

Design for public services

Course syllabus



Introduction

COURSE DESCRIPTION

The non-profit sector plays an increasingly important role in addressing and providing solutions to the most significant societal challenges, from global issues to local community needs. A variety of public interventions may take place, such as the implementation of public policies, the delivery of transactional services to citizens and businesses and the governance of public goods and common resources. In a scenario characterised by high complexity, tight resources and increased public scrutiny, a specific set of skills is required for designers and policy-makers to conceive services and systems that are effective and efficient in generating the intended impact, while being inclusive and forward-looking.

Technology provides great opportunities to transform how public services are designed and delivered. However, service design is more than creating a public transportation app or an appointment scheduling tool. People all too often find themselves frustrated because they must navigate disconnected, inconvenient systems to access the service they are looking for. And internally, practitioners must often devise workarounds to deliver the best service possible due to siloed solutions and poorly designed service processes.

It's time to challenge the status quo! This course provides the context, mental models and tools for designing meaningful, up-to-date services and solutions in public, non-profit and public non-profit organisations. Through a unique approach, blending elements of service design, public policy studies, behavioural economics, and futures thinking, participants will be equipped to bring citizen-centricity, experience logic, experimentation and contextual awareness to enhance the process and output of public intervention.

Outcomes and target audience

KEY TAKEAWAYS

- Understand what service design, service dominant logic and experience logic are all about
- Get to know (and practice) what specific skills and tools service designers can bring to the table
- Build a vision of the strategic value of service design within the public sector
- Understand how the context of public policy and public organisations poses challenges and barriers to applying service design and impacts the definition of service quality
- Learn how to create inclusive and accessible public services
- Acquire new strategies and methods to involve the citizens in the design process
- Analyse through the lens of behavioural studies how citizen and public employee behaviour can impact public services
- Adopt a data-driven approach to evaluating the impact of public services
- Articulate the role of vision and futures thinking in public service design
- Learn how to design programs that deliver long-lasting change

FOR WHOM?

- Service designers, consultants and innovators working in and with the public administration, healthcare providers and non-profits such as NGOs who are looking for a systemic view of the public sphere, in order to increase their leadership and advance their career.
- Policy designers and makers, civil servants, and public employees who are looking for an effective toolbox to design public services and interventions that create meaningful impact and change.
- Social innovation, sustainability and corporate citizenship practitioners seeking to develop effective public-private partnerships.

Structure and workload

EACH WEEK LIVE SESSIONS AND NEW LESSONS UNLOCKED

'Design for public services' is a semi-self-paced course. Your workload is between 6 to 8 hours per week. The course comprises 6 live classes of 2 hours, designed to let you dive into inspiring content that serve to empower you to embrace a new way of working, to incorporate powerful tools and techniques, and deliver human-centric solutions to complex social issues. Your total investment would be between 50 and 60 hours.

If you are interested in learning more, additional papers, videos, theory and case studies are offered each week. To read and watch the additional course material, you will need 20 hours more.

CONTENT

- Chapter 1 Fundamentals of service design – pt 1
- Chapter 2 Fundamentals of service design – pt 2
- Chapter 3 Design and envisioning in the context of public policy, services and organisations
- Chapter 4 Citizen centricity, research, co-design and citizen engagement
- Chapter 5 Behavioural insights for change within and around public organisations
- Chapter 6 Impact evaluation & communication in public service design

Peer-to-peer learning

LEARNING PLATFORM

The course is offered via our online Campus, a community-based peer-to-peer learning platform that offers professionals the opportunity to learn and (re)think, charge, and reset in a supportive environment. You will be supported by fellow participants making the experience an investment not only in yourself and your career, but also in contributing to the growth of others. You will share your reflections and answers on questions and homework with fellow participants and comment and discuss the outcomes.

MENTORING

In addition to the live sessions and study materials, you will be mentored throughout the course. All lessons are online, and live sessions will take place via Zoom. The Course Team and Course Mentor will provide support and guidance on the course content. As you complete your homework, you'll share them online, to encourage debate among your fellow participants. It is essential to share, look at others' homework, comment and promote discussion in order to make the most of the learning experience. The interaction in this course is led by you, the participants.

Support and certificates

DAILY SUPPORT AND OFFICE HOURS

During the 8 weeks, you will receive support from the Course Team regarding access to content, logistics, general questions, technical issues, etc. There are live office hours every week for the duration of the course to answer practical questions or discuss any issues you have encountered. You can chat (and if needed: virtually meet) with our Program Manager who will help you to resolve any problem or convey content questions to the Course Tutors.

CREDITS AND CERTIFICATES

This course is worth 40 SDC study points. Service Design College offers study points for participants who have satisfactorily demonstrated mastery of the course material. The decision to award any such points to a given participant will be solely within the discretion of Service Design College. You will receive a certificate of completion.

Meet the tutors



Marcello Coppa (Italy) is a strategic designer with 15 years of experience in innovation advisory, focusing on design-driven innovation, meaningful innovation and open innovation in the public sector. He is a co-founder of Feel, an operational think tank dealing with open innovation and digital transformation in the public sector.

Marcello is also an entrepreneur in the area of professional services and software-as-a-service. Marcello has worked with more than 100 organisations and 300 startups. He designed and launched the first civic hackathon in Italy, in the city of Legnano, in 2014, and has consulted for several public administrations and government-owned companies on improving citizen services and participation, place branding and developing local innovation ecosystems.

Marcello is the course Main Tutor.



Dhruv Sharma (UK) works as a user centred design assessor within the Scottish Government's Digital Assurance Office. Previously he has led codesign activities within the Health and Social Care sector and several other public sector services. Dhruv delivered the Scottish Government's coveted Service Design Champions program, which is an awareness level course aimed at those who are involved in designing and delivering public services. One of his key achievements during this time was to introduce ethnography as part of the course, which he believes is the most underutilised research approach in the public sector. He founded and headed Scotland's first ever public service user research community. He is an alumnus of the UK Civil Service's Future Leaders Scheme and Minority Ethnic Talent Association and has co-chaired the Scottish Government's Race Equality Network and Race Allies Network.

Meet the tutors



Wayne Thomas (Canada) is Manager of Engagement Coordination & Research for the Government of Alberta and is specialised in facilitation and systemic design. Within the government, he works to influence and implement systemic design and innovation into the various products, programs, policies, and services produced and provided by the province. Wayne is also a former educator and school principal both in North America and Asia. He has a Bachelor of Education, and a Master of Educational Psychology focused on Technology in Education. He is also a PMI-certified project manager and the current chair of an internal Systemic Design Community of Practice in Alberta. This community comprises public servants empowered to cultivate and apply systems thinking and human-centred design competencies to solve complex problems.



Helelyn Tammsaar (Estonia) is an anthropologist and project manager at the Estonian Public Sector Innovation Team. As a member of the Estonian Public Sector Innovation Team – an experimental unit of four people serving all 11 Estonian ministries and their agencies – she runs federal innovation programmes, innovation sprints and a variety of workshops that combine service design, ethnographic methods, behavioural insights, science, co-creation and policy experimentation.

Evangelising human-centred approaches implies convincing civil servants that citizens are indeed an invaluable source of information, and letting them join and do fieldwork in nightclubs, sleeping on bunk beds in army barracks, and more. Within the team, Helelyn has led a variety of projects from all walks of life.

Meet the tutors



André Schaminée (The Netherlands) is Partner & Head of Social Design at consultancy firm TwynstraGudde. He has worked as an organisational consultant since 2007. He is trained as a planner, earning his stripes as an entrepreneur in the cultural sector and as a project manager on large spatial planning projects in which he teams up with social designers and organisational consultants.

At TwynstraGudde, he co-founded a design network that combines organisational science and design into an innovative proposition. He has used design thinking to deliver surprising and meaningful solutions for a number of social issues concerning matters such as spatial development, food and healthcare. He is the author of the book 'Designing With and Within Public Organizations'.



Noortje Küppers (The Netherlands) is a service design consultant at Livework studio, where she focuses on bridging urban design and service design. Her key driver is to design for wellbeing and a sustainable future.

Noortje has a background in industrial design engineering and design for interaction at TU Delft and has demonstrable experience in the media industry, developing digital products. However, her strength and interest lie in design research, deep-diving into the lives of the people to be served.

Meet the tutors



Inge Keizer (the Netherlands) is a senior service design consultant specialised in business design, strategic innovation, customer experience and entrepreneurship with 20 years of experience.

She is a conceptual thinker, and an experienced design researcher. In 2015 she co-founded the Service Design Days and later the Service Design College; growing a global service design network and supporting organisations, teams and individuals in becoming human-centric, with a primary focus on designing valuable and relevant services based on qualitative insights and successful business models.

Inge is the course mentor and will guide you through the course lectures and exercises.

Terms and conditions

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By participating in this course, you agree to complete all work, including any exercises or exams, with your own original work, and you agree not to engage in any activity that would dishonestly improve your results, or

improve or hurt the results of others. In addition, unless otherwise stated, you agree that any exercises, exams, quizzes or questions provided in connection with the course are for your individual use only.

You aren't allowed to share your user account or login credentials with others to provide them access to the course. You agree to notify us immediately upon becoming aware of or suspecting any unauthorized use of your user account or login credentials. We will not be responsible for any loss or damage arising from unauthorised access to your user account or login credentials.

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Any questions? Reach out to us!

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