

# Intro to service design for content designers



# Cabinet Office

**Ben Tate**

@bentateart

Service designers

Government Digital Service

**Martin Jordan**

@martin\_jordan

**What service design is**

**What service designers do**

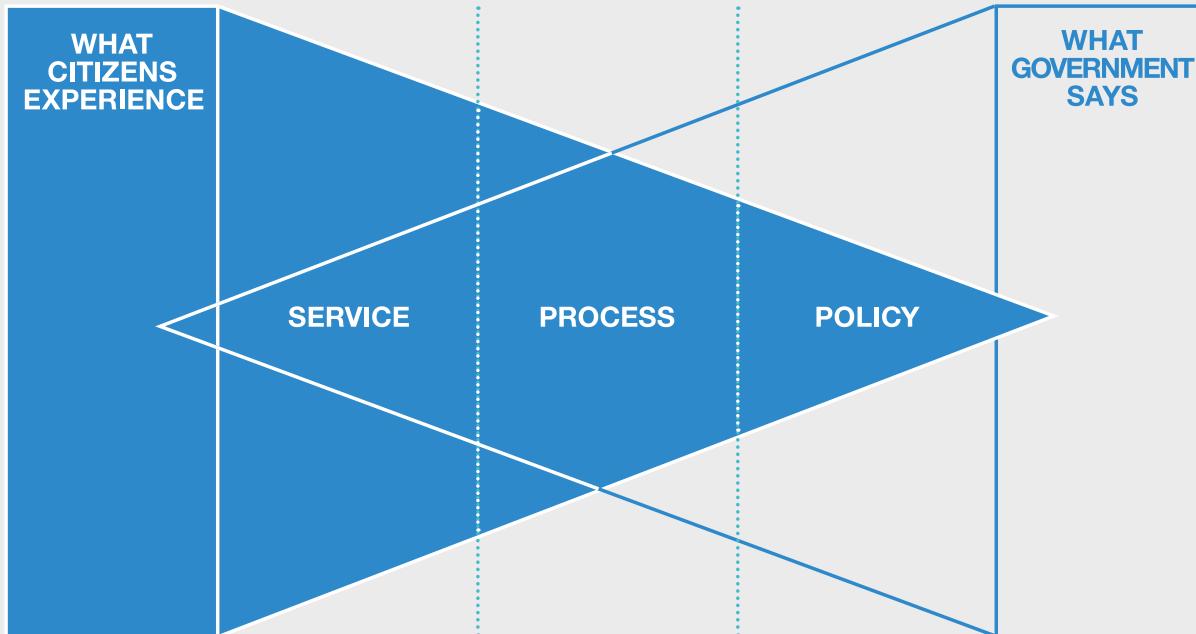
**How content designers and service  
designers work together**

# **What service design is**

Well, it's the design of services

Not just from the government's perspective, but equally from the users'

**TRANSACTION BASED**



**BUILDING RELATIONSHIPS**

**GDS**

A close-up photograph of a young man with short brown hair, smiling broadly. He is wearing a dark blue t-shirt and holding a light blue and white striped cloth or cloth napkin in his hands. The background is blurred, showing what appears to be a room with warm lighting.

Start a  
business

# Buy a car



PRIVATE

# Employ someone



A close-up photograph of a woman with dark brown hair pulled back, wearing a light grey t-shirt. She is looking directly at the camera with a slight smile. The background is a plain, light-colored wall.

Look  
after  
children

This means we have to understand users, their contexts, needs, and capabilities

And build services around these

Rarely, these are entirely new services

But services that predate the internet

And are built on existing policies

While redesigning services for the modern age, we can do things better

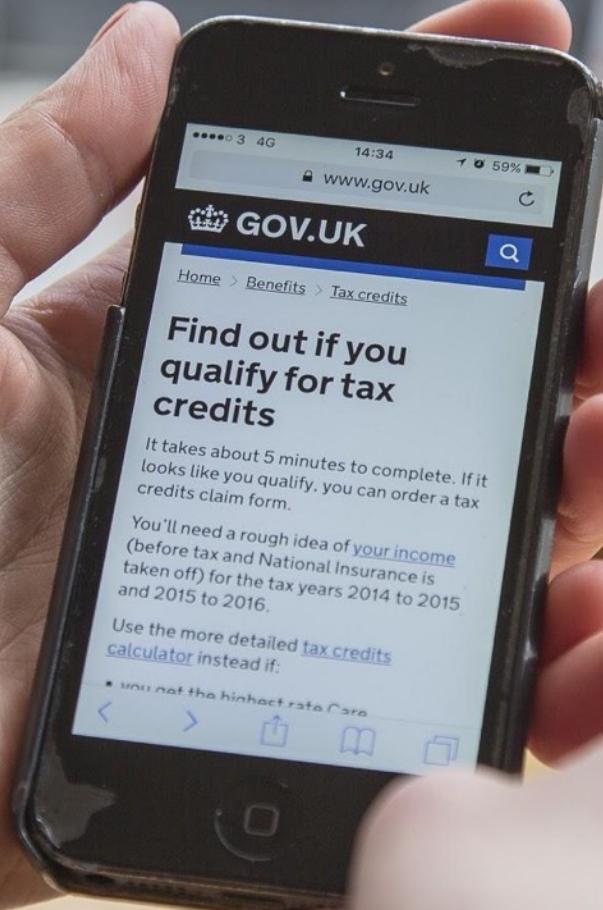
Simplify services, reduce complexity,  
number of steps, humanise language,  
reinterpret policy

Service designers don't do this on their own – they always work in multidisciplinary teams

And thrive when other user-centred  
design people work with them closely

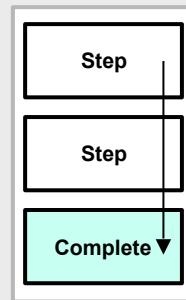
In best case, they work with user researchers and content designers right from Discovery

But what is a service? Where does it start? Where does it end?

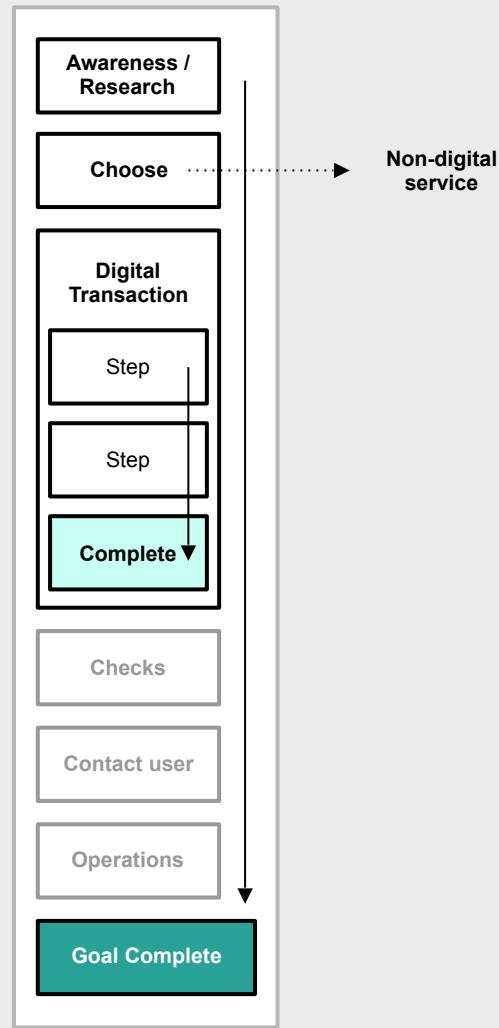


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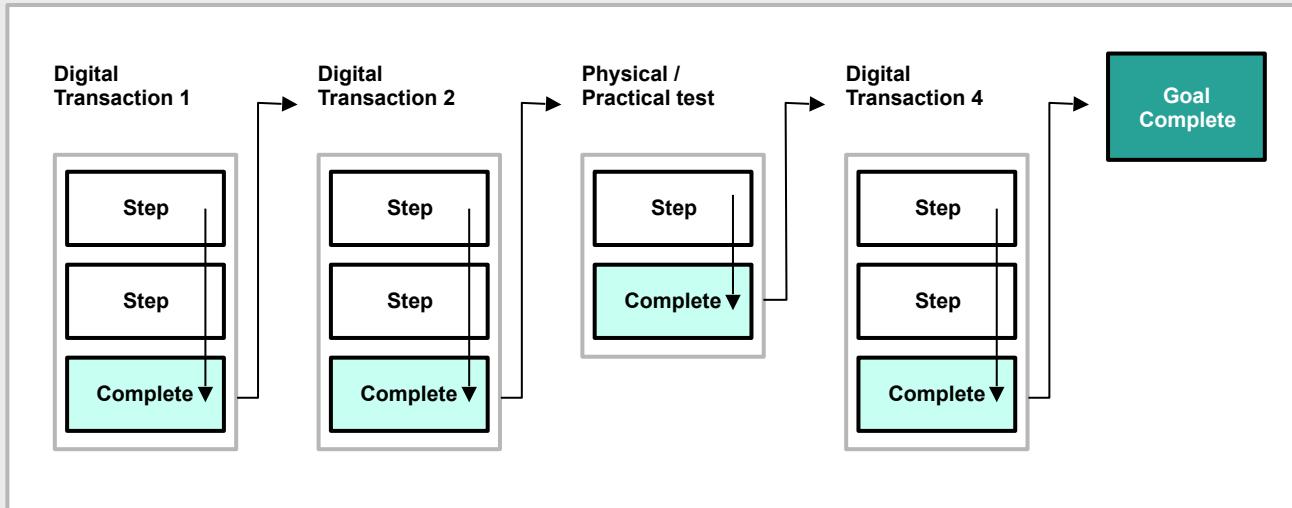
## Digital transaction



## End to end transaction

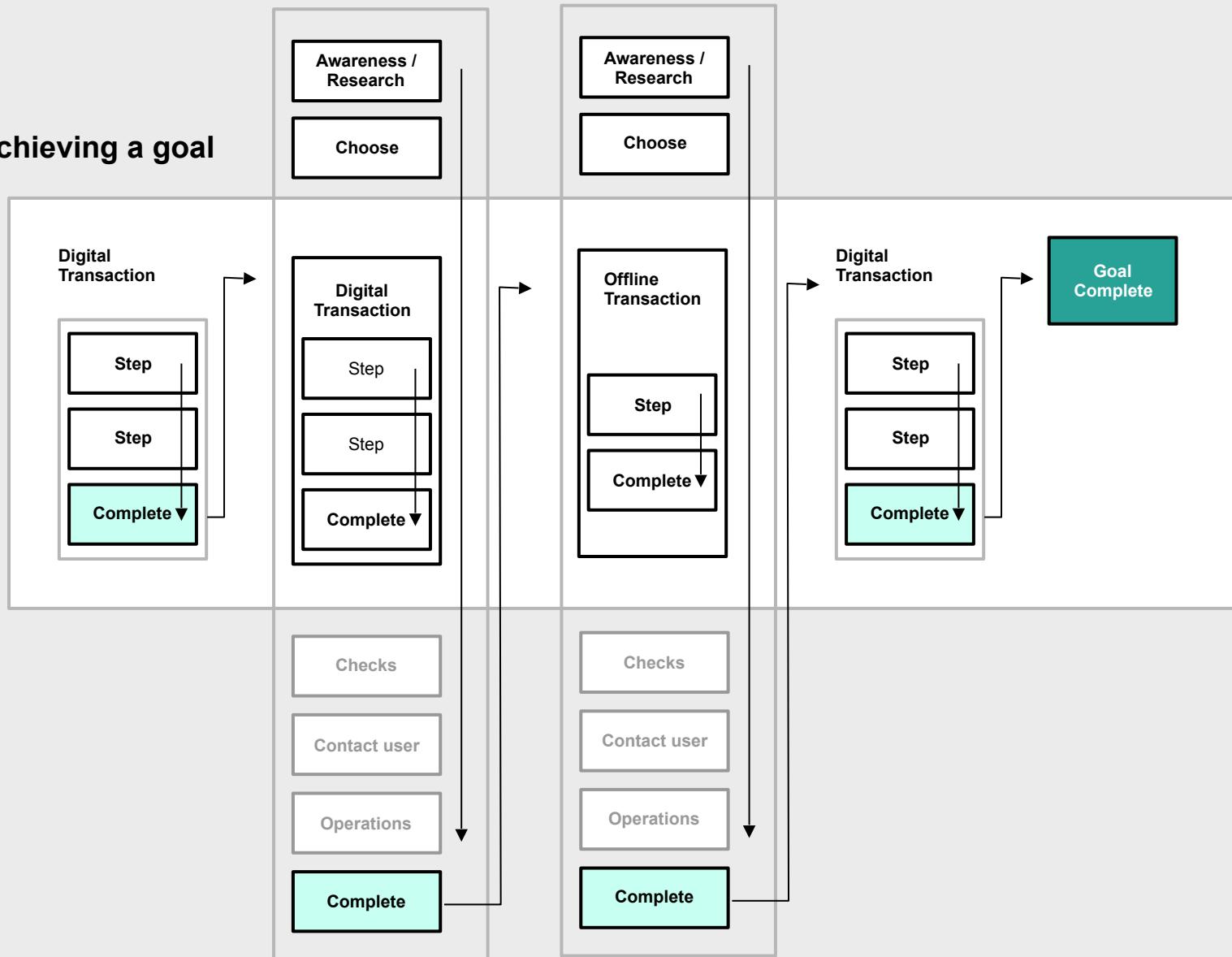


## Achieving a goal



# End to end transaction

## Achieving a goal



**BETA** This is a test version of the layout of this page. [Take the survey to help us improve it](#)

[Home](#) > [Education and learning](#)

## How to become a childminder

You need to follow this process if you're registering as a childminder with Ofsted. You don't need to do this if you're registering with an agency. The process is different if you're in Wales, Scotland or Northern Ireland.

[Expand all](#)

- 1 Check you can register** +
- 2 Contact your local council about training** +
- 3 Get a criminal record check** +
- 4 Get a health check** +
- 5 Register with Ofsted** +
- 6 Prepare for your Ofsted registration visit** +

A service is a thing to help users, citizens or civil servants achieve a goal

The context in which they find out about and then do the thing, is important

It always starts with a need and an idea of the outcome but not a clear idea of how it will be achieved

# **What service designers do**

Here is what service designers do and  
are responsible for

# Identify what the real problem is

If you show this need to a real end user, would they recognise it as their own need?

Does it help you organise  
prioritise the work for  
your project?

Does the need describe the problem, not the solution?

Will the need stay the same regardless of changes to technology, policy and existing services?

" VERY HARD TO GET ANY SUPPORT OR ADVICE IT [OGU] JUST SEEMS TO SIT THERE, DON'T KNOW WHAT TO DO WITH IT "

meta data

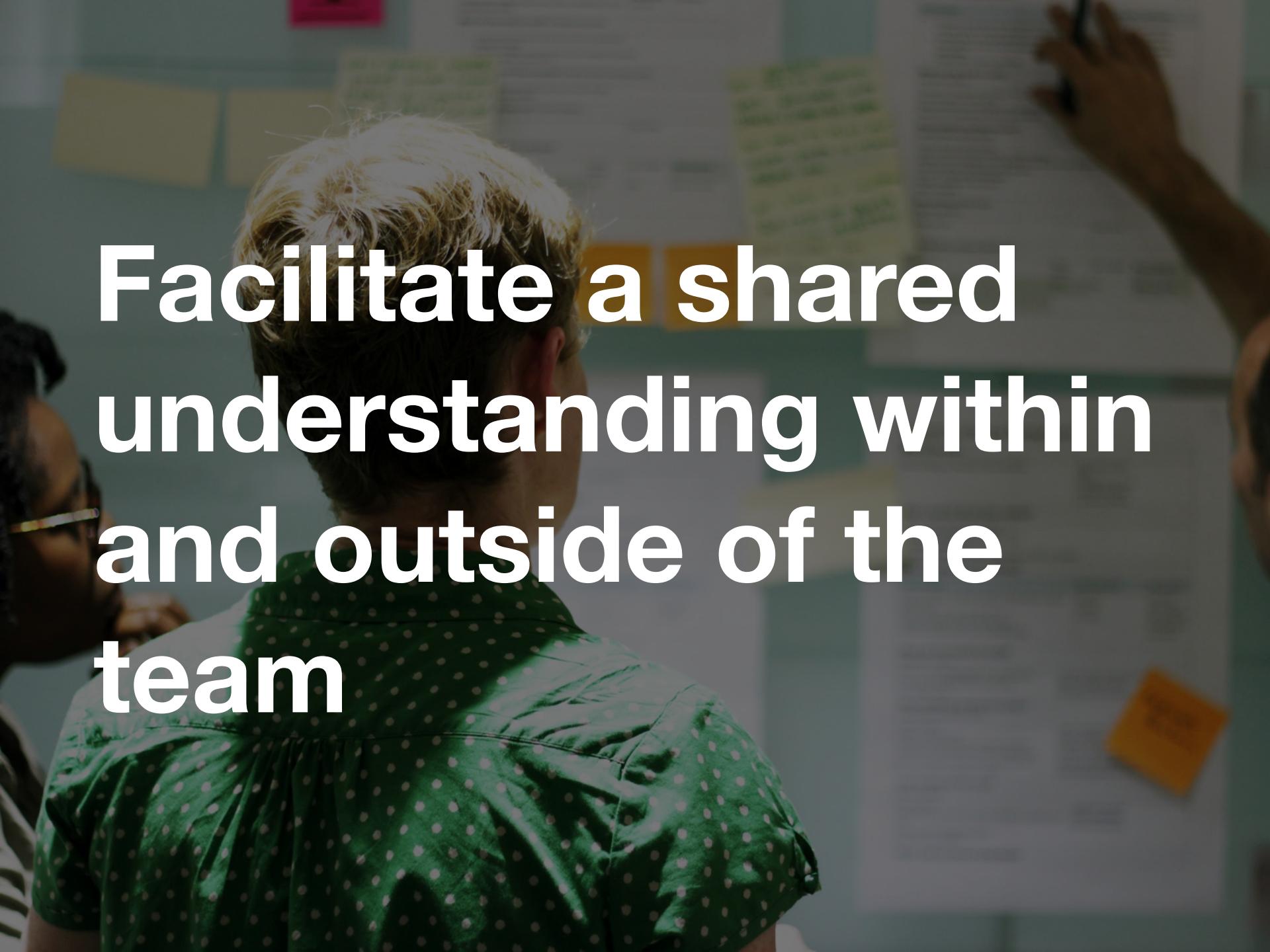
DVSA

" People don't know what ODI certificate is "

" A BIT LIKE BEING ON A LANE AND BODY'S FLYING "

# Map and visualise the journey of users





Facilitate a shared  
understanding within  
and outside of the  
team

# Spot opportunities for reducing cost and complexity

Only around 50% of services' channels are researched & tested

MINDSET.

NO TESTING  
OF OFFLINE

Tech are more likely to measure KPIs for the largest channel than for any other used

Service teams don't usually apply design standards & principles (incl. KPIs) as rigorously to lower volume or offline channels

Making a service inclusive is rarely the goal

More collaborative teams are more likely to measure KPIs for their service's largest volume channel

DRIVERS

Service quality matters. (by the KPIs)  
Marketing.

WHAT

STANDARDS

paramount.

ONE MONEY  
ONLINE  
AS THE WAY

Teams lack ownership - accountability for multi-channel service provision

TEAMS SET OR EMPOWERED ENOUGH TO DO OR EVEN CONSIDER ALL CHANNELS

Users don't always identify as working on:

- "services"
- "digital"
- "channels"
- "transformation"

'DIGITAL' IS THE SERVICE; OFFLINE ARE CHANNELS

IDENTITY

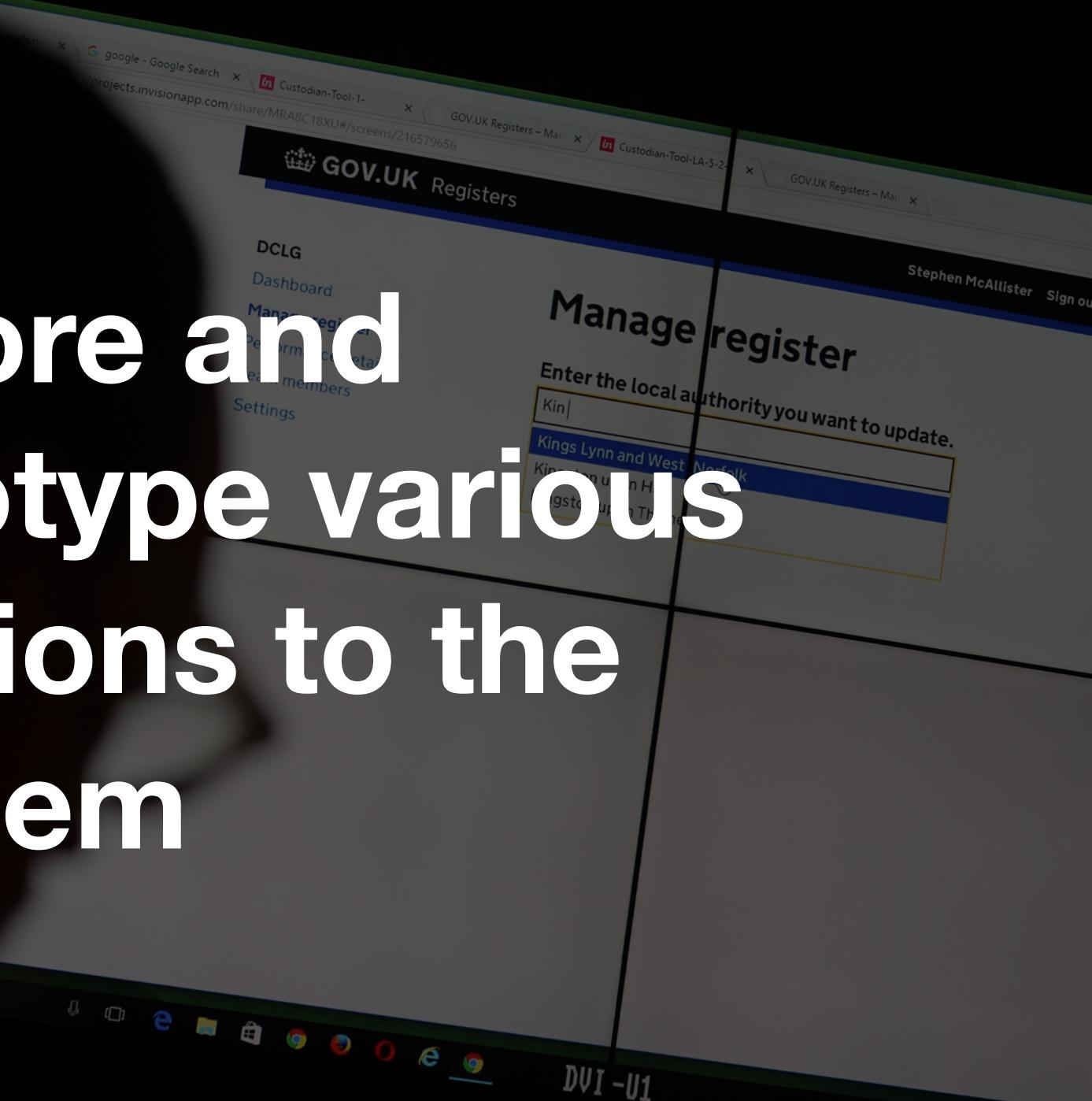
Understand

my role.  
within and to end,  
inclusive, 'digital'  
services.

# Help define the scope of the service



# Explore and prototype various solutions to the problem



# Design the service end to end, from backstage to front, in all channels



Service designers do this on their own  
and together with content designers

# **How content designers and service designers work together**

| <b>Back-end</b>                                 | <b>Front-end</b>                          | <b>Making</b>       | <b>Interaction</b>                                     | <b>Journey</b>  | <b>Process</b>   | <b>Purpose</b>                              | <b>Communication</b>  |
|---|---|---------------------|--|---|--|---|---|
| Building interfaces into actual working systems | Creating production ready user interfaces | Prototyping in code | Using and creating new interaction patterns, sketching | Deciding what the flow of events should be in a service | Interrogate, improve and creating new backend systems, organisations and processes | Discover and design organisation objectives | Simply and effectively communicate concepts in a number of different ways understanding the context the output will be used in. |
|   |   |                     | <b>Interaction designer</b>                            |   |  |   | <b>Graphic designer</b>   |
|   | <b>Front-end developer</b>                |                     |  |   | <b>Service designer</b>  |   |   |
|   |   |                     |  | <b>Content designer</b>                                 |  |   |   |
|   |   |                     |  | <b>User researcher</b>                                  |  |   |   |

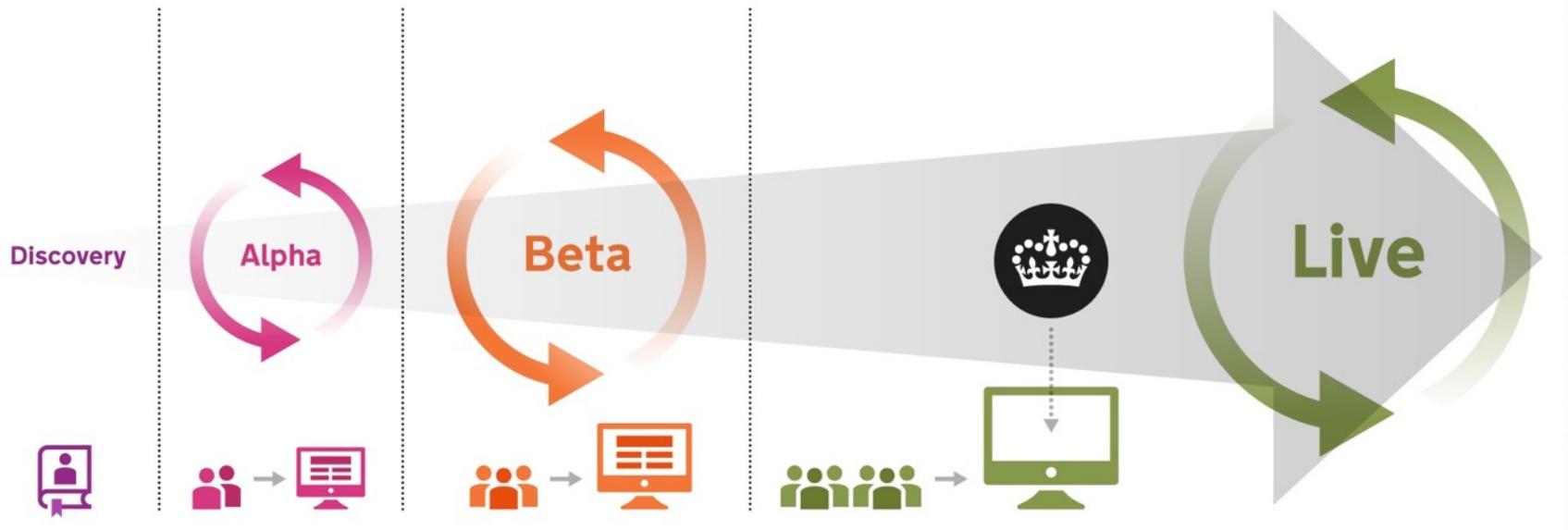
\*most of our designers have additional skills outside of their specialism, but this is what the specialisms mean

What do they do?

When do they do it?

How do they do it?

# User needs



# **Discovery**

- Understand users' mental models and the language they use
- Archeological digs and analysis of existing content language
- Understand the policy and how it's communicated

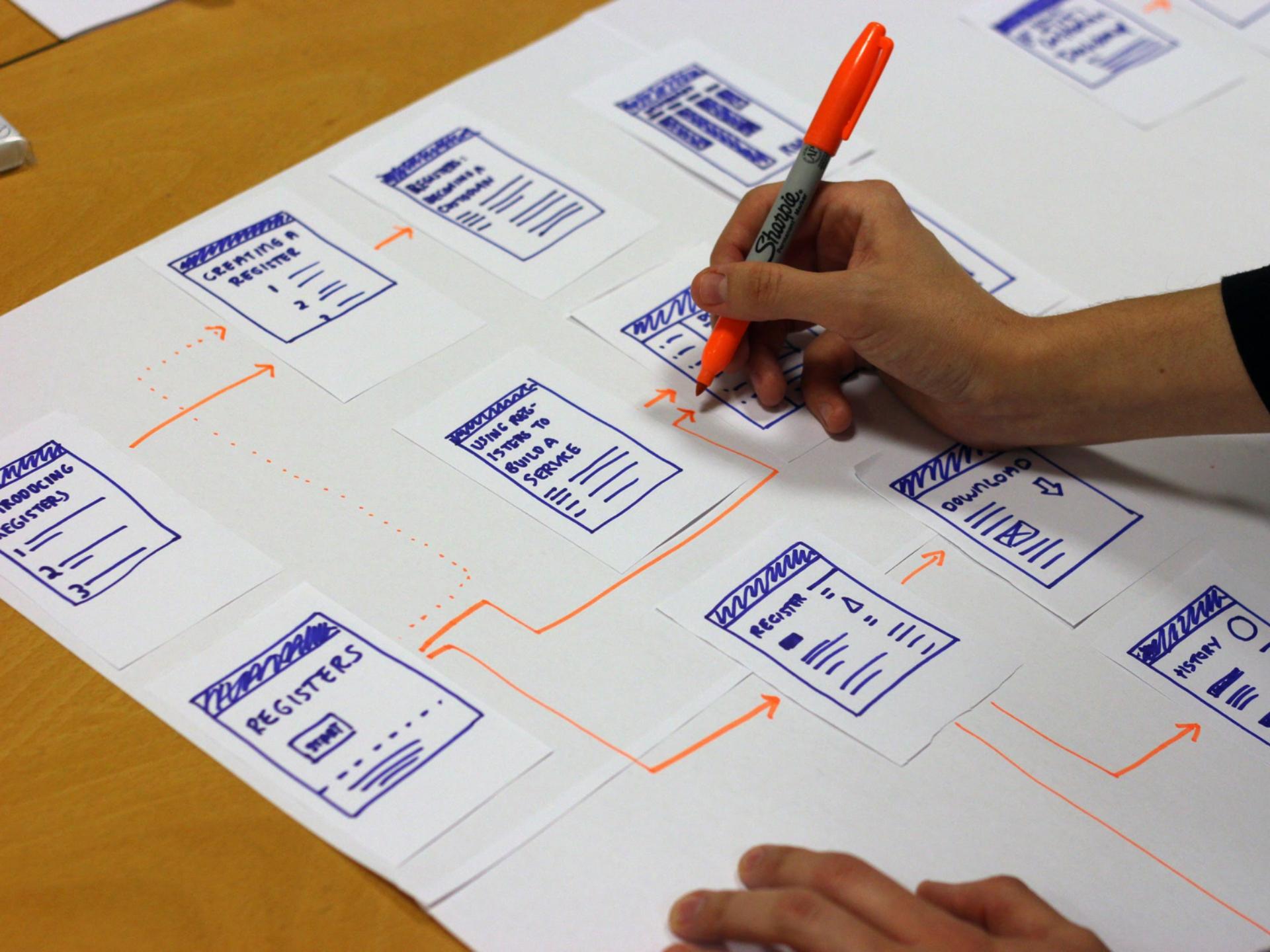
# **Alpha**

- Formulate the value proposition
- Name the service
- Collaborate on prototypes

## Beta

- Create detailed to-be maps of the service
- Work out all user flows into and through the service
- Analyse and iterate based on user feedback and other data

Some good stuff we have seen:



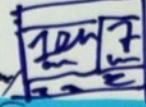
of hubs  
service room

Register Homepage 

e.g. country.register.gov.uk

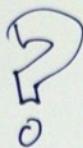
History Page 

e.g. country.register.gov.uk/history

Performance Page 

e.g. gov.uk/performance/country-register

↗ Find out what registers are

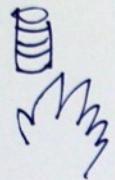


Find out about the register's current status & phase



Find out about the quality of the register & custodian's email response time

↗ Learn how to use this register



Learn more about fields and understand rationale for data model



Find out savings and benefits of each register



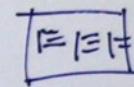
↗ Find out what this register is all about



Understand why XY is the custodian



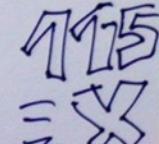
Find out WHO is using the register



↗ Get a ~~register~~



Find out how registers are created and the steps



Find out how often the

nges will be reviewed by another team member.

1

Mark as resolved

...



**Gurinder** a month ago



Basic users:

Once you submit, these changes will be reviewed by another team member.

Custodians/advanced users:

Once you submit, you can approve and publish these changes.

Add a new comment



his page?

Thanks a million, +kate.ivey-williams@digital.cabinet-office.gov.uk!

# MODELLING SERVICES

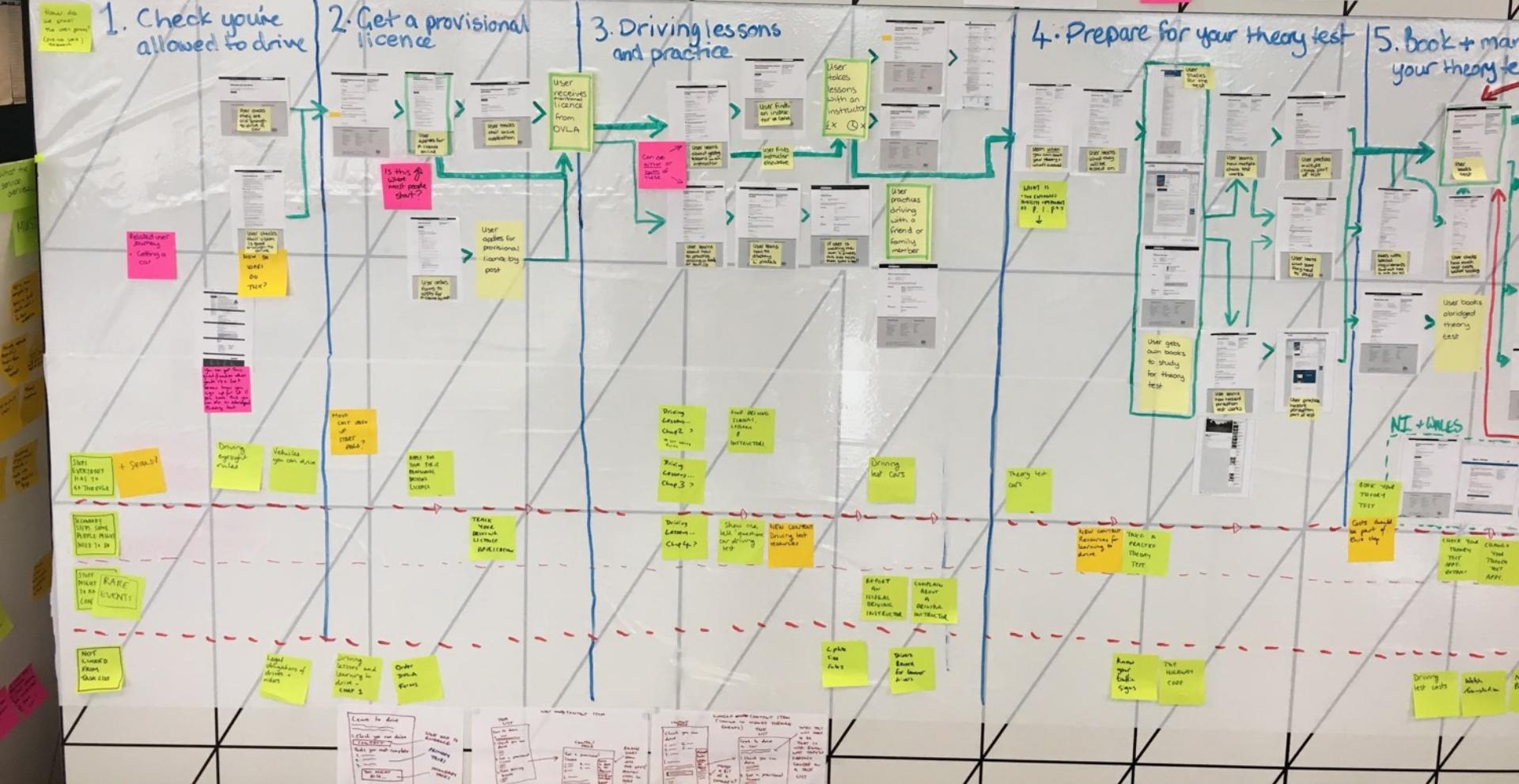
1. Check you're allowed to drive

2. Get a provisional licence

3. Driving lessons and practice

4. Prepare for your theory test

5. Book + pass your theory test





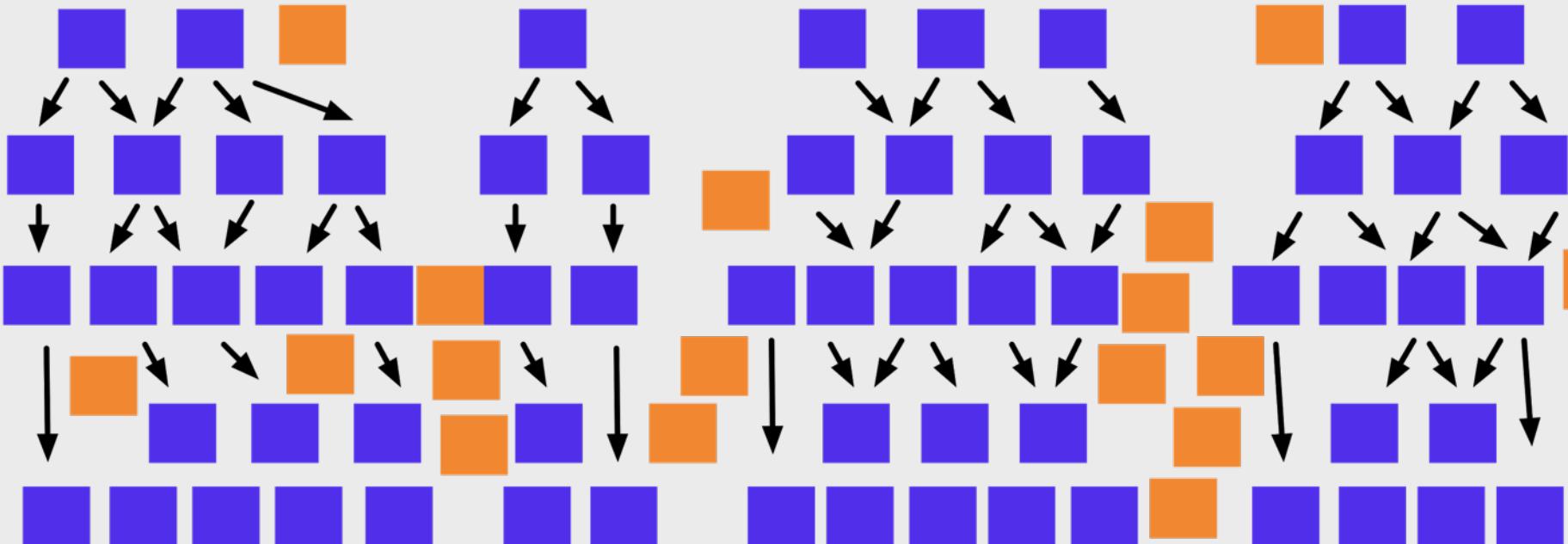
Epic user needs

I need to keep my job

I need to do my job better

I need to get a better job

I need to feel good about myself



User need hierarchy

Service and solution ideas

To conclude

# Take aways

- Team up with a service designer right from Discovery on
- Develop a shared understanding of the users' mental model and language, and design for that
- Shape and co-formulate the value proposition of the service



# Cabinet Office

## Thanks!

**Ben Tate**

@bentateart

**Martin Jordan**

@martin\_jordan