



Department
for Work &
Pensions

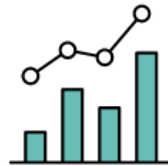
Content design community day

Monday 9 December 2019

DELIVERING OUR DIGITAL AMBITIONS 2019/20



**Enabling
DWP policy
and strategic
transformation**



**Improving the
performance
and stability
of DWP's
digital services**



**Continuing to
strengthen
Cyber Security**



**Building a
strategic digital
approach
for the future**



**Building
specialist
capability
and capacity**

4. Building a strategic digital approach for the future

We will develop a strategic approach to designing and delivering our products and services which places user experience at its heart. We will do this by building products and services around more holistic customer journeys, rather than in product silos.

This is a big deal.

**This is user-centred
service design.**

How do we make this happen?

1. The digital leadership team are having conversations with the directors of functions (eg Health, Universal Credit, Working Age) to understand the detail of what's being worked on.

How do we make this happen?

2. We're working with Service Design and Transformation to confirm what the services are that DWP offers.

Get support because of a health issue or disability

Get support because of caring for someone else

Get support because of pregnancy, having a child or becoming responsible for a child

Plan for retirement

Get state pension and other support in retirement

Get support because of low income / no work / unable to work

Find a job

Get support because someone has died

Arrange child maintenance

Apply for a National Insurance Number

How do we make this happen?

3. We're doing a 'proof of concept' with one of these services: Get support in retirement.

A reminder of what we're working towards:

We will develop a strategic approach to designing and delivering our products and services which places user experience at its heart. We will do this by building products and services around more holistic customer journeys, rather than in product silos.

Recruitment

2 Lead Content Designers – Product Design Practice

2 Associate Content Designers – Digital Publishing team

1 Lead Content Designer – Health

1 Content Designer and 1 Senior Content Designer – Fraud

What else has been happening?

Simon King joins today as Head of User-centred Design

I'm working with other Heads of Content Design from other government departments on how to advocate for content design

It's our first community planning day tomorrow



Thank you