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



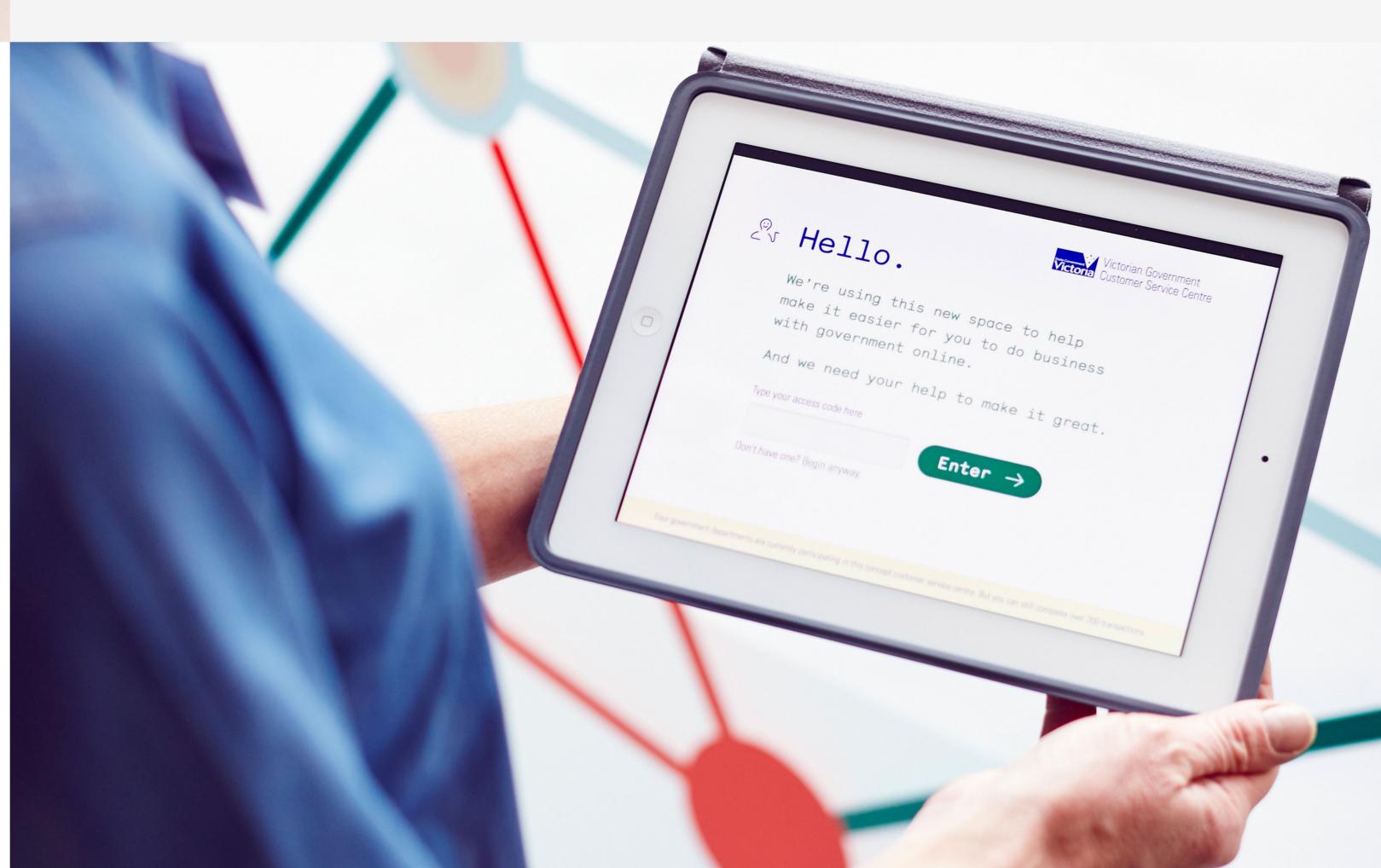
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Process

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.

3,052 people

visited the centres over the 83 days it was open.

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.