



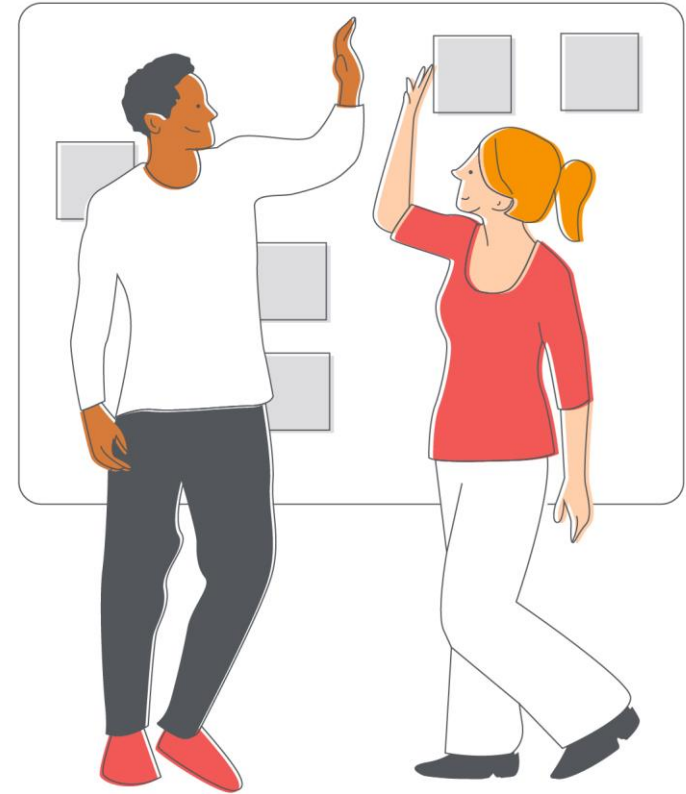
# Unlocking Success: Transforming User Outcomes with Service Design

Leslie Garner Franklin & Laura King, Skylight

---

# Raise your hand

- Improved customer satisfaction
- Increased efficiency and effectiveness
- Reduced costs
- Improved innovation
- Increased transparency and accountability



---

# Same here

Skylight is a digital consultancy using design and technology to help agencies deliver better public services.

Our mission is to make government work in a digital world.



---

# Today's objectives

1. Share about how we've used service design to improve the experience of our customers and collaborators
1. Teach you how to get started with applying a service design mindset to your work
1. Leave you with some provocations and resources to carry the learning forward

---

So, what is service design?

# Mindset + toolkit

Service design is a **holistic approach** to designing services that meet the needs of both users *and* service providers. It involves understanding the user journey, mapping out the touchpoints between users and the service, and designing solutions that improve the overall experience.

Service design can be used to create new services, improve existing services, or address specific challenges within a service.





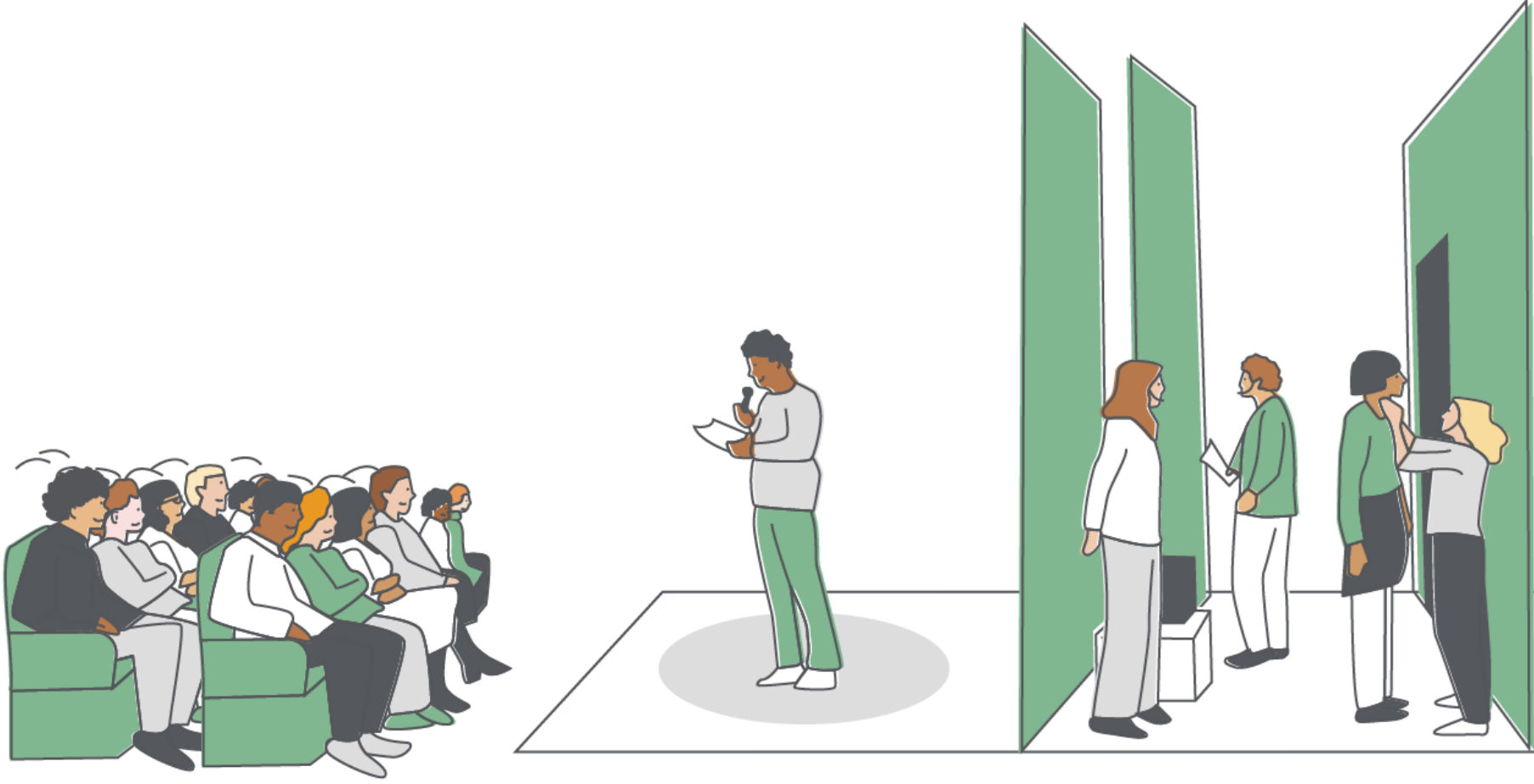
**Audience**



**Audience**

**Frontstage**

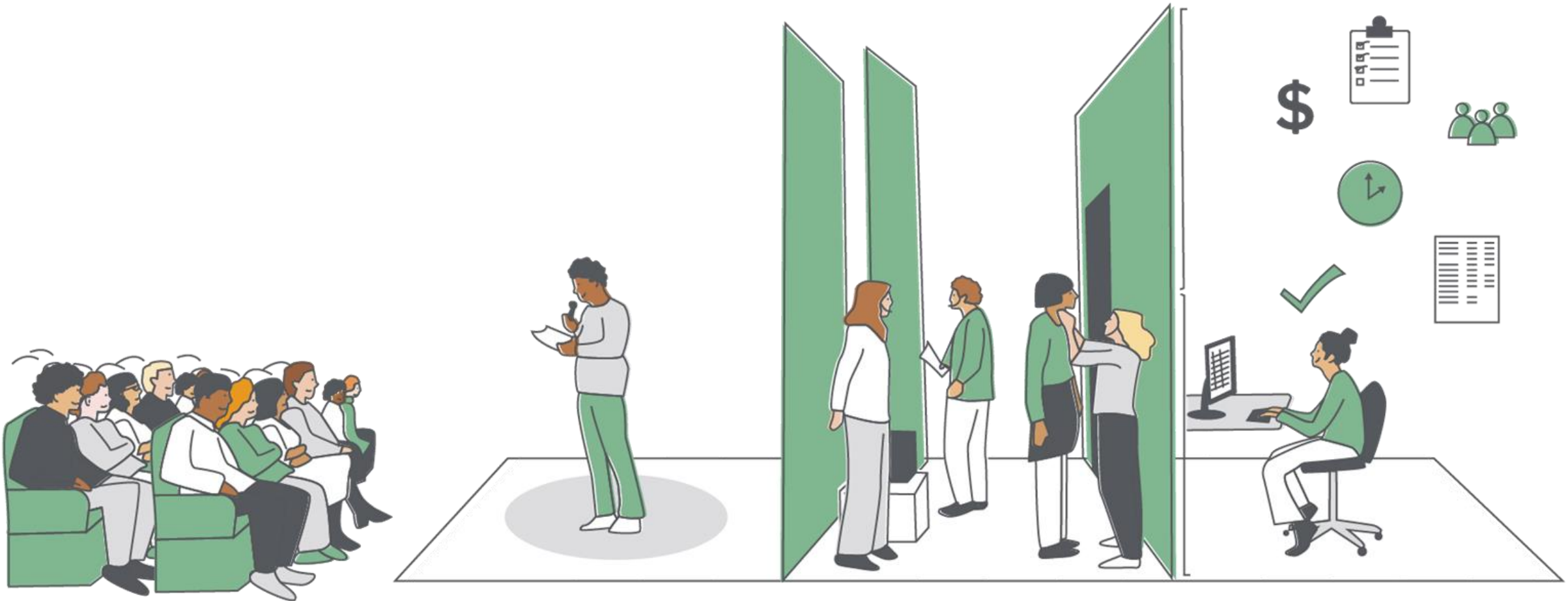




**Audience**

**Frontstage**

**Backstage**



**Audience**

**Frontstage**

**Backstage**

**Behind the Scenes**



---

# Front stage of hospital service design

- Patient Check-In
  - Navigation
  - Appointment Scheduling
- Waiting Areas
- Interactions with Medical Staff

---

# Back stage of hospital service design

- Logistics
- Digital Tools
- Training and Staffing
- Data Analytics
- Supply Chain



NEW COLLECTION

SPECIAL OFFER

---

# Front stage of retail service design

- Store Layout
- Assistance Services
- Inventory
- Checkout Process

---

# Back stage of retail service design

- Inventory Management
- Staff Training
- Technology Integration
- Data Analytics
- Maintenance and Store Design



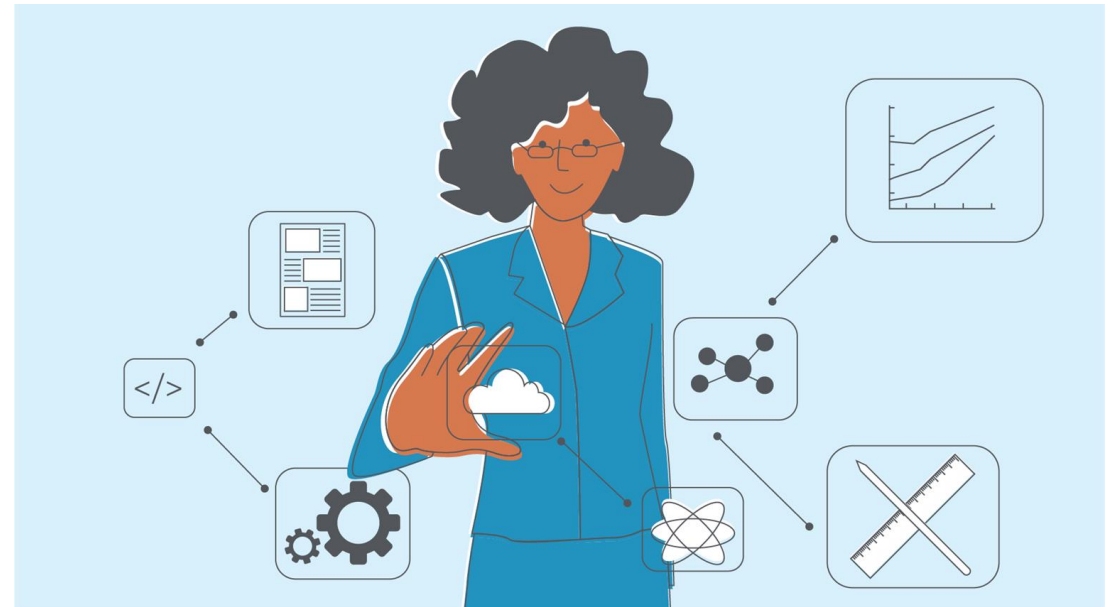


# Conclusion



The skills most needed in government are good product management and service design. The work is not hard because the tech is complicated but because the environment is.”

-Jennifer Pahlka, Recoding America



---

# Resources

[Skylight service design framework](#)

[Designing good government services, from Gov.UK](#)

[Service design: from insight to implementation \(book\)](#)

[Human centered service design \(course\)](#)



Thank  
you