Designing Services

Summary

An introduction to using design in public services.

What is Design?

There are lots of different kinds of design - for example, graphic design, interior design and product design. What they all have in common, is that people who work in these fields take time to understand the problem they're faced with from a range of perspectives, before they create a solution.

Like all these other disciplines, service design is a process that explores issues before coming up with ways to address them.

The design process reminds us that we have to be sure we're creating the right thing (whether that's information and advice, a transactional service or a form), before we can design something that's fit for purpose and meets users' needs.

We do this by taking time to understand the problem before designing solutions.

Help improve this page

Please share your ideas, suggestions, or comments via e-mail to ursd@gov.scot

Design notes

Line:
#0065bd | weight: 3px

Background:
#e5e5e5 | stretch to fit container

Heading:
H2 | 26px | line height: 35px
weight: bold (700)

Body text:
P | 19px | line height: 28px
weight: regular (400)