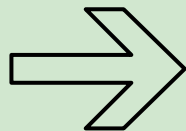# Services Week

2021

1 Mar ⇒
5 Mar

Services Week is a cross-organisational public sector event series in multiple locations across the UK.

It's a supported, self-organised week of events to discuss good, accessible, equitable, and sustainable public services.

It will take place in the first week of March 2021 from 1 – 5 March.

A cross-government working group provides a framework to show great work, connect people, demonstrate the value of agile, user-centred, evidence-based approaches.

Services Week promotes ways to design government and public services in a better way.

Good public services that:

Work well for users with different access needs

Are fair, inclusive, and equitable

Are sustainable – socially, environmentally, economically

There are 3 ways to engage:
- Attend events
- Contribute to events
- Organise and run events

Services Week will be different this year. It will be a remote-first event with most activities taking place on screens as a virtual gathering, not face to face.

Services Week is what you make of it—in your org and session

These are the formats you can contribute to or run yourself:

Show & Tells

Show & Tells happen in many places regularly. During Services Week, emphasise how your work links to good public services.

Min: Add Services Week slides to your planned Show & Tell talk

Med: Give a talk and relate it to good public services

Max: Organise and run a dedicated Show & Tell

Meetups

Meetups are a great way to discuss what good public services mean for your team and organisation.

Min: Attend a meetup that has been announced already

Med: Lead a discussion at a meetup

Max: Organise a meetup on certain topic

Workshops

Workshops and training are ways to teach and learn

Min: Attend a workshop
Med: Run a prepared workshop
Max: Develop and <u>run a workshop</u>

Case study presentations

GDS will host a remote lunch & learn talk with case study presentations every day at 12 pm from 1–5 Mar. You can join from anywhere in the UK.

Min: Join the daily remote talk

Med: Invite colleagues to the scheduled talk, organise a 'watch party'

Max: Talk about your work on one of the five days

Blog

Design notes

Organisations: Government Digital Service

Identifying a good service

Louise Downe - 22 April 2016 - Design, Service Design

Blog posts
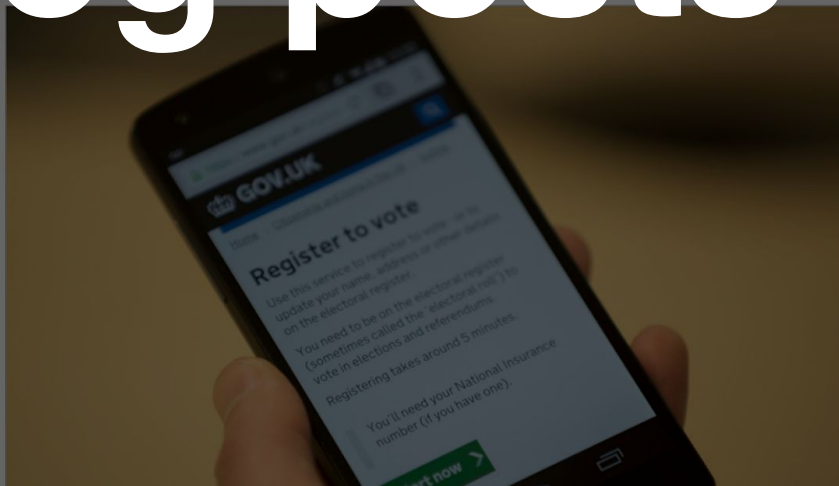
Design notes

We believe in working in the open. This blog is for designers across government to share their projects, ideas and concepts, or just to think out loud.

The User-Centred Design Community

Events and training from the Cross-Government User-Centred Design Community

Categories

Select Category

Blog posts are a great way to talk about your work, reflect on it and share your learnings with others.

Min: Share someone else's post
Med: Contribute to a blog post
Max: Write a blog post

Things everyone can do:
- Tweet about the week or a specific event using the hashtag #ServicesWeek
- Generate and use a virtual background in meetings
- Tell a colleague about the event

We are inviting user-centred practitioners working in the UK government and public sector to contribute to any of these activities and formats.

Get involved

and contribute
your event
to the agenda

If you are interested in getting involved, please add your session proposal to the board.

Please email us if you have any questions or comments.

Also, <u>create your own virtual meeting backgrounds</u> — or <u>use the generated ones</u>.

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#ServicesWeek

Appendix i: pre-packaged workshop ideas

We know there will be people who want to contribute but might not have the time to prepare and test a workshop in advance. So we've packed up some tried-and-tested workshops that need minimal preparation time.

You just need to book a venue, help us promote it and bring your enthusiasm to facilitating the event on the day.

1. Define the problem

Duration 1 hour

Who for
Anyone who works in or with a service team
Between 8-30 participants, in groups of 4-5.

Outline
Using a service design lens to take a work statement, ask some challenging but critical questions to uncover the real problem and then re-frame the work statement to be the basis of a good service. This is a method that is simple to use, can and should be used on every project and will always lead to a better outcome for the service.

2. User needs done right

Duration 1 hour

Who for
Anyone who works in or with a service team
Between 8-30 participants, in groups of 4-5.

Outline
If your team doesn't have a good understanding of user needs, they will never build a good services. This session will help participants practice identifying good user needs from bad, and analyse user needs in a hierarchy. Participants will be able to identify top level, epic user needs and prioritise other needs on a service team.

#ServicesWeek

3. The what–why–how of service design

Duration 1 hour

Who for
Anyone who works in or with a service team
Between 8-30 participants, in groups of 4-5.

Outline
Get a basic introduction to what service designers do, why they do it and some of the methods they use to get it done.

4. What is a good service?

Duration 1 hour

Who for
Anyone who works in or with a service team
Between 8-30 participants.

Outline
Participants will review and interrogate the [service criteria] individually and in small groups, thinking about how they might apply to their current projects and working practices.

5. What everyone needs to know about user research

Duration 1.5 hours

Who for
Anyone who works in or with a service team. Will be very basic for people who are user researchers or who already work closely with user researchers. Between 8-30 participants, in groups of 4-5.

Outline
This module will give participants a grasp on the fundamentals of user research and how to work well with a user researcher. The module is 50% theory and 50% exercises in small groups.

6. Using government design patterns and the design system

Duration 1.5 hours

Who for
Anyone who works in or with a service team. Will be very basic for interaction designers or people who work already closely with the design patterns. Between 8-30 participants, in groups of 4-5.

Outline
Find out how to use government design patterns and how the design system can work for your team.

7. Using the GOV.UK prototyping kit

Duration 1 day - 10:00 – 16:00

Who for
Anyone working in government who would like to learn how to build working HTML prototypes with the GOV.UK Prototype Kit. No prior coding experience needed.
Between 8-30 participants.

Outline
Getting started with the kit, creating and linking pages, moving data through a prototype and publishing a prototype. You'll get a basic introduction to HTML and CSS.
https://www.eventbrite.co.uk/e/getting-started-with-the-govuk-prototype-kit-tickets-50594386171

8. Journey mapping

Duration 1 or 2 hours

Who for
Anyone working in government who would like to learn about journey mapping as a service design technique.
Between 8-30 participants.

Outline
In small groups, determine a user need and map an as-is and/or ideal journey, using personas or user research as stimulus.

8. Design crit day

Duration 1 day (10:30-4pm)

Who for
Anyone who works in or with a service team who would like to get feedback and advice on something they're working on from cross-government user-centred design colleagues.
Between 9-30 participants.

Outline
A short introduction on how to get and give the best feedback. Then everyone has a chance to get feedback on their work in small groups of 3-5, with 45 mins each.