

Designing government services for citizens

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For Department of Premier and Cabinet, Victorian Government (Australia)

Overview

There are literally hundreds of life events that require Victorian citizens to transact with the public service. Each has the potential to make their life more difficult than it should be and often when they need it least. With so many government departments, it can be confusing and bewildering to even decide where to begin.

The Victorian Government asked us to investigate the way Victorian citizens interact with the public service, and their expectations for future services, by prototyping a one-stop-shop service centre, where people can complete a range of government transactions in one place.

Process

We designed two unique trial service centres that combined information, customer behaviour and digital analytics into a three-dimensional picture of each individual service experience.

Benefits

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. 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.

Effects

The Victorian Government Customer Service Centre Trial was one of the largest and most significant surveys of Victorians' preferences ever undertaken. In total, 3,052 people visited the centres over the 83 days it was open.

The project has led to a new government department, Services Victoria, established in May 2015 with a recent allocation of funding to invest in future projects.