Covid-19: Delivering Digital Services; Pattern discussion

Tuesday 24th March, 9am GMT

Zoom Call, join on bit.ly/covid19patterns

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What are patterns?

snook

"Wedgwood created wares to embellish the interiors of neo-classical houses designed by the leading architects of the day...For all these he employed a team of artists, either as painters or modellers in his workshops, or as freelance contributors."

- Wedgewood Museum

"Before [Wedgewood], pottery had been little more than a cottage industry; Wedgwood perfected a system of division of labour, enabling him to produce pottery on a larger scale than ever before, and to ensure a new uniformity of quality."
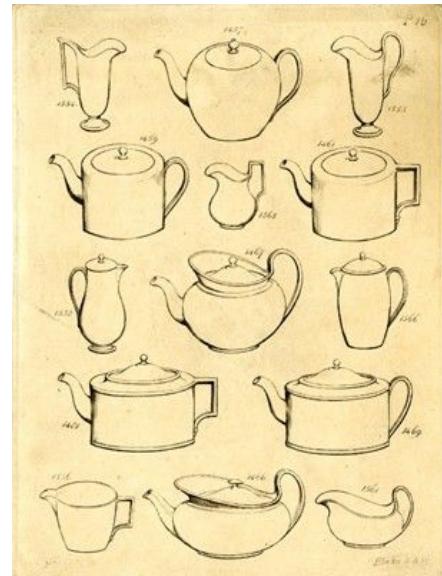

Image courtesy of The British Museum | Proof; "P. 8", from Wedgwood's Catalogue of Earthenware and Porcelain (attributed title); designs reproducing 11 Wedgwood items, numbered "1227", "190", "1228", "193", "191", "198", "185", "1220", "1222", "192", and "1219". c.1816 Engraving and etching

A pattern language

"Each pattern describes a problem which occurs over and over again in our environment, and then describes the core of the solution to that problem, in such a way that you can use this solution a million times over, without ever doing it the same way twice"

Christopher Alexander (A Pattern Language)
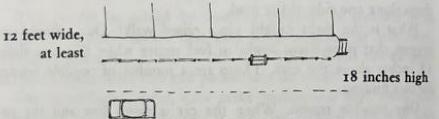
Keep the cars below a person's line of sight.

Therefore:

We conclude that any pedestrian path along a road carrying fast-moving cars should be about 18 inches above the road, with a low wall or railing, or balustrade along the edge, to mark the edge. Put the raised walk on only one side of the road—make it as wide as possible.

12 feet wide, at least

18 inches high

✣ ✣ ✣

Protect the raised walk from the road, by means of a low wall —SITTING WALL (243). An arcade built over the walk, will, with its columns, give an even greater sense of comfort and protection —ARCADES (119). At the end of blocks and at special points where a car might pull in to pick up or drop passengers, build steps into the raised walk, large enough so people can sit there and wait in comfort—STAIR SEATS (125). . . .

56 BIKE PATHS AND RACKS*

Recipes

Government Digital Service

They define patterns as:
- avoid repeating work that's already been done
- avoid making mistakes that others have already learned from
- build on the research and experience of teams across government
- make your service consistent with other government services

https://www.gov.uk/service-manual/design#find-patterns

Button text

Button text should be short and describe the action the button performs.

EXAMPLE

Save and continue

`<input class="button" type="submit" value="Save and continue">`

BETA   This is new guidance. Complete our quick 5-question survey to help us improve it.

Design

Naming your service, prototypes, frontend tools and design patterns.

Open all

Designing government services

Introduction, scoping, naming and prototyping.   +

Working with frontend

Join the community
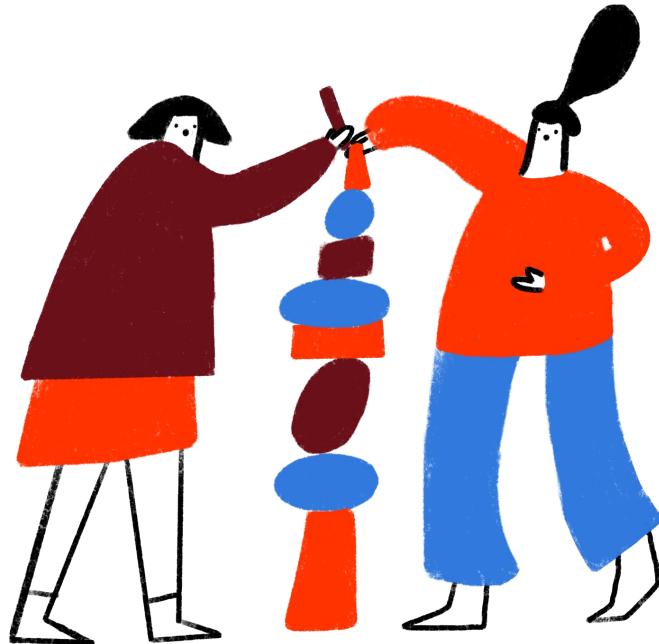
Find out what the cross-government community does and how to get involved.
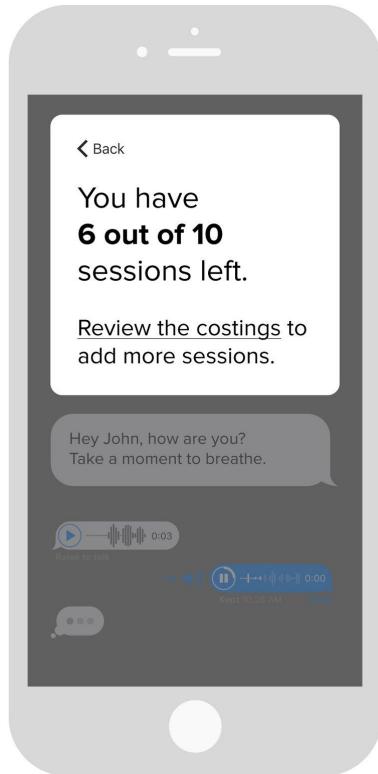
Design community
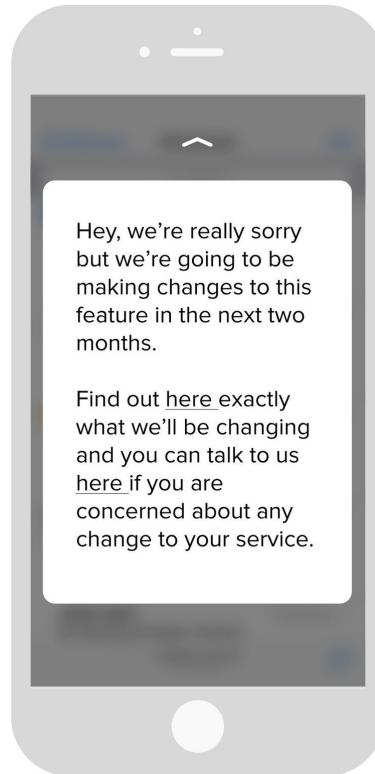
We might call these
instructional patterns

This means it provides guidance
and **tools** on how to implement
it

< Back

You have
6 out of 10
sessions left.

<u>Review the costings</u> to
add more sessions.

Hey John, how are you?
Take a moment to breathe.

0:03

0:00

Hey, we're really sorry
but we're going to be
making changes to this
feature in the next two
months.

Find out <u>here</u> exactly
what we'll be changing
and you can talk to us
<u>here</u> if you are
concerned about any
change to your service.

No Hidden Cost
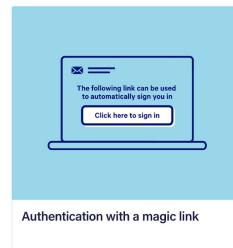
Positive Updates

Projects by If

If collects different patterns for a range of data sharing activities, from getting consent from users to asking for access to personal data and sharing data with third parties.

https://catalogue.projectsbyif.com/
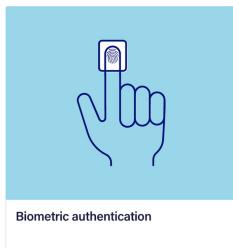
Signing in to a service [11]

Authentication with a magic link

Multi-factor authentication with a physical object

Biometric authentication

SERVICE PATTERNS FOR LOCAL GOVERNMENT

Welcome to **LocalGov Patterns** - a nationwide project to build a shared library of service patterns for local government.

See the patterns

We've been working with Essex County Council to map their services to identify and understand common service patterns. It became clear that there is a massive opportunity to open up this work to create opportunities for collaboration and shared knowledge.

In partnership with

Essex County Council

FILTER SERVICES BY PATTERN

All patterns	Check	Register	Tell	Request	Apply	Book	Pay
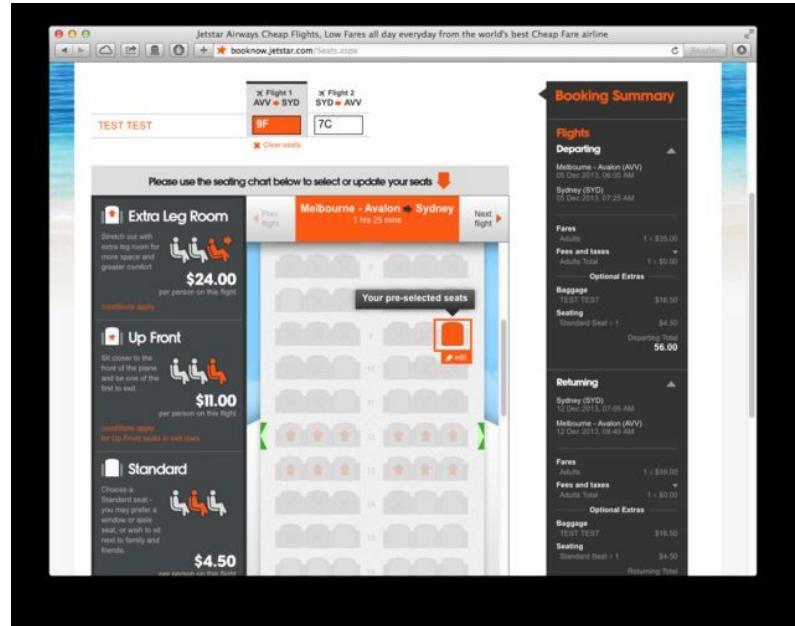
Negative Patterns

Dark patterns, documented. The ones that trick you into signing up for something.

https://darkpatterns.org/

We might call this an
'observational' pattern

This means it is being used in
several different places in
different guises

Build Stability

When making changes to a service — even improvements — provide users with advance notice and seek to minimize disruptions to their routines.

Build
Stability

Supporting Research

Users are far more receptive to changes in services (e.g., app updates, new features, removal of outdated features) when they are walked through the impacts of the change in advance and provided with channels for feedback or mitigation.

Source: Bardhi, Rosanna, Colette Friedrich and Rosanna Garcia. "Overcoming Consumer Resistance to Innovation," *MIT Sloan Management Review Magazine* Summer (2007). https://sloanreview.mit.edu/article/overcoming-consumer-resistance-to-innovation
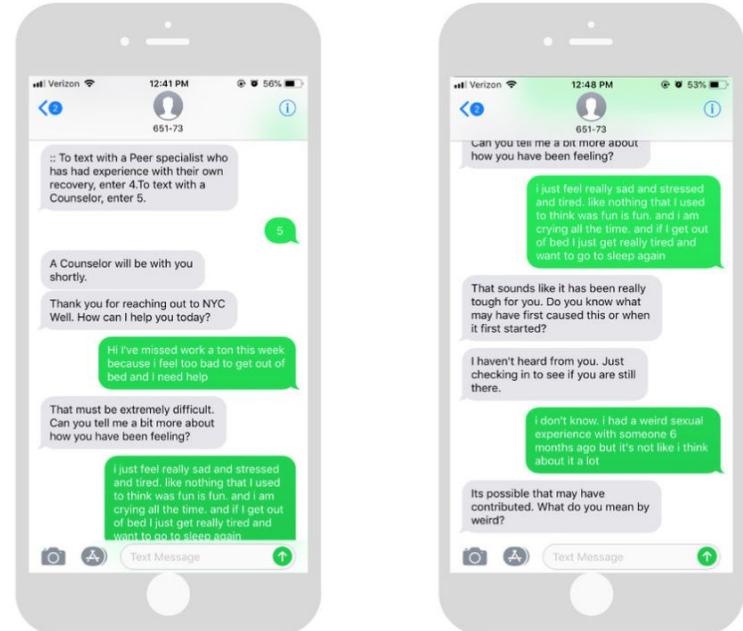
Example: Person-to-Person Interaction

NYC Well Counseling

When a user initiates contact with NYC Well, a mental health referral network that serves New Yorkers by phone, text, and chat, the NYC Well counselor carries out a six-stage interaction that includes collaborative problem solving, resource provision, and more.

In the first stage, the counselor thanks the user for initiating contact and explains how the call will unfold. In the final stage, the counselor gives a synopsis of the conversation, acknowledges the important first steps the caller has already taken, and lays out a clear plan for next steps and follow-ups.

By informing the user of where they are in their journey to care, NYC Well counselors help users set realistic expectations and build a sense of accomplishment.

COVID-19: Digital service delivery for charities

Created by Third Sector Lab and SCVO Digital. Content in this document is open source - feel free to copy and paste into any toolkits, guides, etc you are delivering.

This document is open for editing, please scroll to the case studies and policies section below to add in links under the appropriate headings. We need to collate best practice and guidance specific to delivering charity services online.

SCVO are taking questions and resources from this call and document to build out a draft playbook for charities needing to quickly build out digital services. Please have a look and send us any feedback or requests.

Crisis digital support for voluntary sector organisations - Use this form to tell us about top priorities and issues you are facing to help shape the shared digital support we can offer. We will use this insight to shape what we do in the next days, weeks and months to help charities stay effective during the Covid-19 crisis.

Direct link to this document: COVID-19: Digital service delivery for charities

Questions can be left as comments or by tweeting @ThirdSectorLab or @johnfitzg

We will be having weekly Zoom calls to bring together third sector

Handling initial enquiries

- Maintain an **up-to-date contact page** – with a shift to remote working, you will need to set up a divert to mobile or cloud-based virtual switchboard.

- **Messaging channels** such as **Facebook Messenger** ⬈ and **WhatsApp for Business** ⬈. These are popular platforms and are easy to use. Both platforms can be set up to send auto-replies and do some basic tagging of questions.

- If you're using WhatsApp as an inbound channel, you can use **WhatsApp Web** ⬈ to make reading and replying to messages easier. Bear in mind that WhatsApp will display a user's phone number to you so ensure you have the right privacy notices and user consent in place.

- You can use **social media updates** like Twitter or Facebook to announce things like sudden changes to opening hours. Pinned posts that stay at the top of your feed are useful for this. But avoid pasting screenshots of text, as these are inaccessible to users with visual impairments. If you need to get an announcement out quickly, a Twitter thread or 'view-only' link to a Google Doc is more accessible and just as quick to post.

Booking appointments and referrals

It can be time-consuming to schedule one-to-one appointments, especially if your service is operating to variable hours.

SCVO use a tool called **Calend.ly** ⬈ which allows users to **book one-to-one appointments**. The times listed are sychronised to a calendar and booked immediately, which means the user has confidence a[...] happen and SCVO can pick up the call without any emailing back and forth. Another tool for th[...] **Google Calendar** ⬈.

If you are using **G Suite** ⬈ **or Microsoft Office 365** ⬈, you can easily generate **user-friendly flexi**[...]

Covid19 Patterns

Common Transactions	Service Pattern	Why might this be difficult to deliver online or remotely?			Technology/Replacement for face to face	Risks/challenges of using this technology	Helpful guidance to use this safely
Contact a service							
Give consent for something		Watch someone sign their own signature	Know that someone is who they say they are	User might not have access to technology to take photo			
Join a service for the first time		Judge how well/unwell someone might be/support they might need as they are not there in person					
Get in person support from a professional		Use tactile interactions (touch an arm or show a smile) to support someone to feel welcome					
Get peer support							
Peer Support							
Share information with users							
Tracking users progress							
Reaching out to someone you're concerned about							
Support someone in a crisis		Someone is showing suicidal tendancies	Judge if someone isn't well through social ques or body language				
Provide a pharmaceutical service							
Donate to a charity	Pay for something						
Confirm someone's identity							
Get online					*need to find good examples of cheap, ready to go, mobile and phone packages*		
Take part in a creative session (e.g painting)		Provide the materials people might need (e.g paints, paper)					

https://docs.google.com/spreadsheets/d/1bj8hJrXOlbEIdnKpT-9-HN9VeqMUG6-xM3M15S0A370/edit#gid=1984109719

Building patterns / recipes

Scenario and org

We deliver in person group and 1-to-1 sessions, we now need to consider how to do this online

With You

Common Transaction

Deliver support / Deliver a support programme / Deliver recovery

Why might this be difficult to deliver online/remotely?

Judge if someone has washed recently, if we can smell alcohol, if we can sense they have taken drugs

Judge if someone isn't well through social queues or body language

Technology/replace ment to support delivery?

Zoom
Skype
Facebook Live

Helpful guidance to use this safely?

[Risk assessment for online support](#)

Risks/challenges of using this technology?

People might not be alone when taking part in sessions

Not everyone has universal access