

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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EnterFinland Redesigning Migri's eService

Untangling red tape to EnterFinland

Video Transcript

YONATHAN KELEB: SERVICE DESIGNER AT EJORD HELSINKI

Moving to a new country is a very challenging and complex experience, a lot of us have gone through. Either if you do it for love, work or if you do it to be with your partner. But Thank fully, a year ago, we were asked by the Finnish immigration service to actually help them with Accenture redesign their online e-service application.

Redesign the experience to be his guiding helpful and intrusive as possible.

MONNA AIRIANEN: E-SERVIECS LEAD TA MIGRI

We at the finish immigration are the 1st time impression of Finland to many people who are applying for a residence permit. Immigration has been gearing steadily with the last few years and our response has been to try to think of a way to provide as efficient services forecast to notes as possible.

We also want the people to provide cheap fees for people who use our online services as when customers are using self-service and doing most of the work themselves, there is less work for the officials to process the applications.

MARKO RAUHALA: MANAGING DIRECTOR AT ACCENTURE

Accenture and finish immigration agency have had a long term partnership. We have together developed electronic case management system.

Migri has a passion to build intrusive world class electronic service for immigrants and it was key for us to use our best design team in Fjord to work on the project.

ALEXADER BUDDE: DESIGNER AT FJORD HELSINKI

Many designs are there we say are technology first of the design the work we do at Fjord is to use it to the center.

YONATHAN KELIB: SERVICE DESIGNER AT EJORD HELSINKI

Taking the user in needs first is actually one of the key things that really stands out with our online eservice project. We allowed an opportunity for user to really understand, what they need to fulfill, what they need to actually accomplish and then keep them informed.

VESA HAGSTROM: CHIEF INFORMATION OFFICER AT MIGRI

When we started we set the goal that we wanted to have the best immigrations services in the world. To be able to do that, we gave a maximum freedom for the team. The team committed to a challenge and created something to you are really proud of.

MONNA AIRIAINEN: E-SERVICES LEAD TA MIGRI

We had to really rethink and reimagine the ways that we can provide online with the digital services for our customers.

YONATHAN KELIB: SERVICE DESIGNER AT EJORD HELSINKI

And in order to accomplish that goal. We had to work in a very collaborative manner.

We spent a lot of time over that year sitting with each other and ordered a better understand. The current service and the current user needs and help actually redesign it from the scratch with the user and focus.

ALEXADER BUDDE: DESIGNER AT FJORD HELSINKI

And it's said design never ends and for us designers who are perfectionist we know that we can always improve on things and that's what we are going to do also in future together with you to not only have the best eservice right now but also in future.