

Better service design through digital-ready legislation

Redesigning policymaking
to make better service design happen



Who here works as a service designer?



Who here works in, for or with the public sector?



Who here has been using a public service lately?

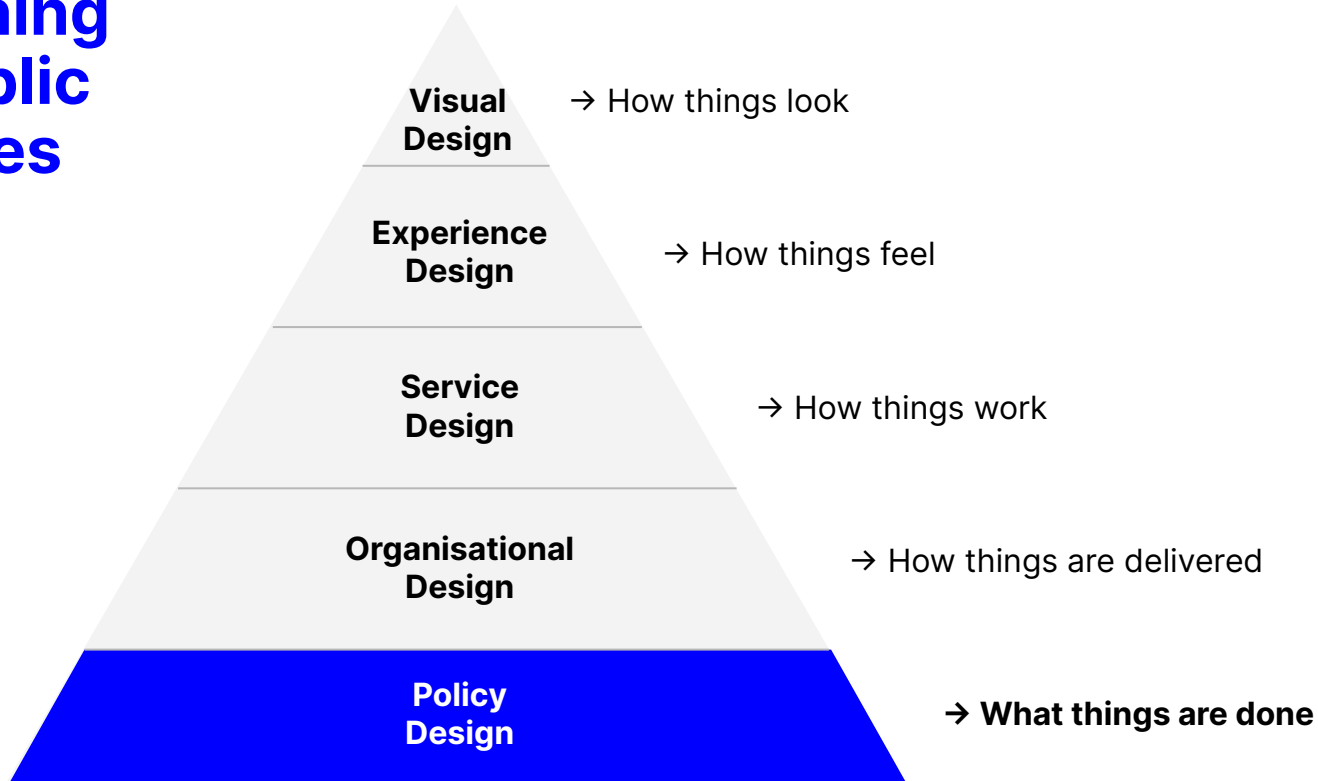
Hi, I'm Sabrina Feuerherd

Digital
Service

We develop digital solutions for and with the Federal administration that put the **needs of citizens at the heart of it all and which **work better for everyone**.**

Our work is **interdisciplinary, **user-centered** and **iterative**.**

Designing for public services

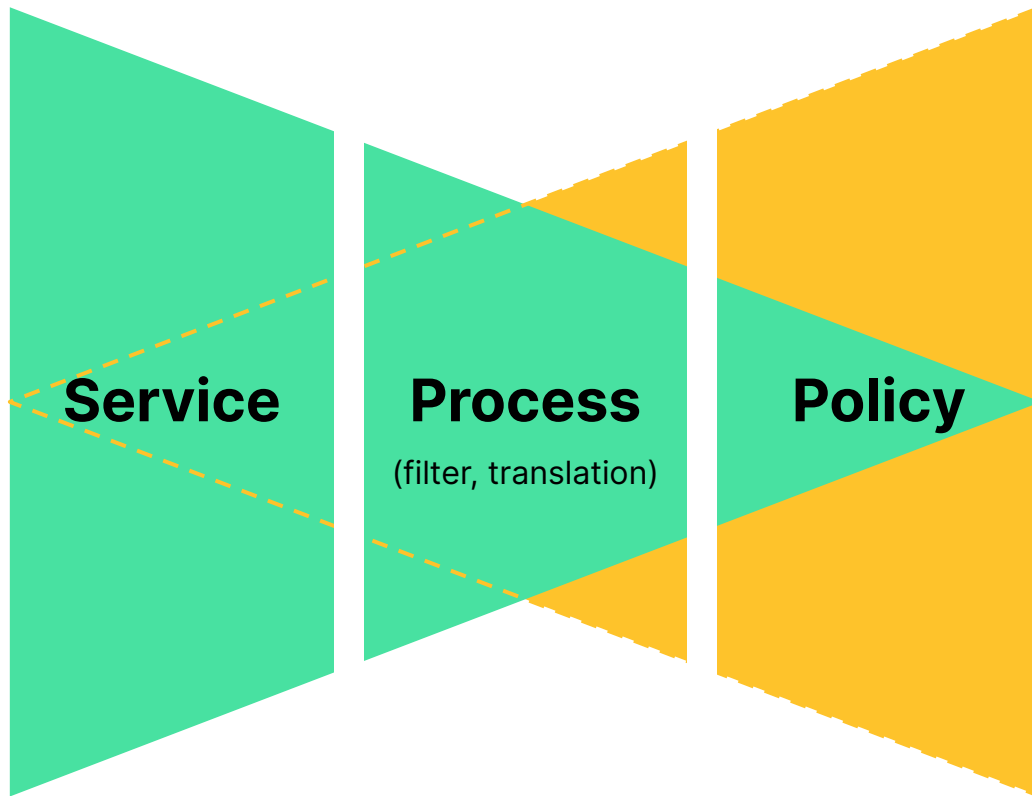


Based on PWCs adaption of Ove Arup's 'Total Design'

Designing for public services




What users
experience



What
government
says

Adapted from 'Designing for Public Services'
by Nesta, Design For Europe, IDEO



**Get a
student loan**

**Federal Training
Promotion Act
(BMBF)**

A close-up photograph of a man with dark hair and a beard looking down at a baby. The baby has light hair and is pointing its finger towards the camera. The background is a blurred outdoor setting with green foliage.

**Get parental
benefits**

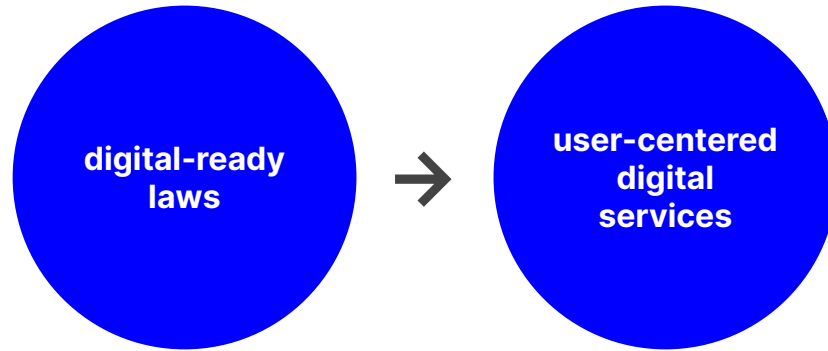
**Law on parental
allowance and
parental leave
(BMFSFJ)**

**Submit a property
tax declaration**

A woman with long brown hair and glasses is sitting at a desk, looking down at a white laptop. She is wearing a light-colored striped shirt and white earbuds. The background is a plain, light-colored wall. The text "Submit a property tax declaration" is overlaid in a blue box on the left, and "Law on the Reform of Real Estate Tax and Valuation (BMF)" is overlaid in a green box on the right.

**Law on the Reform
of Real Estate Tax
and Valuation (BMF)**

We need digital-ready laws to design user-centered digital services



Digitalization in Germany

digital strategy

digital

online access law

decade

Onlinezugangsgesetz

600 governmental services online

**governmental
services**

open sector services



There are a multitude of factors that condition seamless digitalization in Germany.



We need digital-ready legislation.



We need digital-ready legislation.

**Writing a law
with digital
factors in mind.**



Legislation is...

Our assumption



**Legislation is a fixed, linear process,
at the end of which there is a
successful law.**

The reality



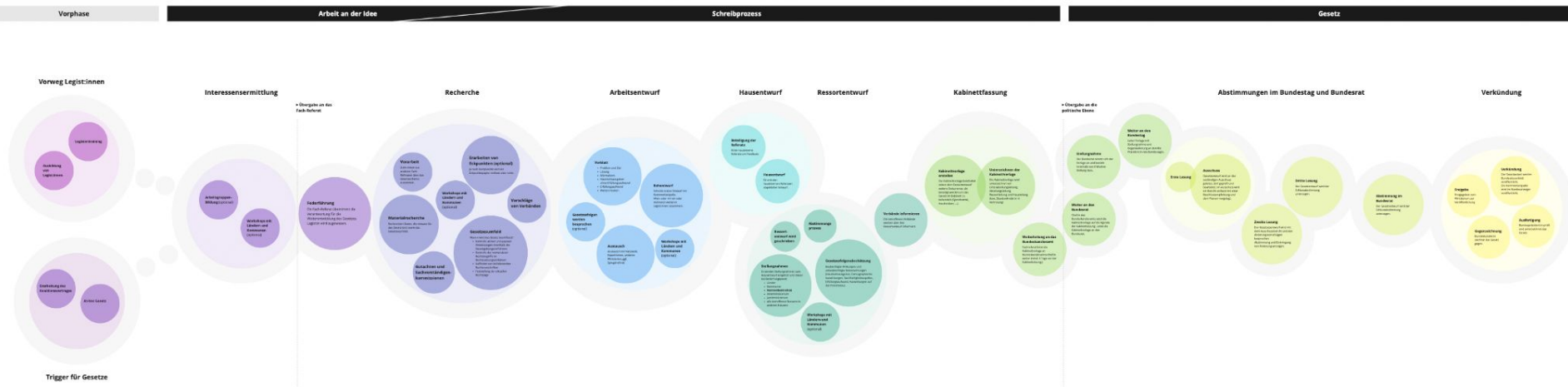
*a multitude of
possible processes*

**Legislation is ~~a fixed, linear process~~,
at the end of which there is a
successful law.**

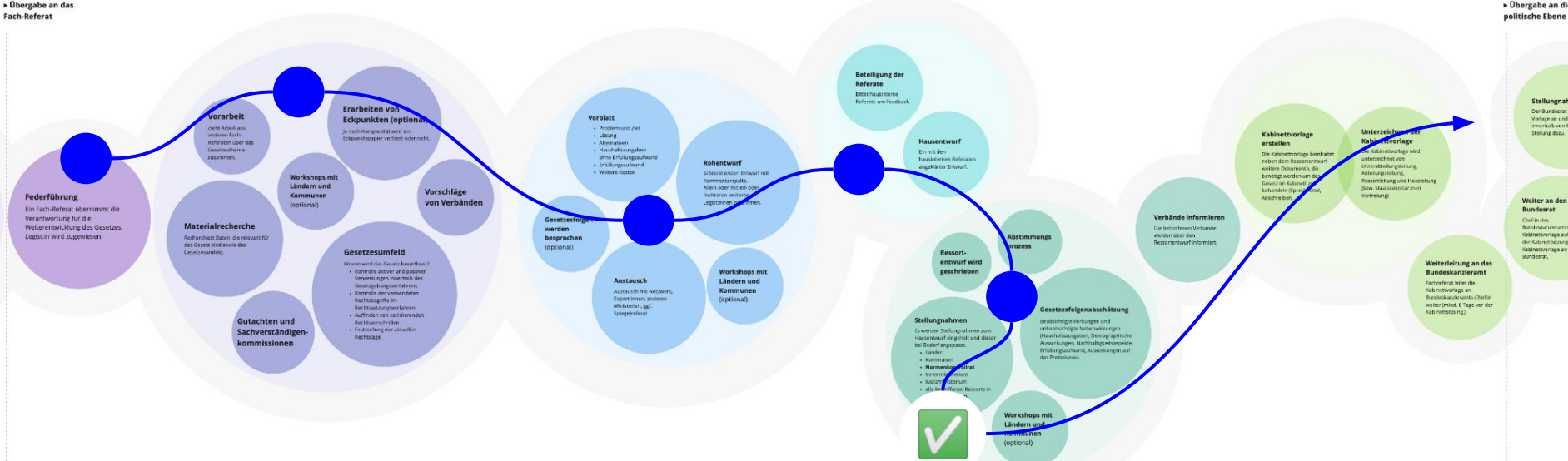
|


or unsuccessful

Our service landscape



Our service landscape





5 cornerstones of digital-ready legislation

+2 extra



Cornerstone 1

Find clear rules

Find clear rules

Establish digital
communication

Enable reuse of data
and standards

Ensure data protection
and security

Support automation



Cornerstone 2

Establish digital communication

Find clear rules

**Establish digital
communication**

Enable reuse of data
and standards

Ensure data protection
and security

Support automation



Cornerstone 3

Enable reuse of data and standards

Find clear rules

Establish digital
communication

**Enable reuse of data
and standards**

Ensure data protection
and security

Support automation



Cornerstone 4

Ensure data protection and security

Find clear rules

Establish digital
communication

Enable reuse of data
and standards

**Ensure data
protection and
security**

Support automation



Cornerstone 5

Support automation

Find clear rules

Establish digital
communication

Enable reuse of data
and standards

Ensure data protection
and security

Support automation

Legislators should also consider



Were the needs of those affected taken into account?

e.g. citizens, organizations or companies



Was a professional perspective involved early on?

e.g. IT, legal

We need digital-ready legislation to pass digital-ready laws



And now?

Aspects to test

01

→ How complete are the cornerstones?

02

→ How do the legislators work with the cornerstones?

03

→ Which methods or trainings do legislators need?

1 meter



0
10
meters

100 million meters



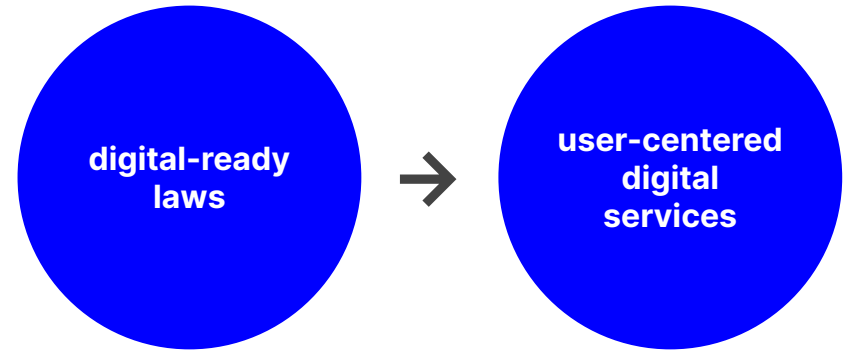
8
10
meters

We need a digital-ready mindset for digital-ready legislation



**user-centered
digital
services**

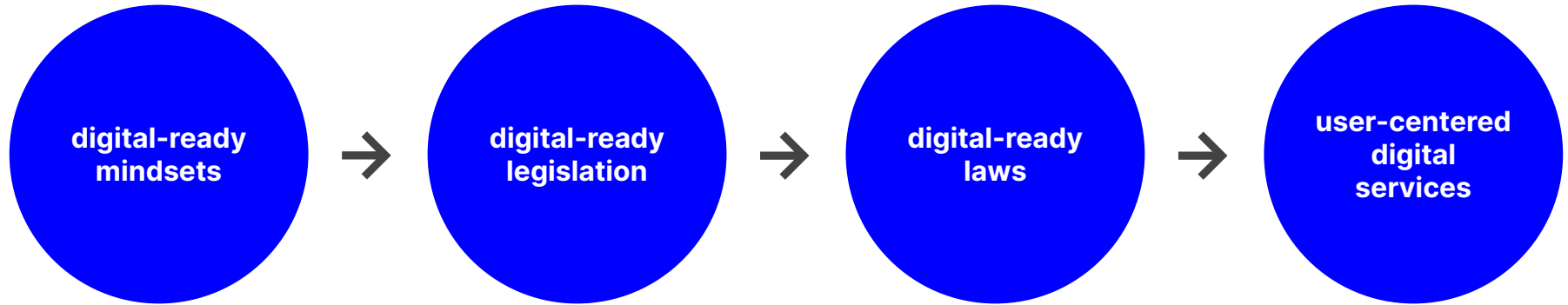
We need a digital-ready mindset for digital-ready legislation

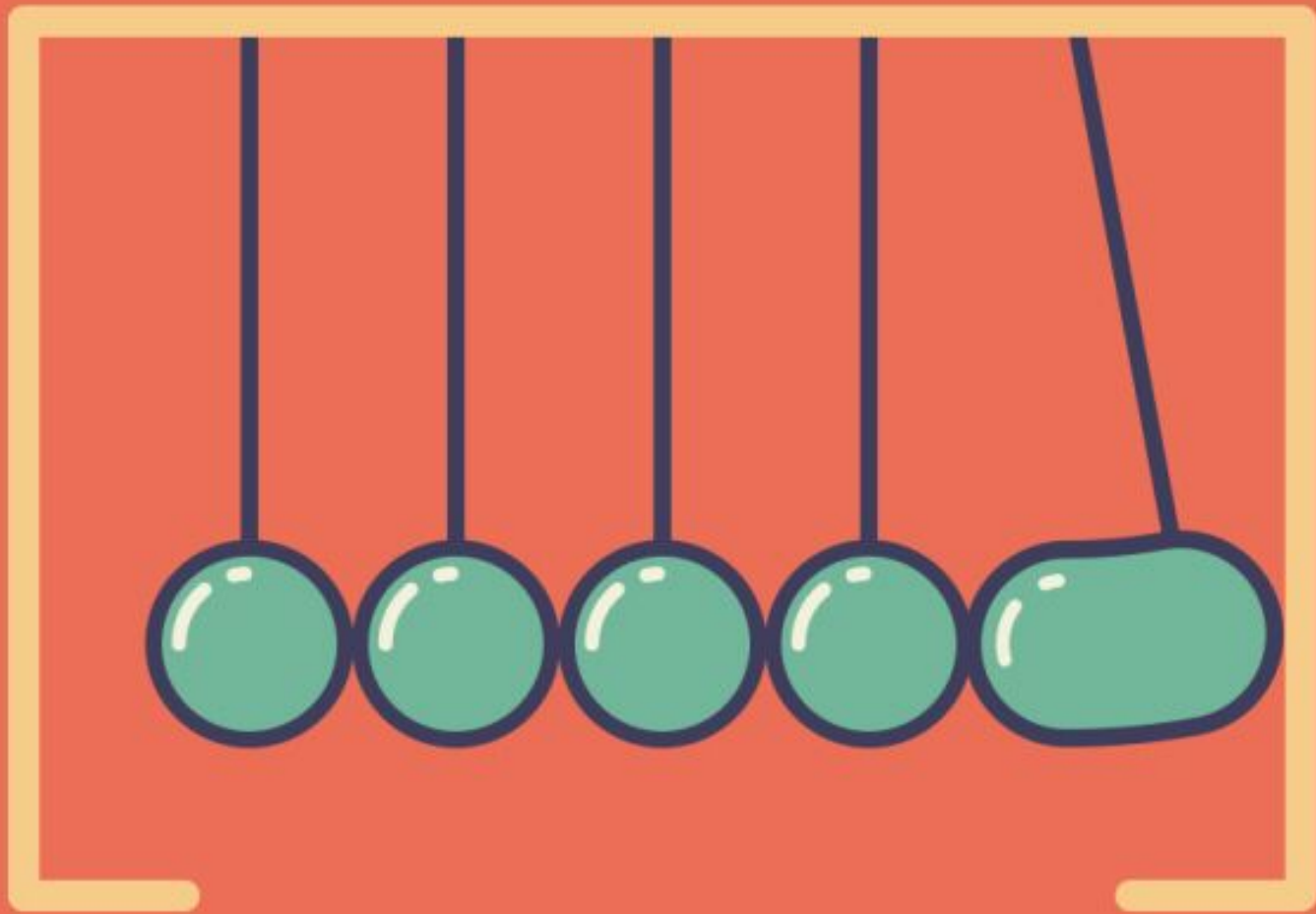


We need a digital-ready mindset for digital-ready legislation



We need a digital-ready mindset for digital-ready legislation







Workshop time!

Digital-ready legislation Canvas

1 Clear Rules	2 Digital Communication - Which communication is the most important for your case? Which cannot be replaced by digital communication?	3 Reusing Data - Think about which data is important for your case. Can this be reused from somewhere else?
4 Data Security - What are data security concerns regarding your case?	Your case	5 Enable Automation - What about your case could be automated?
Who is directly or indirectly affected by your case? (e.g. citizens, authorities or companies)		Who are experts that know more about this case? (e.g. IT, legal)

**A team per
table –
15 minutes**

tick tock ...



— By Lucas Zanotto

**The present
is a gift.**



**We are  looking for
our first
senior user
researcher**

digitalservice.bund.de/karriere

Thank you!