

# Scaling up human centered design in government

## Centre of expertise for a human-centered digital government

E-Government Conference Session 3A: Service design, co-creation  
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Digital Transformation Office (Belgian Federal Public Service Policy & Support)  
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# Our mission

We **enable the transition** to a **human-centered** digital government by **fostering innovation** and **offering capabilities** to all federal agencies.

# Our guiding principles

## Put people first

Ensuring that our work has a positive impact on citizens, companies and employees by **listening** to them, **involving** them and **validating** their needs in the design process.

## Spark innovation

Supporting federal agencies in **seizing opportunities** and striving for **continuous improvement** by fostering innovation wherever and whenever possible.

## Foster co-creation

Nurturing **joint projects** and **connections** across federal government to **disseminate** good practices, **share** inspirations and **learn** from successes and failures.

# Our offering

## 1 Design

We support and coach teams with tools, training and expertise to build human centered design capabilities

## 2 Experiments

We experiment, test & iterate innovative ideas to co-create workable solutions with impact for our partners

## 3 Solutions

We offer solutions that increase the human aspects of digital services

## 4 Communities

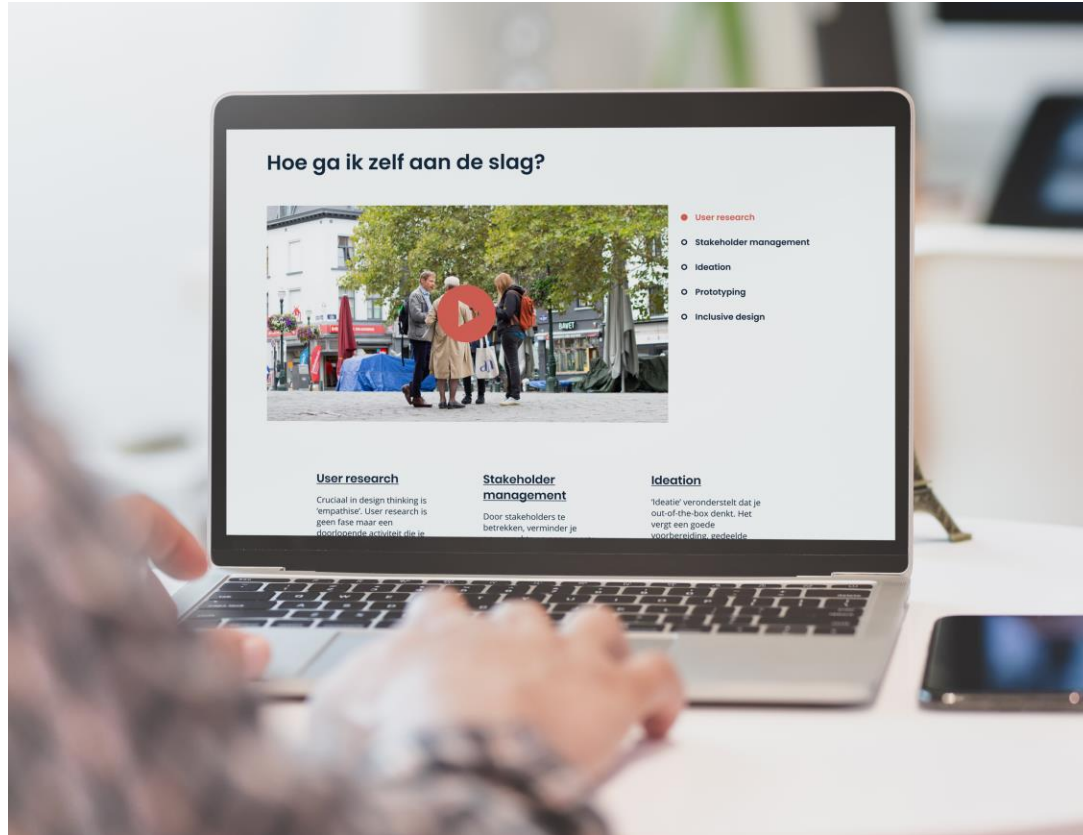
We inspire and connect teams to an ecosystem to learn & grow transversally

# 1

## Design

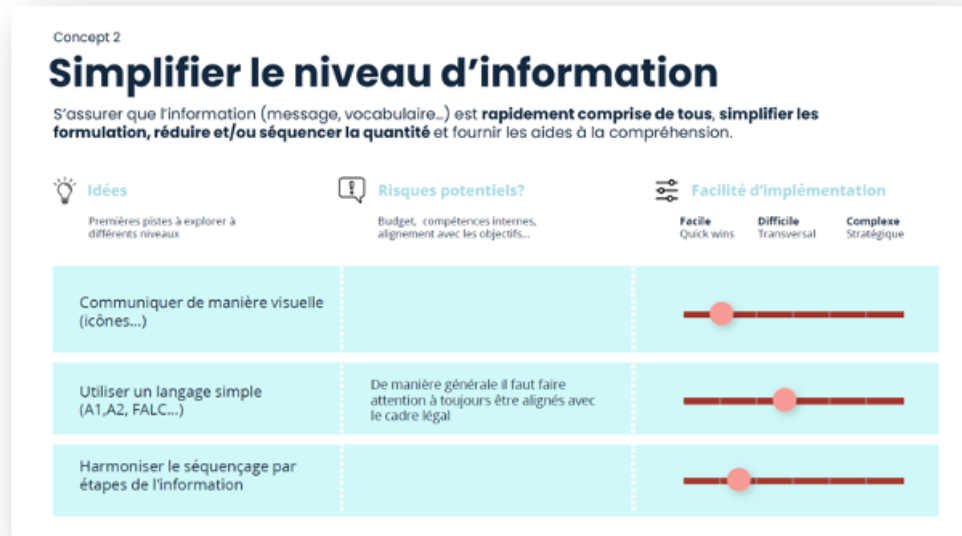
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# Digital Playbook



- Getting started yourself
- A mix of videos and downloadable tools
- Applied to the government context (examples)
- Quick and easy to use
- Topics:
  - Design Thinking
  - User research
  - Stakeholder management
  - Ideation
  - Prototyping
  - Inclusive design

# Digital inclusion by design



- Raising awareness of which citizens are possibly at risk of not accessing digital public services
- Creating tools and sharing best practices to ensure that inclusion becomes a priority
- Starting projects with experts with a focus on the inclusivity of the new service, product or plan.

Wat is ideatie?

BO  
SA digital open



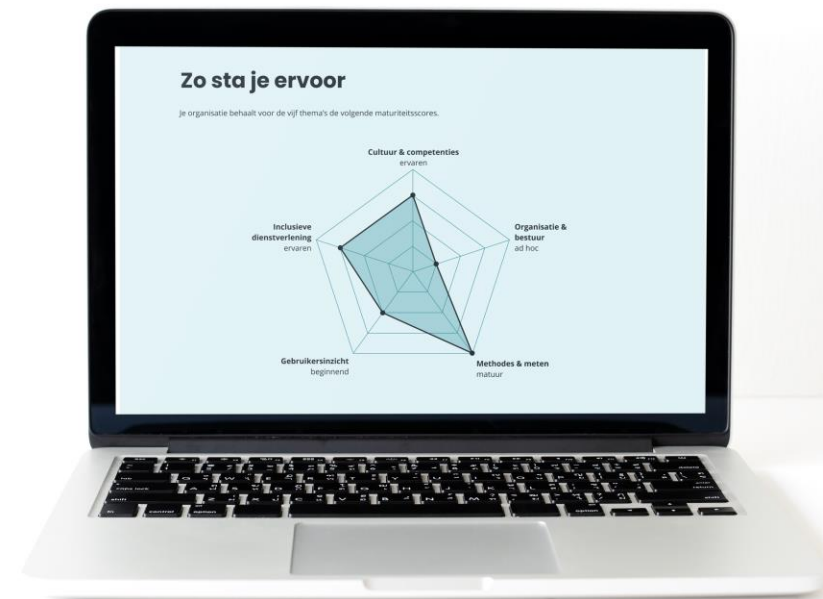
Ideation

Wat is het?  
Qu'est-ce que c'est ?



# Quick scan

- How does your organisation score on these human-centered digital government dimensions:
  - Understanding the user needs
  - Methods & measuring
  - Inclusive services
  - Culture & competences
  - Organisation & governance
- The quick scan helps to understand the starting point and results in a report with your maturity score and specific recommendations.



# Upscaling human centered design capacity

- Framework contract HCD
- Different collaborations possible:
  - Delivering design projects
  - Designers in your team
  - Reinforcing your capabilities through trainings
  - Gathering user insights
- 106 design projects (2019-2021)

### Laten we samenwerken!

Via een raamcontract van DG Digitale Transformatie kun je makkelijk samenwerken met experts. Wij organiseren voor jou een intakegesprek met de partner die jouw uitdagingen helpt aanpakken.

### Boek je intakegesprek

Voornaam \*

Naam \*

E-mail \*

Organisatie \*

Welke van deze thema's maken een deel uit van je uitdaging?

(optioneel)

☐ User Research

☐ Methodology and measures

☐ Inclusive design

☐ Culture and competencies

☐ Organisation and management

Gebruik de **Quickscan** om je noden in kaart te brengen.

Waar mee kunnen we je helpen? \*

☐ Ik geef mijn akkoord aan de DG Digitale Transformatie om de gegevens in dit formulier te gebruiken om contact met me op te nemen. \*

Zie onze [privacyverklaring](#) voor meer informatie.

[Ik boek een intakegesprek](#)

# Example: Shaping the future of digital justice



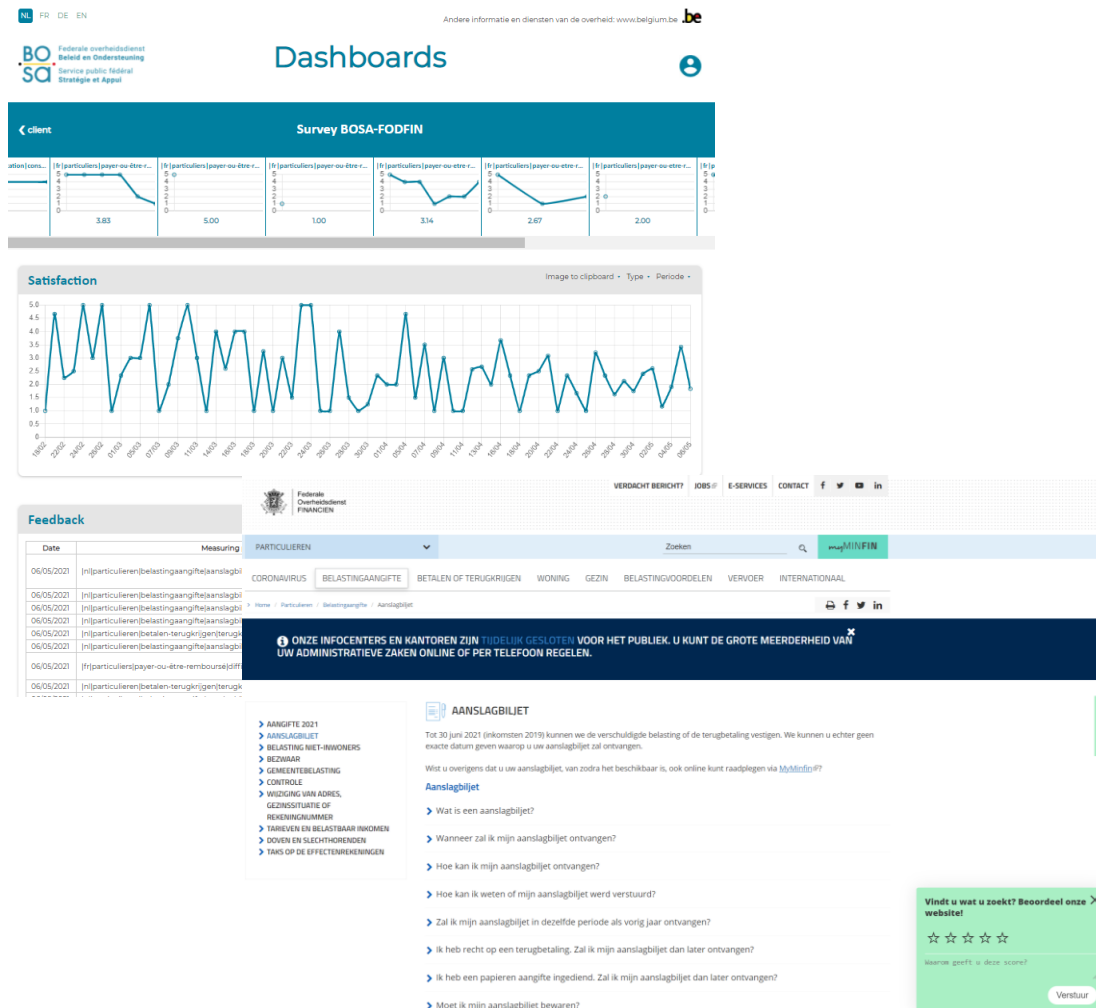
- Challenge:  
How can we make civic procedures accessible online?
- Approach: co-creation from A-Z
- Impact:
  - Ambitious but supported future vision
  - Attention for inclusion through the project
  - Repeat the approach (4 procedures)
  - Build digital solutions

# 2

## Experiments

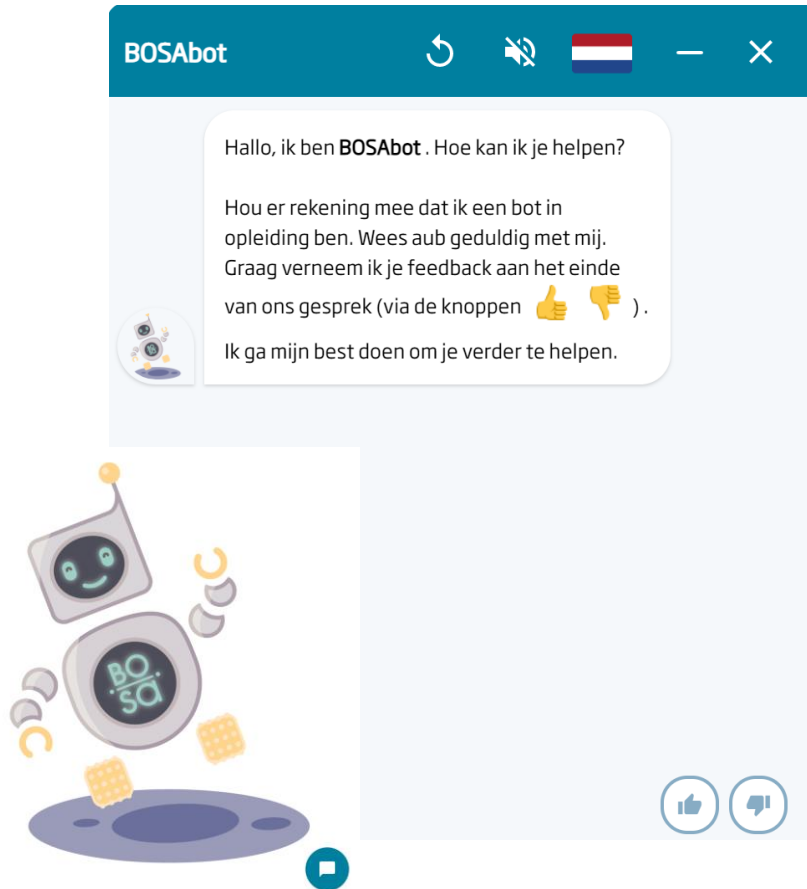
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# User feedback POC



- Measuring user satisfaction & feedback over time for digital government services
- Active and passive user feedback element on specific digital touchpoints to collect in-context feedback
- Dashboard to analyse the user feedback over time
- External partners: Finance Depart., Police
- Next step: scale up to solution

# BOSAbot pilot



- A virtual assistant that can answer questions, give suggestions and link through to additional information when needed.
- Structure: usecase workshops, validation of MVP, creation of pilot, testing & user feedback
- Goal: gaining experience with the learning capabilities of such a solution
- Partner: federal recruitment team
- Next step: scale up to solution

# 3

## Solutions

We offer solutions that increase the human aspects of digital services

# Improved support to citizens

## Bots as a managed service

- A network of connected public service bots that offer 24/7 assistance on the use of digital services
- Government agencies:
  - Ease of use (framework contract)
  - Efficiency gains first line support government services
- Citizens:
  - Improving the experience of digital government services





# Listening to citizens' needs & feedback

## User feedback as a managed service

- (under construction)
- A network of user feedback collection points in order to be able to measure over time the user satisfaction on digital government services
- Government agencies:
  - Ease of use (framework contract)
  - Useful insights on how to improve digital services
- Citizens:
  - Possibility to react to their experience online
  - Being heard by government

# Lowering the barriers to digital government

## Digital Companion Certification

- (under construction)
- Contribution to solving the digital divide
- A training with certification on the ability to offer soft assistance to vulnerable target groups
- Agencies & organisations that work for the common good
- Planned for Q2 2022

# 4

## Communities

We inspire and connect teams to an ecosystem to learn & grow transversally

# Digital Open network



- Giving a podium to ambassadors for human centered design
- Sharing best practices through events & cases
- Short presentations during lunchtime
- Low threshold, interactive Q&A
- Speakers from public services, private sector and academic world
- <https://digitalopen.belgium.be>



# Conclusion

- Bottom-up approach
- Installing the capabilities in partnership with private sector
- Easy & fast access to tools, support and solutions
- Community management



# Dank u! Merci ! Thank you!

**Saskia Verbeeren**

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