**Digital Government and CX Community**

# Citizen-Centric Design and Delivery

**TRAINING**

## Embedding the Citizen in Digital Products and Services

Facilitated by
**TANIA WILSON**
Assistant Commissioner, Design and
Improvement Branch
**Australian Electoral Commission (AEC)**

**Online → 9 & 16 June 2022, 10am – 2:30pm AEST**

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# Embedding the Citizen in Digital Products and Services

Since the pandemic begun, Governments from around the world have been under immense pressure to deliver timely and cost-effective services to citizens in crisis. Throughout COVID-induced service delivery transformation, agencies from across jurisdictions have sought to design and delivery user-friendly and customer-centric services that can be sustained beyond pandemic times.

Embracing citizen-centric methodologies and approaches to service design and delivery has been key to producing better societal outcomes for individuals, businesses and communities throughout the last two years. Impact measurement, design thinking and place-based approaches are just a few methodologies that Government has begun to embed in design and delivery to ensure their services meet the needs of citizens.

Beyond pandemic-born transformation, many jurisdictions have now developed whole-of-government standards and strategies that aim to employ a 'digital-first' approach. To best meet these standards and support these strategies, all agencies must learn how to embed the citizen in their digital products and services.

Through an innovative mix of lecture-style presentations, interactive group exercises and expert feedback, the **Citizen-Centric Design and Delivery** online training session will equip participants with implementable tools, frameworks and strategies to keep the citizen at the core of their services. By exploring how to build digital experiences around user needs and data, participants will learn how to design and deliver services that exceed expectations and deliver positive outcomes.

Under the guidance of our expert facilitator, this training session will equip attendees with human- centred approaches that help to tackle growing expectations, fluctuating demand and changing operational environments. Participants will leave with both theoretical and practical knowledge, as well as implementable strategies they can embed in future projects and share with their multidisciplinary teams.

## Not Just a `Training Session`

- **Learn service design and delivery methodology** - learn the agile and incremental project stages of best-practice service design and delivery to improve CX and create positive experiences for users.

- **Build digital products around user needs** - explore how to conduct user research, gain buy-in for service redesign projects and gain actionable insights from user data.

- **Develop an Understanding of the Whole User Experience** - collaborate with partnering agencies and stakeholders to share data, broaden service reach and create more seamless services.

- **Balance Human Centred Design (HCD) with business restraints** - strategise how to embed customer-centric, outcomes-based approach, despite legislative limitations.

## Who `Attends`

The **Citizen-Centric Design and Delivery** online training session has been specifically designed for public sector professionals working in service delivery and improvement, Customer Experience (CX) and outcomes, online services and products, and digital transformation. It has been designed to equip participants with implementable strategies to better inform decision-making, identify areas of focus and drive an outcomes-focused CX and digital transformation strategy.

The course is suitable for any public sector professional seeking to establish a proactive and human- centred CX strategy to elevate their digital service delivery beyond COVID-standards. It's also suitable for public servants who are early in their digital transformation journey, and want to understand how to embed customer-centric approaches in their work moving forward.

# Meet Your **Facilitator**



Facilitated by
**TANIA WILSON**
Assistant Commissioner, Design and
Improvement Branch
**Australian Electoral Commission (AEC)**

Tania Wilson is currently the Assistant Commissioner, Design and Improvement Branch in the Australian Electoral Commission (AEC), with responsibility for the design of client-facing services, internal business processes for parliamentary and industrial elections, and electoral event policy and procedures. Her role also involves providing subject matter input into the AEC's modernisation program.

Tania has previously worked across service design and delivery roles for the Department of Home Affairs, establishing a service design capability for the agency, leading service design for visa programs, and working with the Digital Transformation Agency on the Permissions Capability Program.

Tania joined the Australian Public Service in 1998 as a Graduate with the then Department of Immigration and Multicultural Affairs. Throughout her 24-year public service career, Tania has worked in a range of roles including public affairs, policy, program management, service delivery and service design.

Throughout her career Tania has undertaken three overseas postings - Mumbai (2001-03) and New Delhi (2011-14) in India, and Amman, Jordan (2006-09), and an interstate posting in South Australia (2003-05). Tania also served as an Immigration Advisor within the Department of Prime Minister and Cabinet in 2005.

# Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.**

- To participate you'll need:
- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Current challenges you are facing

**CLICK HERE TO REGISTER**

# Explore the Agenda

**Module One – Introduction, Purpose and Approach**

**10:00am**   **PSN Welcome and Introductions**

**10:10am**   **Training Overview, Objectives and Outcomes and Icebreaker**

**10:30am**   **An Introduction to Service Design and Delivery**
- Establishing a common framework for public sector agencies from across jurisdictions to deliver government services
- Providing an overview of the Digital Service Standard, and how service design and delivery can help government to employ an agile and user-centred approach
- Underpinning the approach with user needs, and understanding how to capture user requirements and behaviours

**11:15am**   **Understanding the Stages of the Service Design and Delivery Process**
- Defining four stages of the process, including Discovery, Alpha, Beta and Live
- Remaining agile by allowing the stages to become flexible, non-linear and cumulative
- Exploring how to apply the 'double diamond' approach within each stage

**11.45am**   **Breakout Activity:** Analyse a key project from your agency, and align key actions and priorities with stages of the design and delivery process

**12:15pm**   **Break**

**Module Two – Collaboration as Key**

**12:45pm**   **Welcome Back and Recap**

**1:00pm**   **Understanding the Whole User Experience across Jurisdictions**
- Interrogating the current user experience of services, and strategising how to reduce fragmentation between products, platforms and 'owners'
- Unifying multi-disciplinary and inter-agency teams by providing shared assets, language and frameworks
- Enhancing collaboration by exploring how to meet Digital Service Standards, enhance service management and chart user journeys

**2:00pm**   **Breakout Activity:** Review the end-to-end user experience of your services, identify key stakeholders and strategise how to interoperate to create seamless CX

**2:30pm**   **Training Day 1 Close**

**DAY 2 - 16 June 2022, 10:00am - 2:30pm AEST**
**Module Three – Application & Evaluation**

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| **10:00am** | **PSN Welcome Back** |
| **10:10am** | **Overview, Recap and Reflections** |
| **10:30am** | **Group Project: Project Brief – Redesign your Service Delivery Model** |

- Breakout into groups for a hands-on learning experience
- Harness both theoretical and practical knowledge and apply it to public sector service
- delivery models
- Work on government case studies and explore leading examples

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| **11:15am** | **Group Project: Project Application – Harnessing User Research to Inform Decisions** |

- Bring user data to the session to better inform your service delivery model
- Collaborate with stakeholders to share user data and broaden service reach
- Reduce the risk of expensive failures by revising engrained assumptions about users

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| **12:00pm** | **Break** |

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| **12:30pm** | **Welcome Back and Final Preparations** |
| **12:45am** | **Group Project: Project Presentation – Pitch and Share** |

- Present your mini-project with the group
- Harness techniques, tools and frameworks to justify your renewed service delivery m
- Benchmark against your peers

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| **1:45pm** | **Group Project: Project Review – Evaluation and Feedback** |

- Peer-review fellow participants projects
- Receive professional feedback and constructive criticism from facilitator
- Be referred to further resources for building best practices and top tips

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| **2.15pm** | **Summary and Closing Notes from Facilitator** |
| **2:30pm** | **Training Day 2 Close** |

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