

# Focus on 'why' not 'how'

## Ross McCulloch

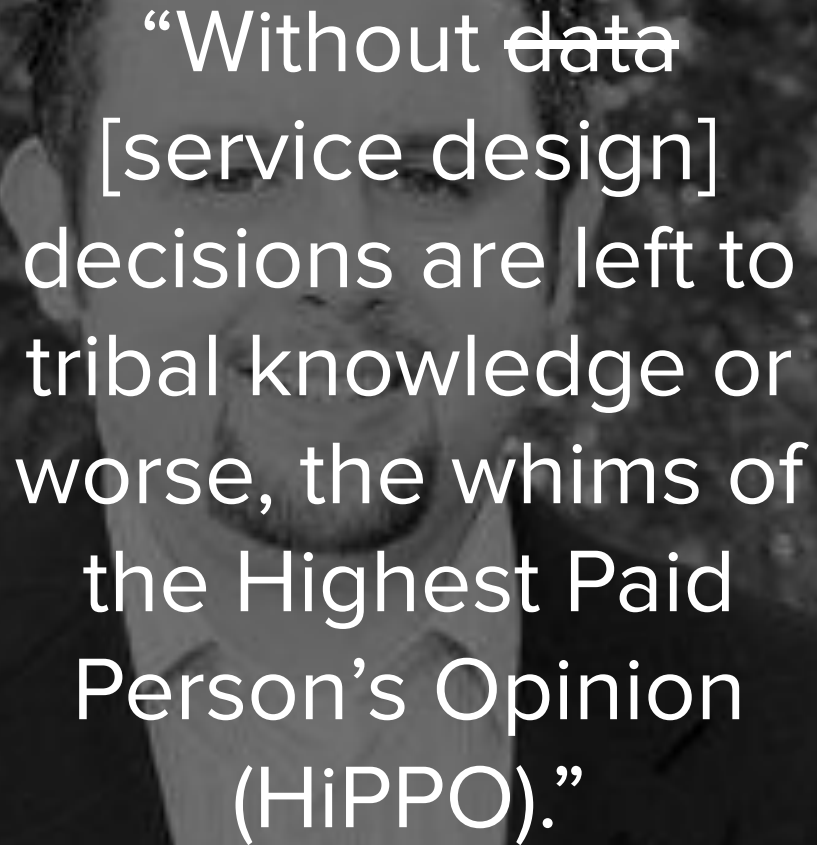


Slides [bit.ly/dotinorth](https://bit.ly/dotinorth)



Pinned tweet [@ThirdSectorLab](#) packed with charity service design examples, resources, tools and more

ross@thirdsectorlab.co.uk  
075151 62 686




“Without ~~data~~  
[service design]  
decisions are left to  
tribal knowledge or  
worse, the whims of  
the Highest Paid  
Person’s Opinion  
(HiPPO).”

Steve MacLaughlin

Director of Internet  
Solutions | Blackbaud

---



“This is really about  
**service transformation**  
enabled by digital - not  
digital transformation.”

Sarah Prag

Quotidian Consulting

---

● Understand the digital skill levels within your organisation

● Update your job descriptions to reflect real skills you need

● Create internal digital champions by discussing apps and tools your staff already use and are passionate about

● Allow things to fail fast – review your current task list and stop doing something that you know doesn't work

● Learn from others - arrange a visit to other organisations to see how they use a digital tool

● Focus energy on the right stakeholders – map out who you need to convince to make change happen

● Use solutions that are off the shelf and low-cost – and move to the cloud

● Get your teams to own guidance on what different tools should be used for (e.g. email etiquette)

● Review all your recurring meetings and try new approaches to make them more effective

● Get digital on the agenda with the board

● Design at least one engagement activity to understand more about your users

● Achieve cyber essentials accreditation

● Be clear about benefits - don't focus on saving money and highlight the human impact

● Lead by example- show the organisation that you are willing to change and learn to work in new ways

● Collect the baseline data you need to demonstrate how digital can deliver efficiencies

**Fifteen digital evolution actions you can make happen.**

SCVO Digital Senior Leaders Programme - 'Creating a Digitally Confident Third Sector in Scotland: What next?'



Don't *just* ask users what they want.

Don't ask what someone will do.

# 10 design principles to help charities build better digital services.

## Principles

10 design principles to help charities build better digital services:

- 1 Start with user needs, and keep them involved
- 2 Understand what's out there first
- 3 Build the right team
- 4 Take small steps and learn as you go
- 5 Build digital services, not websites
- 6 Be inclusive
- 7 Think about privacy and security
- 8 Build for sustainability
- 9 Collaborate and build partnerships
- 10 Be open



A woman with dark hair tied back, wearing a grey and black plaid coat and large hoop earrings, is holding a silver smartphone up to take a photo of a weathered stone wall. The wall has various textures and colors, including shades of brown, tan, and grey. The woman is positioned on the left side of the frame, looking upwards and to the right.

**As a** [person in a particular role]

**I want to** [perform an action or find something out]

**So that** [I can achieve my goal of...]

Sarah Richards Content Design 101  
HotJar for Non-Profits

Ailsa, your Shelter Scotland assistant, can help  
explain the new tenancy rules



Hi, I'm Ailsa.  
What can I help you with today?

Chat with Ailsa

**Thousands of people have been supported by Ailsa, helping reduce helpline phone calls about the new Private Residential Tenancy rules from tenants and landlords.**





Catalyst Housing Association offer a free ‘snap your bill’ service via WhatsApp to help tackle fuel poverty.

WhatsApp has now overtaken Facebook as the most used app in the UK.



**Lifelink saved almost £15k per year on paper, printing, photocopying and associated costs by moving almost all their processes to digital. Their Microsoft Dynamics CRM and Breathe HR systems were key.**




**Maximise the potential of digital technologies to improve the lives of people affected by Parkinson's.**

**Internally:** Embracing opportunities to operate more effectively and efficiently within the charity.

**Externally:** By looking at how we can reach, involve and serve people affected by Parkinson's in new and better ways.

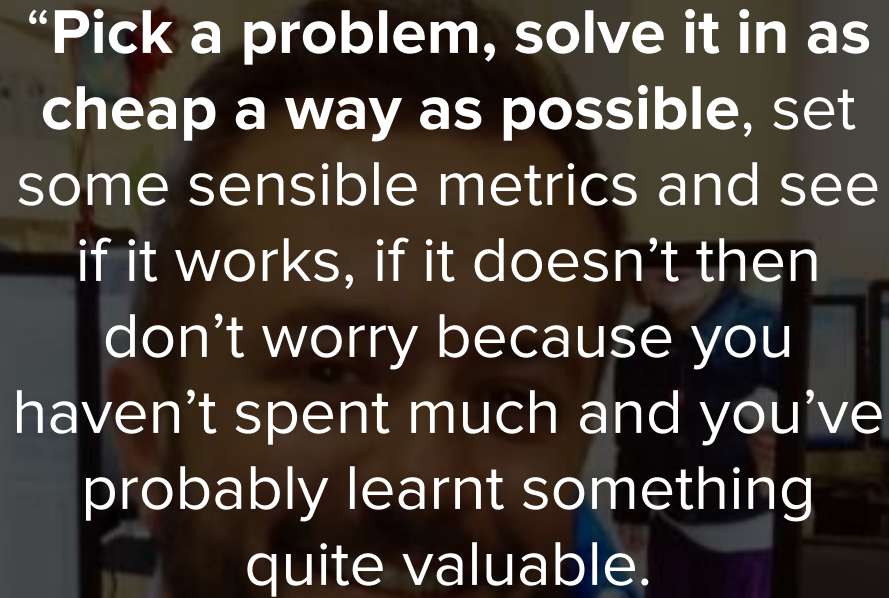
**Digital  
transformation  
defined at  
Parkinson's UK**



A photograph of a child hanging from a wooden beam in a park. The child is wearing a dark sweater and blue jeans. The background is a blurred park scene with trees and another child in the distance.

**Redesign children's social care in  
the UK so that we can deliver  
astronomically better outcomes  
for more children together.**

**Digital  
transformation  
defined at  
Barnardo's**



**“Pick a problem, solve it in as cheap a way as possible, set some sensible metrics and see if it works, if it doesn’t then don’t worry because you haven’t spent much and you’ve probably learnt something quite valuable.**

**Do it ten times and you’ll wake up to find you’ve built the whole new system for a fraction of the cost.”**

Bob Barbour

Previous Head of Digital I  
Shelter



---

## Get in touch

Ross McCulloch

@thirdsectorlab

ross@thirdsectorlab.co.uk

075151 62 686