From Concept to Delivery

A User-Centric Approach to Online Services

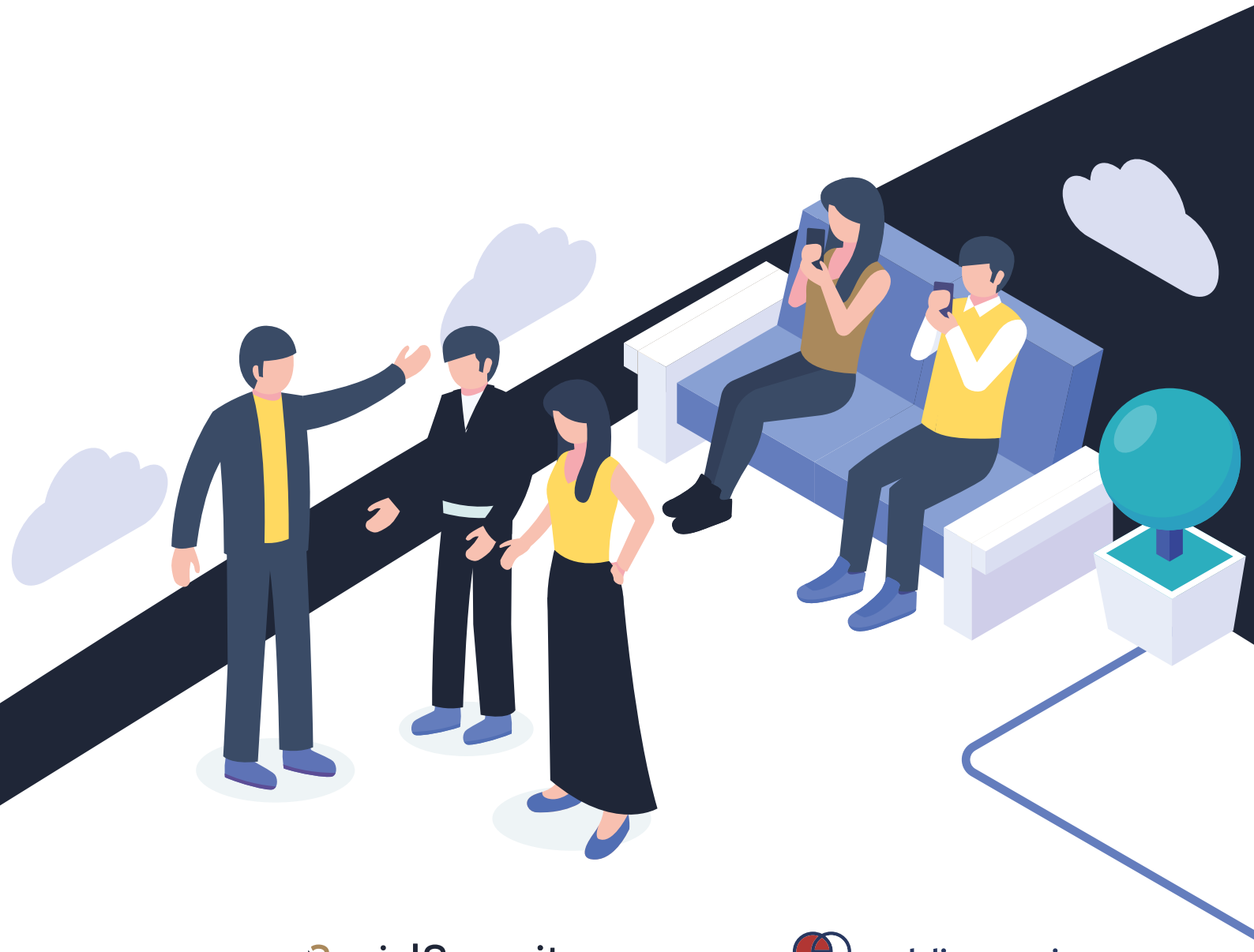

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table of contents

02

01 Service Design

02

02 Specific Concepts

03

03 Service Design Approach

04

04 Service Design Process

01
service design

The Department of Social Security (DSS) is committed to providing high-quality online services, designed and delivered seamlessly to any citizen who may require them at any time. Technology plays a significant role in making this commitment possible. It is no longer merely a tool for automating back-office functions and improving efficiency; instead, it has taken on a transformative role in the design and delivery of online services.

02
specific concepts

These concepts collectively drive efficient user-centered online services while enhancing internal efficiency.

- **Client-Centric** - Online services should prioritise the needs of clients over the DSS's internal processes. Placing clients first requires continuous interaction and participation in prioritisation, design and implementation.
- **Holistic approach** - DSS units collaborate to deliver comprehensive solutions for clients.
- **Once-Only-Principle** - Sharing and reusing data among DSS units eliminates the need for clients to provide the same information repeatedly.
- **End-to-End Services** - The DSS strives to offer citizens a seamless and comprehensive service experience, encompassing all stages from the initial request to the final delivery, while ensuring clients needs and expectations are met.
- **Digital by Default** - Digital delivery is the default choice for social security services.
- **Process Re-engineering** - The rollout of online social security services necessitates streamlining, simplifying and re-engineering business processes, benefiting both clients and DSS internal efficiency.

03
service design approach

Services are the foundation that connects the Department of Social Security with its clients, as well as the people who provide them. Every aspect of the service, from design to delivery, should involve the client. Understanding the client's needs, expectations and challenges is crucial for delivering an excellent service. Service design should incorporate the client's expectations to meet their demands. To ensure consistency across all online services, it is essential to adhere to service design standards. Furthermore:

- **Online Services** - We must adhere to clearly defined quality standards, with ongoing monitoring aimed at identifying areas where service may fall short of client expectations, providing valuable insights for improvement.
- **Citizen-Centric** - This approach helps us understand citizens needs and expectations. It is vital to align online services with the requirements and work practices of service providers.
- **Adopting a Comprehensive Approach** - This involves gathering insights from various groups involved in service creation and utilisation, including workers, citizens, and software creators, ensuring a holistic and informed service design process. Such an environment facilitates designer-user collaboration throughout the entire design process. A comprehensive approach supports not only software creation but also helps individuals unleash their creativity and turn their ideas into viable online services.

04
service design Process

To ensure citizen-centric online services, the DSS actively encourages stakeholder and citizen engagement. This involves voluntary participation in panels and focus groups to provide valuable feedback, contributing to the development of enhanced online services. Please note that participation is voluntary and uncompensated.

Benefits of Participation:

- **Influence Service Improvement** - By participating in panels and focus groups, you have the opportunity to directly influence the design and improvement of online services. Your feedback and insights can shape services to better meet the needs and preferences of citizens.
- **Stay Informed** - Participating allows you to stay informed about service design opportunities. This means you can have early access to new features or services, ensuring that you are up to date with the latest advancements.
- **Voice Your Opinion** - Through various channels provided, you can express your opinion and ideas about online services. This can be a platform to share your experiences, suggestions, and concerns, making you an active part of the decision-making process.
- **Community Engagement** - Participation in these activities can foster a sense of community and collaboration. You can engage with like-minded individuals who are also interested in improving online services, creating a supportive and collaborative environment.
- **Shape Policies** - Your input can go beyond service design and potentially influence policies and regulations. By actively participating, you contribute to the development of policies that are more responsive to citizens needs.
- **Learn and Grow** - Participating in service design processes can be an educational experience. You can gain insights into how digital services are developed and improved, enhancing your understanding of the technology and processes involved.
- **Demonstrate Civic Responsibility** - Voluntary participation demonstrates your commitment to civic responsibility and citizenship. It shows that you care about the quality of public services and are willing to contribute to their improvement.
- **Enhanced User Experience** - Your input can directly lead to a better user experience for yourself and others. By participating, you help ensure that online services are user-friendly, efficient, and effective.

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