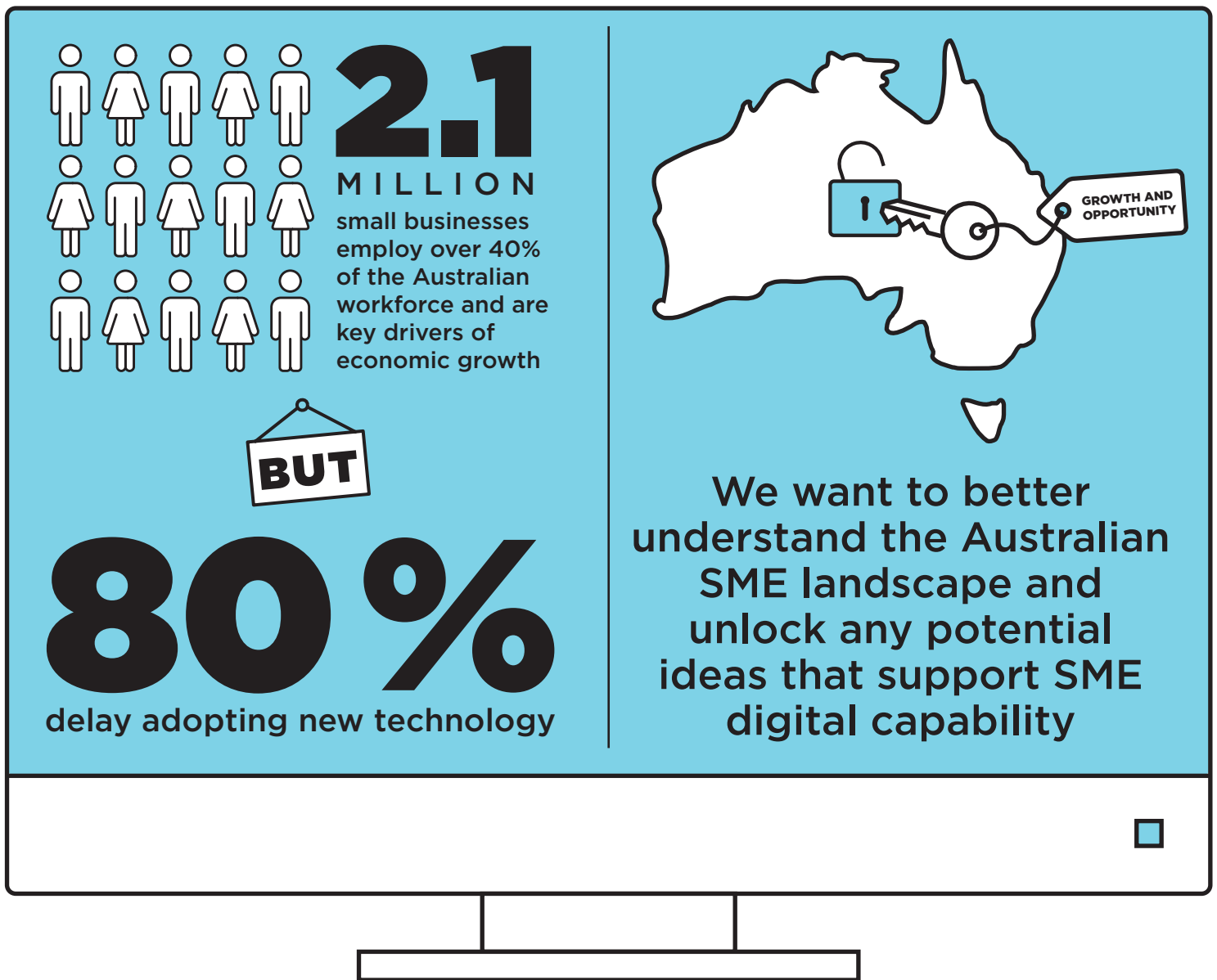


What might unlock the potential of Australian Small and Medium Enterprises (SMEs) to thrive in a digital economy?



We need a better understanding of SME user behaviour, needs, motivations and barriers. Through a user centred design approach, we will start with a discovery project that involves:



Conversations and deep engagement
Interviews June/July 2017



Identify opportunities for solution design and co-creation
Report September 2017



Which may lead to the testing of a broad range of ideas in a Create phase



Australian Government
Department of Industry,
Innovation and Science

