Hello!
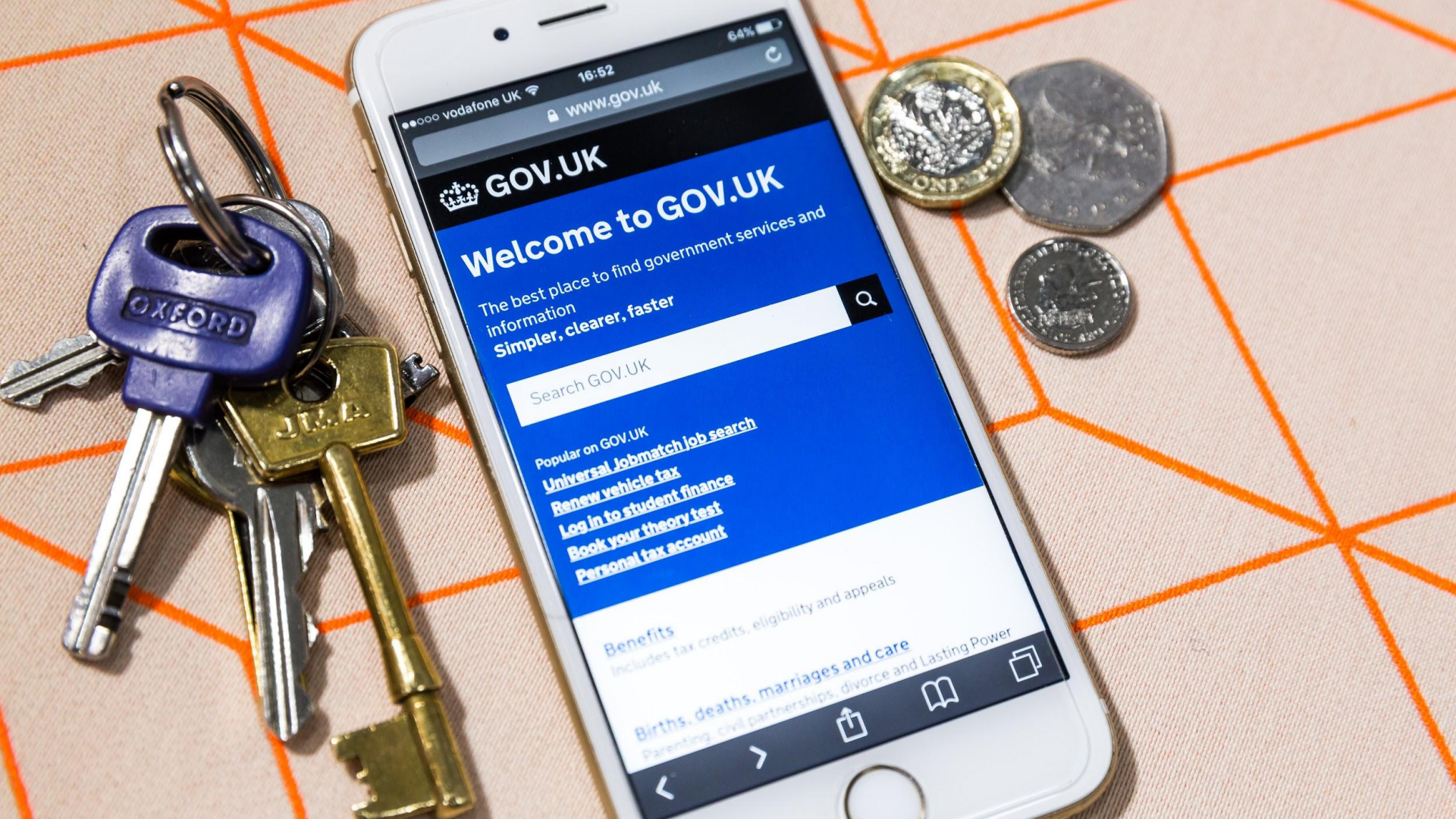
~~Director of design for the UK Gov~~

Director of transformation for planning and land for UK gov

GOV.UK

Welcome to GOV.UK

The best place to find government services and information

Simpler, clearer, faster

Search GOV.UK 🔍

Search GOV.UK

Popular on GOV.UK

Universal Jobmatch job search

Renew vehicle tax

Log in to student finance

Book your theory test

Personal tax account

Benefits
Includes tax credits, eligibility and appeals

Births, deaths, marriages and care
Parenting, civil partnerships, divorce and Lasting Power

2015 - 115 designers

2018 - 950 designers

GOV.UK Design System

BETA   This is a new service – your feedback will help us to improve it.

About   Styles   Components   Patterns

Design your service using GOV.UK styles, components and patterns

Use this design system to make your service consistent with GOV.UK. Learn from the research and experience of other service teams and avoid repeating work that's already been done.

Styles

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Save time with reusable, accessible components for forms, navigation, panels, tables and more.

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Help users complete common tasks like entering names and addresses, filling in forms and creating accounts.
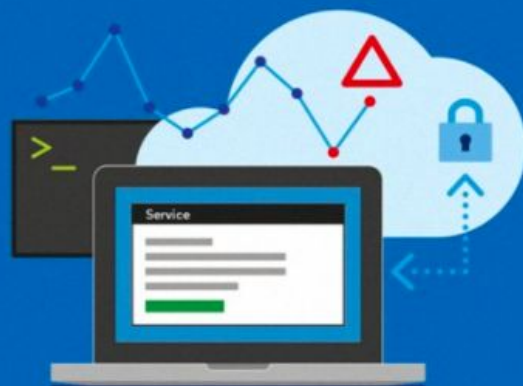
Send emails and text messages to your users

using GOV.UK Notify

Alison,
Your payment
£50.00 has b...
received. You...
reference...

Email

For more information visit
www.gov.uk/service-toolkit

GOV.UK

Deploy and run government applications

using GOV.UK Platform as a Service

Service

For more information visit
www.gov.uk/service-toolkit

GOV.UK

Stephen McCarthy @loft27design · 23 Jan 2017
You should really visit gov.uk/service-toolkit if you are building or running government services #govdesign

Service Standard

The Service Standard helps people to create and run good public services.

1. Understand users and their needs

Develop a deep understanding of users and the problem you're trying to solve for them. Look at the full context to understand what the user is trying to achieve, not just the part where they have to interact with government.

Read more about point 1

2. Solve a whole problem for users

Work towards creating a service that solves one whole problem for users, collaborating across organisational boundaries where necessary.

Read more about point 2

Get notifications

When any points in the Service Standard are updated ✉ email

I've learned a lot about how to make organisations user centered

How to scale service design

First, some ground rules

1. **There is no formula for being 'user centered'**

2. Everyone's trying to do a good job

3. Breaking out of the cycle of inertia is really hard

4. It is possible

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@louisedowne

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2. **Everyone's trying to do a good job**

3. **Breaking out of the cycle of inertia is really hard**

4. **It is possible**

Spoiler!

The hardest part is getting your organisation to see itself as a service provider

Government is the oldest and largest service provider in the UK

267 years before America was a 'America'

10k services

10k services
25 departments

10k services
25 departments
418,343 people

Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR)

Registrations for Knowledge Transfer Network (KTN)/connect access (MEMBERS)

Request for a further search under section 17(6) or payment for a supplementary certificate under section 17(8)/Request for search (F9/F9A)

Employer Ownership Pilot (EOP)

Well Operations Notification System (WONS): consents and notifications

Charity Letter Forwarding Service

Our services were not designed for the internet

STATIONERY. THORNBURY POST OFFICE.

POST OFFICE

TAYLOR

PURVEYOR

Google is the home page to your service

#GOOGLEFAIL

Good services are verbs

Bad services are nouns

Learn to drive

Become a childminder

Get a pension

not

SORN

Charity Letter Forwarding Service

Employer Onership Pilot

Our government wasn't designed for the internet

Services in the internet age do not obey boundaries

How do you scale service design?

1000s of services, provided by multiple organisations in several locations?

We need to fundamentally rethink how we think about 'the future'

The two symbols may be used in any of the colour combinations shown here.

Rail/Road/Air Link

Rail/Road/Air Link

Literature relating to this service will generally be printed with a standard yellow background. Yellow B.S. 0-003.

In certain cases it may be necessary to delete one of the words from the title.
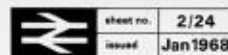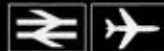
Rail/Road/Air Link

Rail/Air Link

Rail/Road/Air Link

Rail/Road/Air Link

Multiple unit liveries
HST Diesel electric power car
Class 253

HST Diesel electric power car Class 253

Ticket Office Clerk

Ticket Office Clerks are issued with a lightweight jacket in pale grey 'Terylene' linen. The only embellishment is a gold symbol in the left lapel.

47828

'The reconditioning and re-designing public utility services'

Design Research Unit

Close ↓

Press to close ...
don't forget! press bottom
button to lock after door
has closed ⊗

Open ↓

Press to unlock ... ⟨⟩
& to open

Lock ↓

When door is closed Ⓛ
press button to lock

Press the 'lock' button
to secure the toilet door

Transformation isn't about the ability of one team to design and deliver a service

Transformation is the ability of an organisation to deliver and maintain a service over time

5 lessons in how to scale service design

Focus on delivery, not definitions

居民户口簿

Household Register

中华人民共和国公安部制

Under Supervision of The Ministry of Public Security of P.R.C.

1. Passport
2. Photo
3. Employers letter
4. Letter of invitation
5. Bank deposit certificate
6. Bank statement
7. Property certificate
8. Marriage certificate
9. Retirement certificate
10. Family book (Hukou)
11. Business registration certificate
12. Car insurance
13. Certificate of relationship to parents
14. Utilities bills, P60 council tax bill

@louisedowne

1. **Passport**
2. **Photo**
3. **Employers letter**
4. **Letter of invitation**
5. **Bank deposit certificate**
6. Bank statement
7. Property certificate
8. Marriage certificate
9. Retirement certificate
10. Family book (Hukou)
11. Business registration certificate
12. Car insurance
13. Certificate of relationship to parents
14. Utilities bills, P60 council tax bill

Paper applications were reduced by 25%

= approval to hire a design team

Service design is not:

A process
A set of tools
An ideology
Co-design
A new word for UX (WFF people?!)
An obsession with anyone poor/ill/elderly or 'unengaged'
Immune from capitalism
Something anyone can do, instantly
Difficult to describe to your friends and family

Service design
is the design of services

Good design teams don't happen by accident

2015 - 115 designers

2018 - 950 designers

People overwhelmed and struggling to find answers

GDS

One of the other things that
people were overwhelmed par
because
accessibility is a broad thin
do you start? And when you s
on the internet you get load
back and don't know what to tr

10k
people trained
every year

30 community events every year

Design your design operations as well as you'd design any other service

The most important part of a design team is how it works, not how big it is

Everyone in your organisation owns the user experience

GOV.UK

Make things open, it makes things better

Don't try to design the future, design something that the future can design

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Patterns

Help users complete common tasks like entering names and addresses, filling in forms and creating accounts.

Design systems only work as well as the designers contributing to it

GDS

digital-service-designers@digital.cabinet-office.gov.uk

Mail

COMPOSE

Inbox (184)
Starred
Sent Mail
[Gmail]Drafts

1. TO ACTION (1)
2. FOR INFO
3. Archive (1)

1–50 of many

More

digital-service-

Add to circles

✉ digital-service-designers@d…

💬 Hang out with digital-servic…   📹 Start a video call with digital…

Richard .. Marian (6)	3. Archive	[digital-service-designers] E-Signatures - thanks for the collateral and the interesting thoughts about e-signatures! I've created a uk-g		6 Mar
Richard Payne	3. Archive	[digital-service-designers] Design patterns for pre-populating answers/data using APIs - Morning all, I was wondering whether we hav		6 Mar
Laura, Keith (3)	3. Archive	[digital-service-designers] HMRC terms of collaboration pattern help - Hi Keith, Thanks for your reply and advice. I guess I was intere		3 Mar
Kieron Kirkland	3. Archive	[digital-service-designers] new member - hello, could you please add ariana.mihoc@digital.cabinet-office.gov.uk to this list. big thanks		3 Mar
Kara Kane	Inbox	[digital-service-designers] ConCon5: content conference tickets - Hi all, The cross-government content conference is coming up soon! Co		3 Mar
paul.matson, Jason (2)	3. Archive	[digital-service-designers] Apply for a waste permit - supporting docs - No worries Paul. Regarding Save and Return, it's very much a		28 Feb
Richard .. emilenecove. (3)	Inbox 3. Archive	[digital-service-designers] The /info/ page on GOV.UK - Fantastic! Thank you On Tuesday, February 28, 2017 at 11:24:13 AM		28 Feb
Holliday .. Ed, 'Trevor (13)	3. Archive	[digital-service-designers] Re: How many dependent children do you have? - digital-service-designers@digital.cabinet-office.gov.uk "	📎	27 Feb
Chris Harding	3. Archive	[digital-service-designers] New Designer - Hi, Could you please add Chris Walker (christopher.walker@digital.hmrc.gov.uk) to the em		23 Feb
Helen, Jason, Stephen (6)	3. Archive	[digital-service-designers] Explaining means tested benefits regulations - digital-service-designers@digital.cabinet-office.gov.uk Subje		22 Feb
Rachel .. John, Stephen (10)	3. Archive	[digital-service-designers] Email content to direct user to a page - Hi, That's the HMRC security settings - usually works if you view it		17 Feb
Alex .. Stephen, Andy, Ed (5)	3. Archive	[digital-service-designers] Service unavailable screens - Attaching some screenshots of various 'non-journey' pages from passports a	📎	17 Feb
Jason .. Jeremy, ty (5)	Inbox 3. Archive	[digital-service-designers] People and Permissions - Thanks Stephen, Thats really useful to look at. There's a lack of support		13 Feb
Jeni, Laura, Asli, Raj (5)	3. Archive	[digital-service-designers] Looking for the GDS font - Boom! Alright? -	📎	9 Feb
Richard, John (3)		[digital-service-designers] Asking only for required information - Thanks John, I will pass on the details from your response (it is internal, not an e		9 Feb

Sign in

Signing in will sign you in to
Hangouts across Google
Learn more

Collaboration is a privilege

(don't expect it to happen on its own)

65% of UK government services stretch across more than one department

The three biggest barriers to collaboration are **money**, **time** and **access to data**

Enabling collaboration means giving the privilege you have to others
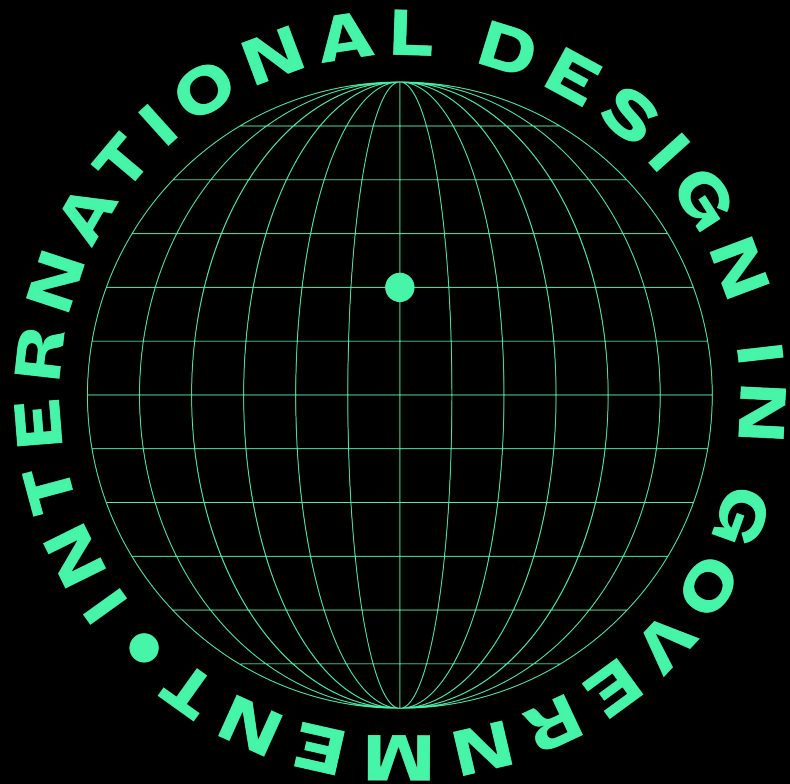
Sharing money, time, and permission to work together

Aka. Creating a new operating structure for government.

No biggie

This is bigger than just the UK
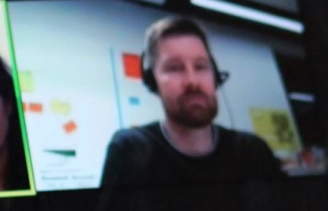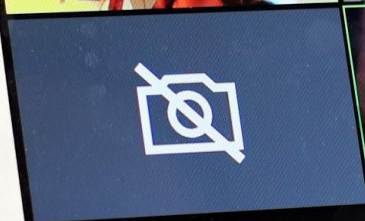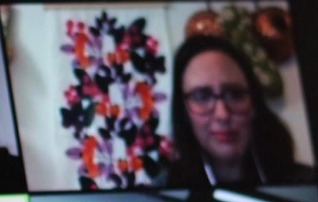
Most countries share a core set of services

Aging
Immigration
Pollution and waste
Accessibility
Licensing

INTERNATIONAL DESIGN IN GOVERNMENT

2000 members
87 countries
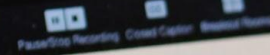
Recording...

Noelle CS (ODS)

Debra MAESD Onta...   Patrick L   Katherine Benjamin   Kika (Lighting Beetl...

From Debra MAESD Ontario to Ev...
We co-desgined our principles in...

Unmute   Stop Video   Invite   Manage Participants 12   Polling   Share Screen   Chat   Pause/Stop Recording   Closed Caption   Breakout Rooms

MacBook Air

INTERNATIONAL DESIGN IN GOVERNMENT

CODE for AMERICA | Government Digital Services

Digital Scotland | Scottish Government Riaghaltas na h-Alba gov.scot

GEBRUIKER CENTRAAL

Create a shared understanding of what a 'good service' is

The headless chicken of delivery

Technology = what can be done

Design = what should be done

Technology = what can be done

Design = what should be done

We need an answer when we're asked what a 'good service' is

Good
Services

Lou Downe

Out in November!

Find out more about Good Services and sign up to the mailing list:

bit.ly/goodservicesbook

Slides are available here

Thanks!

@LouiseDowne

Www.louisedowne.com