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
• 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

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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

How to design services that work

Lou Downe

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

www.zoeamar.com
Any questions?

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Any questions?

Ask us anything!
16th July
1-2pm
Share questions beforehand

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