

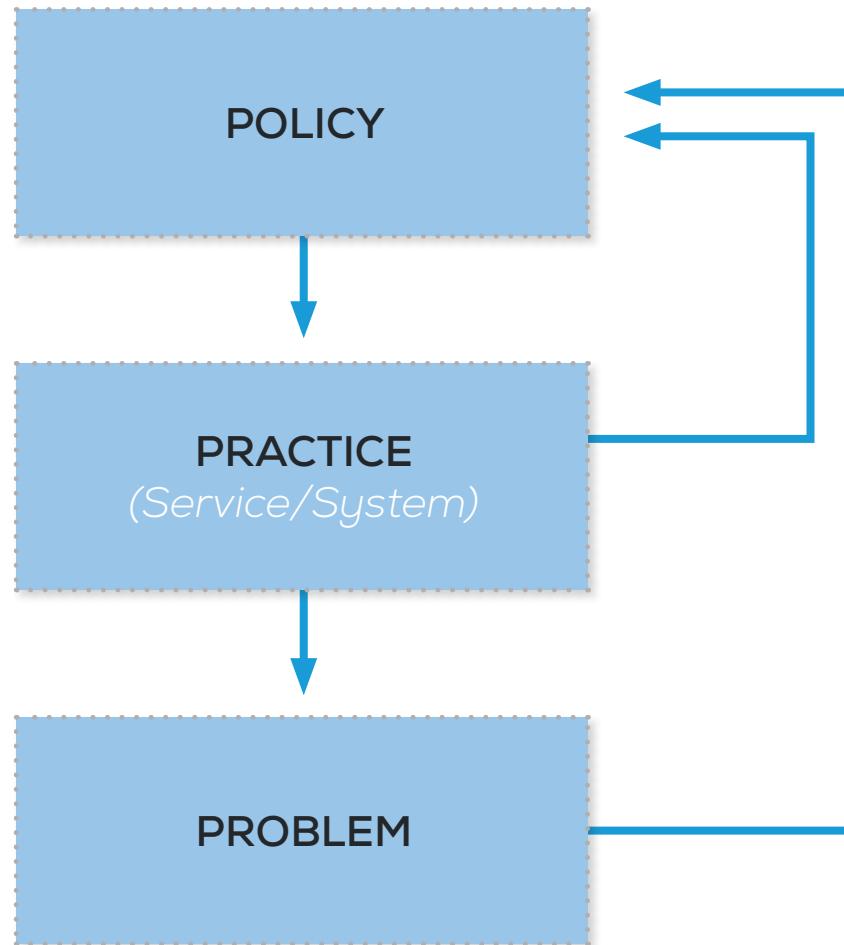


DAY 1 | EXPLORE

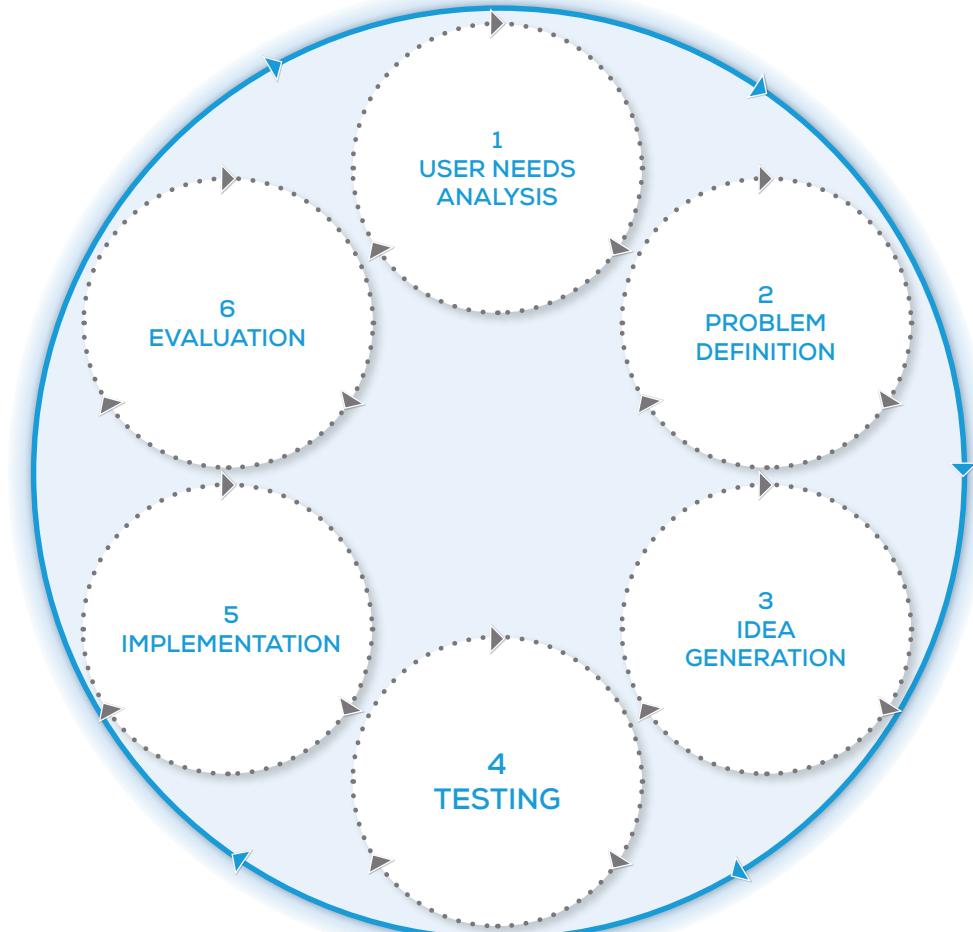
Service design in a
policy environment

So, if policy is a 'thing' that
can be designed...

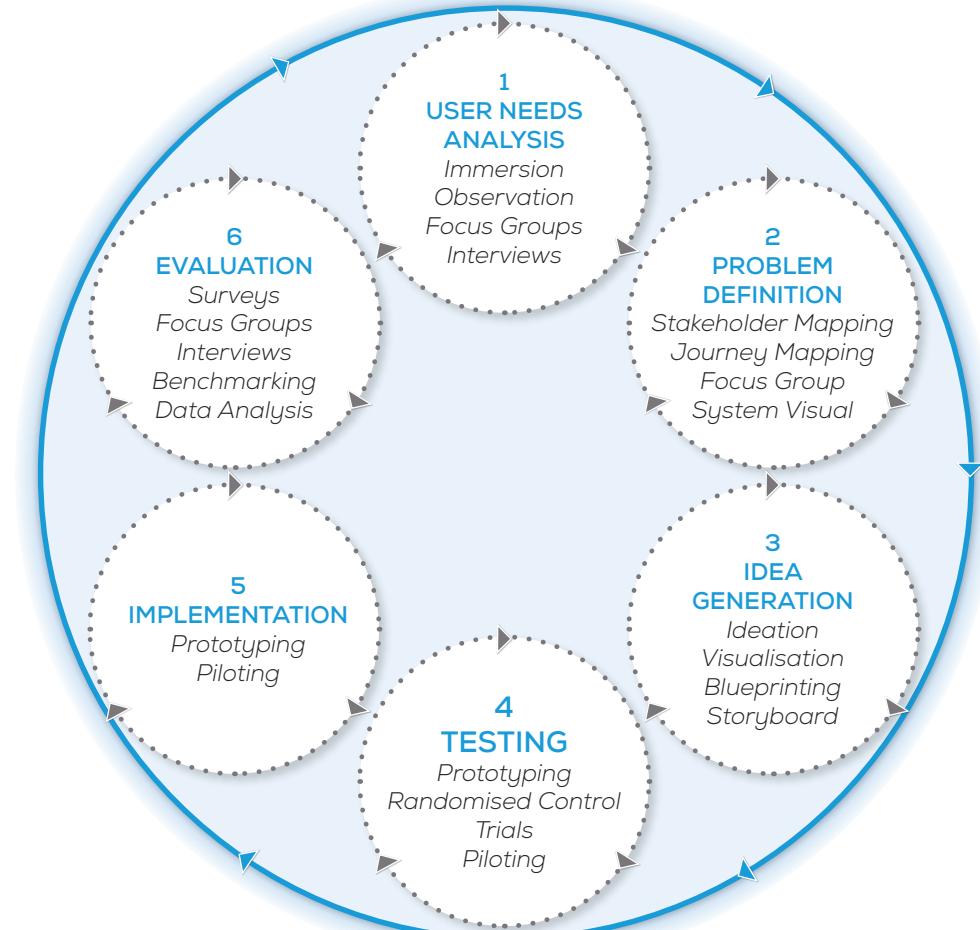
What is the policy design process?



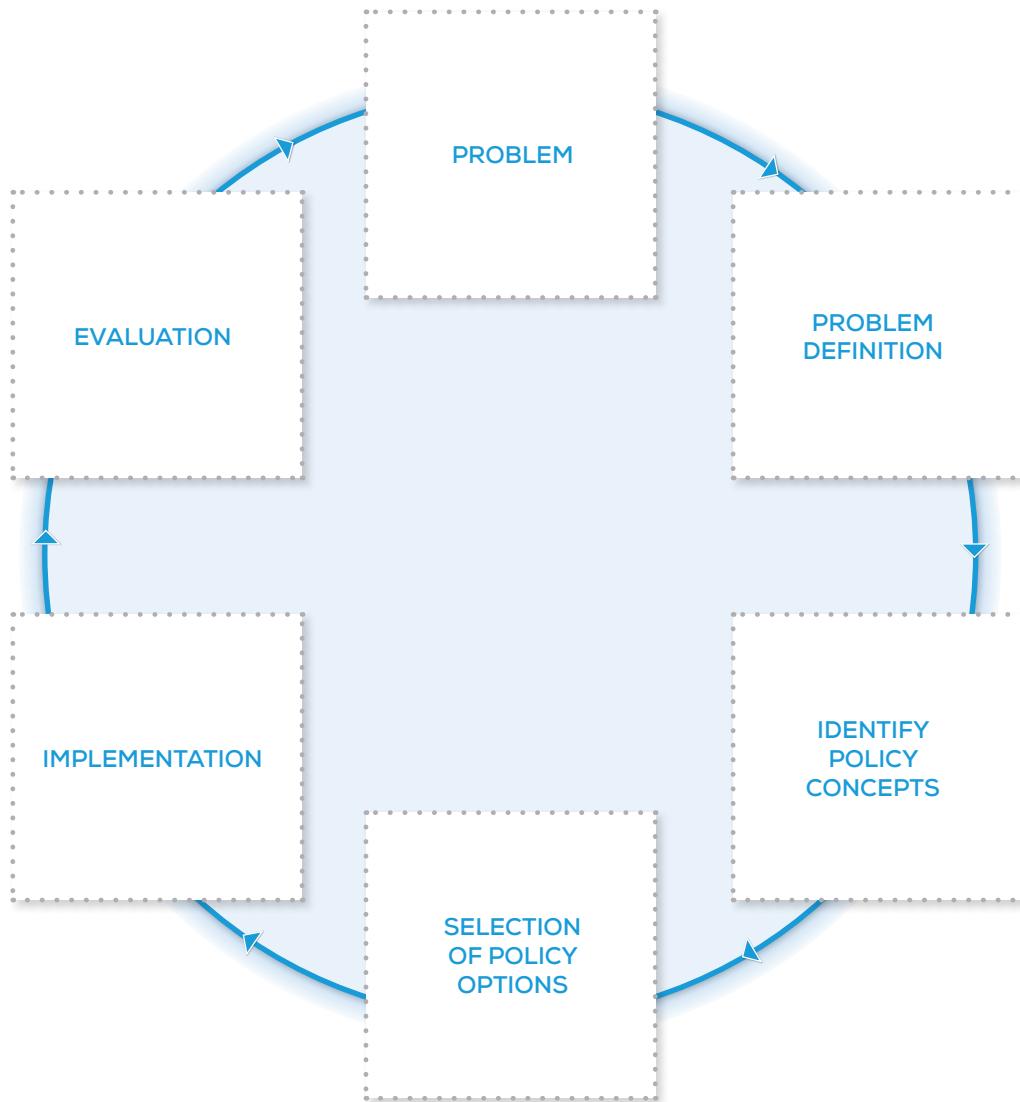
Policy design process



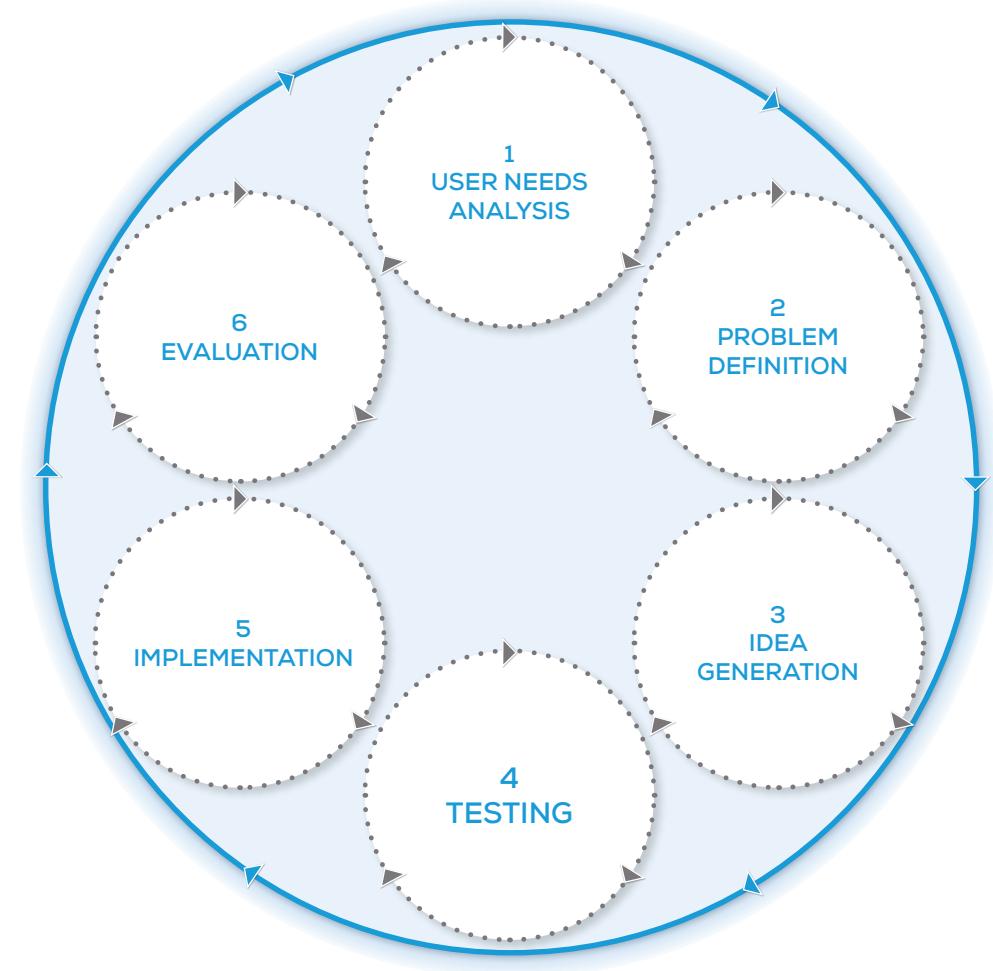
Policy design process with methods



Theoretical Policy Process



Policy Design Process



Activity: Problem Definition

Personal Tax Account, Tax Credits,
Check Your Income Tax, Payments
and Making Tax Digital for Individuals.

- 1 In your team discuss why you are doing this work and agree on a statement that reflects this problem.
 - 2 Now think about the user groups, clients and stakeholders that are directly affected by this problem, draw and describe them here.
 - 3 Without thinking of detailed solutions identify some potential impacts that an intervention might have for users.
 - 4 Now think about the impact on your organisation or department.
 - 5 Agree on a set of metrics for this problem.
Think about data you currently capture or could do so easily.



Problem Definition

How to use this tool
A senior member of your project team should facilitate this session, ensuring that the key points are captured and documented.

pdr.

When to use this tool
Use this tool at the start of your project.

○

Why are we doing this work?

○

Who are our user groups, clients and stakeholders?











○

What outcome might users get from this?

What outcome might our organisation get from this?

○

What are our key metrics?

WWW.PDRONLINE.CO.UK | HMRC | Toolkit

Designed by **pdr.**

Activity: Service Challenge

Mapping Your Service Challenge
in a Policy Environment.



Yellow Post-It Notes

List what you know happened at each stage of the policy design process



Pink Post-It Notes

Describe what should have happened at each stage of the policy design process.

1 Start by describing the policy that you are mapping here.

2 In your groups move around the map and identify what you know about the policy design at each stage. Note each of these on post-its.

