

“What is a service designer?”

Let's compare our ideas

Caroline Jarrett

@cjforms

#SGinGOV

Clara Greo* tweeted this question

*Clara is an awesome designer, trainer, and campaigner for social justice.



clara greo (teoh) 🌈
@claragt

That painful moment when a room of 15 bright and confused people look at you and ask

“But what IS a service designer?”



12:30 PM · Jun 14, 2022 · Twitter for iPhone

What is your answer?

Write down your definition of a service designer

Optional:

If you're OK with sharing,
please use a sticky note



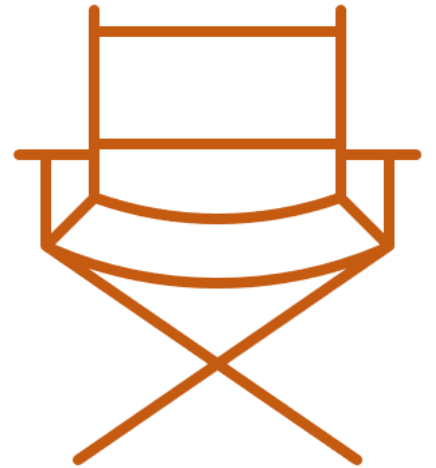
The people asking are completely new

- Does that change your definition?
- Would you use a new definition?



Change of scenario: you're a hiring manager

- Does that change your definition?
- Would you use a new definition?



Please share with your neighbour

If you'd prefer not to share, enjoy a moment of reflection





Thoughts?




Comments?

I do “what is a form” like this

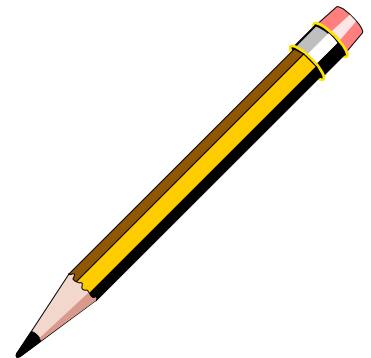
We are going to try [something relevant to client]

We want to [do something]

Please

- RAISE your hand now 
- LOWER your hand when you see the page with the form
- Make a note of the page number that is the form
(and of anything else that you notice)

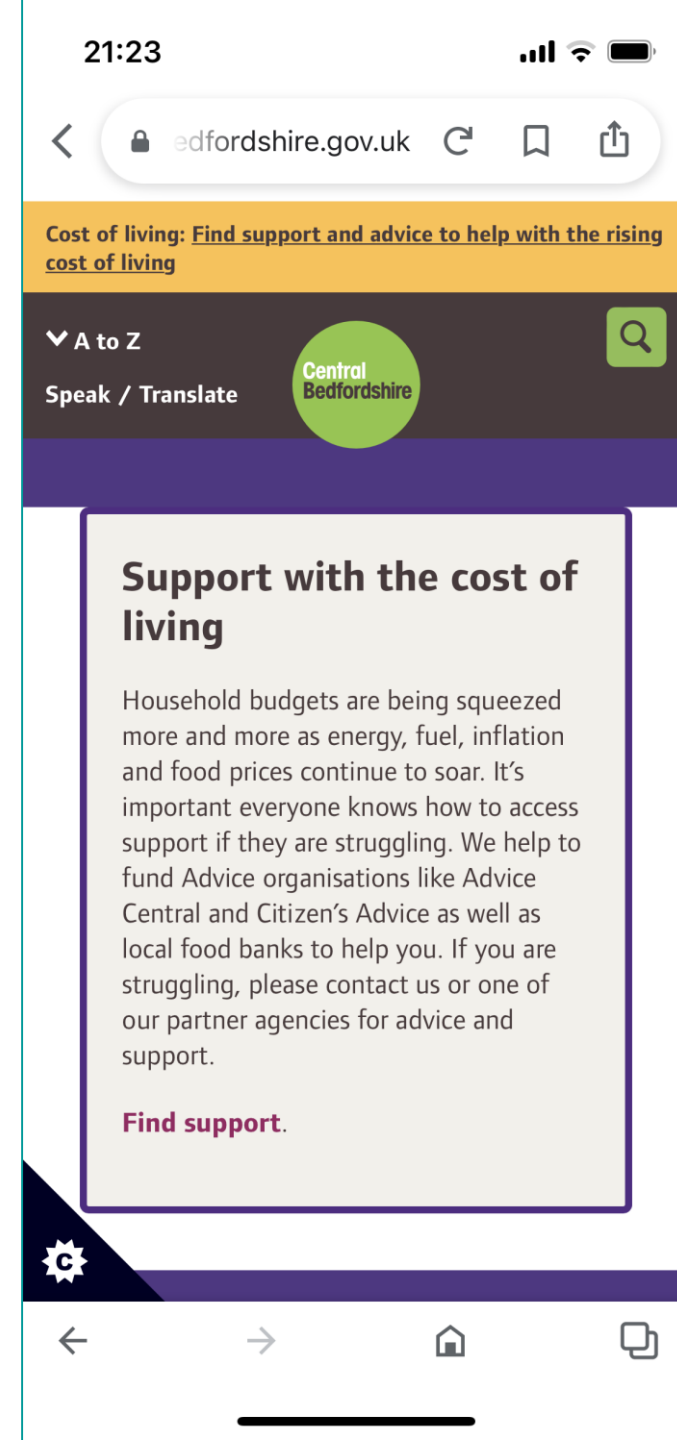
This works better in online meetings






Let's try it now. We're paying a parking ticket.

- I've chosen Bedfordshire where I live
- You don't need to raise your hands, but please make a note of the page where you see the form







Is page 1 the form?



Is page 2 the form?

21:23   

How can we help you today?

- Waste and recycling 
- Housing 
- Planning 
- Support with the cost of living 
- Council Tax 
- Transport, roads and parking** 

Roadworks

Report and track roads and highways problems

Public transport

Parking fines

Blue Badge and disabled parking bays



Salting and gritting

Bus pass

Parking permits

Report abandoned vehicles

Car parks

 from Transport, roads and parking 

Is page 3 the form?



Is page 4 the form?

21:23



4. Final parking fines appeal - Independent Parking Adjudicator

5. If you can't pay your parking fine due to financial problems

Paying parking fines

You can view or pay your parking fines (Penalty Charge Notice - PCN) online.

Pay parking fine

Please note: If you pay your fine before sending us any correspondence, you have accepted liability and have lost the option to appeal. Once we've received payment, the case will be closed.

Pay a parking fine by telephone

Credit / debit payments only. Please call our automated payment line on **0330 088 5697** (24 hour service).

Please have your card details and penalty charge notice number ready.

Pay a parking fine by post

Send a cheque / postal order made payable to Central Bedfordshire Council with the Penalty Charge Notice - PCN number and your name and

Is page 5 the form?

The screenshot shows a mobile browser interface. At the top, the status bar displays the time 21:23, signal strength, Wi-Fi, and battery icons. The browser's address bar shows the URL edfordshire.gov.uk with a lock icon, a refresh button, and share/bookmark icons. Below the address bar is a purple header with a green circular logo containing the text "Central Bedfordshire". The main content area is titled "PCN Details" in a teal font. Below the title, a paragraph states: "You can use this site to pay for a Penalty Charge Notice (PCN) and to view information about the contravention." Two informational icons (blue diamonds with an 'i') are present: the first says "Please enter the required information as printed on your Penalty Charge Notice." and the second says "Fields marked with * must be entered." Below this, the section "PCN details" is shown. It contains two form fields: "Vehicle Registration Number *" with a blue border, and "Penalty Charge Notice (PCN) *" with a grey border. At the bottom of the form area is a large purple button labeled "Search". The mobile OS navigation bar at the very bottom shows back, forward, home, and tabs icons.

21:23

edfordshire.gov.uk

Central Bedfordshire

PCN Details

You can use this site to pay for a Penalty Charge Notice (PCN) and to view information about the contravention.

Please enter the required information as printed on your Penalty Charge Notice.

Fields marked with * must be entered.

PCN details

Vehicle Registration Number *

Penalty Charge Notice (PCN) *

Search

Let's focus on these three

5

21:23

edfordshire.gov.uk

Central Bedfordshire

PCN Details

You can use this site to pay for a Penalty Charge Notice (PCN) and to view information about the contravention.

- Please enter the required information as printed on your Penalty Charge Notice.
- Fields marked with * must be entered.

PCN details

Vehicle Registration Number *

Penalty Charge Notice (PCN) *

Search

4

21:23

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1

21:23

edfordshire.gov.uk

Central Bedfordshire

Cost of living: Find support and advice to help with the rising cost of living

A to Z

Speak / Translate

Support with the cost of living

Household budgets are being squeezed more and more as energy, fuel, inflation and food prices continue to soar. It's important everyone knows how to access support if they are struggling. We help to fund Advice organisations like Advice Central and Citizen's Advice as well as local food banks to help you. If you are struggling, please contact us or one of our partner agencies for advice and support.

Find support.

We know a form when we see it



Looks like a form and works like a form



Asks questions and expects answers



Allows someone to achieve a goal

A good form needs a lot of design



Interaction design

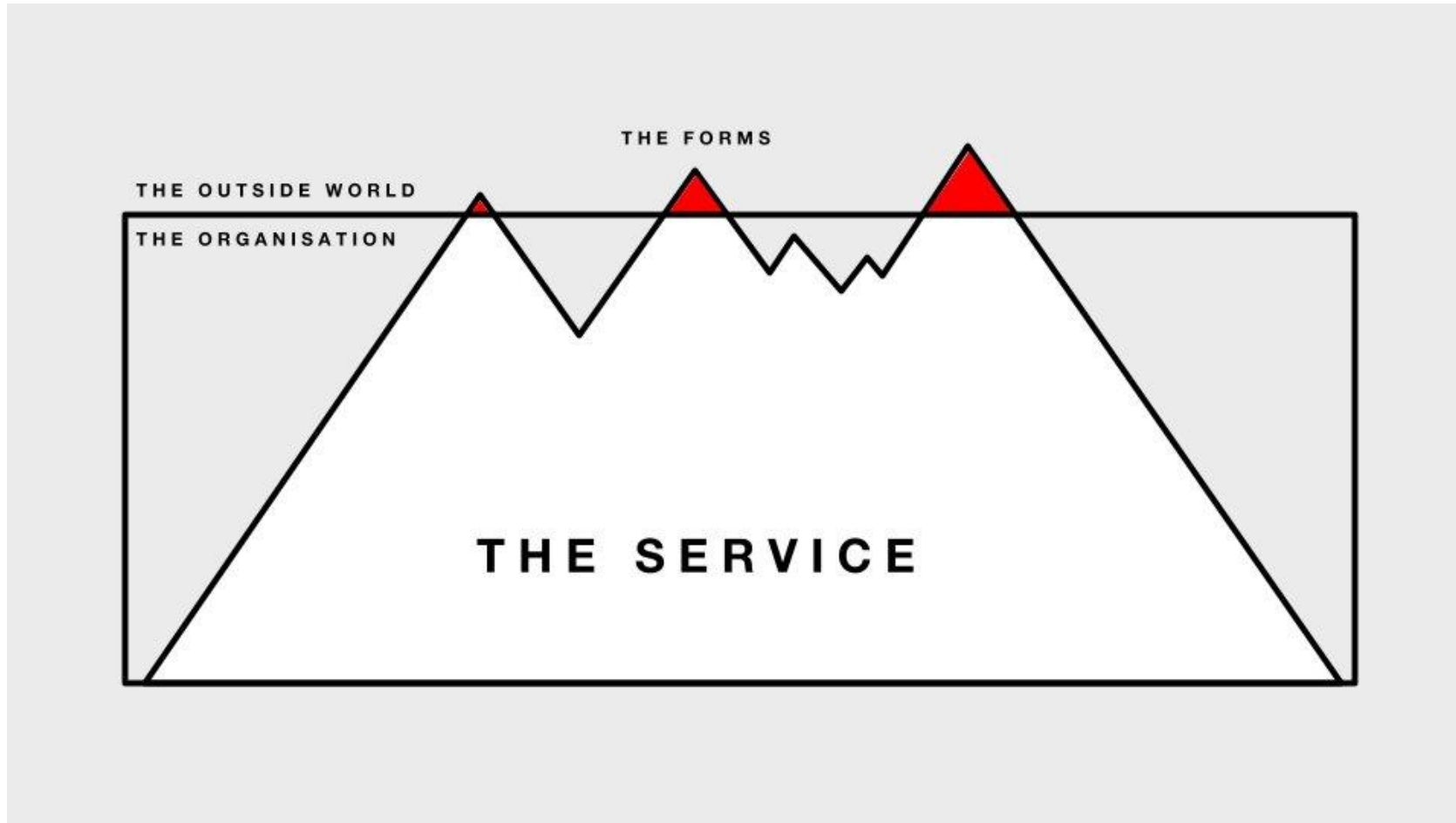


Content design



Service design

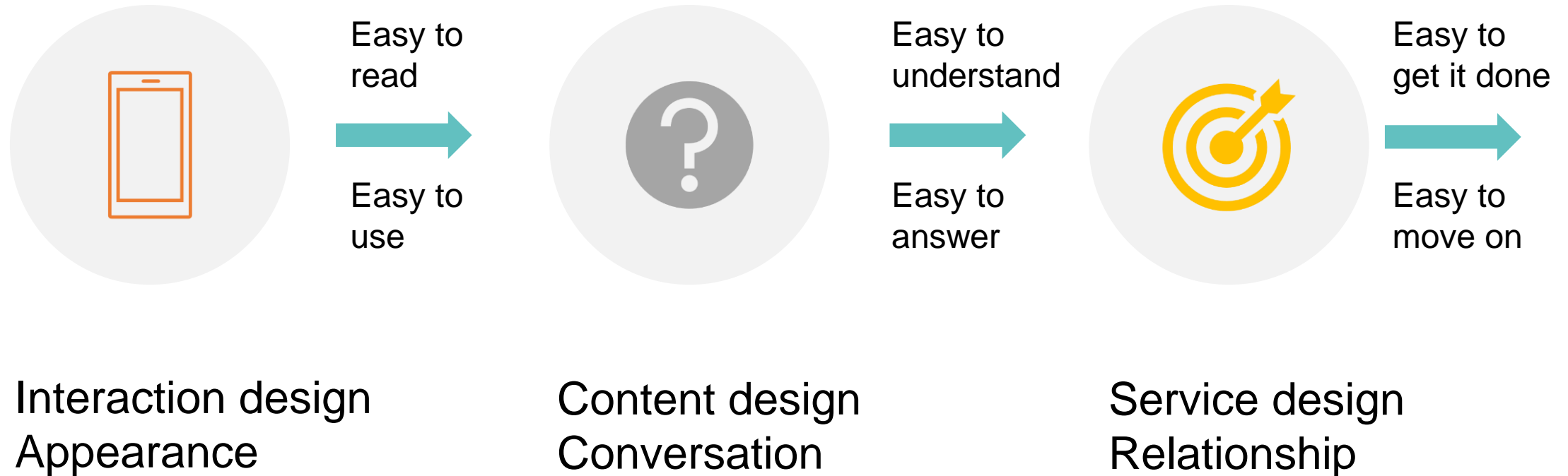
The outside world sees you through your forms



A good form starts with user and business needs



A good form works well across the layers



A good form is good in three ways

- Easy to read and to use
- Easy to understand and answer
- Easy to get it done and move on

Can I use those for my definitions?

- Interaction designers make services easy to read and to use
- Content designers make services easy to understand
- Service designers make services easy to get done and move on

A large, irregular thought bubble with a grey outline. Inside the bubble, the word "Thoughts?" is written in a teal, sans-serif font. To the bottom-left of the main bubble, there are three smaller circles of increasing size, also with grey outlines, arranged in a diagonal line.

Thoughts?

A large, irregular speech bubble with a grey outline. Inside the bubble, the word "Comments?" is written in a teal, sans-serif font. The bubble has a long, thin tail pointing towards the bottom-right corner.

Comments?

Questions (and contact details)

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