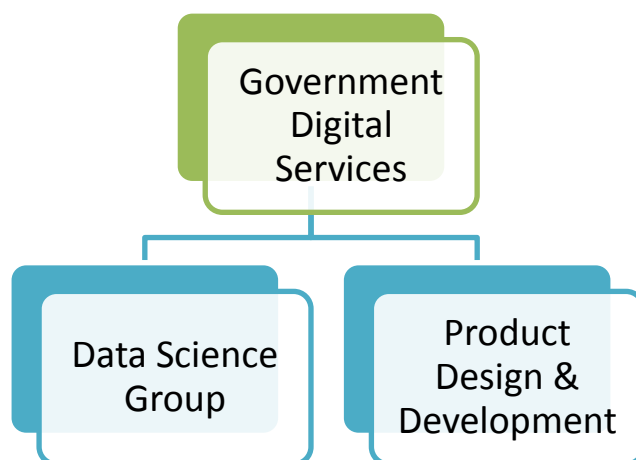


IDA Hive

As the digital landscape evolves, greater opportunities arise for the government to deliver more responsive, innovative and smarter digital services.

To seize the full benefits of these new digital technologies and methodologies, the Infocomm Development Authority of Singapore (IDA) officially launched the Hive in late October 2015. IDA Hive is made up of almost 100 specialists in areas such as data science, design, engineering, coding and more, who come together to solve problem through innovative solutions.

The 13,000sqft space at the Sandcrawler, includes a design experience lab fitted with sensor technology. It provides facilities for user research, user experience testing and consultancy services to government agencies to deliver citizen centric digital services.



IDA Hive is made up of two core teams, Product Design & Development (PDD) and Data Science Group (DSG), to form Government Digital Services (GDS) which functions as a shared central service to other government agencies. Both teams specialise in different areas, and come together as one to better meet the needs of the public through development work. Their capabilities allow them to perform rapid prototyping and improve the design of their services to provide a holistic user experience.

Aligned with these efforts, GDS conducts networking and sharing sessions on a regular basis as part of engagement with the tech and design industry. In doing so they are able to enhance capabilities and co-create innovative solutions to real life problems.

Product Design & Development

The Product Design & Development (PDD) team provide consultancy services to help other agencies develop innovative digital services (web, mobile, social) by leveraging on the latest technologies or methodologies such as Agile or User Experience Design.

Through the use of the Agile methodology, the government agencies are able to better manage changes in software projects and quickly align them to their business objectives while reducing the risks, raising productivity and improving customer satisfaction.

PDD also emphasizes on Design Thinking/User Experience Design which puts the needs of the users at the centre of the digital service, thereby ensuring that only relevant services and functionalities are created. User Experience Design employs extensive research and analytics to draw insights for better design of digital services, thus reducing cost of development, risk and increasing customer satisfaction.

The team provides all government agencies with specialists in the following area: Agile Coaching, Agile Application Development, User Experience, Design Thinking and App Performance Optimization Architecture

Data Science Group

The Data Science Group (DSG) constitutes a team of multi-disciplinary data scientists to drive the use of data-driven decision-making in public policy formulation and service delivery. The team takes an integrated approach at catalysing demand and seeding early adoption of analytics in government agencies or key industry sectors. This is done through “Proof of concepts” to demonstrate possibilities.

Through data analytics, the team is able to gain insight and apply it in numerous ways:

- Business Intelligence: trends, drill-downs, “slice-and-dice”
- Visualisations: Make sense of information easily through visuals, often geo-spatial
- Text analytics: Enriching or “tagging” large volumes of text
- “Machine learning”: Learning rules from data to help make predictions or recommendations
- Anomaly detection: Finding outliers and deviations from the norm
- Optimisation and planning of operations and policies

DSG is also responsible for establishing scalable and secure data exchange platforms, formulating appropriate data policies and developing “data hubs” that will deliver innovative services and applications.

The team has also enhanced their repository of public data for analysis, research and application development. Data.gov.sg, the revamped one-stop gateway, showcases 20 granulized datasets (more are being added each month) and visualisations that provide insight into the latest trends.

Examples of projects completed by GDS:

Web Portals

1. MCCY – Corporate Portal
2. NLB – discoverRead portal
3. HPB – Women Journal portal

Mobile Applications (Web, Android and iOS app)

1. PGO – Pioneer Generation Web app (Internal Use)
2. MND – MSO – OneService mobile app
3. SCDF – myResponder mobile app
4. NParks – SGBioAtlas mobile app
5. MCI – gov.sg mobile app
6. HPB – Health Ambassador web app
7. MDA – DigiSmart mobile app
8. PSD – Post ‘n’ Poll mobile app
9. SingStat – Singstat mobile app
10. MOF – Finance Answering System
11. LTA - Beeline

User Experience and User Interface Design

1. MCI – REACH redesign (Internal study)
2. MCI – National Day Rally Portal (Multivariate Testing in 2013 and 2014)
3. IDA – Data.gov.sg Usability Testing

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