IDEON CONSULTING INSIGHT

Adoption by Design

Why transformation works better when the people who do the work help design the technology.

You cannot retrofit change management after go-live. Build with people, not just for them.

The biggest risk in digital transformation is rarely the technology. It is whether the people expected to use it believe it makes their work better.

While leading a technology-platform deployment for a Fortune 50 client, we invited frontline users into the design process. We walked basements with engineers, spent time with soft-services teams and facility managers, and listened before we built.

How the process changed

- Frontline experience shaped priorities, workflows, and applications.
- Working sessions exposed friction before it became rework.
- Continuous feedback created trust before launch.
- Adoption became part of the product and operating model, not a post-launch communications program.

The results

- 82 percent of users engaged with the platform at least weekly.
- 75 percent said the platform made them more effective.
- Adoption accelerated because users saw their experience reflected in the product.

AI and digital platforms can accelerate work, but lasting transformation requires co-design, a clear purpose, new capabilities, continuous feedback, and visible leadership support. Technology may enable the change. People determine whether it becomes part of the operating model.

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