



**UICC Special Focus Dialogue
Webinar 3
Digital Service Delivery
9 July 2020**

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Agenda

1. What makes a good digital service
2. How do design a good digital service
3. Questions

Webinar protocol

- Cameras on (if you can)
- Mute when others are speaking
- How to put your hand up

Exercise: Icebreaker

- Who you are
- Where you're from (org and country)
- One positive change you've made to make your service output more digital



Why digitise a service

- Reach
- Accessibility
- Efficiency
- Capacity
- Scale

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19

Exercise: Post COVID-19

- What's next for you?
- Are you going to keep some of the digital innovation, revert back to normal or somewhere in between?
- What are the next challenges you face?

Let us know in the chat.

The first step to good service design is admitting you have a bad service

It's OK! Lots of services are bad.



Exercise: Identify a service you'd like to work on

Think of a digital service you run that you'd like to improve

OR

a service you run that you'd want to improve by making it digital

Can you describe that service in one sentence?

Let us know what it is in the chat.

What makes a good service

Digital service design is not a procurement exercise!

Lou Downe's 15 principles of good service design

Good Services

How to design services that work

Lou Downe

<https://good.services/15-principles-of-good-service-design>

A good service:

- 1 Is easy to find
- 2 Enables a user to complete the outcome they set out to
- 3 Clearly explains its purpose
- 4 Sets the expectations a user has of it
- 5 Works in a way that's familiar
- 6 Requires no prior knowledge to use
- 7 Is agnostic of organisational structures
- 8 Requires the minimum possible steps to complete
- 9 Is consistent throughout
- 10 Has no dead ends
- 11 Is usable by everyone, equally
- 12 Encourages the right behaviours from users and staff
- 13 Responds to change quickly
- 14 Clearly explain why a decision has been made
- 15 Makes it easy to get human assistance

What if my audience isn't online

- Not set a precedent for behaviours that are harmful to users
- Not set a precedent to staff to encourage behaviours that provide a bad experience
- Are they definitely not online?
- Should they be?
- Can you help them be?
- If not, then you'll need an offline solution (usually alongside an online one)

Digital Inclusion resources here from [SCVO](#) and a checklist from the [gov.uk](#)

Right behaviours

- Not set a precedent for behaviours that are harmful to users
 - Not set a precedent to staff to encourage behaviours that provide a bad service
 - Does not encourage dependance
 - Uses behaviour science where appropriate
 - Measure outcomes not outputs
-
- *Resources on behaviour change in the [Good Help report](#)*
 - *Resources on measurement at [SCVO](#)*

Safeguarding and privacy

- Don't overthink it
- Err on the side of caution
- Why are you collecting that
- What are your tools doing
- What are you doing now? It's not much different.

Resources can be found via [SCVO](#) and [Catalyst](#). [Digisafe tool here.](#)

Good services scale



<https://good.services/the-good-services-scale>

	0	1	2	3	4	
	It is not possible for users to do this	A small minority of users can do this with extreme difficulty or effort	Some users can do this, but it still requires difficulty or effort for most	Most users can do this, but it requires difficulty or effort for some	All users can do this easily and consistently	What is your service failing to do for users?
1 Be easy to find The service must be able to be found by a user with no prior knowledge of the task they set out to do. For example, someone who wants to 'learn to drive' must be able to find their way to 'get a driving licence' as part of that service unaided						Use this column to describe things that your service is failing to do for users eg. the name of the service contains an acronym (A.S.H.E.E.P) that some users will find hard to understand unless they're already familiar with it
What this means in practice The name of the service should describe the task a user would recognise that they're trying to achieve. It should not contain legal or technical language, the name of a technology or acronyms		1				
You've achieved good when Your users can find your service unaided by looking to complete the task they set out to do						
2 Clearly explain its purpose						

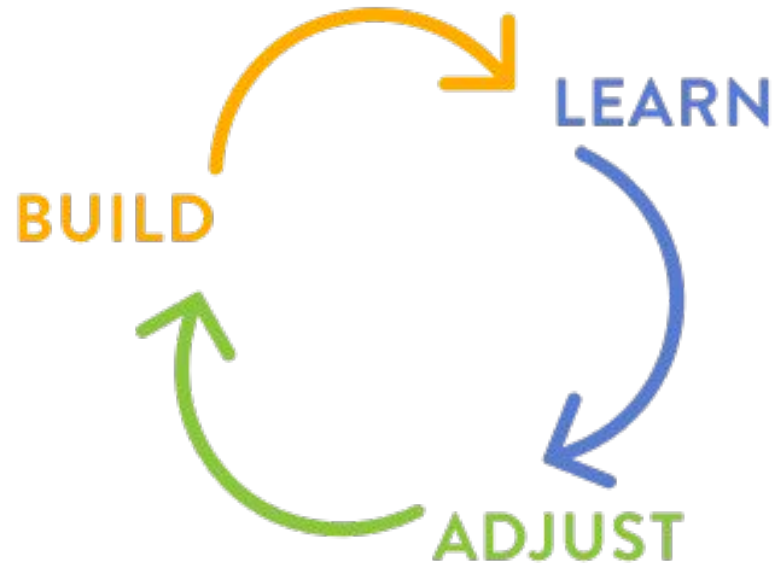
Exercise: First steps for improvement

- Think about the service you identified in the previous exercise.
- Think about these 15 principles.
- **What one principle do you think could be a focus for improvement on this service?**
- Can you explain the issue or potential challenge?
- Share in the chat.

How to make a good digital service

Iterate: This is an ongoing process

- Create something (MVP)
- Constantly learn from it
- Constantly improve



Audience needs to be central

- User research
- Usability testing
- Surveys
- Stories
- Co-design
- Journey mapping

How do we understand our audience

- Start by understanding the 'user need' fully for your project.
- What is the problem they're facing
- Have you jumped to conclusions or made assumptions about what might help them?
- Keep that user need statement front of mind during the entire design project

Buy in

- Get the whole team involved in the process.
- Design the new services with them, not for them.
- Change management is your key skill here.

How do I chose a tool?

Where are your service users

Write a list of prioritised requirements

OR

Use what other people use.

Here is a [list of common tools](#) you might need when making a digital service

Exercise: Digital Service Case Study

- What was the user need?
- What was the service you created?
- How did you create it?

Share your success stories in the chat

More case studies can be found at [The Catalyst](#)

Any questions?



Rebecca Rae-Evans
[@rebeccawho](https://twitter.com/rebeccawho)

Zoe Amar Digital
zoe@zoeamar.com
www.zoeamar.com

Any questions?

Ask us anything!

16th July

1-2pm

Share questions beforehand

Rebecca Rae-Evans

[@rebeccawho](https://twitter.com/rebeccawho)

Zoe Amar Digital

zoe@zoeamar.com

www.zoeamar.com