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# Bundesagentur für Arbeit – Shaping New Services

Success Story

Better is possible.

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## About Ideenwerkstatt

With the Ideenwerkstatt platform the Bundesagentur für Arbeit is testing digital prototypes directly with their target group. Testing allows them to perform iterative feedback loops. Using beta versions, click dummies and mock-ups, usability and design can be tested, and different variants can be compared with each other. Digital Prototype Testing thus enables fast and direct customer feedback, which leads to a user-centered realization of the products and ultimately to a reduction in time, costs and risk.

- launched in 2015
- fast and qualitative feedback within hours

## Why user feedback is valuable for digitalization efforts

The Bundesagentur für Arbeit (German Federal Employment Agency) concerned with almost all job market-related public issues and the implementation of federal employment policies. As a public administration authority, the German Bundesagentur does not need to face the challenges of competition in the market as a private company would. However, even governmental organizations are confronted with evolving customer expectations and needs. Especially when taking digitalization into account

## Identifying customer needs and expectations

It is essential to develop digital services for customers who are firmly rooted in a digital world – whether they are individual citizens or companies. In the public sector, collaboration with customers can be a massive benefit for authorities since clients are as diverse as the entire population. Finding out what the average customers want through traditional market research might look good on paper, but the reality of such a diverse target audience will possibly hold many surprises. To answer this challenge, the Bundesagentur started their collaboration platform Ideenwerk.

## Taking acquired information to work

The Ideenwerkstatt is positioned to optimally connect the agency with jobseekers and companies who offer jobs, acting as a conduit for relevant information. Through collaboration projects targeted at specific groups of citizens, the agency can identify unanswered needs and emerging trends quickly and reliably. Taking the acquired information to work with corporate customers on solutions and new services - which are then tested as prototypes with the first group - results in an iterative development loop which incorporates not only the agency but both types of customers.

## Benefits of integrating employers and jobseekers

With fast, qualitative feedback the Ideenwerkstatt ensures that digital services match the users' needs as closely as possible upon launch. While the features and benefits of a prototype are primarily a topic for jobseekers, they also have a direct impact for companies and employers, for example as a digital recruiting tool. Exploring and improving eServices together with both sides is an opportunity for the agency to keep up with digital times. In this way, the Ideenwerkstatt brings together the needs of employers and jobseekers for a digital, user-centered future of the public sector.

## Customer insights



*The danger is always that you do not know the needs on the customer or employer side. And then maybe develop something only in one direction but have not noticed important details. With the direct collaboration in the Ideenwerkstatt, we avoid such undesirable developments. One of our key tasks is to bring together the right job with the right employee. Only when we know the needs of all stakeholders – jobseekers as well as companies – we can connect the right people. That is why it is important for us to develop and improve services together with our clients.*

**Christina Bulenda**  
Requirements Management Online

## Learnings from Bundesagentur's Ideenwerkstatt

- If an organization's customers are separate groups or cover private individuals as well as companies, collaborative innovation projects can provide the missing link and match their needs.
- Public sector and governmental organizations can benefit greatly from Agile Innovation approaches and establishing new channels to interact with their customer or client base – beyond the immediate services they provide.

## Typical phases of an innosabi Solution Scouting project

- **prototype:** requirements are presented to the community
- **testing:** users test the features and design of the prototype
- **survey:** the community gives feedback and insights
- **discussion:** users share their experiences in open discussion
- **iteration:** prototype is updated and tested again by community

# About

innosabi is for those who believe that better is always possible. Our Innovation Management Platform (IMP) enables seamless collaboration, adapts to your workflows, and scales with your needs. Companies like Coca-Cola, Danone, AstraZeneca, BASF, and Deutsche Telekom trust innosabi to accelerate progress and create lasting impact.

As part of the Questel Group, we go beyond innovation management: linking ideation, intellectual property, and commercialization to turn ideas into real value.

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