



Service design: the holy grail?

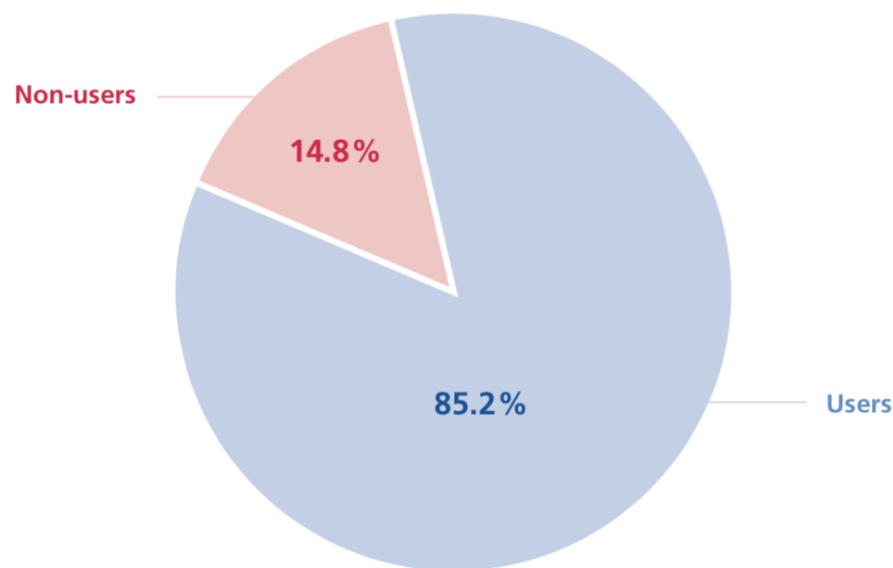
E-Government Conference "Human-Centric Digital Transformation of Public Sector"

10 December 2021

theLisboncouncil

Everyone does it...

85% of innovative public administrations in Europe declare to use co-creation methods –mostly it's just brainstorming with users

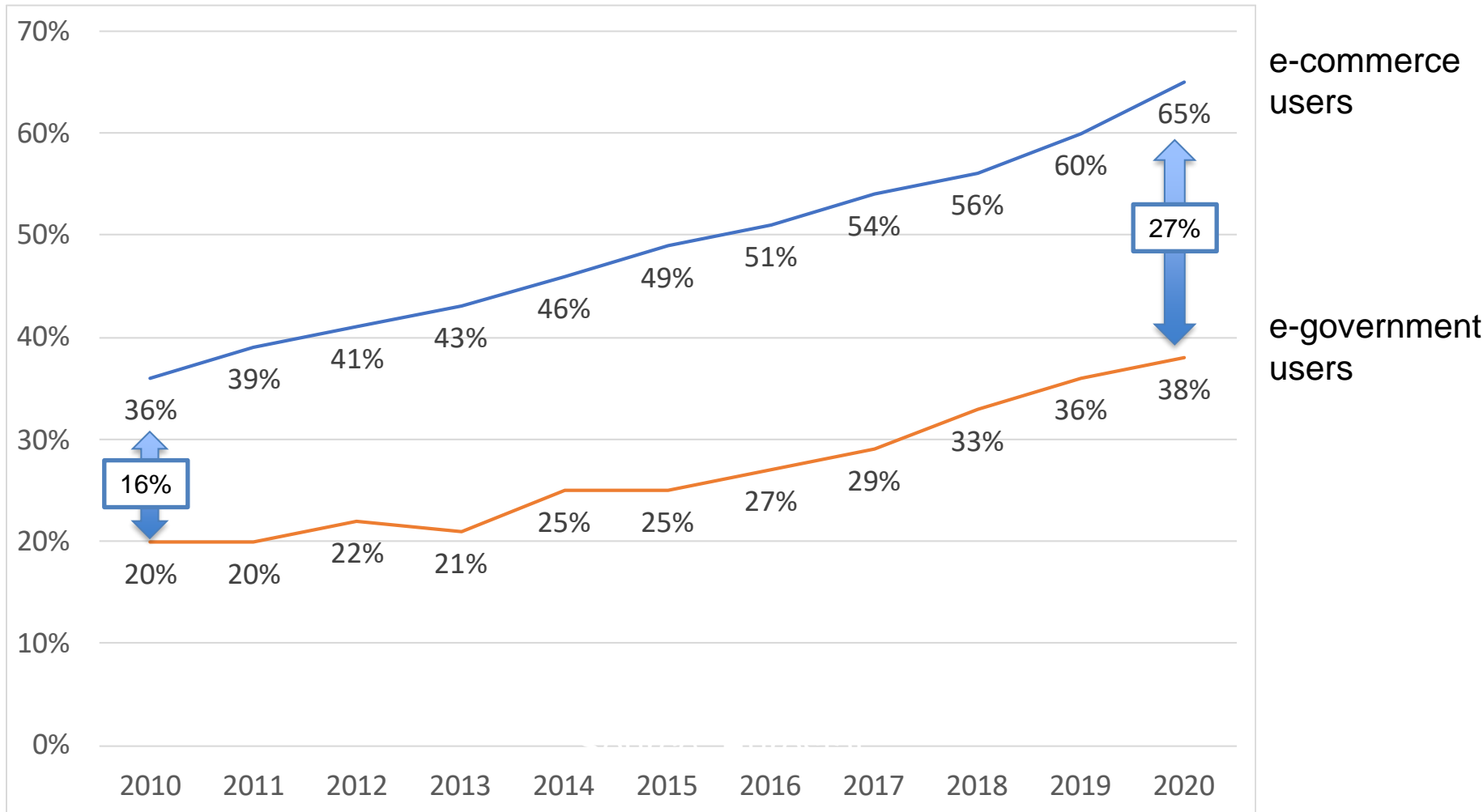


Source: Anthony Arundel, Francesco Mureddu and David Osimo, "The State of 'Co- Creation'" Lisbon Council Policy Brief, Vol 13, No. 1(2020).

Many policy actions

Area	Action
Co-creation	Co-creation in digital strategy (EE, FR, PT, GR, <i>Amsterdam</i>) Co-creation methods (FI, PT, SE, SI, AT, BE, <i>Milan, Athens</i>) Guidelines and principles (UK, PL , CZ, IT, HU) Experimental policy making (FI, SE, PT, <i>Amsterdam, Athens</i>) Citizens idea platforms (IE, EE, BE, LU, <i>Madrid, Turin</i>)
Interoperability	Base registries (DK, EE, NL, UK) Open data portals API (FR, SE, PT, UK, <i>Milan, Amsterdam, Madrid</i>)
Skills	Digital teams (UK, EE, IT, FI, DK) Community building (UK, IT, FI, NL) Training on co-creation (PL, NL, SI)
Monitoring	KPI on adoption (BE, FR, EE, IE, PT, DE, PL, IT, <i>Milan</i>) KPI on co-creation (AT, SE, GR)

So why the (growing) gap?



(source: Eurostat)

It's not rocket science

- Service design is mature and codified

USER RESEARCH
METHODS

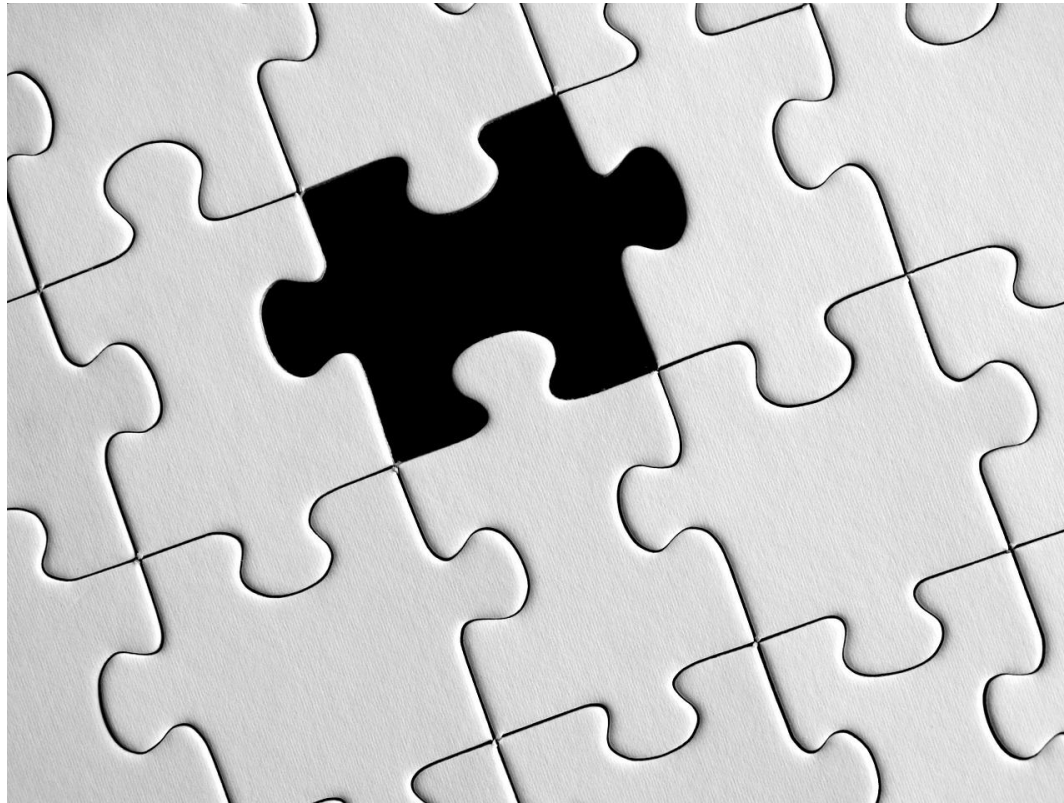
SERVICE
STANDARDS

USER EXPERIENCE
STANDARDS

TEMPLATES AND
TOOLKITS

DESIGN
GUIDELINES

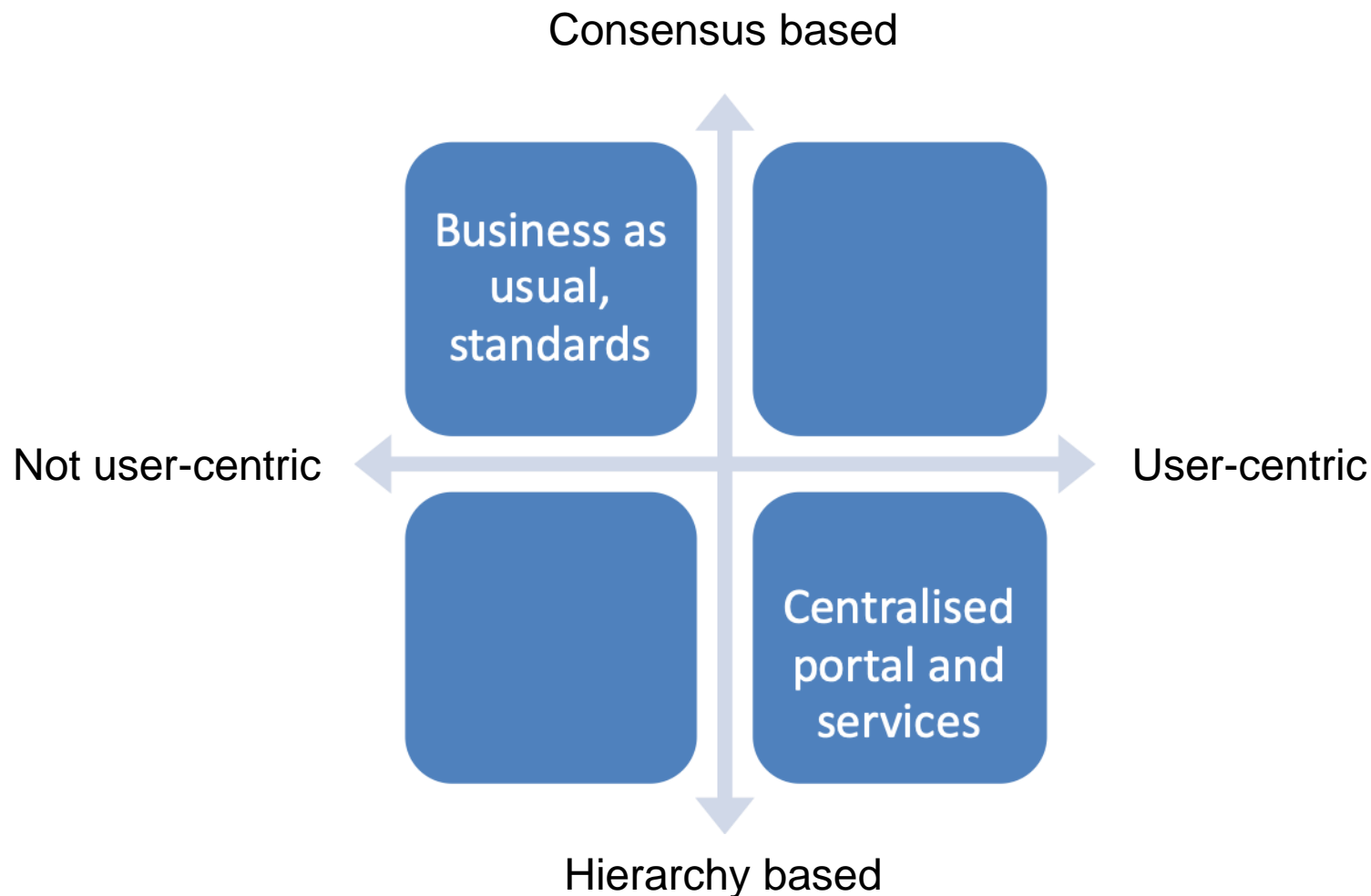
What is the missing piece?



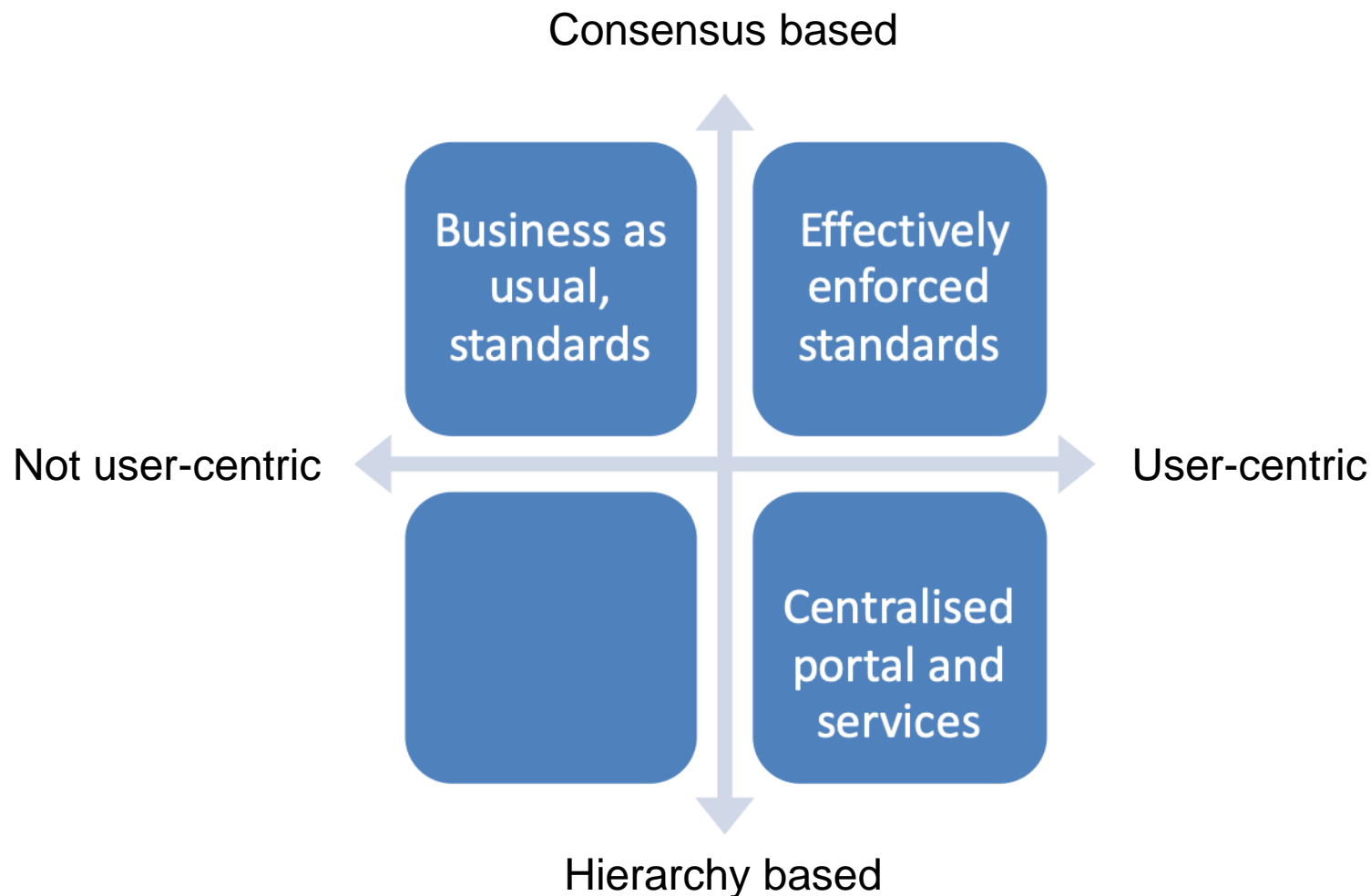
Enforcement: power, not money

1. Empower the designers
2. Adopt long term, stable strategies
3. Monitor the implementation of service standard (UK)
4. Make funding conditional on implementation of standards (Italy)
5. Ensure accountability and transparency through open data on adoption of digital services (8 countries in www.metamonitor.eu)

A third way



A third way



Thank you

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www.lisboncouncil.net

www.usercentricities.eu

www.metamonitor.eu

A question of choice: a third way

- a) Business as usual through soft service standards and principles
- b) Hard consolidation in single website/interface



A question of choice: a third way

- a) Business as usual through soft service standards and principles
- b) Hard consolidation in single website/interface
- c) Effectively enforced standards



Service design is more than a slick interface

- Portugal social energy tariff
- Helps all eligible citizens, with proactive registration based on government data
- 763,319 families in 2020



Direção-Geral de Energia e Geologia

REPÚBLICA PORTUGUESA
AMBIENTE E AÇÃO CLIMÁTICA

Tamanho da letra: A A A

Pesquisar

OK

TARIFA SOCIAL DE ENERGIA

Início Legislação Estatística Contactos

Notícias

Alteração da periodicidade, modelo e demais condições dos processamentos automáticos da TSE
2021-03-03

TSE vence Prémio das Nações Unidas 2020 UN PUBLIC SERVICE AWARDS
2020-06-25

[+ notícias](#)

A tarifa social é um apoio social que consiste num desconto na tarifa de acesso às redes de eletricidade em baixa tensão e/ou de gás natural em baixa pressão, que compõe o preço final faturado ao cliente de eletricidade e/ou de gás natural.

Com a entrada em vigor, a 1 de julho de 2016, das alterações ao Decreto-Lei nº 138-A/2010 e ao Decreto-Lei nº 101/2011, efetuadas pela Lei nº 7-A/2016, de 30 de março (Orçamento do Estado para 2016), artigo 121º, o acesso ao benefício da tarifa social da energia elétrica e do gás natural passou a ser realizado através de um mecanismo de reconhecimento automático.

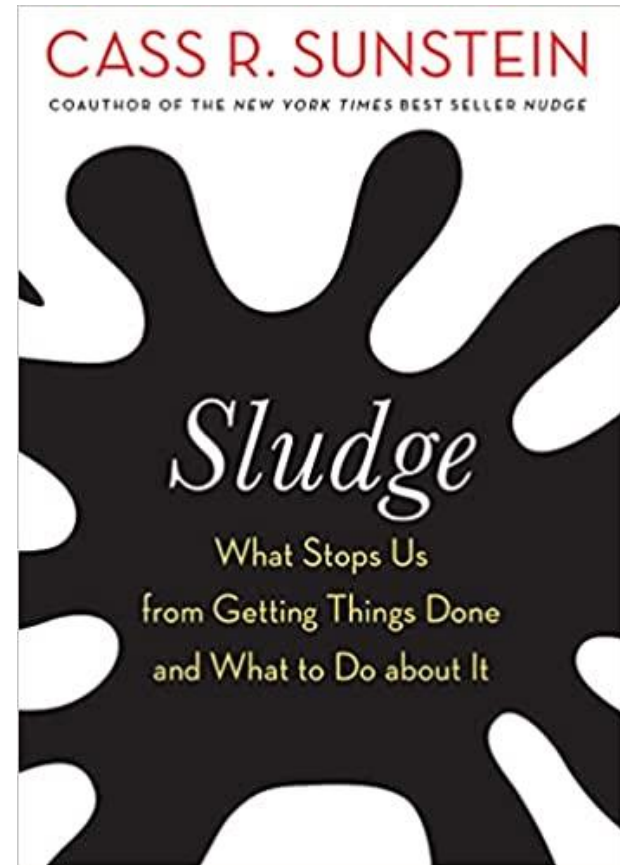
A lista de beneficiários é elaborada pela DGEG com base nos dados de clientes finais recebidos dos agentes do setor após verificação das condições de elegibilidade dos clientes junto da Autoridade Tributária e Aduaneira e da Segurança Social.

 Como é atribuída a tarifa social de energia?

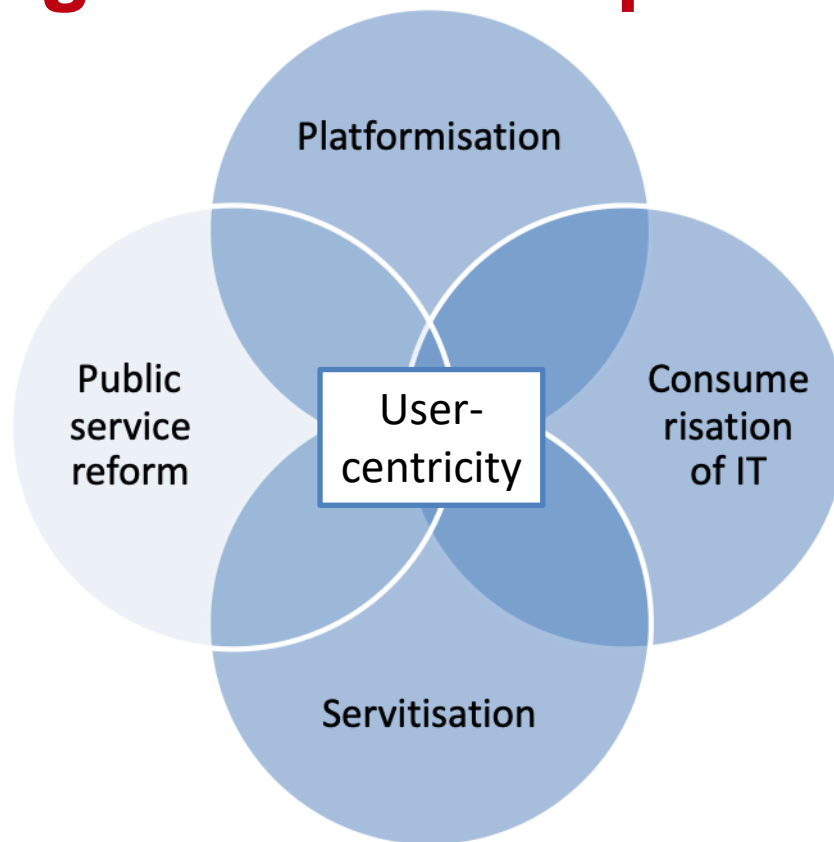
 Quais as condições de atribuição da tarifa social?

[Ligações Úteis](#)

“Confronted by sludge, people just give up – and lose a promised outcome: a visa, a job, a permit, an educational opportunity, necessary medical help”



The convergence of multiple trends



Roadmap to user-centricity

1. Involve the local level from the early stages
2. Use political clout not only for securing funding but also to enforce guidelines and standards
3. Extend the European Interoperability Framework to include service standards
4. Make the publication of metrics on the adoption of digital services compulsory
5. Monitor, monitor, monitor