



The open door

Matt Edgar

Head of Design, NHS Digital

@mattedgar

Information and technology
for better health and care

Service Design in Government
6 March 2019

#doingnottalking means...

**Stop describing,
start BUILDING.**

#gsjam globalservicejam.org



#doingnottalking means...

**Get out of
your seat.
Go out on
the STREET!**

#gsjam globalservicejam.org



#doingnottalking means...

**Stop comparing
opinions.
Start testing
PROTOTYPES!**

#gsjam globalservicejam.org



#doingnottalking means...

**Stop saying
“Yes, but..”
Start saying
“YES, AND..”**

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#doingnottalking means...

**Upload
ALL-THE-TIME.
Not all-at-once.**

#gsjam globalservicejam.org



#doingnottalking means...

**Stop telling,
start SHOWING.**

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**Most of government is mostly
service design most of the time.**







THE NEW
**NATIONAL
HEALTH
SERVICE**

*

Your new National Health Service begins on
5th July. What is it? How do you get it?

It will provide you with all medical, dental, and nursing care. Everyone—rich or poor, man, woman or child—can use it or any part of it. There are no fees for special items. There are no





53 million patients and public
1.3 million health and care workers

23 interaction designers

10 service designers

5 graphic designers

40 user researchers

+ other digital roles



Design is the rendering of intent.

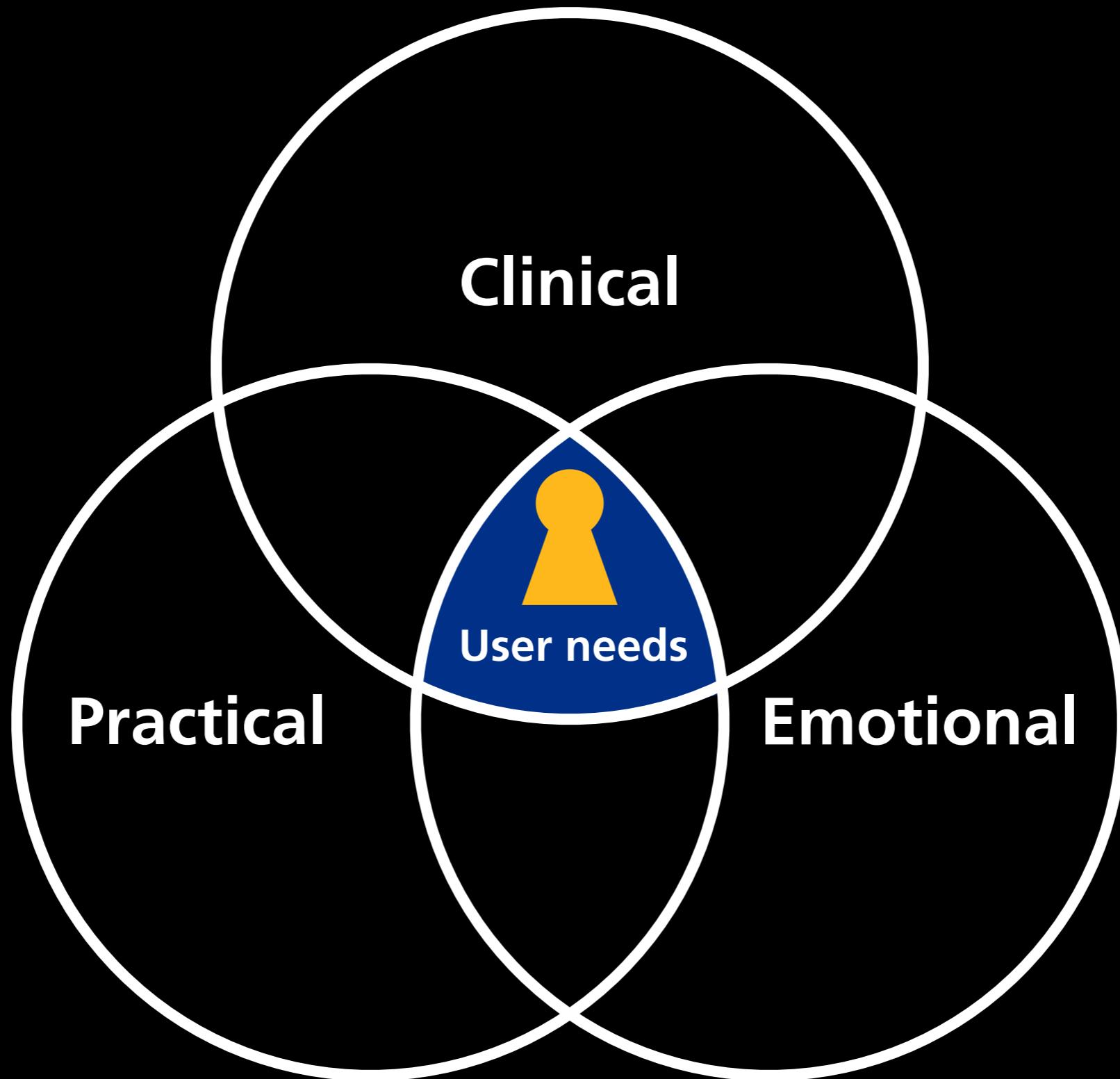
Jared Spool

Service design is the design of services.

Lou Downe

**Applying the culture, processes,
business models & technologies of the
internet era to respond to people's
raised expectations.**

Tom Loosemore, Definition of digital

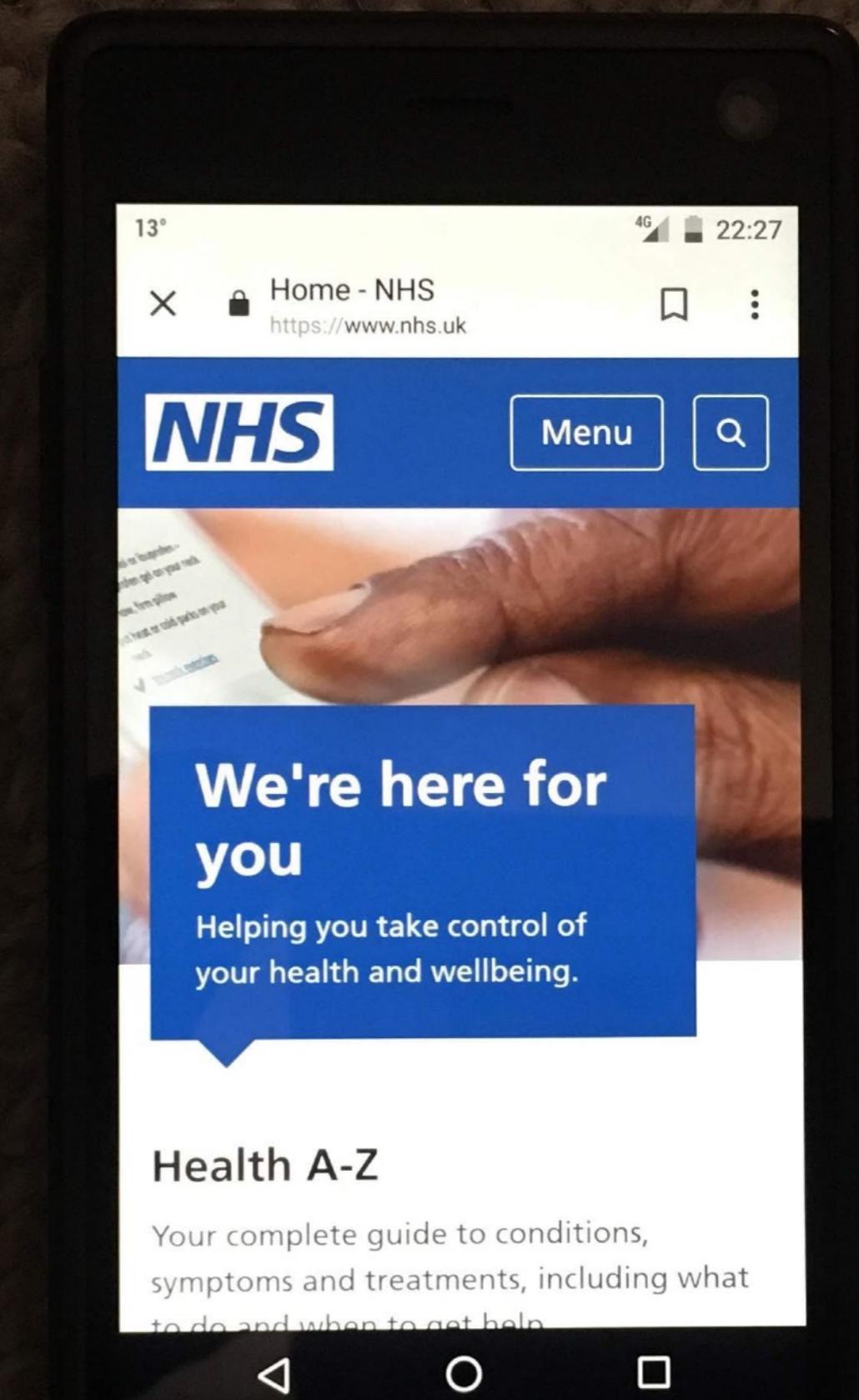


Stop disempowering people.



Show the
thing

mobile
accessible
actionable



The image is a screenshot of the official NHS website. At the top left is the 'NHS' logo. To its right are 'Menu' and 'Search' buttons. The main header features a photograph of a person's hands interacting with a computer screen. Below the header, a blue box contains the text 'We're here for you' and 'Helping you take control of your health and wellbeing.' A large red 'Get help now' button is prominently displayed. The page is divided into several sections: 'Health A-Z' (with a sub-note about symptoms), 'Medicines A-Z' (with a note about side effects), 'NHS services' (with links to find a pharmacy, dentist, GP, or urgent care), 'Focus on...' (with links to Diabetes, Cancer, Care and support, Pregnancy, and Mental health), and 'European Health Insurance Card (EHIC)' (with a link to apply). There are also sections for 'Healthy living' (with a 'Change 4 Life' cartoon) and 'Latest from the NHS' (with a note about price changes). At the bottom, there are links for 'View all Health themes' and 'Health apps'.

Work in progress

NHS.UK in numbers

40 million visits per month

56 components developed to meet high standard of accessibility

240 pages improved, action focused, user centered content

Faster page load
Choices x10 faster

Mobile first

100 new medicines topics published

Register with a GP

Do you know your NHS number?

► [Why we ask you for your number](#)

This is a 10 digit number, like 485 777 3456

You can find it on any letter the NHS has sent you, on a prescription, or by logging in to a GP practice online service.

Yes

No

Continue

[Change my previous answer](#)

[Sitemap](#)

[Our policies](#)

© Crown Copyright

Register with a GP

Are you taking any regular medication?

► [Why am I being asked this question?](#)

You have 200 characters remaining

Continue

[Change my previous answer](#)

[Sitemap](#)

[Our policies](#)

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User research

100%
of the team
involved

159

people's
views gained

50
hours of
research

16

people with
access needs



Sprint

Front-end

Form elements

**ASIC
COMPONENTS
BUILT IN
E. LIBRARY**

**APPROVAL
BY
DESIGN
GOVERNANCE**

Prototypin

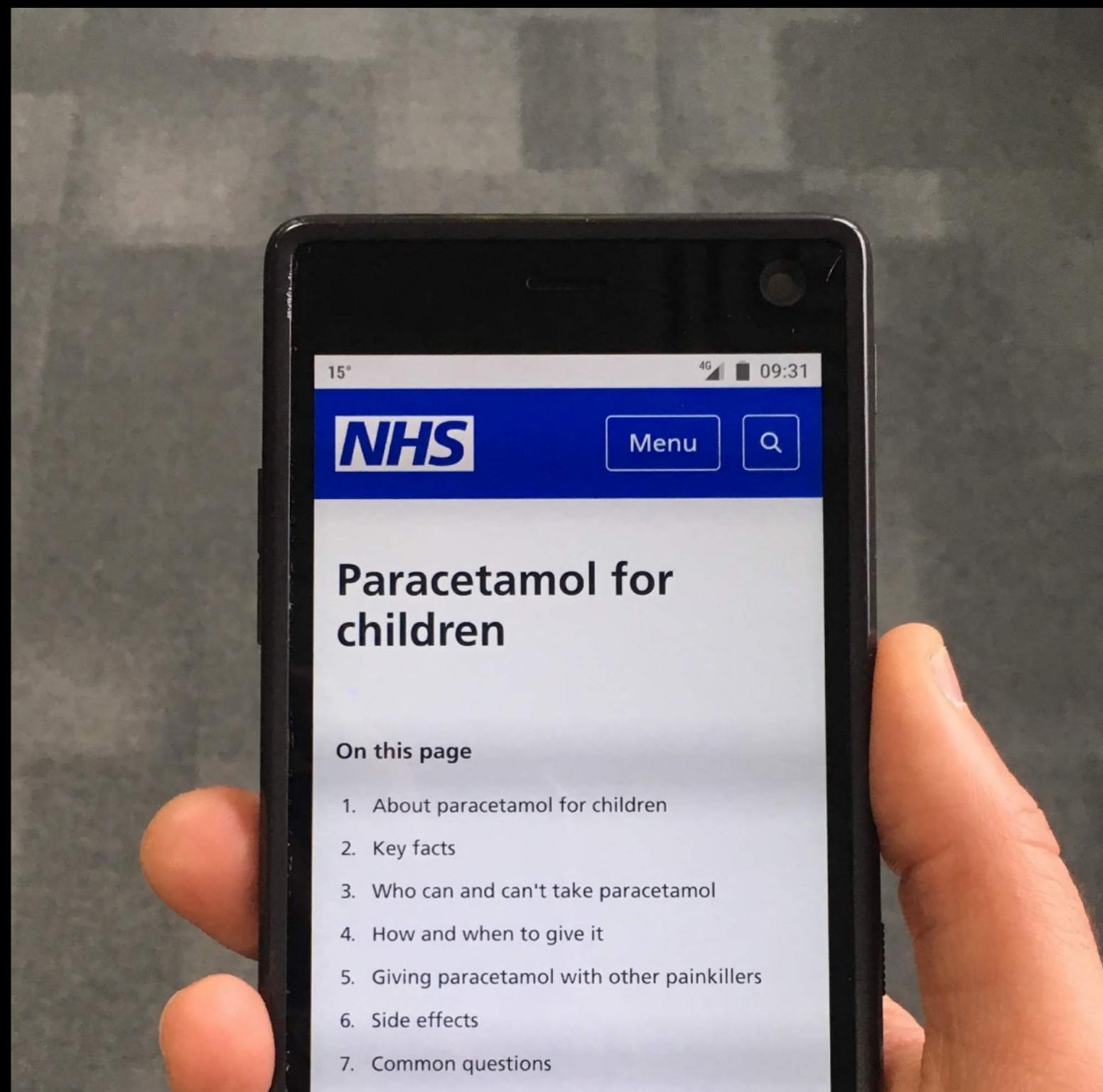
EAT
MERALS
JNEY

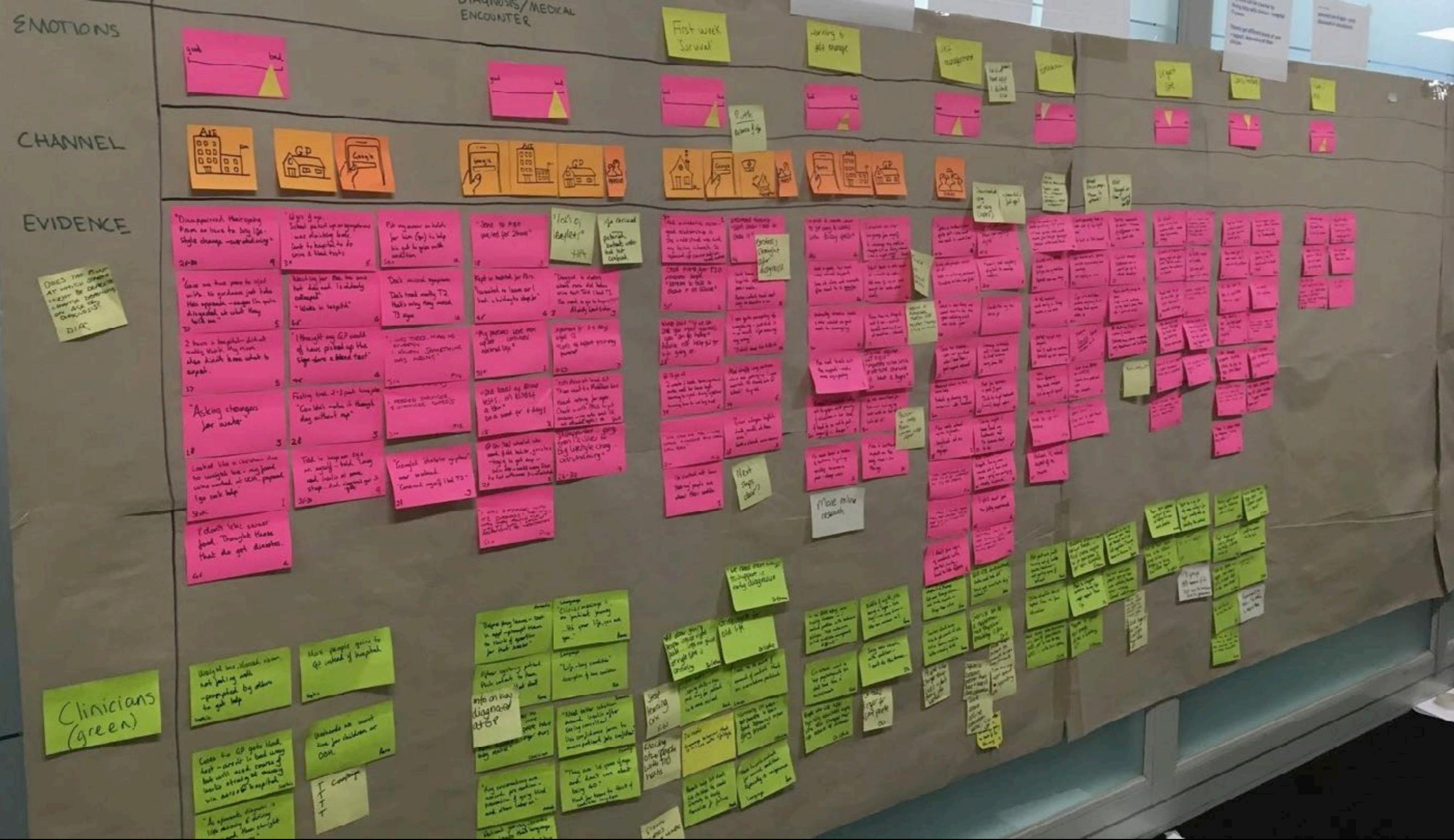
GATHER
FEEDBACK
FROM EARLY
TESTERS

Cookie mes

FRONT-END BUILD	BACK- END IMPLEMENTATION
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15° 09:47

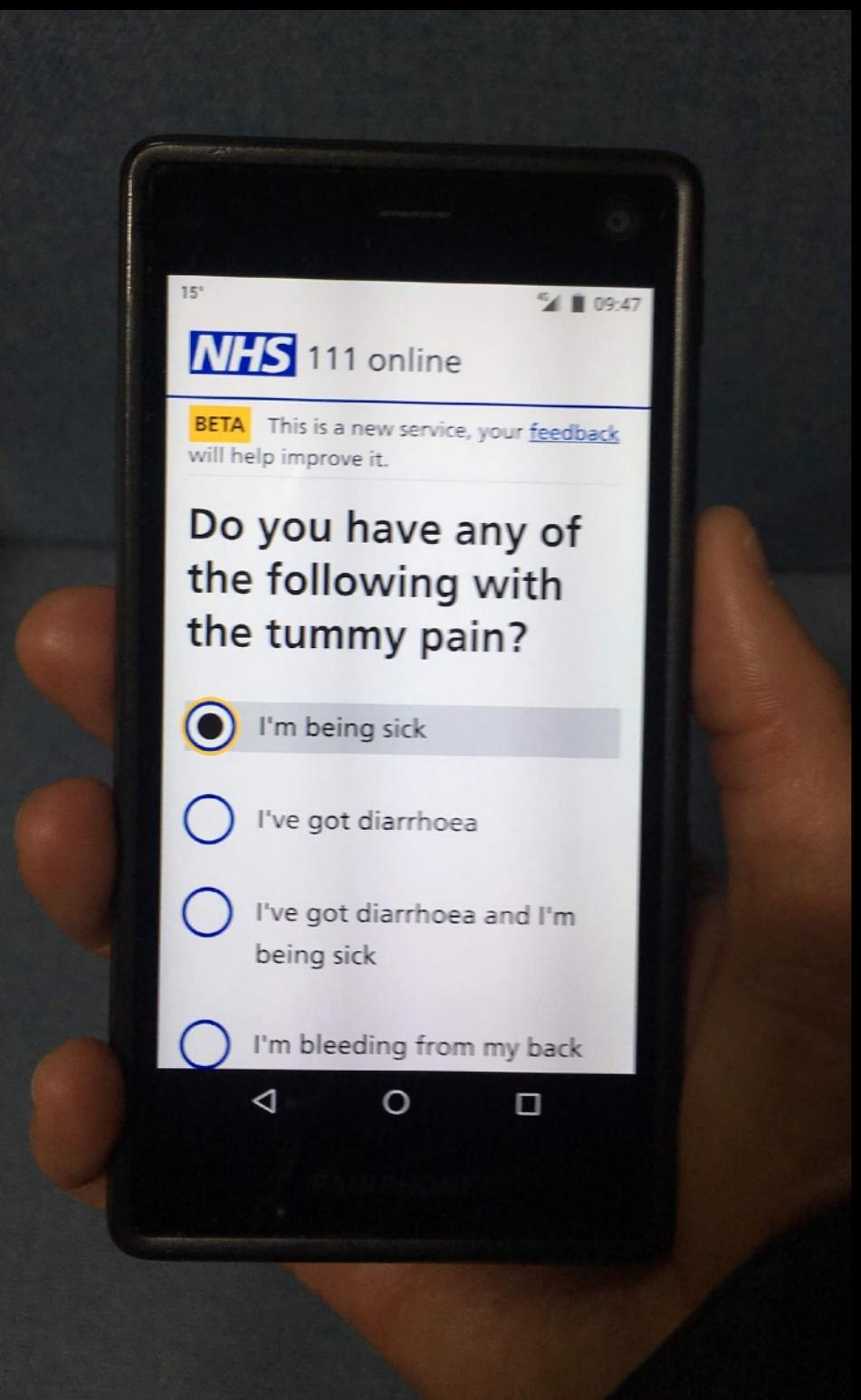
NHS 111 online

BETA This is a new service, your [feedback](#) will help improve it.

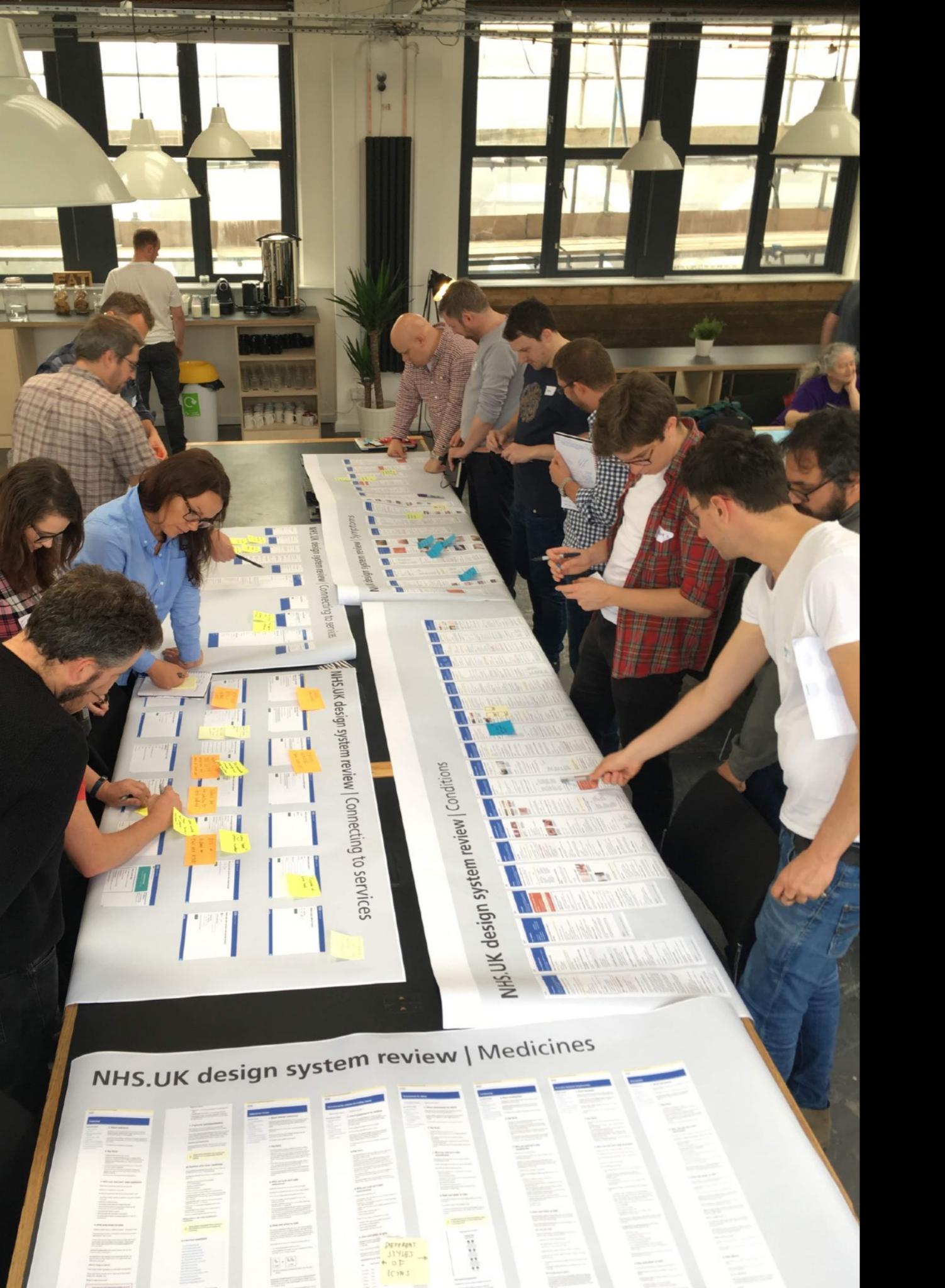
Do you have any of the following with the tummy pain?

- I'm being sick
- I've got diarrhoea
- I've got diarrhoea and I'm being sick
- I'm bleeding from my back







A photograph showing a team of approximately 15 people gathered around a long table in a bright, modern office space. They are reviewing and discussing large-scale prototypes of the NHS design system. The prototypes are laid out on the table, showing various screens and components of the design system. The team is actively engaged, with many people pointing at specific parts of the prototypes and discussing them. The office has large windows, pendant lights, and a general collaborative atmosphere.

nhs-heading-xl

nhs-heading-l

nhs-heading-m

nhs-heading-s

nhs-heading-xs

Links



Link

#005eb8

\$nhsuk-link-colour



Link hover

#212b32

\$nhsuk-link-hover-colour



Link hover background

#ffcd60

\$nhsuk-link-hover-background-colour



Link focus

#212b32



Link focus background



Link active

#374047

Design and build digital services for the NHS

Things you need to make consistent, usable services that put people first.

[Design principles](#)

These principles guide all of our design.

[Frontend library](#)

Production code to start building user interfaces for the NHS.

[Prototyping tools](#)

Build prototypes or mockups quickly to show people and test with users.

[UI styles, components and patterns](#)

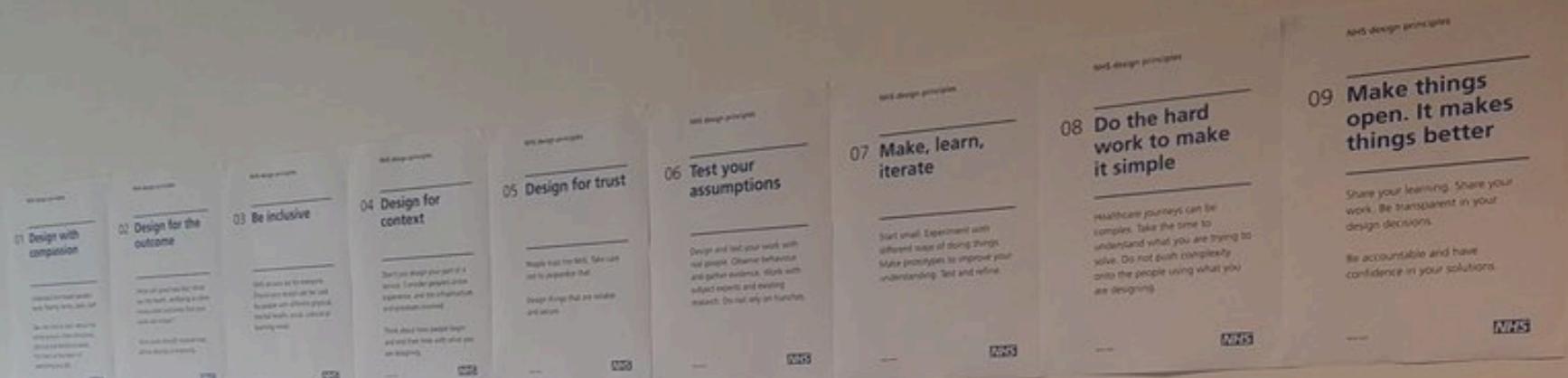
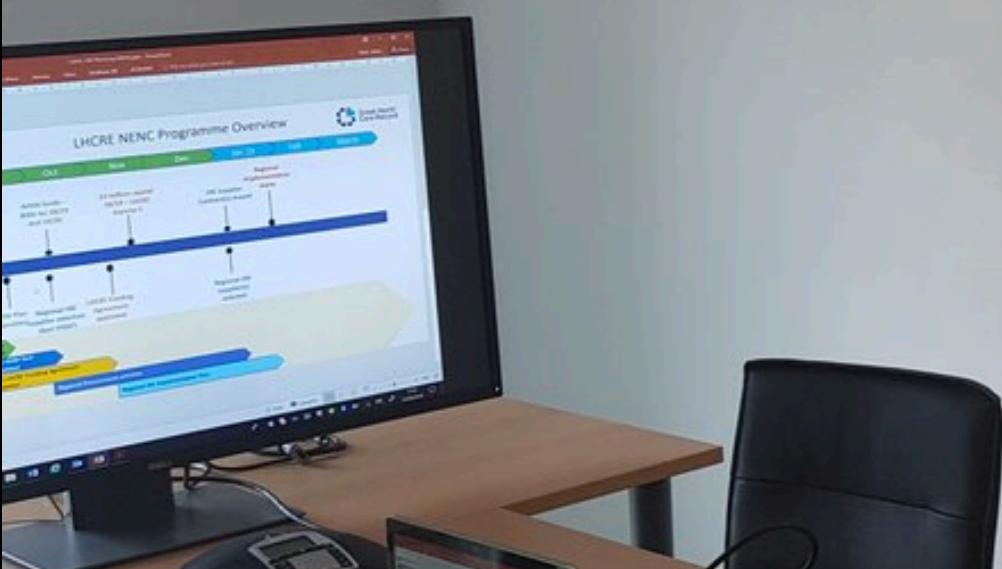
Build consistent, accessible user interfaces.

[Content style guide](#)

How to write for digital NHS services.

[Practices](#)

How we approach our working practices at NHS Digital and what we expect of teams.



I like it.

I like it. But more important than me liking it, the design has been led by user testing and user need.

Matt Hancock, Secretary of State for Health and Social Care



The NHS is hiring

The NHS is not yet hiring
service designers

Service design 1

Service redesign 123

The NHS is hiring
commissioning managers
staff nurses
consultant psychiatrists
service improvement coordinators
general managers

...

Create the space. Hold the space.

A mission is not enough.

A mindset is not enough.

**1. How strong are our service
design craft skills?**

service design craft skills
communicating complexity
rapid prototyping
multi-channel orchestration
designing with data
service pacing

**2. Are all the right people
in the room?**

**2. Are all the right people
in the room? (even the ones
who might say no?)**

**3. Do we have a big enough
palette of participation?**

people participating as **users**
beneficiaries
families
communities
decision-makers

**4. How do we hold boundaries
when everything's connected?**

5. Are we in this for the long term?

NHS Long Term Plan

NHS Long Term Plan
access maternity notes
record information about your child
transition to adult services
find health information
use wearable devices
work out what to do next

more joined-up and coordinated care

NHS Long Term Plan

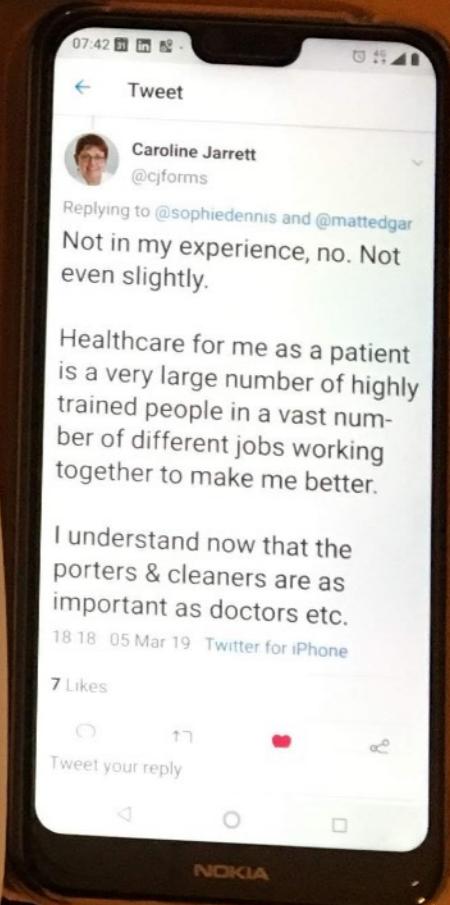
**more
proactive provision of services
NHS Long Term Plan**

**more
differentiated support of individuals**
NHS Long Term Plan

again,
registering or using WiFi
Hotel and Bistro - 87 1590 (free)
mobile phones - 0131 545 1590 (charged)

come
Most of
people is mostly
care!
government
service design
Most of the time
eco Systems?

gov/
HEALTH



**More of healthcare needs more
service design more of the time.**

We shall never have all we need.
Expectations will always exceed
capacity. The service must always be
changing, growing and improving –
it must always appear inadequate.

Aneurin Bevan, 1948



Thank you

@mattedgar

@NHSDigital

www.nhs.uk

beta.nhs.uk/service-manual
digital.nhs.uk

**Information and technology
for better health and care**