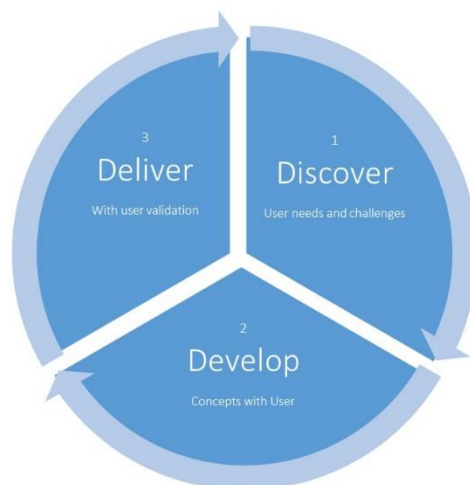


Appendix 1 Approach to Service Design

A Service Design approach has been developed during 2019 as a new and effective way to create services that really work for our customers, staff & our organisation. It is the activity of planning and organising people, infrastructure, communications and material components of a service in order to improve its quality and the interaction between the service provider and its customers.

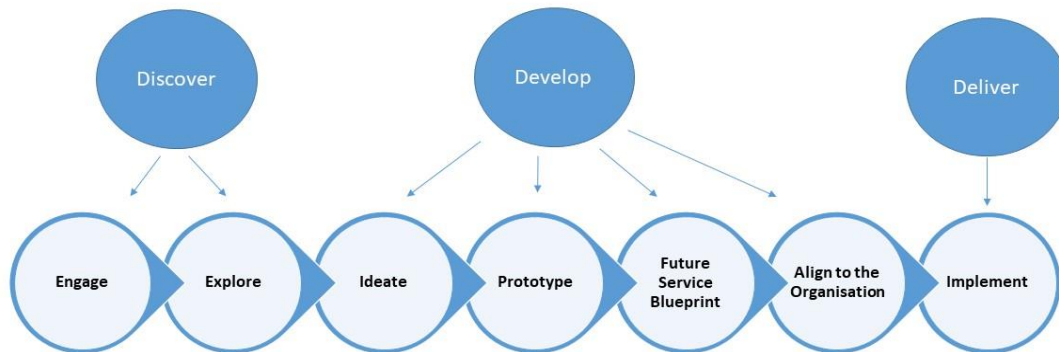
Service design is guided by five key principles
User-centred. Services are designed from the customer's perspective, focusing on outcomes not features
Co-created. People representing all the different types of users are involved in designing the service
Sequenced. The service is made up of a complete set of inter-related activities from start to finish
Evidenced. The service uses physical elements to make the intangible service visible, memorable and simple to use
Holistic. The service solves the whole problem for the customer & aligns the whole organisation to support the service

The Service design model that has been developed for Belfast City Council, in line with the Customer Focus Programme is:



The process for this approach has been developed as follows:

Service Design Process



DISCOVER – We need to understand our customer needs and challenges so that we can best deliver to their needs. That means engaging with them, staff, partners, elected members and any other key stakeholders.

DEVELOP – We need to develop the solutions and services to meet the needs of the customer **WITH** the customer and other stakeholders so we provide the best possible solution for them, taking into account what is possible within Council resources and potential partner resources. We also need to test out solution or service options before deciding on what works best as the final solution.

DELIVER – We then implement the co-created solution or service, which may include how we organised ourselves within Council to deliver it - processes, systems, people and infrastructure.

SERVICE DESIGN TOOLKITS

Service design Toolkits to support the process at each stage have been developed and will continue to be developed. This includes a range of engagement methods, research methods, customer journey mapping, ideation techniques, service blueprint templates and prototype approaches.

GETTING THE BALANCE RIGHT

We need to create a service that works for customers, staff and the organisation. We will always have to consider the 'desirability', 'technical feasibility' and 'viability' of any service design with a focus on choose options that balance all these needs, avoiding high-tech solutions that deliver little value.