

THE SERVICE DESIGN AWARD



Reimagining government services

Client: The Victorian Government, Australia

Brief

Investigate the way Victorian citizens interact with the public service, and their expectations for future services



Process

Prototype a one-stop-shop service centre, where people can complete a range of government transactions in one place

Tools and methods

- Contextual inquiries
- Process mapping
- Service prototype
- Digital prototype
- Brand experience
- Integrated service analytics



Citizen benefit

The trial allowed us to gather deep insights on the preferences, behaviours and circumstances of citizens, in order to provide a solid base to design a better experience.

Government benefit

The trial is an important first step in a much larger project to reduce the complexity involved in interacting with the government and create a relevant, digital-first public service experience.

Effect

- One of the **largest and most significant** surveys of Victorians' preferences ever undertaken.
- The project has lead to **a new government department**, Services Victoria, established in May 2015 with a recent allocation of funding to invest in future projects.

3,052 people visited the centres over the 83 days it was open.