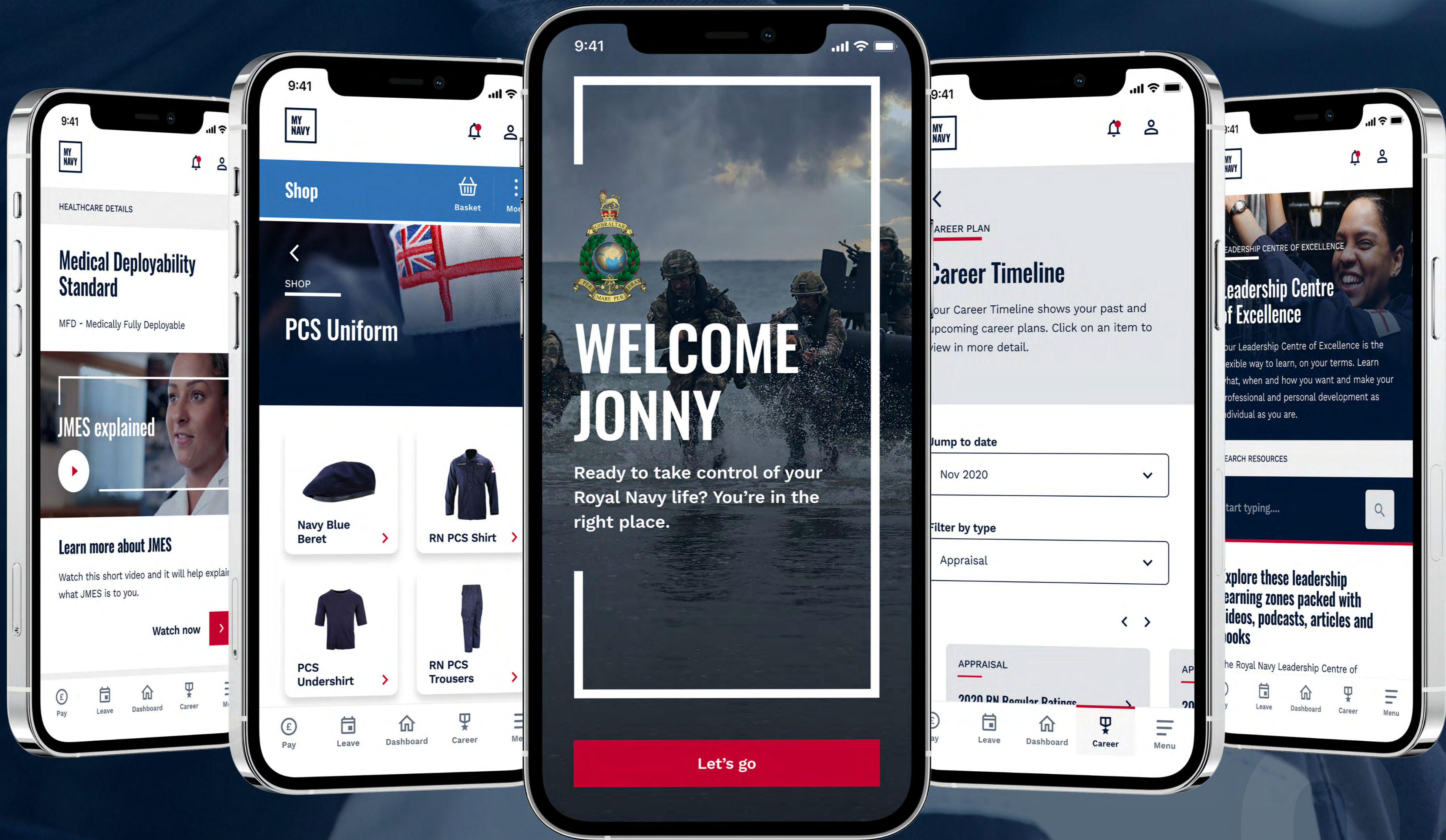
“

I'd been struggling and needed help... Having access to information and advice through MyNavy helped me get the support I needed.”

NAVY DIGITAL



Great State



9:41



HEALTHCARE DETAILS

Medical Deployability Standard

MFD - Medically Fully Deployable

JMES explained

Learn more about JMES

Watch this short video and it will help explain what JMES is to you.

Watch now

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- Leave
- Dashboard
- Career

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Shop

Basket



SHOP

PCS Uniform



Navy Blue Beret



RN PCS Shirt



PCS Undershirt



RN PCS Trousers

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9:41



WELCOME JONNY

Ready to take control of your Royal Navy life? You're in the right place.

Let's go

9:41



CAREER PLAN

Career Timeline

Your Career Timeline shows your past and upcoming career plans. Click on an item to view in more detail.

Jump to date

Nov 2020

Filter by type

Appraisal

APPRAISAL

2020 RN Regular Ratings

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Leadership Centre of Excellence

Our Leadership Centre of Excellence is the flexible way to learn, on your terms. Learn what, when and how you want and make your professional and personal development as individual as you are.

SEARCH RESOURCES

Start typing...

Explore these leadership learning zones packed with ideas, podcasts, articles and books

The Royal Navy Leadership Centre of

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INNOVATION

We interviewed hundreds of personnel to reveal that they felt:

Undervalued

Personnel didn't feel seen or appreciated and felt they were replaceable.

Powerless

Personnel didn't feel in control of their own lives and were frustrated by slow, analogue ways of working.

Uncertain

Personnel couldn't always see a future in the Royal Navy and felt there were limited opportunities for growth and progression.

Unsupported

Personnel and their families had limited access to information and communication was inconsistent.

We recommended and developed a progressive web app to provide a single point where individuals can interact on their terms with The Royal Navy, throughout the lifetime of their naval career. An employee tool designed to empower, engage, evolve, and transform their naval lives.

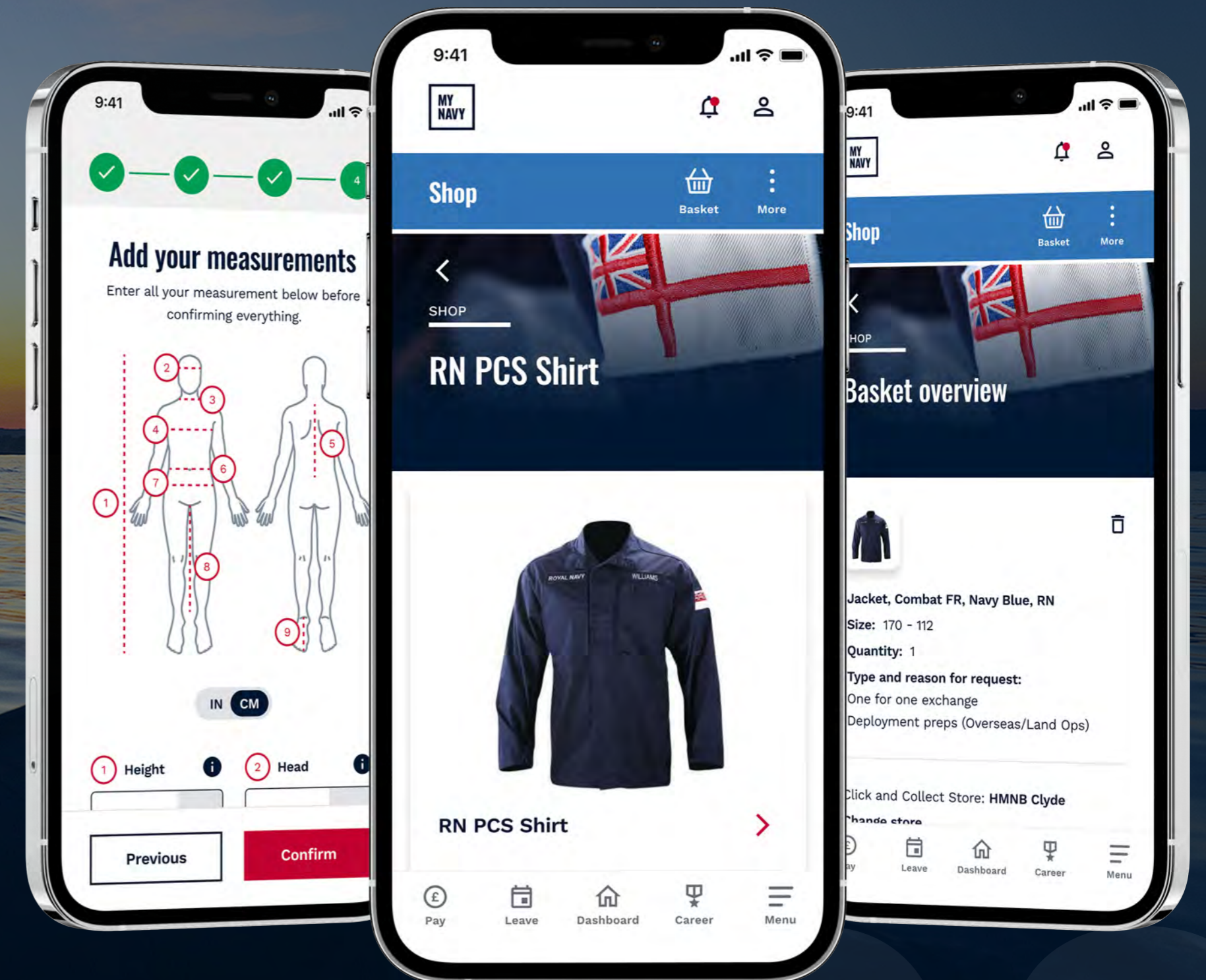
MyNavy stands on three core brand pillars which guide every innovation:

- Utility
- Personalisation
- Empowerment

The process undertaken to design and deliver MyNavy, is stand-out within the military. Our strategy and approach is transforming the pace of development within the sector, whilst establishing user centred design at the core of every piece of work.

We designed a digital product that evolves with the user, guided by extensive research, and keeps them at the centre of every decision. We demonstrated how these improvements would support wider business objectives, ensuring both individual and organisational benefit and brought a new way of working into the heart of The Navy, who for hundreds of years, have been a hierarchical organisation driving change from the top, down.

In collaboration with an empowered, uniformed product owner, the short MVP development deadline was met and the project was celebrated an example of best practice of digital transformation by the Second Sea Lord.



CRAFT

Building on our strategic groundwork, we developed a strong brand for MyNavy. The creative team immersed themselves in Navy life and ran brand building workshops with personnel.

They developed a visual identity and scaled up an activation toolkit spanning everything from the app, to out of home. The Navy opted for a route grounded in the understanding that the Navy is made from unique individuals, embracing the fact they each have their own view on Naval life. We used 'point of view' photography to hone in on the 'outward view' of the life of a serving recruit, be it on a training base or at sea.

The UI of MyNavy delivers a clean and simple experience so that users don't waste valuable time, in a time poor environment. With utility being a core brand pillar, personnel needed to be able to access, and benefit from the app immediately in order to feel empowered. We modernised and changed the way personnel access data and services (previously paper based) and have further enhanced the experience with a native look and feel. As we gain insight into the user base, we evolve the UI to offer an engaging experience.

Serving personnel are dispersed over the globe and experience different levels of connectivity therefore the UI was designed to offer an experience that wouldn't impact the load speed at times of poor connectivity. Delivering an application in a digital military environment is highly complex. Security is paramount and coding in a level of security to an application used from their own devices made MyNavy a unique technical challenge.

As a result, we architected and engineered the MyNavy solution as a progressive web app (PWA). Developed using contemporary JavaScript frameworks to provide a flexible, fast and responsive user interface. This included integrations with highly secure internal HR systems for retrieving personnel's personal information, open-source e-commerce platform (Ucommerce) for personnel to request uniforms and third-party services to enhance the core services.

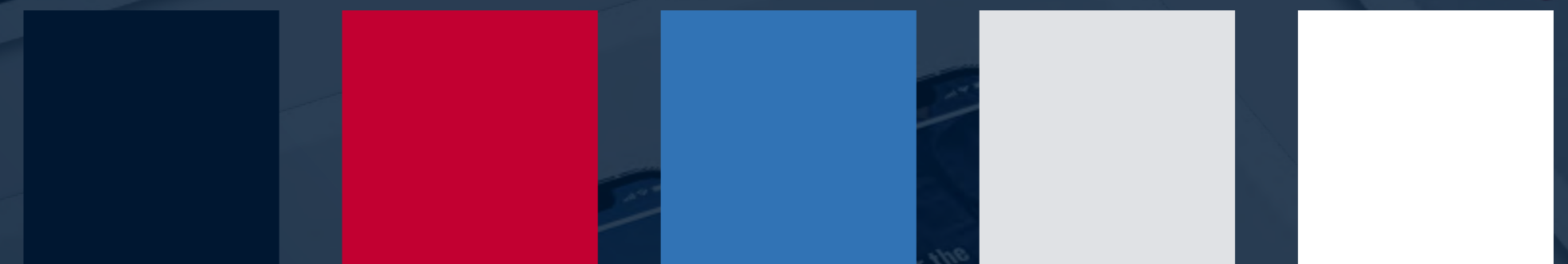
Logo



Photography



Colour



Oswald Medium

Purposeful, Inclusive, Motivational.

IMPACT

The French and Australian Navies are looking to learn from its success, and the RAF have rolled out the product to the entire force.

The platform has allowed the Royal Navy to dramatically accelerate business transformation and is tangibly improving the lives of serving personnel.

We've designed and delivered functionality that is completely new to the military. One such feature is Uniform. Ordering kit had long been a pain point for personnel owing to manual processes and confusion around sizing, availability, and collection. The solution: we created a user experience comparable to the private sector. We changed the way Naval stores team work, and the processes that they use. We up-skilled them, made them part of the development process, listened to their needs and bought them into the design process.

Through our discovery we learnt that career progression was unclear and personnel struggled to visualise their future in the Navy. The Leadership Centre of Excellence (CoE) is the professional and individual development tool where users or people can access resources tailored to them. It offers a new way of learning in an organisation where training is typically prioritised by rank. The CoE is about enabling access to best content so that everyone can learn on their terms. Here they can find hours of podcasts, videos and articles to help develop their leadership style, view the steps needed for promotion, hone areas of individual development or access support relating to relationships, diversity and wellbeing.

MyNavy is delivering real, transformational value which is already positively impacting tens of thousands of individuals over the globe and has been recognised widely by senior military officers, and other public sector organisations as an example of best practice digital transformation at scale, at pace and with huge impact.

72%

Monthly users of the Royal Navy who are using the app.

*and has remained consistent since go-live

8,000

Daily visits registered from all over the world.

27

MyNavy app is accessed from 27 countries around the globe.

85%

Of visits to the app are made via smartphone.

“

It allows users to feel more valued and more empowered meaning they're going to stay in the service longer and they're going to be happier”

GET IN TOUCH

We are Great State.

We are a digital customer experience agency who collaborate with organisations to close the digital expectation gap by delivering experiences beyond all expectations.

We help organisations grow by using data, insight and technology in new ways. To discover how digital could transform your business, get in touch.

hello@greatstate.co

 NAVY DIGITAL

