



Service design and delivery process

Focussing on users' experience to design and deliver better solutions.

Designing public services in user-centred and iterative ways helps teams to start small, learn fast, and deliver services quickly — reducing costs and service failures.



DISCOVERY

Start mapping the broader service landscape, researching the real needs and problems faced by your users, and understanding the policy intent and technology constraints.



ALPHA

Test out your hypotheses by building prototypes in code to explore different ways you might be able to meet your users' needs. Explore multiple ideas. Do user research to learn which approach works best and iterate your solution as you learn more.



BETA

Define a minimum viable product from the successful prototype in Alpha. Build this as an accessible and secure service. Allow the public to trial the beta alongside the existing service. Use their feedback to improve the service.



LIVE

Put the team and processes in place to continue operating and improving the service. Phasing out the old services, and consolidating existing non-digital channels.

