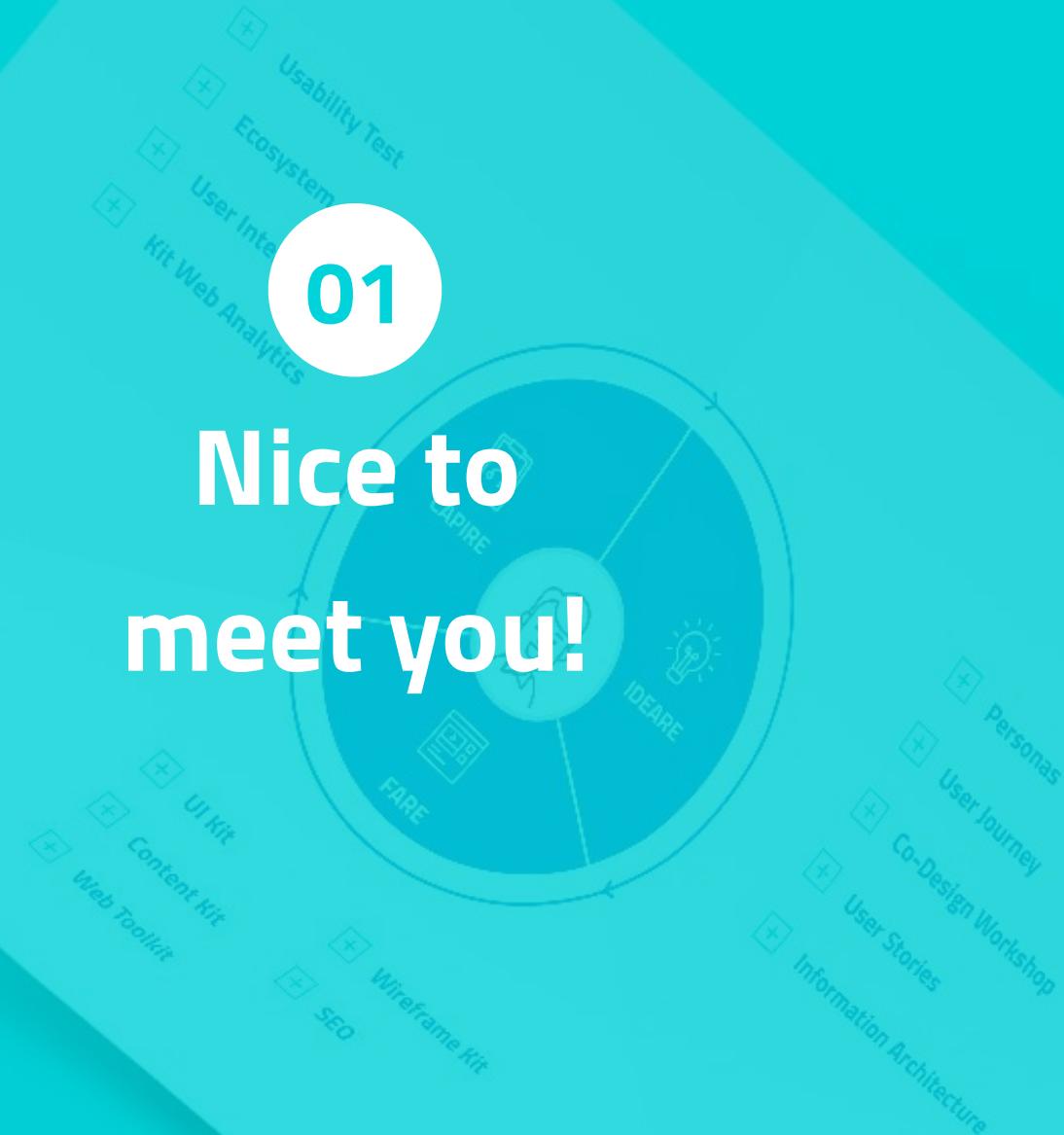


01

Nice to
meet you!



#0066CC

Ciao!



@lore77

lorenzo@teamdigitale.governo.it



DIGITAL
TRANSFORMATION
TEAM
Italian Government



DIGITAL
TRANSFORMATION
TEAM

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**Digital innovation for citizens
and for the development of the
country** [MORE](#)



OUR PROJECTS

Last update: 28/02/2018



Digital Transformation Team Italian Government

A photograph of a group of approximately ten people gathered around a long white table in a dimly lit room. They are all eating from large pizzas served in white boxes. In the foreground, a man with glasses and a beard is looking directly at the camera. The background shows vertical blinds on windows and some equipment or furniture against the wall.

A start-up inside the Public Administration





Italy has

22.000+

Public Administration offices

and

27.000+

websites

- simple
- inclusive
- effective

**Still a long way to go...
we just started!**

SPID and PagoPa:
centralize the registration
and payment flows in order to
simplify the user experience
across digital services.



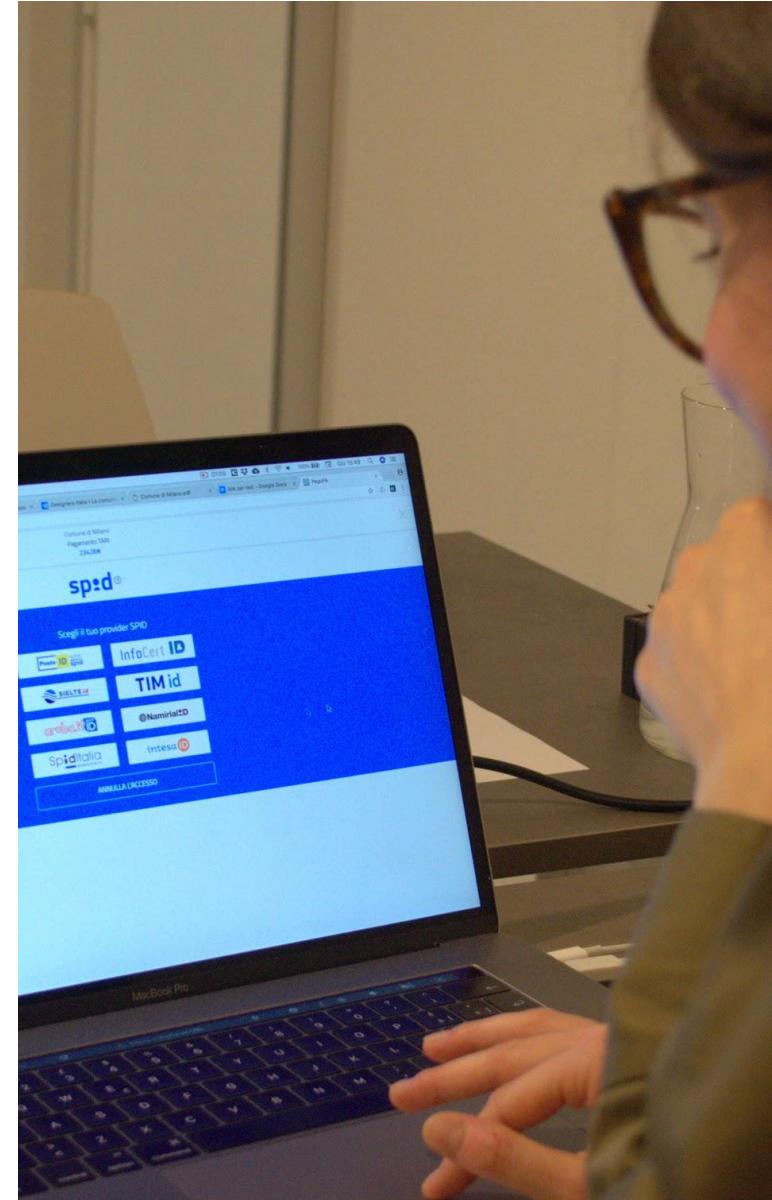
SPID: the Italian digital identity

2.993.842

+211%

Released Identities

Growth Y2Y



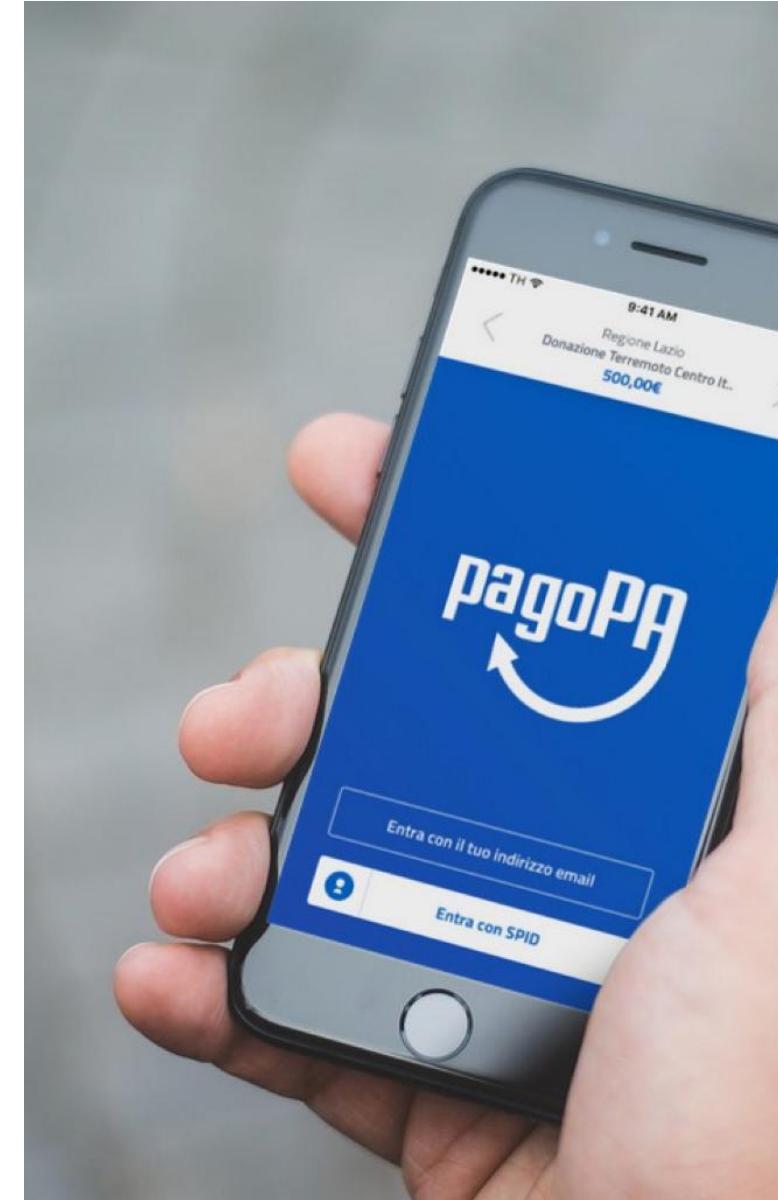


PagoPA: the centralized payment system

15.947.702 +219%

Total transactions

Growth Y2Y

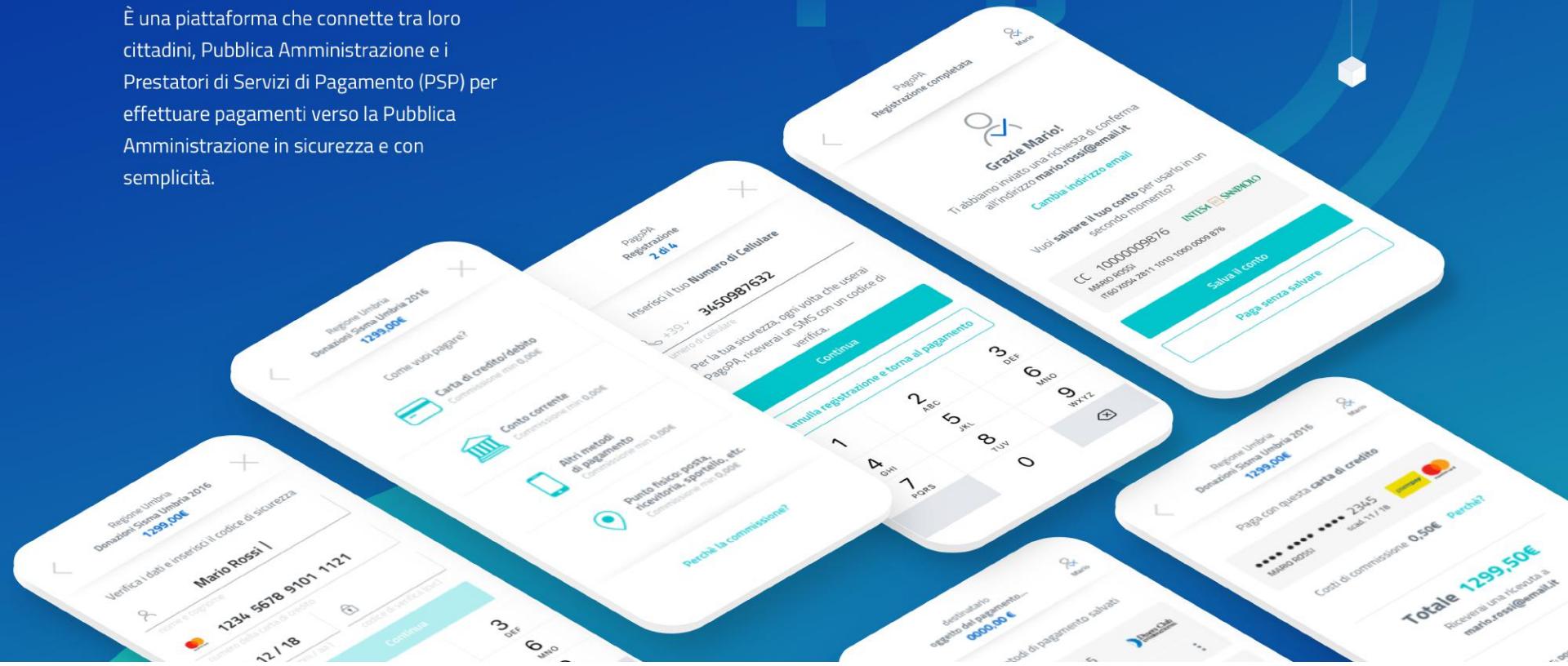




PagoPA è il nodo di
pagamenti della Pubblica
Amministrazione.

È una piattaforma che connette tra loro cittadini, Pubblica Amministrazione e i Prestatori di Servizi di Pagamento (PSP) per effettuare pagamenti verso la Pubblica Amministrazione in sicurezza e con semplicità.

PROIECS



No SIM 12:43

acardste.vaservices.eu

Comune di Milano
Pagamento TARI
234,00€

Paga con questa carta di credito

metodo preferito

**** * * * *
0 0 1 4
MARIO
ROSSI scad. 05 / 55

Costi massimi di commissione 0,50 €
Perchè?

Totale 234,50 €

La ricevuta sara' inviata all'indirizzo

Conferma il pagamento





/developers beta

La comunità italiana degli sviluppatori di servizi pubblici

Seguici su



Vai a progetto.....



Progetti ▾

Strumenti ▾

Cosa fare

Notizie

Chi siamo

FAQ

API New

La comunità degli sviluppatori che progettano e
realizzano i servizi pubblici digitali in Italia

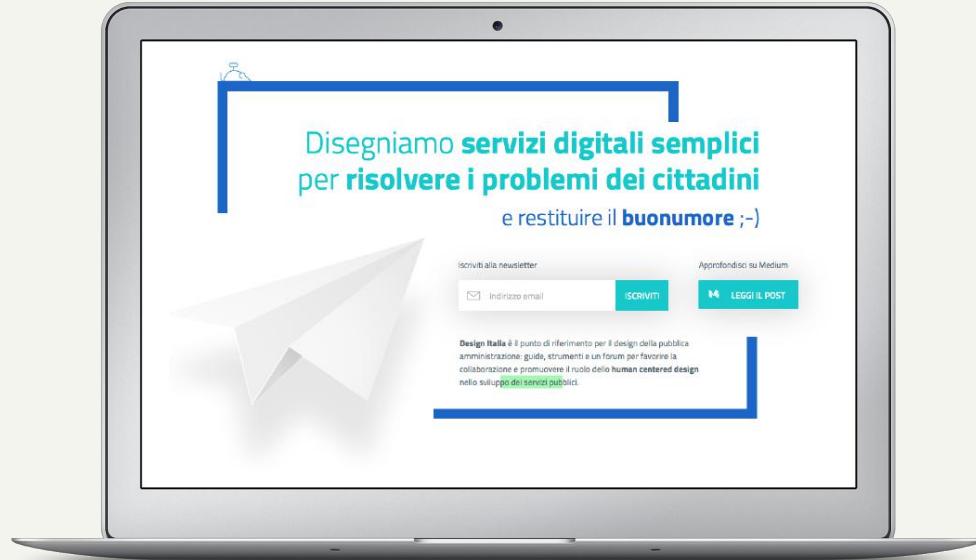
Iscriviti alla Newsletter

indirizzo email

ISCRIVITI

Rimani in contatto per essere informato via via che aggiungeremo nuovi
progetti. Non ti assilleremo con troppe email, parola di sviluppatore.

Progetti in evidenza



designers.italia.it

INTRODUCING DESIGNERS ITALIA



<https://designers.italia.it/>

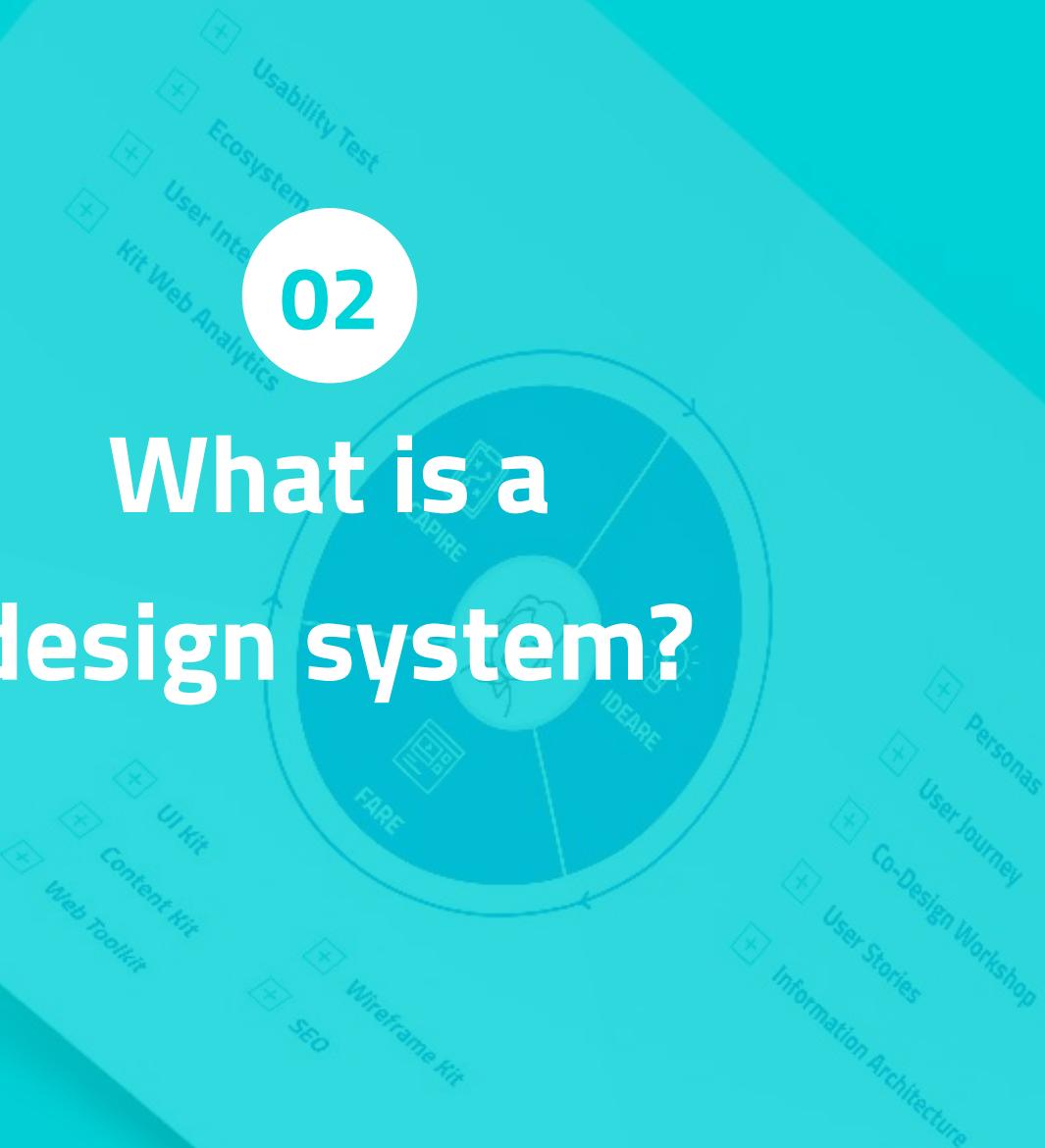
What is Designers Italia?

Designers Italia is the **reference point for the design of the Public Administration**

Administration: tools, guidelines, a blog and a forum to strengthen the role of design in the development of public services and foster collaboration between designers

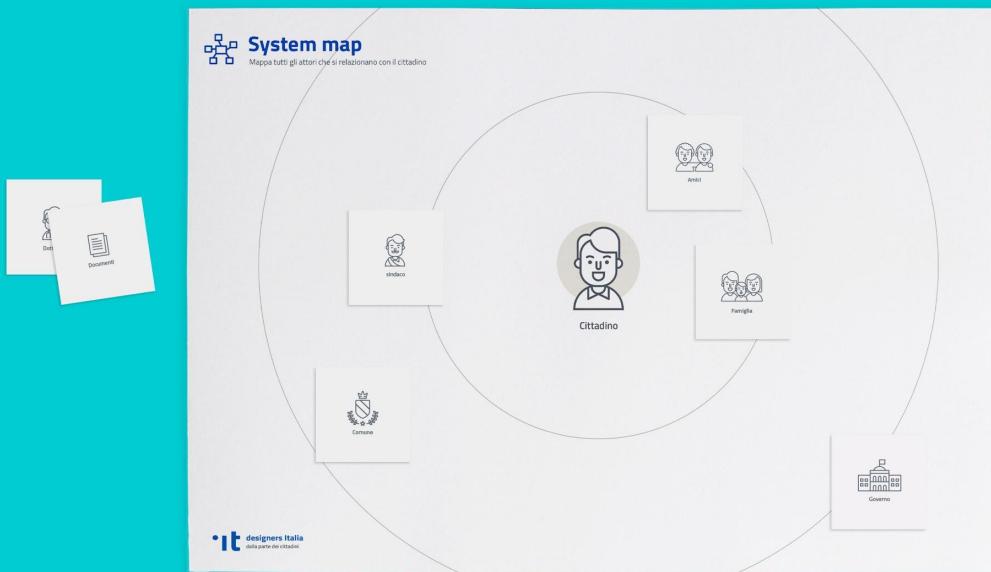
02

What is a design system?



A **design system** is a collection
of tools and resources for designing
and building products and services

SYSTEM MAP



CARD SORTING



[Nome]
[Ruolo] [Trova un aggettivo rappresentativo]

ATTIVITÀ

NECESSITÀ / ESIGENZE

•it designers Italia
dalla parte dei cittadini

USER JOURNEY



Scuola

Servizi

Notizie

Didattica

La mia classe

Gli indirizzi

Come iscriversi

Contatti

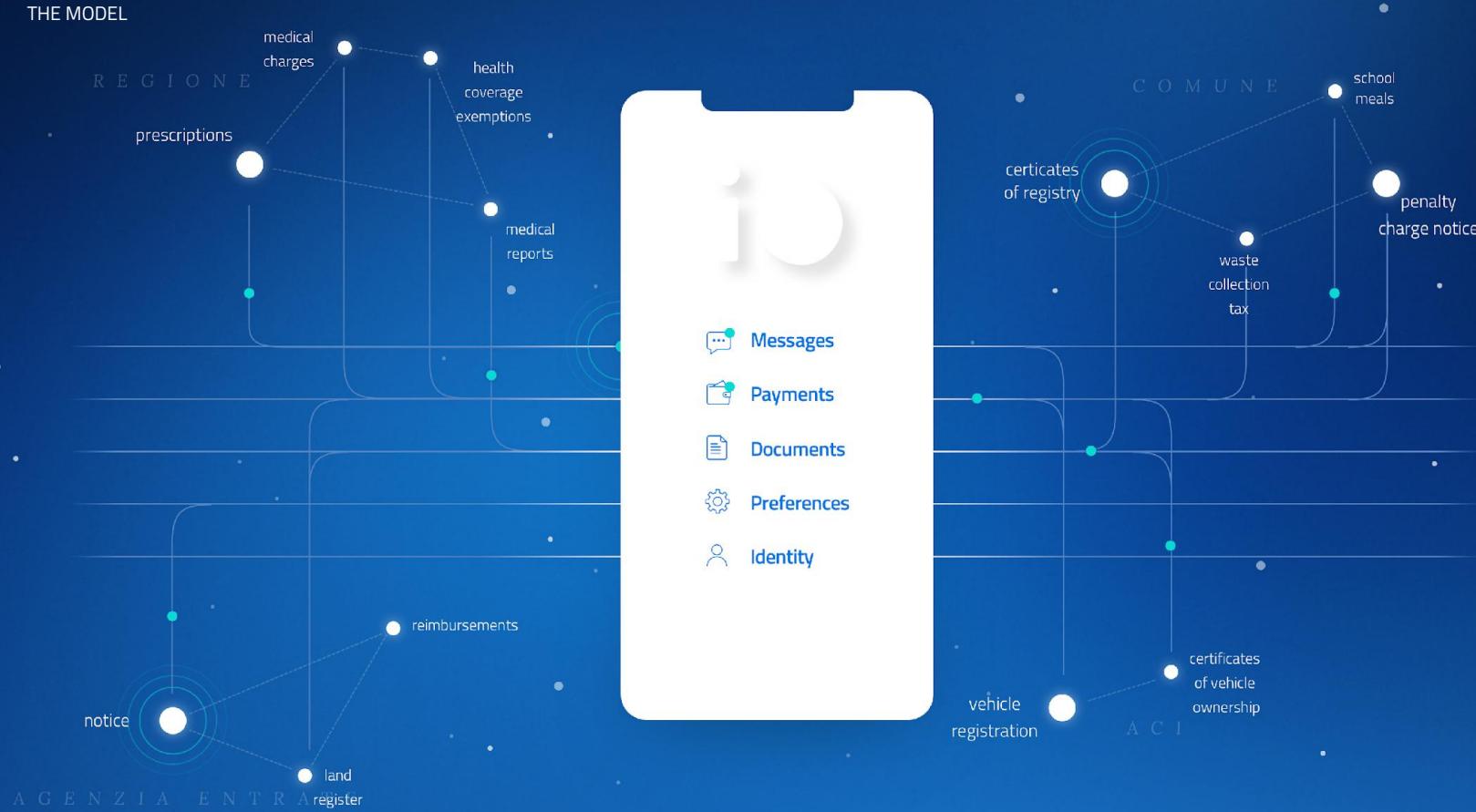
Home / Scuola / **La carta d'identità**

LA CARTA D'IDENTITÀ

Liceo Scientifico Federigo Enriques. Oltre le discipline

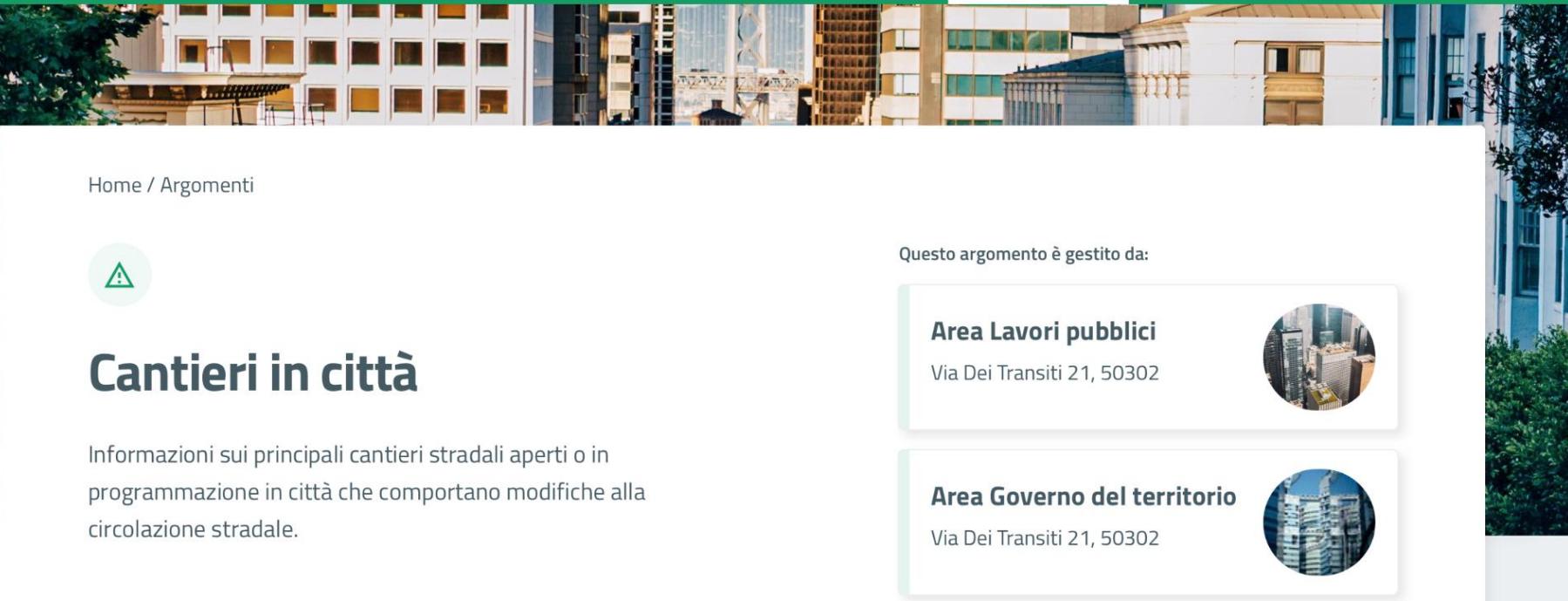


THE MODEL





Nome Comune

Seguici su   Cerca [Amministrazione](#)[Servizi](#)[Novità](#)[Documenti](#)[Iscrizioni](#)[Cantieri in città](#)[Polizia locale](#)[Tutti gli argomenti...](#)

Home / Argomenti

 **Cantieri in città**

Informazioni sui principali cantieri stradali aperti o in programmazione in città che comportano modifiche alla circolazione stradale.

Questo argomento è gestito da:

Area Lavori pubblici
Via Dei Transiti 21, 50302 

Area Governo del territorio
Via Dei Transiti 21, 50302 

Design systems can include

Design principles

Pattern libraries

Style guides

Design tools

Component libraries

Community forums

Google's Material Design System



MATERIAL DESIGN

Design

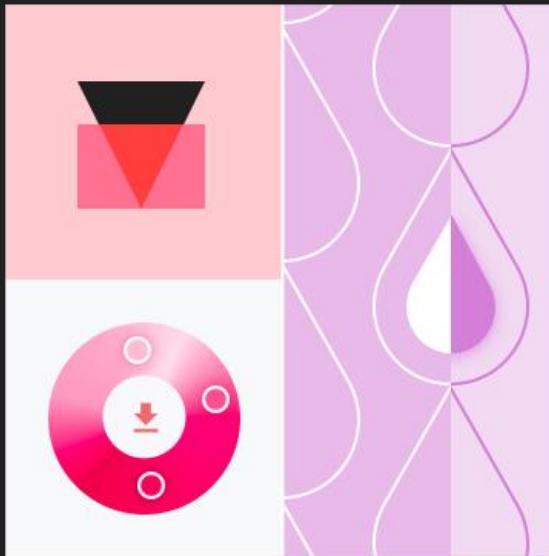
Develop

Tools



Resources

Keep your projects moving forward with these helpful guides and references.



COLOR COLLECTION

Dive into color

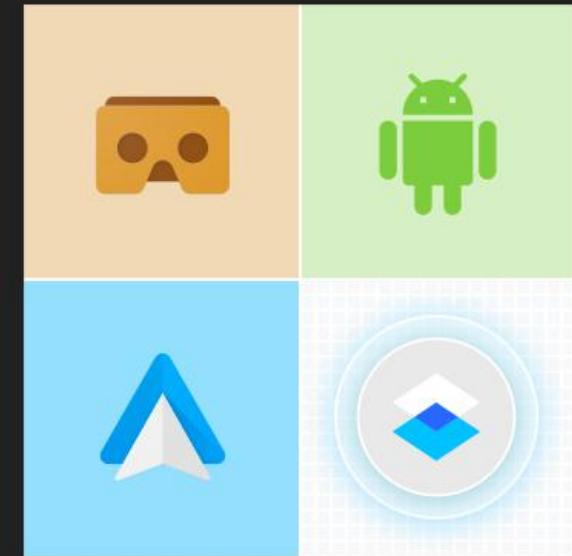
Generate custom color palettes, download hues, explore examples, and check the accessibility

	MacBook Pro	15.4 in	13
	Chromebook	12.9 in	10
	Google Pixel	5.0 in	2
	iPhone	4.7 in	2
	iPad	9.7 in	5

TOOLS

Get device metrics

A comprehensive resource for sizing, resolution and pixel density across popular devices.



ADDITIONAL GOOGLE SPECS

Build for more platforms

Find guidance and best practices on designing user interfaces for platforms including Android

DWP Design patterns

DWP design patterns

These patterns for DWP services are based on the research and experience of the DWP design community. You should use them to build on the [GOV.UK design patterns](#).

These are the recommended standards for DWP service design. You should use them even when live services (like Carer's Allowance) don't yet follow them.

More guidance

Visual style
There are 2 elements guides which give details of visual style.
If you're working on a citizen-facing service that's hosted on GOV.UK, use the [GOV.UK elements guide](#).

GOV.UK Government Frontend Component Guide

Government Frontend Component Guide

Components are packages of template, style, behaviour and documentation that live in your application.

A component must:

- [meet the component principles](#)
- [follow component conventions](#)

See the [govuk_publishing_components gem](#) for further details, or a [list of all component guides](#).

Components

- [Back to top link](#)
An anchor link intended to allow users to return to the top of the content.
- [Banner](#)
A page banner, designed to highlight important information
- [Content metadata](#)

GOV.UK Rural Payments

RPA Styleguide

This guide shows how to make Rural Payments look consistent with the rest of GOV.UK.

Layout Grid unit proportions, gutters and spacing.	Typography Headings, body text, links, lists, inset text, hidden text.	Collapsibles Collapsibles for hiding and showing content when required.
Errors and validation Summary boxes, highlighting errors in forms.	Tables Collection of data in tables for specific use.	Alerts Success, informative, eligible, error and completion alerts.
Buttons	Form elements	Pagination

GOV.UK Land Registry Elements

Land Registry Elements: Index

Base UI components

The following list of components are designed to be production ready HTML/CSS/JS to be used in services. They build upon the foundations set out in [http://govuk-elements.herokuapp.com/](#)

In isolation, they may not address a specific user need but represent small building blocks which can be used to form larger patterns.

- [/address/demo](#)
- [/back-link/demo](#)
- [/button/demo](#)
- [/client-side-form-validation/async-submit](#)
- [/client-side-form-validation/demo](#)
- [/client-side-form-validation/no-summary](#)
- [/double-click-prevention/demo](#)
- [/email-repeat/demo](#)
- [/form-session-storage/get](#)

GOV.UK Reform Pattern Library

Reform Pattern Library

ALPHA This is a new service – your [feedback](#) will help us to improve it.

A collection of patterns for the Reform Programme.

Elements Form inputs, buttons, and other small parts of pages.	Components Research-driven design patterns for carrying out specific tasks.	Pages Add some introduction text for pages...
--	---	---

GOV.UK Service Manual

Design

Naming your service, prototypes, frontend tools and design patterns.

Designing government services Introduction, scoping, naming and prototyping.	Join the community Find out what the cross-government community does and how to get involved.
Working with frontend GOV.UK template, frontend toolkit, elements.	Design community Technology community (frontend development)
Working with patterns	Get notifications

GOV.UK HMRC Design System

Design your service using GOV.UK styles, components and patterns

ALPHA This is a prototype

About Styles Components Patterns

Use this design system to make your service consistent with other HMRC services. Learn from the research and experience of other service teams and avoid repeating work that's already been done.

Styles The core styles that will make your service look and feel like GOV.UK. This	Components Reusable parts of the user interface.	Patterns Best practice design solutions for specific user-focused tasks
--	--	---

GOV.UK GOV.UK elements

GOV.UK elements

This guide shows how to make your service look consistent with the rest of GOV.UK.

Layout Grid unit proportions, gutters and spacing.	Typography Headings, body text, links, lists, inset text, hidden text.	Colour Colour contrast, Sass variables, colour palettes.
Icons and images Icons and image ratios.	Data Data in a table, numeric tabular data, data visualisation.	Buttons Button text, button alignment, creating buttons.
Form elements Form fields, labels, focus states, radio buttons, checkboxes.	Errors and validation Summary boxes, highlighting errors in forms.	Alpha and beta banners How to create alpha and beta banners using the front-end toolkit.

BBC GEL (Global Experience Language)



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News

Sport

Weather

iPlayer

TV

Radio

CBBC

More

Search



GEL | Global
Experience
Language

Home Guidelines Articles

Foundations Design Patterns How-tos

⌚ 18 Aug 2016

✉ v1

How to design for children

These principles create a common language that describes how to make great digital experiences for children. They talk about the tricky details that can sometimes be difficult to pinpoint or articulate when they're missing.

Contributors



Contents

How to use these principles

How to use these principles

"The Design System of the Italian Public Administration" [read on Speaker Deck](#)



Seguici su



Il Design System della Pubblica Amministrazione Italiana



[Home](#)

[Chi siamo](#)

[Le guide](#)

[I kit](#) ▾

[I progetti](#) ▾

[Le storie](#)

[La roadmap](#)

[I contatti](#)

[Come lo uso](#)

[Come partecipo](#)



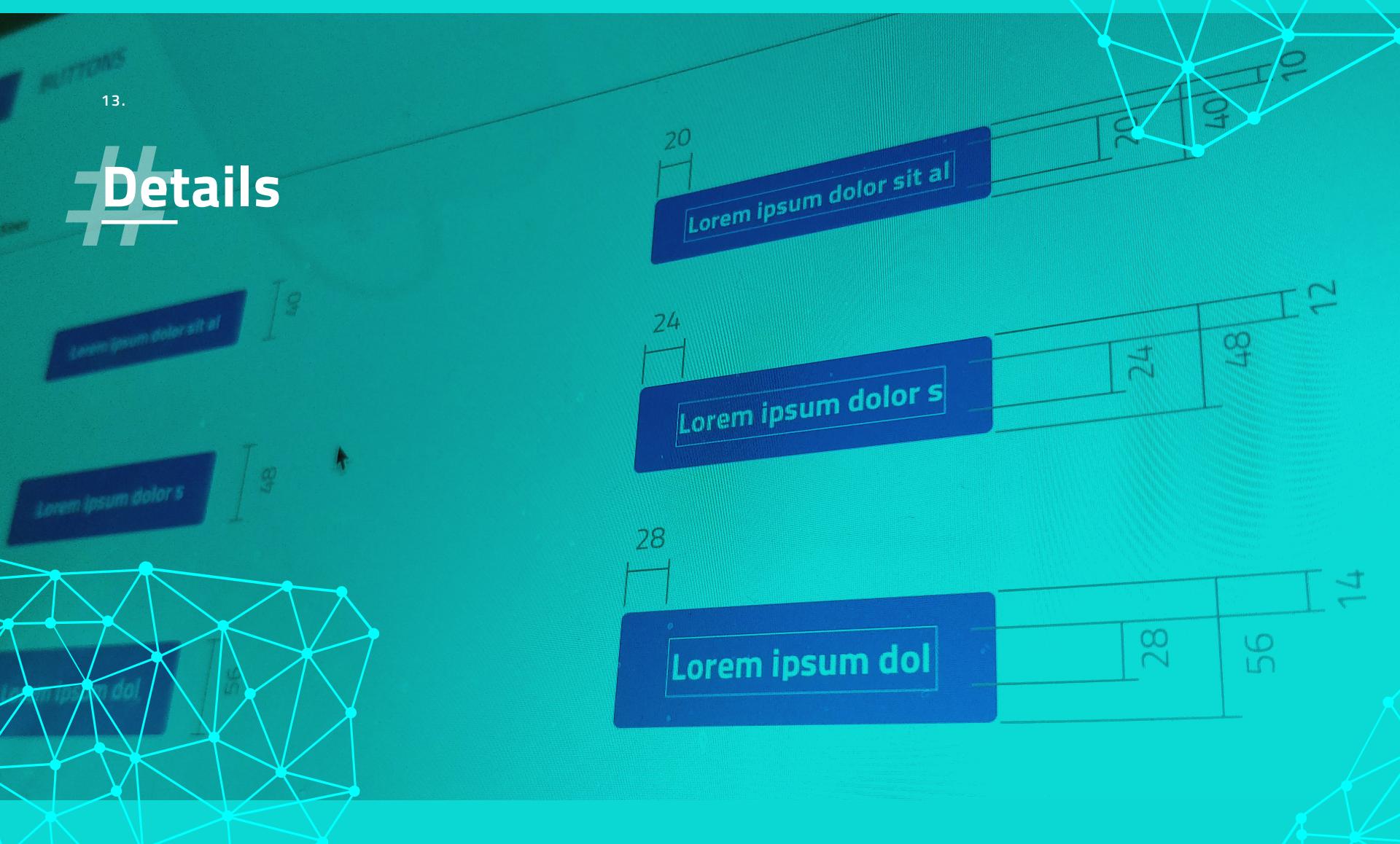
Disegniamo **servizi digitali semplici**
per **risolvere i problemi dei cittadini**
e restituire il **buonumore** ;-)

DESIGN SYSTEM DEFINITION

...and maybe is more than that

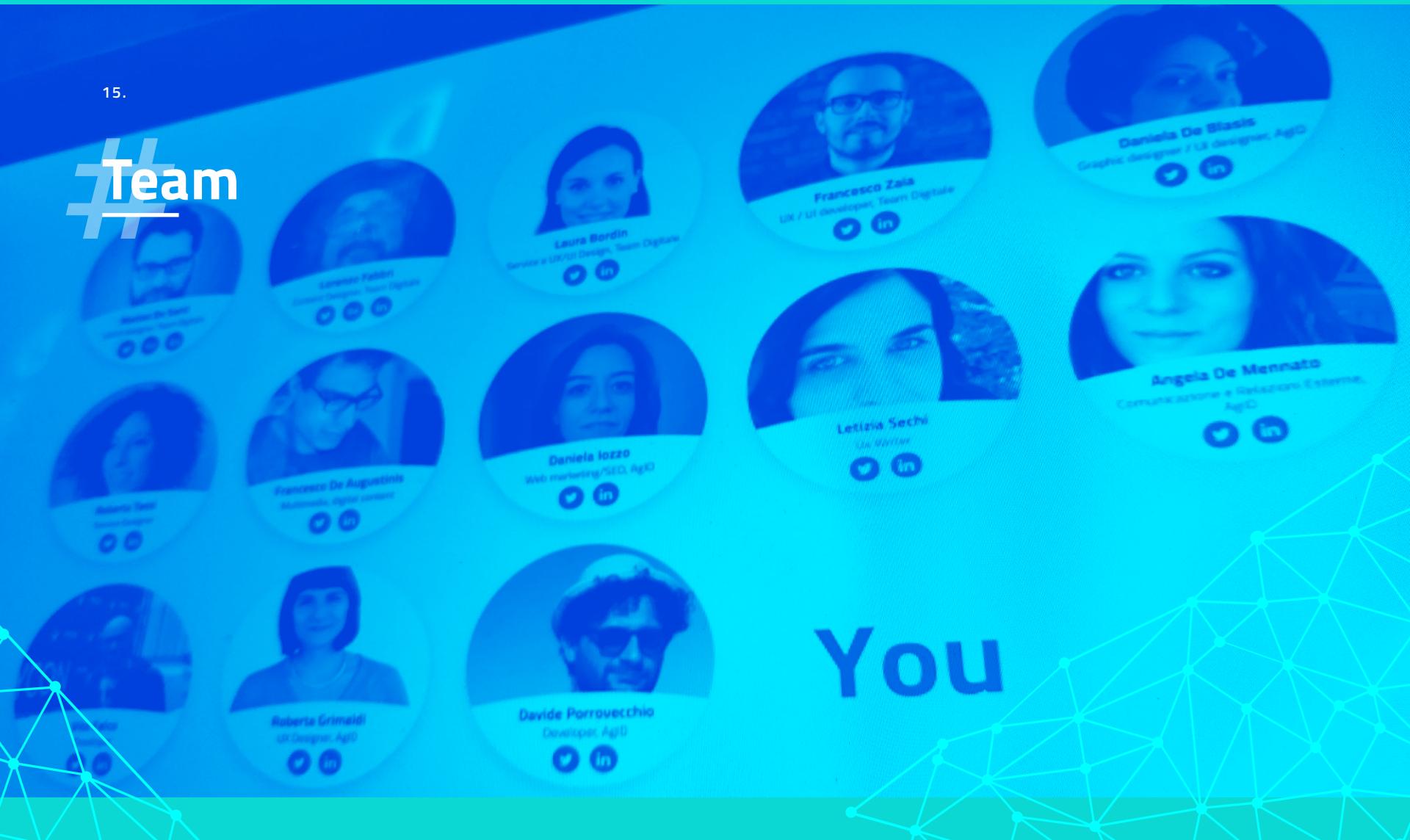
13.

#Details



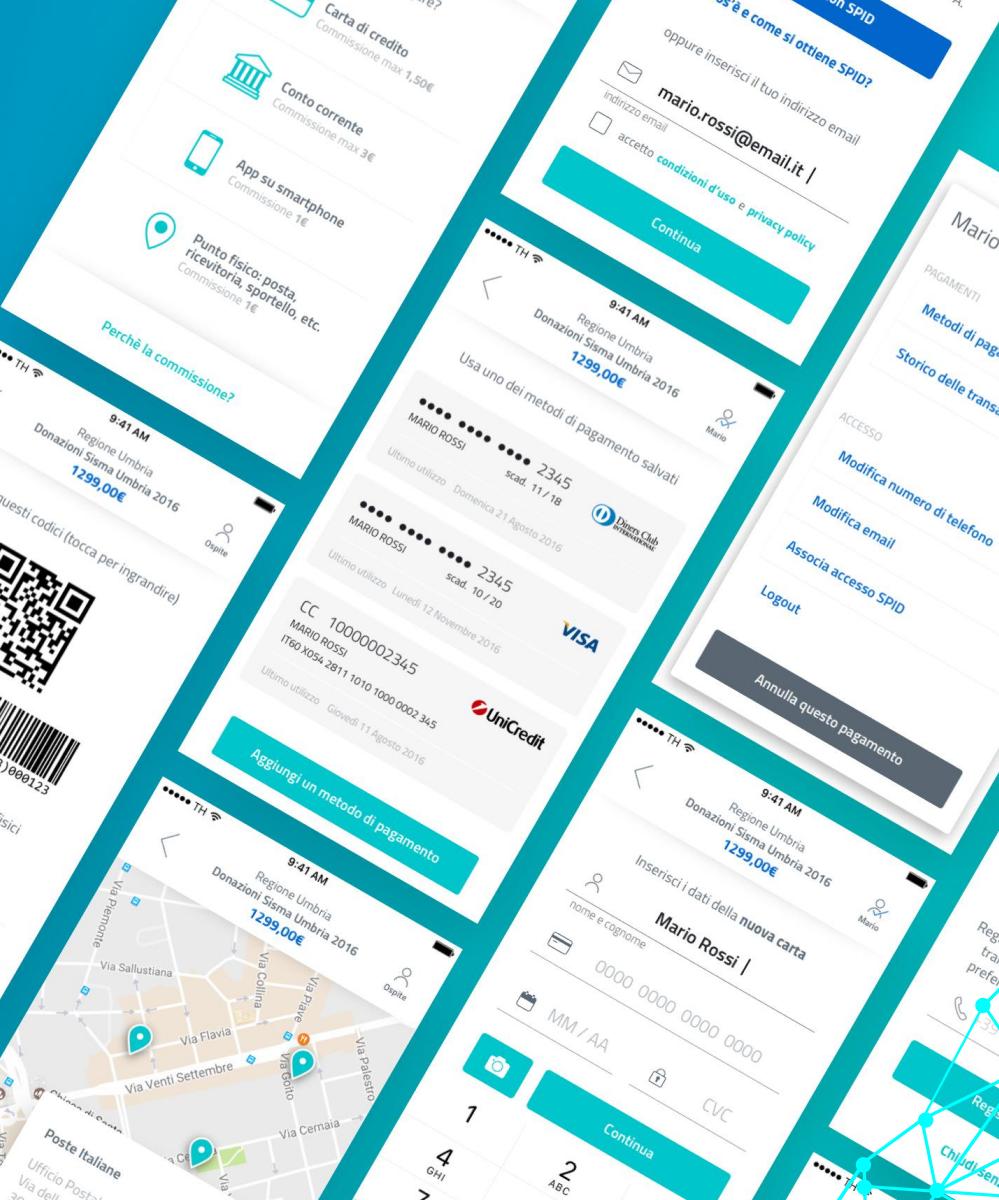
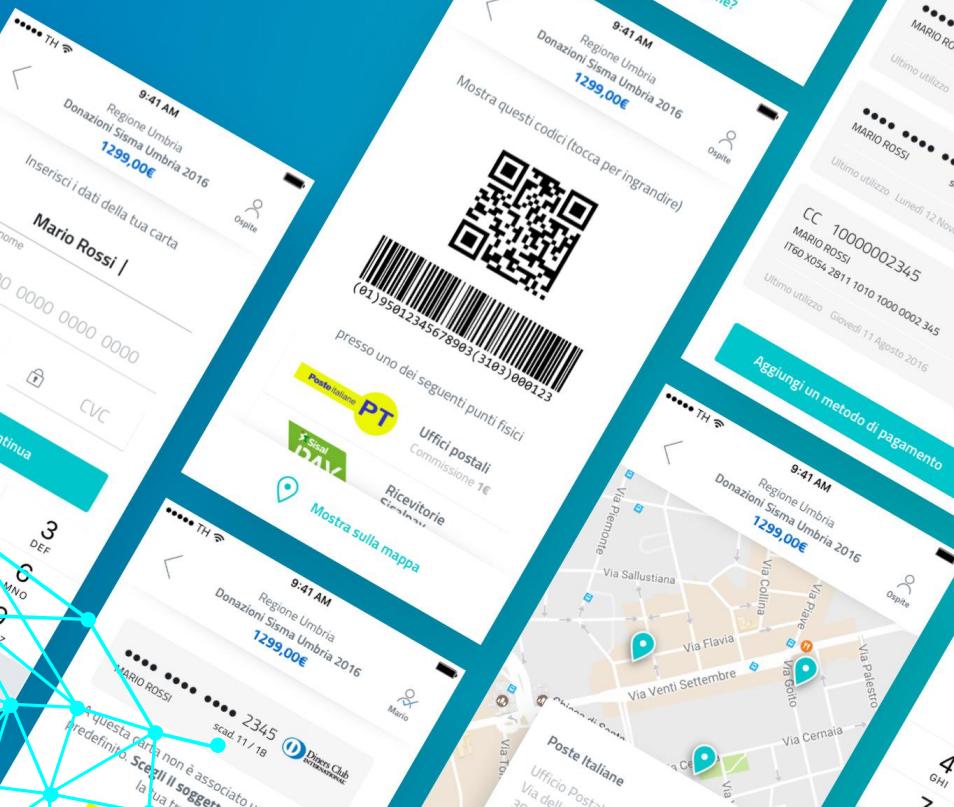
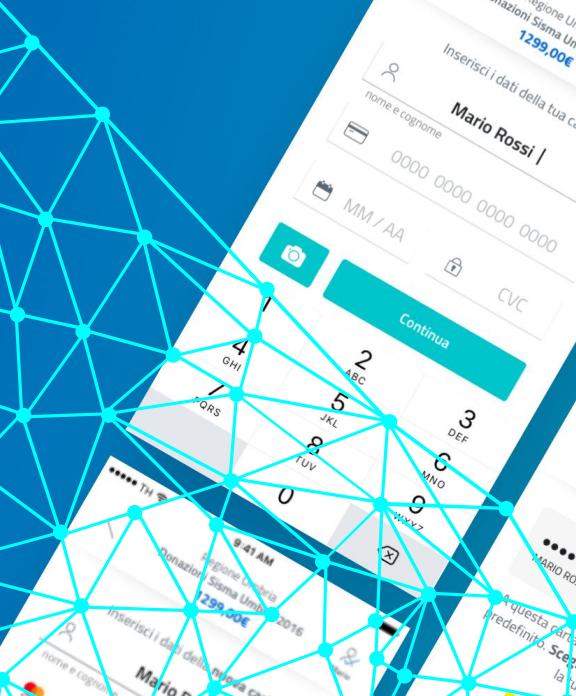
15.

#Team



Public services

08.



17.

#Effectiveness

Principles in
action



Values that feed our design system...

Design System
Passion

Talent Pool

Public Sector

Pizza

Tech

Open Source

Create

Community



Contamination
Standard

People
Details

Data Driven
Team

Network

Effectiveness
Determination

Design system is the way you design
services in large organizations and
complex systems

They're **systems** because
they are made of parts that
can be recombined in many different
ways

DESIGN SYSTEM DEFINITION

You can design at scale

You will efficiently and consistently
make things that meet user needs

The efficiency of having good tools
that help you work quickly

The efficiency of a whole community
working to solve problems once

You can show the improvements
you've made by publishing your
research and testing results in the
design system

By publishing stories of our successes we can help each other build the business cases we need

A design system can help us make things accessible by default

Teams can focus on the problems
that are unique to their services

Without a dedicated
multidisciplinary team you won't get
off the ground

03

Designers Italia design system



The Public Administration needs service design

The main objectives of Designers Italia are to:

- Emphasize the importance of design in making the digital services of the Public Administration **more efficient**
- Avoid *reinventing the wheel* each time and concentrate the **efforts** on what really matters
- Be a **reference point** for designers interested in the public sector, both inside and outside the Public Administration.



Inspired by human-centered design

Our work is grounded on some key design principles:

- Knowing **people's needs** is essential to explore relevant solutions
- The systems and services we build **need to be useful** for users, clear and simple to use
- Foreseeing a **continuous improvement process** of the solutions adopted is key to ensure continuity and achieve impact



INTRODUCING THE DESIGN SYSTEM

Design kits: the entry point to the design system

- Design kits are **the best way to start** using the resources of Designers Italia
- Every kit answers to a specific design problem or a **specific design need**
- Every kit is **associated with** other kits, design guidelines, discussions in the forum and use cases collected in the blog



Vuoi organizzare l'avvio di un progetto dei modi?

Organizza una sessione di lavoro per identificare i problemi e le necessità esistenti e identificare soluzioni condivise.

[LINEE GUIDA USER RESEARCH](#)



Vuoi migliorare l'usabilità del tuo sito o della tua applicazione?

Osserva quali problemi incontrano gli utenti durante l'utilizzo e individua le criticità più importanti da risolvere.

[LINEE GUIDA USABILITÀ](#)



Vuoi una visione chiara degli utenti del servizio?

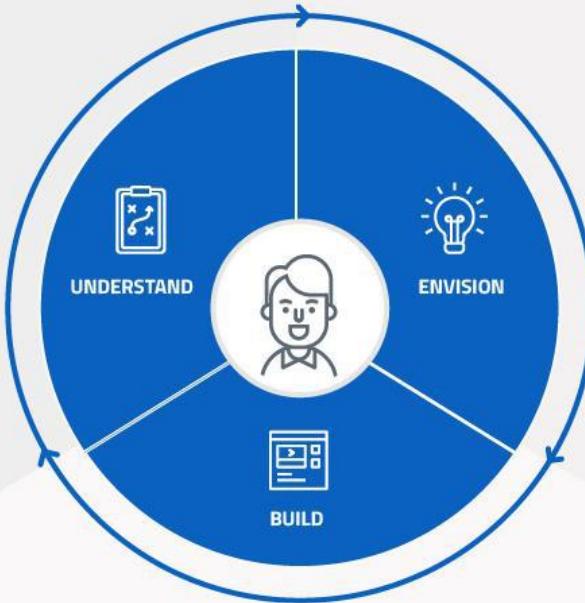
Crea dei profili che descrivono le diverse tipologie di un servizio, raccontando le loro motivazioni, bisogni e attitudini.

[KIT PERSONAS](#)

THE DESIGN KITS

- + Usability Test
- + Ecosystem map
- + User Interview
- + Kit Web Analytics

Kits used for **analyse** the current user experience of a service and the system of players involved.



Kits used to **build** the new user experience regarding the digital service and for working in a team.

- + UI Kit
- + Wireframe Kit
- + Content Kit
- + SEO
- + Web Toolkit

Kits used to define the new service concept and the design requirements.

- + Personas
- + User Journey
- + Co-Design Workshop
- + User Stories
- + Information Architecture

**Design kits: a set of
predefined materials to work
directly on what really
matters instead of reinventing
the wheel every single time.**

Design kits: a way to better understand each other providing a reference language for developers, designers and Public Administration to interact.

OUR APPROACH

Based on multidisciplinary skills and methods

Designers Italia fosters the use of:

- **Multidisciplinary teams** that combine development and design competences.
- **Digital collaboration tools** that simplify the team workflows, such as Trello, Slack, GitHub, Sketch.
- **Data-driven frameworks** and tools that help ground design decisions in existing behaviour and information.



Il design collaborativo

Dall'individuo al team, dal team al network: ecco come Designers Italia prova a ridefinire il ruolo del design nella trasformazione...

Collaborative design

Trello

Sketch

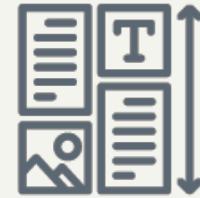
Prototyping

Teamwork

Focused on the outcomes

The design system and tools are useful to:

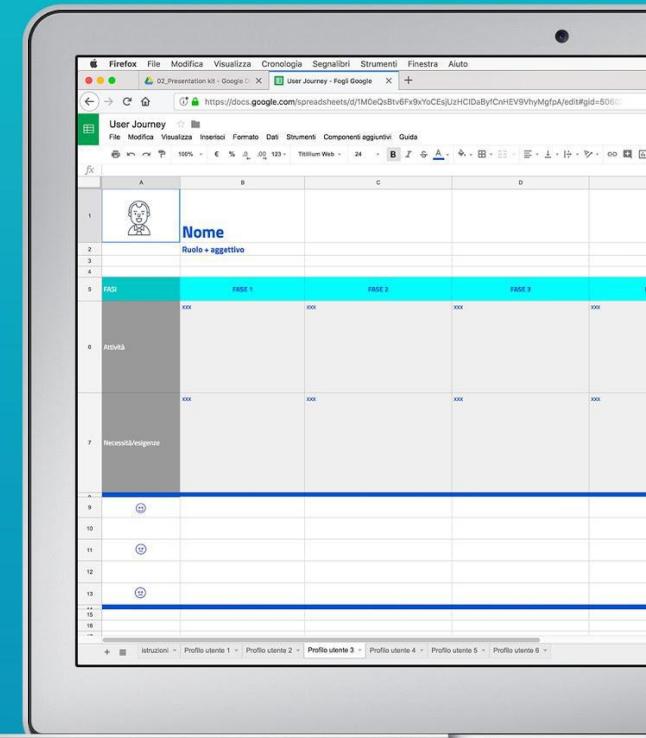
- **Create new services** by exploring people's needs and develop new ideas
- **Digitize existing services**, providing multichannel experiences through the use of technology
- **Optimize or redesign existing services** by identifying gaps and solutions to fix them



Driven by efficacy and scalability

Most of the materials produced are based on:

- **Open formats** that allow to be easily accessed, shared and edited according to the different needs
- **Versionable systems** that allow to constantly update the material and keep track of changes.
- **Multiple contributors**, encouraging the whole community to enrich the design system.



04

Design kits



OVERVIEW OF THE ENTIRE SET OF KITS OFFERED



UNDERSTANDING

Usability test

To see how users interact with a digital service to make it more usable

Ecosystem map

To identify the subjects involved in the provision of a service and analyse their connections

User interview

To interview the users of the service to identify their needs, motivations and frustrations

Web Analytics

To observe users behaviour based on service usage data



ENVISIONING

Personas

To describe the different types of citizens, their needs, expectations and desires

User journey

To analyse all the steps of the experience in using a service and identify the opportunities for intervention

Co-design workshop

To generate ideas with the help of users and stakeholders of a service

User stories

To describe the main use stories of a service to more easily identify needs and features

Information architecture

To organize the contents structure in a clear, effective and consistent way



MAKING

UI Kit

To design a service interface with a simple and consistent graphic style

Content Kit

To manage contents and organize the editorial strategy in a collaborative way

Web Toolkit

To create sites, apps and web services with utter simplicity

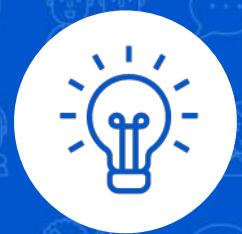
Wireframe Kit

To define an interaction model, information organisation and the content layout

SEO

To design and optimise the website content in accordance with the needs and priorities

ENVISIONING KIT / EXAMPLE



ENVISIONING KIT

Co-design Workshop Kit

ENVISIONING KIT / EXAMPLE



THE CO-DESIGN WORKSHOP KIT

What is it?

Co-design sessions help align the perspectives of all the *stakeholders* involved in a project and quickly identify **valid design opportunities and solutions including the user perspective**



Analysis of a system map: critical issues and opportunities



ENVISIONING KIT / EXAMPLE



THE CO-DESIGN WORKSHOP KIT

Materials

The kit contains the materials to prepare and manage a **co-design workshop**:

- Reference templates for different types of **agenda and structure** of the workshop sessions
- **Worksheets** to work on *personas*, *system maps* and *user journeys*
- An example of *card sorting* exercise

The screenshot shows a worksheet for "Giovanni Il cittadino". At the top right is a circular portrait of a man. Below it, a text input field says "[Trova un aggettivo rappresentativo]". The worksheet is divided into two main sections: "ATTIVITÀ" and "NECESSITÀ" on the left, and "OBIETTIVI E ASPIRAZIONI" and "DIFFICOLTÀ E FRUSTRAZIONI" on the right. Under "ATTIVITÀ", the text "La giornata di Giovanni consiste in..." is partially visible. Under "NECESSITÀ", the text "I bisogni più importanti di Giovanni sono..." is partially visible. Under "OBIETTIVI E ASPIRAZIONI", the text "Giovanni vorrebbe migliorare la propria vita con/grazie a ..." is partially visible. Under "DIFFICOLTÀ E FRUSTRAZIONI", the text "Giovanni è ostacolato nel raggiungimento dei suoi obiettivi da..." is partially visible. At the bottom left is the "designers Italia" logo with the tagline "dalla parte dei cittadini".

ENVISIONING KIT / EXAMPLE



THE CO-DESIGN WORKSHOP KIT

Guidelines

The Co-Design Workshop kit is accompanied by a set of **service design** guidelines, that explain how to design a digital service around the actual needs of the users.



Indice » Service design

Service design

Con l'adozione delle metodologie di service design si caratterizza un servizio, orientando funzionalità, esigenze degli utenti. Il servizio digitale erogato deve da un contesto di informazioni sintetiche e chiare.

- [Accessibilità](#)
- [Definizione](#)
- [Un sito accessibile](#)
- [Esempio per capire: uso del colore](#)
- [Criteri accessibilità](#)
- [I requisiti minimi dei siti della PA](#)
- [I criteri dell'amministrazione digitale](#)
- [I contenuti normativi tematici](#)
- [Management](#)

ENVISIONING KIT / EXAMPLE



THE CO-DESIGN WORKSHOP KIT

How we use it: SPID workshop

In October 2017 we engaged a design agency and a broad set of representatives from various departments of the PA in a co-design workshop on the **Italian system of the Public Digital Identity**.

The goal was to envision relevant user stories and understand the steps needed to bring the SPID service to that desired level, solving issues related to **onboarding, registering and using** the service.



BUILDING KIT / EXAMPLES



BUILDING

Wireframe Kit, UI Kit and Web Toolkits



What are they?

Wireframe Kit, UI Kit and Web Toolkit can be used to create **websites for municipalities, schools, organisations, ministries and public services** in compliance with the Design Guidelines for Public Administration Web Services.

Application examples of Web Toolkits and UI Kits

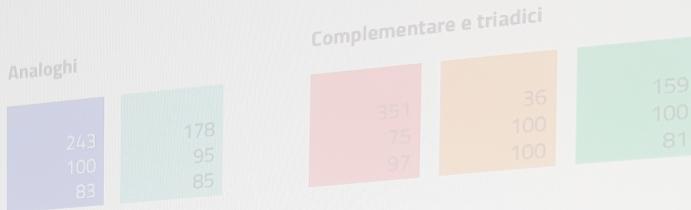


SECONDARY COLORS

BUILDING KIT / EXAMPLE

ACCENT COLORS

Ai colori monocromatici può essere affiancato un accent color, definito così perché si tratta di un colore molto luminoso, serve ad attrarre l'attenzione. Devono essere usati in modo parsimonioso.



Extended accent palette

L'estensione della paletta consiste nel generare varianti da un croma (Hue). Le tinte e le ombre si ottengono varando in modo inversamente proporzionale la saturazione (S) e la luminosità (B). I toni invece si ottengono varando gli stessi indicatori in modo proporzionale.

Analoghi



Hover me, Click me ^

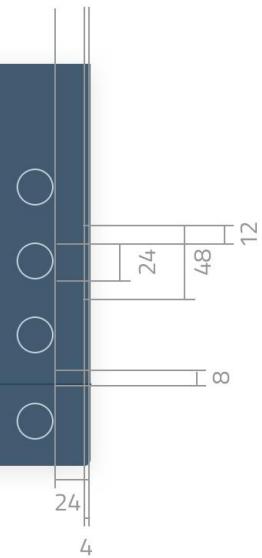
Header

List item

List item

List item

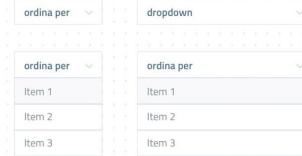
List item



Alcuni esempi di componenti UI Kit e del Wireframe Kit

NAVIGATION

dropdown



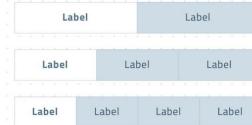
pagination



carousel nav



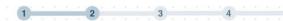
tabs



bottom nav



STEEPERS



breadcrumb





THE WEB TOOLKIT AND THE UI KIT

How we use it: Introducing the UI Kit

On the Designers Italia blog, [a post](#) takes us on an "exploration of the UI Kit starting from the basics", discussing in detail:

- how to build a *grid system*
- the criteria used to create the components inside the kit



Le griglie: alla scoperta dello UI kit di Designers Italia, partendo dalle basi

La costruzione di un sistema di griglie è stata il primo passo verso il nuovo UI Kit di Designers Italia, uno strumento utile a chi disegna...



Materials

The Web Toolkit and the UI Kit provide **libraries of graphic design elements and source codes** ready to be used for creating interfaces and in compliance with [the Design Guidelines for Public Administration Web Services](#).

X .it Web Toolkit Styleguide

- Creare o modificare un modulo
- Compatibilità con altri framework
- Struttura del file system
- Realizzare un tema

Componenti

- Components
- Modules
- Templates
- Card
- Comuni**
- Developer

Comuni

Nome amministrazione afferente

Nome della Pubblica Amministrazione
eventuale sottotitolo

A est rerum Voluptatibus esse corporis blandit

HTML

```
<div id="cookie-bar" class="CookieBar js-CookieBar u-ba
    <p class="u-color-white u-text-r-xs u-lineHeight-m
        <br>Proseguendo nella navigazione accetti l'uti
```

✉
🏠
🔧
🔒
🔓
💳
↗
↖

🔗
💬
📅
🕒
🕒
🕒
↗
📅

⬇
⬆
⚙
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🔍
⟳
⬇
⬆

BUILDING KIT / EXAMPLE



Guidelines

The **Web Toolkit** and the **UI Kit** are accompanied by [User Interface](#) guidelines, which cover in detail:

- [the principles](#)
- [the style](#)
- [the layout](#)
- [the components](#)

that help creating interfaces for websites and for public services.



Linee guida di design per i servizi web della PA versione: 2017.1

Cerca nel documento

Introduzione alle linee guida di design

I cittadini al centro

Sviluppo collaborativo

Sviluppo programmato

Version control e release della documentazione

Stile della documentazione

Consultazione della documentazione

Kit di sviluppo e di design

Service design

Accessibilità

Definizione

Creare un sito accessibile

Un esempio per capire: uso del colore

Normativa

User interface

User interface, interfaccia utente, è tutto quello che fanno gli utenti con un servizio digitale. Sono i cosiddetti Touch Point di un servizio digitale. Nelle linee guida di design sono descritti gli elementi grafici e visuali, ma come a tutto quello che serve per usare un servizio o un prodotto digitale.

In questa fase delle linee guida ci concentriamo sugli strumenti operativi, alcuni principi di visual design, alcuni elementi di stile e alcuni pattern (componenti), i mattoni verdi.

Presto alcune di queste sezioni verranno ampliate ed evolute.

Abbiamo proposto alcuni strumenti operativi (bricks) per fornire dei suggerimenti operativi. Inoltre trovate la guida alla prototipazione di base. Le trovate su <https://designer.it>

Per chi vuole invece iniziare a scrivere codice, la referenza principale per lo sviluppo del Web Toolkit è qui <https://italia.github.io/ita-web-toolkit/>

Uno spazio di discussione dedicato alla user interface si trova su <https://forum.italia.it/c/design/user-interface>

- [Principi](#)
 - [Mobile first](#)
 - [Garantire la compatibilità](#)
 - [Validazione dei fogli di stile CSS](#)
- [Stile](#)
 - [Tipografia](#)
 - [Colori](#)
 - [Palette per pubbliche amministrazioni centrali](#)



They get better from

Growing together

Kits are evolving in a non-linear manner,
and that's good.

- new implementations
- designers community and citizens' feedback
- new design patterns
- other governments experience
- errors ;)



UNDERSTANDING KIT / EXAMPLE



UNDERSTANDING KIT

Usability Test

Kit



THE USABILITY TEST KIT

What is it?

The kit simplifies **planning, preparing and managing** sessions of direct observation of the interaction between the user and the digital service, providing all the necessary materials in accordance with the official protocol for conducting usability tests for Public Administration digital services.



Materiali all'interno del kit

- [Scheda partecipanti](#)
- [Guida alla conduzione del test](#)
- [Liberatoria per il consenso al trattamento dei dati](#)
- [Net Promoter Score](#)
- [Questionario SUS](#)
- [Domande UMX Lite](#)
- [Tabella dei risultati](#)
- [Report dei risultati](#) in lavorazione

UNDERSTANDING KIT / EXAMPLE



THE USABILITY TEST KIT

Materials

This kit provides all the necessary tools needed to **prepare, conduct and synthesise** the results of the testing session. The tools are provided in Google Docs and Spreadsheets format, so that can be immediately edited and used as needed. Each tool contains some instructions that clarify the usage.



Usability Test

Osserva come gli utenti interagiscono con un servizio digitale per renderlo più usabile.

→ LIBERATORIA PER IL CONSENSO ALLA REGISTRAZIONE

ISTRUZIONI

- 01** Completa il modulo di liberatoria qui allegato con i dati relativi al tuo ente, la data di esecuzione del test, il nome del progetto, sito o applicazione per cui stai conducendo dei test di usabilità.
- 02** Stampa i moduli, tanti quanti il numero dei partecipanti previsti per le sessioni di test. Prepara delle copie in più di scorta in caso di errori, o partecipanti aggiuntivi.
- 03** Spiega all'inizio della sessione di test che verrà registrato del materiale audio e video a documentazione dell'attività di ricerca. Chiedi al partecipante se è d'accordo con questo modo di procedere prima di attivare la registrazione e spiega che alla fine avrà la possibilità di scegliere se firmare o meno una liberatoria per l'utilizzo di quel materiale.
- 04** Al termine della sessione di test, chiedi al partecipante di leggere e firmare la liberatoria per acconsentire (o meno) la conservazione e l'utilizzo dei materiali audio/video prodotti durante la sessione.



Example of a data consent form (instructions)

UNDERSTANDING KIT / EXAMPLE



THE USABILITY TEST KIT

Guidelines

The guidelines encompass the **protocol** in its entirety, describing in details the procedure and the approach to the test sessions.

•it / docs

Linee guida di design per i servizi web della PA

versione: 2017.1

Cerca nel documento

- Introduzione alle linee guida di design
- I cittadini al centro
- Sviluppo collaborativo
- Sviluppo programmato
- Version control e release della documentazione
- Stile della documentazione
- Consultazione della documentazione
- Kit di sviluppo e di design
- Service design

Read the Docs v: stable ▾

Indice » User research » Us

Usabilità

Definizione

Per usabilità si intende "il grado di facilità con cui un utente può raggiungere certi obiettivi con efficacia, efficienza e soddisfazione (ISO 9241-210:2010). L'usabilità fa riferimento alla capacità di un utente di utilizzare un approccio umano e intuitivo per interagire con un prodotto. La progettazione è necessario per garantire che il prodotto progettista deve coincidere con le esigenze dell'utente".

User-centered design

Lo user centered design è un approccio alla progettazione di sistemi e prodotti per cui si sta progettando un prodotto o servizio. Per "persone" si intendono tutti gli utenti, compresi i cittadini, i lavoratori, i fornitori e la pubblica amministrazione.

- Cittadini

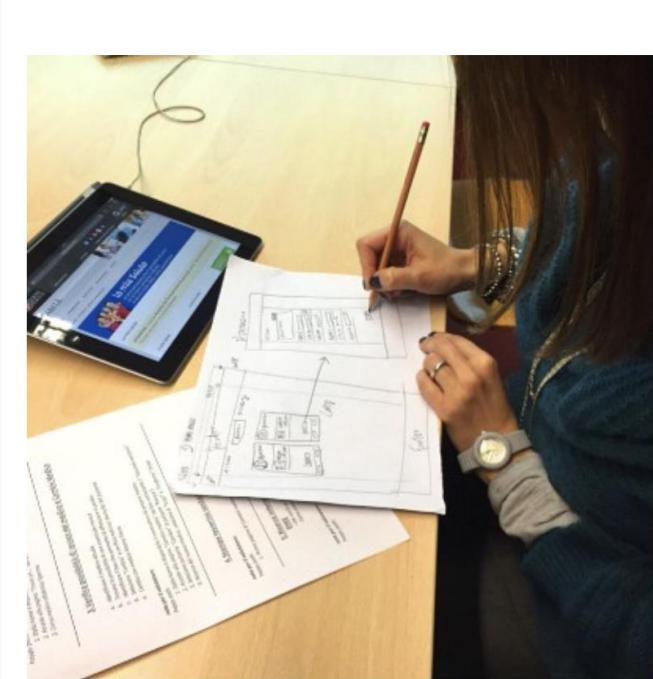
UNDERSTANDING KIT / EXAMPLE



THE USABILITY TEST KIT

How we use it: Testing digital services

In July 2017 CSI Piemonte (the department focused on digital services of the Piemonte Region) organized some usability tests to measure and evaluate the user experience of two digital services offered to the citizens. The test was organized and conducted with the usability test protocol and materials now integrated in the design systems.



Ritirare referti e cambiare il medico di famiglia: i test di usabilità per migliorare i servizi...

Nel luglio 2017 CSI Piemonte si è occupata di organizzare le attività di misurazione dell'usabilità di due servizi web per i cittadini...

05

A collaborative approach



OUR APPROACH TO DRIVE ADOPTION

Open formats that
allow to be easily
accessed, shared and
edited according to the
different needs

Visualizzazioni filtrate...		B	
A	Temi scenario	Ricerca di modulistica	Elementi di scenario
1	Codice	ES03	Attori e ruoli. Evidenziare
2	Personas	Margherita - La docente disorientata	Contesto/setting. Dalle attività in corso
3			Artefatti/media. Qu
4			Time/flow. Qual è la sequenza programmativa
5			Task goals. Cosa deve accadere
6			Valutazione. Attività in corso.
7			Eventi. Azioni o reazioni
8			
9			
10	Descrizione attività (sotto)		
11	Ricerca del modulo		
12	Step 1	Step 2	Step 3
13	Titolo Margherita parteciperà ad un'attività di formazione la settimana prossima. Le è stato comunicato che dovrà riempire un modulo di richiesta permesso.	Ricerca modulo Entra nella sezione Servizi e modulistica dell'area pubblica del sito web e ricerca il modulo digitando nel campo di ricerca le parole chiave permesso / formazione .	Visualizzazione moduli
14			Aprendo il modulo per vedere chiaramente permesso e le indicazioni richiederà prima la compilazione.
15		Campo di ricerca sezione modulistica	
16		Sistema di filtri	
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			



Use the resources

Applying the resources and models proposed by **Designers Italia** is the best way to spread the use of the design system and help us improving it.

Whenever you end up working on a project related to a public digital service, take advantage of the resources that the Community has made available, help us improve the design system, and tell us about your experience.



Feed the design system

Designers Italia is a **community that is open** to the contribution of all designers and professionals of the Public Administration. For this reason, you can actively participate by:

- **feeding the design system:** contributing to the evolution of the kits through the public repositories on GitHub
- participating in the **evolution of the guidelines** on [Docs Italia](#)



Alimenta il design system

Il design system di Designers Italia si compone di alcuni elementi (alcuni ancora in via di definizione): wireframe kit, UI kit e web toolkit.

Grazie a dei *repository* pubblici su GitHub è possibile proporre modifiche o proporre nuovi elementi allo UI kit, all'icon kit, al web toolkit, attraverso delle *pull request* o delle *issues* con dei file allegati.

[PARTECIPA ALLO UI KIT](#)

[PARTECIPA ALL'ICON KIT](#)

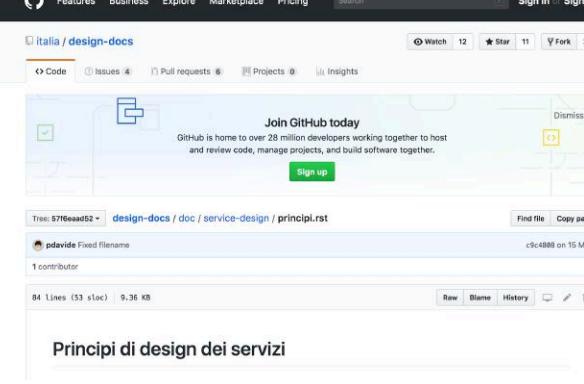
[PARTECIPA AL WEB TOOLKIT](#)

Contribution doesn't happen by
itself. You need a process

Support and engagement and take a
lot of time and effort

VERSION CONTROL SYSTEM

Version control
systems that allow to
constantly update the
material and keep
track of changes.



The screenshot shows a GitHub repository page for 'design-docs'. A file named 'principi.rst' is displayed, showing 84 lines and 9.36 KB in size. The page includes navigation links for Raw, Blame, History, and a download button.

Join GitHub today

GitHub is home to over 28 million developers working together to host and review code, manage projects, and build software together.

Sign up

Tree: 57f6eaa0d2 · design-docs / doc / service-design / principi.rst

pdavide Fixed filename

1 contributor

84 lines (53 sloc) | 9.36 KB

Principi di design dei servizi

AgID + Team per la Trasformazione Digitale

•it Docs Italia beta

Documenti pubblici, digitali.

Service design

Indice > Service design

Principi di design dei servizi

- Principi generali
- Principi di service design
- Gestione dei progetti
- Project management
 - Metodo di lavoro
 - Tipologie di progetti
 - Le competenze per il design dei servizi
 - E-Procurement
 - Identificazione delle priorità
 - Il ruolo degli stakeholder

Principi di design dei servizi

Principi generali

Gestione dei progetti

Project management

Metodo di lavoro

Tipologie di progetti

Le competenze per il design dei servizi

E-Procurement

Identificazione delle priorità

Il ruolo degli stakeholder

Digitale per definizione (comprese informazioni e altri canali per chi non conosce i servizi pubblici dovrebbe unico e attraverso diversi canali).

Principio «una tantum» cittadini e alle imprese la pubblica amministrazione nel rispetto delle norme che le imprese non ricadano o

Downloads pdf htmlzip epub

**Collaboration tool
and version control system**



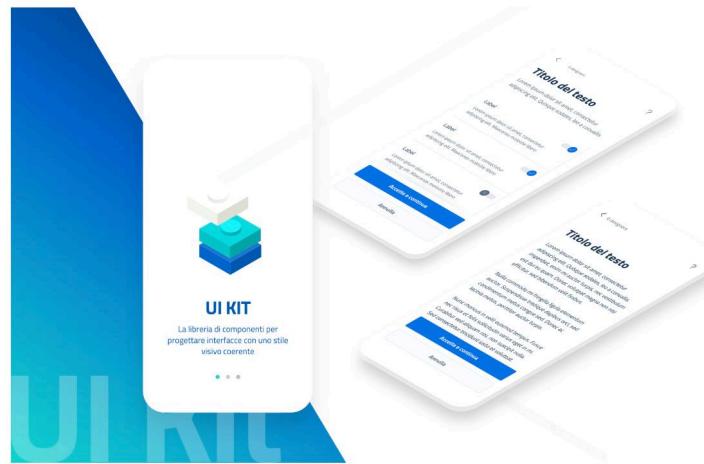
Collaboration tool and version control system

The screenshot shows the 'Docs Italia' website interface. At the top, there is a blue header bar with the 'Docs Italia' logo and the text 'Documenti pubblici, digitali.' Below the header, there is a navigation bar with a file icon, the text 'Guida al linguaggio della Pubblica Amministrazione', a search bar with the placeholder 'Cerca nel documento...', a magnifying glass icon, and a 'bozza' button. On the right side of the header, there are icons for help, download, and refresh. The main content area has a light blue background. On the left, there is a sidebar titled 'INDICE DEI CONTENUTI' with a dropdown arrow. It contains three items: 'Introduzione' (which is highlighted with a teal background), 'Le parole della Pubblica Amministrazione', and 'Suggerimenti di scrittura'. Below these, there is a link 'Tono di voce'. The main content area features a large title 'Guida al linguaggio della Pubblica Amministrazione' in bold black font. Below the title, there is a paragraph of text: 'Suggerimenti e strumenti per il linguaggio dei servizi digitali della Pubblica Amministrazione.' Further down, there is another paragraph: 'La guida al linguaggio della Pubblica Amministrazione è uno strumento per aiutarti a creare e gestire i contenuti di siti o altri servizi digitali pubblici.' At the bottom of the main content area, there is a link 'Vai al content kit'.

Collaboration tool and version control system

[Slack channel #design](#) [No slack?](#) [Get your invite](#)

UI Kit



Lo UI Kit è parte di un insieme di strumenti condivisi, i [kit di design](#), che servono a progettare e realizzare i servizi digitali destinati ai cittadini.

L'obiettivo del Kit è quello di migliorare l'user experience dei servizi online attraverso la diffusione di uno stile consistente e coerente.

Abbiamo iniziato a disegnare una libreria di componenti base per poter mettere insieme i layout di un prototipo e lo stiamo facendo seguendo una roadmap dove puoi vedere gli obiettivi dei prossimi mesi e lo stato avanzamento di tutto il kit:

- [roadmap](#)

Collaboration tool and version control system

Forum Italia
Lo spazio di discussione sui servizi pubblici digitali

tutte le categorie Categorie Recenti Nuovi (15) Non letti (11) Popolari + Nuovo Argomento

Categoria	Argomenti	Recenti
SPID Ciao e benvenuti nella sezione di SPID! ● SPID - gruppo tecnico	5 / al mese 2 non letti	
ANPR - Anagrafe Nazionale In questo forum si parla dell'Anagrafe Nazionale per la Popolazione Residente (ANPR): utilizzo di ANPR, delle sue API, subentro e test, chiarimenti normativi ed evoluzione del progetto.	2 / al mese	

Certificato Cades per firma fatture xml
Fatturazione Elettronica 25 5ore

SDICoop: configurazione PHP SoapClient / SoapServer per invio e ricezione di test
Fatturazione Elettronica 50 11ore

Firma Elettronica Qualificata Massiva e HSM ●
Sicurezza 1 11ore

+ Sketch

+ Plant

+ Invision

+ Trello

+ Slack

...

Get involved in the community

Other ways of participating to the community are:

- taking part in the **discussions about public service design** on the [Designers Italia forum](#)
- following us on [social media](#) and reading our [newsletter](#)

Argomento

I cittadini cercano i servizi pubblici con i motori di ricerca: buone pratiche SEO per trovare su Google

Corso per Accessibilità

Infografica per piano triennale e piattaforme abilitanti

Buoni esempi di realizzazione e gestione di Amministrazione trasparente

Template Designer Italia e progetti europei: come fare?

Buoni esempi di progettazione di motori di ricerca

Organizzare i contenuti dell'area personale del cittadino

Dimensione allegati siti PA

Font piano triennale

Designer.italia.it cosa si può migliorare?

Non ci sono altri argomenti nella categoria Content Design.

THE TOOLS TO GET INVOLVED

BLOG

A network
of experts and
stories

The value of the team is
to be part of a broader
network.

The collage consists of 12 square thumbnails arranged in a grid-like pattern, each representing a different blog post from the 'Storie' section. The posts cover various topics including design, technology, and public services.

- Storie**
Cose che ci piacciono
Data Driven Design | Casi Di Studio | Guest Post
- Le griglie: alla scoperta dello UI kit di Designers Italia, partendo dalle basi**
A blue-themed thumbnail featuring a satellite dish icon.
- Il design collaborativo**
An orange-themed thumbnail featuring two pencils.
- Progettare servizi sanitari migliori per gli anziani insieme agli enti pubblici di Singapore**
A thumbnail showing two elderly people smiling.
- Fatti trovare. Arrivano i consigli SEO per i siti pubblici**
A thumbnail showing a person sitting at a desk with a map.
- Servizi digitali a misura di cittadino, le domande giuste da farsi**
A thumbnail showing a city skyline.
- Accredia — Digital Transformation Case Study**
A thumbnail showing a wall covered in pink sticky notes.
- Ritirare referti e cambiare il medico di famiglia: i test di usabilità per migliorare i servizi...**
A thumbnail showing hands writing on a clipboard.
- Cosa abbiamo imparato su Piwik**
A thumbnail showing a laptop screen displaying a dashboard.
- Servizi pubblici: lo smartphone è sempre più importante per i cittadini**
A thumbnail showing a yellow trash bin next to a building.
- Systemic design ≠ Design systems**
A thumbnail showing various icons like a magnifying glass, padlock, and gear.
- Cosa fanno gli utenti del sito di un Comune? Ce lo dice Piwik**
A thumbnail showing a large, ornate building.
- Progettare? Un punto di vista**
A thumbnail showing a spiral notebook and a blue 3D model.
- Card sorting e navigazione per i siti web dei Comuni**
A thumbnail showing a person working at a desk with papers.

Share your stories

The Designers Italia blog **invites all the professionals** who work in the design and Public Administration fields to participate, by sharing their relevant experiences in designing public services.

You can **share your experiences** by writing a *guest post* to be published on the blog.

Storie

Casi di studio e idee sul design dei servizi pubblici

condividi su



Nel **blog di Designers Italia** puoi trovare casi di studio, racconti di esperienze ed esempi sui vari temi legati al **design dei servizi pubblici**. Il blog ospita anche dei **guest post** dove i designer possono raccontare il loro punto di vista e le loro esperienze nell'ambito della **trasformazione digitale**

Multiple contributors

encouraging the whole
community to enrich
the design system
(national + international level)



DESIGNERS ITALIA

THE TOOLS
TO GET INVOLVED

FORUM

SLACK

SERVICES BUILT BY TEAM DIGITALE

THE STANDARD TO
WORK WITH THE PUBLIC
ADMINISTRATION

GUIDELINES

A SMALL
CENTRAL DESIGN
TEAM

DESIGN KITS

BLOG DESIGNERS ITALIA

SERVICES BUILT BY ADMINISTRATIONS

SHARING STORIES

...including stakeholders

- * A shared design system can help policy makers creating more effective and inclusive public services.
—> policy making based on prototyping
- * Design kits and guidelines help the understanding and adoption of a service design/ Human centered method

**...a right environment for
designers**

#futureofcitizens

MILANO, 15-16 SETTEMBRE

Citizens of the Future / The Future of Citizens

Due giorni di design per sognare il
futuro dei servizi pubblici







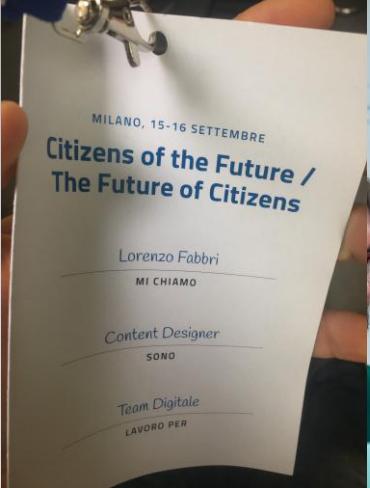








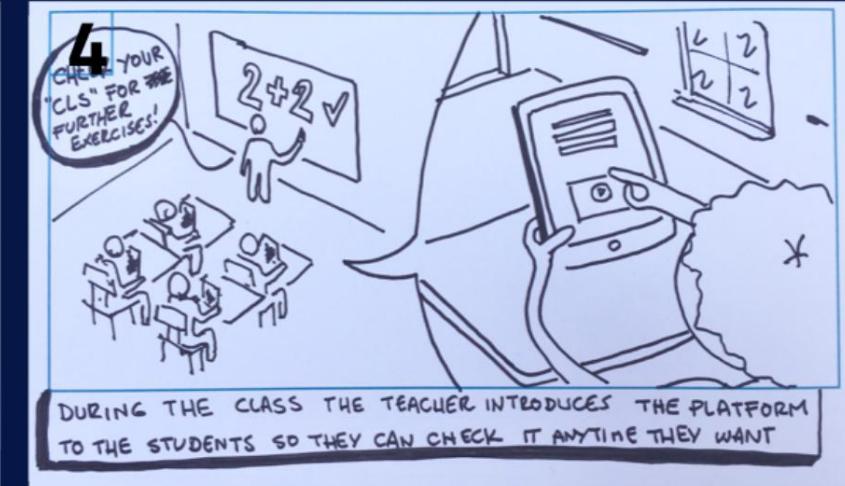
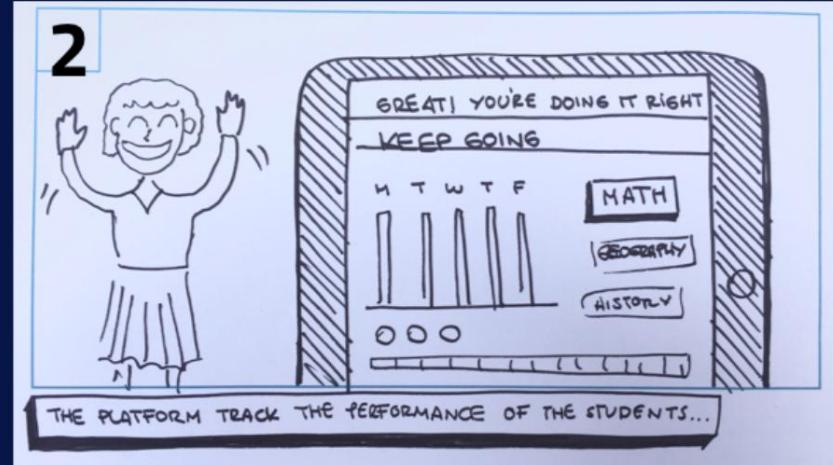








USER SCENARIOS





Lamin Sani

Year



3

Lessons attended



Mates helped



designed for students and teachers.

- It tracks students performances;
- It makes connections within the school environment;
- It enables students sharing their doubts, difficulties and needs.

This comes true thanks to a digital/physical platform that fulfills the gap between teenage with different backgrounds.

The image shows two side-by-side mobile application screens. The left screen is a login page for 'Milano High School' cooperative learning service. It features a large white 'M' logo, the text 'Milano High School', and 'cooperative learning service'. Below this are fields for 'Name' and 'Password', each with a corresponding input box. At the bottom is a 'Log in' button. The right screen is a user profile for 'Lamin Sani'. It displays a circular profile picture, the name 'Lamin Sani', and a summary section with three metrics: 'Year' (Year 3), 'Lessons attended' (80%), and 'Mates helped' (3). Below this is a navigation bar with 'Home', 'Profile', 'Learn' (with 1 notification), and 'History'.



Riccardo Costi
multichannel UX designer



Margherita Masciarello
digital experience designer



Francesca Paduano
UX designer



Agustín Pereyra Decara
UX designer



Andrea Taverna
service researcher



Aysu Sani
service designer

PARTECIPA!



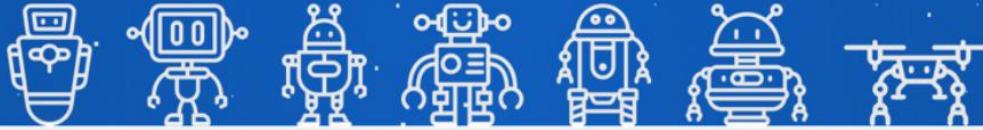
Unisciti alla squadra!

Join the team!



<https://designers.italia.it>

newsletter + forum + blog + kit design



Grazie.



@lore77

lorenzo@teamdigitale.governo.it



DIGITAL
TRANSFORMATION
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Italian Government

Designers Italia

The Design System of the Italian
Public Administration

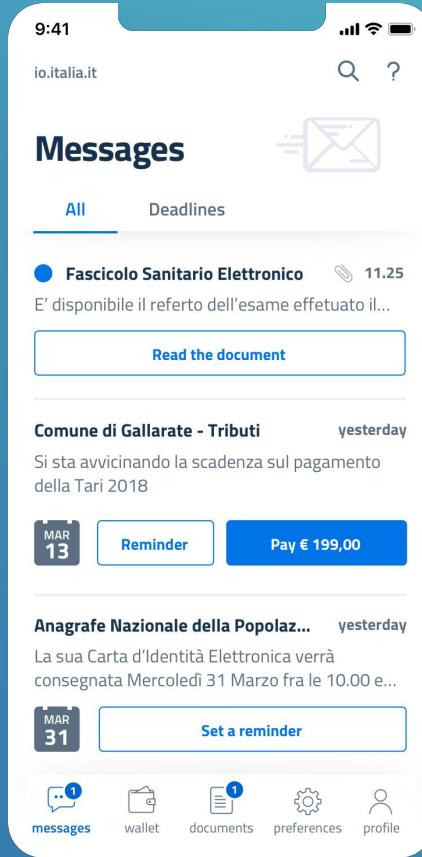
06

**Focus: io project,
reference implementation of the Italian
Public Administration design system**

The IO Project, the public services app

How to invert the
relationship
between Citizen and State

<https://io.italia.it/en>



DIGITAL
TRANSFORMATION
TEAM
Italian Government

The Italian Digital Transformation Team

<https://teamdigitale.governo.it/en>

A team of tech and design experts working inside the Italian Government to lead the digital innovation in the Public Administration.

Our goal is to build the “**operating system**” of the country: a series of fundamental **blocks** upon which modern services for citizens, the public institutions, and enterprises are built.



Matteo De Santi

Chief Product & Design Officer

@matteo_desanti



DIGITAL
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TEAM
Italian Government

Too many (hidden) doors

- many digital services already available
- mostly unknown to the citizens
- hidden inside dozens of different websites
- based on specific authentication methods
- each of them with their own, customised, interface
- not focused on the user's needs
- not optimised for different screens and input types
- not interoperable



“ IO is the public project to develop an experimental application that will allow citizens to manage their interactions with the public administration and access all public services directly from their smartphones ”



Citizens first

We have mapped the **citizens needs** across most important **life-events**, then we analysed most used **public services** related to those needs, ordered by percentage of population and frequency of use

	LESS THAN 30%	MORE THAN 30%	MORE THAN 60%	MORE THAN 90%
SEVERAL TIMES A MONTH			Road access changes Weather alerts	
MANY TIMES A YEAR		Tuition fees Fines Meetings and report cards Competitions and tenders	Tax status Medical certificates Payments for domestic workers	Medical receipts Refunds for drug purchases
A FEW TIMES A YEAR	Social security contribution Bonus status	Taxes School enrolment School absences Parking permit Asylum status Business activities PA payment history	Stamp duty tax deadline Driving licence points Insurance expiration date Medical examination reports	Medical expenses
EVERY NOW AND THEN	Tax collection portfolio Judicial documents	Changing residence Parental leave Passport expiration date Car towing	Payment preferences Vaccine reminders Real estate status Driving licence expiration date	Identity card expiration date Electoral card expiration date Birth certificate Family status Choice of General Practitioner Vehicle service deadline



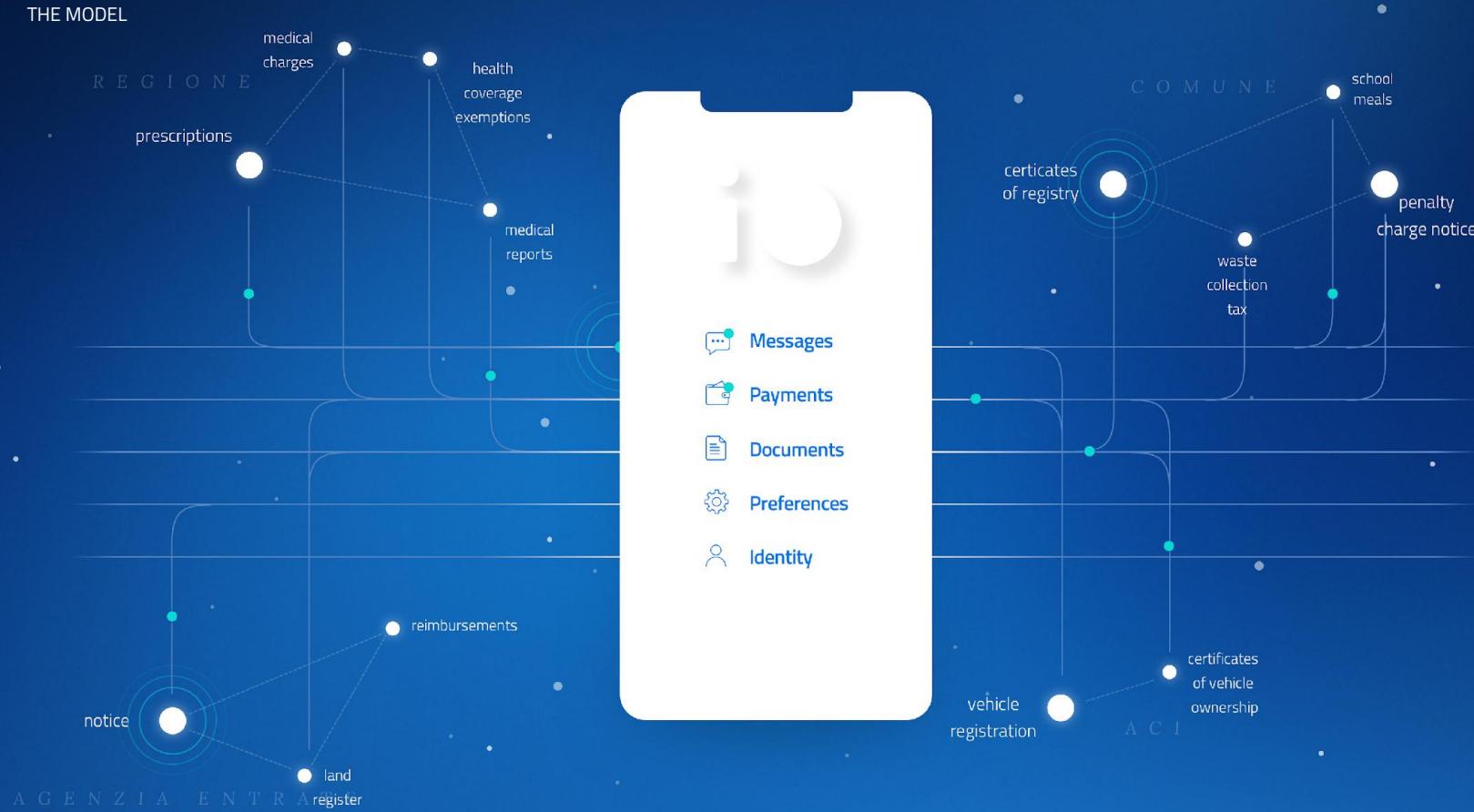
Common functions

We have analysed the **technological processes** of the key services and the **internal workflows** of the institutions that provide them, with the aim of finding the **functions shared** by all these services.

We discovered that most of (digital) services relies on these basic functions: **messages, payments, documents, preferences, digital identity.**

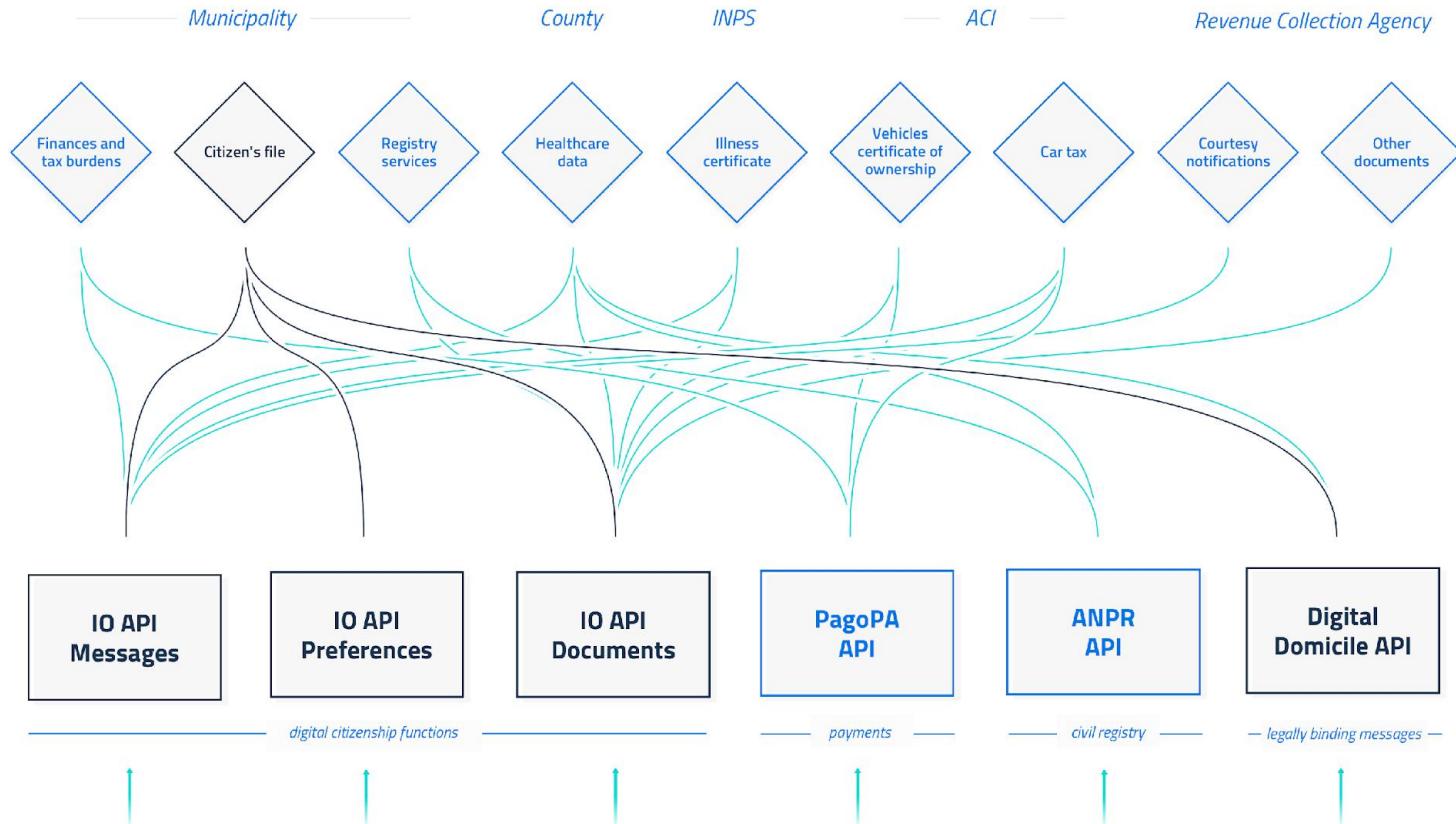


THE MODEL

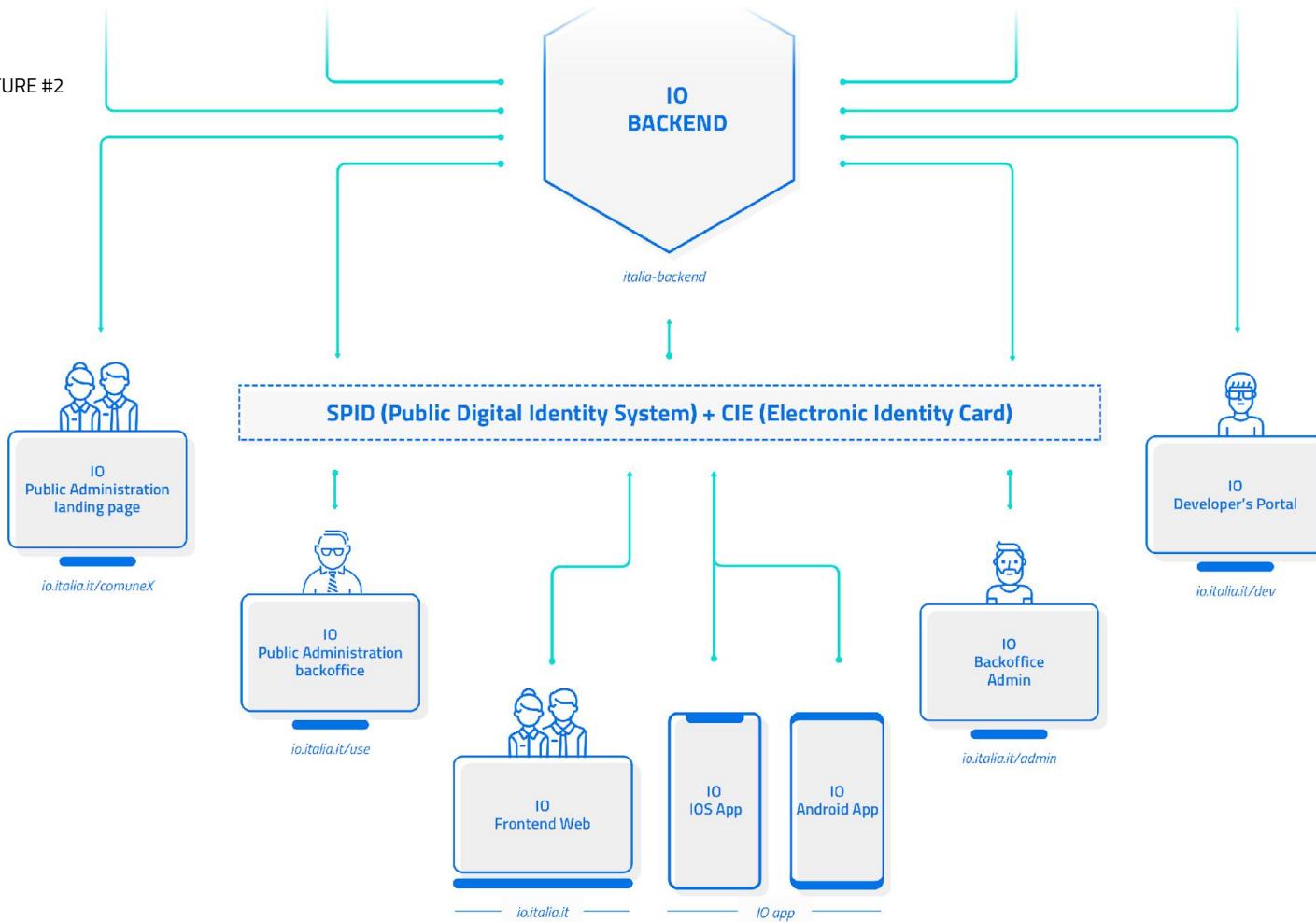


DIGITAL
TRANSFORMATION
TEAM
Italian Government

ARCHITECTURE #1



ARCHITECTURE #2



MESSAGES

All **messages**
from the Public
Administration
directly to your
phone.



Receive **messages**, alerts and communications from **all public entities**, all within a single app.

You can receive updates via email, within the app or via **push notifications** to your telephone. For every service, you decide how.

Stay up-to-date on deadlines, **adding a reminder** directly to your personal calendar.

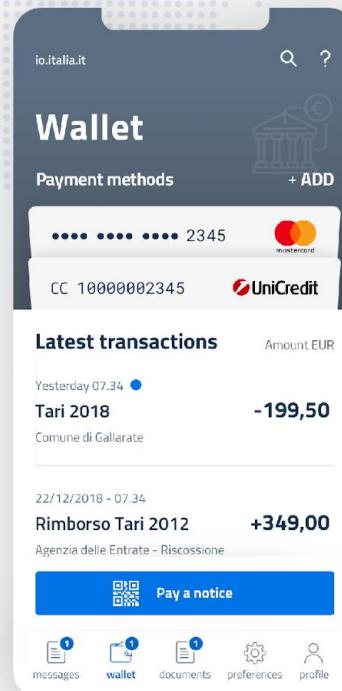
Make direct payments for services or taxes via the message without leaving the app.



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@ITDIGITALTEAM #progettoIO

Make all **payments** to public administration bodies through a digital, secure and easy-to-use tool.



Pay **all public administration bodies** through PagoPA.

Associate your credit card and bank account, **PayPal** or **Satispay** accounts, using them as often as you wish.

Pay bills received via the post, directly through the app using a QR code.

Always have your **transaction history** and the related payment receipts at hand.

Avoid paying interest and **penalties** by always being sure you are only paying what is actually owed.



All the
documents you
are looking for,
always available
in your pocket.



Documents, receipts, certificates sent directly to your smartphone.

Share the document immediately with the person or office of your choice.

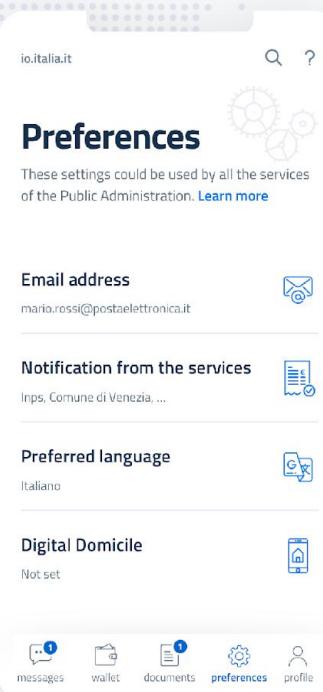
Request certificates and other documents directly from the app.

Preview and advanced search to avoid wasting time to look for a document.



PREFERENCES

Set your
preferences
one time only.



Select your language and email once: **no need to choose your settings on every single public administration site.**

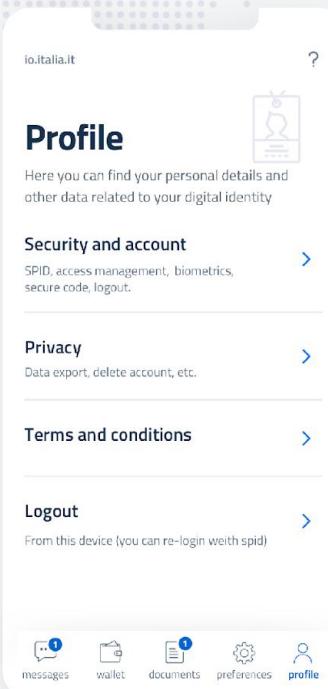
You will choose **which messages** to receive, and **how to receive** them.

You will be able to elect your **digital address** directly from the app to receive registered communications with legal value to a **certified email address**.



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Digital identity and privacy always under your control.



Log in with SPID for maximum security.

Set a **PIN** or use your **fingerprint** to unlock the app after the first sign-in.

Keep **control of your personal data** in full compliance with **GDPR regulations**.

Cancel your account and your data at any time.

Revoke access authorization remotely if the **phone is stolen or lost**.



The advantages for public bodies

First: increase the quality and the actual usage of public services

1. **Savings:** some functions are centrally delivered one-off
2. **More revenues:** thanks to simplified and more timely payments
3. **Ease of contact:** no need to know the contact details of the citizen
4. **Reliability:** cloud-based and "automatically" scaled infrastructure
5. **Monitoring:** real time data collection on payments and welfare programs impact



The advantages for citizens

Public services always available, in your pocket

1. **Access:** ease of discovery and access to services
2. **Time:** many operations now possible via mobile app in seconds
3. **Savings:** reduction of late payment costs
4. **Welfare:** easier access to income support initiatives
5. **Privacy:** control over personal data and who owns it



- 1. Start with user needs**
- 2. Understand the context**
- 3. Technology is the means, not the end**
- 4. Test everything, and iterate**
- 5. Go open, and share**



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Grazie.



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