Scottish Approach to Service Design (#SAtSD)

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Digital Scotland
Scottish Government
Riaghaltas na h-Alba
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What is a service?

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A service is a set of systems, processes, things and people, which when brought together and orchestrated into action can be experienced by a user to solve a problem or satisfy a need they have.

What is service design?

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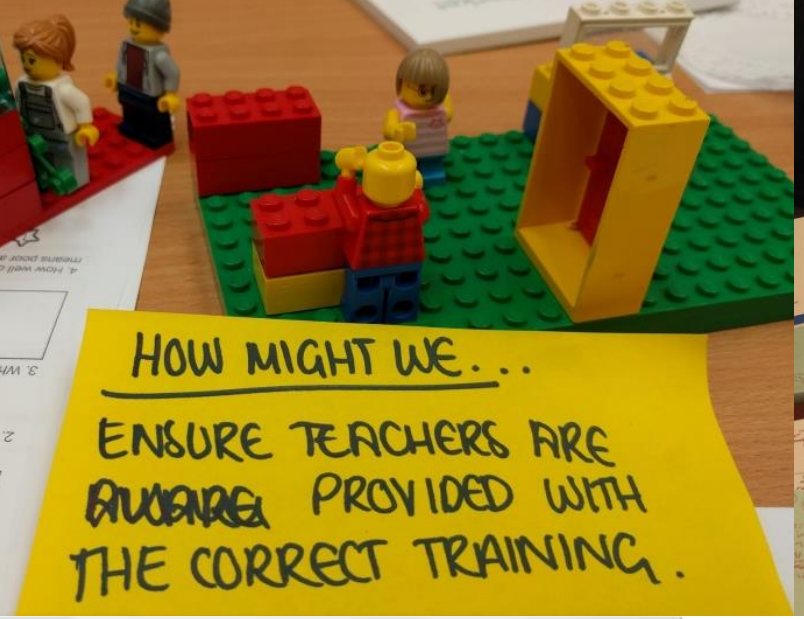

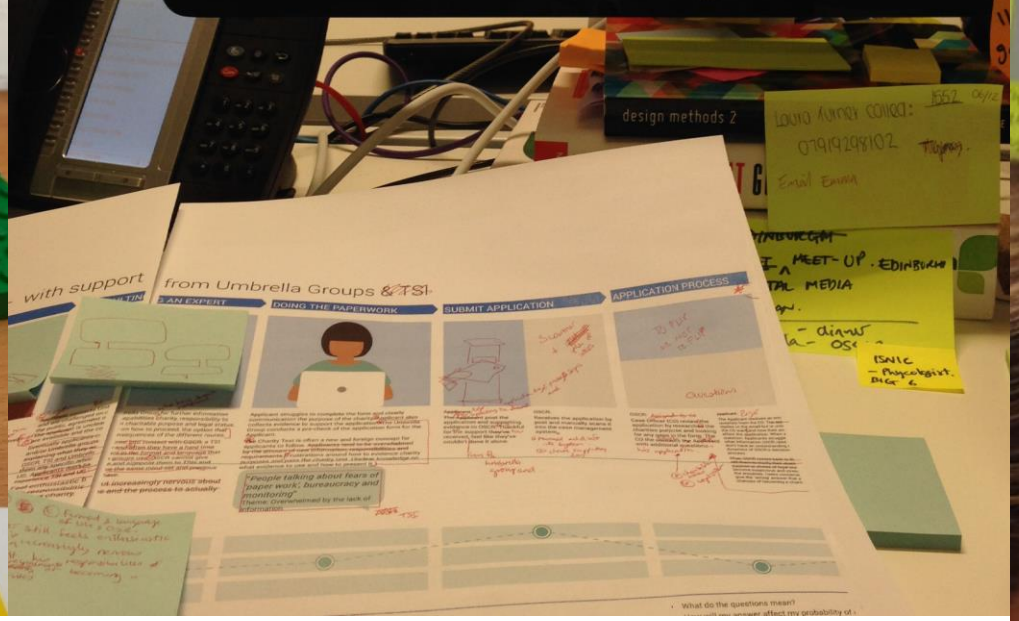

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A great day 4 #ServiceDesign champs. Chance to use tools to develop concepts. Thanks @littleannalaugh @operanomad @strangesparks #SAtSD

6:33 PM - 6 Jun 2017

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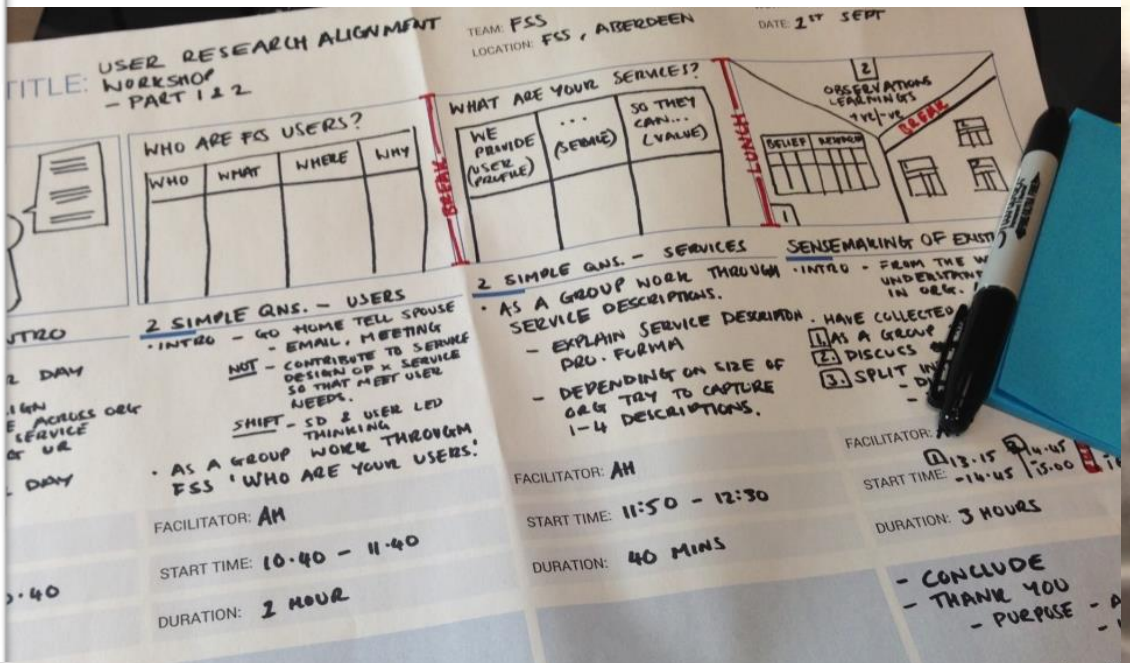


Detail from Exploding Footnotes, MA Design Research's graduate exhibition and conference, hyperallergic.com

Marc Fonteijn

What are the key principles of service design?

User-centred

Putting user journeys at the heart of the process and referring back to ‘problems’ being solved at every step in the process.

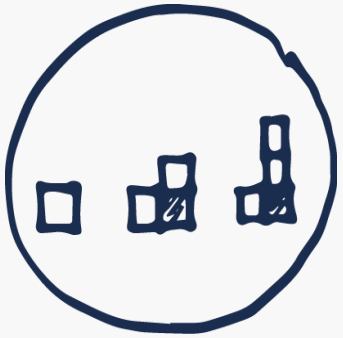
Research based

Building services with evidence of ’real-life’ users with quantitative and qualitative research method.

Co-design

Design services with and not just for users and organisational staff.

What are the key principles of service design?



Iterative

Continually testing and developing the design of a service with the users' journey in mind.

Collaborative

In the public sector services are delivered by multiple organisations. Therefore they need to look outside of their organisational boundaries.

Image by Simon Matzinger Reference: pexels.com

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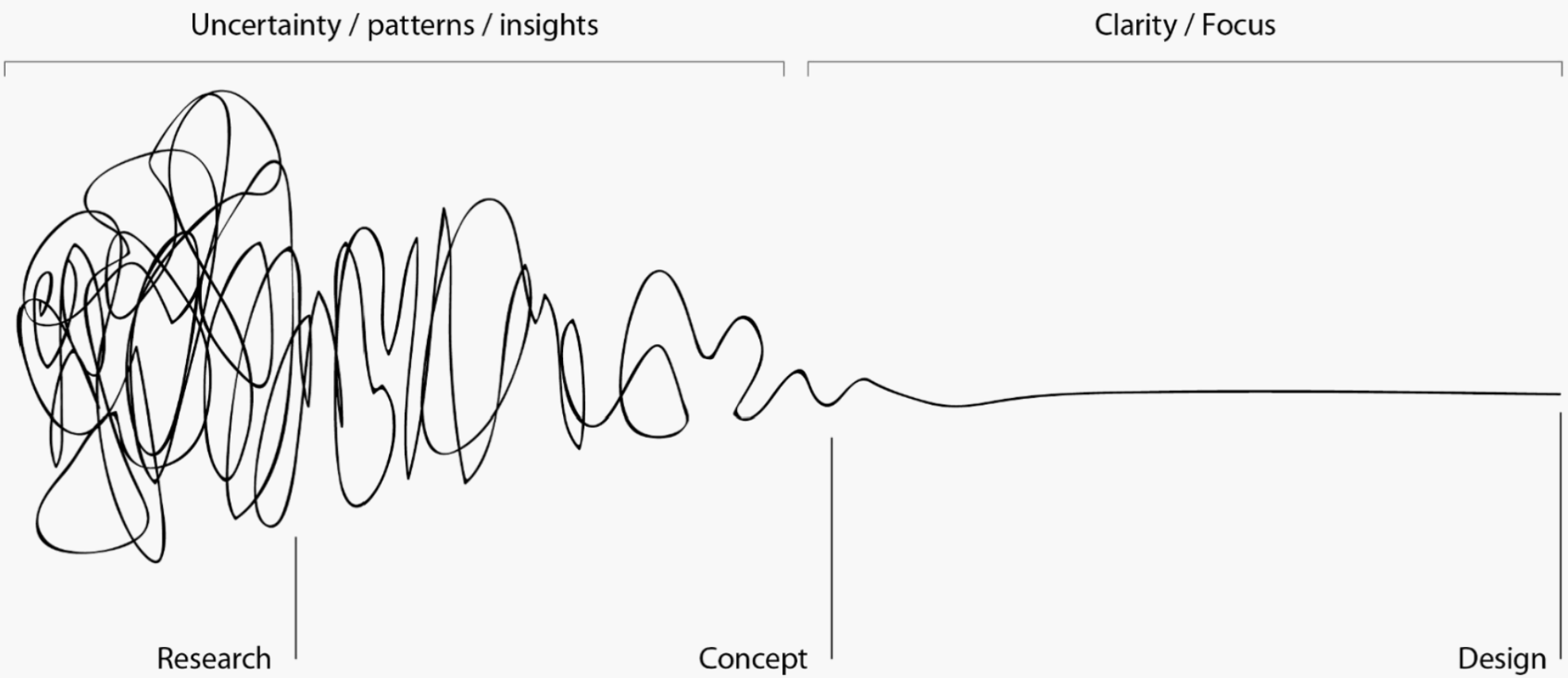
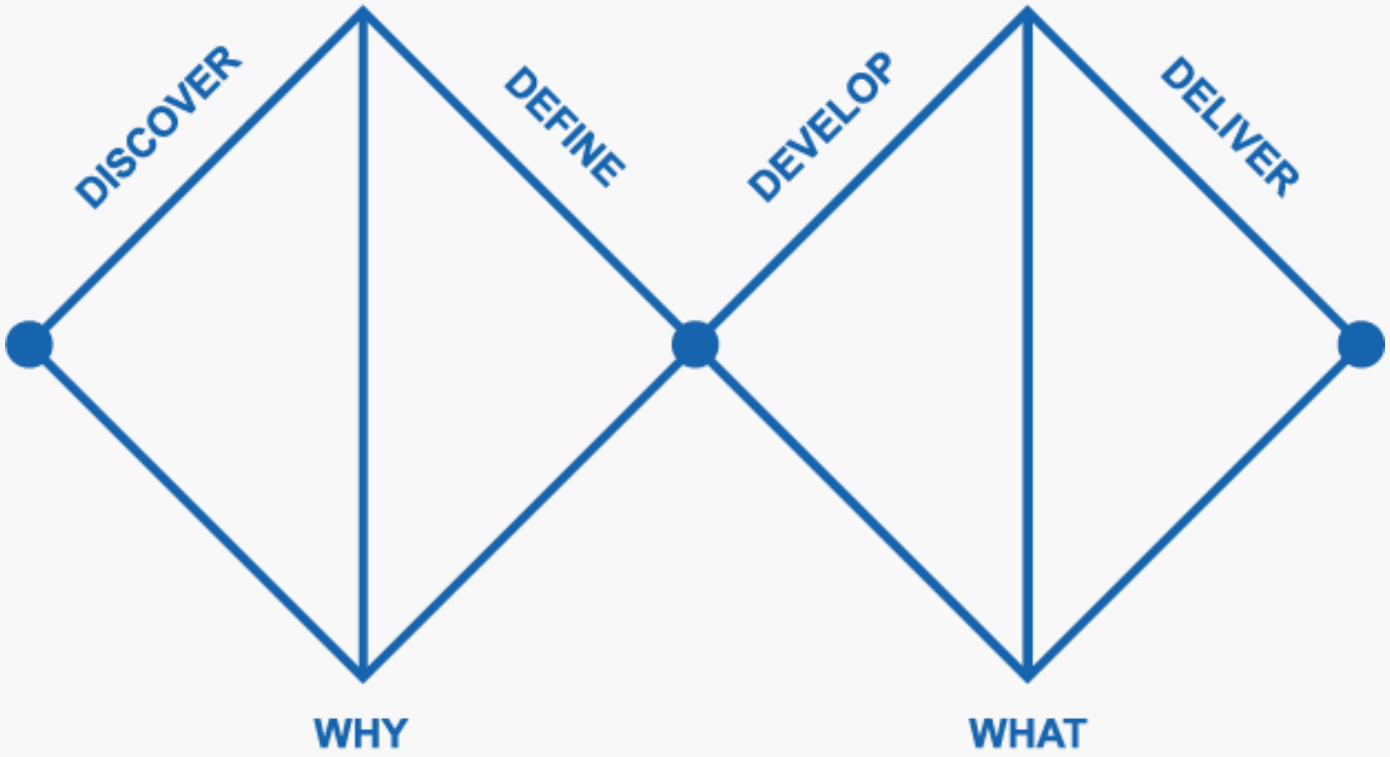
The squiggle of design



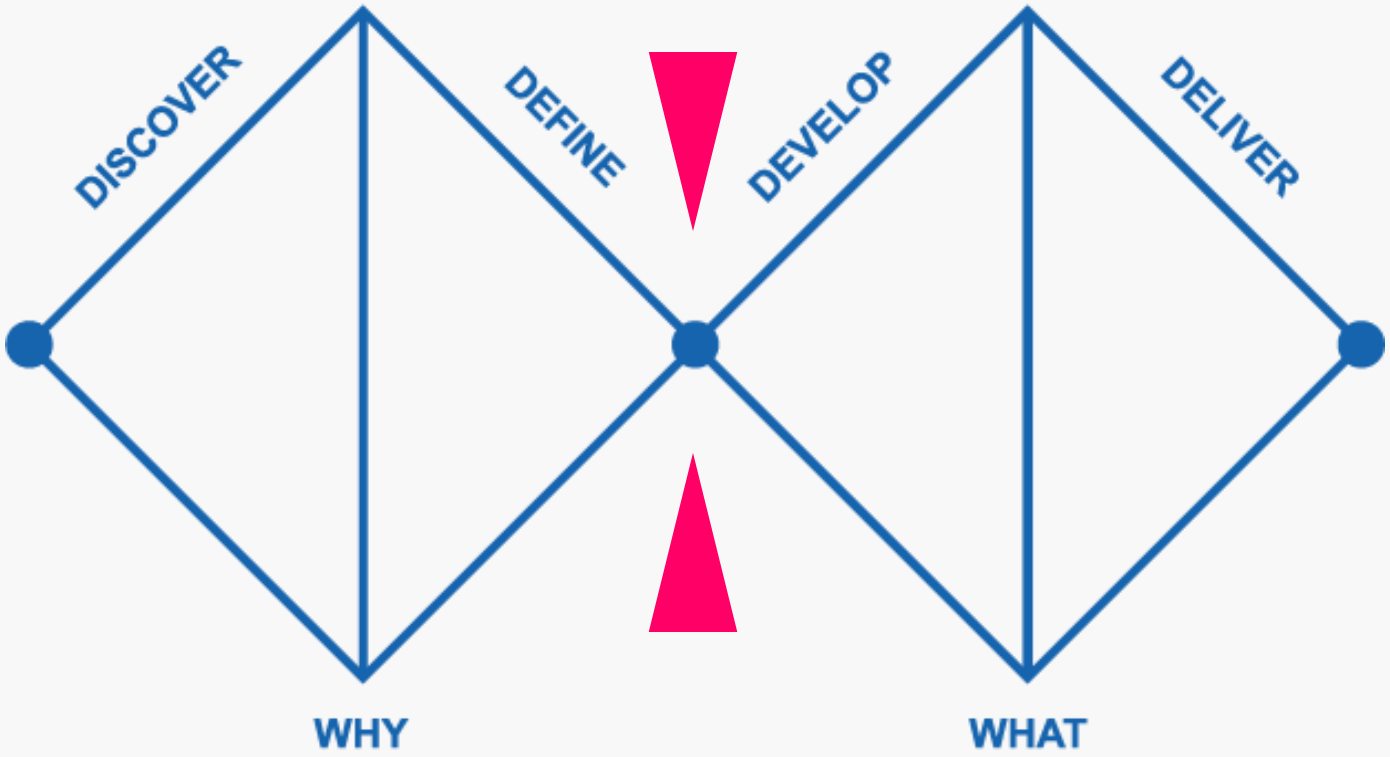
Let’s talk about design thinking

Design Council: Double Diamond



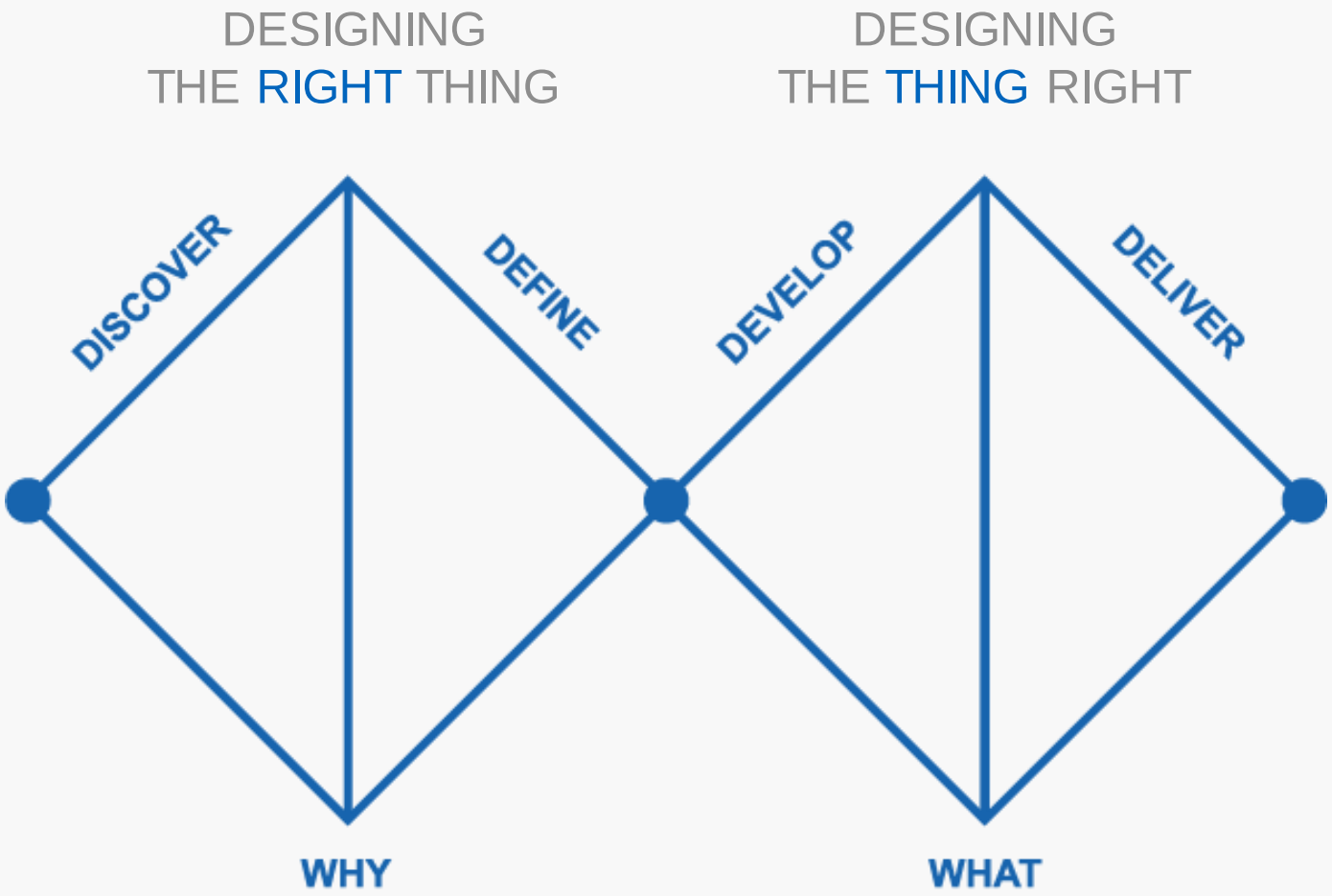
Let’s talk about when design fails

Design Council: Double Diamond



Let’s talk about the importance of the first diamond

Design Council: Double Diamond



There is a sweet spot for organisational success

"Design thinking is a human-centred approach to innovation that draws from the designer's toolkit to integrate the needs of the people, the possibilities of technology, and the requirements for business success."

Tim Brown, IDEO

What do we mean when we talk about end users?

End users

Service staff

Organisations

What do we mean when we talk about services?

End-to-end

Front-to-back

Cross-channel

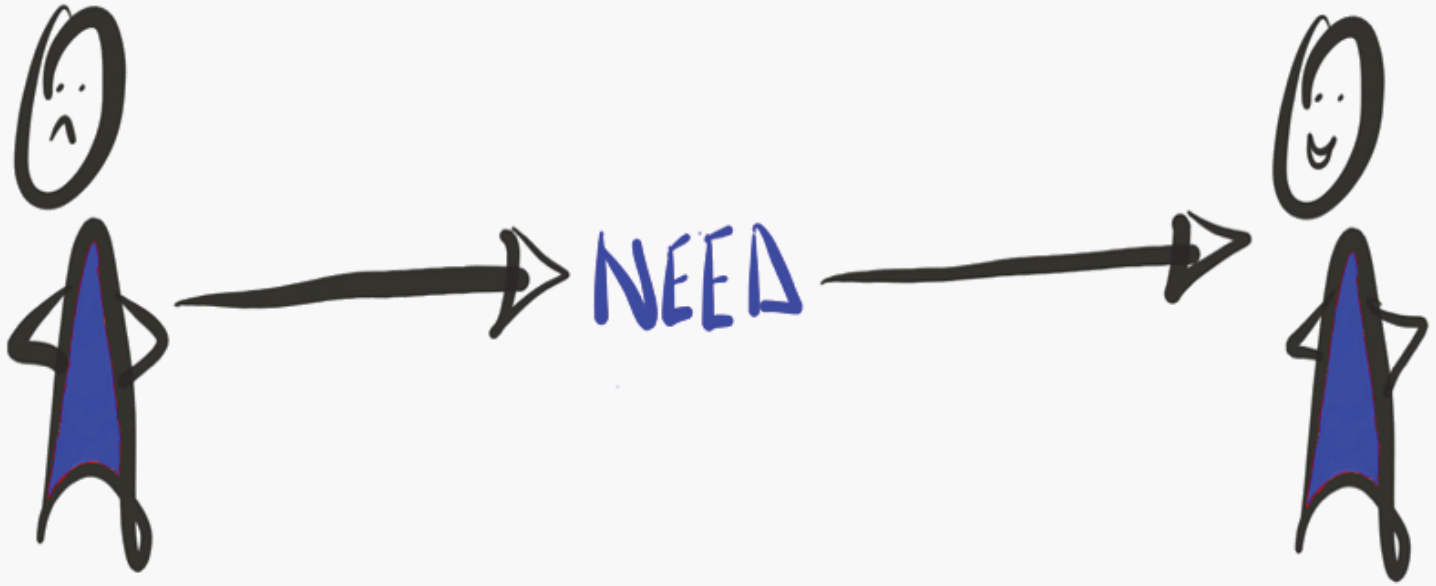
Image by Monica Silvestre Reference: pexels.com

Discussion

What is the difference between a product and a service?

What does that mean for public services?

Why it’s hard(er) in the public sector.



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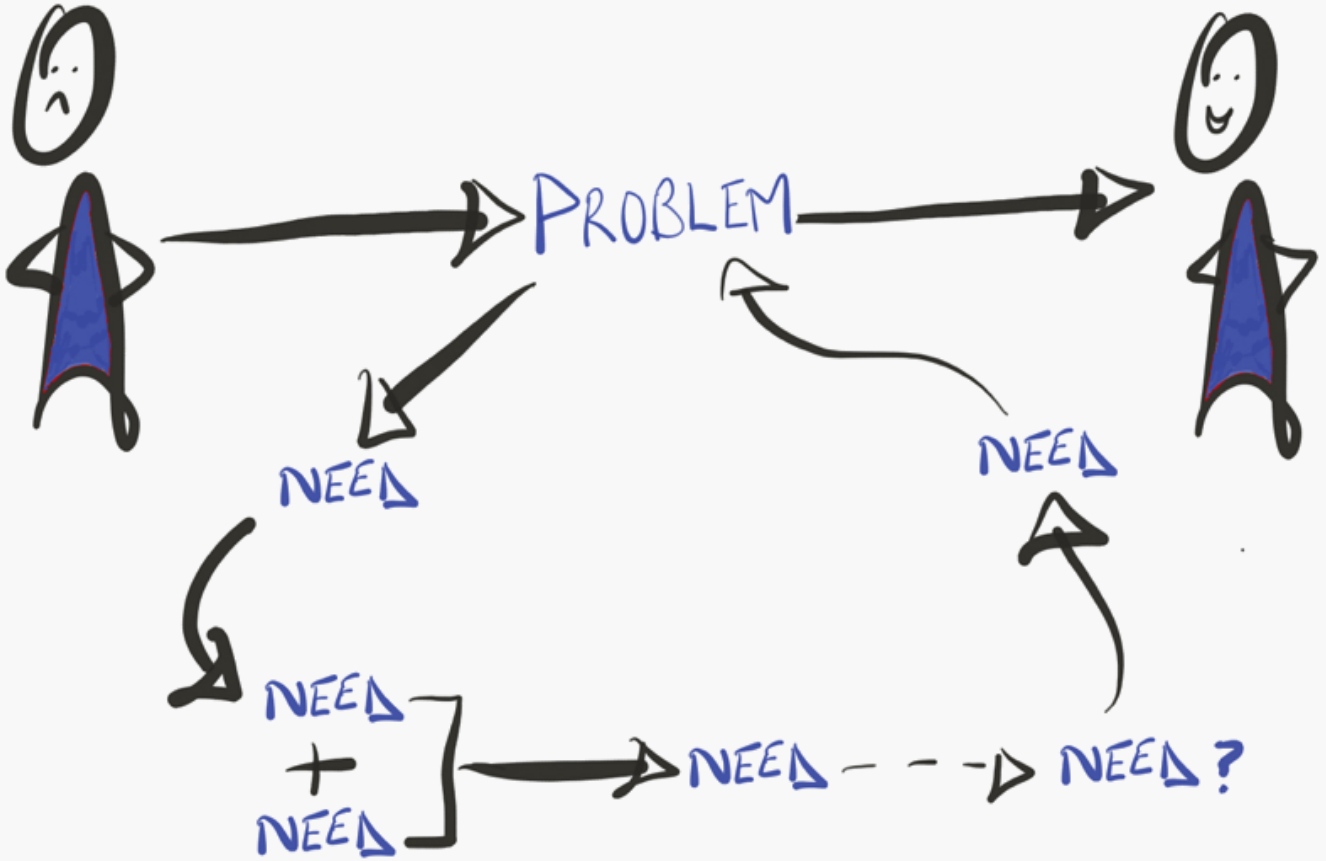

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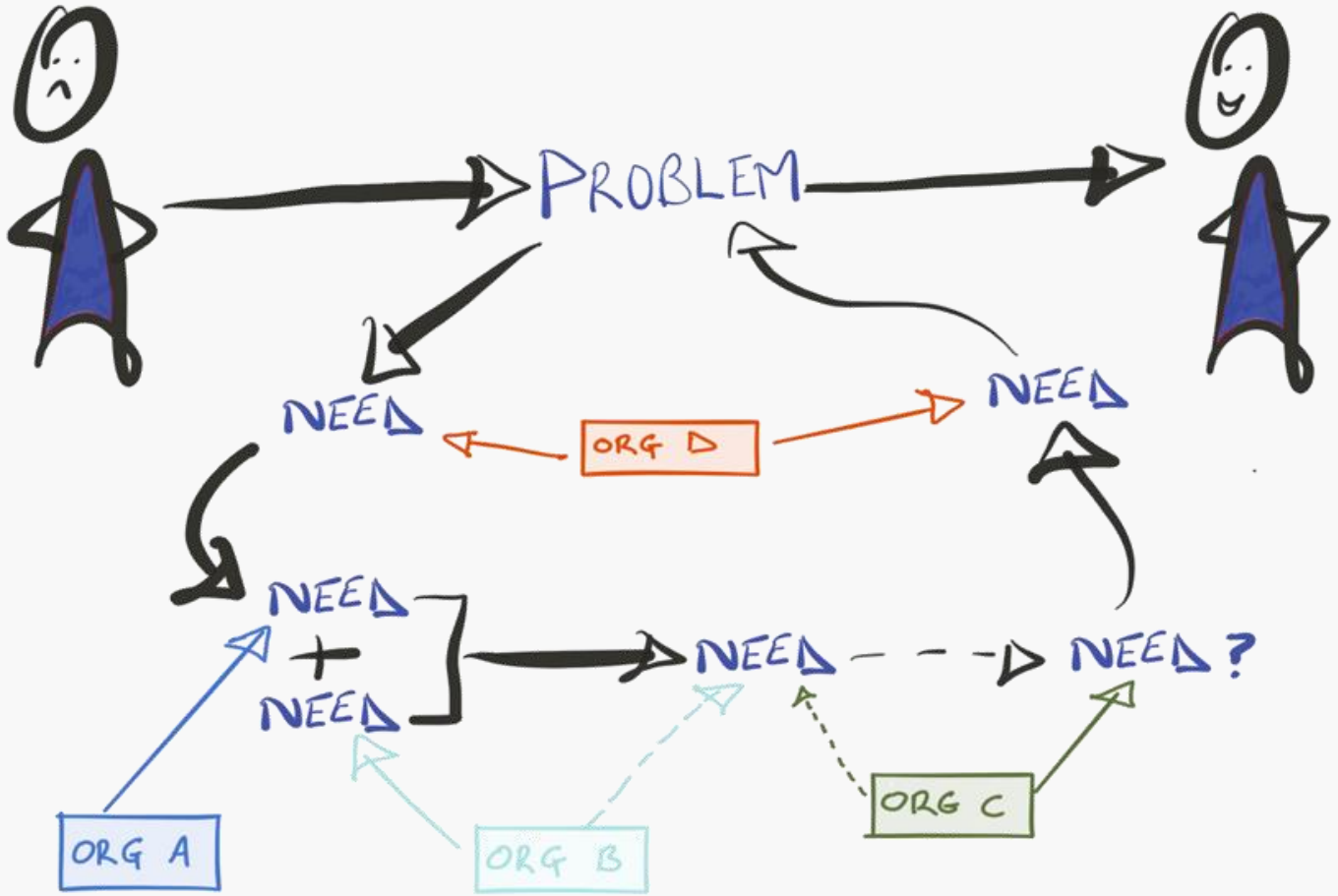

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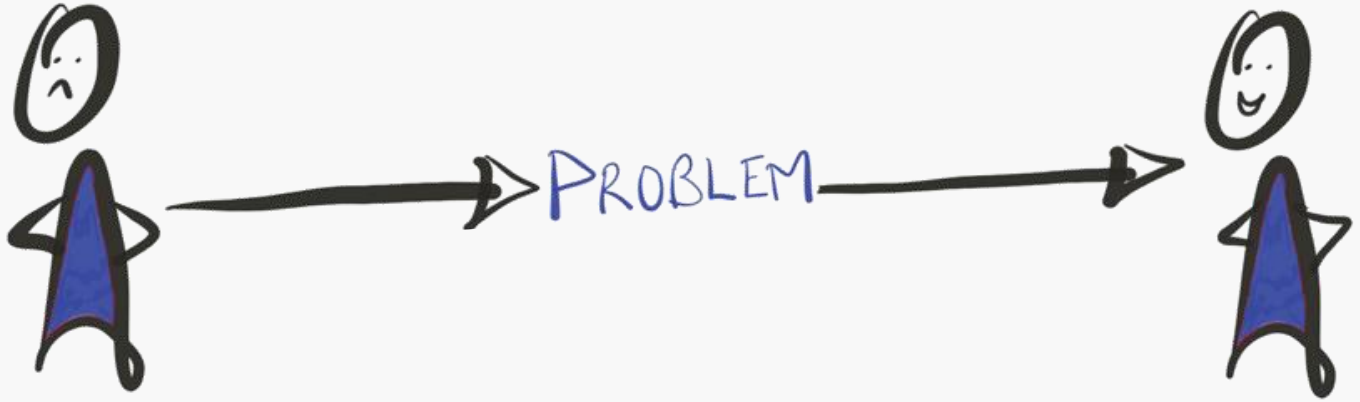
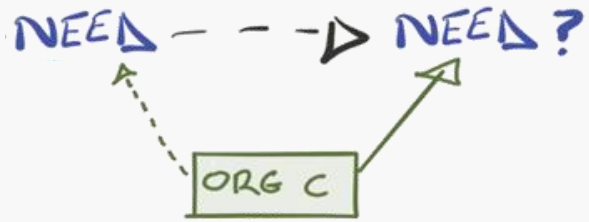




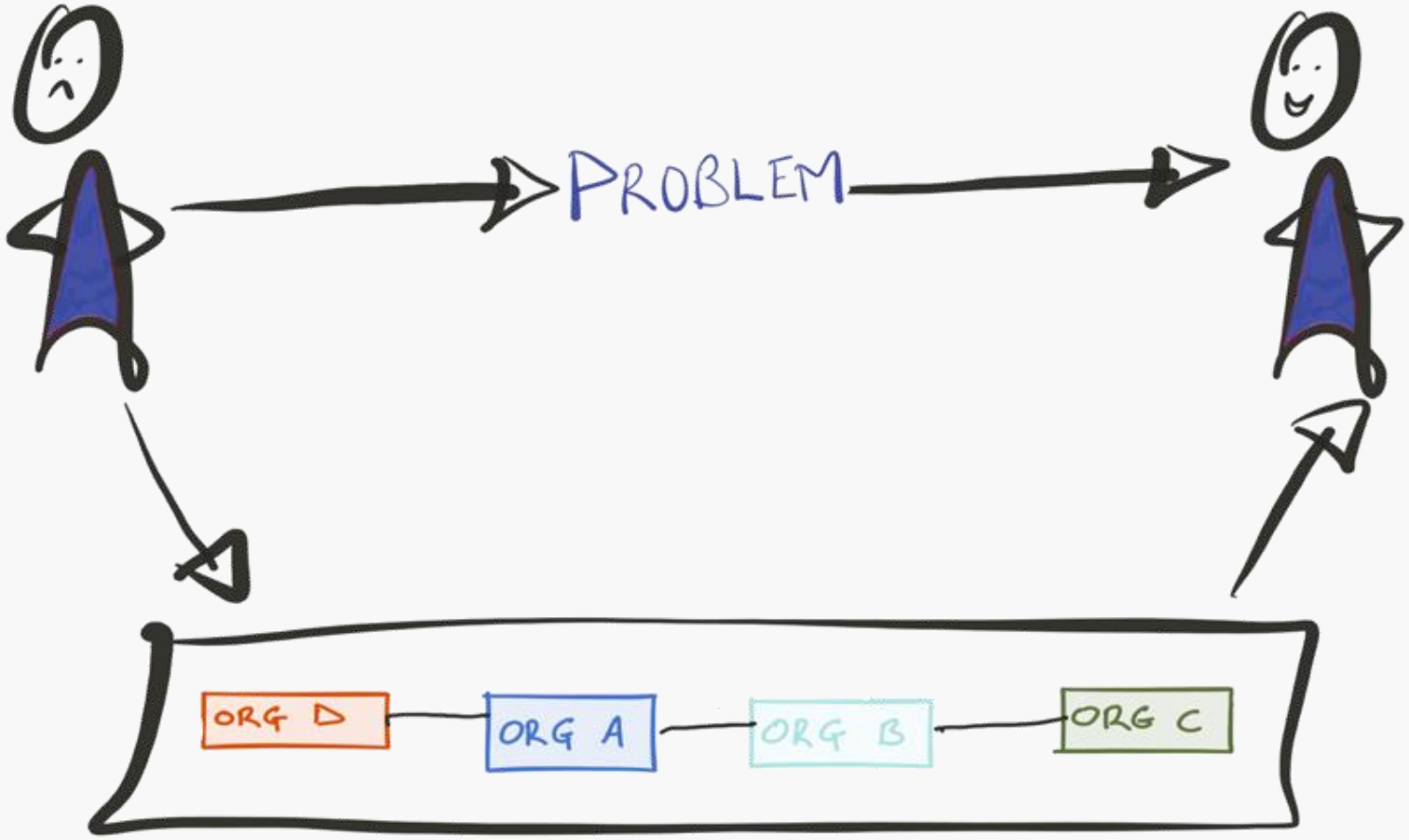
The current landscape has…

No standard methods and tools

Organisation led, not service user led

Uneven capacity and capability

Why the Scottish Approach to Service Design?



Service design is everyone's business

The Scottish Approach
to Service Design
How to design services
for and with their users
Digital
Scotland

The ‘Scottish Approach to Service Design’ describes design as a way of exploring the problem space openly, collaboratively and with users, before a solution or service is decided.

The 7 principles of SAtSD

1. We explore and define the problem before we design the solution
2. We design service journeys around people and not around how the public sector is organised
3. We seek citizen participation in our projects from day one
4. We use inclusive and accessible research and design methods so citizens can participate fully and meaningfully
5. We use the core set of tools and methods of the Scottish Approach to Service Design
6. We share and reuse user research insights, service patterns, and components wherever possible
7. We contribute to continually building the Scottish Approach to Service Design methods, tools, and community

Maturity assessment

Engagement with design principles, tools, methods and community.

Capacity and capability for user-centred design.

Focus on citizens and the life events / problems they need the service to solve.

Citizen participation in project research and design activities.

Citizen inclusion and accessibility needs for participation in design.

Empowering and supporting the people of Scotland to actively participate in the definition, design and delivery of their public services

Office of the Chief Designer can help by

Community building and consultancy to help design professionals and organisations work in this way (services and training for those in doing design in delivery team or orgs)

Developing, sharing, testing and improving a shared set of tools and methods

Leading on project work or exemplars to show the value of design

Activity

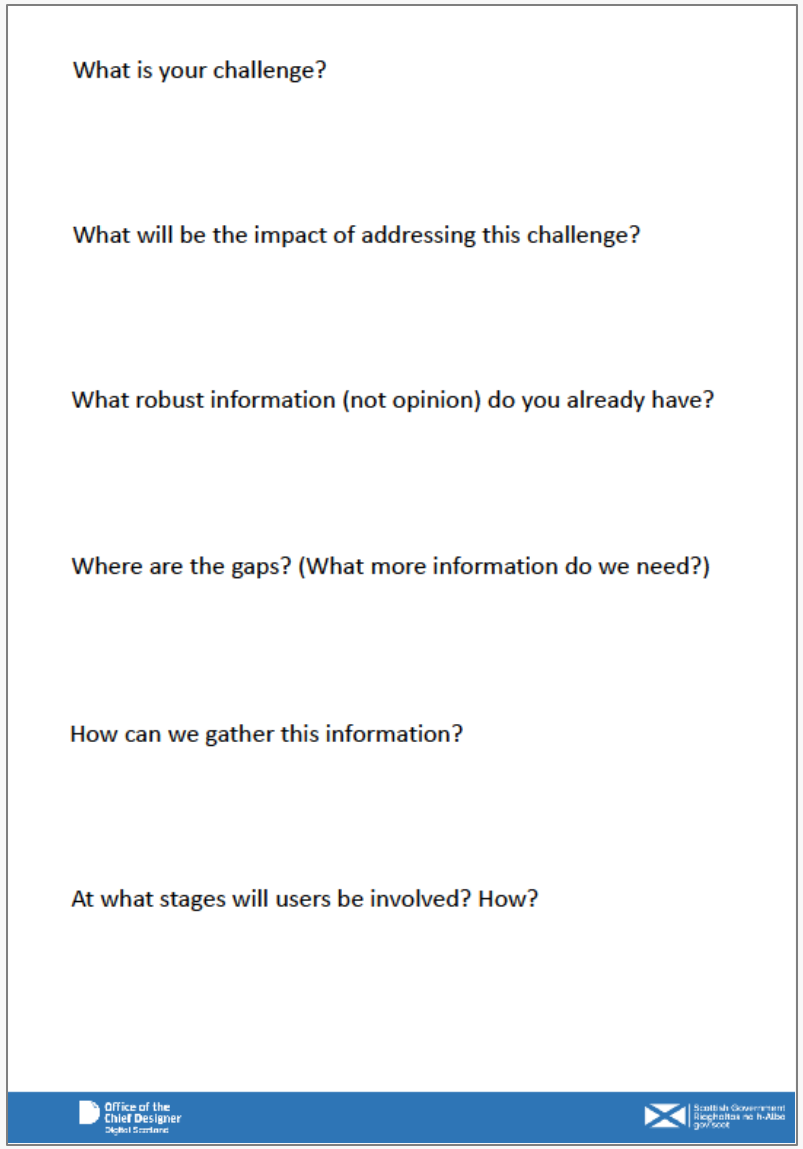
How do we engage the public in making decisions about our property assets?

What is vision?

What impact will it have?

What are the key challenges?

Who are the key stakeholders?

Activity

Pick a challenge to tackle