

Session 2 / Caerdydd 1 & 2 / Yellow

Title: How Do we Keep Going with Service Design?

Approx. number of attendees: 30

Leader(s) name: Rasha and Kay

Scribe name: Meilys Heulfryn Smith

Facilitator name:

Discussion Notes:

Most people in the room had experience of where the Minimum Viable Product is taken as the actual product in the end.

Having clear service outcomes that leadership has bought into is helpful in showing the link between the internal service design changes and the longer term impact on people.

Can we learn from manufacturing? Companies realise that the journey is important – the entire entity, rather than pulling something apart into separate components. Still have sum of the parts, but looking at them as part of the whole.

Understanding the difference between a Business Analyst (BA) and a Service Designer (SD) is relevant and useful. Both need the bigger picture, but the BA will look at aspects that go beyond SD. A common factor is that the right stakeholders have to be identified and engaged with.

Very few people have the experience that the organisational structure truly reflects what happens in reality. Same applies to service process maps.

Having very short slots for discussion in Board Meetings can be problematic.

Kate Tarling – author. Suggested ways about how to bring the right people around the table for conversations.

Having fewer projects within organisations could lead to better success. Doing less, but from a service point of view rather than a project point of view.

Majority of people in the session find themselves working on a wide range of things. Digital Public Services might say something like “speak to your data scientist” but the reality is that a lot of organisations don’t have a dedicated role.

We have heads of functions, rather than heads of services. Still largely led by waterfall approaches. A lot of talk of ‘User Centred Design’ but it’s still the lesser known way of doing things. A culture change matter which will take time.

Design principles probably need to be different for internal aspects, and can be different for similar organisations. However, likely that they’re close enough to be good enough and it isn’t necessary to become too hung up on this.

Making changes, even very small ones, are important. Getting into the habit of actually changing something can be one of the main challenges for teams to address. Important not to prototype for long times on end without seeing some change.

Blueprint document published recently by DSIT – really important. Even though England is significantly bigger than Wales, somehow they’ve managed to have enough influence to have some traction.

Service Standards in Wales – opportunity in Wales to ensure things do change. At least it gives some hope and something to encourage action within local authorities. A lot of it comes down to treasury decisions around funding, because there’s a link between that and being able to meet the service standards.

What makes a good service designer in people’s opinion? – speak truth to power was one view in the room.

What actions were agreed and by who?:

No actions were agreed but numerous ideas discussed, as seen above.