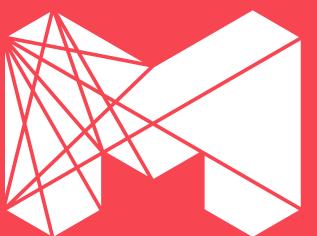


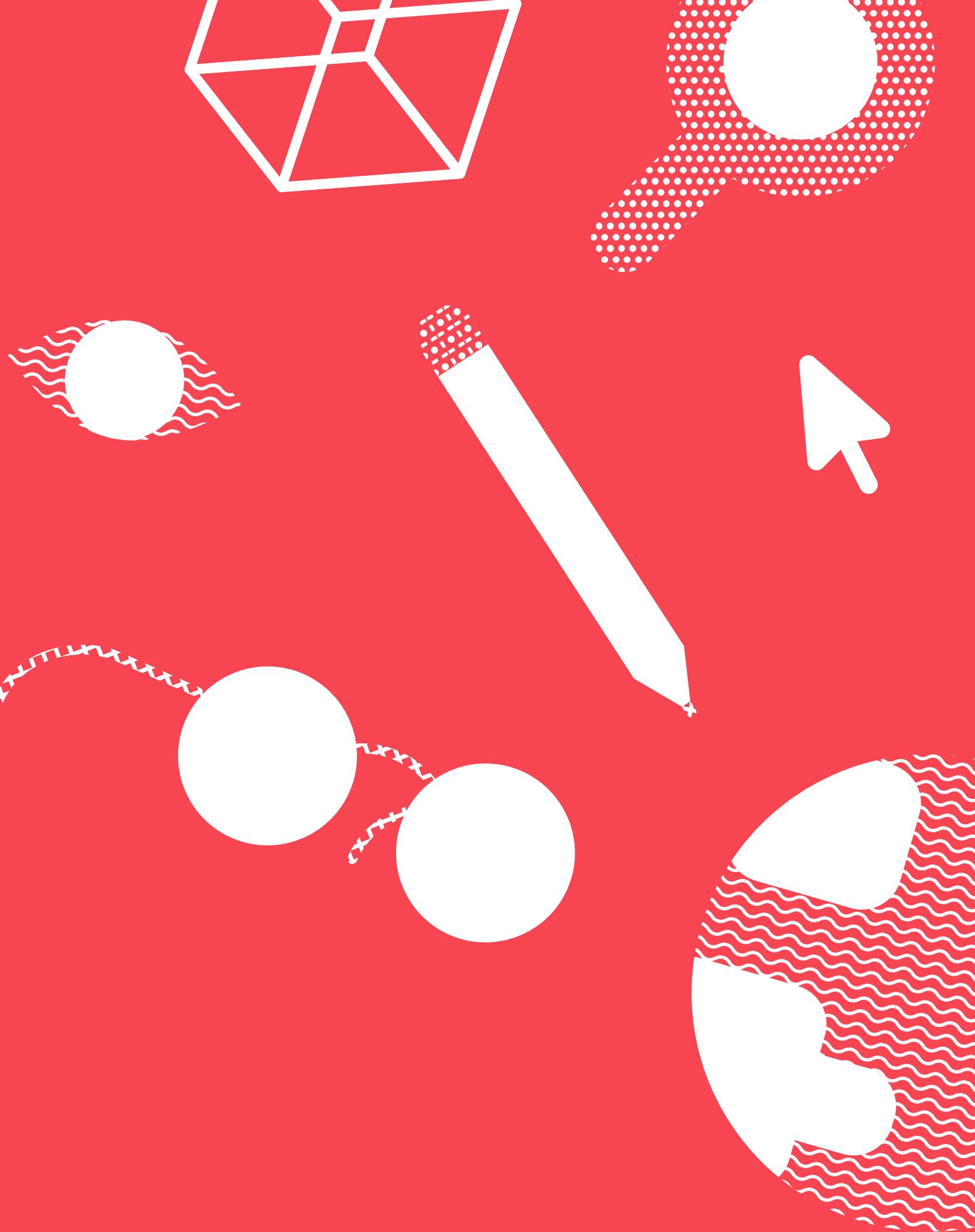
City of Melbourne Single digital customer interface

Design vision

THICK.



CITY OF
MELBOURNE



Intro

What we've done

Why we're here

Vision

Approach & principles

Next steps

Intro

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“Single Digital Customer Interface”

Discovering the relationship customers want with council



Residents &
Rate payers

So far

- Came up with the key questions for the project to answer
- Chose four common resident/ratepayer services to help us answer the above questions, and narrowed them later
- Engaged with the SMEs of the chosen services to better understand the current state
- Created prototypes for validating ideas
- Conducted 29 interviews (25 people recruited) over 3 rounds
- Synthesised the learnings to develop design principles tailored to City of Melbourne's customers

Key questions

How would different levels of identification affect the customer's experience?

When is it appropriate to use or ask for customer identity during the course of a service?

Services

Criteria: Volume, complexity, online maturity

Getting a parking permit - Tony Vong

Paying rates - Malcolm Bendle

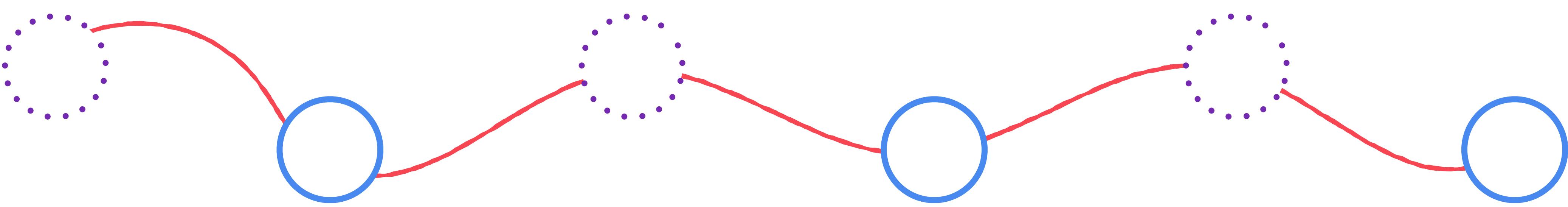
Booking a hard waste collection - Steve Hall

Join a City of Melbourne Library - Kathryn Donkin & Ken Harris

Exploratory
research

Customer
testing

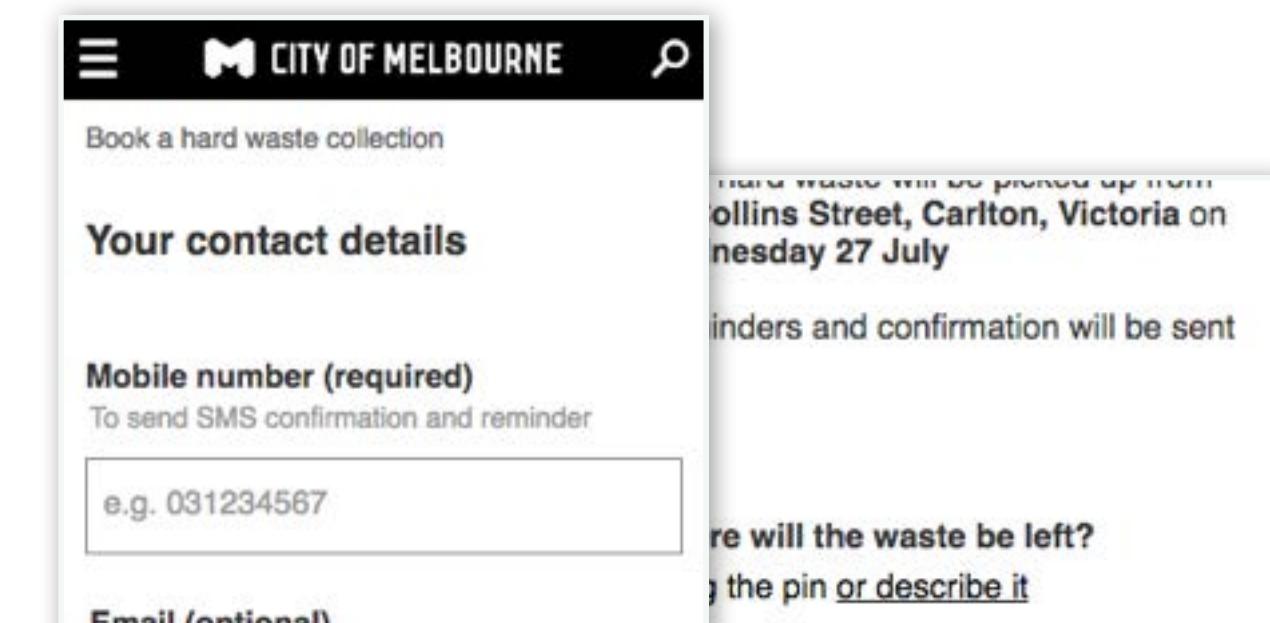
Customer
testing



Paper
prototyping

Alpha
prototyping

Alpha
iteration



Customer research

25 participants

29 interviews

3 rounds

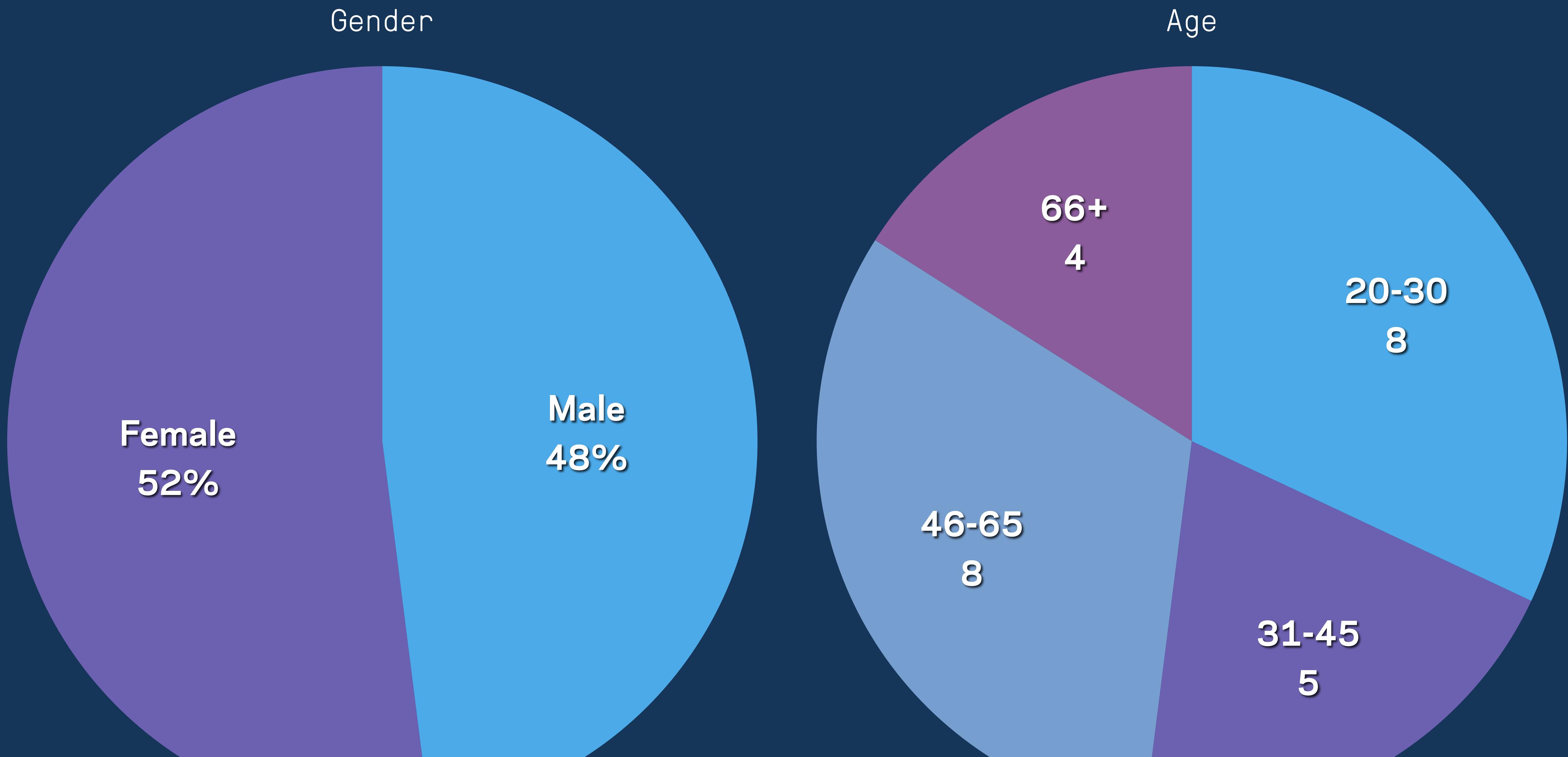
Round 1: Understand digital preferences

Round 2: Test early paper prototypes

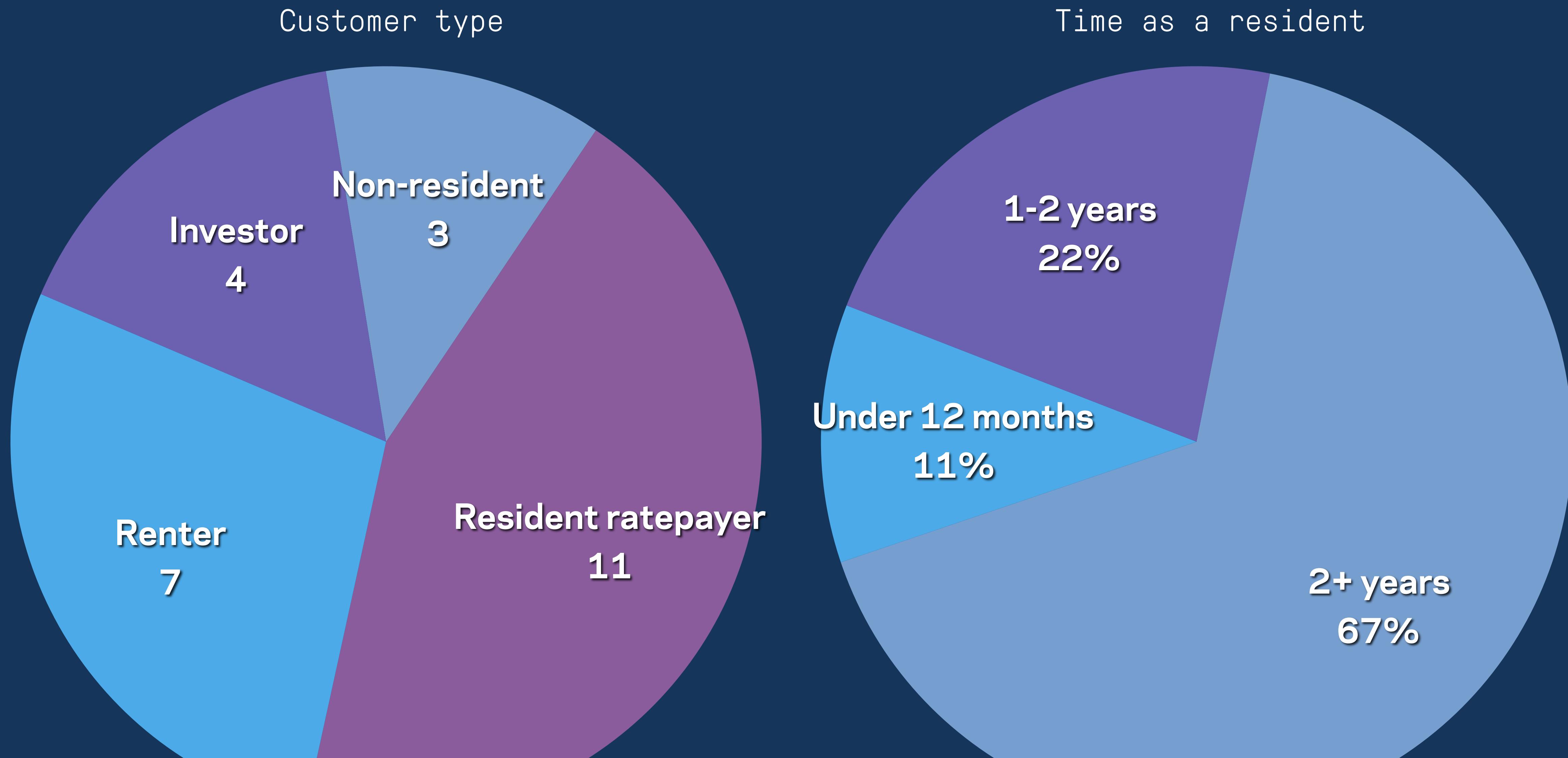
Round 3: Test high fidelity wireframes



Who did we speak to?



Who did we speak to?



What is an alpha prototype?

Alpha

In Alpha, we design and test multiple prototypes based on discovery findings and test them with customers and the business to inform a validated direction for the Beta Phase.

*Iterative
and
experimental*

*Not getting attached
to one idea too early*

*Challenging the
current business
constraints*

*Not building
on target
architecture*

What we prototyped
in the alpha

A customer-centric ideal
state for each service

Intro

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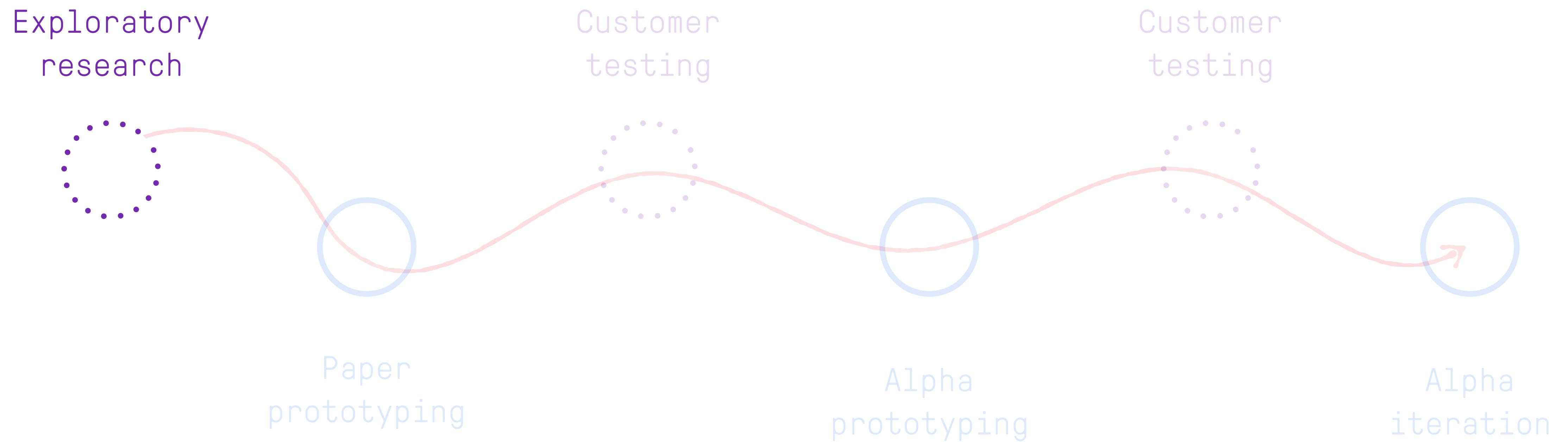
Vision

Approach & principles

Next steps

CoM AP 36

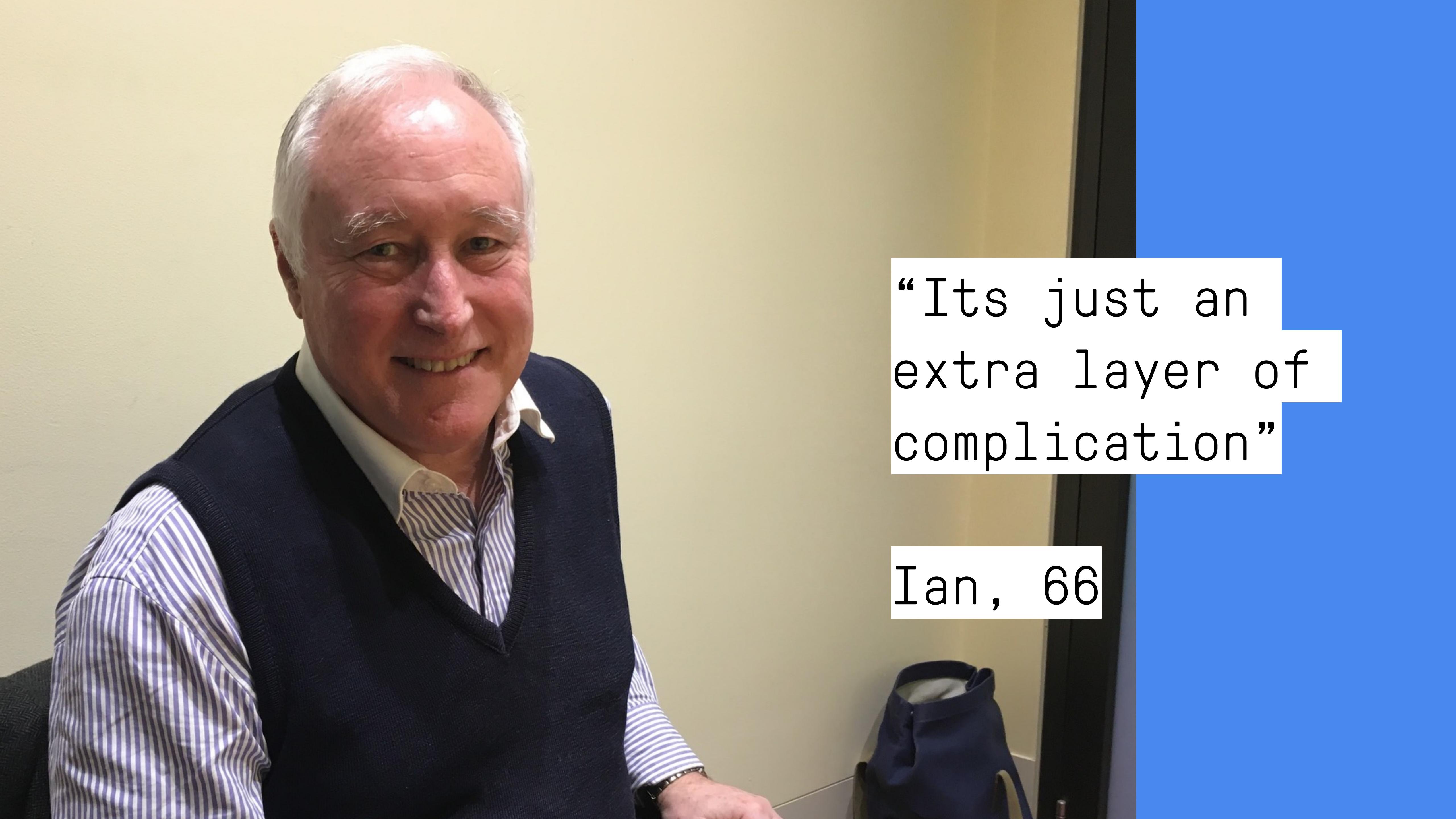
Build a secure online account



“If you asked me to
create an account to
pay a parking fine I’d
be pissed off”

Avinash, 27



A portrait of a man named Ian, 66. He is an older man with white hair, smiling at the camera. He is wearing a dark blue V-neck sweater vest over a white collared shirt and a blue and white striped long-sleeved shirt. The background is a plain, light-colored wall.

“Its just an
extra layer of
complication”

Ian, 66



“Coming up with new
passwords does my
head in”

-Andrea, 38



“I hate them, I can
never remember the
password”

-Will, 22



“I wouldn’t see an
immediate benefit to
be honest”

-Anthony, 30

**Residents and ratepayers
don't need an online account.**

What benefits does an account provide?

Customers can have one place
to manage their relationship
with City of Melbourne

Customer interactions

What benefits does an account provide?

Customers can have one place
to manage their relationship
with City of Melbourne

Customer interactions

→ Residents and ratepayers
don't make accounts for
one-off transactions

On making an
account:

“It depends. If it’s
just a one-off thing,
probably not.”

June, 61





“Create another account...
I find that really [REDACTED]
annoying... Another step
to get through”

Nathan, 25

“Stuff I do once a year, like paying car insurance, why would I make an account for that?”

Avinash, 27



What benefits does an account provide?

Customers can have one place to manage their relationship with City of Melbourne

Repeat customers can log in and their information can be pre-filled

Customer interactions

Residents and ratepayers don't make accounts for one-off transactions

What benefits does an account provide?

Customers can have one place to manage their relationship with City of Melbourne

Repeat customers can log in and their information can be pre-filled

Customer interactions

Residents and ratepayers don't make accounts for one-off transactions

Interactions with council are one-off: infrequent and for specific tasks

“I think it would be good if I used a heap of services. I don’t use them all at the same time frequently enough.”

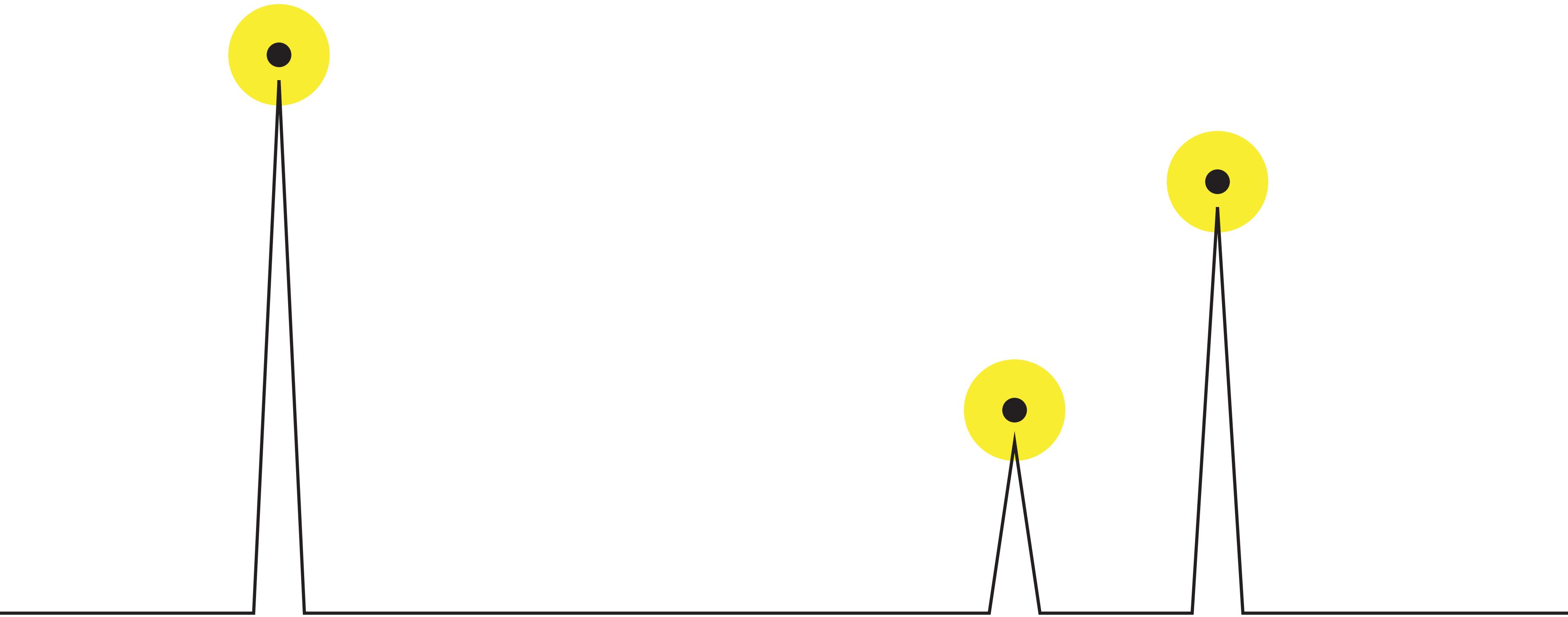
Will, 22



“I don’t want the inconvenience of having to go in & look up my passwords.. It has to be something I use all the time”

Anthony, 30





..... ➤ 1 year – 5 years ➤

What benefits does an account provide?

Customers can have one place to manage their relationship with City of Melbourne

Repeat customers can log in and their information can be pre-filled

Customers can track the progress of their interactions

Customer interactions

Residents and ratepayers don't make accounts for one-off transactions

Interactions with council are one-off: infrequent and for specific tasks

What benefits does an account provide?

Customers can have one place to manage their relationship with City of Melbourne

Repeat customers can log in and their information can be pre-filled

Customers can track the progress of their interactions

Customer interactions

Residents and ratepayers don't make accounts for one-off transactions

Interactions with council are one-off: infrequent and for specific tasks

Customers getting in touch to follow-up is rare

16

of calls coded as ‘follow up’

DM7657488

‘Follow-up’ information should be pushed to customers, not require them to ‘pull’ by logging in to an account.

**Residents and ratepayers
don't need an online account.**

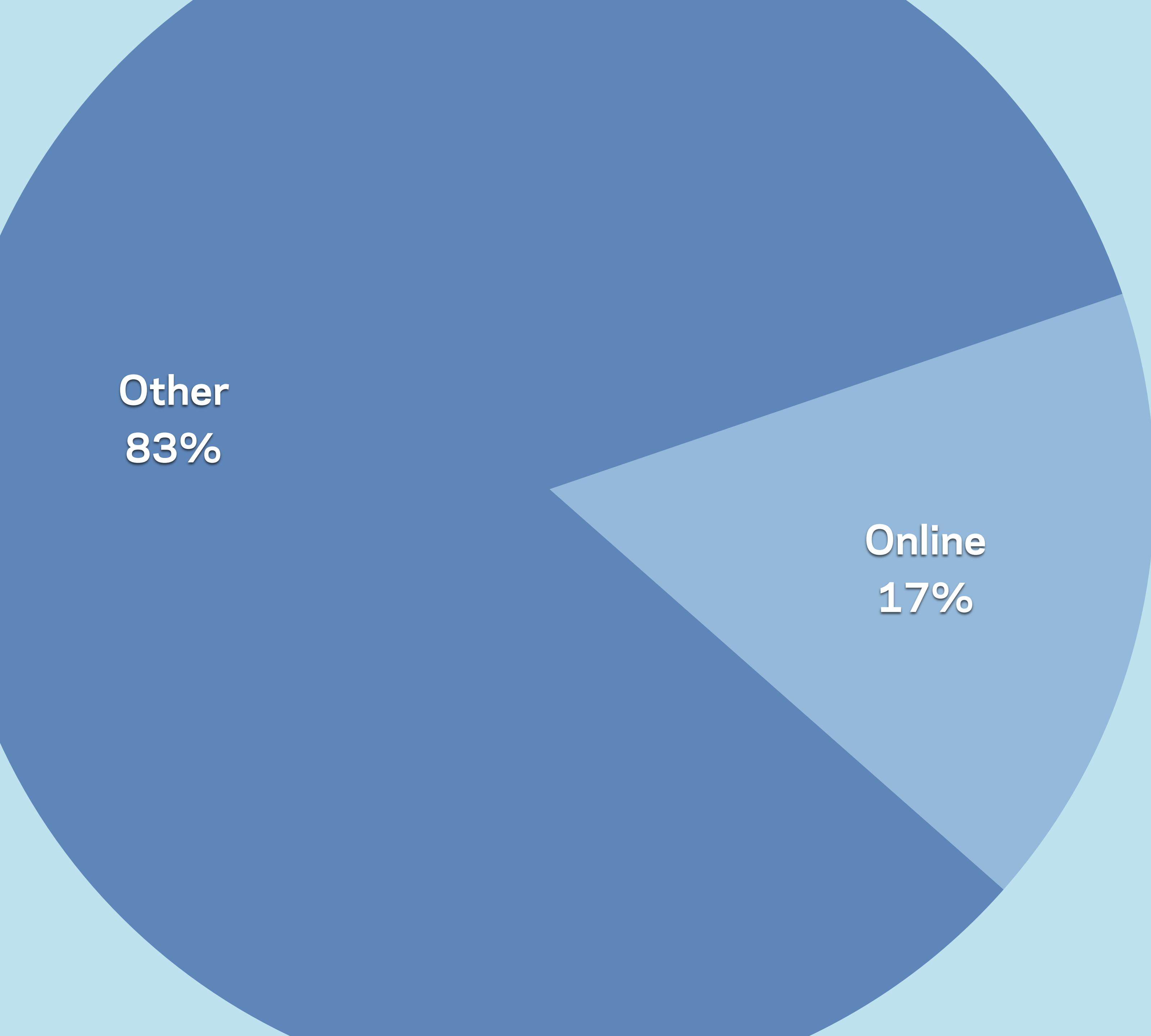
Residents and ratepayers
don't need

They need quick, digital
ways of completing tasks.



“I’ll go on the net first to see if there are direct ways of approaching an issue”

June, 61



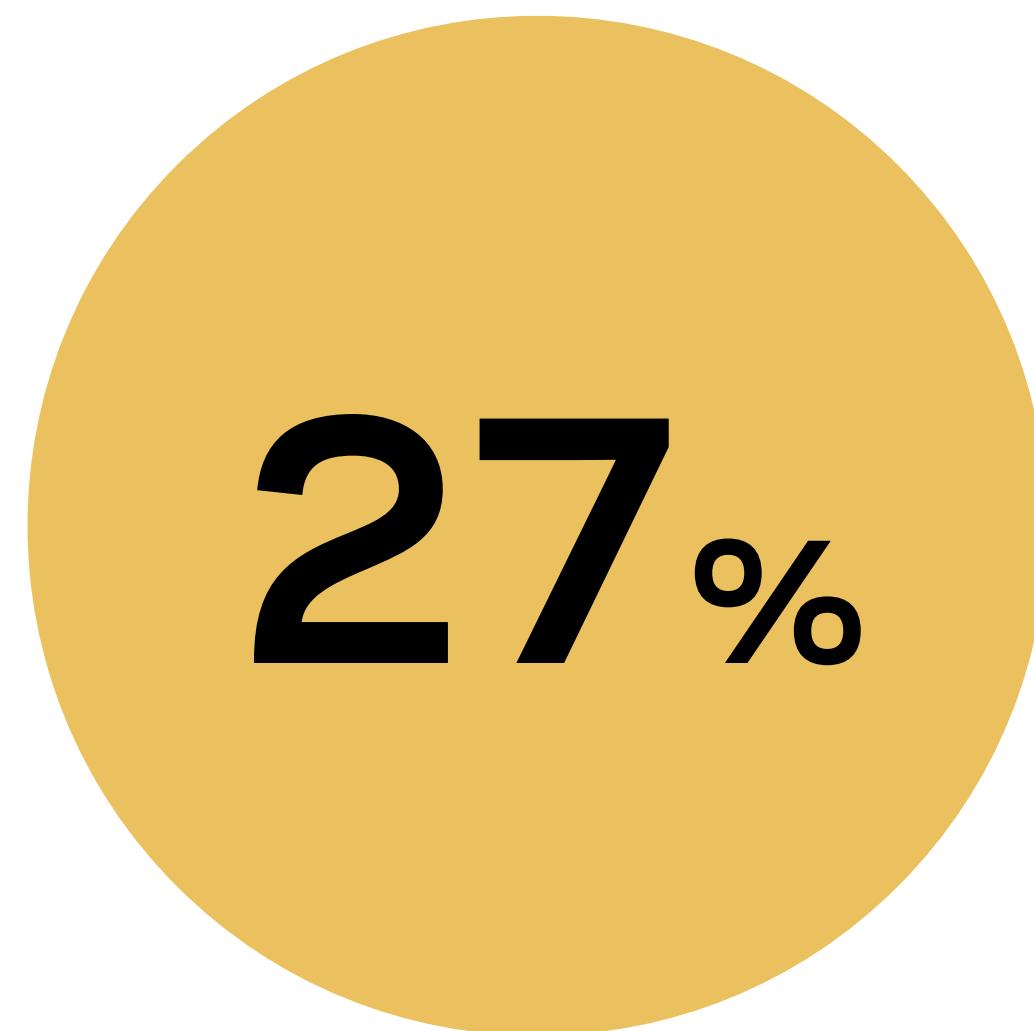
City of Melbourne service interactions

DM8967526 Work Area self nominated customer interaction volumes, calculated for Customer Experience Measure, 2014'

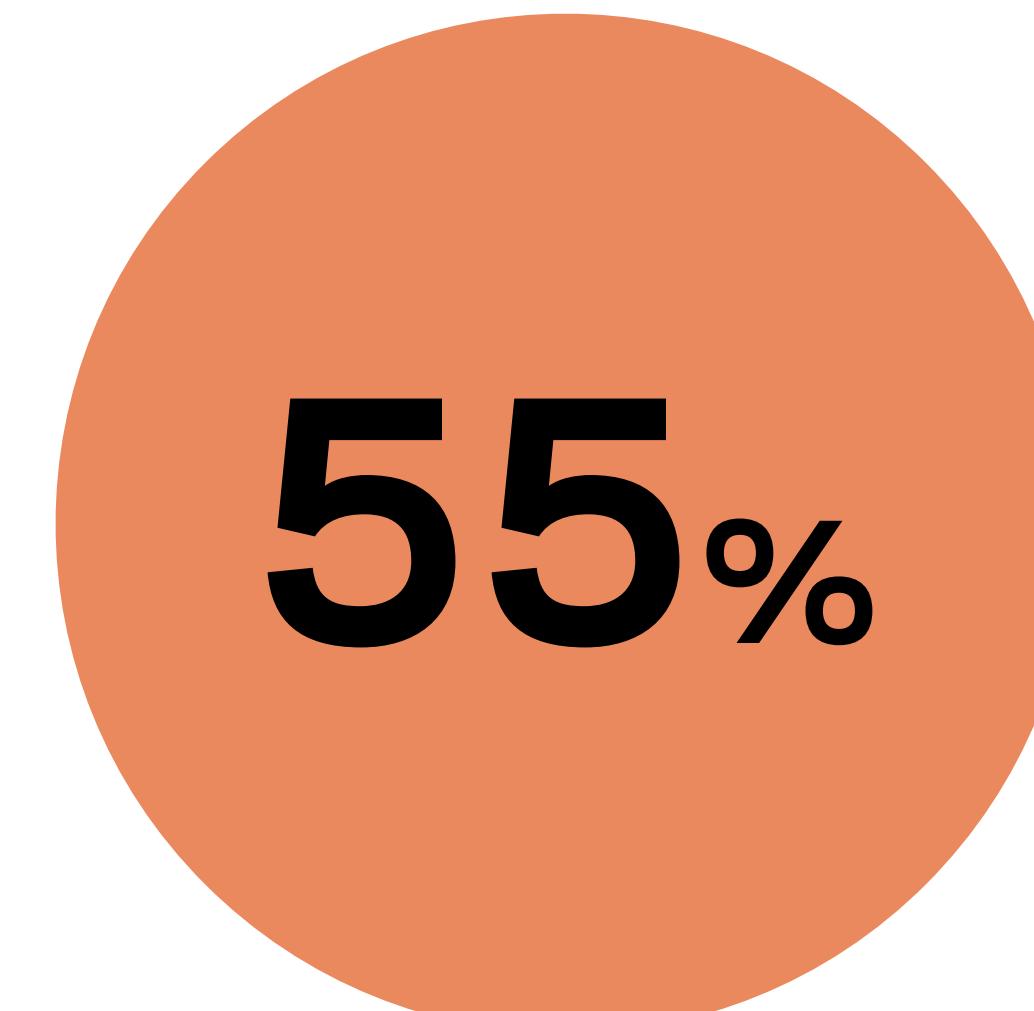
Lots of customers are
trying to do things online,
but the current digital
experience is stopping them
from completing their tasks.

ePathway abandon rates

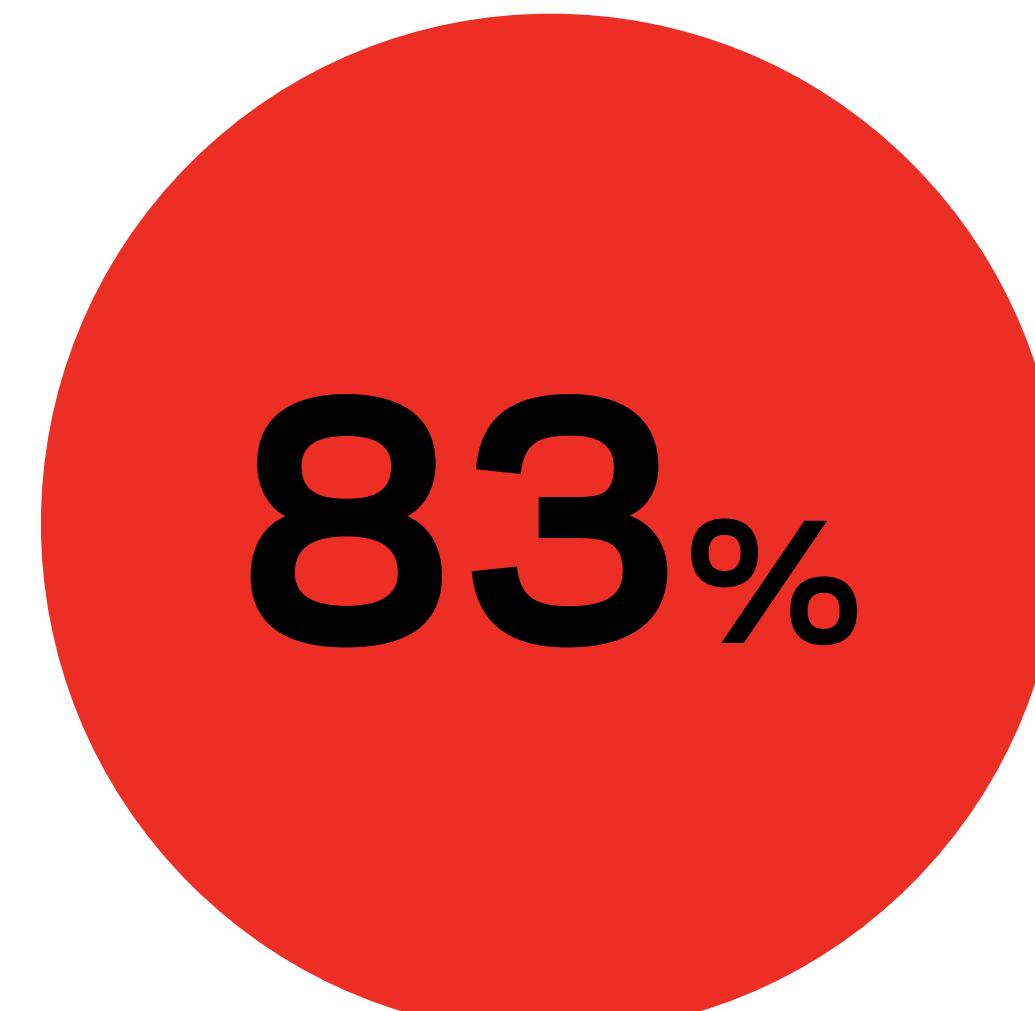
(avg 2013-2015) DM9961454



Payments



Customer service

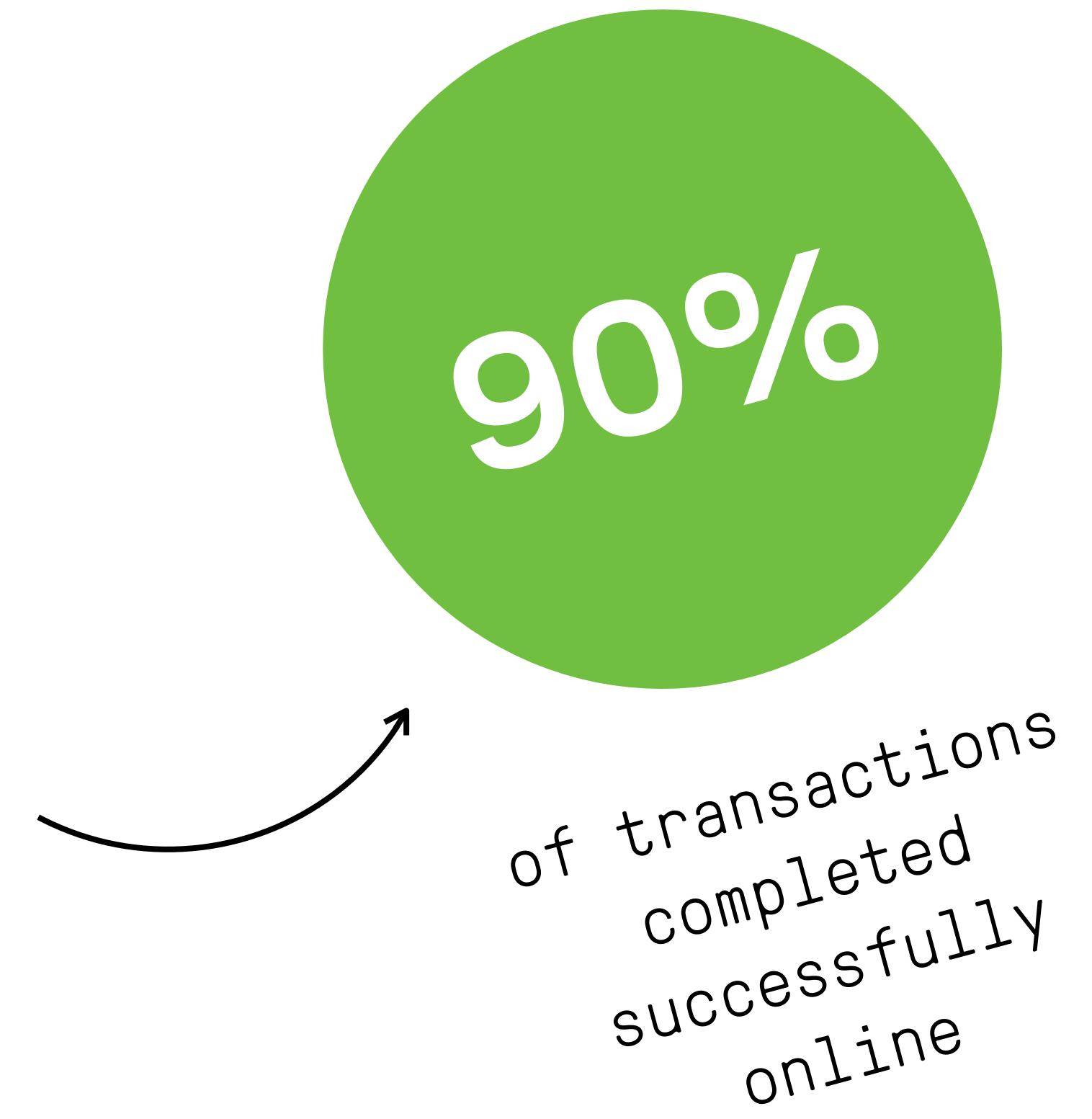


Permits

CoM Organisational Plan

strategic themes

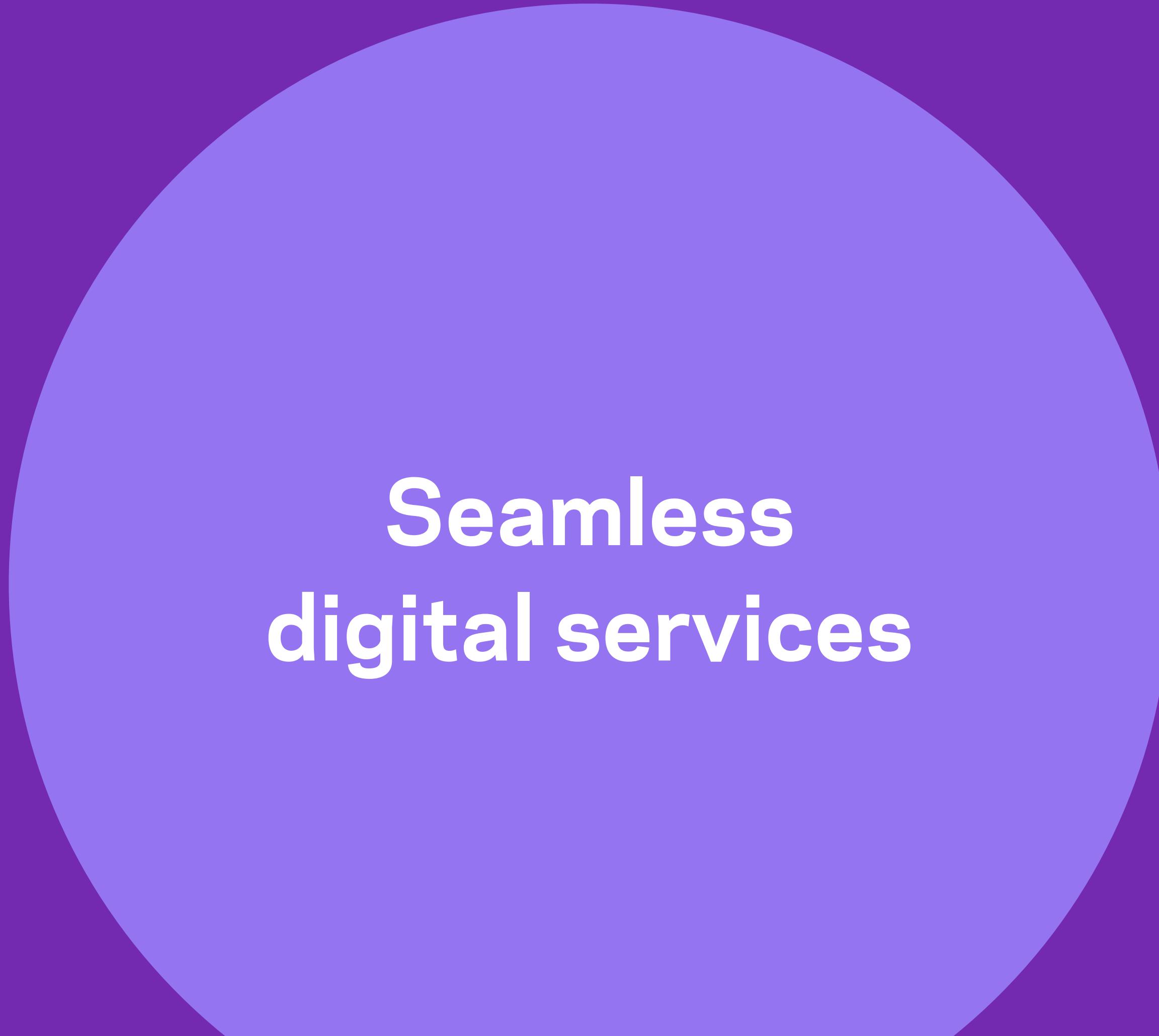
- ▶ Innovation and Insight
- ▶ Customer First, Digital First
- ▶ Future Focus
- ▶ Engaged People
- ▶ Operational Excellence



**Residents and ratepayers
don't need an online account.**

**They need quick, digital
ways of completing tasks.**

Opportunities



**Seamless
digital services**

**City of Melbourne wants to
use digital to build better
relationships with customers.**

**Knowing customer preference
enables better, more personal
communication.**

“I lodged a complaint through the council website and the council said someone would contact me but they never did”

Nathan, 25



“If you’ve got relationships they know where you are, they can provide you a service”

June, 61



Opportunities



**Seamless
digital services**

**Proactive
digital comms**

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Online service should be as
smooth as **the in-person**
experience at town hall

Booking hard waste
at town hall

**10
minutes**

Booking hard waste
online

**2-5
days**

Digital communication
should **be relevant,**
personal and timely.

Herald Sun

PURA Milk

Herald Sun
Sunday

MILK BAR

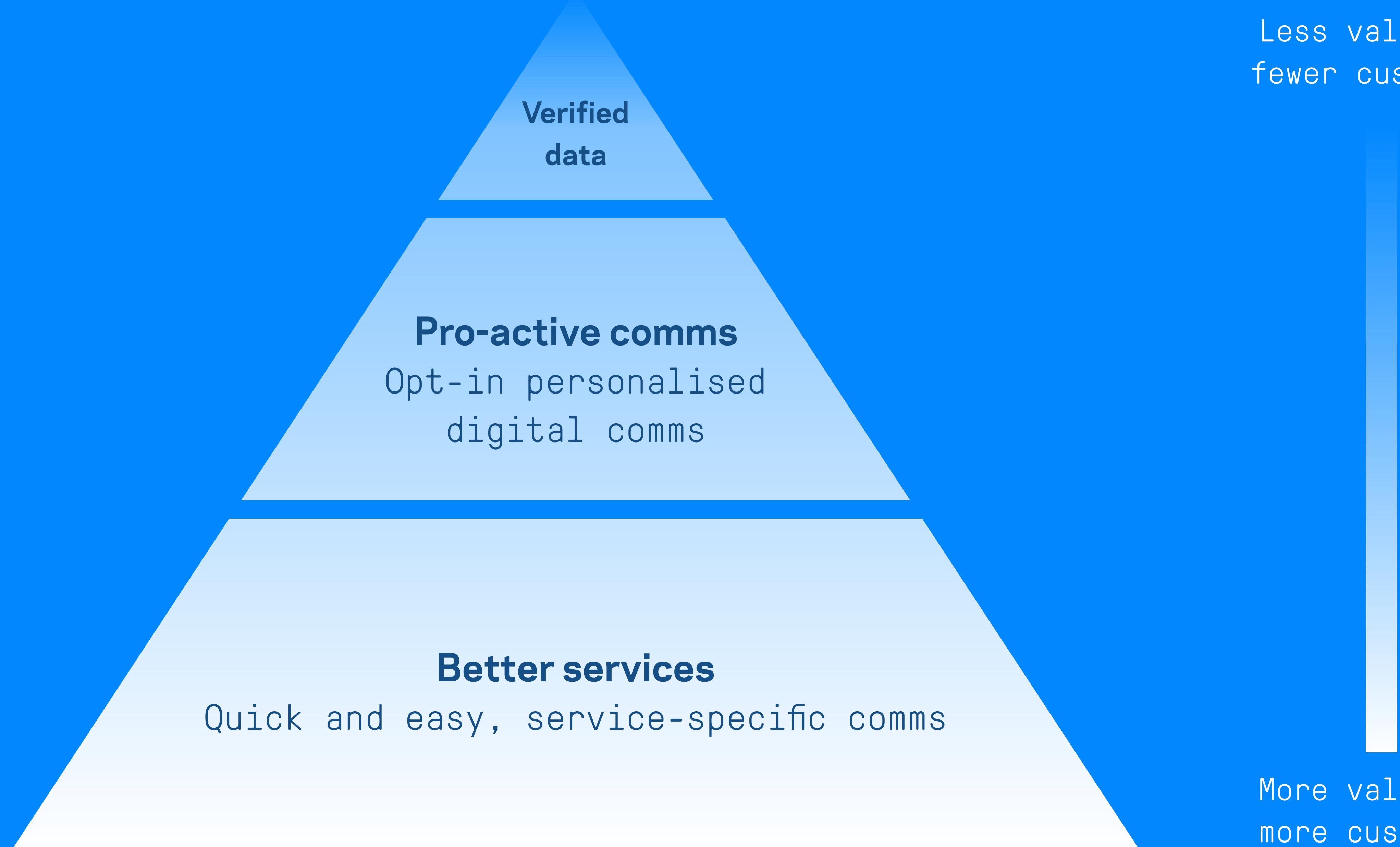
THE
AUSTRALIAN

PURA Milk

1P P5
6-9 6-9

P5 1P
6-9 6-9





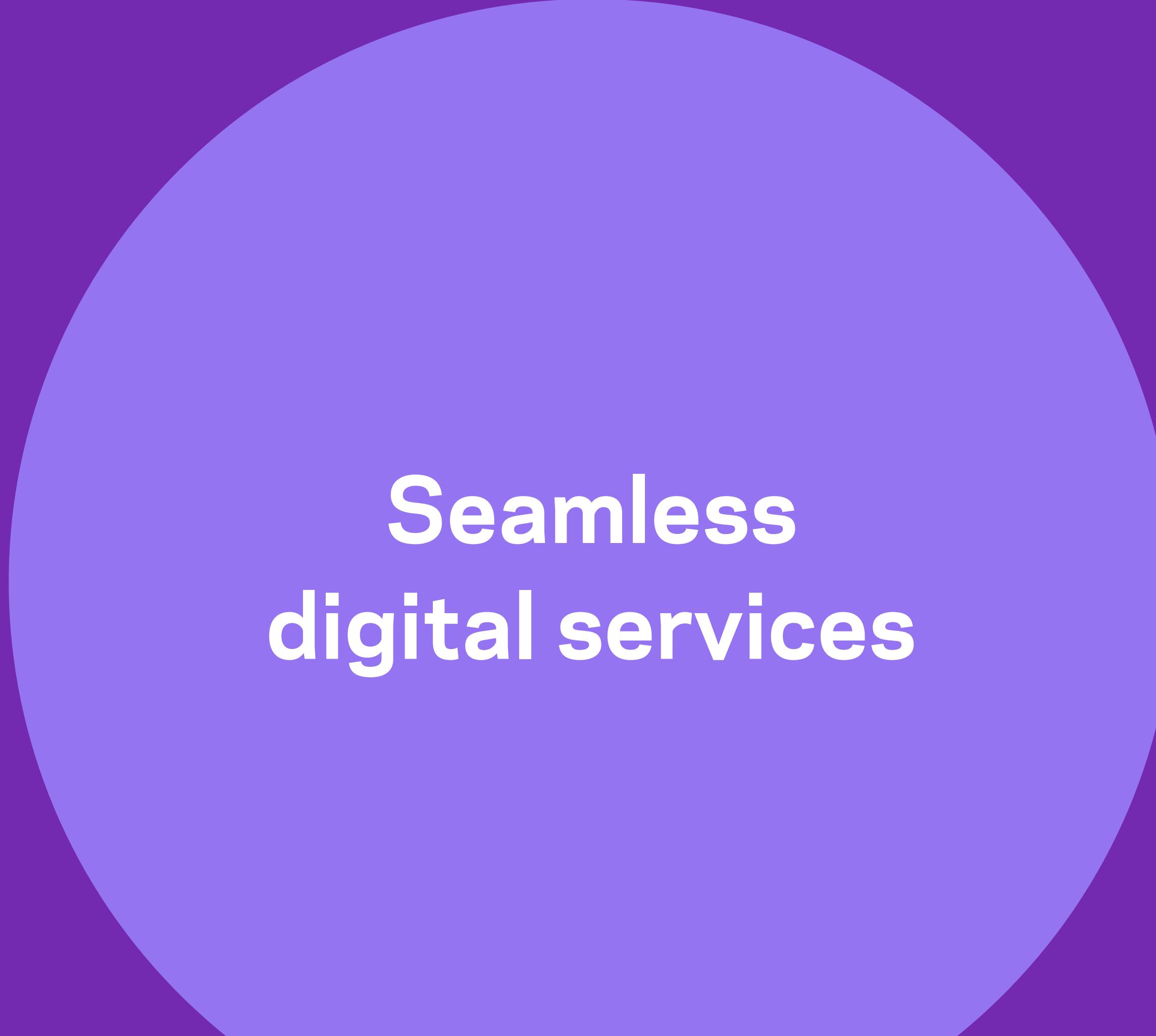
Opportunities



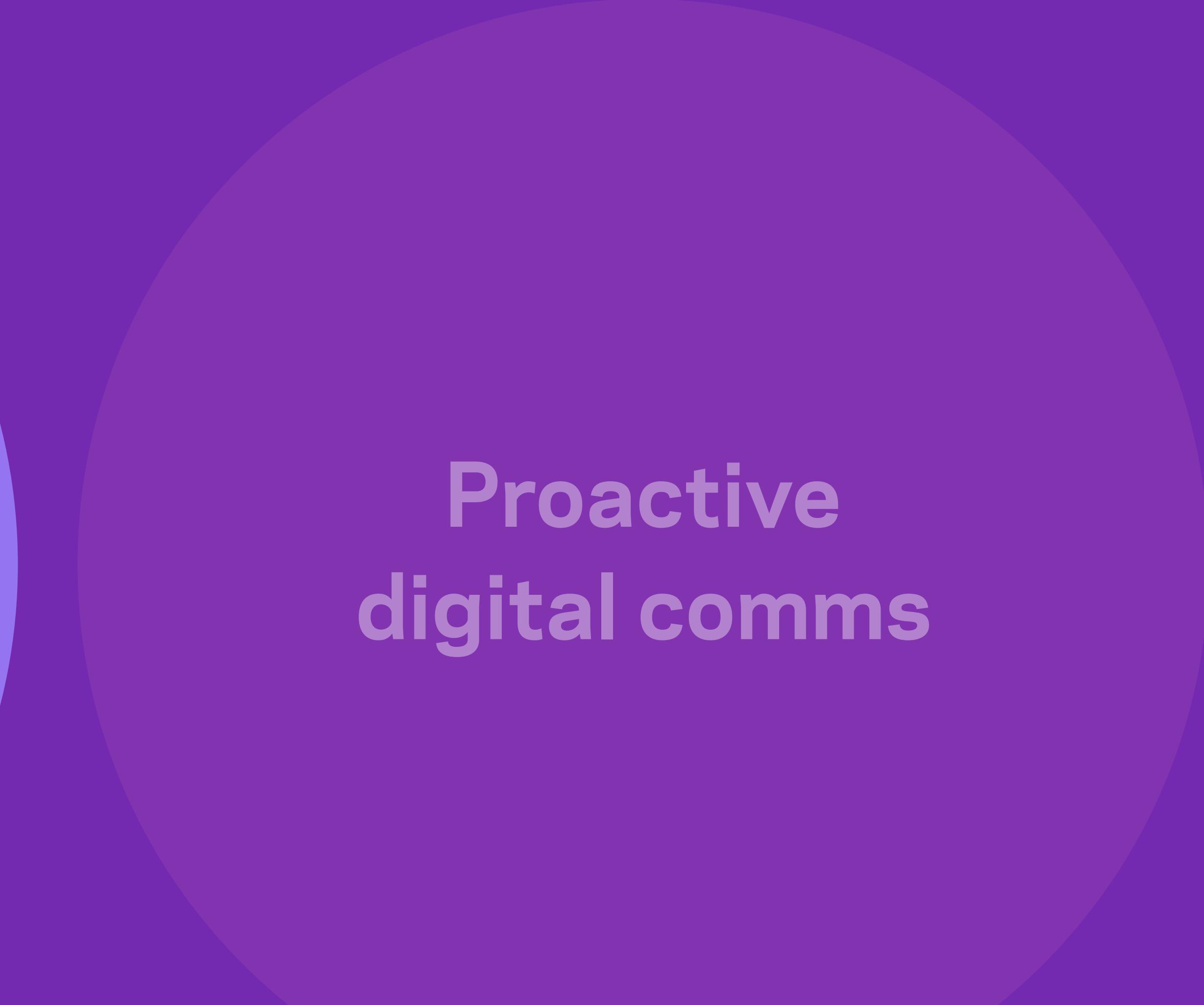
**Seamless
digital services**

**Proactive
digital comms**

Opportunities



**Seamless
digital services**



**Proactive
digital comms**

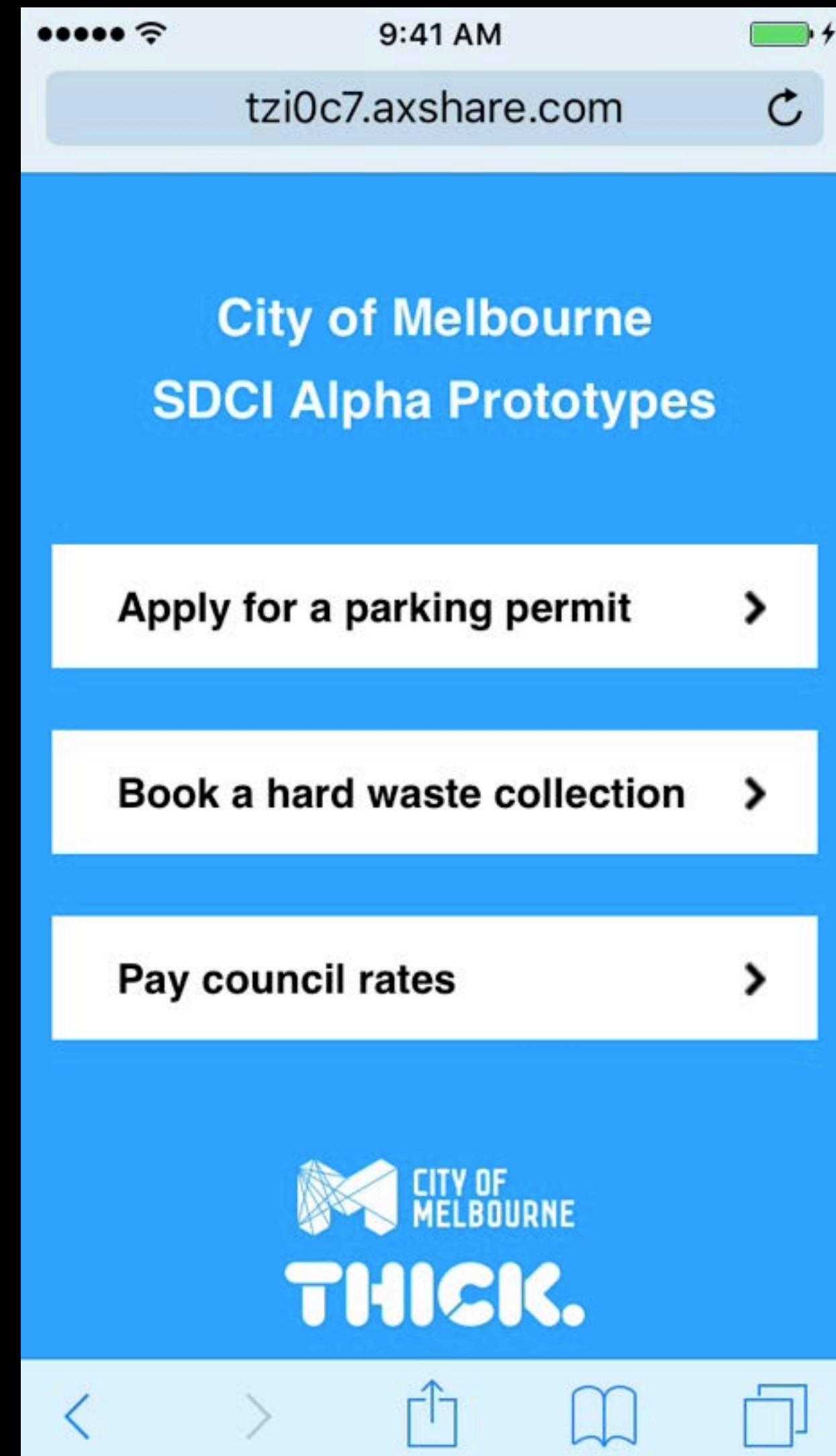
What is the ideal state?

Book a hard waste collection

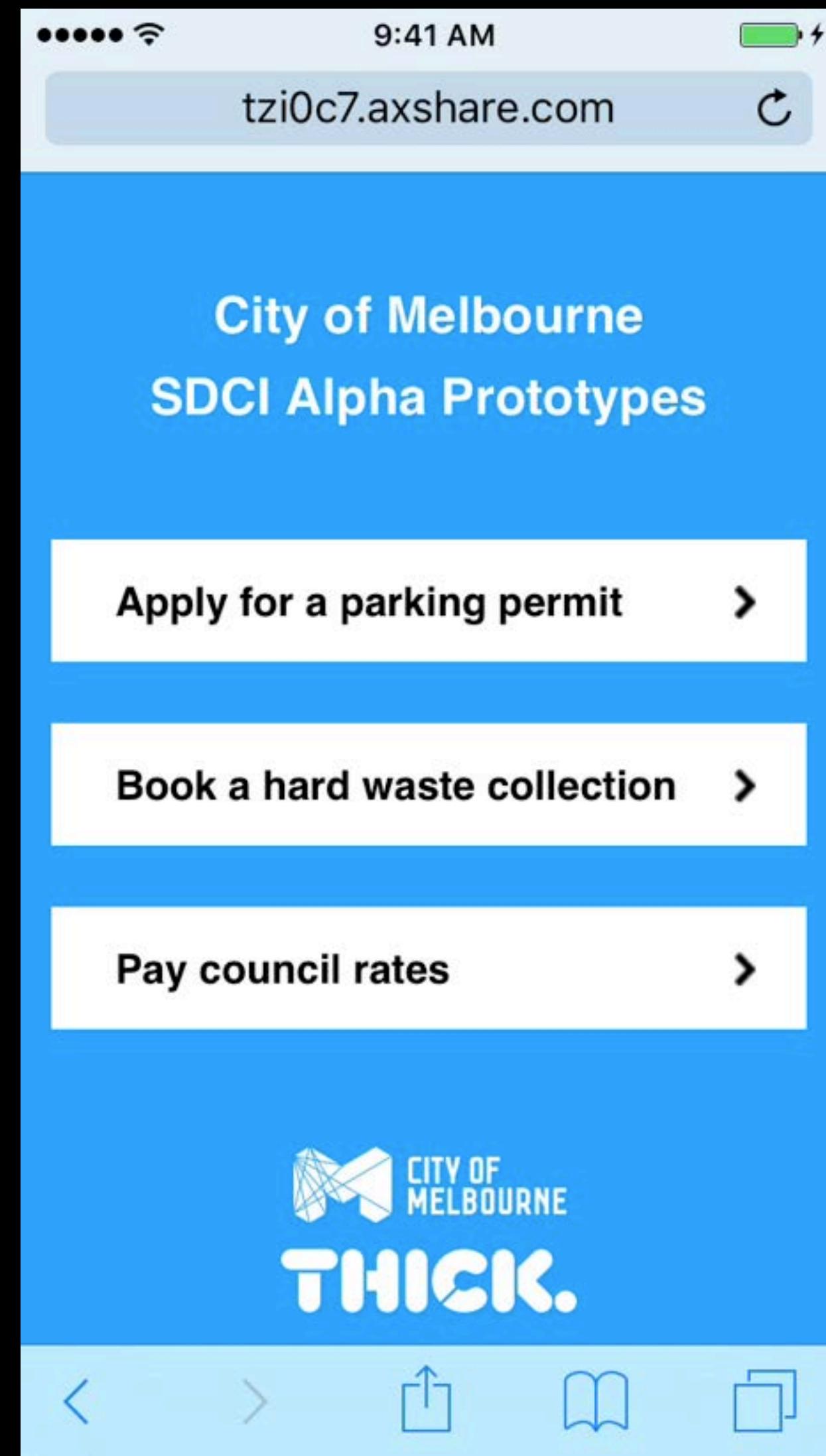
Get a residential parking permit

Pay your rates online

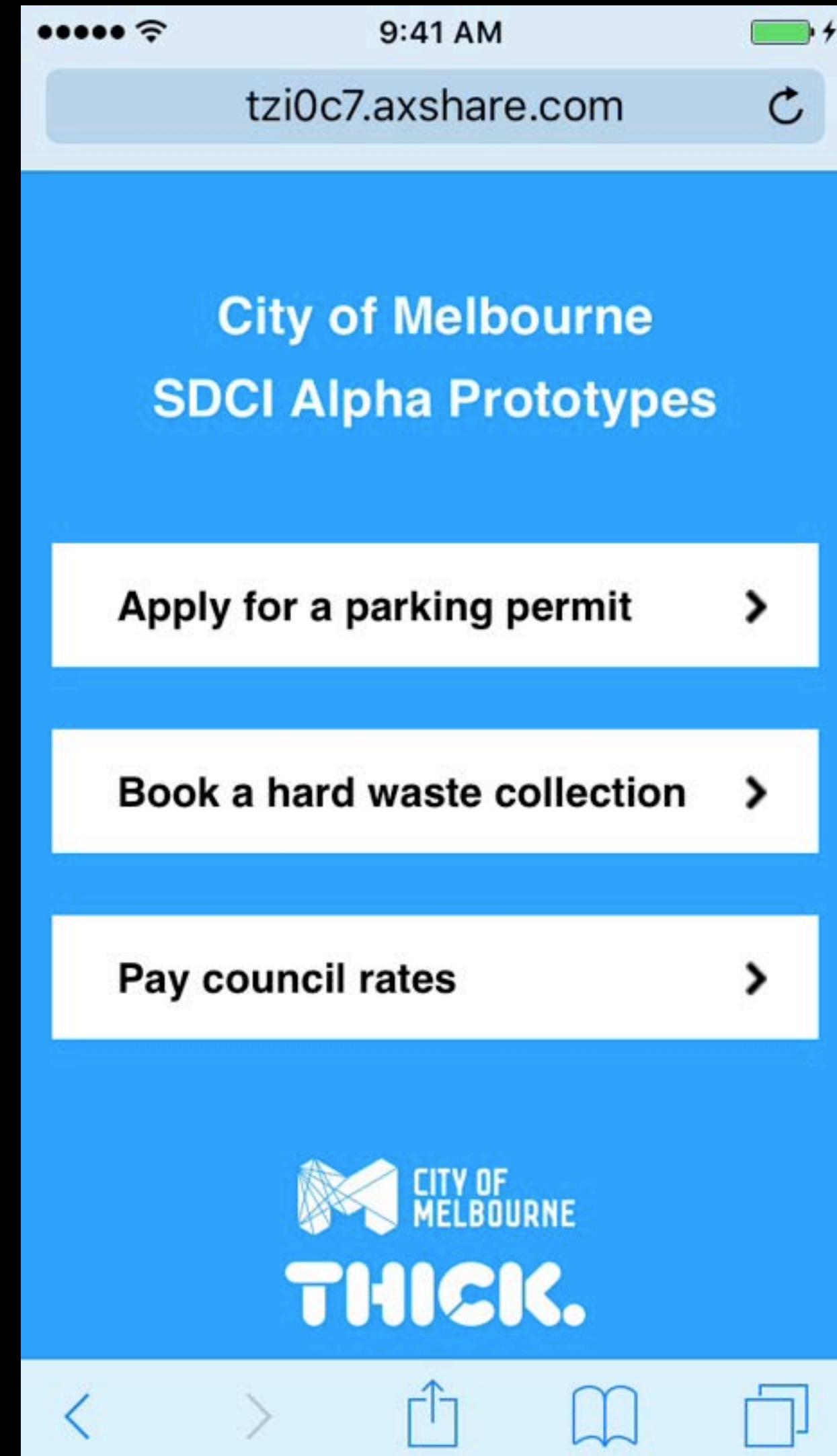
Alpha: book a hard waste collection



Alpha: get a residential parking permit



Alpha: pay your rates online



Opportunities

**Seamless
digital services**

**Proactive
digital comms**

Herald Sun

PURA Milk

Herald Sun
Sunday

MILK BAR

THE
AUSTRALIAN

PURA Milk

1P P5
6-6 6-9

P5 1P
6-9 6-6

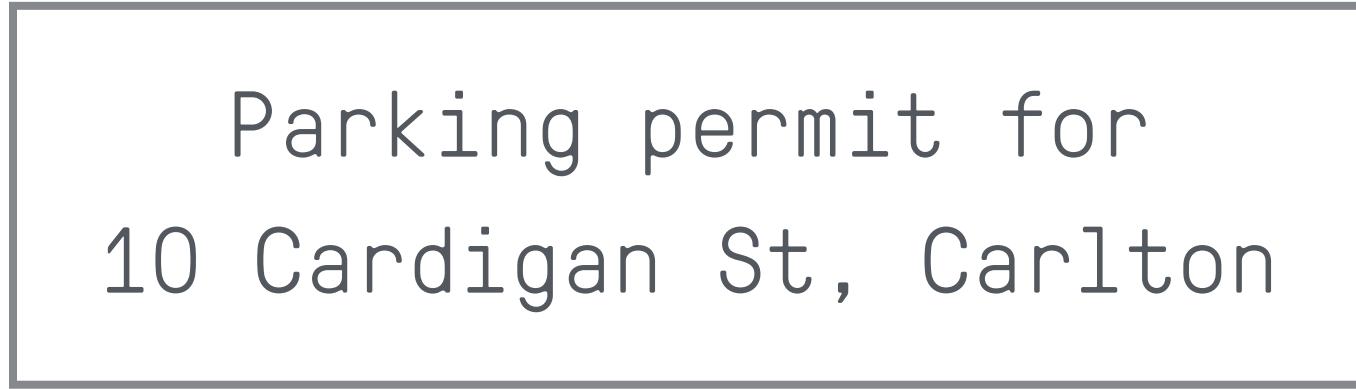


an email address

sally@gmail.com



sally@gmail.com



Parking permit for
10 Cardigan St, Carlton

QFR 123



sally@gmail.com

Parking permit for
10 Cardigan St, Carlton



Rate payer for
10 Cardigan St

QFR 123

sally@gmail.com

Parking permit for
10 Cardigan St, Carlton

Rate payer for
10 Cardigan St

QFR 123

sally@gmail.com

Parking permit for
10 Cardigan St, Carlton

Emails about Moomba

Rate payer for
10 Cardigan St

QFR 123

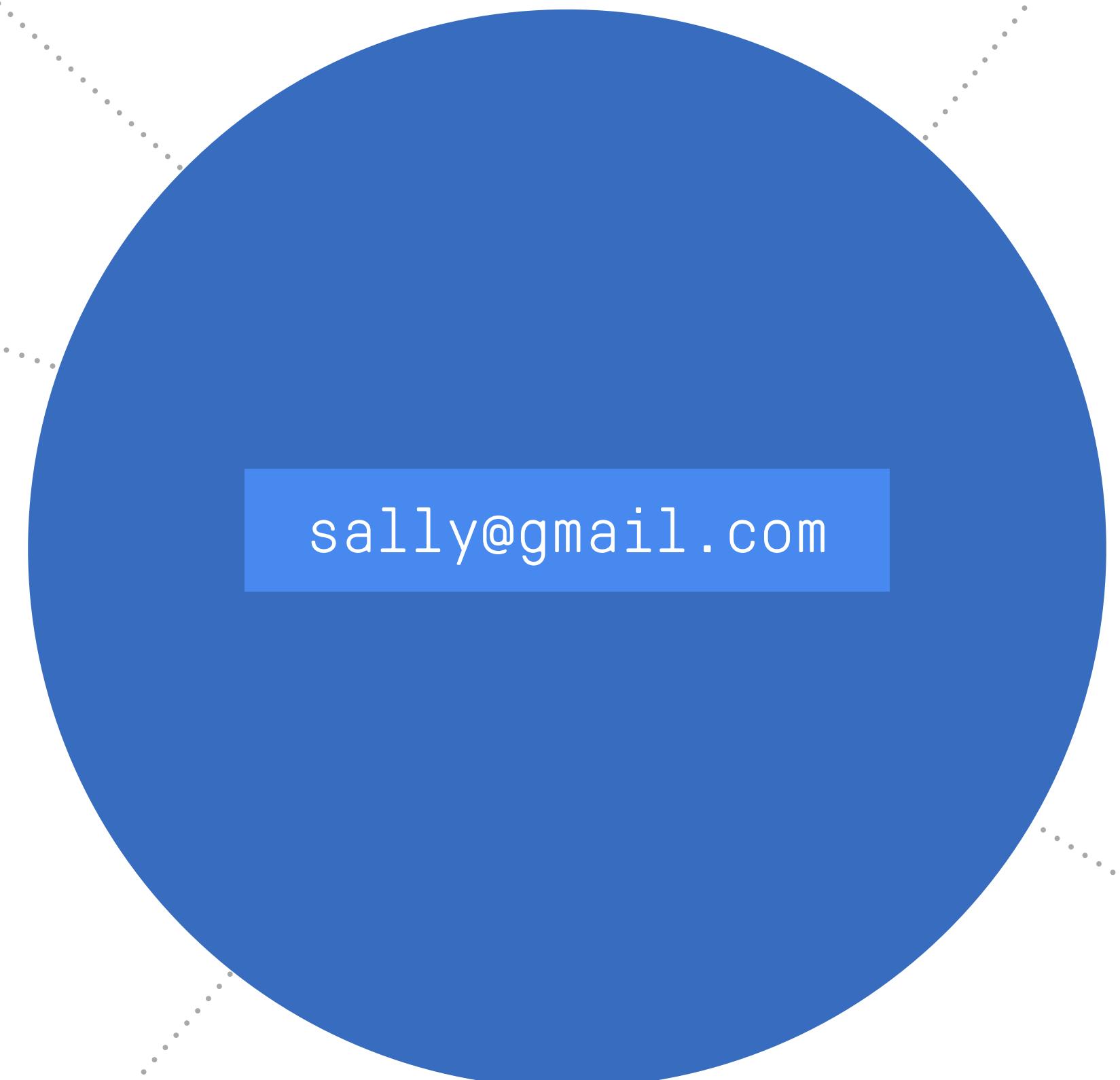
sally@gmail.com

0412 345 678

Graffiti report

Parking permit for
10 Cardigan St, Carlton

Emails about Moomba



Rate payer for
10 Cardigan St

QFR 123

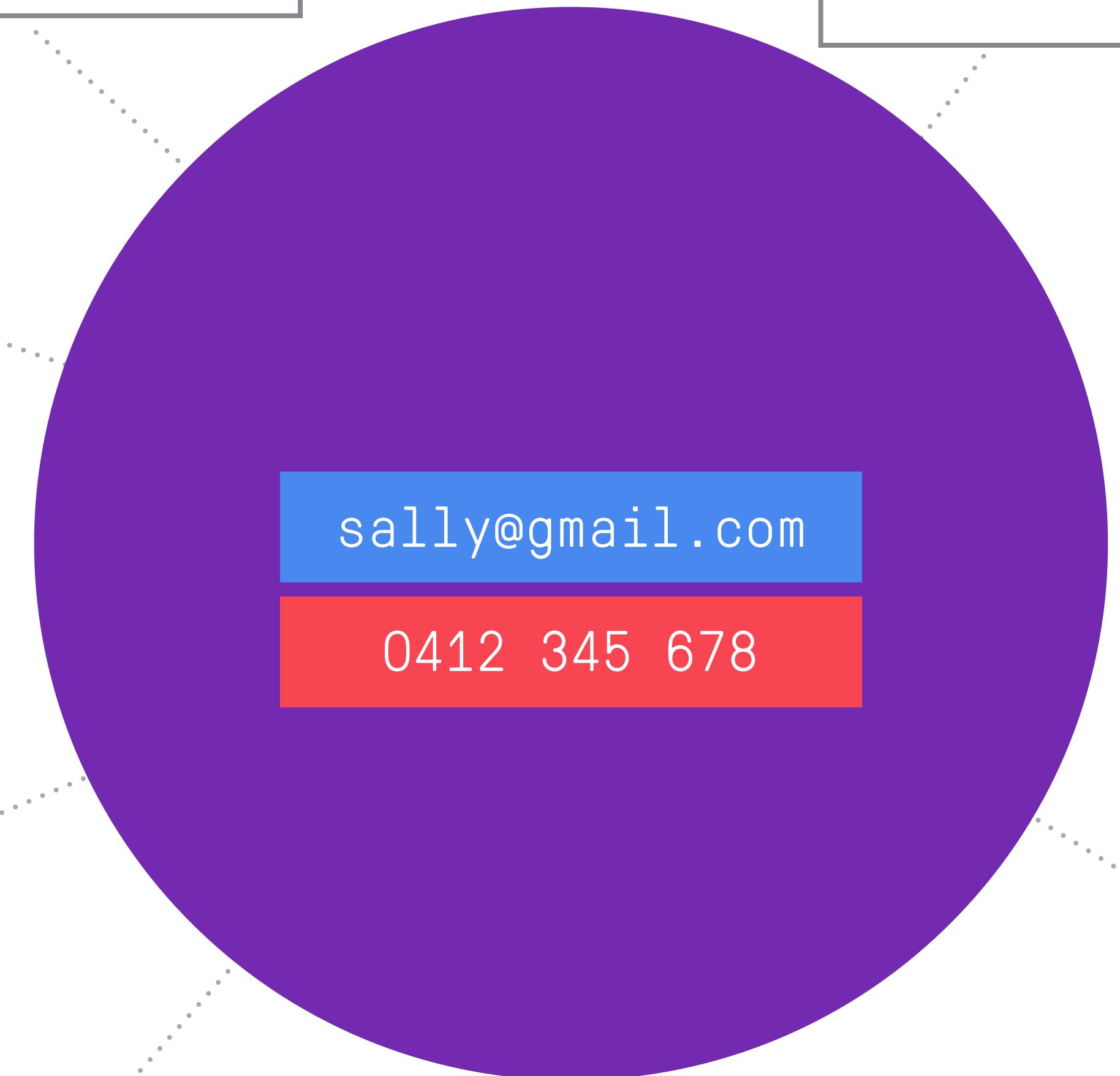
Hard waste
collection at
10 Cardigan St

0412 345 678

Graffiti report

Parking permit for
10 Cardigan St, Carlton

Emails about Moomba



Rate payer for
10 Cardigan St

QFR 123

Hard waste
collection at
10 Cardigan St

Graffiti report

Parking permit for
10 Cardigan St, Carlton

Emails about Moomba

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Customer Experience Design Principles

Co-design

Do less

Make it
easy

Make it
clear

Aim to
delight

1. Co-design

1.1 Design for customers, with customers

1.2 Design with subject matter experts

1.1

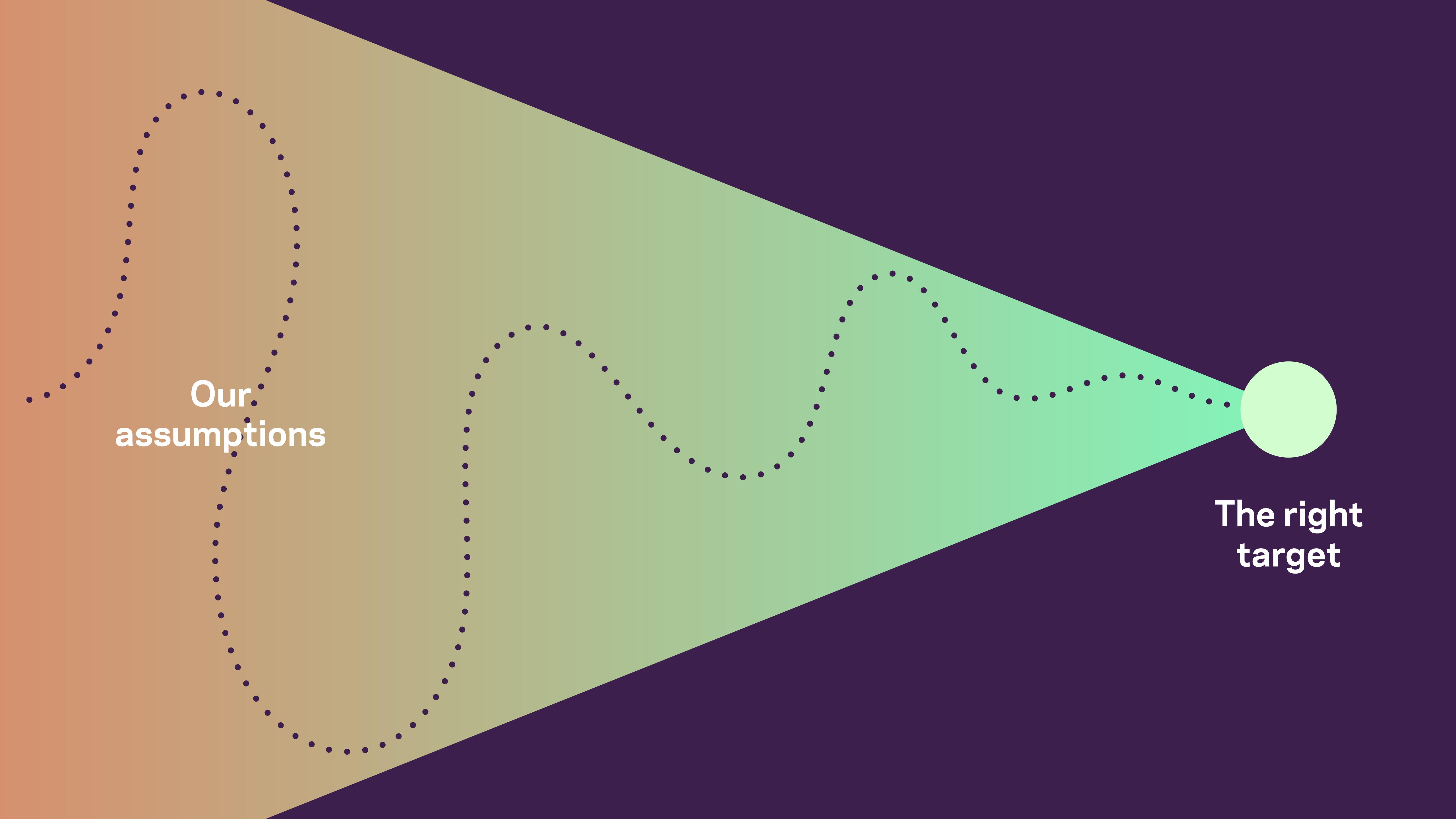
Design for customers, with customers

Consider the task that customers need to complete, and focus on streamlining the process. Business needs must be balanced with customer needs. Test with customers from the start.

CoM Organisational Plan

strategic themes

- ▶ Innovation and Insight
- ▶ Customer First, Digital First
- ▶ Future Focus
- ▶ Engaged People
- ▶ Operational Excellence



**Our
assumptions**

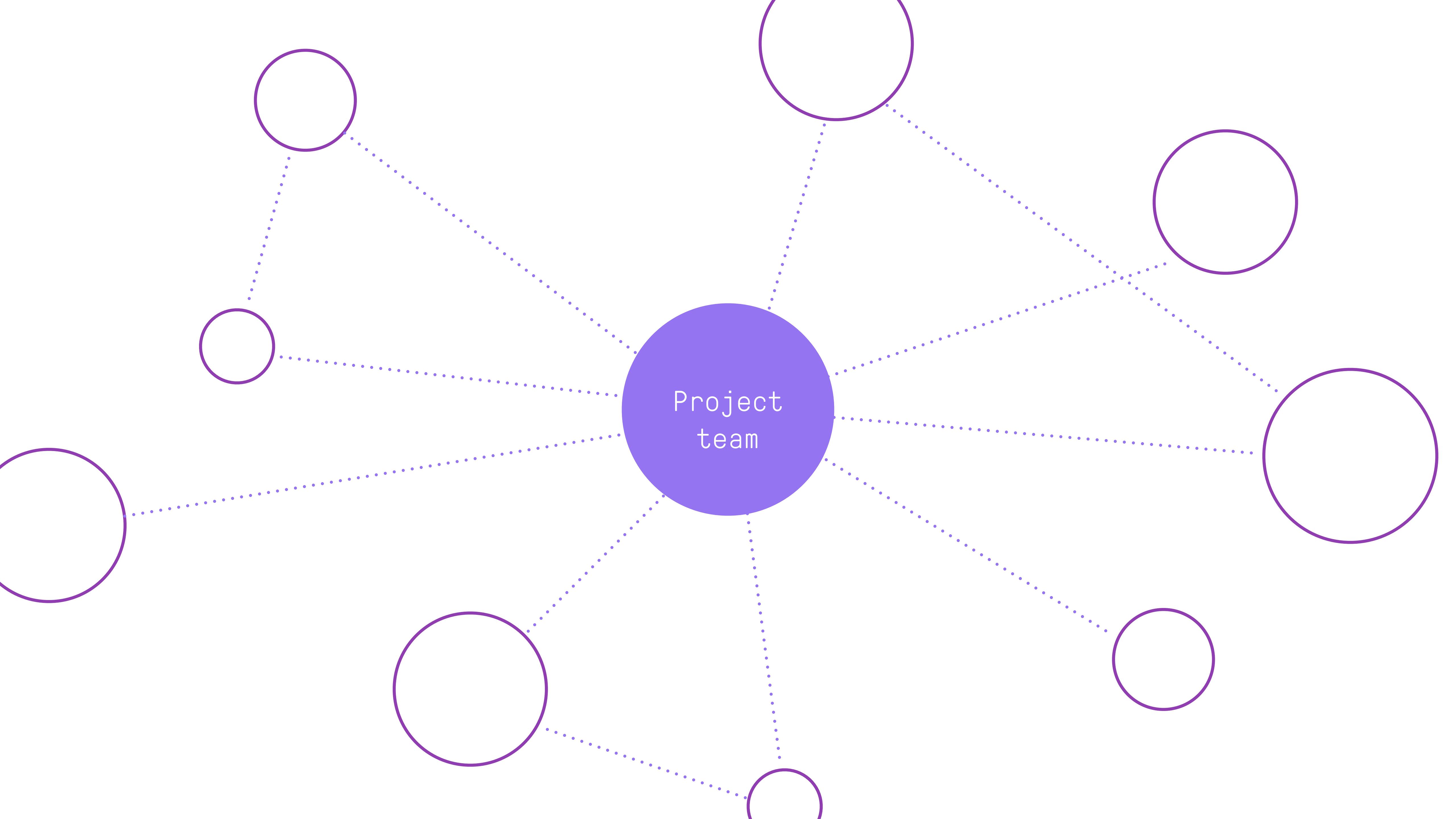
**The right
target**

Only by speaking with
customers could we learn that
they **do not need an account**

1.2

Design with subject matter experts

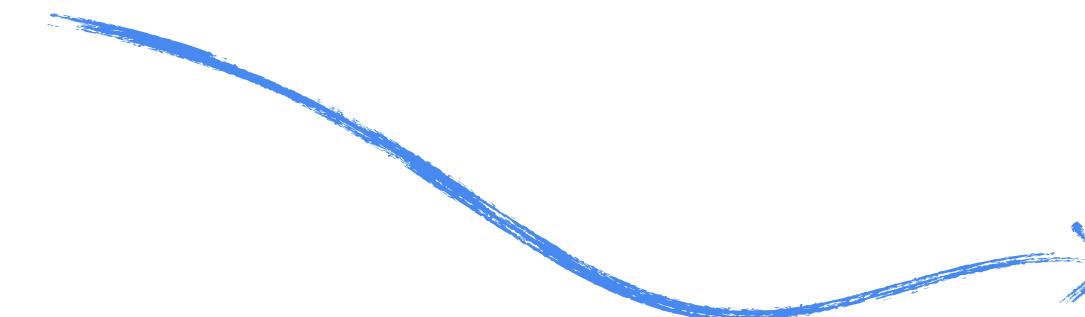
Services cannot be made digital in isolation of their dependencies. Co-own work with subject matter experts, involving them early and often to ensure that requirements and limitations are understood.



Everyone who touches a service,
from City of Melbourne employees
to contractors should be included.

Mobile number required, email optional

The contractor in the truck picking up hard waste might need to call if something goes wrong.



CITY OF MELBOURNE

Book a hard waste collection

Your contact details

Mobile number (required)
To send SMS confirmation and reminder

Email (optional)
To send additional confirmation and reminder

Confirm details >

City of Melbourne
Contact:

Where will the waste be left?

Your hard waste will be picked up from
10 Collins Street, Carlton, Victoria on
Wednesday 27 July

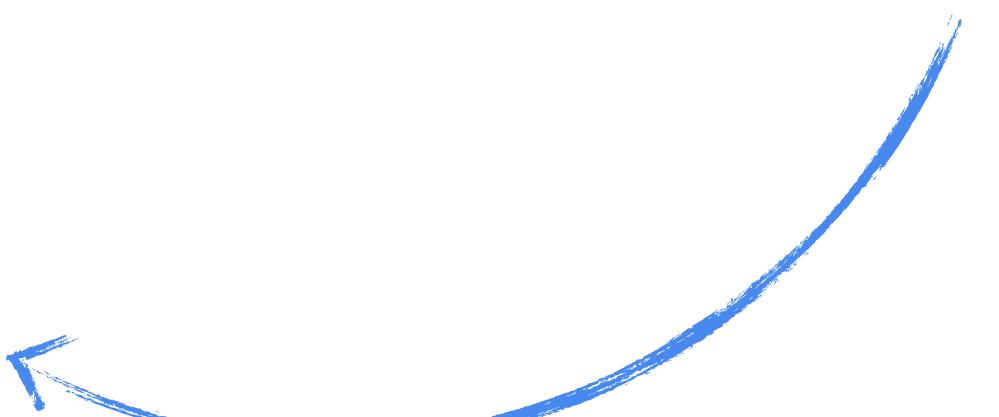
Reminders and confirmation will be sent
to
[email]
[phone number]

Where will the waste be left?

Describe it or [show on a map](#)

- Front of house
- Rear of house
- Adjacent laneway
- Other

Book now



To ensure that hard waste
is picked up, we need to
give the collector all the
detail they'll need.

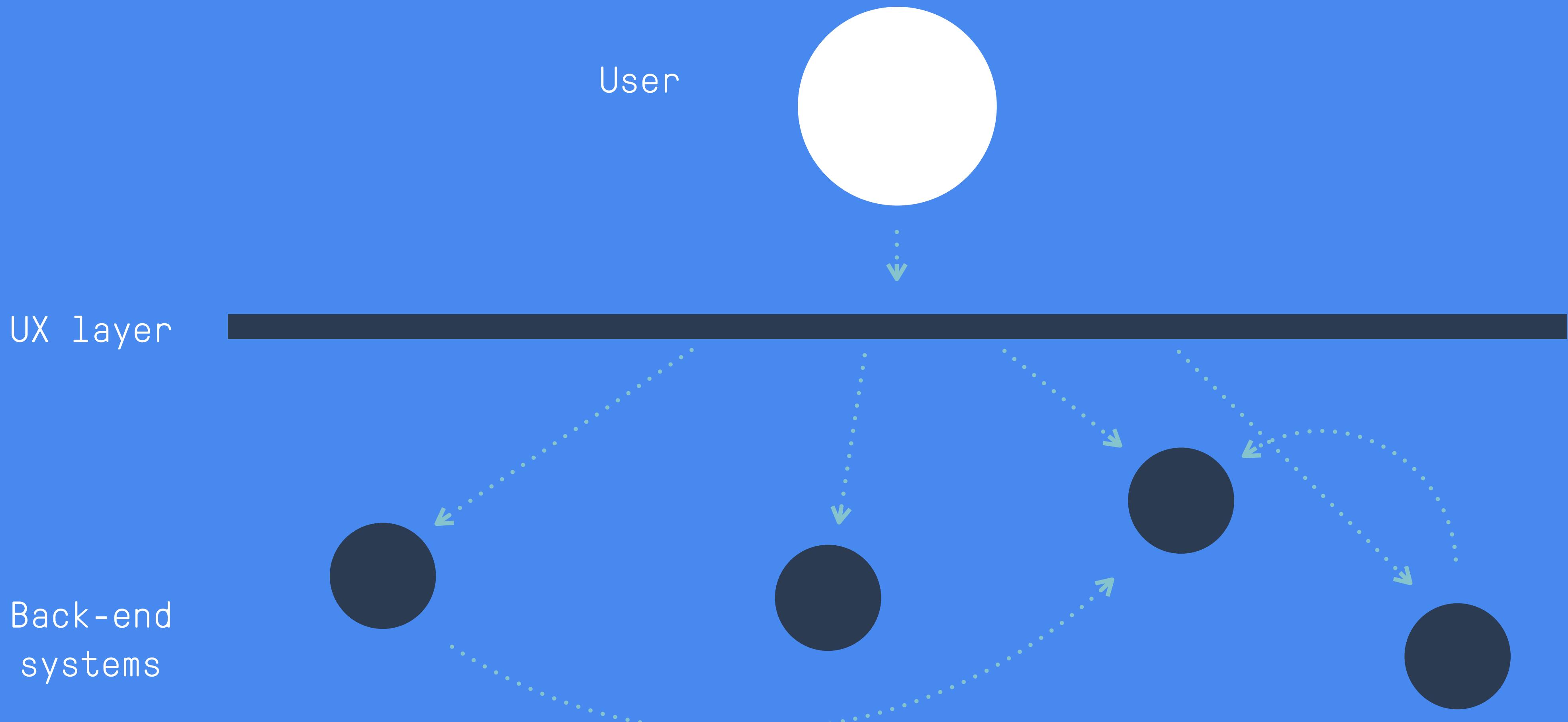
2. Do less

- 2.1. Make the experience seamless
- 2.2. Interrogate every field
- 2.3. Leverage existing services
- 2.4. Design in a modular way

2.1

Make the experience seamless

Make the look and feel of digital services consistent, no matter which backend systems are in use. Digital services should look and feel the same as MVGA. In the customer's eyes it is all part of the same experience.



CITY OF MELBOURNE

Libraries



Increase your chance of employment with 'Career prep for International Students'

Melbourne's libraries welcome people to read, connect, create and learn.

We have six branches across the municipality - City Library in Flinders Lane, Kathleen Syme in Carlton, Library At The Dock in Docklands, East Melbourne, North Melbourne and Southbank Library at Boyd.

[Catalogue](#)

CITY OF MELBOURNE

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Renew loans | Join online | SavedList | Forgot your password?

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- eBooks and eAudio
- eMagazines
- More eLibrary
- What to read next
- New materials

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- Library website
- Locations
- Contact us
- Policies and services
- Book a computer

Can't find it?

- Ask us
- Suggest a purchase
- Inter-library loans
- FAQ

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Your Current Search: Anywhere: HARRY POTTER (Keywords)

Anywhere: HARRY POTTER (Keywords)

Refine Results By:

- and
- General
- Titles with available items
- Titles with loanable items
- Titles available online
- Publication Date
- Fiction/Non-Fiction
- Personal Author
- Language

Location Collection Call Number Status/Desc

Location	Collection	Call Number	Status/Desc
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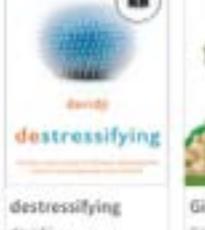
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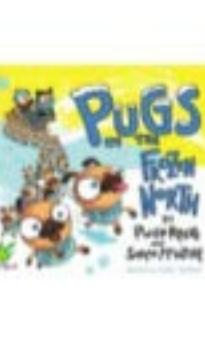
				
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Andrew McGahan	2016	2016	2016	2016

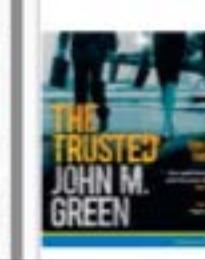
CITY OF MELBOURNE

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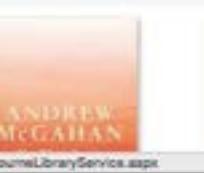
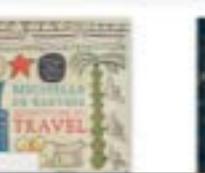
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Borrow for the 2016 Miles Franklin Award Longlist

			
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2016	2016	2016	2016

Google contextual search

Single UX layer
across multiple
service providers

Google search results for "nova cinema times". The search bar shows the query. Below it, the Google interface includes a microphone icon, a search button, and navigation links for All, Maps, Videos, News, Shopping, More, and Search tools. A message indicates About 567,000 results found in 0.39 seconds. The main content area displays a heading "Showtimes at Cinema Nova, Carlton" and a table of movie showtimes for "Finding Dory", "Love and Friendship", and "Hunt for the Wilderpeople". The table includes columns for Today, Tomorrow, Thu., 28 Jul., and Fri., 29 Jul., with rows for All times, Morning, Afternoon, Evening, and Night. A "More showtimes" link is at the bottom.

Cinema Nova website interface. At the top, there's a header with the Cinema Nova logo, address (380 Lygon St Carlton), contact info, and social media links. Below the header is a navigation menu with links to HOME, COMING SOON, NOW SHOWING, EVENTS, NOVA DELUXE, and FAQS. The main content area features a "NOW SHOWING" section with movie details and showtimes for "ABSOLUTELY FABULOUS: THE MOVIE" (Aug 4-7). To the right, there's a sidebar titled "FIND AND BOOK YOUR MOVIE" with dropdown menus for "Search by Movie Title" and "Search by Day". Other sections include "CLICK HERE TO VIEW FULL WEEK'S SESSIONS", "DISABLED ACCESS INFO", "CLOSED CAPTION & AUDIO DESCRIPTION", "ARAB FILM FESTIVAL AUSTRALIA" (29-31 July), "National Theatre Live", "The Metropolitan Opera", and "NOVA DELUXE IN CINEMA DINING FINE WINE, FOOD & FILM".

Google contextual search

Google search results for "how to cook dumplings":

Search bar: how to cook dumplings

Filter bar: All, Videos, Images, Shopping, News, More, Search tools

Text: About 6,870,000 results (0.27 seconds)

Result 1: **The Best Way to Cook Frozen Dumplings | Serious Eats**
www.seriouseats.com/.../how-to-cook-frozen-dumplings-boil-steam-microwave-fry.html
Thumbnail: A pot of dumplings boiling in water.

Result 2: **The Best Way to Cook Frozen Dumplings | Serious Eats**
www.seriouseats.com/.../how-to-cook-frozen-dumplings-boil-steam-microwave-fry.ht...
USD29.93
Text: Mar 12, 2015 - To boil dumplings, fill a large pot two-thirds of the way with water. Cover and bring to a boil over high heat. Add as many dumplings as can fit comfortably in a single layer in the pot and cook them until they float. Let them cook an additional two to three minutes.

Result 3: **Dumpling Man: Frozen Dumplings**
www.dumplingman.com/frozen.html
Text: Lay the frozen dumplings on the steamer. 3. Put the steamer with the lid on the wok, over the boiling water. Keep on high heat, and steam for 8 minutes.

Result 4: **How to Cook Dumplings: Boil, Steam, or Pan-Fry | Cooking Tutorial by ...**
<https://www.youtube.com/watch?v=TNRajCGZl6k>
Mar 28, 2015 - Uploaded by Mary's Test Kitchen | Vegan Cooking
Text: This video shows how to cook fresh or frozen dumplings easily by boiling, steaming, or pan-frying. Make ...

Single UX layer across multiple service providers

Print button: PRINT

The Best Way to Cook Frozen Dumplings

J. KENJI LÓPEZ-ALT • [PROFILE](#) / [TWITTER](#) / [FACEBOOK](#) / [EMAIL](#)

38 comments

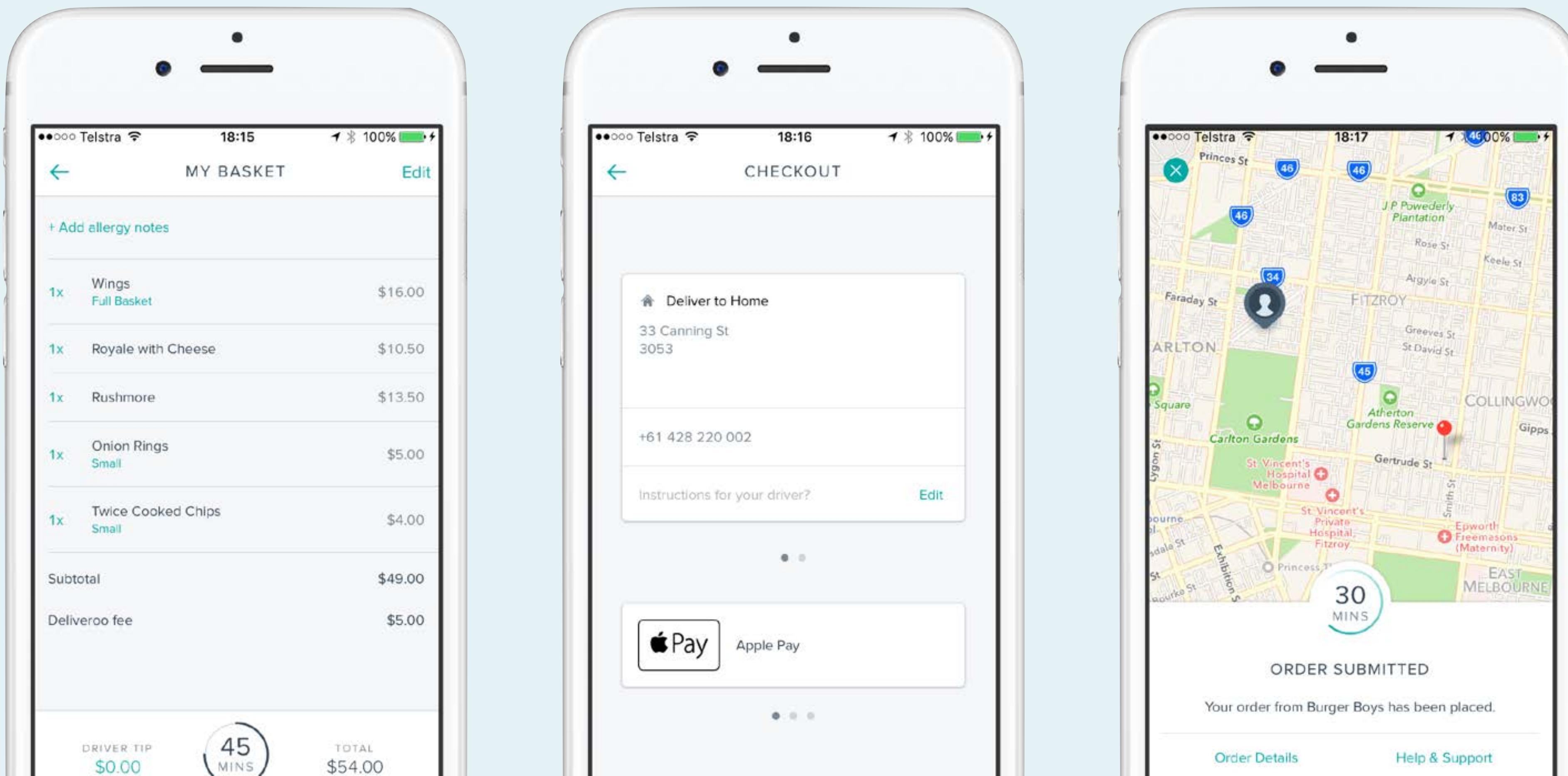
Share buttons: P, F, T, P, E



Best
practice

Deliveroo

Single UX layer
across multiple
service providers



2.2

Interrogate every field

Examine the purpose of every piece of information we ask from a customer. Reduce the steps required to complete a service to the absolute sensible minimum. Balance the business need for a piece of information with the customer benefit.



“I do get put off if the form is too long & I guess that’s when I feel they’re asking unnecessary information”

Felicity, 34

For every service in the alpha, we have asked why each field is required...

First name

Street name

Suburb

Email

Mobile number

Building number

Last name

Post code

Home phone

Title

...and if we can reduce or combine them without affecting business requirements.

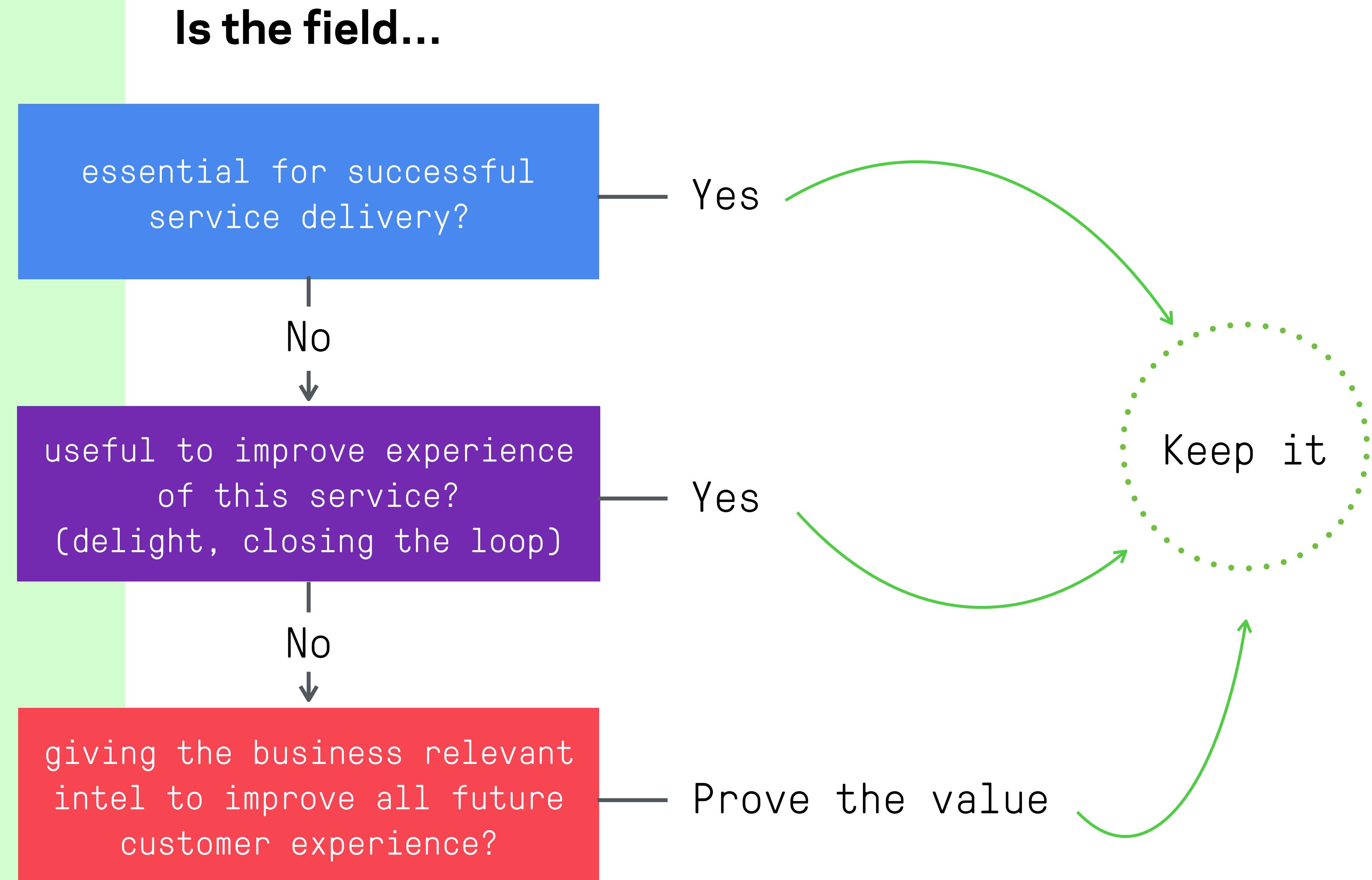
Name

Address

Email

Phone

Decision framework



Form fields in
current parking
permit flow

Form fields in
alpha parking
permit flow

32

9

2.3

Leverage existing services

Exhaust all opportunities to fix a barrier for customers – even beyond digital. Use process improvement to help make customer experience better. Look for opportunities to fix things at a back-end level by sharing ideas across City of Melbourne and learning from other organisations.

Could we partner with VicRoads to prove vehicle registration for parking permits?

Ask: does it benefit the customer experience? If it does, investigate.

We could remove an entire, complex step from the process

Apply for a residential parking permit

Prove your vehicle ownership

How many cars will share this permit?

- One Two

Vehicle registration

e.g. QFR 123

Please provide one of the following to prove your vehicle ownership:

- If you own the car: Registration certificate in your name and address
or
- If car is owned by someone else: The registration certificate and a statutory declaration stating you are authorised to use the vehicle
or
- If it is a company car: The registration certificate and a letter from the company on official letterhead with the car registration details.

 Upload a file or take a photo

Can't upload documents?

Bring them in person to the town hall at 120 Swanston Street, Melbourne instead

Continue >



DTO Design Principle #4

**Do the hard work
to make it simple.**

2.4

Design in a modular way

A digital service should be made up of discrete modules that interact with each other to gather the correct information. Syndicate common functionality rather than recreate it for each service.

Parking permits

The screenshot shows the City of Melbourne mobile application interface for applying for a residential parking permit. At the top, there is a black header bar with the City of Melbourne logo and a search icon. Below the header, the title "Apply for a residential parking permit" is displayed. A large blue rectangular box highlights the "Enter your address" section, which includes a text input field with placeholder text "e.g. 19 Darling Street, East Melbourne". Below this is a button labeled "Apply for permit >". Underneath the main form, there is a "Key information" section with a list of bullet points: "Permits cost between \$25 and \$100", "Permits are free for some concession card holders", "You may need to access important documents to prove your residency and vehicle ownership. You will not be able to".

≡ CITY OF MELBOURNE

Apply for a residential parking permit

Enter your address
To find available permits

e.g. 19 Darling Street, East Melbourne

Apply for permit >

Key information

- Permits cost between \$25 and \$100
- Permits are free for some concession card holders
- You may need to access important documents to prove your residency and vehicle ownership. You will not be able to

Find address
module

Hard waste

The screenshot shows the City of Melbourne mobile application interface for booking a hard waste collection. At the top, there is a black header bar with the City of Melbourne logo and a search icon. Below the header, the title "Book a hard waste collection" is displayed. A large blue rectangular box highlights the "Enter your address" section, which includes a text input field with placeholder text "e.g. 10 Collins Street, Carlton". Below this is a button labeled "Book hard waste collection >". Underneath the main form, there is a "Key information" section with a list of bullet points: "The size limit is 1 cubic metre", "Collections occur once a week", "We will tell you what dates are available based on your address". Below this, there is a "Who is eligible?" section with a plus sign icon.

≡ CITY OF MELBOURNE

Book a hard waste collection

Enter your address
Where the hard waste will be collected

e.g. 10 Collins Street, Carlton

Book hard waste collection >

Key information

- The size limit is 1 cubic metre
- Collections occur once a week
- We will tell you what dates are available based on your address

Who is eligible? +

Find address
module

Parking permits

The screenshot shows the City of Melbourne mobile website for parking permits. At the top, there's a navigation bar with a menu icon, the 'CITY OF MELBOURNE' logo, and a search icon. Below it, a button says 'Apply for a residential parking permit'. The main content area has a heading 'Choose permit type' and a list of three options:

- Residential - 12 month permit \$25
- Multi-use transferrable - 12 month permit \$25
- Visitor vouchers - single use, book of 18 \$25

Below this list, there are two sections: 'Residential (most common)' which says 'Single or dual vehicle parking permit', and 'Multi-use transferrable'.

Select from
options module

Hard waste

The screenshot shows the City of Melbourne mobile website for hard waste collection. At the top, there's a navigation bar with a menu icon, the 'CITY OF MELBOURNE' logo, and a search icon. Below it, a button says 'Book a hard waste collection'. The main content area has a heading 'Choose pickup date' and a list of five dates:

- Wednesday 27 July
- Wednesday 3 August
- Wednesday 10 August
- Wednesday 17 August

At the bottom of this list is a link '+ show next four dates'.

Select from
options module

Pay rates

The screenshot shows the City of Melbourne mobile website for pay rates. At the top, there's a navigation bar with a menu icon, the 'CITY OF MELBOURNE' logo, and a search icon. Below it, a button says 'Pay council rates' and has the number '#12345'. The main content area has a heading 'Choose payment frequency' and a list of three payment options:

- \$1980.65 annually
- \$495.16 quarterly
- \$198.06 in 10-month instalments
Direct debit only

At the bottom of the page is a dark grey footer section with contact information for the City of Melbourne.

Select from
options module

At a certain point, most common functionality will have been identified and designed.

The following permits are available for **19 Darling Street, East Melbourne, Victoria:**

Residential - 12 month permit \$25	>
Multi-use transferrable - 12 month permit \$25	>
Visitor vouchers - single use, book of 18 \$25	>

Enter your address
To find available permits

e.g. 19 Darling Street, East Melbourne

Apply for permit >

Apply for a residential parking permit

Key information

- The size limit is 1 cubic metre
- Collections occur once a week
- We will tell you what dates are available based on your address

Credit card PayPal Direct debit

1.5% surcharge applies

Name on card
e.g. Lynne Harrison

Number

Expiry **CCV** *

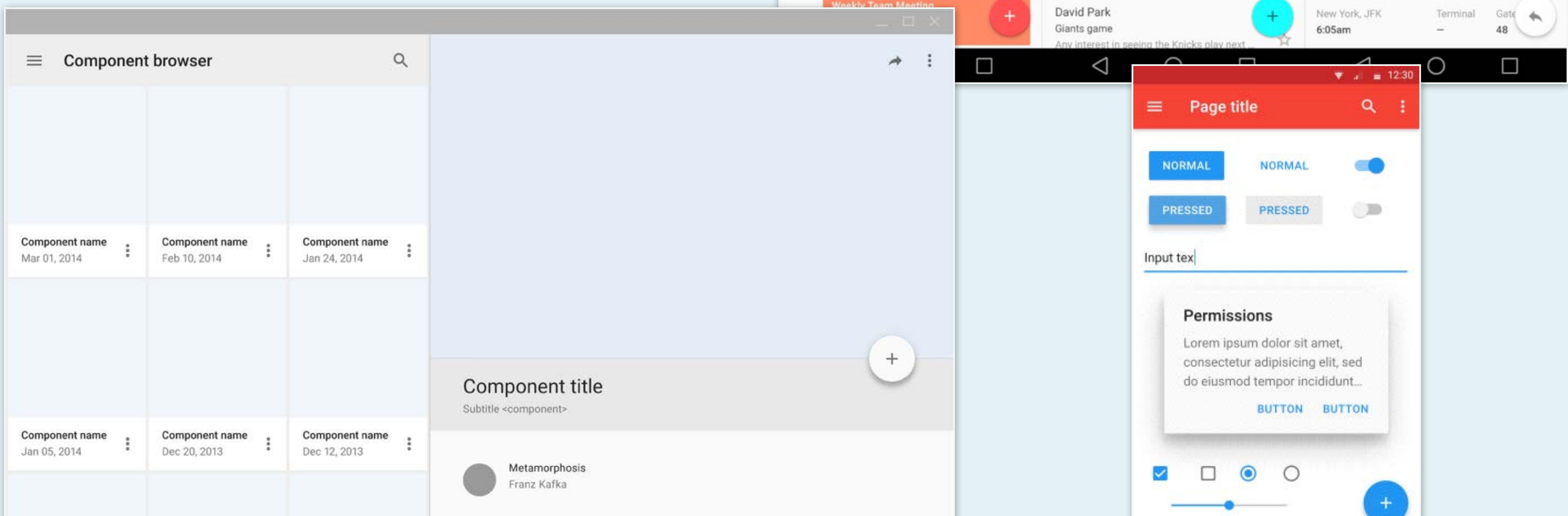
Spinning up a new digital service should be as simple as putting together the right modules.

Early investment in a modular approach means **increasing benefit** and **decreasing costs**.

It makes designing a seamless experience across all services easier and faster.

Best practice

Google Material Design



3. Make it easy

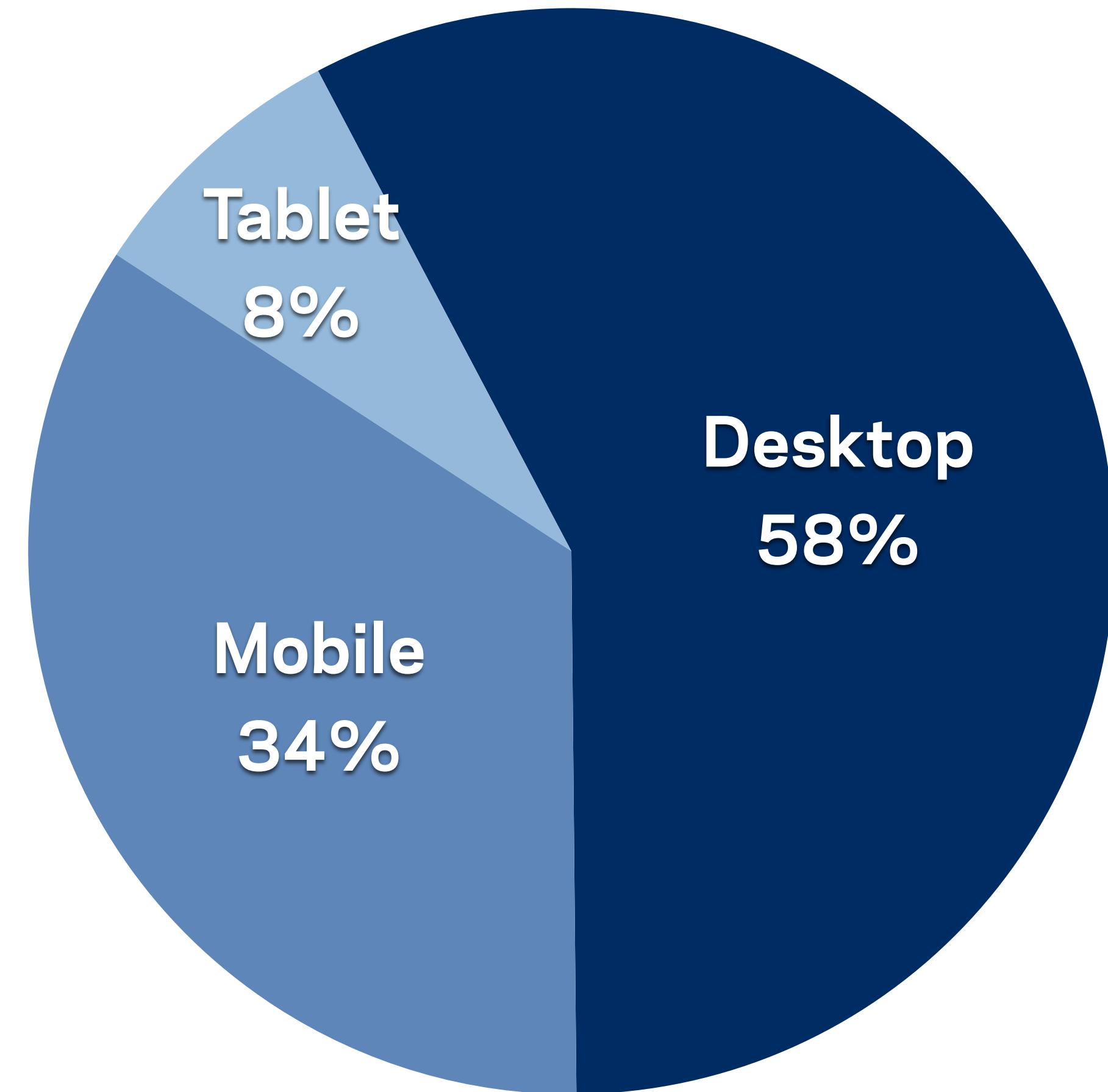
- 3.1. Design for mobile first
- 3.2. Make services easy to find
- 3.3. Help customers get it right
- 3.4. Minimise decision points

3.1

Design for mobile first

Increasingly customers will be transacting on mobile devices. Designing mobile-first forces us to consider speed and simplicity on a smaller screen and to solve for the worst-case scenario.

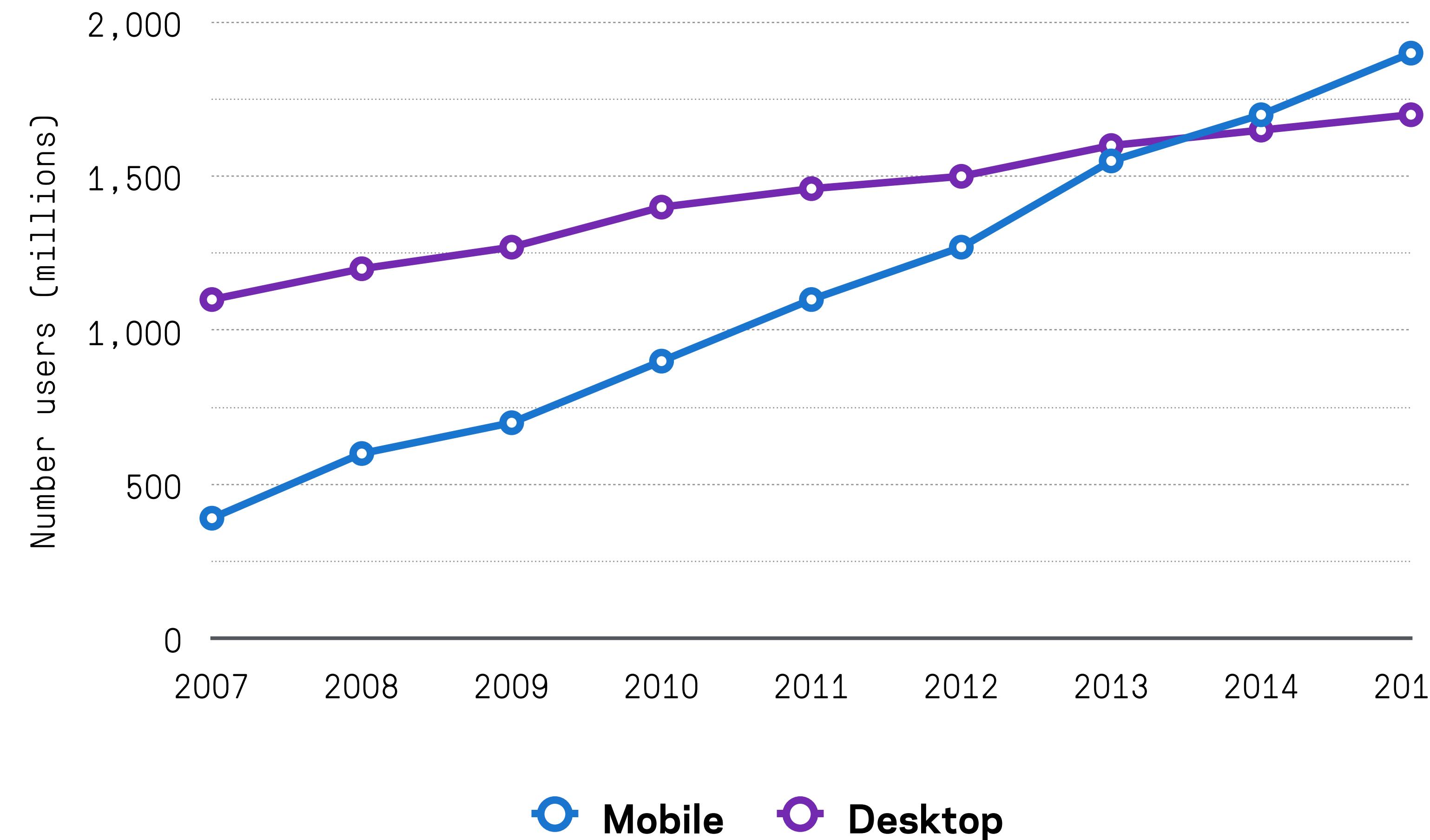
City of Melbourne device usage



Google analytics for MVGA

Worldwide device trend

Morgan Stanley Research, 2015



If we design mobile-first, it forces us to think about the **'worst-case experience'**, as well as **design for a growing market**.

Mobile first forces simplicity and radical clarity



Pay your rates

Enter your assessment number to find your property. This will allow you to pay any outstanding council rates.

Assessment number

Found top right of your rates notice

[+ add another assessment number](#)

Find property >

City of Melbourne

Contact:

联系我们:



Pay council rates #33912

Choose payment frequency

Choose the payment frequency for **10 Collins Street, Carlton, Victoria**

- \$1980.65 annually >
- \$495.16 quarterly >
- \$198.06 in 10-month instalments >
Direct debit only

City of Melbourne
Contact:
联系我们:
Contattaci:
Επικοινωνήστε μαζί μας:
Hubungi kami:
+61 3 9659 9659



Pay council rates #33912

Payment details

You are paying **\$495.16** quarterly by credit card for **10 Collins Street, Carlton, Victoria**

Credit card PayPal Direct debit

1.5% surcharge applies

Name on card

e.g. Lynne Harrison

Number

Expiry CCV[?]



Pay council rates #33912



Paid

Thanks for paying the first quarter your rates payments

Your receipt number is: **WR1987435**

A receipt has been emailed to

Other useful services:

[Get future rates notices by email](#)

[Change your rates notice postal address](#)

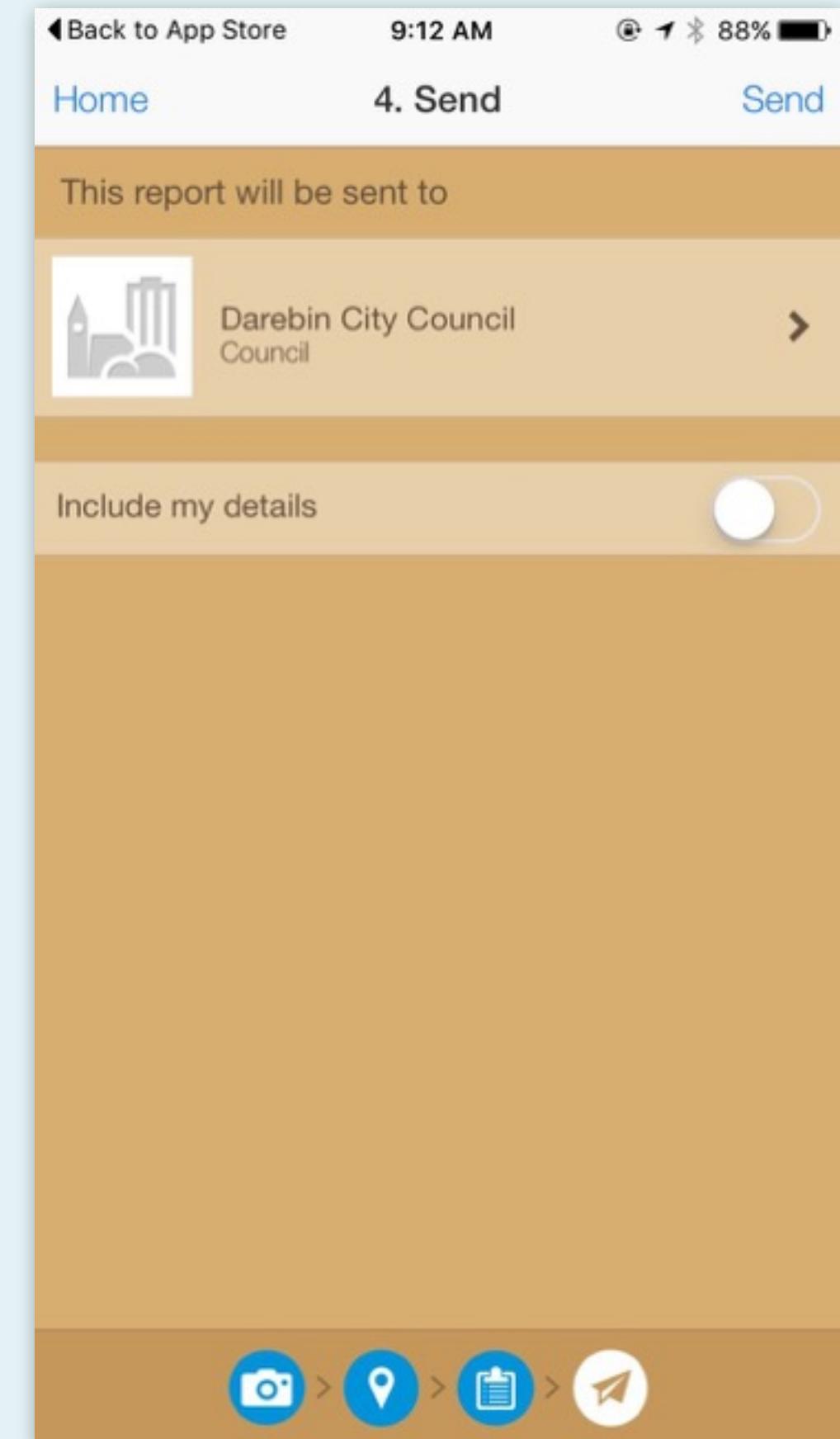
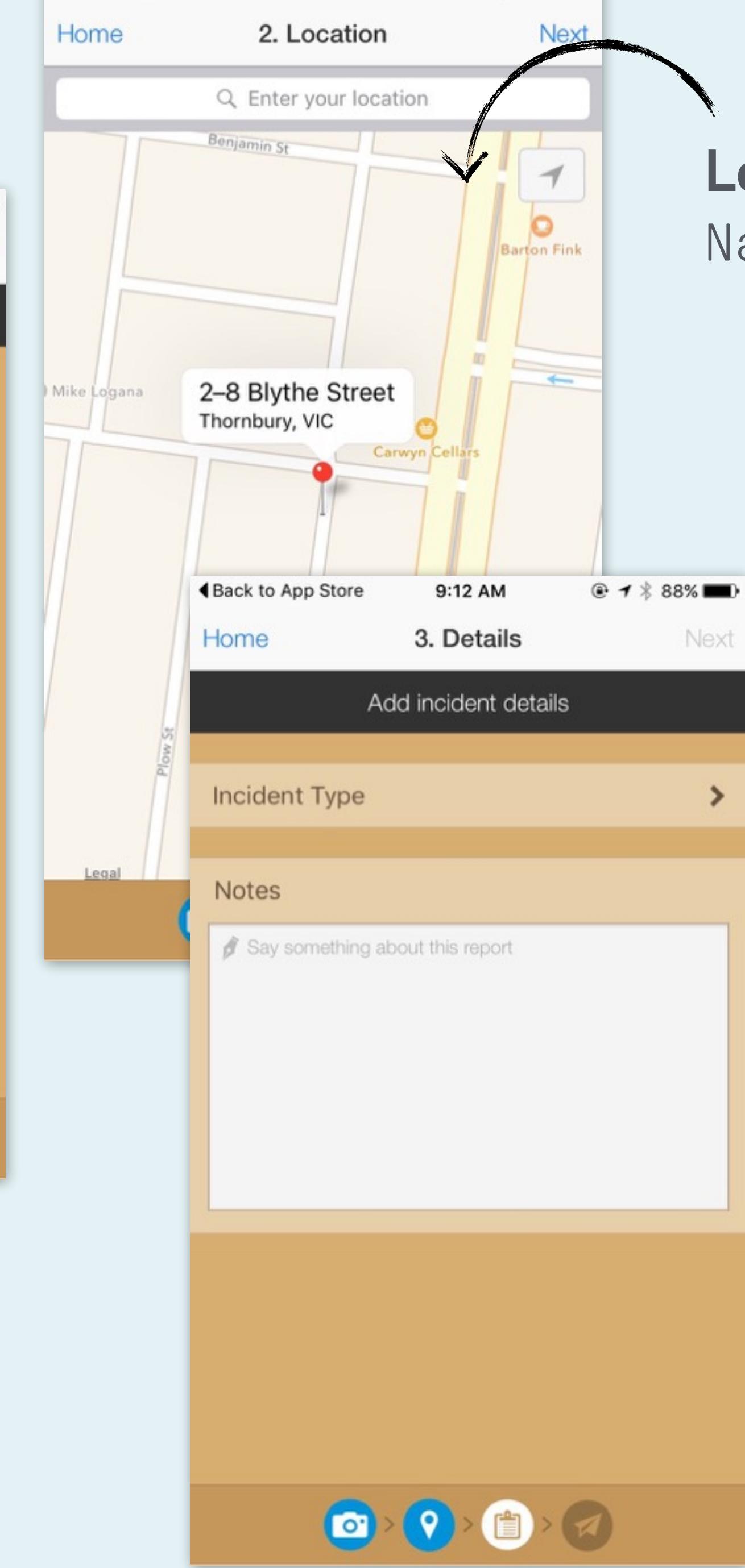
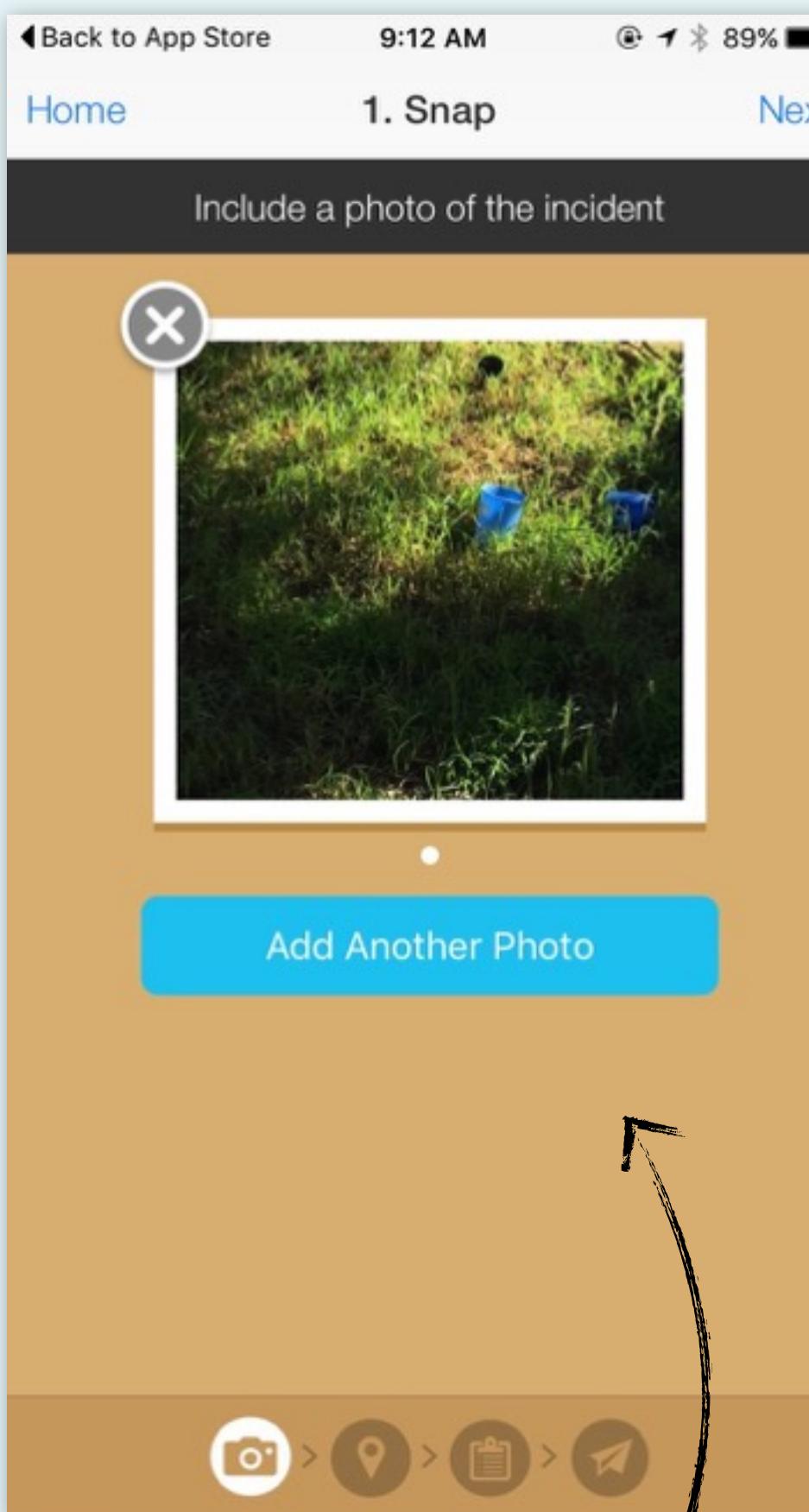
City of Melbourne

Best practice

Snap Send Solve

4 steps to complete

Add photos
Native mobile photo taking



Location detection
Native mobile GPS

3.2

Make services easy to find and quick to start

A customer's experience of a service begins before the first screen. Consider the way that customers will find it, via google or navigating through the website. Once a customer finds the service, let them start straight away.

“I won’t jump on a council website for example for no reason”

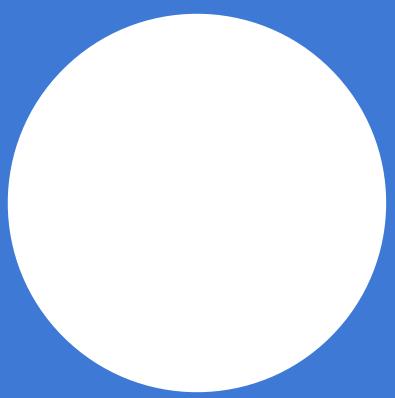
Anthony, 30



Trigger



Point of
contact



www.melbourne.vic.gov.au/Pages/home.aspx

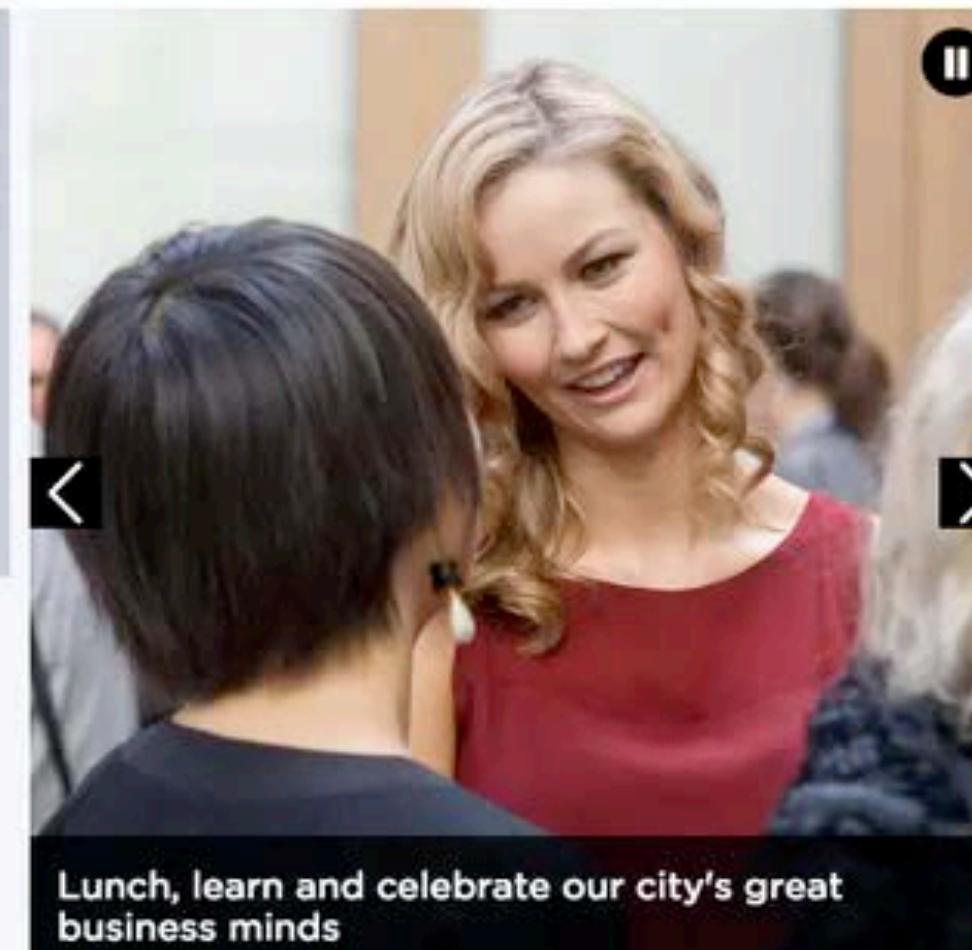
Plans and publications News and media Careers Contact us

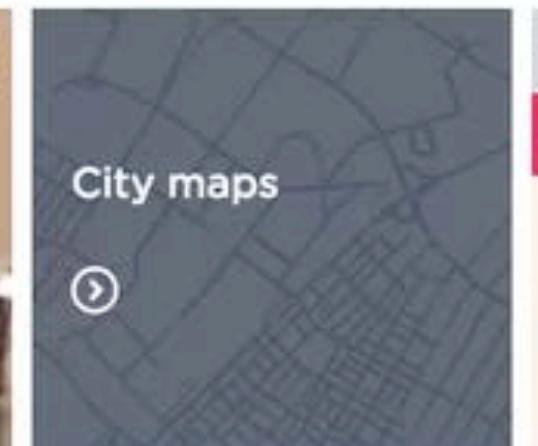
CITY OF MELBOURNE

About Council About Melbourne

Search... 

Residents +
Business +
Community +
Parking and Transport +
Building and Development +
Arts and Culture +

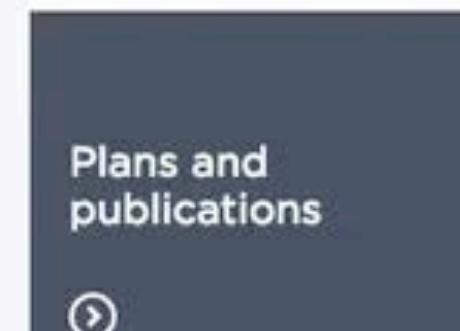

Lunch, learn and celebrate our city's great business minds


City maps


What's your number?


Find out what we are doing to address homelessness


Small business grants now open


Plans and publications


Bringing Up Great Kids

Report an issue
I want to...
Pay a parking fine
See all current job openings
Search the library catalogue
Log in to my library account or renew
See City of Melbourne's maps
See all road closures
See library opening hours
Contact the City of Melbourne
Request an infringement review
Apply for a small business grant
View all services
Recently visited

12

clicks to start getting
the right permit

28 fields to go.

Best
practice

Auspost homepage

Big buttons for
most-used services

The first step of
highest use service
is directly exposed

The screenshot shows the Auspost homepage. At the top, there's a purple header with the 'MyPost Business' logo and a navigation bar with links for Shop, Parcels & mail, Money & insurance, Travel & ID, Business solutions, Tools, and a search icon. Below the header is a large image of a woman in an apron using a smartphone. To the left of the image, there's a section titled 'Sending tools and support for online sellers' with a sub-section about the new parcel scanning app. A call-to-action button 'Learn about MyPost Business' is highlighted with a black arrow pointing to it. Below this are four large, rounded rectangular buttons: 'Calculate postage' (with a calendar icon), 'Redirect or hold mail' (with an envelope icon), 'Click & Send' (with a computer monitor icon), and 'Pay a bill' (with a folder icon). To the right of these buttons is a 'Track an item' section with a tracking number input field and a 'Track' button. Further down, there's a section titled 'Take control of your deliveries' with a sub-section about parcel lockers and a 'Learn about MyPost' button. The bottom of the page features a large image of a plane and another smaller image of a person using a smartphone.

Put the first input field on the first page, not just a start button.

 CITY OF MELBOURNE 

Apply for a residential parking permit

Enter your address
To find available permits

e.g. 19 Darling Street, East Melbourne

Apply for permit >

Key information

- Permits cost between \$25 and \$100
- Permits are free for some concession card holders
- You may need to access important documents to prove your residency and

 CITY OF MELBOURNE 

Pay your rates

Enter your assessment number to find your property. This will allow you to pay any outstanding council rates.

Assessment number
Found top right of your rates notice

+ add another assessment number

Find property >

 CITY OF MELBOURNE 

Book a hard waste collection

Enter your address
Where the hard waste will be collected

e.g. 10 Collins Street, Carlton

Book hard waste collection >

Key information

- The size limit is 1 cubic metre
- Collections occur once a week
- We will tell you what dates are available based on your address

Who is eligible? +

3.3

Help customers get it right

Ensure the requirements for completing a service are clear from the start. Embed validating questions as part of a form to ensure that customers don't spend unnecessary time on something they are not eligible for.



“I’m so disorganised...
having stuff digital
really helps me”

Felicity, 34

**Key information up-front,
simply and clearly written**

CITY OF MELBOURNE

Book a hard waste collection

Enter your address
Where the hard waste will be collected

e.g. 10 Collins Street, Carlton

Book hard waste collection >

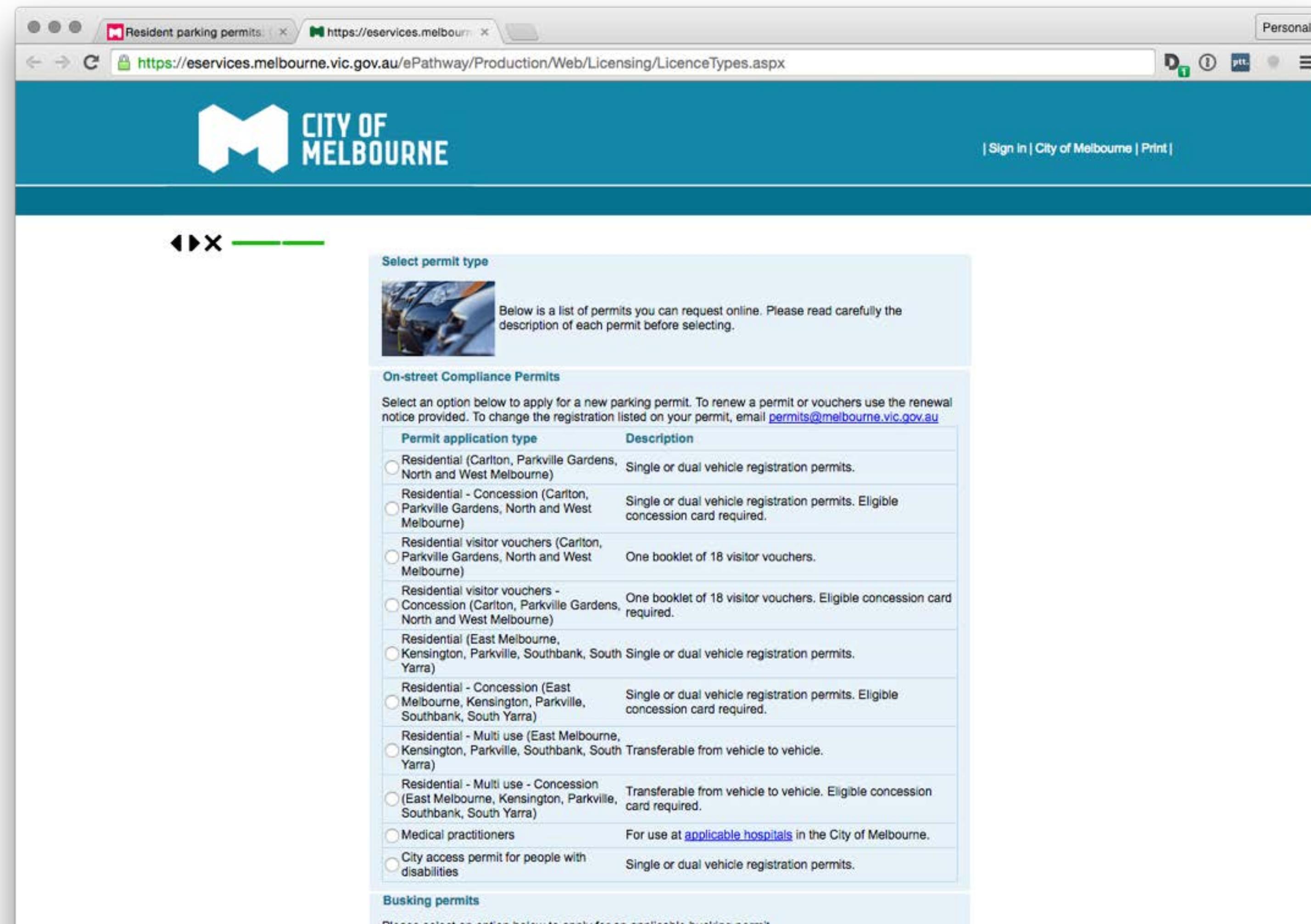
Key information

- The size limit is 1 cubic metre
- Collections occur once a week
- We will tell you what dates are available based on your address

Who is eligible? +

Current state

Customers choose the right permit from a list of all available



The screenshot shows a web browser window for the City of Melbourne's ePathway service. The URL in the address bar is <https://eservices.melbourne.vic.gov.au/ePathway/Production/Web/Licensing/LicenceTypes.aspx>. The page title is "Resident parking permits". The main content area is titled "Select permit type". It features a heading "On-street Compliance Permits" and a table listing various permit types with their descriptions. The table includes columns for "Permit application type" and "Description". Some rows have radio buttons next to them, indicating they are selectable options.

Permit application type	Description
<input type="radio"/> Residential (Carlton, Parkville Gardens, North and West Melbourne)	Single or dual vehicle registration permits.
<input type="radio"/> Residential - Concession (Carlton, Parkville Gardens, North and West Melbourne)	Single or dual vehicle registration permits. Eligible concession card required.
<input type="radio"/> Residential visitor vouchers (Carlton, Parkville Gardens, North and West Melbourne)	One booklet of 18 visitor vouchers.
<input type="radio"/> Residential visitor vouchers - Concession (Carlton, Parkville Gardens, North and West Melbourne)	One booklet of 18 visitor vouchers. Eligible concession card required.
<input type="radio"/> Residential (East Melbourne, Kensington, Parkville, Southbank, South Yarra)	Single or dual vehicle registration permits.
<input type="radio"/> Residential - Concession (East Melbourne, Kensington, Parkville, Southbank, South Yarra)	Single or dual vehicle registration permits. Eligible concession card required.
<input type="radio"/> Residential - Multi use (East Melbourne, Kensington, Parkville, Southbank, South Yarra)	Transferable from vehicle to vehicle.
<input type="radio"/> Residential - Multi use - Concession (East Melbourne, Kensington, Parkville, Southbank, South Yarra)	Transferable from vehicle to vehicle. Eligible concession card required.
<input type="radio"/> Medical practitioners	For use at applicable hospitals in the City of Melbourne.
<input type="radio"/> City access permit for people with disabilities	Single or dual vehicle registration permits.

Alpha

We only show the permits available for a customer's address

The image displays two screenshots of the City of Melbourne website, illustrating the process of applying for a residential parking permit.

Screenshot 1: Apply for a residential parking permit

- Header:** CITY OF MELBOURNE
- Title:** Apply for a residential parking permit
- Text:** Enter your address To find available permits
- Input Field:** e.g. 19 Darling Street, East Melbourne
- Button:** Apply for permit >
- Section:** Key information
 - Permits cost between \$25 and \$100
 - Permits are free for some concession card holders
 - You may need to access important documents to prove your residency and vehicle ownership. You will not be able to

Screenshot 2: Choose permit type

- Header:** CITY OF MELBOURNE
- Title:** Apply for a residential parking permit
- Text:** The following permits are available for 19 Darling Street, East Melbourne, Victoria:
- Options:**
 - Residential - 12 month permit \$25 >
 - Multi-use transferrable - 12 month permit \$25 >
 - Visitor vouchers - single use, book of 18 \$25 >
- Section:** Residential (most common)
Single or dual vehicle parking permit
- Section:** Multi-use transferrable

A blue arrow points from the "Apply for permit" button in the first screenshot to the "Choose permit type" section in the second screenshot, indicating the flow of the application process.

Alpha

Errors and validation shouldn't be a dead-end

The screenshot shows a mobile-optimized application form for a residential parking permit. At the top, there's a black header bar with a menu icon (three horizontal lines), the "CITY OF MELBOURNE" logo, and a search icon. Below the header, the main title is "Apply for a residential parking permit". A sub-instruction "Enter your address" is followed by a placeholder text "To find available permits" and a large input field containing a single dot. At the bottom of the main section is a button labeled "Apply for a permit >".

Key information

- Permits cost between \$25 and \$100
- Permits are free for some concession card holders
- You may need to access important documents to prove your residency and

Alpha

**Clear validation messages
that tell customers what to fix
and where to fix it.**

Full name
Your permit will be addressed to this name

e.g. Lynne Harrison

You must enter your full name

Email
Your receipt will be sent to this address

e.g. name@email.com

You must enter your email address

Continue >

3.4

Minimise decision points

Minimise the amount of decisions a customer must make at each point. Let them focus on each segment of a service. Make sure each step has one clear action.

Focus enables
accuracy and speed



“For me I'd rather just do the thing and get them sorted.”

June, 61

Permits: one screen for each complex task



Apply for a residential parking permit

Choose permit type

The following permits are available for **19 Darling Street, East Melbourne, Victoria:**

Residential - 12 month permit
\$25 >

Multi-use transferrable - 12 month permit
\$25 >

Visitor vouchers - single use, book of 18
\$25 >

Residential (most common)

Single or dual vehicle parking permit

Multi-use transferrable

Can be used on any vehicle and is suitable for visitors. Sometimes known as a temporary permit

Visitor vouchers (book of 18)

Single-use vouchers for visitors to the property. A new set of vouchers can be purchased once every two months.



Apply for a residential parking permit

Provide name and contact

All fields are required

Full name

Your permit will be addressed to this name

e.g. Lynne Harrison

Email

Your receipt will be sent to this address

e.g. name@email.com

Continue >

City of Melbourne
Contact:
联系我们:
Contattaci:
Επικοινωνήστε μαζί μας:
Hubungi kami:
+61 3 9658 9658



Apply for a residential parking permit

Provide proof of residency

Please upload one of the following documents to prove your residency:

- Electricity account
- Gas account
- Land line telephone account
- Home broadband internet account
- Water account
- Welcome letter from utility company (for new residents only)
- Lease or tenancy agreement
- Current rent receipt
- Letter of tenancy from landlord.

Upload a file or take a photo

Can't upload documents?

Bring them in person to the town hall at 120 Swanston Street, Melbourne instead

Continue >



Apply for a residential parking permit

Prove your vehicle ownership

How many cars will share this permit?

One Two

Vehicle registration

e.g. QFR 123

Please provide one of the following to prove your vehicle ownership:

- **If you own the car:** Registration certificate in your name and address or
- **If car is owned by someone else:** The registration certificate and a statutory declaration stating you are authorised to use the vehicle or
- **If it is a company car:** The registration certificate and a letter from the company on official letterhead with the car registration details.

Upload a file or take a photo



Apply for a residential parking permit

Concession card

Do you have one of the following concession cards?

- Pensioner Concession Card
- Veteran's Affairs Pensioner Concession Card
- Repatriation Health Card for either Totally and Permanently Incapacitated (TPI) or War Widow.

Please note: not all concession cards are eligible

No Yes

Continue >

City of Melbourne
Contact:
联系我们:
Contattaci:
Επικοινωνήστε μαζί μας:

Rates: one action per screen



Pay your rates

Enter your assessment number to find your property. This will allow you to pay any outstanding council rates.

Assessment number

Found top right of your rates notice

[+ add another assessment number](#)

Find property >

City of Melbourne

Contact:

联系我们:



Pay council rates #33912

Choose payment frequency

Choose the payment frequency for **10 Collins Street, Carlton, Victoria**

- \$1980.65 annually >
- \$495.16 quarterly >
- \$198.06 in 10-month instalments >
Direct debit only

City of Melbourne
Contact:
联系我们:
Contattaci:
Επικοινωνήστε μαζί μας:
Hubungi kami:
+61 3 9659 9659



Pay council rates #33912

Payment details

You are paying **\$495.16** quarterly by credit card for **10 Collins Street, Carlton, Victoria**

Credit card PayPal Direct debit

1.5% surcharge applies

Name on card

e.g. Lynne Harrison

Number

Expiry CCV[?]



Pay council rates #33912



Paid

Thanks for paying the first quarter your rates payments

Your receipt number is: **WR1987435**

A receipt has been emailed to

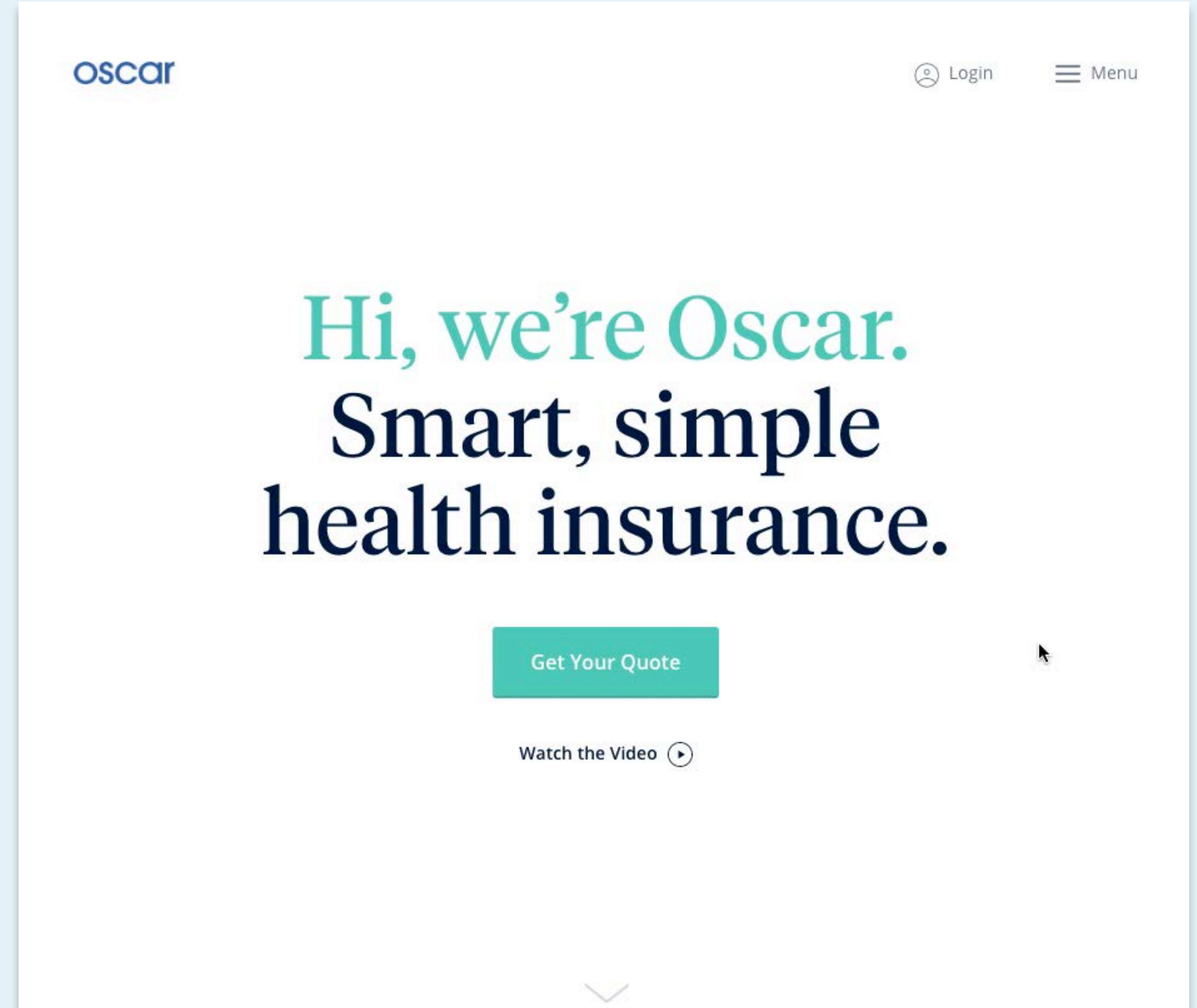
Other useful services:

[Get future rates notices by email](#)

[Change your rates notice postal address](#)

City of Melbourne

Oscar get a quote



The image shows the homepage of the Oscar Health Insurance website. At the top left is the "oscar" logo. On the right are "Login" and "Menu" buttons. The main headline reads "Hi, we're Oscar. Smart, simple health insurance." Below it are two calls to action: a teal button labeled "Get Your Quote" and a link "Watch the Video" with a play icon. A cursor arrow is visible on the right side of the page.

oscar

Login Menu

Hi, we're Oscar.
Smart, simple
health insurance.

Get Your Quote

Watch the Video ▶

4. Make it clear

- 4.1. Be transparent
- 4.2. Follow best practice
- 4.3. Design within the ecosystem

4.1

Be transparent

Customers are more comfortable providing personal information if they know why it's needed and how it will be used. Be clear and transparent about why we need what we need and how it will enhance their experience.

A portrait of a woman with short brown hair and glasses, wearing a light grey turtleneck sweater. She is smiling at the camera.

“I trust City of
Melbourne, they
won’t canvas me”

-Mara, 41

A portrait of a woman with long blonde hair, wearing a black hoodie. She is smiling at the camera.

“If it’s government
based, I’d trust it
with my information.”

-Felicity, 34

Our customers trust us.

**We should respect and
maintain that trust.**



Graeme, 58, wanted to get his City of Melbourne rates notices via email.

When he went to the form, he backed out because he was asked for too much information.

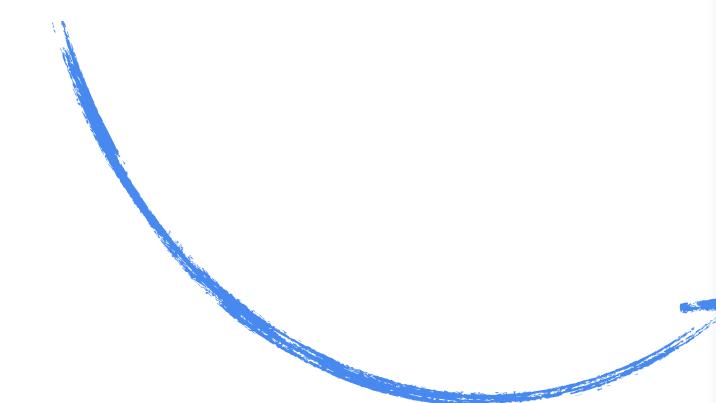
“If it’s a service that I think is for real, and they have a valid reason for gathering that information I would provide it.”

Luke, 30



**Explain why we need
your mobile number, and
what it will be used for.**

Hard waste



CITY OF MELBOURNE

Book a hard waste collection

Your contact details

Mobile number (required)
To send SMS confirmation and reminder

e.g. 031234567

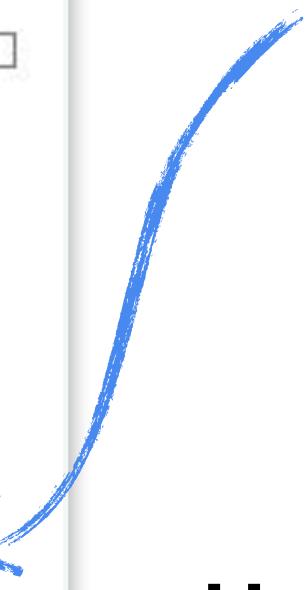
Email (optional)
To send additional confirmation and reminder

e.g. name@email.com

Confirm details >

City of Melbourne

Parking permit



CITY OF MELBOURNE

Apply for a residential parking permit

Provide name and contact

All fields are required

Full name
Your permit will be addressed to this name

e.g. Lynne Harrison

Email
Your receipt will be sent to this address

e.g. name@email.com

Continue >

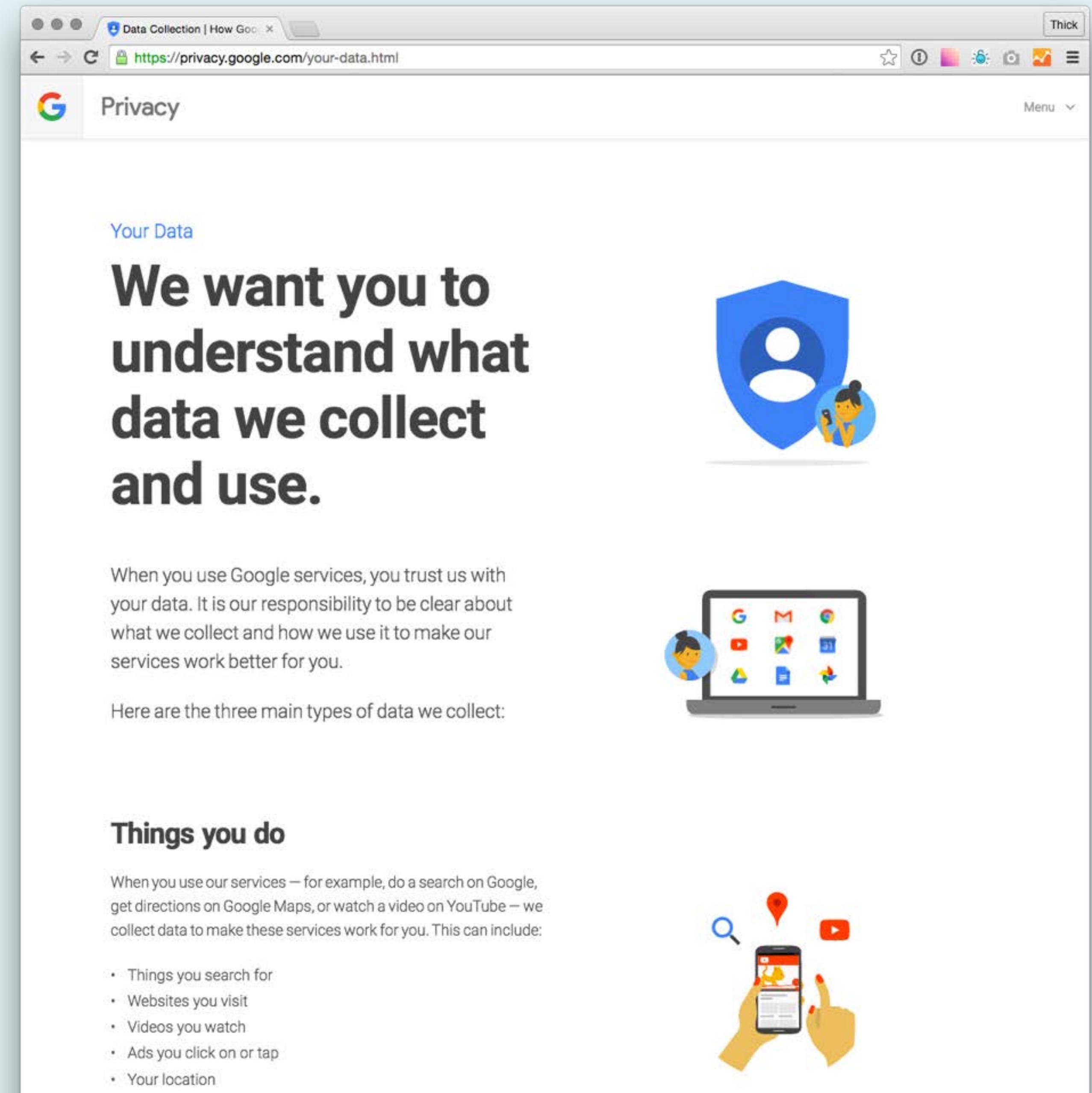
**Why we need your
name for this service**

**How we will use your
contact details for
this service**

Google account Terms & conditions

Clear, friendly
language

Information
described in
relatable ways



The screenshot shows a web browser window with the URL <https://privacy.google.com/your-data.html>. The page title is "Privacy". A large heading reads: "We want you to understand what data we collect and use." Below this, a paragraph explains: "When you use Google services, you trust us with your data. It is our responsibility to be clear about what we collect and how we use it to make our services work better for you." To the right, there are three icons: a blue shield with a person icon, a laptop displaying various Google service icons, and a hand holding a smartphone with a magnifying glass and location pin icons above it.

Your Data

We want you to understand what data we collect and use.

When you use Google services, you trust us with your data. It is our responsibility to be clear about what we collect and how we use it to make our services work better for you.

Here are the three main types of data we collect:

Things you do

When you use our services — for example, do a search on Google, get directions on Google Maps, or watch a video on YouTube — we collect data to make these services work for you. This can include:

- Things you search for
- Websites you visit
- Videos you watch
- Ads you click on or tap
- Your location

Google account Terms & conditions

How your
information is
used to improve
the service

The screenshot shows a web browser window with the URL <https://privacy.google.com/your-data.html>. The page is titled "Privacy" and features a section titled "How data improves Google services". It includes a sub-section header "How data improves Google services" and a paragraph stating "Here are a few ways we use data to make our services faster, smarter, and more useful to you." Below this, there are six cards arranged in a 2x3 grid, each illustrating a different way Google uses data:

- How Google Maps gets you places faster** (Icon: Phone with map)
- How Google autocompletes your searches** (Icon: Computer screen with search bar)
- How YouTube finds videos you want to watch** (Icon: YouTube interface with video thumbnails)
- How Chrome completes forms for you** (Icon: Computer screen with form fields)
- How Google Search helps you find your own information** (Icon: Computer screen with search results)
- How Google Now gives you updates when you need them** (Icon: Google Now card with travel info)

Each card has a blue arrow pointing to the right at its bottom right corner.

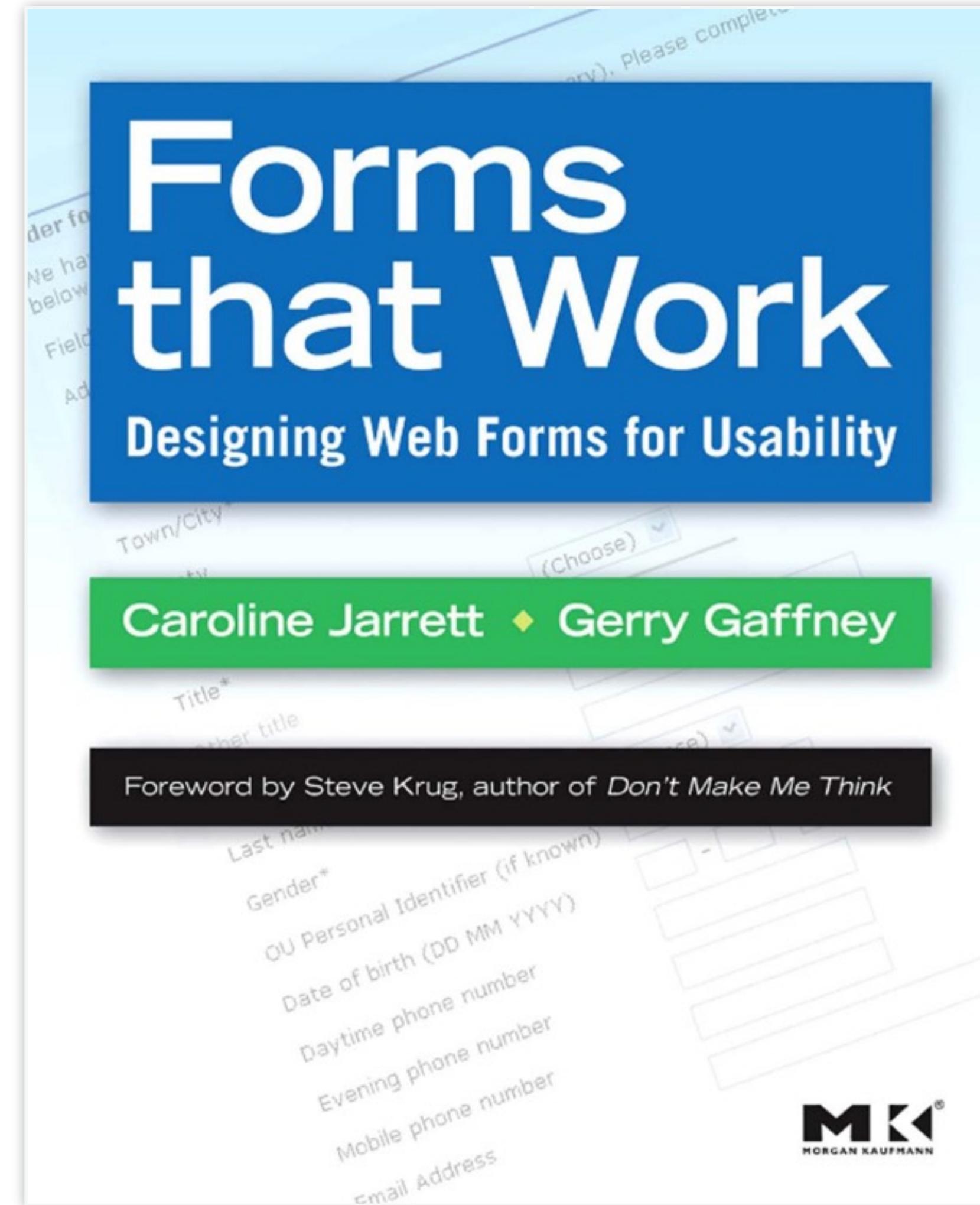
4.2

Follow best practice

Customers expect things to work in a familiar way. Follow best practices.

Don't reinvent any wheels

(but if you do, they
should still be round)

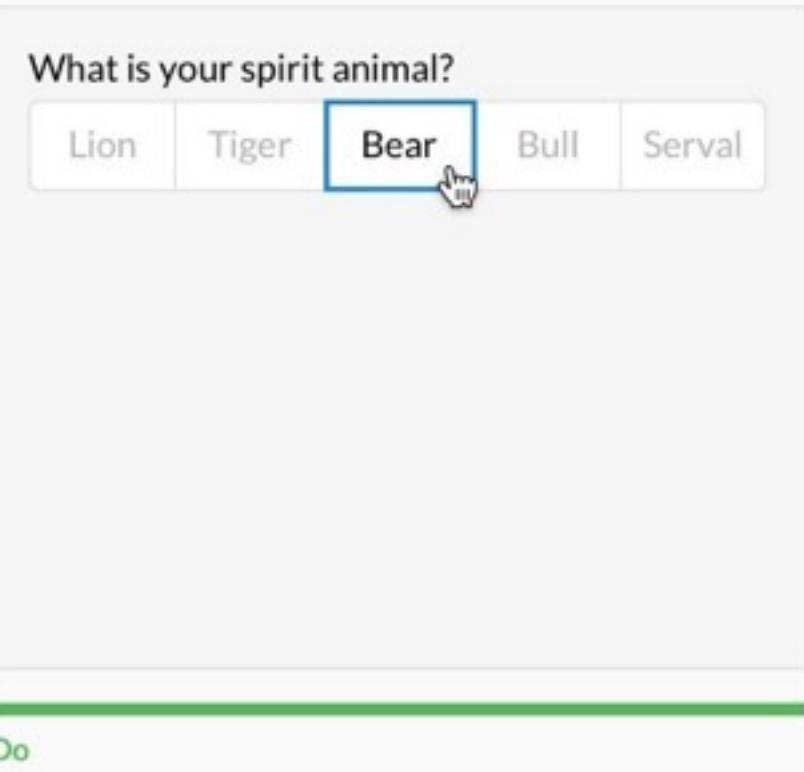


Forms that work

by Caroline Jarrett & Gerry Gaffney

What is your spirit animal?

Lion Tiger Bear Bull Serval

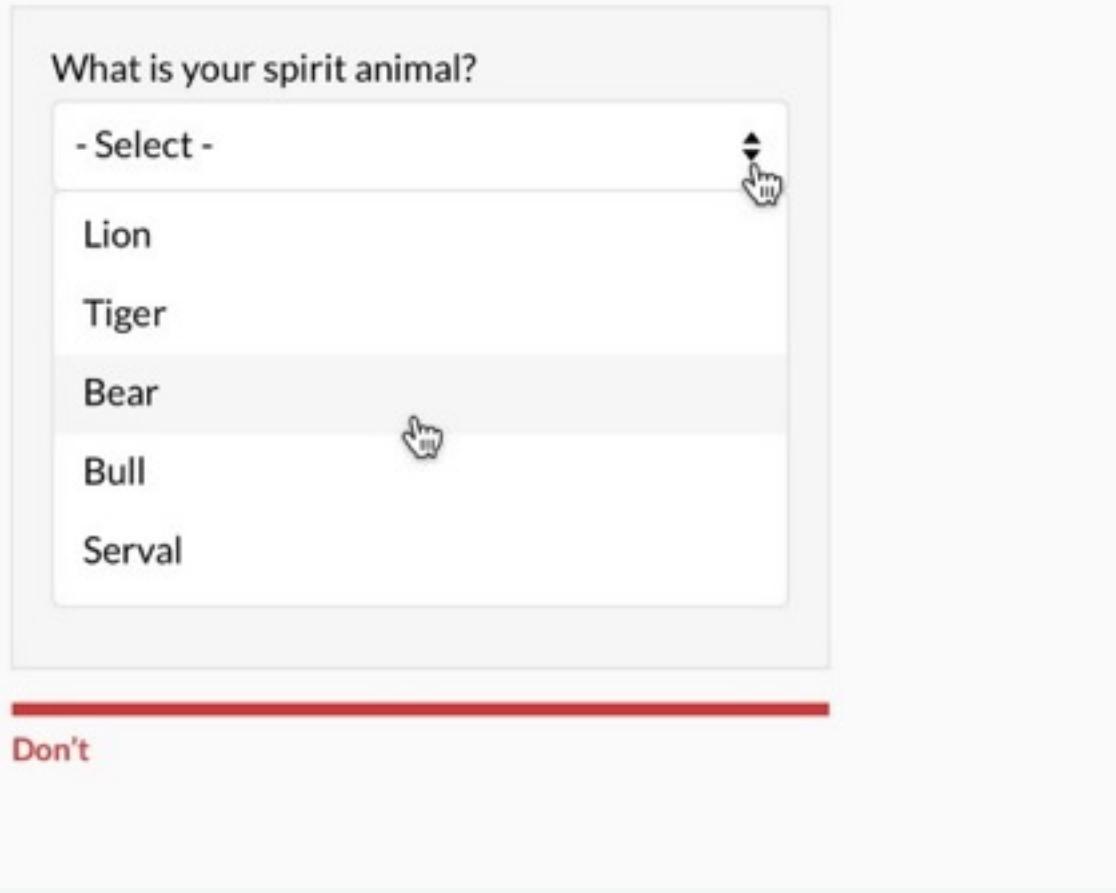


Do

What is your spirit animal?

- Select -

Lion
Tiger
Bear
Bull
Serval



Don't

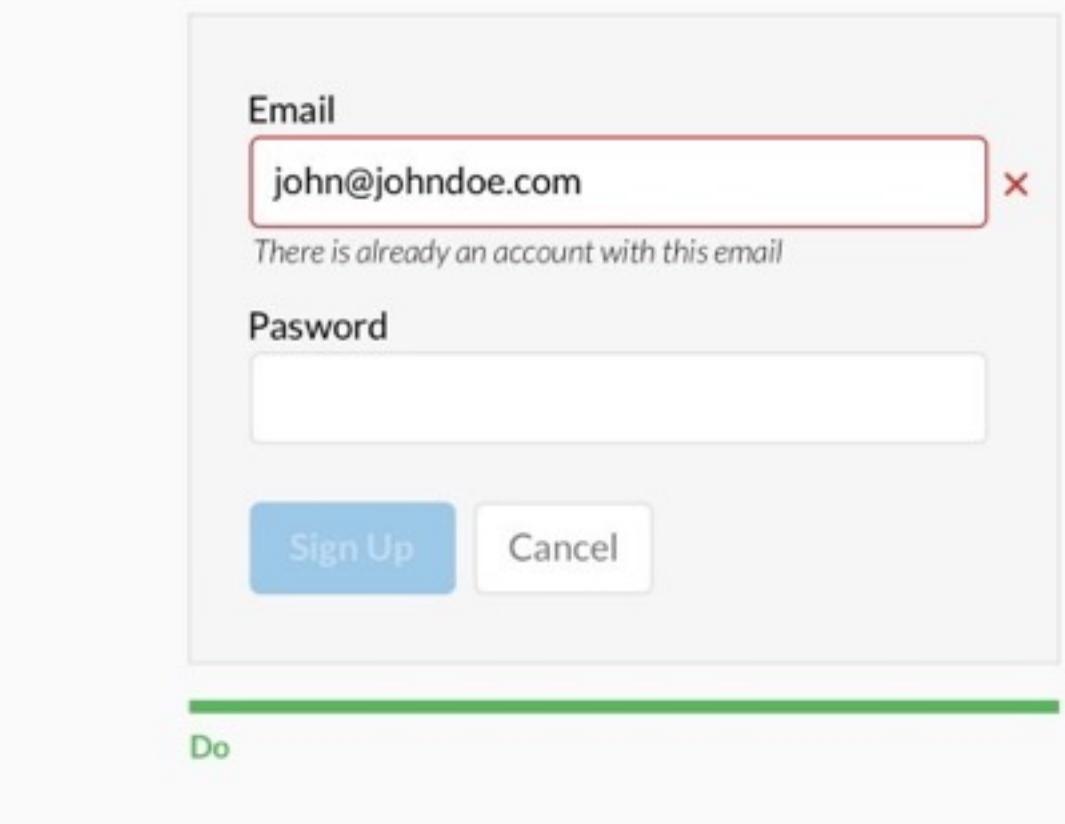
Email

john@johndoe.com

There is already an account with this email

Password

Sign Up Cancel



Do

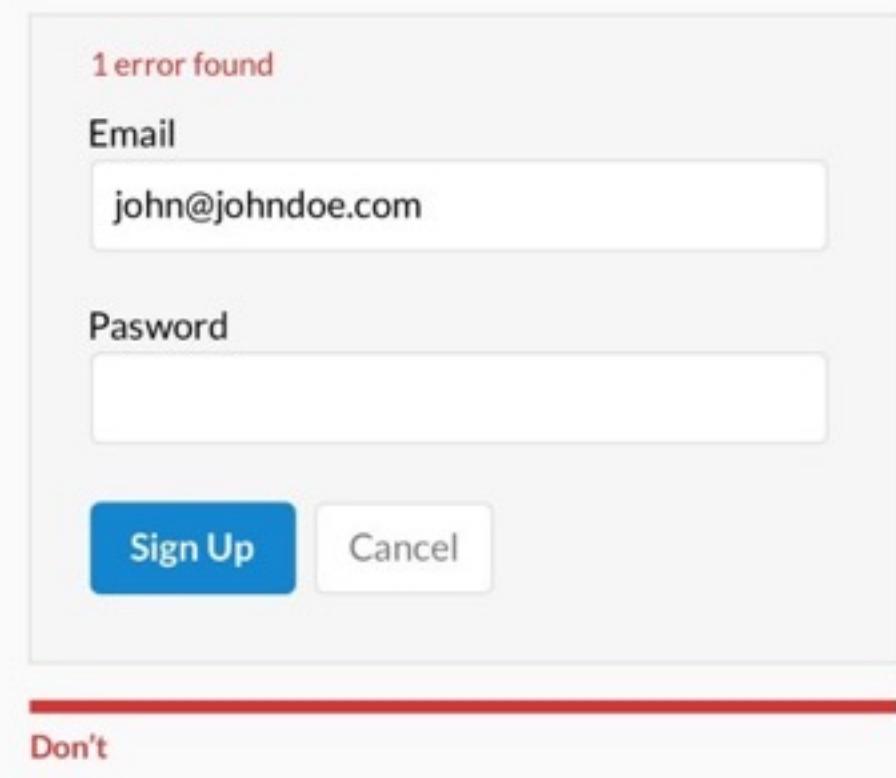
1 error found

Email

john@johndoe.com

Password

Sign Up Cancel



Don't

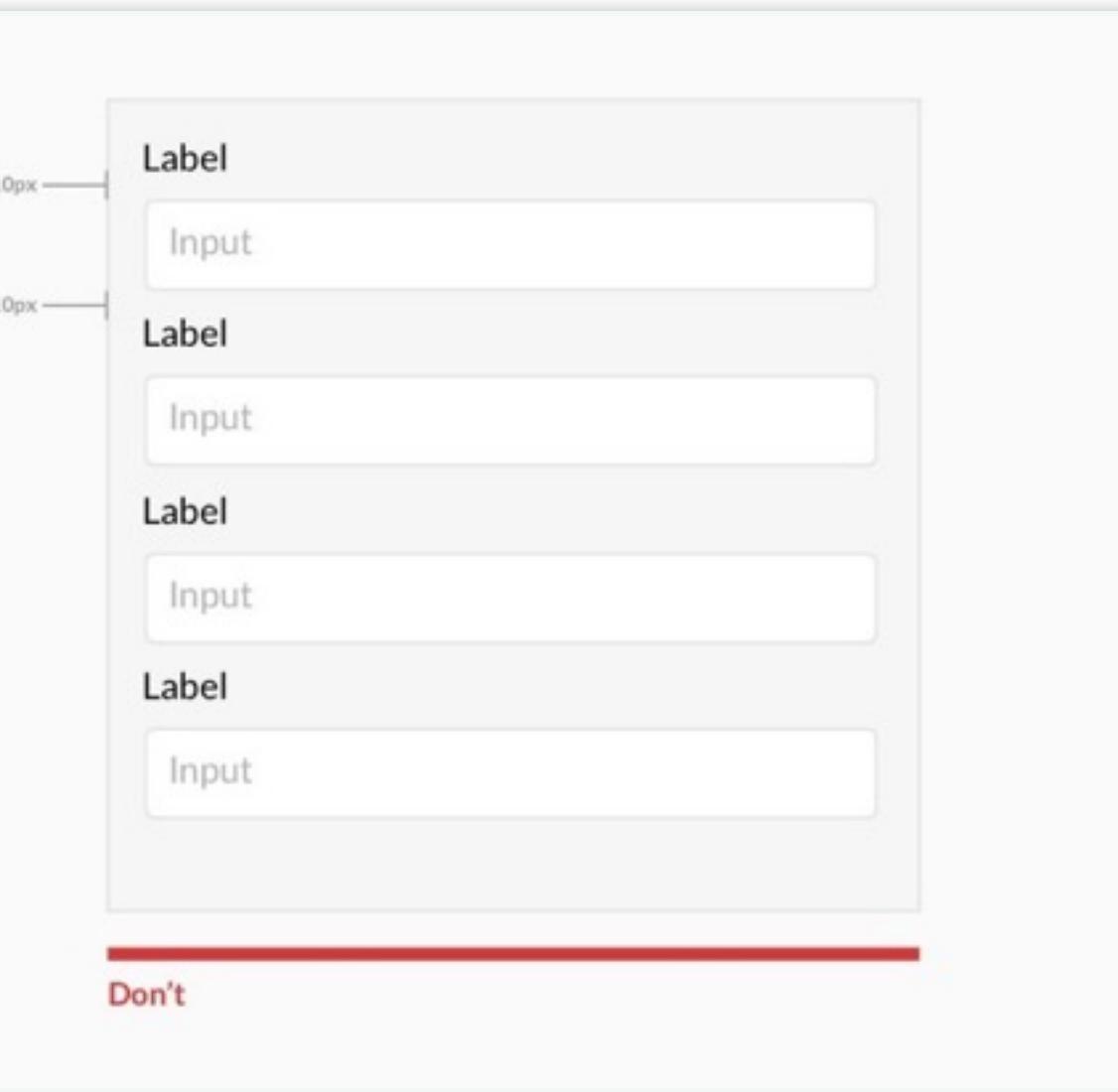
Label
Input
10px

Label
Input
10px

Label
Input

Label
Input

Label
Input



Don't

Design better forms

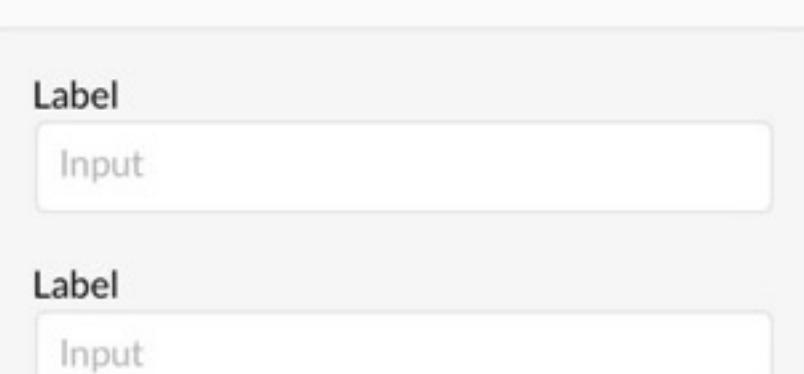
by Andrew Coyle

uxdesign.cc/design-better-forms-96fadca0f49c

Label
Input

Label
Input

Label
Input



Label Input

Label Input

Label Input

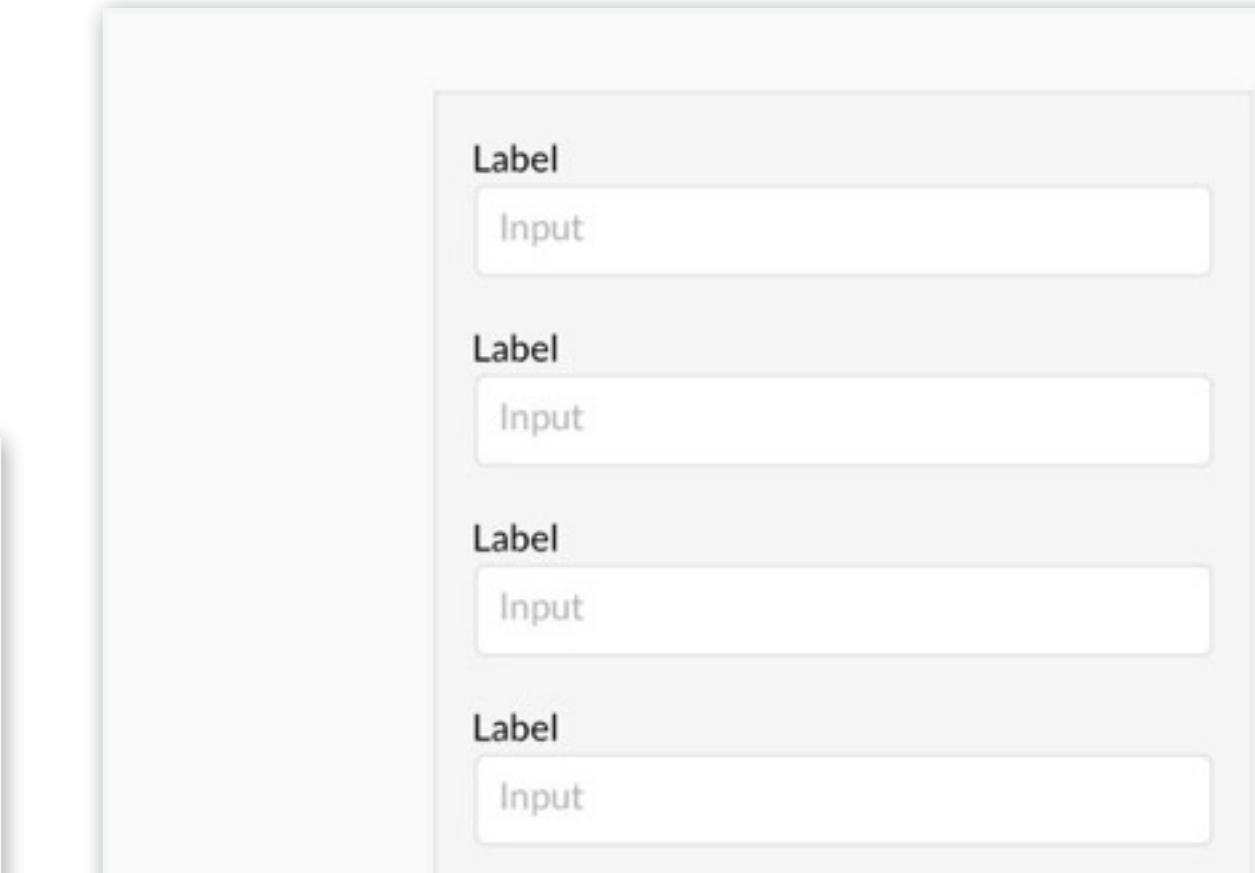


Label
Input

Label
Input

Label
Input

Label
Input



Label

Label

Label

Label



What is your spirit animal?

Lion Tiger Bear Bull Serval

Do

What is your spirit animal?

- Select -

Lion
Tiger
Bear
Bull
Serval

Don't

Show all selection options if under 6

Email

Password

Sign Up

Do

Email

Password

Submit

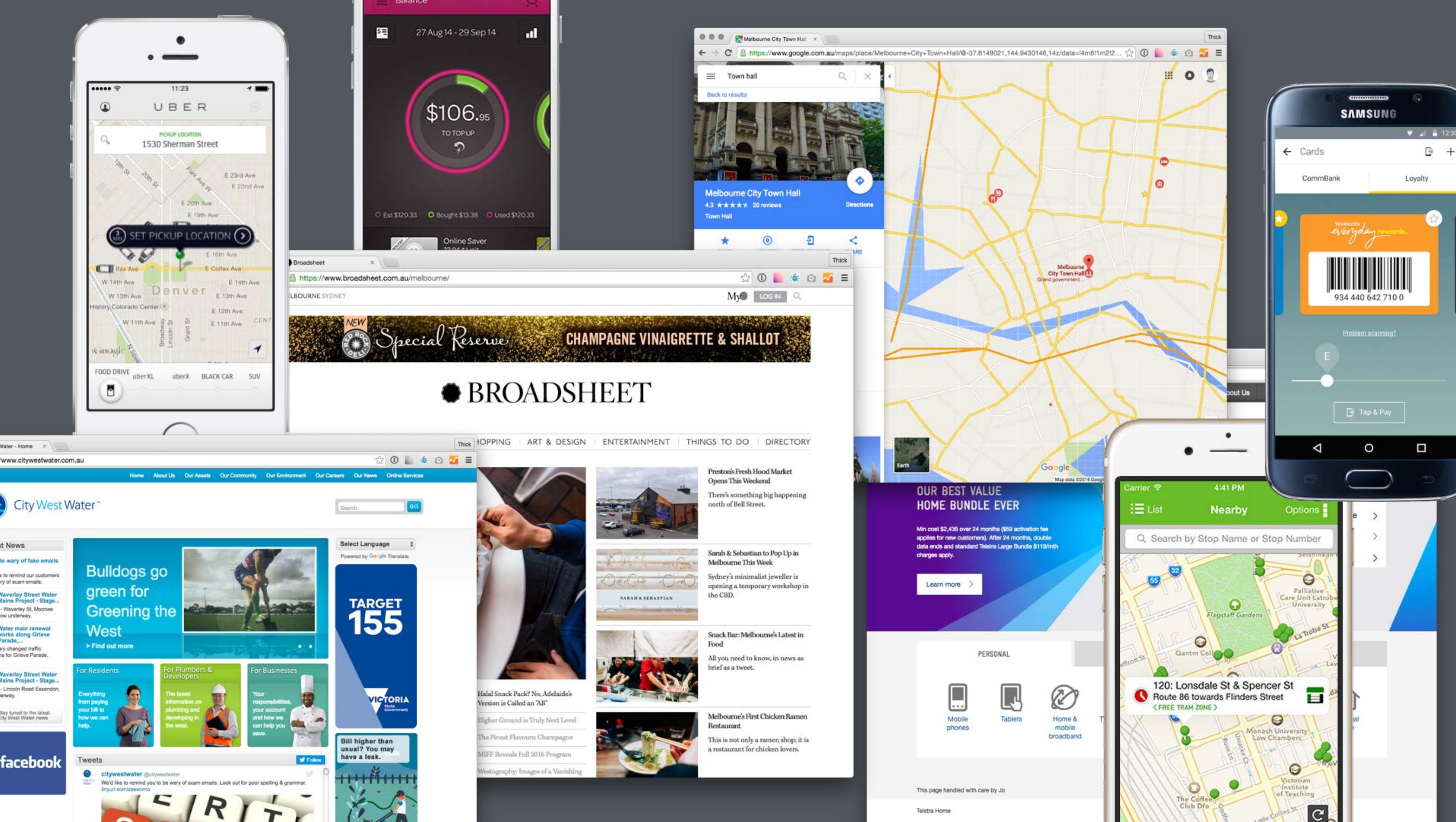
Don't

Make button labels descriptive

4.3

Design within the ecosystem

Fit in, don't stand out. Customers need easy to use services and will understand things that are familiar. Look to service providers from parallel and other industries for inspiration.



5. Aim to delight

- 5.1 Write in a straightforward, friendly way
- 5.2 Be personal
- 5.3 Close the loop

5.1

Write in a straightforward, friendly way

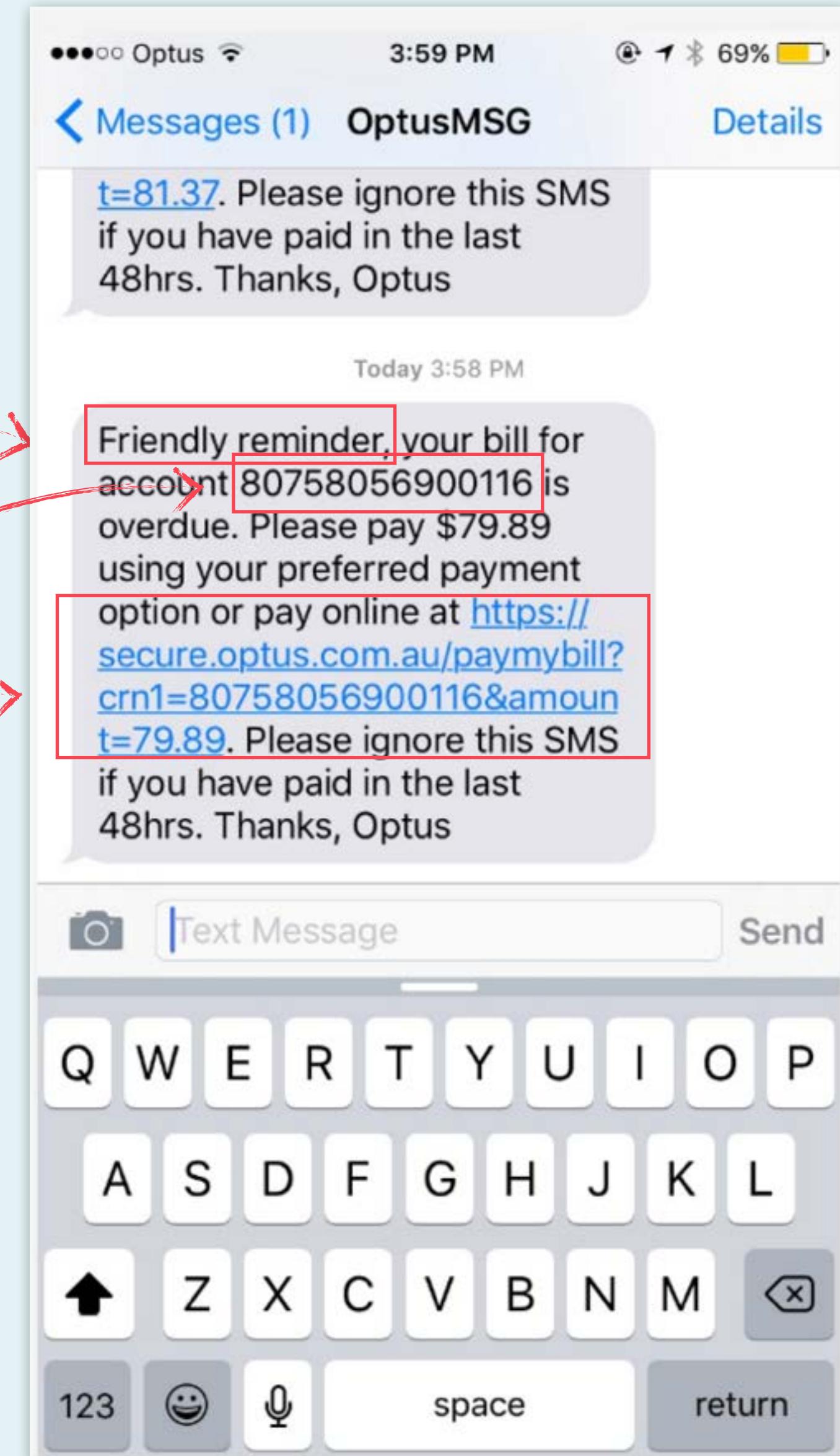
Write like a helpful concierge. Be clear and concise, but not robotic. Customers need useful and actionable information, and should be spoken to as people.

Optus bill texts

Personable

Informative

Actionable



DTO online writing guidelines

www.dto.gov.au/standard/design-guides/online-writing/



Australian Government
Digital Transformation Office

Home Latest news Our work Digital Service Standard Jobs About us 

[Home](#) > [Digital Service Standard](#) > [Design guides](#) > Online writing

• This content is currently in Alpha

[◀ Back to guides](#)

Online writing

Style guide for digital content

This guide provides advice on how to write content for users of services in [scope of the Digital Service Standard](#). It may also be helpful for internal communication channels, such as an intranet, however it is written with external service content in mind.

Why must I?

Digital services need clear and easy-to-understand content to help people find and use the information they require. By writing in plain English and using consistent

Related guides

- Statistical data integration
- Secure services
- Privacy
- Performance testing
- Open data
- Identity assurance
- Government as a platform
- Domain names
- Common website elements
- Code sharing

Use preferred terms

Write this	Instead of this
Australian Government	Federal Government, or Commonwealth Government <u>(unless referring to the entity established by the Constitution)</u>
state and territory, and local governments	State and Territory and Local Governments
enough	adequate number of
total	aggregated
among	amongst
because	as a consequence of
find out	ascertain
later	at a later date
now	at this point in time
aware of, know	cognisant of
start, begin	commence
about	concerning

Use preferred terms

Write in plain English

Plain English is the difference between this:

We are working to make your job easier by giving you access to communicate with us electronically through a new service provider view of our online portal. (27 words)

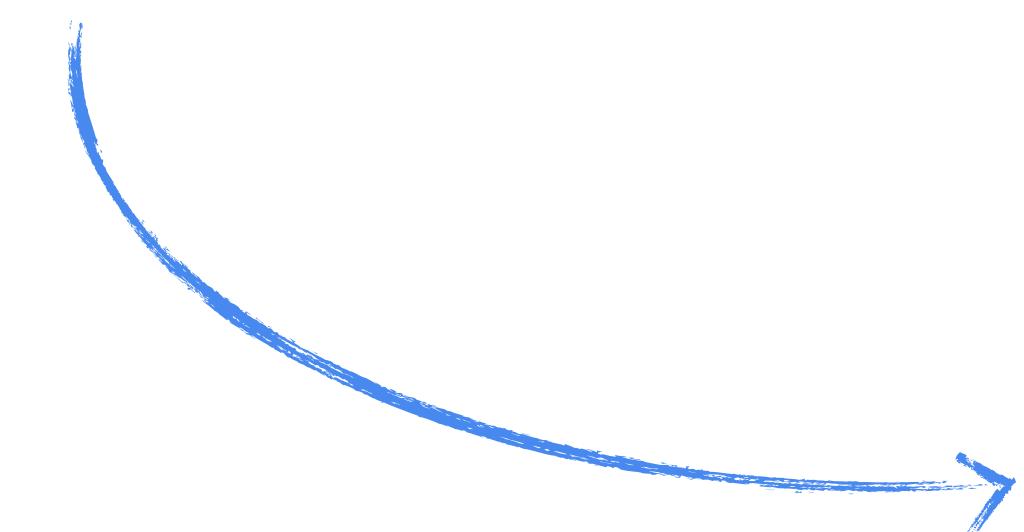
and this:

*The new service provider view of the portal makes it easier for you to communicate with us.
(17 words)*

You should use the language that is appropriate to your audience. Generally this should be plain English, however there may be a business case for including technical or legal language. This may mean you will need to write the same content in a different way for a different user base. The rule is to make language as simple as its users need.

Write in plain English

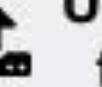
**Friendly,
informative,
actionable**



e.g. QFR 123

Please provide one of the following to prove your vehicle ownership:

- If you own the car: Registration certificate in your name and address
or
- If car is owned by someone else: The registration certificate and a statutory declaration stating you are authorised to use the vehicle
or
- If it is a company car: The registration certificate and a letter from the company on official letterhead with the car registration details.

 Upload a file or take a photo

Can't upload documents?

Bring them in person to the town hall at 120 Swanston Street, Melbourne instead

Continue >

City of Melbourne

Contact:

联系我们:

Contattaci:

Επικοινωνήστε μαζί μας:

MELBOURNE 

parking permit

vehicle ownership

Will share this permit?

Two

Please provide one of the following to prove your vehicle ownership:

If you own the car: Registration certificate in your name and address

If car is owned by someone else: The registration certificate and a statutory declaration stating you are authorised to use the vehicle

If it is a company car: The registration certificate and a letter from the company on official letterhead with the car registration details

or

o

5.2

Be personal

Give customers information relevant to their specific circumstances through a communication channel that will be most appropriate. Use the information we have on them to improve their experience.



Avinash, 27, doesn't take an active role in the council community.

But does want to be up to date with things that affect him, and specific events that he could attend.

Customers shouldn't need to 'enter their preferences'

We should implicitly gather information as they interact.

MSFW

≡

SEARCH

0

MSFW

MSFW

WHAT'S ON BLOG

START OPEN HOUSE MELBOURNE AT THESE THREE BUILDINGS

Submit a listing

Newsletter sign-up

Contact us

WHAT'S ON

Events

Eat & drink

See & do

Shop

CONTACT

Contact us

Phone

POPULAR

Arts & culture

Blog

Comedy

VISITOR INFO

Visitor services

Transport

Maps

All events

Music

Rooftop bars

ARTISTRY CREATED BY MECCA
MSFW BEAUTY PARTNER

MECCA

Melbourne Spring Fashion Week is proud to partner with MECCA

Spring fashion week

sally@gmail.com



Your contact details

Mobile number (required)

To send SMS confirmation and reminder

e.g. 031234567

Email (optional)

To send additional confirmation and reminder

e.g. name@email.com

Confirm details

City of Melbourne
Contact:

Hard waste

**Based on your address
(which we have gathered
in the past) we let you
know when your next
hard waste collection is**

< Inbox (4) ^ v

From: City of Melbourne >
To: name@email.com >

City of Melbourne Rates Notice

Your rates for **19 Darling Street,
East Melbourne** are due by Friday
30 September.

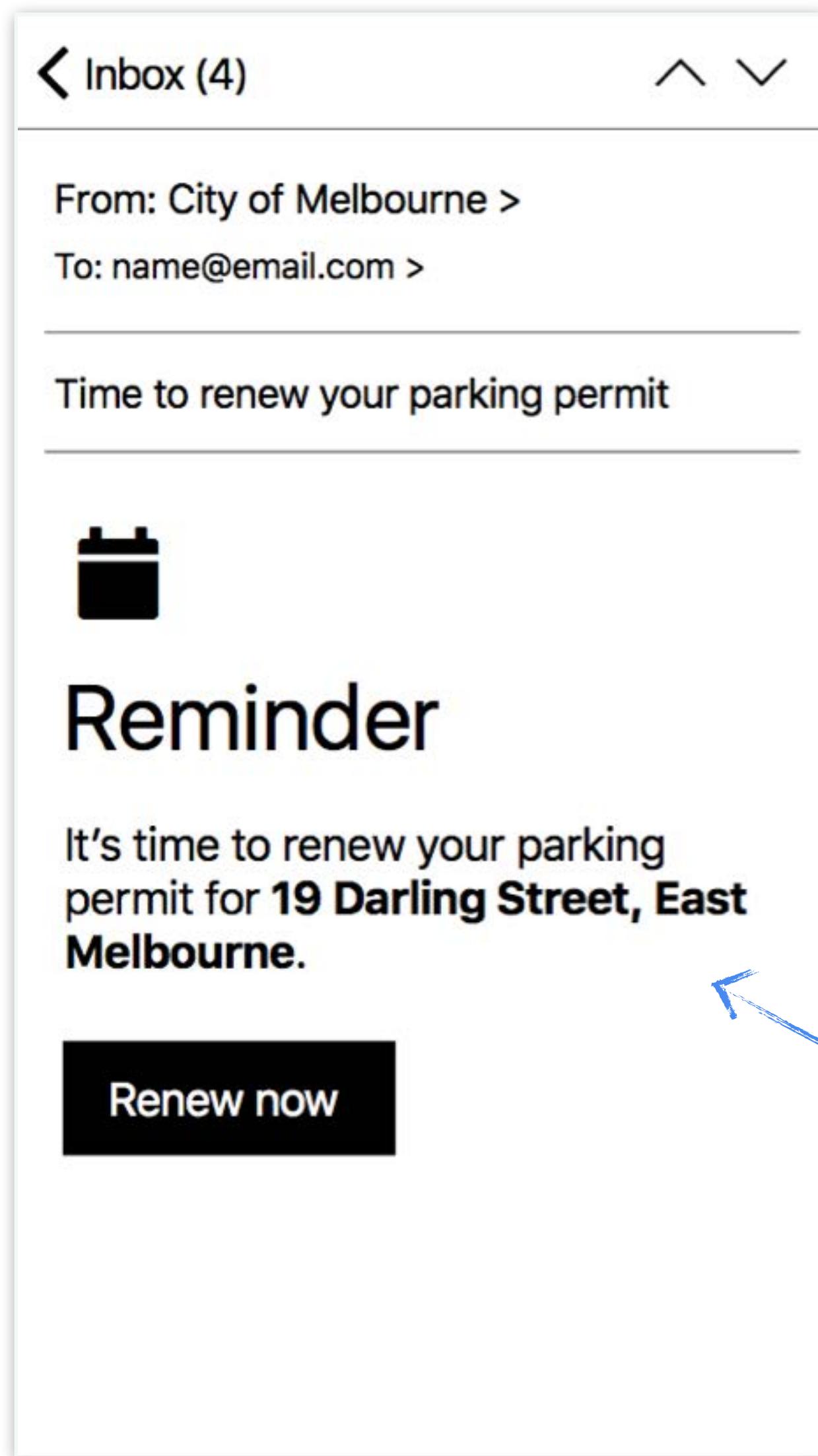
TOTAL COST
\$495.23

[Pay now](#)

Other options:
[Bpay](#), [In person](#), [Direct Debit](#)

Your next annual hard waste is
coming up, book it for July

[Book now →](#)



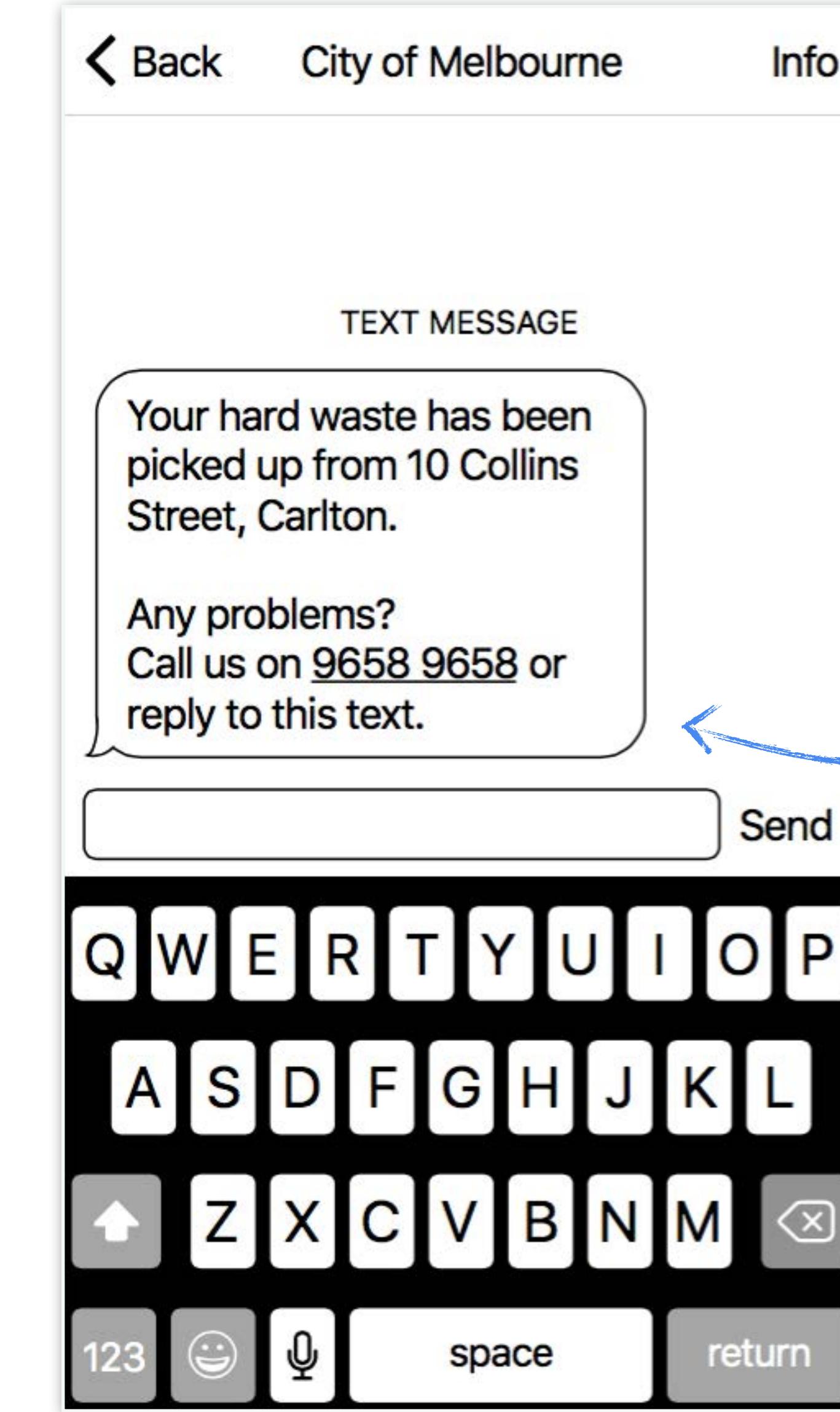
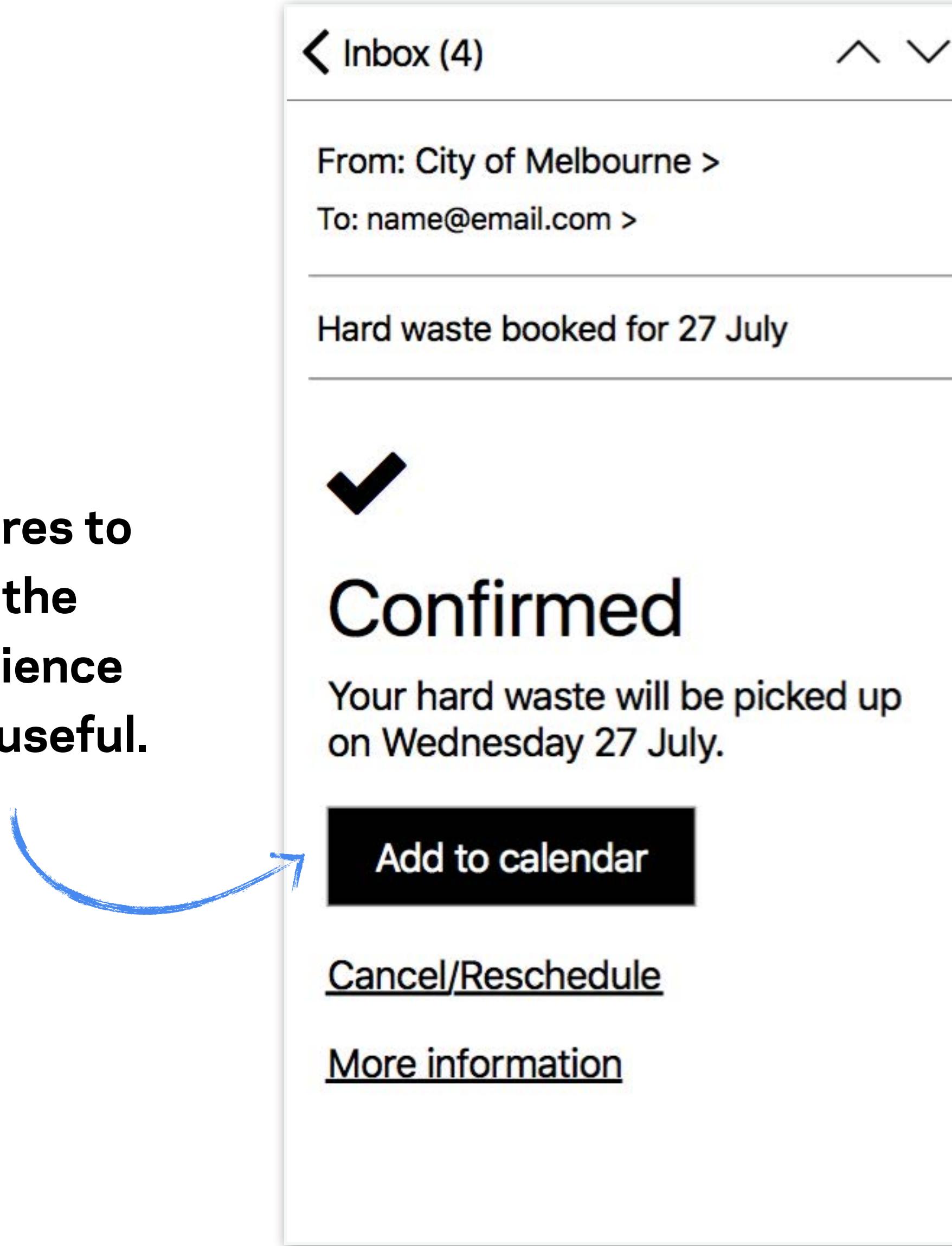
We can send a useful email letting you know that your permit is up for renewal

5.3

Close the loop

Provide assurance that a service has been completed, and give customers an easy opportunity to fix things if they have gone wrong.

**Features to
make the
experience
more useful.**

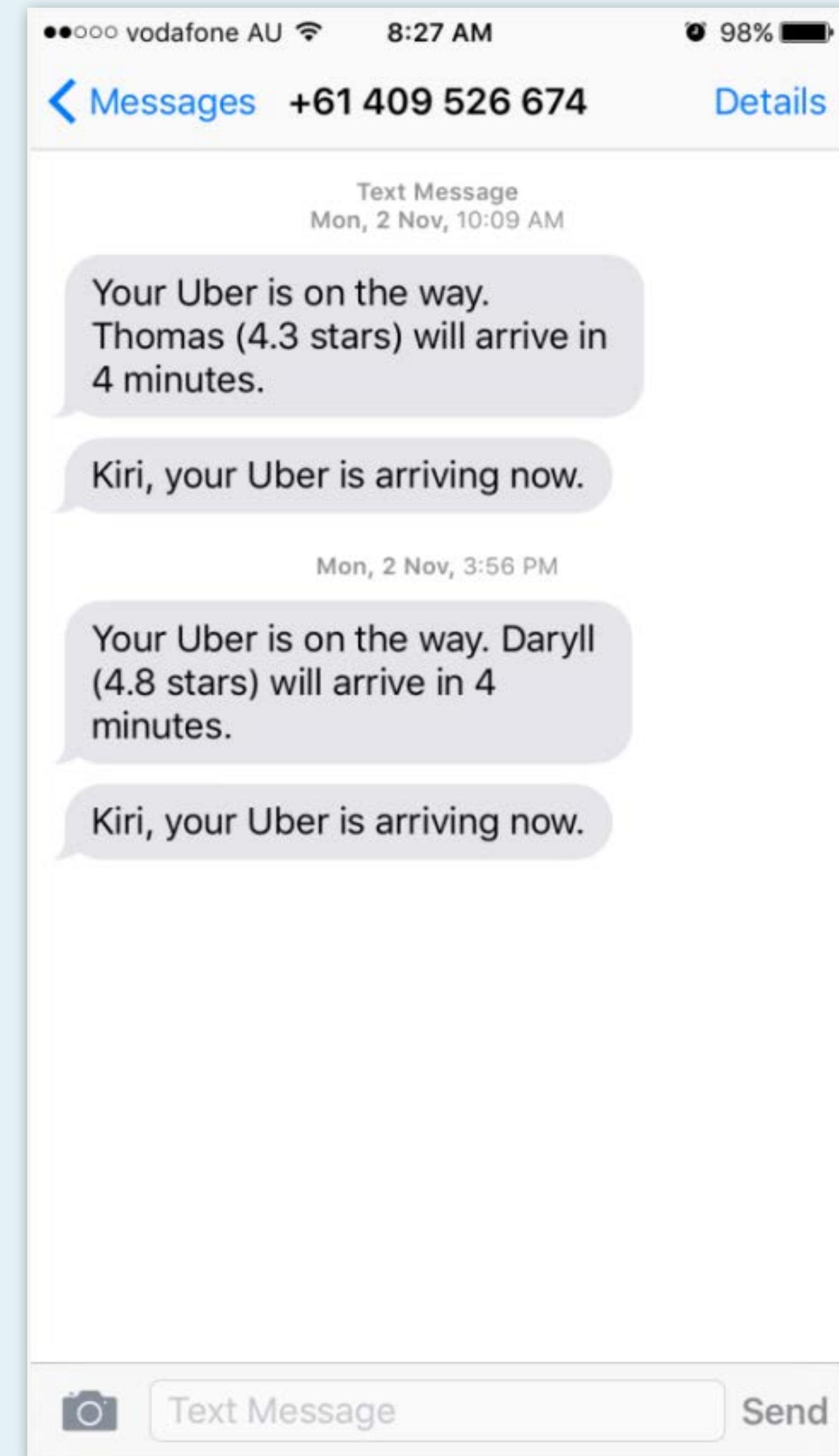


**Easily fix it if
something
has gone wrong.**

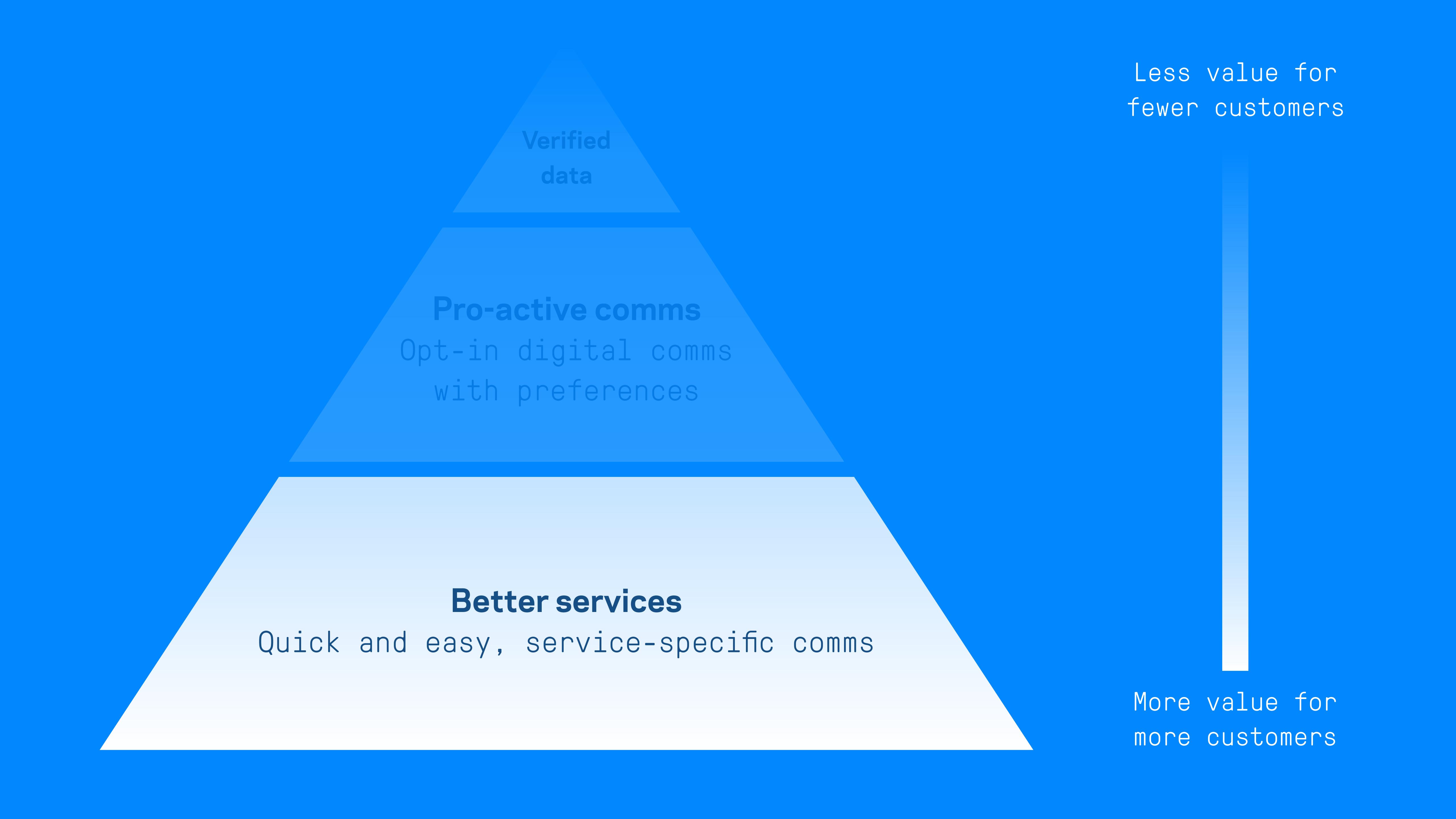
Uber status texts

Straightforward,
timely updates.

Useful information
delivered through an
appropriate channel.



To recap



Less value for
fewer customers

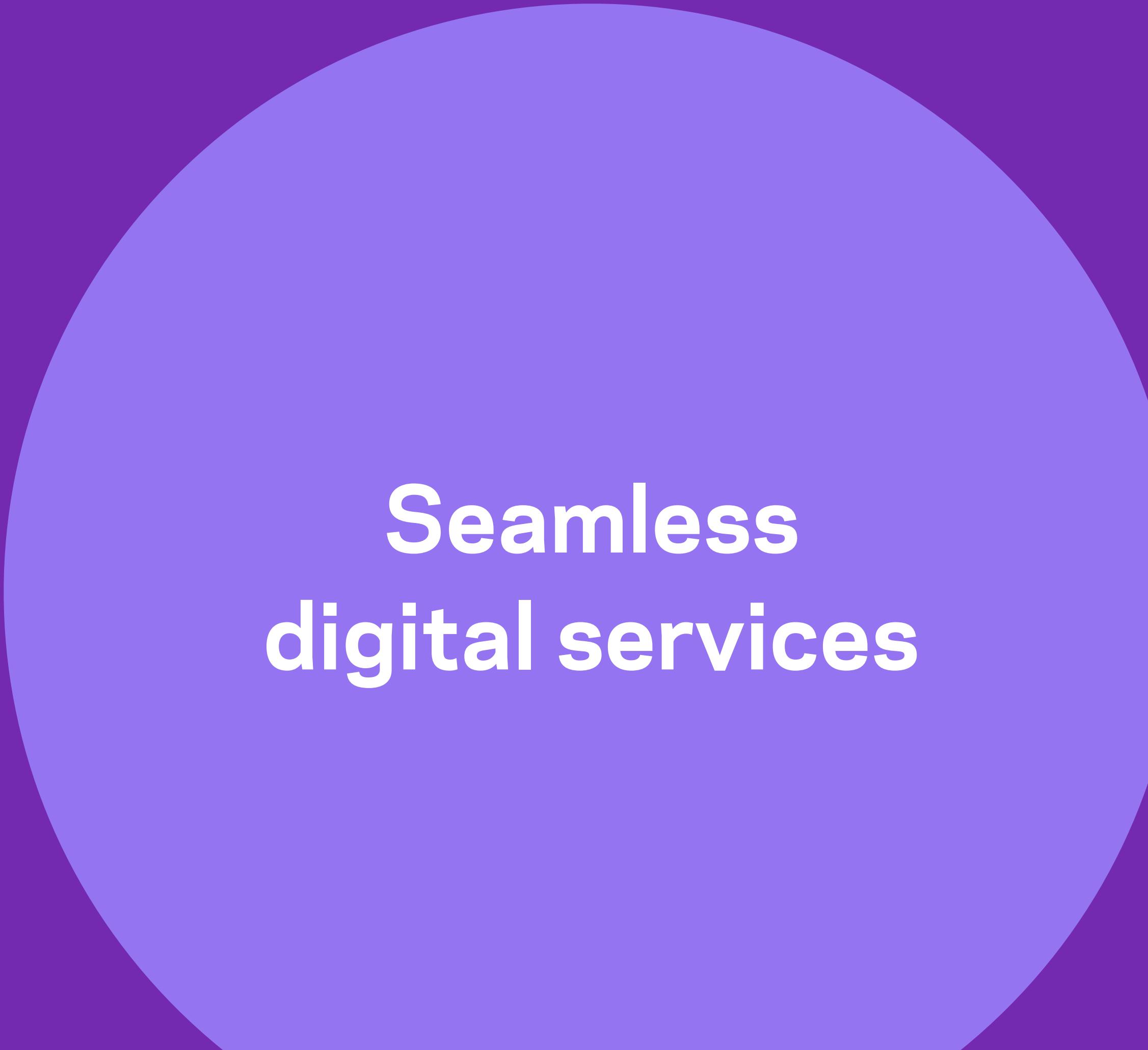
Verified
data

Pro-active comms
Opt-in digital comms
with preferences

Better services
Quick and easy, service-specific comms

More value for
more customers

Opportunities



**Seamless
digital services**



**Proactive
digital comms**

Online service should be as
smooth as **the in-person**
experience at town hall

Digital communication
should **be relevant,**
personal and timely.

Customer Experience Design Principles

Co-design

Do less

Make it
easy

Make it
clear

Aim to
delight

Intro

What we've done

Why we're here

Vision

Approach & principles

Next steps

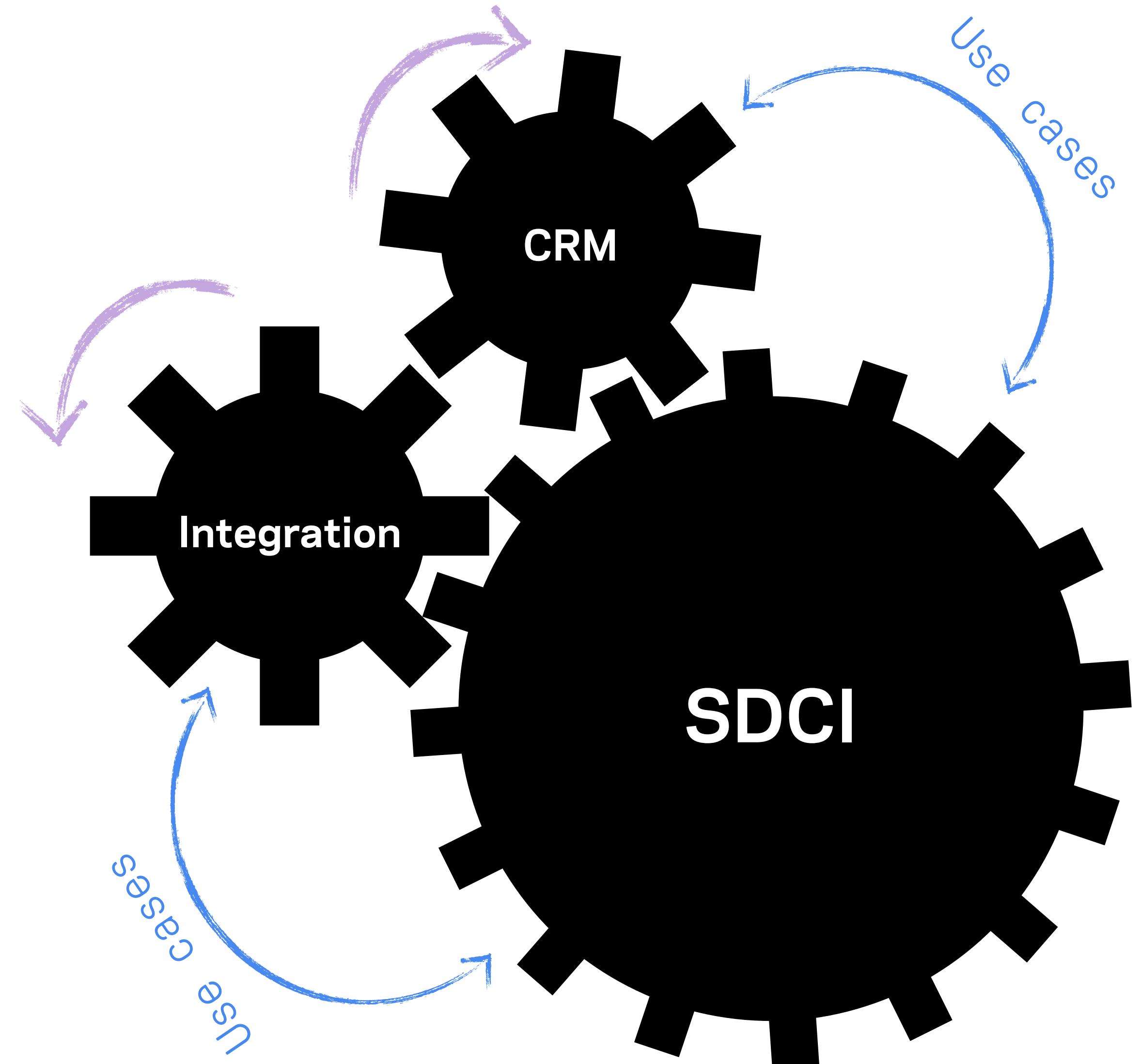
Program approach

Complete process to procure CRM and Integration Platform

Plan a program on 3 month delivery cycles

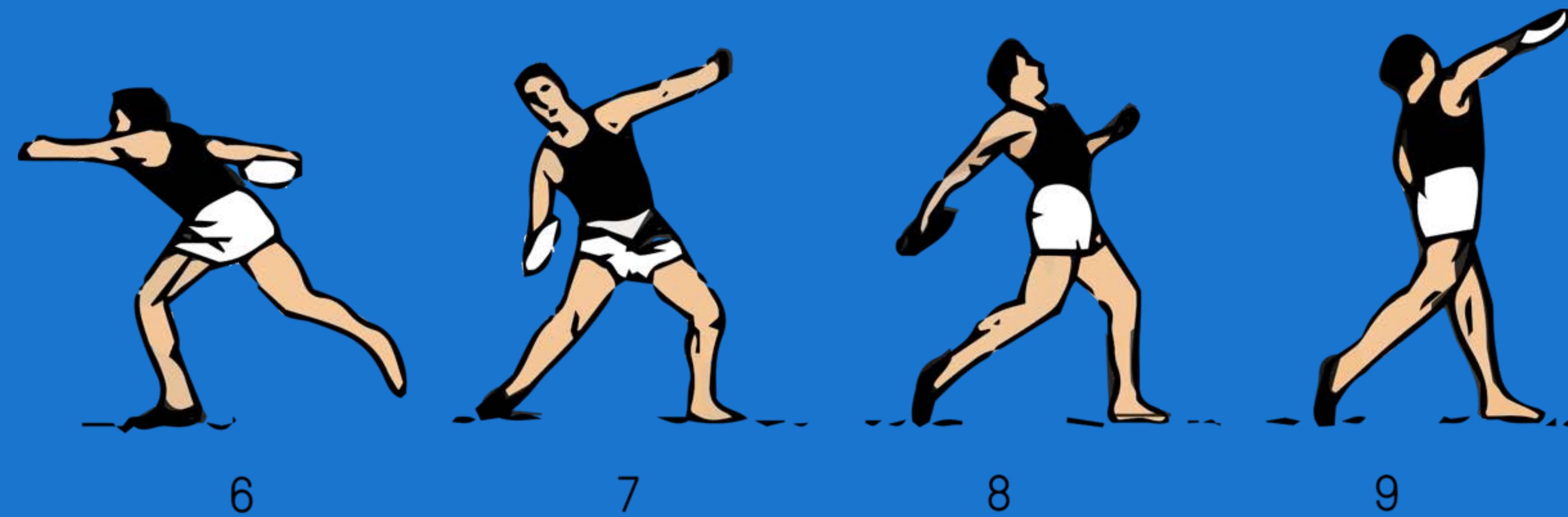
Integrated Beta

Work with SME's to determine most appropriate use cases for beta



Discuss

Alpha prototype: studiothick.com/com-alpha



THICK.

CITY OF
MELBOURNE