

Rapid Service Design – ‘Problem to Pilot’

Bringing clarity at an emotional time, by making functional matters easier



**Queensland
Government**



Designing a service for people managing the affairs of someone close who has passed away



Team

Bartley Hassall (Design Lead) Tim Stevenson (Service Designer)
Yandra Calvert (UX/UI Designer) Nimrod Evans (Front-end Developer)



16 weeks
(2016)



What 3rdView did

- Supported client to respectfully engage with vulnerable customers and confronting topic
- Built a new Design Team with 3rdViewers and internal staff with limited project experience
- Applied Customer-based Design in 4-week Agile sprints to deliver a Pilot ready solution
- Co-designed and prototyped with 100+ staff, stakeholders and customer groups
- Maintained quality and achieved capability transfer while adhering to an aggressive schedule



Impact and Value

- ✔ We designed & delivered a simple, elegant multi-channel service that makes peoples’ lives easier at a highly emotional time. In contrast, the situation prior was distressing & frustrating for customers & service providers
- ✔ Project built new client relationships with key stakeholders, new capabilities, and a sharpened focus
- ✔ The customer-focussed approach built ownership and buy-in from the the project team, client & stakeholder base, ensuring the design intent was honoured



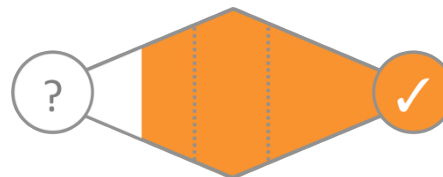
Feedback

“I would have given my eye teeth to have this when I went through it.”

Testing participant, who had recently lost a loved one

“We never thought it was possible to go from research to a live digital prototype in just 4 weeks, but 3rdView's team and approach made it a reality.”

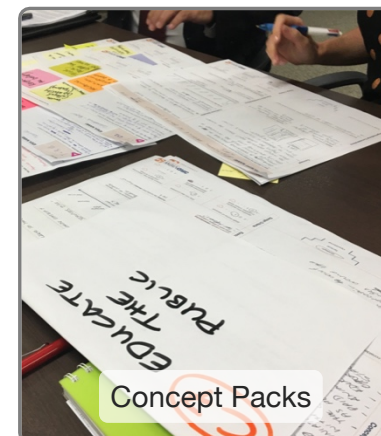
Belinda Kellar,
Program Director
Department of Science, Information
Technology and Innovation



Showcasing the design journey



Proactive use of Visualisation



Concept Packs



Front-end Developer engaged from start