

“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?”



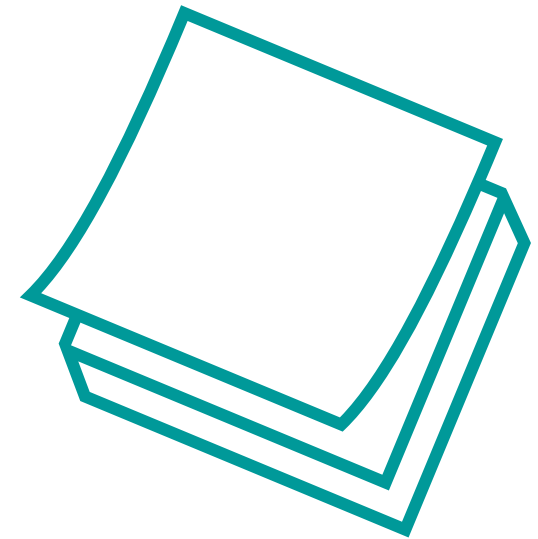
12:30 PM · Jun 14, 2022 · Twitter for iPhone

What is your answer?

Write down your definition of a service designer

Optional:

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



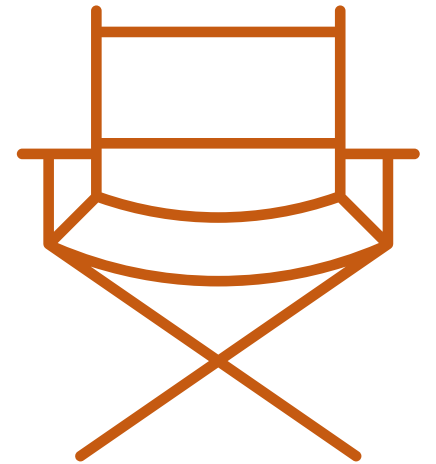
The people asking are completely new

- 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



Some people chose to share their definitions

After discussing in groups, some of the stickies went onto a convenient wall.

Coming up: larger images and the text on the notes



Someone who holds a vision of how a service can work

Helps join stuff up so it's less painful / let people get on with their lives

Someone to help find problems, imagine the future, and make it happen

Someone who holds a vision of how a service can work

HELPS JOIN STUFF UP SO ITS LESS PAINFUL
let people get on with their lives

~~Someone able to string together~~
Someone to help find problems, imagine the future, and make it happen

Someone who designs services

Something that helps someone do something

Person(s) who create a product or service that helps others (users) do or achieve something

'constructive meddling'
[credit: Francis Rowland]

Someone who designs services

A SERVICE DESIGNER HELPS THE DESIGN OF SERVICES

what is a service
- something that helps someone do something

Person(s) who create a product or service that helps others (users) do or achieve something

'constructive meddling'

[credit: Francis Rowland]

(Hiring manager) Someone to help identify and improve (something)

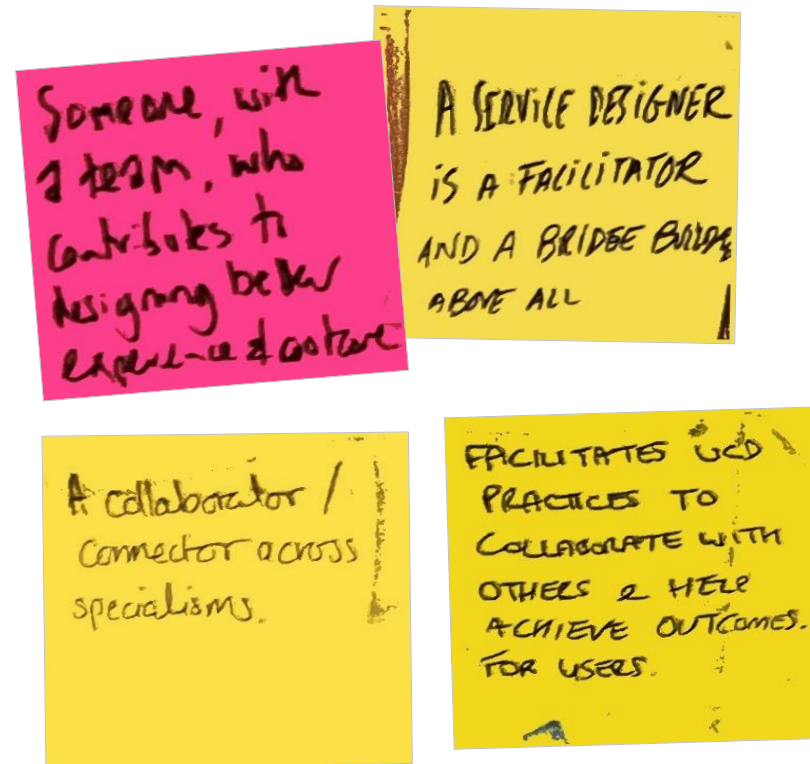


Someone with a team, who contributes to designing better experience & cust. care

A service designer is a facilitator and a bridge builder above all

A collaborator/connector across specialisms

Facilitates UCD practices to collaborate with others & help achieve outcomes for users



“Comfortable with uncertainty”

Someone who helps others be the glue between end to end and front and back

It can demand many skills: being able to talk to many different people; collating + analysing; Thinking + doing

Thinking + doing

Comfortable with
uncertainty

Someone who
helps others be
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It can demand many
skills → being able to:
- talk to many differ
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Thinking
+
Doing

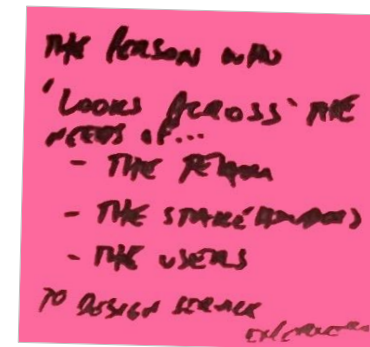
'Looks across' the needs of:

- The person
- The stakeholders
- The users

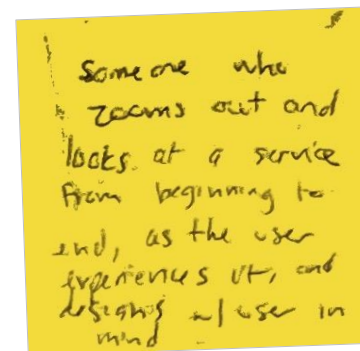
To design service experience

Someone who zooms out and looks at a service from beginning to end, as the user experiences it, and designs with user in mind

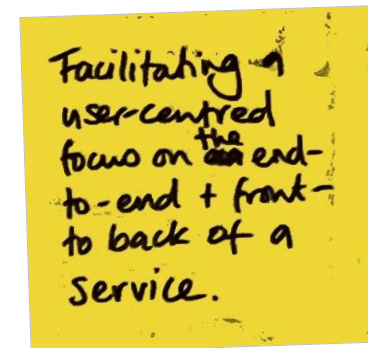
Facilitating of user-centred focus on the end-to-end + front-to back of a service



THE PERSON WHO
'LOOKS ACROSS' THE
NEEDS OF...
- THE PERSON
- THE STAKEHOLDERS
- THE USERS
TO DESIGN SERVICE EXPERIENCE



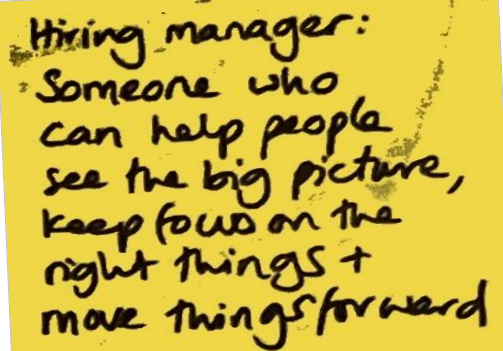
Someone who zooms out and looks at a service from beginning to end, as the user experiences it, and designs with user in mind



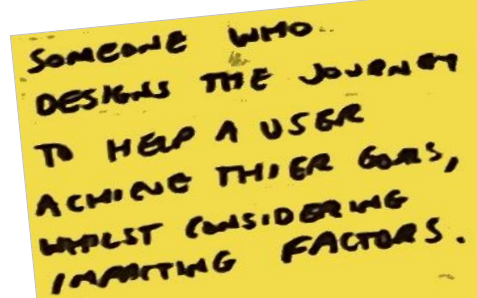
Facilitating a user-centred focus on ^{the} end-to-end + front-to back of a service.

Hiring manager: someone who can help people see the big picture, keep focus on the right things + move things forward

Someone who designs the journey to help a user achieve their goals, whilst considering impacting factors



Hiring manager:
Someone who
can help people
see the big picture,
keep focus on the
right things +
move things forward



SOMEONE WHO
DESIGNS THE JOURNEY
TO HELP A USER
ACHIEVE THEIR GOALS,
WHILST CONSIDERING
IMPACTING FACTORS.

“The conductor of all the needs”;
“The connector”; “the all seeing eye”
(new) users service design best practice techniques collaboratively with teams to help them ensure their services are solving whole user problems and are the best they can be end + end

Helps teams to design + deliver best possible end-to-end services that solve whole user problems

What is service design in this organisation EG DWP

“The conductor of all the needs”
“The connector”
“the all seeing eye”

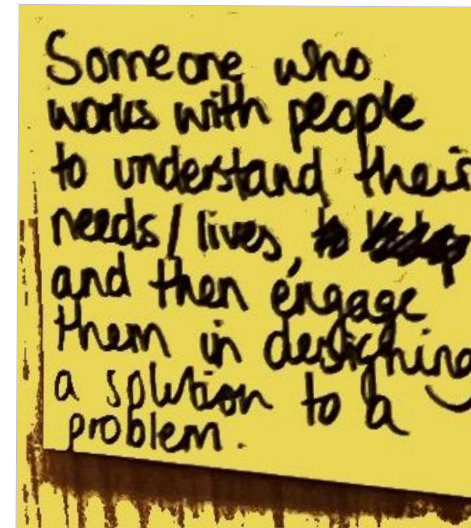
(NEW)
~~the~~ uses service design best practice techniques collaboratively with teams to help them ensure their services are solving whole user problems and are the best they can be end+end

Helps teams to define + deliver best possible ~~great~~ end-to-end services that solve whole user problems

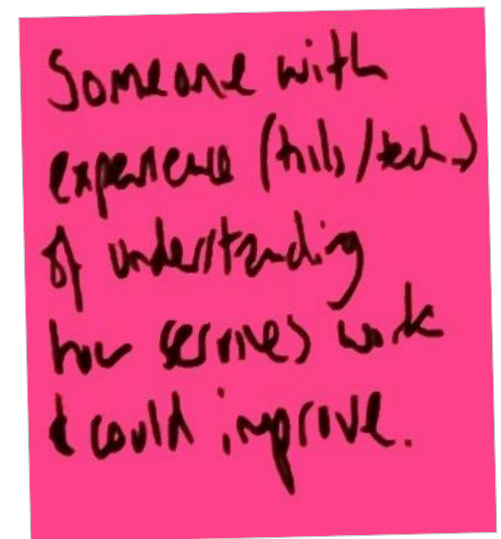
What is service Design in this organisation EG DWP.

Someone who works with people to understand their needs/lives, and then engage them in designing a solution to a problem

Someone with experience (tools/tech) of understanding how services work + could improve



Someone who works with people to understand their needs/lives, ~~to help~~ and then engage them in designing a solution to a problem.



Someone with experience (tools/tech) of understanding how services work & could improve.

Supports the evaluation & creation of services that help people

Designing the stuff behind the app – when you make an appt on NHS app, designing the stuff that makes that happen

Researches & designs services (like paying your council tax) so they work for you!

SUPPORTS THE
EVALUATION &
CREATION OF
SERVICES THAT
HELP PEOPLE

DESIGNING
THE STUFF BEHIND
THE APP - WHEN
YOU MAKE AN APPT
ON NHS APP, DESIGNING
THE STUFF THAT MAKES
THAT HAPPEN

RESEARCHES
& DESIGNS SERVICES
(LIKE PAYING YOUR
COUNCIL TAX)
SO THEY WORK
FOR YOU!

- Someone who designs the end to end service a business delivers to its customers with a focus on how the business delivery that.....against the....based on the customer & business user needs



-person ... 'looks across the needs of...

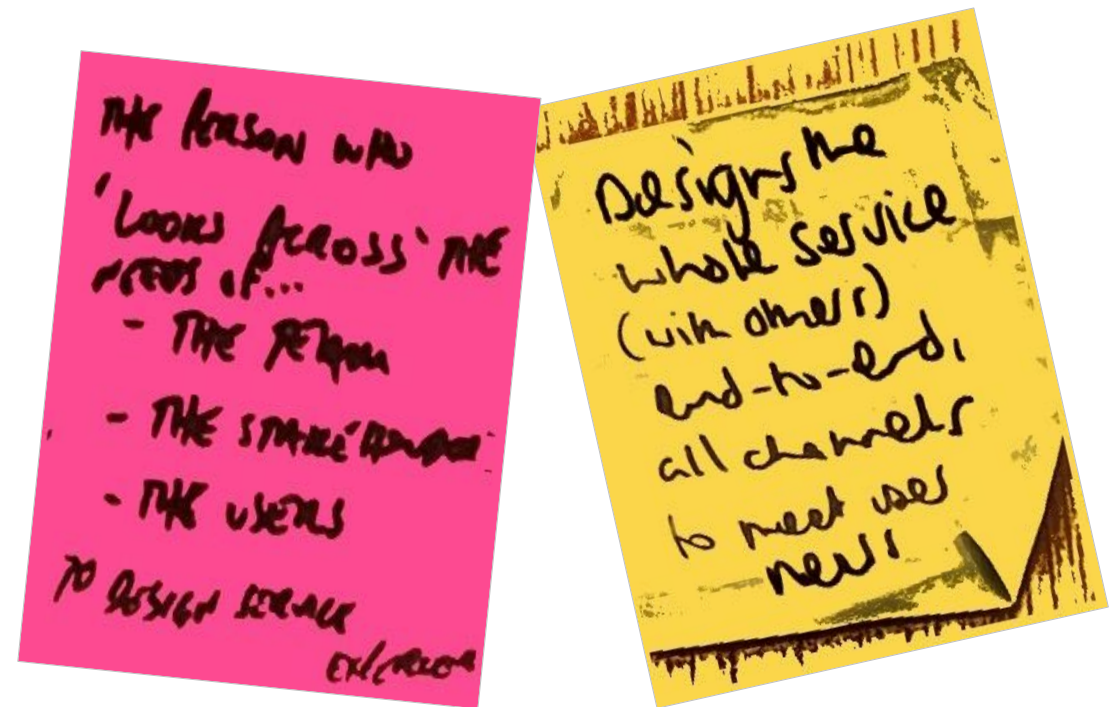
- the person

- the stakeholder

- the users

To design service experience

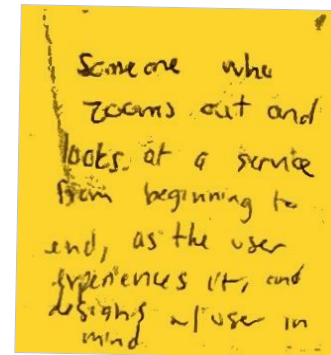
- Designs the whole service (with others) end-to-end, all channels to meet user needs



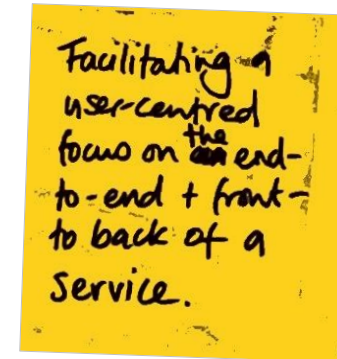
Someone who zooms out and looks at a service from beginning to end, as the user experiences it, and designs w/user in mind

Facilitating of user-centred focus on the end-to-end + front-to back of a service

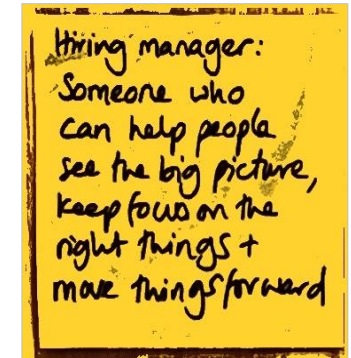
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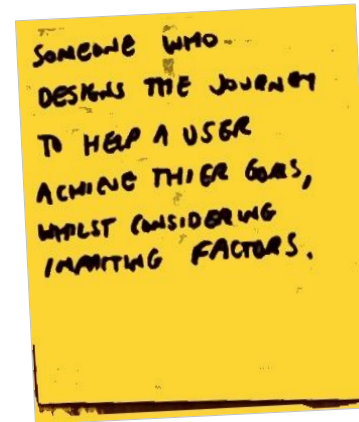
Facilitating a user-centred focus on ~~an~~ end-to-end + front-to back of a service.



Hiring manager: Someone who can help people see the big picture, keep focus on the right things + move things forward

Someone who designs the journey to help a user achieve their goals, whilst considering impacting factors

For someone new: making things like public services inclusive and accessible for everyone



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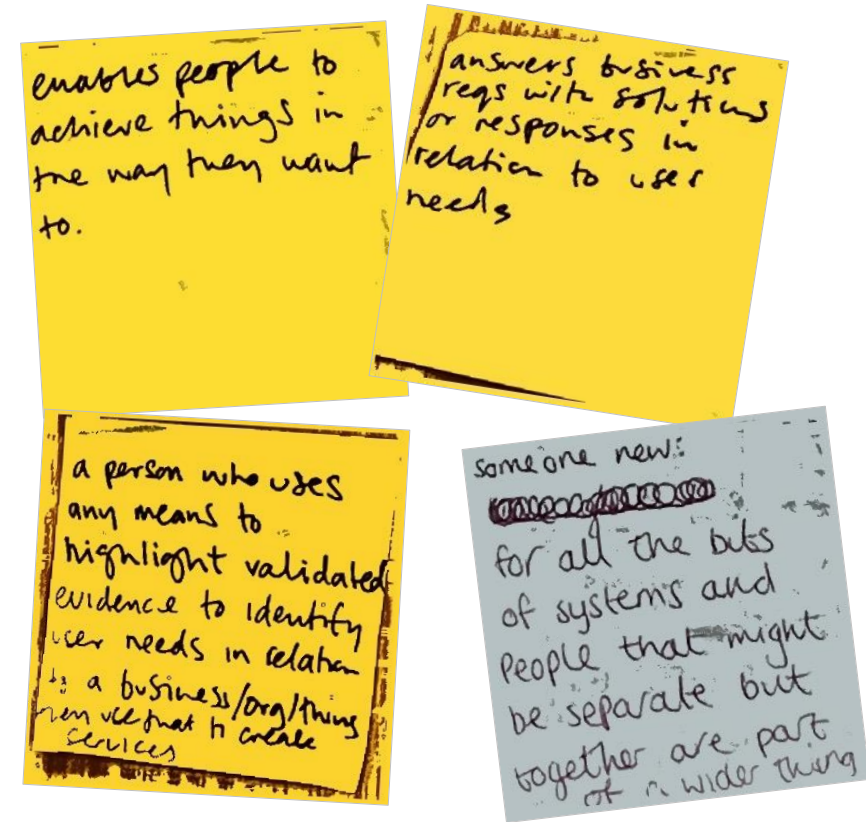
For someone new:
Making things
like public services
inclusive and
accessible for
everyone

Enables people to achieve things in the way they want to

Answers business reqs with solutions or responses in relation to user needs

A person who uses any means to highlight validated evidence to identify user needs in relation to a business/org/thing then use that to create services

Someone new: got all the bits of systems and people that might be separate but together are part of a wider thing



enables people to achieve things in the way they want to.

answers business reqs with solutions or responses in relation to user needs

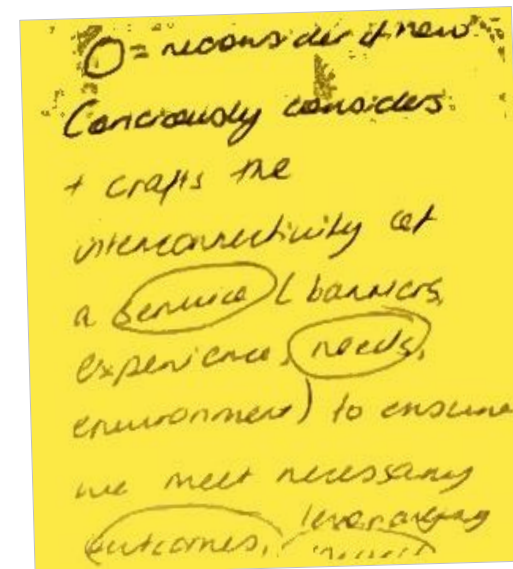
a person who uses any means to highlight validated evidence to identify user needs in relation to a business/org/thing then use that to create services

someone new: ~~concept~~ for all the bits of systems and people that might be separate but together are part of a wider thing

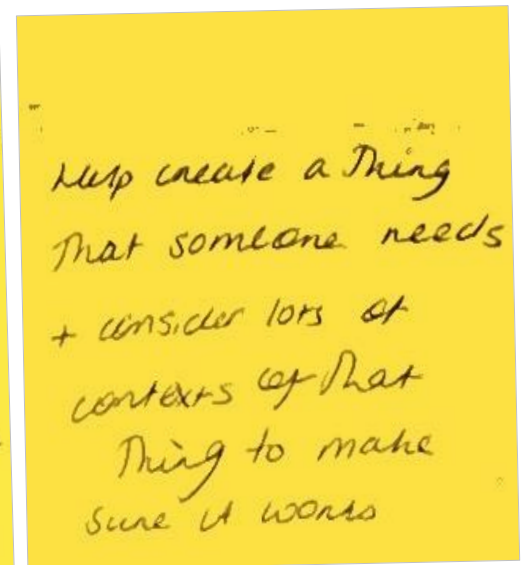
Consciously considers + crafts the interconnectivity of a service (barriers, experience, needs, environment) to ensure we meet necessary outcomes, leveraging insight

[there is also a note “Reconsider if new” and the words “service”, “needs”, “outcomes”, and “insight” are all circled]

Help create a thing that someone needs + consider lots of contexts of that thing to make sure it works



O = reconsider if new
Consciously considers
+ crafts the
interconnectivity of
a service (barriers,
experience, needs,
environment) to ensure
we meet necessary
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insight



Help create a Thing
That someone needs
+ consider lots of
contexts of that
Thing to make
sure it works

A large, irregular thought bubble with a grey outline, containing the text "Thoughts?". To its left and below are three smaller, empty circles of increasing size, also with grey outlines, suggesting a trail of thought.

Thoughts?

A large, irregular speech bubble with a grey outline, containing the text "Comments?". It has a pointed tail at the bottom right.

Comments?


I do “what is a form” like this

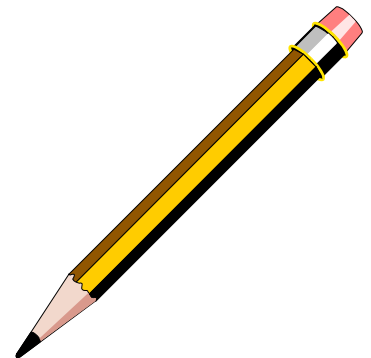
We are going to try [something relevant to client]

We want to [do something]

This works better in online meetings

Please

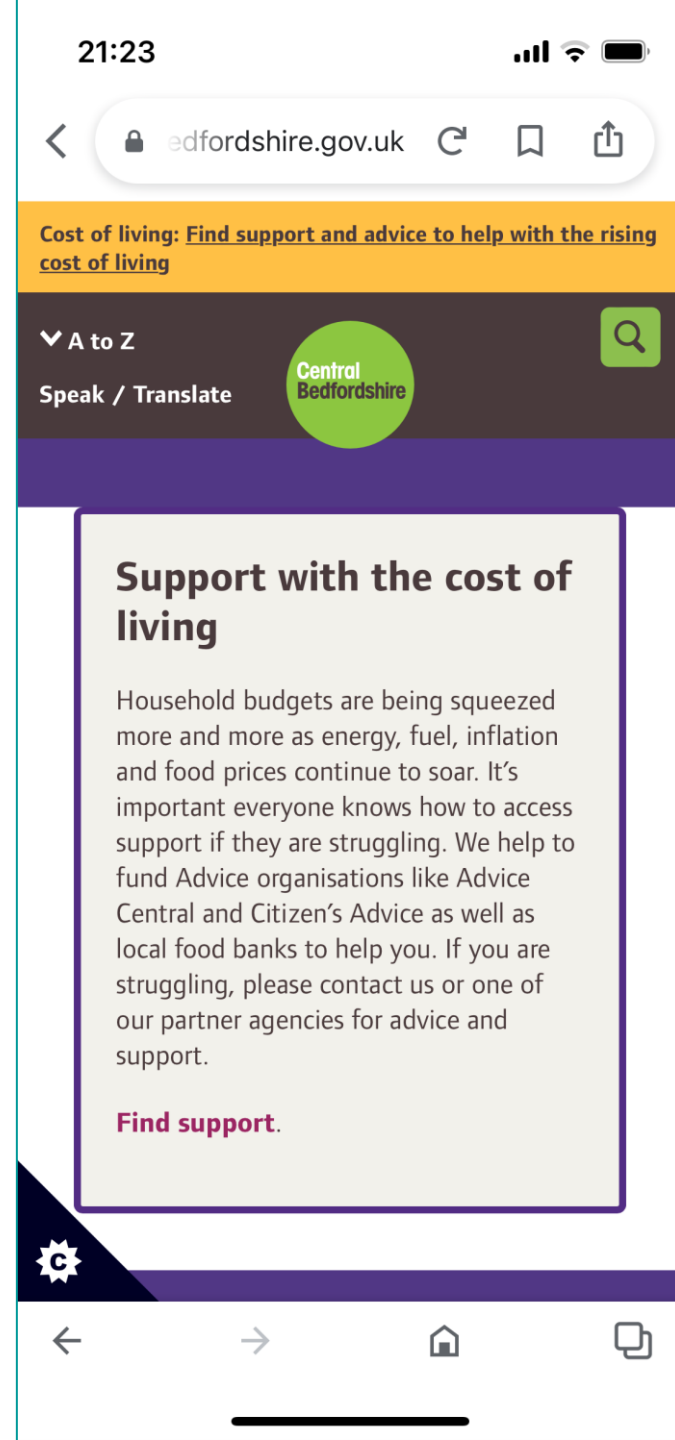
- RAISE your hand now 
- LOWER your hand when you see the page with the form
- Make a note of the page number that is the form
(and of anything else that you notice)



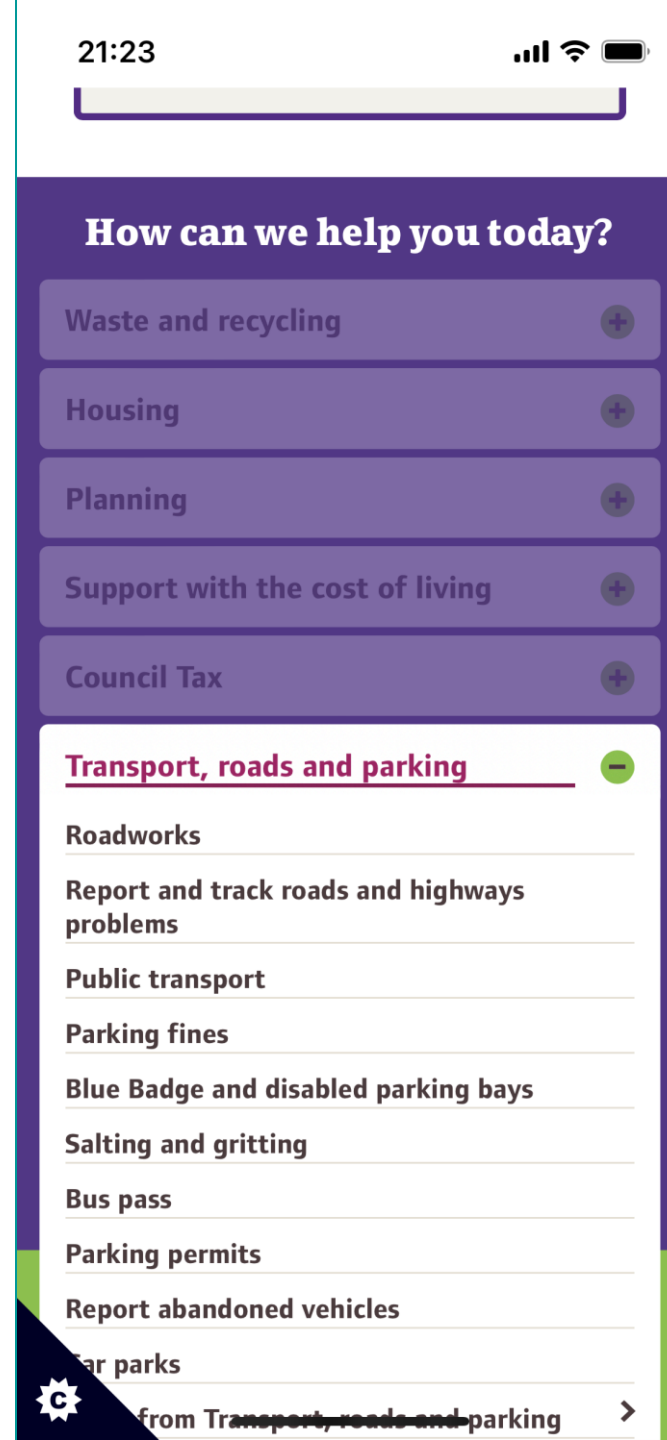
Let's try it now. We're paying a parking ticket.

- 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?



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?

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

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PCN details

Vehicle Registration Number *

Penalty Charge Notice (PCN) *

Search

4

21:23

- 4. Final parking fines appeal - Independent Parking Adjudicator
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1

21:23

edfordshire.gov.uk

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

A to Z

Speak / Translate

Central Bedfordshire

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

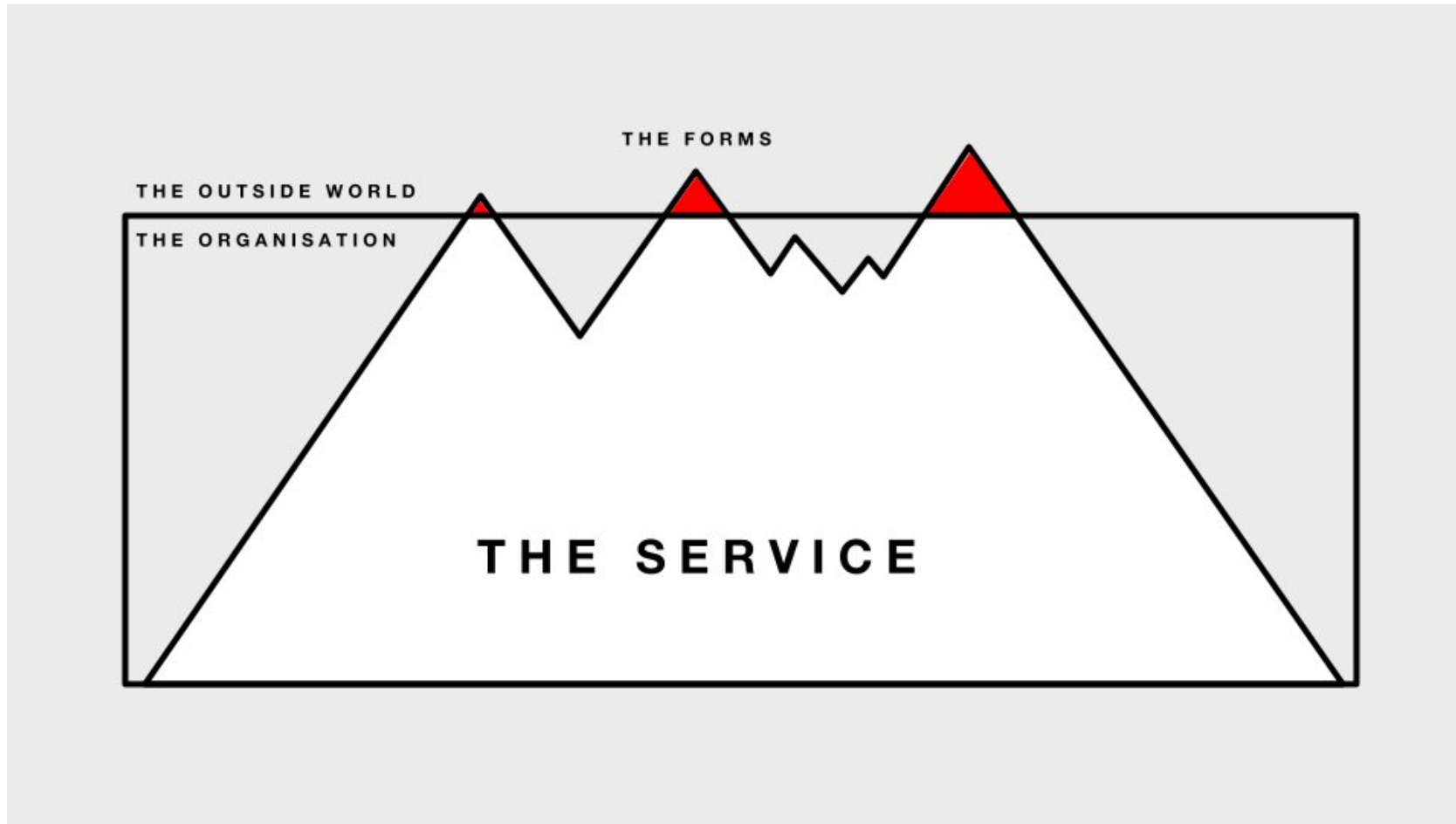


Content design

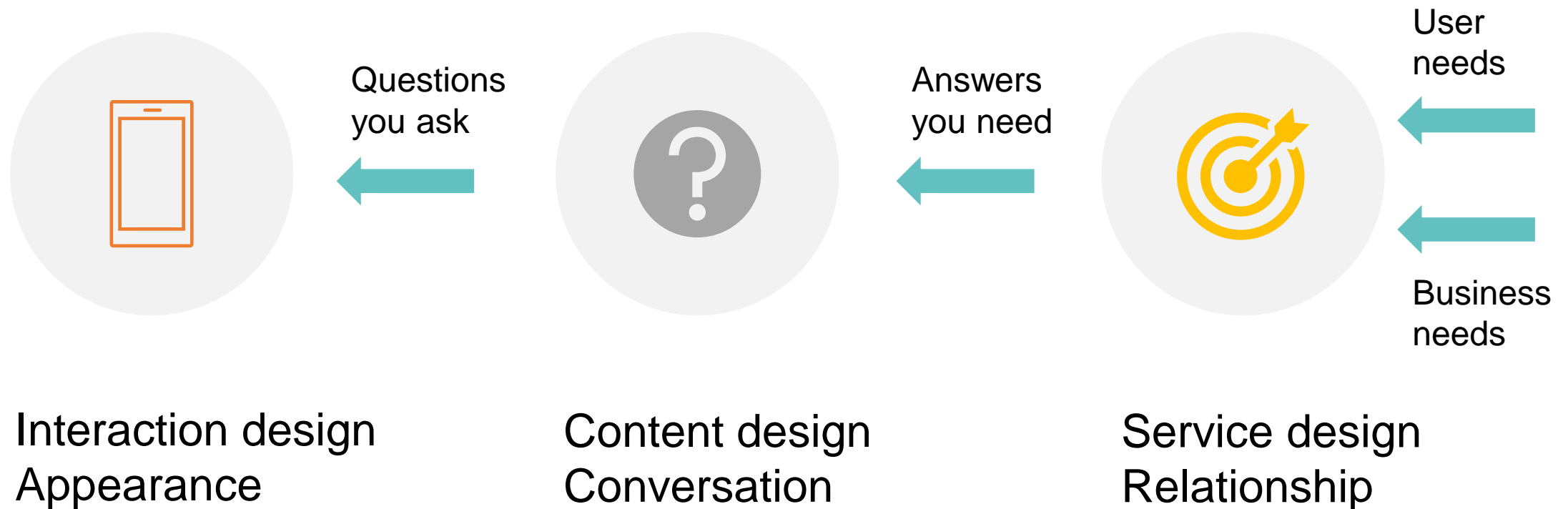


Service design

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



Easy to read
→
Easy to use

Interaction design
Appearance



Easy to understand
→
Easy to answer

Content design
Conversation



Easy to get it done
→
Easy to move on

Service design
Relationship

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

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Questions (and contact details)

Caroline Jarrett

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