

FUTUREGOV

Q Visits

wearefuturegov.com



Hello



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Today

12 - 12:30	Lunch and welcome to FG	Mary Cook (Design Director)
12:30 - 14:30 (inc a 15 mins break)	Applying a design mindset and approaches to improvement - workshop and case studies	(Ben Holliday - Chief Design Officer, Carolyn Manuel-Barkin - Health Director),
14:30 - 14:45	Break	
14:45 - 16:00	Service Design Team meeting - moving beyond traditional process mapping approaches when visualising future state process designs	Jan Blum and Ale Canella - Lead Service Designers

A grid of approximately 80 small, square portraits of diverse individuals of various ages, ethnicities, and genders. The portraits are arranged in a roughly rectangular pattern, with some missing in the center where the text is placed. The overall tone is professional and inclusive.

**WE ARE
FUTURE GOV**

**Inspiring and supporting
the change that's needed
to create 21st Century
health and public services.**

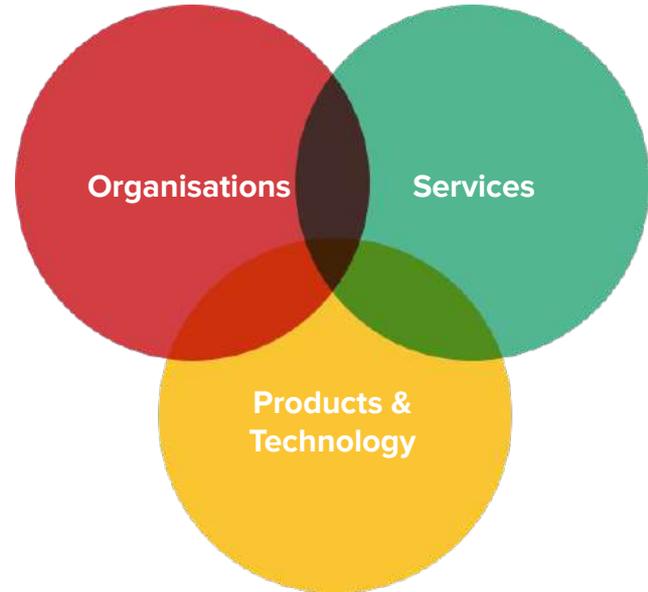
An integrated design approach

Working side by side with **organisations**, we design new capabilities and rethink structures to deliver better ways of working and 21st century operational and service models.

We design end to end **services** that bring together people, infrastructure, communications and technology to deliver high quality user outcomes and experiences.

We design great **products** that support public services. Building on existing **technology** and through designing to make the most of the opportunities of new and emerging internet era technologies.

FUTUREGOV



“Design is a human-centred approach that integrates the needs of people, the possibilities of technology, and the requirements of organisations to deliver the best social outcomes.”

– FutureGov



The Panoply

Assembled for innovation

Our group allows us to:

- **Scale** with deep specialism
- **Innovate** with disciplined delivery
- Be **flexible** with strong structure
- Bring **start-up thinking** with financial stability
- Bring **deep sectoral expertise** with learning from other industries

TPX **MANIFESTO**

TPX **Questers**

TPX **NOTBINARY**

Deeson.

D/SRUPTION

TPX *Bene Agere*

TPX **human⁺**

GreenShoot
LABS

FUTUREGOV

“Quality improvement is about making healthcare safe, effective, patient-centred, timely, efficient and equitable.”

– Health Foundation

FUTUREGOV

Workshop

wearefuturegov.com

A person is seen from the back, wearing a dark t-shirt with the words "MILITANT OPTIMIST" printed in large, light-colored letters. The image is overlaid with a semi-transparent blue filter. The text "A design mindset for quality improvement approaches" is centered over the image in a white, sans-serif font. The background shows a blurred office or meeting environment with other people.

**A design mindset for
quality improvement
approaches**

What is the first thing that comes to mind when you think about design?

One thing per post it note.



2 minutes

What is an example of something you think is good design, and why?

One thing per post it note.



2 minutes

**Design is the
rendering of intent**



**“Don't forget how fast things change,
how quickly people change what they do
as they conform and shape themselves
from all that's around them.”**

Tony Benn

21st Century Design

Accessible

Usable and reliable

Responsive

Adaptable and highly tailored

Open

Anywhere, anytime and
always on

Transparent

Built on trust and consent

Faster

Moving towards instantaneous

Automated

Efficient

Connected

People, data and experiences

—
**Service design helps us
to understand, improve
or re-think an end to end
service, starting with
user/patient needs.**

**Most services are
not designed**

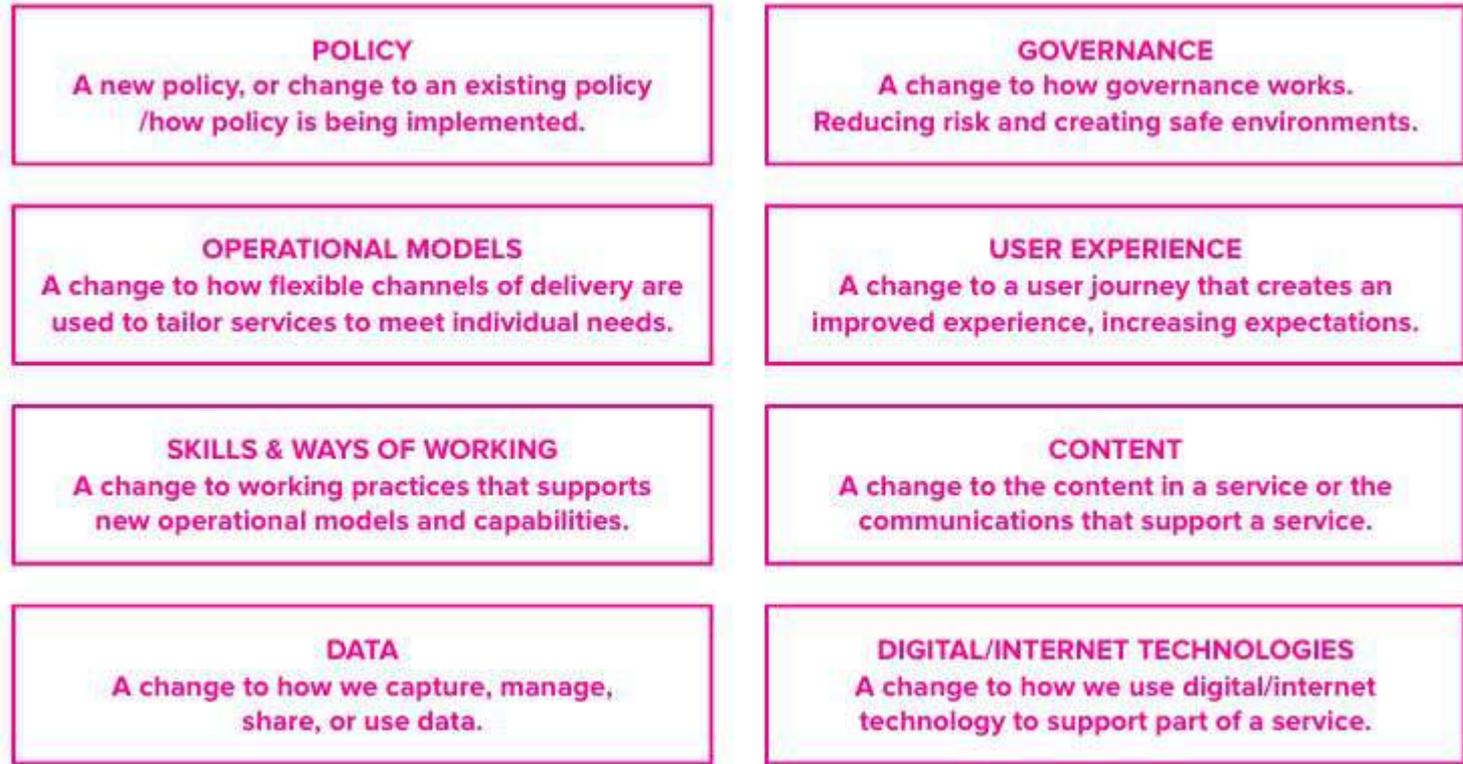
“... service design happens all the time at every level... the problem is that when done unconsciously, it’s just not very good”

Matt Edgar

Head of Design, NHS Digital

—
To meet user needs, a service includes:

- Policy
- UX
- Internal processes
- Tools/technologies/data
- Staff capabilities/ways of working



blog.wearefuturegov.com/8-lenses-for-service-transformation-259e489d5c93



Frontstage



Backstage

A 'whole services' system approach...

Local/place context How life events exist in the context of a place, and how they link to local strategy (inc. funding models in health).	Living in Essex
Life event The context for services. Life events are useful in considering our role in influencing/contributing to a wider system.	Having a baby
Service Service areas representing an end to end journey.	Register a birth
Sub-service Common transactional touchpoints (inc. digital/non-digital).	<u>Book</u> an appointment

blog.wearefuturegov.com/understanding-your-services-3344d4bb1f75

**Service quality is
about service outcomes
i.e. what happens...**

...and experiences that
people have as part
of ‘joined up’ or ‘whole
services’.

What
is design
good
for?

—

Design ROI is:

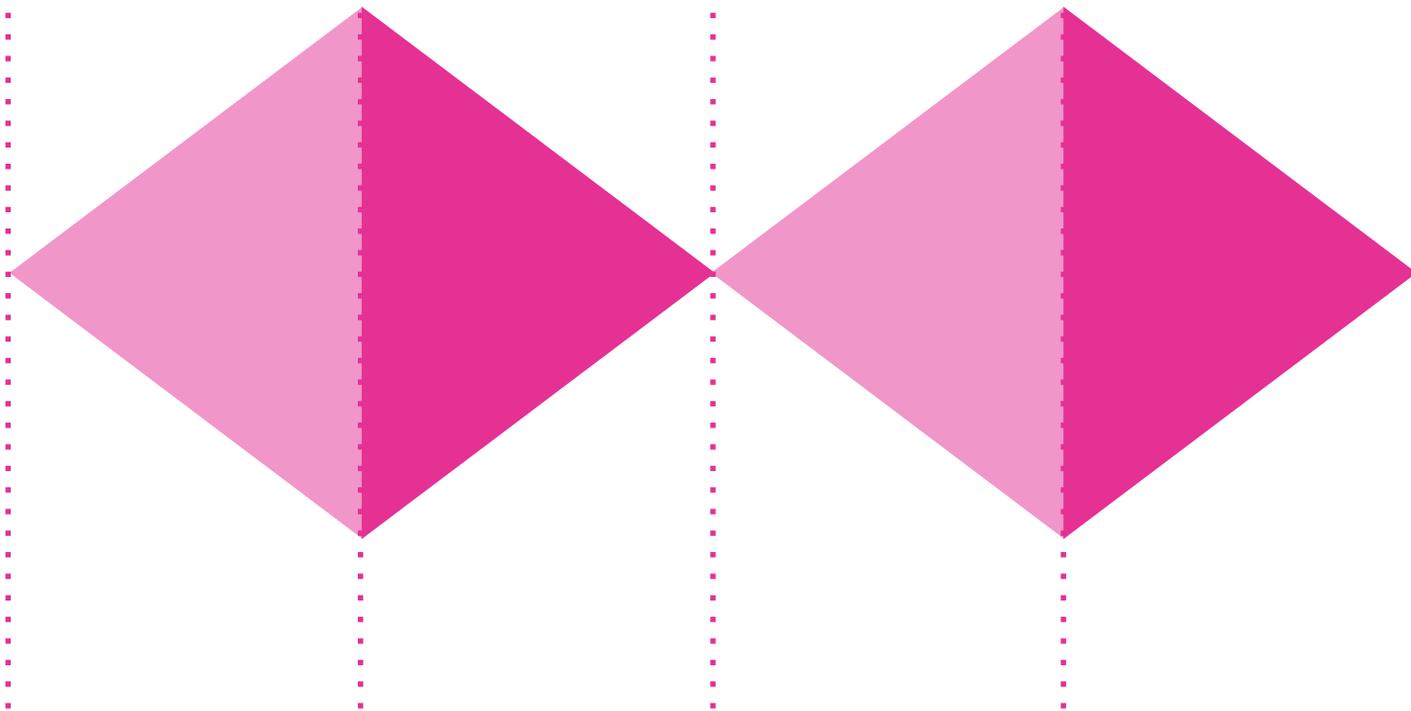
- Reframing
- Creating
- Connecting
- Doing (as a way of learning)
- Continuing (to improve things)

DISCOVER

DEFINE

DESIGN

DELIVER

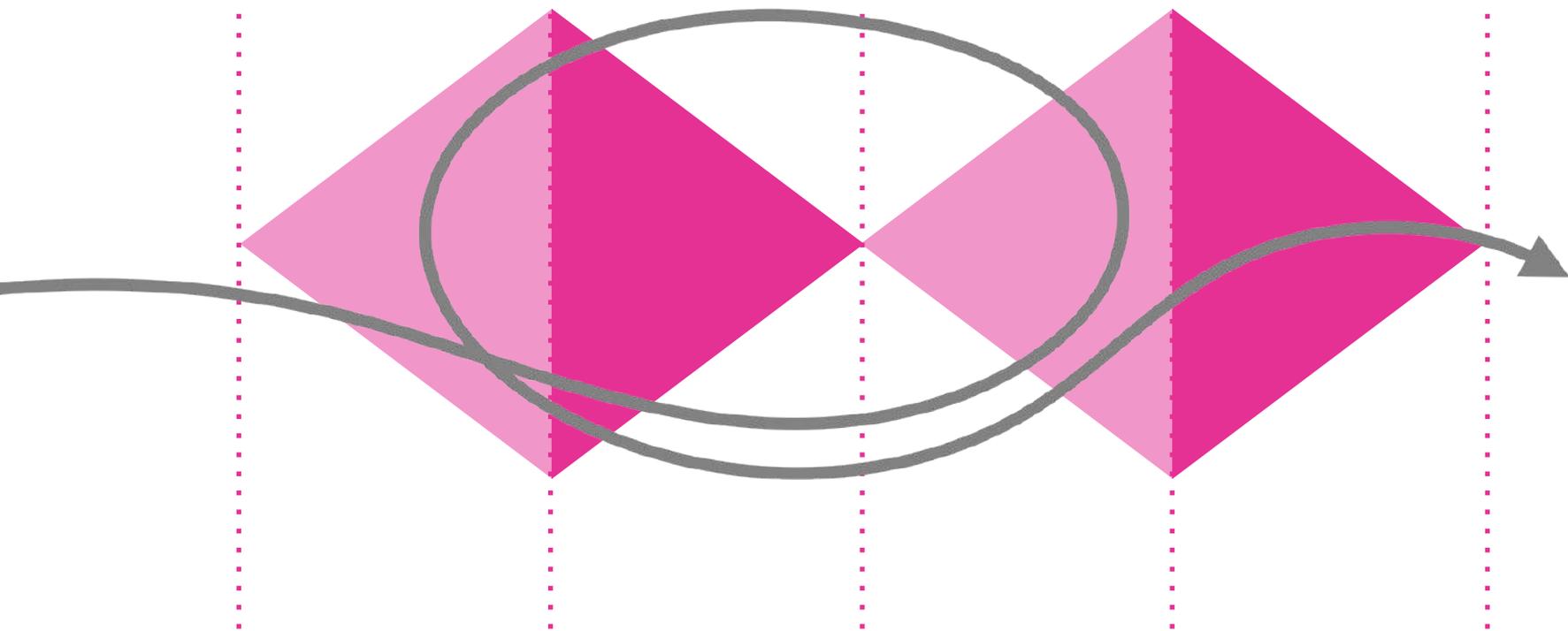


DISCOVER

DEFINE

DESIGN

DELIVER



—

A design state of mind

—

A design mindset is how we respond to our immediate surroundings and work. This means asking different types of questions, and requires a different set of responses to the challenges we face.

FROM

Business/technical perspective

“It works like this to maintain BAU”

Complexity

“We’re dealing with great complexity”

We can’t change that

“Absolutely not...”

Needing certainty

“We need certainty”

Fixed assumptions

“How can we prove we’re right”

Closed

“There’s no need to share/make work visible”

TO

User-focussed

“It could work like this for people in the future”

Simplicity

“Let’s go back to first principles”

We can change that

“Why not...”

Not knowing

“Ambiguity is okay, we can learn more by doing”

Changing our minds

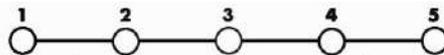
“How might we be wrong about this”

Open

“Collaboration connects and creates new ideas”

User-led & business focus

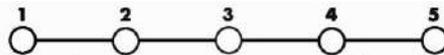
Priorities are determined mostly by business as usual (BAU) and the needs of our organisation.



Priorities are set by our understanding of user/patient needs. We actively think about how services could work to support people and to deliver better outcomes in the future.

Vision & goals

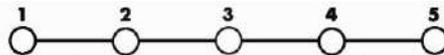
We don't work with explicit shared goals around services, how we operate, or how we need to work in the future.



We align work to a clear and compelling vision. This is reflected in how work is prioritised and collaboration across teams and with other organisations and/or partners.

Failure, risk & uncertainty

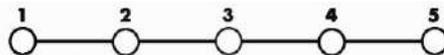
We rarely encourage teams to take risks or learn by doing, and will only act when we feel we have enough certainty.



We always give people and teams the space and permission to learn by doing, and to manage risk in this way.

Assumptions & validation

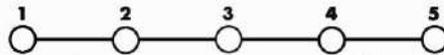
We work from fixed assumptions when investing in services, ideas and solutions.



We work from testable hypotheses. People are encouraged to focus on learning how key assumptions might be wrong.

Working in the open

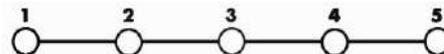
We don't actively encourage work to be shared or made visible. There is limited collaboration across teams in our organisation.



We actively encourage people to share work and collaborate, both inside and outside of our organisation.

Working/ scaling at pace

We don't look to adopt or scale new ways of working i.e. this is too hard and/or there are significant barriers to changing how we work.



We actively work to expand/scale approaches at pace to make the most of new technologies, ways of working, service and business models.

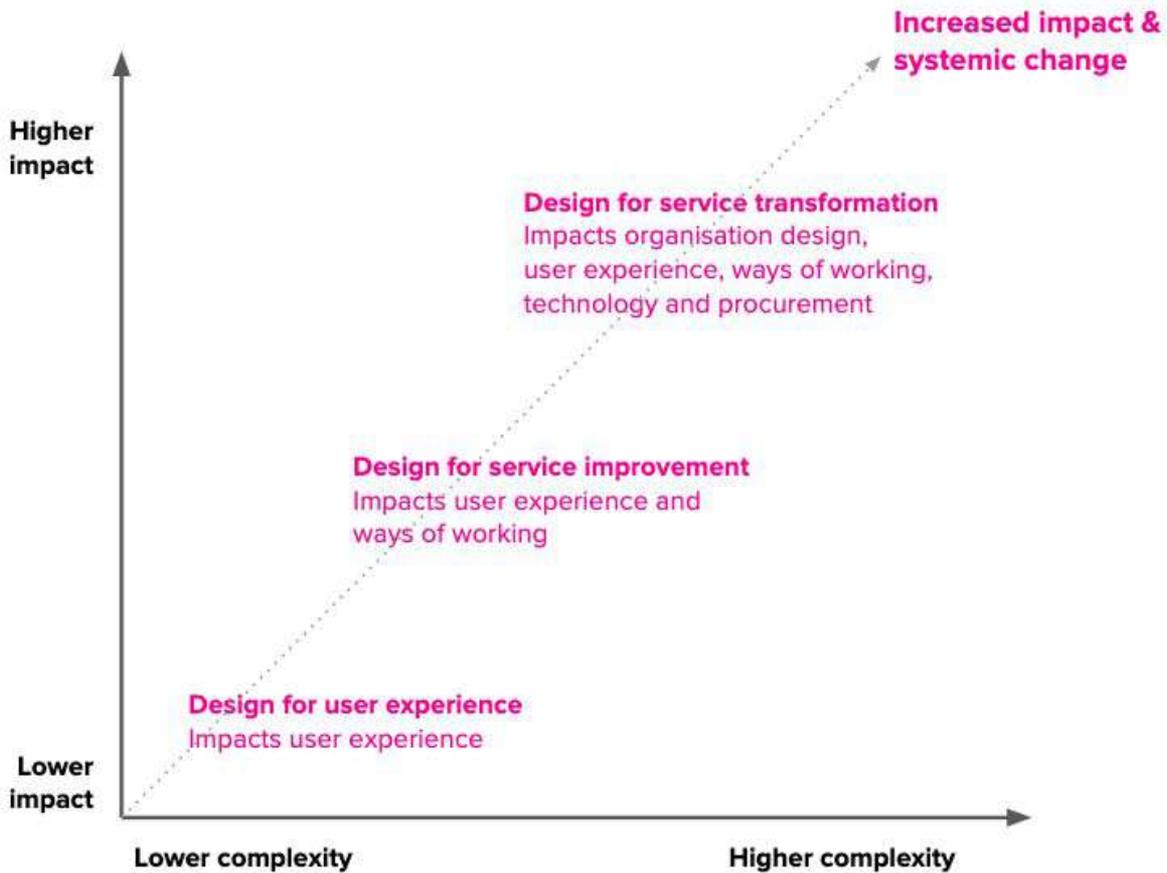
Individual activity

- 1. Map your typical mindset or your organisation's approach for each category.**
- 2. Think of any examples where you've applied more of a design mindset in your improvement work?**
 - User-led & business focus
 - Vision & Goals
 - Failure, risk & uncertainty
 - Assumptions & validation
 - Working in the open
 - Working/scaling at pace



5-10 mins

Design approaches for improvement



1 Services not meeting needs/expectations

Services don't always meet user needs or expectations.

There isn't an understanding of the needs that people have (i.e. we don't understand our services from the perspective of patients/users).

The working practices, tools and technologies we use restrict how we work and what we can deliver to the public.

Some process-based, business as usual (BAU) activities are used to prioritise and make changes to how services are being delivered.

2 Services being designed/improved

Design-led processes are being used to improve services and working practices.

We are starting to understand our services from the perspective of patients and their needs.

We are starting to work in new and more efficient ways to deliver better user experience.

We haven't fundamentally changed how needs are being met, but services are becoming clearer, faster, easier to access and maintain.

3 Services being designed/transformed

Design-led processes are being used to deliver simple, transparent, joined-up end to end services.

Prioritisation is based on our understanding of our services and user needs, linked to a roadmap to deliver a future vision.

We are working and operating services in new ways, using new processes, tools and technologies.

We are fundamentally changing how services are designed to meet needs and to deliver improved outcomes.

4 Services changing how we work/operate

Design-led processes are being used to shape how we work with partners and other organisations to deliver the best possible experiences and outcomes for patients/users.

We take a leading role in shaping how joined up services across the sector can best support local health services and residents.

We are continuously shaping our culture, practices, processes and business models to respond to people's changing needs and expectations.

1 Services not meeting needs/ expectations

For our users:

“This is frustrating and old-fashioned.”

For our organisation:

“We don’t have a first hand perspective of how people experience our services.”

Main channels, and operating model(s):

Paper, Digital/Online, Email, Telephone, Face-to-face

Paying your bill by Direct Debit

Instructions to your Bank/Building Society
Please fill in the whole form using pen and **BLOCK CAPITALS**

Originator's Identification No: **850160**

Please write the name and full postal address of your branch below

To: The Manager of _____ Bank / Building Society
Address (inc postcode) _____
name of account holder(s) _____
Account number _____
Sort code (on the top right hand corner of your cheques) _____

Some Banks/Building Societies may refuse to accept instructions to pay Direct Debits from some types of accounts - please check with your bank if you are unsure.

Your Council Tax Reference Number (shown on your bill): _____

Please pay Bradford Council Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Bradford Council and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s) _____
Date _____

Please complete (This is not part of the instruction to your Bank/Building Society)

Name(s) on the Council Tax bill _____
Your Address (inc postcode) _____
Phone number _____
Email address _____

Please select your preferred monthly payment date.
5th 10th 15th 25th

Please select the number of months you wish to pay your bill over.
10 months (April to January)
12 months (April to March)

Example: Paper form



Example: Letters



Example: Service Brochure

2 Services being designed/ improved

For our users:

“That was easy and fast.”

For our organisation:

“Design-led processes are being used to improve services and working practices... We haven’t fundamentally changed how user needs are being met.”

Main channels, and operating model(s):
Digital/Online, Email, Telephone, Face-to-face when needed

The screenshot shows the Buckinghamshire Council website. At the top, there is a navigation bar with the council logo, a search bar, and links for 'Information and advice', 'Things to do', 'Log in', and 'Sign up'. Below the navigation bar, there is a main heading: 'Support and care for adults, their families and carers'. Underneath this heading, there is a sub-heading: 'Helping you find the right information and support in Buckinghamshire.' To the right of this text, there is a box titled 'Find activities, groups and services near you' with a sub-heading 'Answer a few questions and we'll suggest recommendations in your area' and a 'Start looking' button. Below this, there is a section titled 'Information and advice' with six cards, each with a photo and a title: 'Getting equipment', 'Identifying your care and support needs', 'Considering your care and support options', 'Worried about someone else?', 'Who pays?', and 'Coping with loneliness'. At the bottom of the page, there is a section titled 'In an emergency' with a sub-heading 'If you need to speak to someone urgently about an older adult, call us.' and a 'Get emergency help' button.

Example: Digital Front Door

The screenshot shows the Hackney website. At the top, there is a navigation bar with the Hackney logo and a link for 'Report a repair'. Below the navigation bar, there is a main heading: 'Is your repair one of these emergencies?'. Underneath this heading, there is a list of eight emergency types, each with a radio button: 'I can smell gas', 'I have no heating', 'I have no water', 'I have no electricity', 'I have a major leak or an upsurge of water', 'I have water leaking onto electrics', 'I can't secure my property', 'I have exposed wiring or sparking sockets', and 'My carbon monoxide or smoke alarm is beeping'. Below the list, there is a pink bar with the text 'Example: Digital Reporting'.

3 Services being designed/transformed

For our users:

“Service are meeting my needs very well. Everything feels simple, transparent, and joined-up.”

For our organisation:

“We are fundamentally changing how services are designed to meet user needs, and to deliver improved outcomes.”

Main channels, and operating model(s): Digital/Online if possible, Face to face when needed

Recording with families

Record observations and agreed actions transparently with families, empowering them to own the change in their lives

The screenshot shows three mobile devices displaying a user interface for recording observations and actions. The interface includes text input fields, checkboxes, and a 'Save' button. The background features a purple and white geometric design with the text 'FAMILYSTORY' at the bottom left.

Example: A new way of working

Find your pathway to success

A free employment support service for Hackney residents.

Whether you're looking for your first job, you want to progress further, or you've been out of work for a while, our advisors can help you to achieve your goals.

Hackney Works offers residents

- A personal advisor to support you
- Access to free training courses
- Help with CVs and job applications
- Exclusive local job vacancies
- Interview techniques training

[Register now](#)

Example: A different way of delivering

FAMILYSTORY

People-centred social care case management tools



“Case management systems focus on collecting information, they don’t support the interaction with families”

Clare Chamberlain
Director Centre for Systemic Social Work

Practitioners...

are held back by the systems and technology they work with.

Technology & Process...

has come to drive practice, instead of families, staff and outcomes.

60%+

of practitioner time is spent writing, recording and processing data into a system

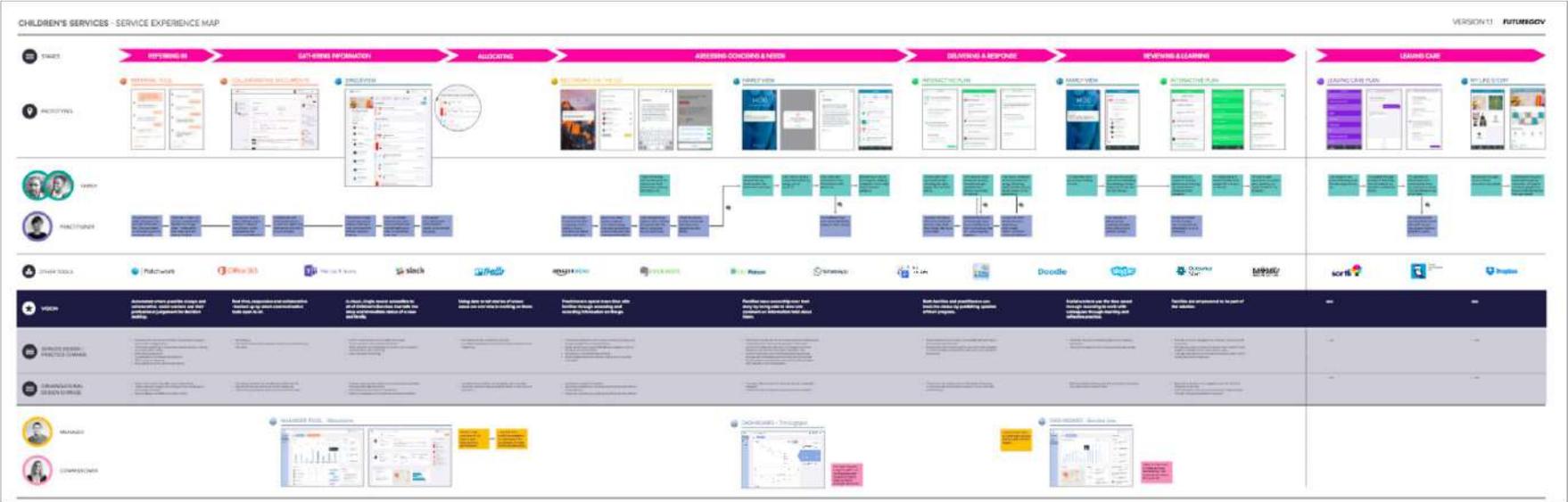
20%

of time is spent chasing agencies, speaking to agencies or information gathering



Leaving little time to spend building relationships with families

Future experience (service model)



Families have ownership over their story

Practitioners spend more time with families, less time in front of computers

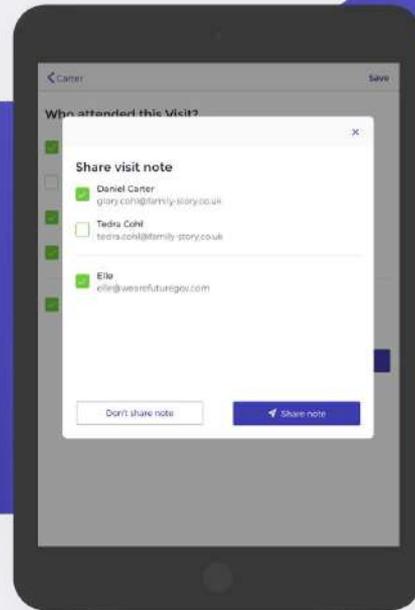
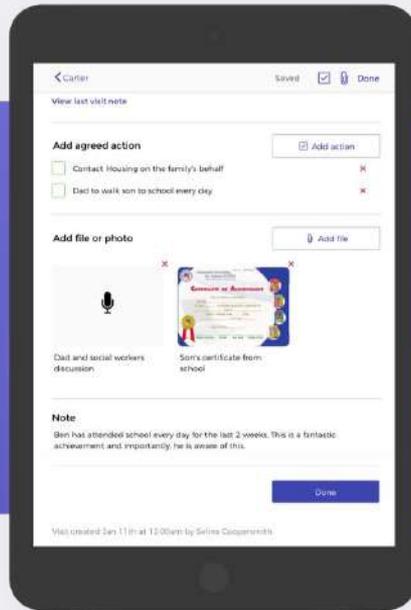
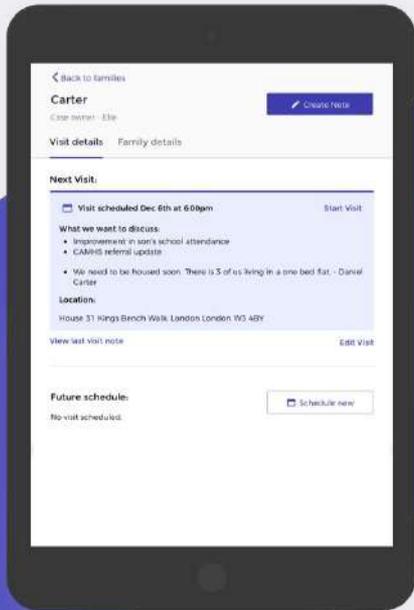
Technology supports social care practice, it isn't just a reporting tool

Decisions are collaborative and technology enables this

Decisions are informed by data

Recording with families

Record observations and agreed actions transparently with families to empower them to own the change in their lives





4 Services changing how we work/operate

For our organisation:

“We have changed the way that we work with partners and other organisations to deliver the best possible outcomes and experiences... We are taking a leading role in shaping how joined up services across the sector best support local delivery.”

Changing how organisations work to deliver user centred services i.e. local health providers/networks)

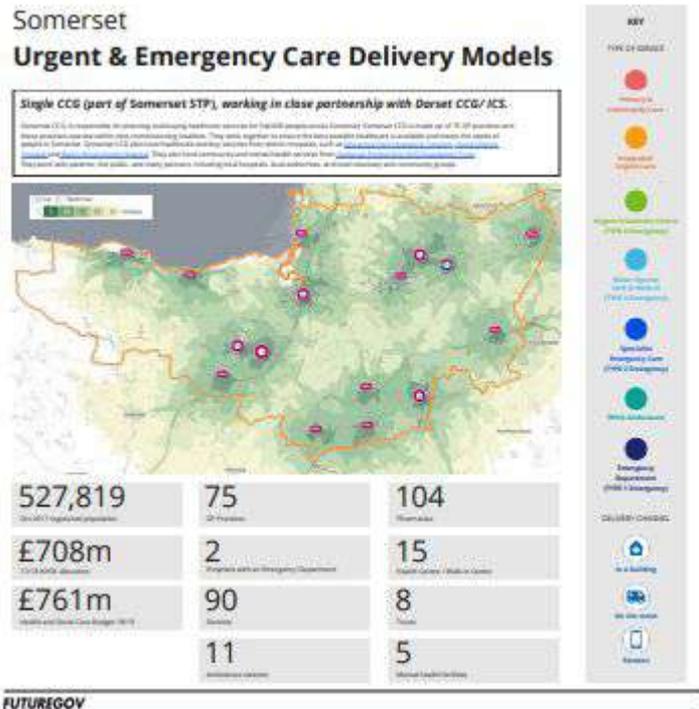


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Where does digital have the potential to make the most impact in urgent and emergency care?*

**across all care settings, touchpoints, and for both patients and staff.*

What we did: mapped UEC delivery models



Used local discovery sites to bring together a national view.

Highlighted the complexity of commissioning and provision of UEC services against patient experiences and journeys.

Mapped digital solutions against the pathway to illustrate where digital solutions do not support best practice.

Highlighted the juxtaposition between patient and clinical requirements and the status quo.

Why a service design approach

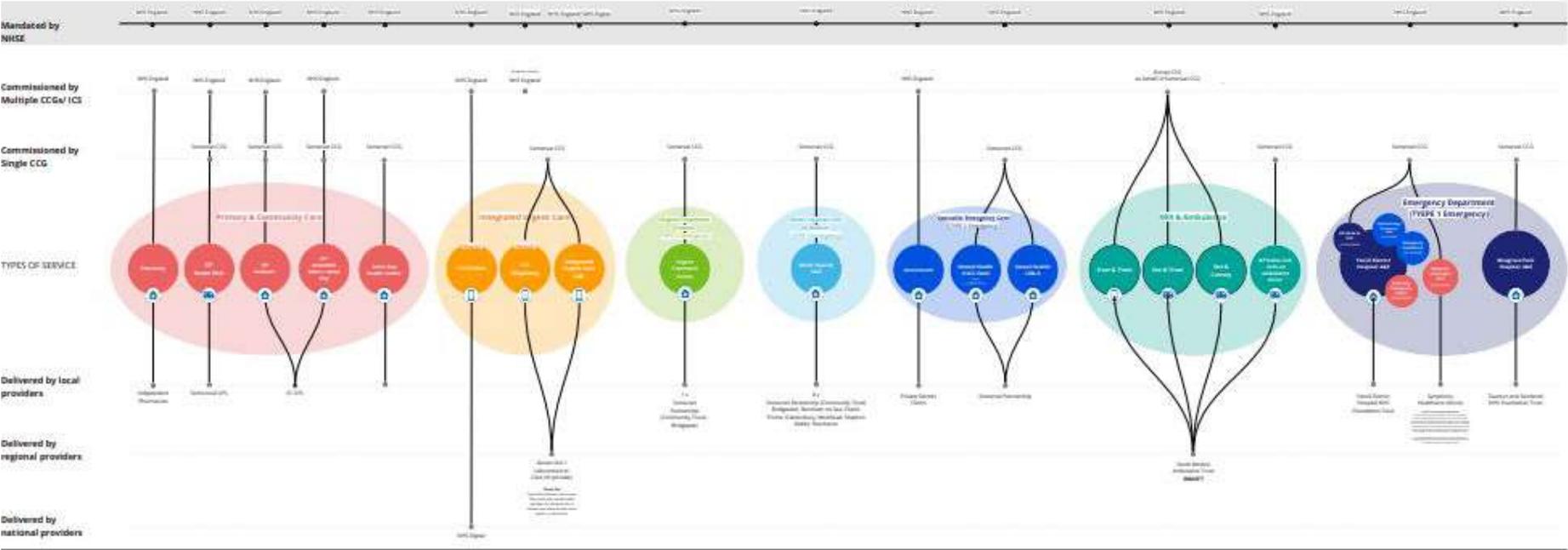
Prioritisation no shortage of vision and good ideas but decision-makers across the system need to make some informed choices about priorities to focus energy and investment

Problems first activity in the sector often starts with the technology that needs to be built or integrated, rather than the problems that need to be solved through technology

System view work in urgent and emergency care often starts with a single service view, rather than a person-centred view of an end-to-end patient experience through a range of different channels and services

Policy is in flux we need to anchor the future of digital urgent and emergency care against new visions such as the Long Term Plan and the Future of Healthcare and NHSX's prioritisation

What we did: mapped UEC delivery models



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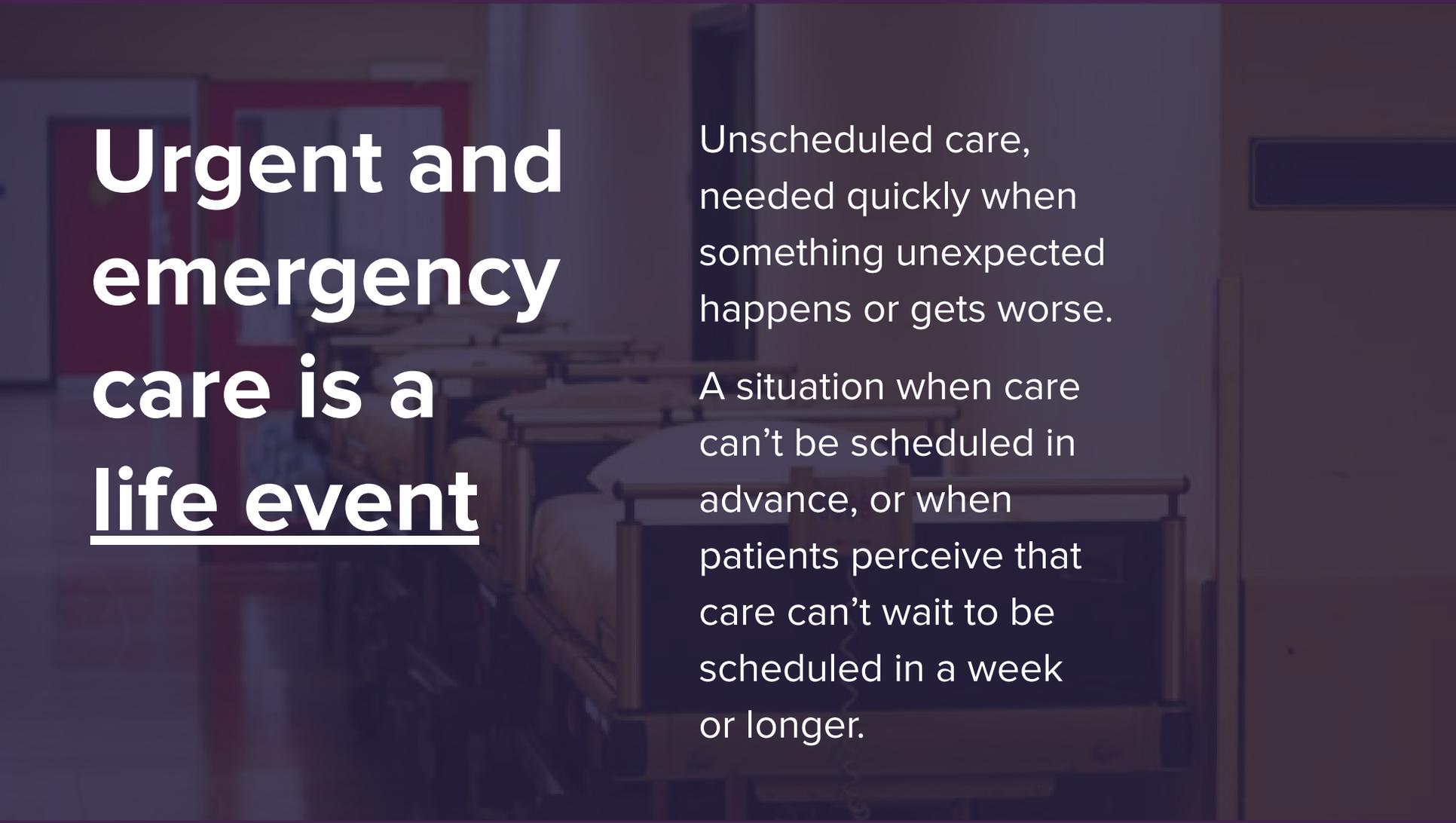
Urgent care is for people with...

urgent (but non life-threatening) care needs

Emergency care is for people with...

serious or life threatening emergencies

Transforming Urgent and Emergency Care Services in England (2015)

A dimly lit hospital room with several beds and a red fire door in the background.

Urgent and emergency care is a life event

Unscheduled care, needed quickly when something unexpected happens or gets worse.

A situation when care can't be scheduled in advance, or when patients perceive that care can't wait to be scheduled in a week or longer.

Priority problems & opportunities (digital for impact)

Opportunities

Orientation + navigation

Orienting patients to and through the right urgent care

Lack of communication with patients about decisions being made and what to expect

Patients don't always comply with clinical advice when they don't trust the service they receive

Lack of support for patients to manage a preventable crisis that is likely to recur or escalate

Patients are responsible for making the correct choice about where to go at a time of high anxiety and distress

Staff lack information and the ability to refer to services that can better meet patient needs

Collaboration + innovation

Facilitating collaboration to deliver services that easily flex to meet changing demand in a way that is cost-effective

Some lower acuity services are not responsive enough to meet patients' unscheduled care needs

Access to specialist urgent and emergency care is unequal around the country

Local services are delivered in a fragmented way, duplicating effort tackling the same problems

Inconsistency in how UEC services are funded creates different incentives that affect patient flow

Standards + platforms

Establishing service standards and platforms to improve quality and deliver efficiency

The way services are commissioned, mandated and delivered are the outputs of policy decisions and reorganisation instead of deliberate design. Organisations have a 'fortress mentality' in securing their own interests, funding and future rather than collaborating with others to address specific challenges and improve the health of the populations they serve

Existing tools and IT systems are unnecessarily confusing, with many performing similar tasks

Poorly designed IT systems cost frontline staff time on administrative tasks rather than patient care

Data + records

Using patient and aggregate data to improve understanding and support decision making at all levels

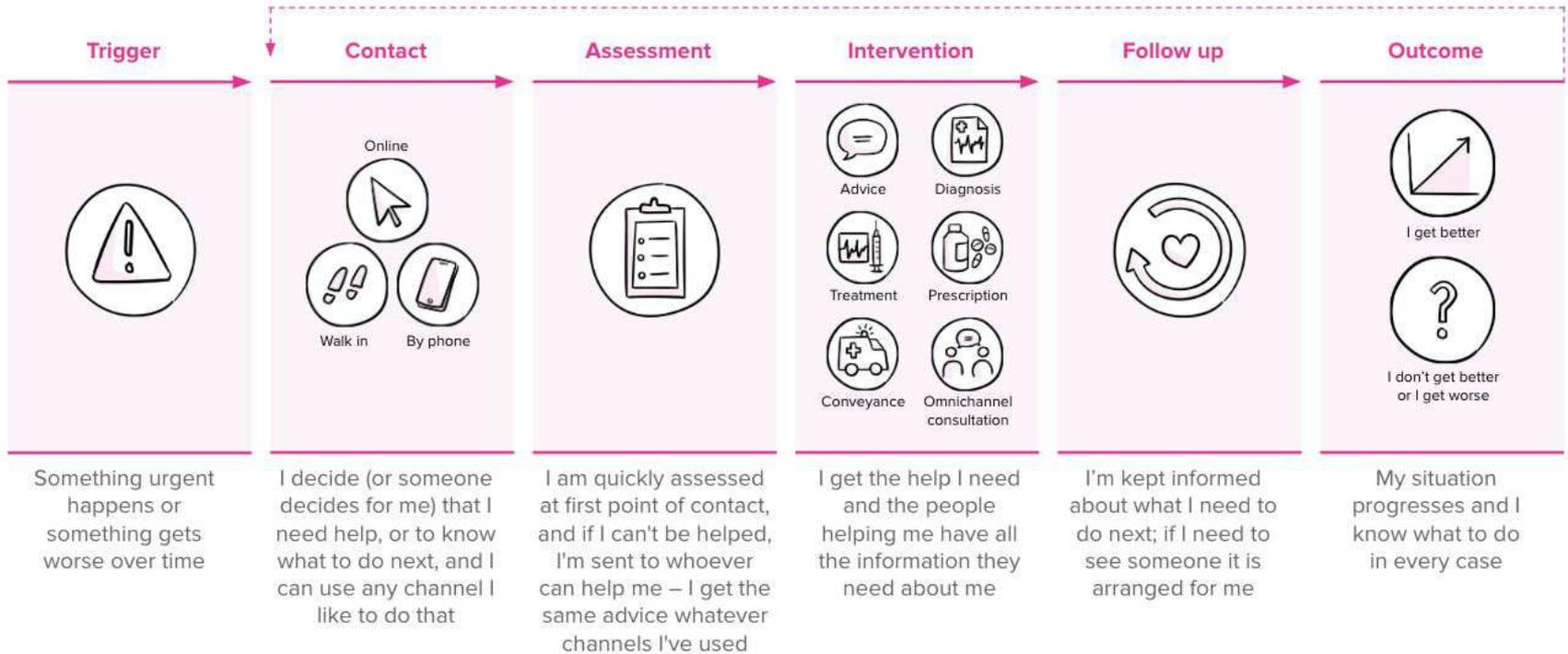
Lack of readily accessible patient information to inform clinical decisions

It is difficult to understand the knock on effect of decisions made at any level of the system

Many and varied IT systems lead to data and information being siloed and inaccessible. This often means only a fraction of information about a patient or episode is made available to different services and actors in the system leading various inefficiencies, such as repeated requests made to patients and duplication of data by staff already held elsewhere

Problems

The target state for digitally-enabled UEC



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We take a leading role in shaping how joined up services across the sector can best support local health services and residents.

We are continuously shaping our culture, practices, processes and business models to respond to people's changing needs and expectations.

At what level is your current quality improvement work focussed?

Do you feel it needs to move to another level, and why?



5-10 minutes

Workshop recap - design approaches

1 Services not meeting needs/expectations

Not user-centred

Priorities are more aligned to how we maintain business as usual (BAU) while managing process and technology improvements.

2 Services being designed/improved

User-centred

We design clearer, simpler, faster transactions, products and tools that are usable and accessible.

Q: Are we designing the right thing?

Q: Is what we're designing usable, and does it work for everyone?

3 Services being designed/transformed

Person-centred

We are increasingly service-oriented in how we understand and organise our work and priorities.

Q: What type of situation/life events are we designing for?

Q: How can we involve patients/staff to test and learn in a low risk environment?

Q: How can we use new technologies and ways of working?

4 Services changing how we work/operate

Human-centred

We focus on the context of our work and service delivery as part of local places, systems or a 'whole service'.

Q: What type of system are we part of and what needs to change?

Q: How can we work with other organisations to delivery improved patient outcomes and more 'joined up' user experiences?

A service-oriented approach

—

Using a service design based approach as the most effective way of keeping a clear focus on needs, goals and assets, to deliver better outcomes.

Comparing organising principles:

- **Service-oriented:** user-led (starts with user experience/goals). Focused on outcomes.
- **Tech-oriented:** starts with technology, systems.
- **Process-oriented:** optimises product and services around existing organisational processes and structures.

Workshop recap - final reflections

Further reading (workshop themes)

Understanding your services (is the first step to understanding or improving them)

<https://blog.wearefuturegov.com/understanding-your-services-3344d4bb1f75>

A design state of mind

<https://blog.wearefuturegov.com/a-design-state-of-mind-c0964f7fd6bc>

8 lenses for service transformation

<https://blog.wearefuturegov.com/8-lenses-for-service-transformation-259e489d5c93>

The return on investment of design-led change

<https://blog.wearefuturegov.com/the-return-on-investment-of-design-led-change-14487abe6ca5>

FUTUREGOV

Thanks

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wearefuturegov.com

FUTUREGOV

Service Design Team Meeting

Whoooo!



Hello!

Check in

How happy are you?

**How are your
projects going?**

**How well do you
feel supported?**

Designing for life events



Hello!

**What do we mean by
life events?**

“Challenges/events that face citizens in everyday life which may alter the course of their life”

Local Gov Authority definition

“Life events are very often discussed in terms of stress”

Scottish gov

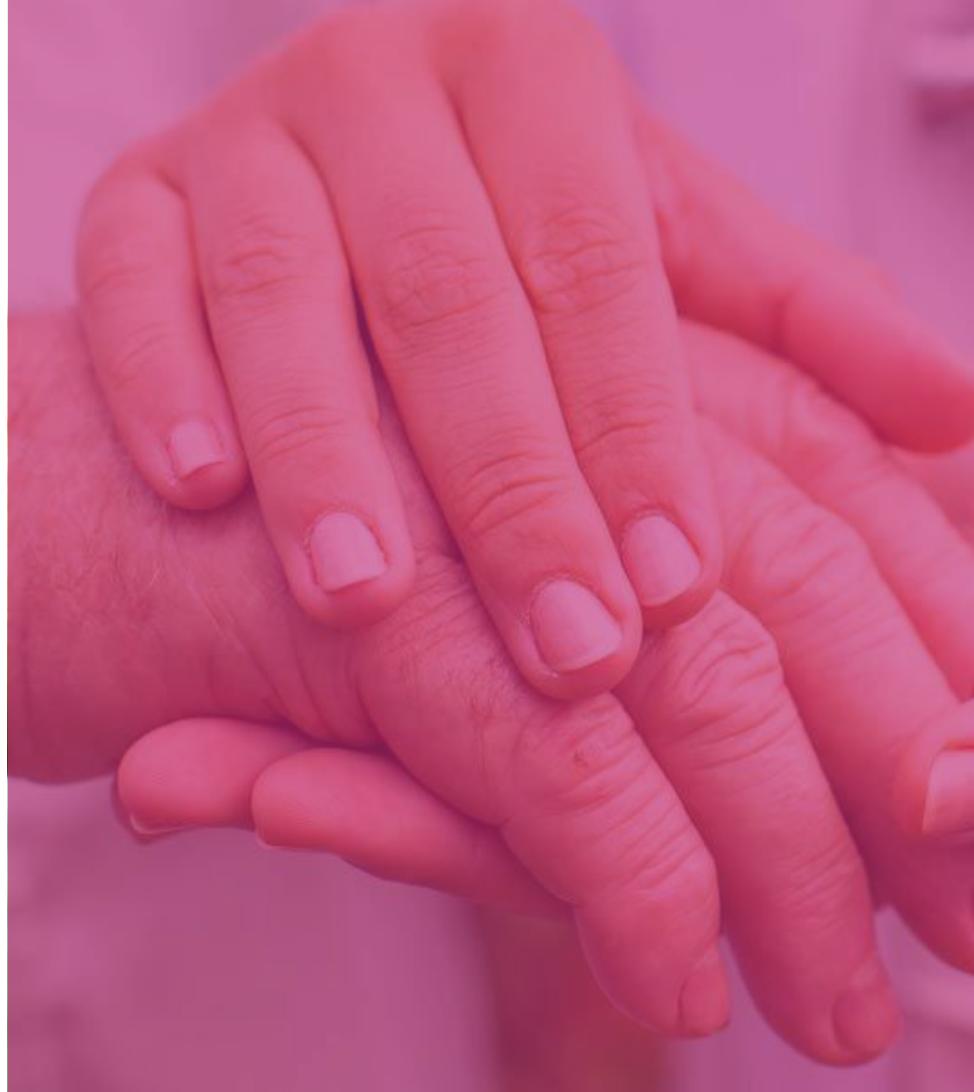
What are life events?

- **Trigger points** for a user journey or the underlying problem that someone is trying to solve.
- **They are the reason that people interact with or contact an organisation.**

Some examples....

Positive events or crisis...

- Getting a baby
- Moving home
- Going to hospital
- Death of a spouse
- Getting married
- Going to university...



It's in the mind of the public sector actors, but still early days...

Local Government Association

esd standards
powering LG Inform

Life events list **ON HOLD**

✓ subscribe | hide show discontinued life events

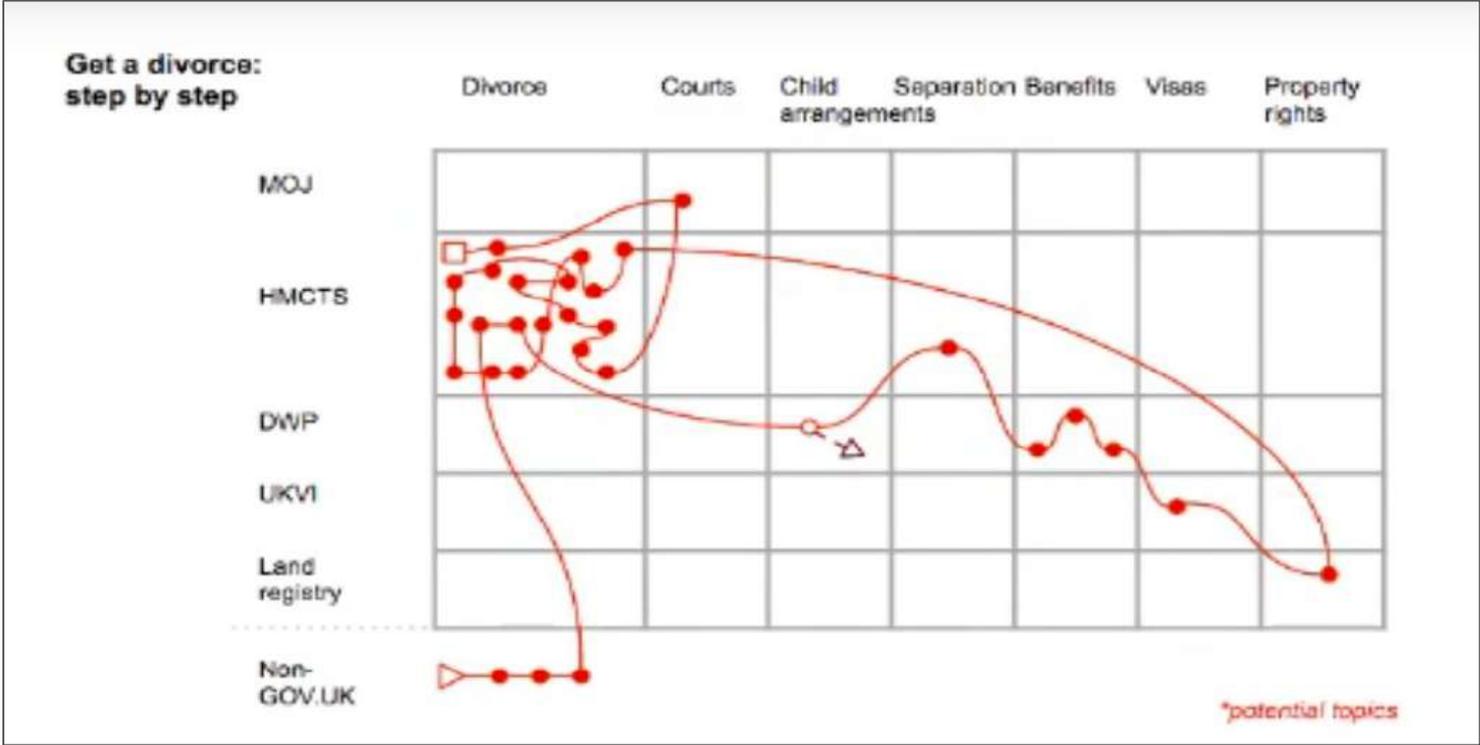
items	Becoming a carer life event	Becoming a parent life event	Becoming a victim of crime life event	Becoming disabled life event	Becoming unemployed life event
details	Bereavement life event	Changing school life event	Getting divorced/separated life event	Getting into debt life event	Getting married/Civil partnership life event
downloads	Going into further education life event	Learning to drive life event	Leaving school life event	Moving home life event	Retiring/Reaching pensionable age life event
linked data	Starting school life event	Starting up a business life event	Starting work life event		

**The trigger of a life event
might start the journey of
a user accessing
services...**

**These journeys can be
very convoluted...**



User journey: 'Getting a divorce' by GDS



**Indeed most Local
Authorities are
process or tech led.**

Comparing organising principles



→ **Process-oriented**: optimises product and services around existing organisational processes and structures.

- **Tech-oriented**: starts with technology, systems.

👍 **Service-oriented**: user-led (starts with user experience/goals).
Focused on outcomes.

Why is this relevant?

Why is it relevant?



Make it easier for users to find support, this means benefits for the user and for the whole system.

“It will help bundle services together in order to target support as quickly as possible and reduce the number of different places and times the citizen will need to make contact.”

Local Government Authority

**How might we design services that
are user-led with the lense of life
events?**

Service-oriented

People

Places

Services

Services / Products

Capabilities / Activities

Technology

Data

FUTUREGOV

Why is it relevant?

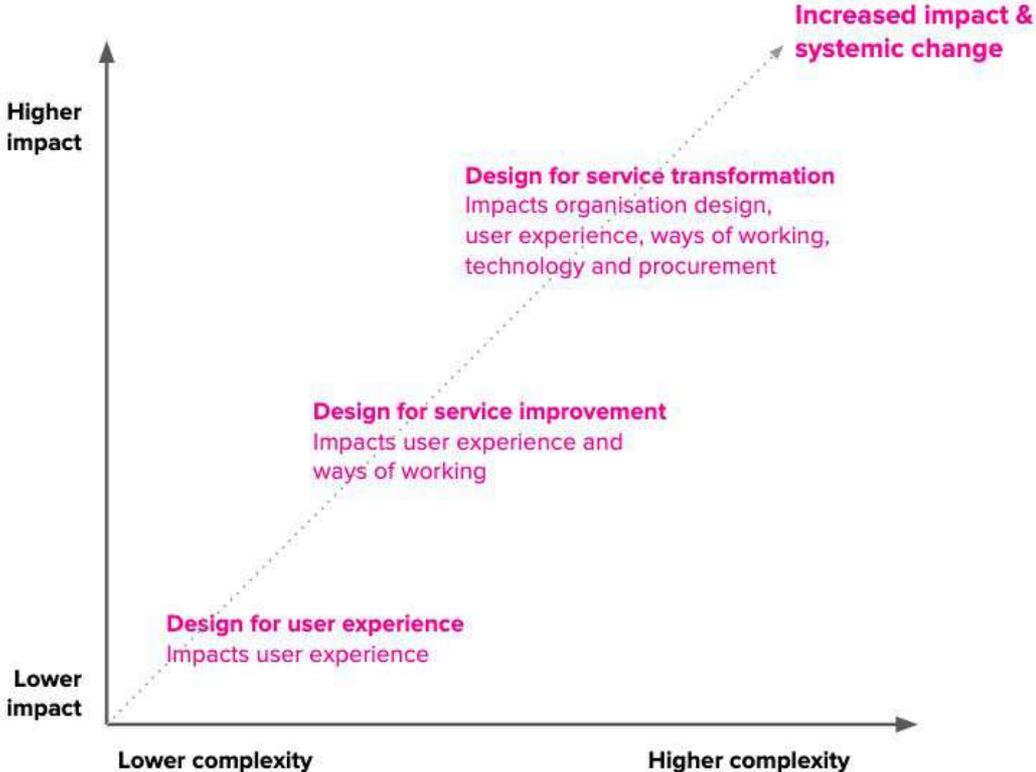


Putting user needs and goals at the centre of the vision, culture and operations of the organisation: adopting a service oriented approach to redesign organisations, not only services.

And beyond that...

**How might we (re)design
organisations that are
service-oriented?**

From designing for user experience...



**What we've done
around this at FG...**

**How to identify life events
when mapping services
→ ECC example**

Patterns Essex

1	Book something	1	BOOK	It refers to the act of booking things such as a room, an item, a person's time. In the majority of the cases, by booking, specific date and time are selected.
2	Apply for something	1	APPLY	Applying enables the user to complete an application process. It might include an eligibility assessment.
3	Request something	1	REQUEST	Request something enables the user to get to some tangible outcomes. Typically there is no eligibility check, as the resident is entitled to what s/he v
4	Tell something	1	TELL	It enables a person who needs/wants to tell something to the council, like ref and reporting s
5	Check something	1	CHECK	It enables a person who needs/wants to check the council's information and understand if they can apply to them for something. Whether an eligibility check can be done
6	Register for something	1	REGISTER	The registration enables the user to complete a process. By registering, resident will create an account with personal and sensitive data that they can return to
<input type="checkbox"/>	 Pay for something	1	PAY	It enables a monetary transaction between a person and the council.
8	Send something	2	SEND	It enables the transaction of documents, that might work as evidences, or other physical items between residents and the council.
9	Fill in something	2	FILL	Filling in a set of information into a form, to share them with the council.

Working with Essex County Council

Essex County Council (ECC) wanted to better understand the services they were delivering, to look for opportunities for service improvements, making things quicker, easier and more accessible for citizens while also streamlining the work required to run services. Together, we mapped common service patterns across the organisation to [identify and understand how service patterns could support the future design and transformation of services.](#)

The plan was to establish **what common service patterns existed**, in what forms and how they could be used and **develop an approach to prototyping new ways of delivering the same types of experiences for different services** and ultimately designing services that provide a consistent and familiar user experience.

A 'whole' services or system-level approach

Local/place context How life events exist in the context of a place, and how they link to local strategy (inc. funding models in health).	Living in Essex
Life event The context for services. Life events are useful in considering our role in influencing/contributing to a wider system.	Having a baby
Service Service areas representing an end to end journey.	Register a birth
Sub-service Common transactional touchpoints (inc. digital/non-digital).	<u>Book</u> an appointment

blog.wearefuturegov.com/understanding-your-services-3344d4bb1f75

PLACE
CONTEXT.

LIVING IN ESSEX.

LIFE
EVENT

- GETTING MARRIED / CIVIL PARTNERSHIP
- MARRYING A GAY?
- BEREAVEMENT / DEATH.
- BECOMING A BRISISH CITIZEN.

- FOSTERING A CHILD.
- ADOPTING A CHILD.
- FWD CHILDREN

CATEGORY

— HOW WE INTERACT OR ENGAGE IN etc

Births, deaths + ceremonies

Children Social Care

- SUSPENSE
- EMOTIONAL
- EARLY YEARS
- FAMILY SERVICES

SERVICES

- Citizenship (Ceremonies)
- Marriages and civil partnership
- Deaths + funerals (THESE ARE SERVICES)
- Birth + naming

- Fostering
- ADOPTION
- FAMILY INFORMATION SERVICE (WEDDING INFORMATION)

← CORE SERVICES. "EXISTING SERVICE MODEL".

SEPARATE ONE WAY / UNRELATED FROM SERVICE

SUB SERVICES

ADVICE + GUIDANCE

— TRANSACTIONAL & TOUCH POINTS.

- REGISTER A DEATH
- REGISTER A BIRTH
- REGISTER A STILL BIRTH

- CHECK UP YOUR LAW POSTER.
- APPLY TO BE A FOSTER CARER.
- AM GET INFO FROM FOR FOSTER CARE
- FWD CHILDNAME PROVIDED IN ESSEX + ENGLAND BASED

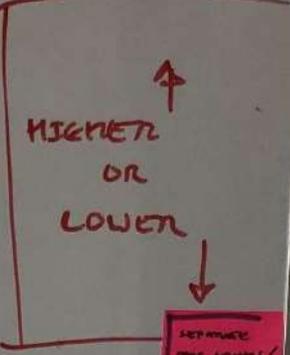
TRANSACTIONAL IN VERBS

SERVICE PATTERNING (ACTIVITIES)

- BOOK AN APPOINTMENT WITH REGISTER.
- PAY FOR SOMETHING - COMPLETE

FWD REGULATED INFORMATION FROM A REGISTER.

WORKING AND BUSINESS IN ESSEX



Identify all partners and family and contacts

Identify required datasets and data sources

Working group for the identified area



Essex.gov.uk

157 transactions mapped*

7 common patterns

11 life events

**This is a work in progress view. The focus was on only services that residents access and use i.e not business, professional, industry services. This also included some light mapping of non-transactional services areas, such as adult social care.*

Common Patterns

1	Book something	1	BOOK	It refers to the act of booking things such as a room, an item, a person's time. In the majority of the cases, by booking, specific date and time are selected.
2	Apply for something	1	APPLY	Applying enables the user to complete an application process. It might include an eligibility assessment.
3	Request something	1	REQUEST	Request something enables the user to get to some tangible outcomes. Typically there is no eligibility check, as the resident is entitled to what s/he wants ...
4	Tell something	1	TELL	It enables a person who needs/wants to tell something to the council, like referrals and reporting something.
5	Check something	1	CHECK	It enables a person who needs to look up a piece of information and understand if applies to them or their circumstances. When an eligibility check can be done ...
6	Register for something	1	REGISTER	The registration enables the user to complete a process. By registering, residents will create an account with personal and sensitive data that they can return to.
<input type="checkbox"/>	 Pay for something	1	PAY	It enables a monetary transaction between a person and the council.

Pattern: BOOK (Essex.gov.uk)

Level 1

Description: It refers to the act of booking things such as a room, an item, a person's time. In the majority of the cases, by booking, specific date and time are selected.

35

Total number of times this pattern appears

5

Across these ECC functional areas

#1

40%

% of this pattern that appears in the top 8 of contact centre inquiries

Channel shift priority

31

Transactional services

4

Non-transactional services

List of functional areas and services:

Customer

- Registrars

Economic growth and localities

- Leisure: Active Essex, Essex Outdoors, Visit Parks, Essex Dance Theatre, Essex Music Hub.
- Essex Records Office (ERO)
- Adult Community Learning (ACL)

Waste and Environment

- Environmental services

Highways and transport

- Demand Responsive Transport

Adult Social Care

- Carers services

Examples:

Register a birth

Book an instrument

What typical flows look like:

Fill in something > Pay Something > Get a notification

Fill in something > Get a notification

Interdependent with these patterns:

Register for something



Life Events

- Accessing further education
- Become a British citizen
- Being/becoming a carer
- Being/becoming disabled
- Finding a job
- Getting married/civil partnership
- Going through bereavement
- Having children
- Moving somewhere/finding a place to live
- Retiring
- Starting/attending school

**This is a provisional list that builds on [this LGA example](#)*

How can we build patterns guidelines that are useful for service design?

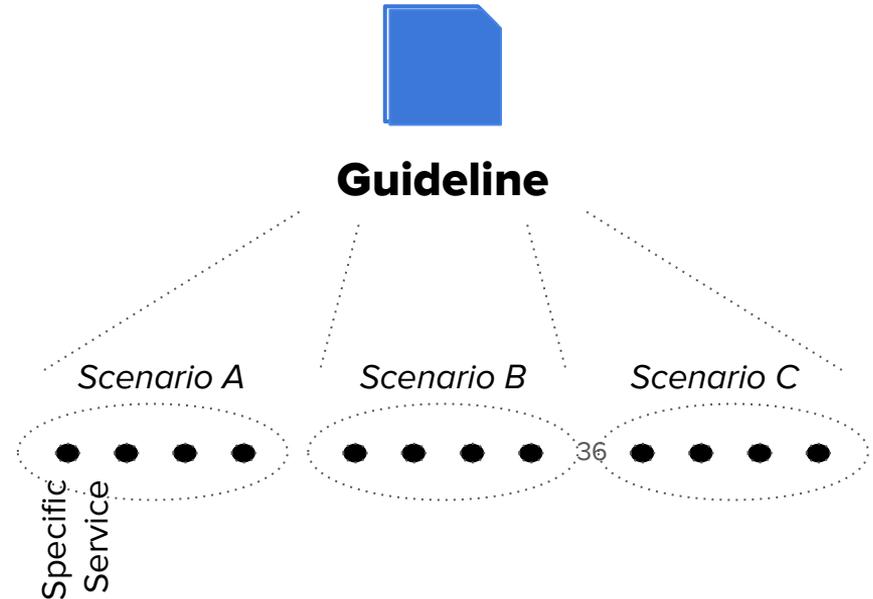
The **guideline** goal is to frame the standard for a specific pattern. It's **context agnostic**.

The guideline needs to include scenario specific indications. By including all the scenarios available under a specific Pattern, the Guideline moves from context agnostic to **scenario specific**.

This is the reason why we need to identify scenarios within a pattern.

When implementing the guideline into a specific service that is included in a given scenario, the Service Design team works as a medium between the Guideline and the Service Area to transform the **scenario specific indications into service specific**.

This is how we designed better future services in a consistent way.



PATTERN: CHECK FOR SOMETHING

Scenario: Check before apply

300

Phase	Before check	Decision making about whether to apply service	User completes check	User assessed based on criteria	Next
User need	I need to find out if I can receive X service	I need to quickly decide if this application is right thing for me now *I need to know how long the application will take to complete *I need to know how much I need to pay for this service	I need support to establish eligibility when I don't know	I need to know in a timely manner whether I am eligible or not. I need to understand decision making rationale.	I need to know what to do next with this information
User flow <i>Shape and order that the user sees</i>					
Service prompt <i>Things to consider, first out about and answer to support the design of the service</i>	<ul style="list-style-type: none"> Does policy or a legal framework determine user access to a service? What is the life event that triggered the need for the service? What are the other services the user is using or signposted from? With this information, we can link services together so that the user does not need to do. Are users left with a clear understanding of the application requirements and signposts end to end in the full content page? Does the user know application requirements such as documents needing to be uploaded when moving onto apply pattern? If service falls outside of a satisfactory timeline to respond to the user, what is a reasonable and appropriate timeframe to commit to? When user are directed to a partner site, does user know they will be directed to another site? Are users informed of next steps or that they have reviewed information with partners? Are users able to navigate back to their.gov.uk? Is one channel more exceptional occasions user may need to go through check eligibility? What is the best channel to offer a prompt response? Does the signpost/decision respect on any other decisions or fit in sequence with any other decisions? (i.e. admissions + trainsparts. Can we retrieve the user's history based on past use? 	<p>Is this a complex end to end application? e.g. are there multiple criteria that determine user eligibility?</p> <ul style="list-style-type: none"> 3 or more criteria Users enter start page of apply something 2 or less criteria Users enter start page of apply something after deciding they are eligible from the full content page More than 4 criteria Users enter smart questions and answer format decision path to establish eligibility before apply something 	<ul style="list-style-type: none"> Transfer policy into an eligibility system to get into a smart question and answer format business path. What sign criteria are used knowers to establish that this will fully protect a scenario at the decisionline Provide guidance throughout the journey. See Content Strategy to create user, consistent content <p>Optimal user support:</p> <ul style="list-style-type: none"> Other multi channels to support users should they require it, what is the best channel for additional support? If additional documents are needed to be presented they need to be accessible - use the design system for further guidance Can the service provider user with the point to check their own eligibility e.g. maps to access distance from home to school? 	<ul style="list-style-type: none"> Check the end of check/leave dead ends for the user? Users need to know where to go next, what to do next and who to speak to? Is there a way to navigate back to check.gov.uk? 	
Data <i>Data we know about the service</i>					<ul style="list-style-type: none"> Data needs to feed into the application check user to eligible to apply. This is stop users having to duplicate the information they give us.
Tech enabled interactions <i>Technology that supports and enables the user flow</i>			<ul style="list-style-type: none"> Support from Tech when users do not understand criteria Make space for exceptional circumstances e.g. free text boxes or multi channels options Enable users to check accuracy of the information they provide by giving them appropriate tools to double 	Can results be automated or does it require assessment?	
Research <i>Research that needs to be considered or conducted</i>	<ul style="list-style-type: none"> Should check eligibility establish a definitive answer? e.g. yes/no? What is the best way to frame eligibility check to users? 	<ul style="list-style-type: none"> How does the user decide what is worth their time/resource? What do users need to make an informed decision to proceed with check? How many criteria is enough for people to go through? What is the best way to make complex policy/legal frameworks accessible? What criteria is typically hard to understand for users? e.g. pain points in journey 			

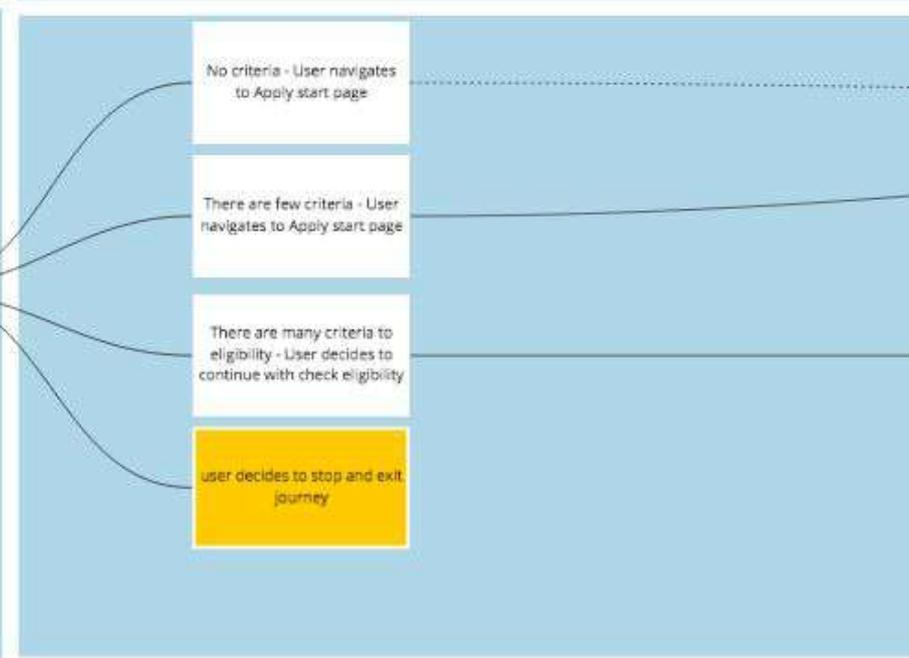
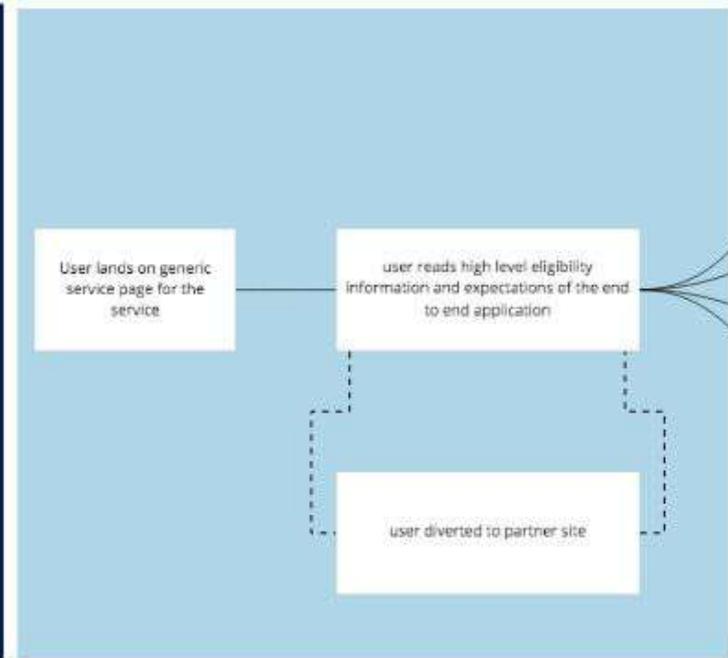
User need

I need to find out if I can receive X service

I need to quickly decide if this application is right thing for me now
*I need to know how long the application will take to complete
*I need to know how much i need to pay for this service

User flow

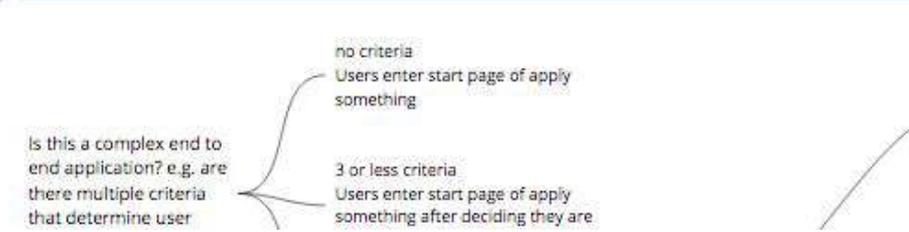
Steps and actions that the user takes



Service prompt

Things to consider, find out about and answer to support the design of the service.

- Does policy or a legal framework determine user access to a service?
- What is the life event that triggered the need for the service? What are the other services the users is using or signposted from? With this information, we can link services together so that the user does not need to.
- Are users left with a clear understanding of the application requirements and timeframes end to end in the flat content page? Does the user know application requirements such as documents needing to be uploaded when moving onto apply pattern?

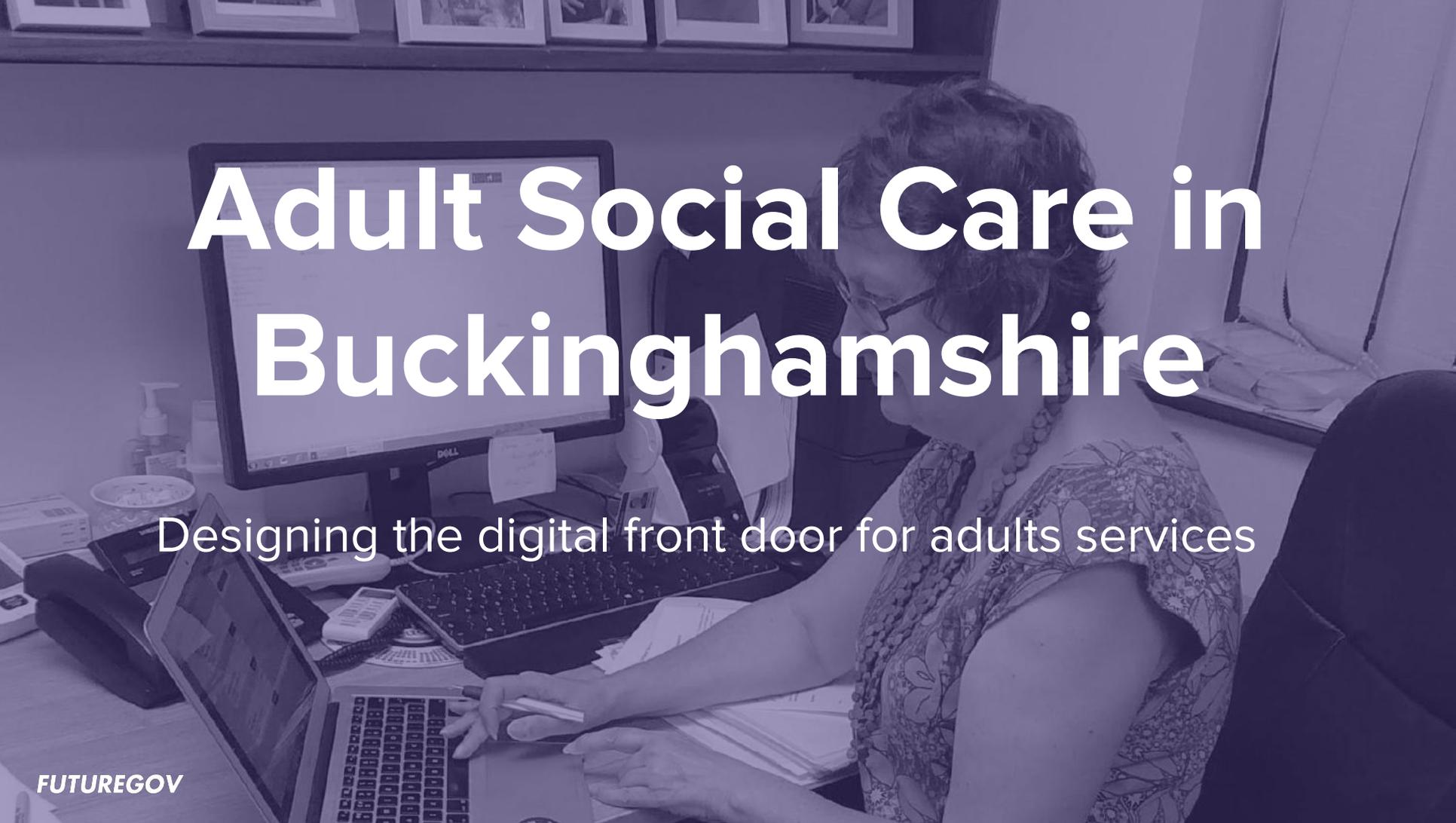


What's next? 

“If I had more time...”

- I would try to include the life events in the patterns flows, but *it would require time to make it super-extra-accessible and not another thing people need time to understand*

**How to use life events to
help people navigate
services/content
→ Bucks example**

A woman with glasses and a floral top is sitting at a desk in an office. She is looking at a laptop screen and has a pen in her hand. On the desk, there is a large monitor displaying a website, a keyboard, a mouse, and various office supplies. The background shows a shelf with framed pictures and a window with blinds. The entire image has a blue tint.

Adult Social Care in Buckinghamshire

Designing the digital front door for adults services

Redesigning Buckinghamshire 'digital front door' for Adult social care services.

→ services that help adults with a wide range of needs to live independently



What's the challenge?

- navigating adult social care is **confusing and complicated**
- people **aren't aware** of what's available to support them
- people **aren't sure where to go** as online information is spread across many sources



**How might we help
people navigate
through the
complexity of social
services?**



“When my dad fell ill, I had to stop working to take care of him. I was panicked, I had no idea how to deal with it all, the money, the emotions. I talked to my GP about it...”

Resident



A group of people are seated at blue tables in what appears to be a meeting or training room. In the foreground, a man in a plaid shirt is gesturing with his hand while talking to a man in a white shirt and tie. The tables are equipped with laptops, papers, and a water bottle. The background shows other people and a white wall.

“People don’t care whether it’s the NHS or their local charity who is best placed to help them when they lose a loved one. They just need help here and now.”

Social worker

Key insights

- People usually start looking for information and support as they go through a **crisis, or life-changing event**.
- **People have complex needs**, they don't fit neatly in boxes, and might need multiple services.
- People wanted **1 source of truth** to tell them about what support they can get.

Life events

Needing extra care support at home

Get help and support if you need to go into adult social care

Coping with disability

Get help and support if you've been diagnosed with a disability

Losing a loved one

Get support after you've lost a loved one

Retiring

Find activities in your area and get support in your retirement

Moving into and out of Buckinghamshire

Find out how to keep getting support if you're moving to or from another local authority

Looking after someone else

Get help and support if you're looking after someone

After a diagnosis or hospital stay

Plan for your care after a hospital stay and recovery at home

End of life

Plan end of life care for you or a loved one

Moving from child to adult social care

Support someone moving from child to adult social care

A redesigned 'front door' for adult social care services

This screenshot shows the main landing page of the redesigned website. It features a dark header with the Bucks Council logo and navigation links. The main content area is divided into several sections: a large hero section with the heading 'Support and care for adults, their families and carers' and a 'Start looking' button; a 'Find activities, groups and services near you' section with a 'Start looking' button; an 'Information and advice' section with three sub-sections: 'Getting equipment', 'Identifying your care and support needs', and 'Considering your care and support options'; a 'Worried about someone else?' section; a 'Who pays?' section; and a 'Coping with loneliness' section. At the bottom, there is an 'In an emergency' section with a 'Get emergency help' button.

Support and care for adults, their families and carers
Helping you find the right information and support in Buckinghamshire.

Find activities, groups and services near you
Answer a few questions and we'll suggest recommendations in your area.

Information and advice

- Getting equipment
- Identifying your care and support needs
- Considering your care and support options

Worried about someone else?

Who pays?

Coping with loneliness

In an emergency
If you need to speak to someone urgently about a vulnerable adult, call us.

Get emergency help

This screenshot shows the 'Caring for someone else' page. It features a large image of two elderly men sitting together. The page is divided into several sections: a 'How to tell if you're a carer' section with a list of signs; a 'Caregiver's skills' section with a list of tasks; a 'Who pays?' section; a 'Coping with loneliness' section; and an 'Important' section with a 'Get emergency help' button. At the bottom, there is an 'In an emergency' section with a 'Get emergency help' button.

Caring for someone else

You might not think of yourself as a carer. But you probably are if you're looking after someone regularly, including your spouse or a family member, because they're ill or disabled. It also means you are entitled to help and support.

How to tell if you're a carer

A 'carer' is someone who - without being paid - regularly looks after, helps or supports someone who would be able to manage everyday life without their help. They might be a partner, relative, friend or neighbour.

Caregiver's skills

- washing, dressing or bathing someone
- getting out and about and travelling to doctors' appointments
- shopping, cleaning and laundry
- paying bills and organising finances

Who pays?

Coping with loneliness

Important
Carers under the age of 18 are sometimes called **Young Carers**. If you're a parent carer you can find information through **children's services**.

This screenshot shows the 'Your recommendations' page. It features a map of Aylesbury, UK, showing 10 of 1341 services nearest to the user. Below the map, there are several service cards, each with a title, a brief description, and a 'Learn more' button. The services listed include Stone, Bisgates and Hartwell Parish Council, Youth Concern Drop in, Bluebird Care (Care Agency), Bluebird Care (Care Agency), Aylesbury Register Office, In Touch Team, Single File Buckinghamshire, and Bucks Homes Library Service.

Your recommendations

Showing 10 of 1341 services nearest Aylesbury, UK

- Stone, Bisgates and Hartwell Parish Council
- Youth Concern Drop in
- Bluebird Care (Care Agency)
- Bluebird Care (Care Agency)
- Aylesbury Register Office
- In Touch Team
- Single File Buckinghamshire
- Bucks Homes Library Service

This screenshot shows the 'Life events' section of the website. It features a grid of six cards, each with a title and a brief description of the service. The cards are: 'Needling extra care support at home', 'Coping with disability', 'Losing a loved one', 'Retiring', 'Looking after someone else', 'After a diagnosis or hospital stay', 'End of life', and 'Moving from child to adult social care'.

Life events

- Needling extra care support at home
- Coping with disability
- Losing a loved one
- Retiring
- Looking after someone else
- After a diagnosis or hospital stay
- End of life
- Moving from child to adult social care

This screenshot shows the 'What support is available?' section of the website. It features a list of support options, including 'Single File Buckinghamshire', 'Bluebird Care (Care Agency)', 'Aylesbury Register Office', 'In Touch Team', 'Single File Buckinghamshire', and 'Bucks Homes Library Service'. Below the list, there is a 'Show more results' button.

What support is available?

If you care for someone, you can have an assessment to see what extra help you can get. This is called a **carer's assessment**.

Key recommended things like:

- someone to take over caring so you can take a break
- gym membership and exercise classes to relieve stress
- help with taxi fares if you don't drive
- help with gardening and housework

Janine's story

This screenshot shows the 'Advice for you' section of the website. It features a grid of two cards, each with a title and a brief description of the service. The cards are: 'Equipment and services' and 'Identifying your care'.

Advice for you

- Equipment and services
- Identifying your care

Viewing services curated around 'life events'

The screenshot shows the Buckinghamshire Council website. At the top, there is a navigation bar with the council logo and a search bar. Below this is a main header with the text "Support and care for adults, their families and carers" and a sub-header "Helping you find the right information and support in Buckinghamshire." A prominent green button says "Find activities, groups and services near you". Below the header is a section titled "Information and advice" with a grid of six cards: "Getting equipment", "Identifying your care and support needs", "Considering your care and support options", "Worried about someone else?", "Who pays?", and "Coping with loneliness". At the bottom of this section is a "Get emergency help" button. Below the "Information and advice" section is a "Life events" section with a grid of six cards: "Needing extra care support at home", "Looking after someone else", "Coping with disability", "After a diagnosis or hospital stay", "Losing a loved one", "End of life", "Retiring", "Moving from child to adult social care", and "Moving into and out of Buckinghamshire".

Life events

Needing extra care support at home

Get help and support if you need to go into adult social care

Coping with disability

Get help and support if you've been diagnosed with a disability

Losing a loved one

Get support after you've lost a loved one

Retiring

Find activities in your area and get support in your retirement

Moving into and out of Buckinghamshire

Find out how to keep getting support if you're moving to or from another local authority

Looking after someone else

Get help and support if you're looking after someone

After a diagnosis or hospital stay

Plan for your care after a hospital stay and recovery at home

End of life

Plan end of life care for you or a loved one

Moving from child to adult social care

Support someone moving from child to adult social care

Designing content around life events

We've designed content structured around a typical life event containing:

- An **overview of support available** for the life event:
 - Emotional
 - Practical
 - Financial support
- **Signposting** to council and partners content and services that are directly relevant to the life event
- **Personal stories** from others who've experienced similar life events

The screenshot shows a website page with a yellow header. The main content area is titled "Caring for someone else" and includes a sub-header "How to tell if you're a carer". Below this, there are sections for "What support is available?" and "Janine's story". The page also features a navigation menu, a search bar, and a sidebar with "On this page" and "More help elsewhere" sections. A photograph of two elderly people sitting together is visible in the middle of the page.

Information and advice | [Feedback](#) | [Log in](#) | [Sign up](#)

Home » Life events

Caring for someone else

You might not think of yourself as a carer. But you probably are. If you're looking after someone regularly, including your spouse or a family member, because they're ill or disabled. It also means you are entitled to help and support.

On this page

- [What is a carer?](#)
- [What support is available?](#)
- [Services to help you care for someone](#)
- [Related information](#)

More help elsewhere

- [What is a carer?](#)
- [How to tell if you're a carer](#)

How to tell if you're a carer

A carer is someone who - without being paid - regularly looks after, helps or supports someone who couldn't be able to manage everyday life without their help. They might be a spouse, partner, friend or neighbour.

Carers help with:

- washing, dressing or taking medicines
- getting out and about and travelling to distant appointments
- shopping, cleaning and laundry
- paying bills and organising finances

They can also give emotional support by:

- sitting with someone to keep them company
- watching over someone if they can't be left alone

All of these count as being a carer!

Important

Carers under the age of 18 are sometimes called **Young Carers**. If you're a young carer you can find information through [children's services](#).

What support is available?

If you care for someone, you can have an assessment to see what might help make your life easier. This is called a **carer's assessment**.

Things we normally think are:

- getting help to save time caring for you someone a break
- getting respite care and services during festive events
- help with tax fees if you don't drive
- help with gardening and householdwork
- carer training e.g. how to lift safely
- joining your own with local support groups so you have people to talk to
- advice about benefits for carers
- one-to-one counselling

A carer's assessment is free and anyone over 18 can ask for one.

It's separate from the **needs assessment** the person you care for might have, but you can ask to have them both done at the same time.

Janine's story

When Janine's mum was diagnosed with cancer, it was really stressful for the whole family. Janine decided to give up work to care for her. It was awful about how it was, but it was what she had to do. She was awarded a grant from the local council in Buckinghamshire County Council to find out if she could get any support.

Janine said: "When I went out on the road, I really don't know how I'm going to manage with my mum. I thought about what sort of allowance and medical equipment I might need, but when I started to look after her, it was such a relief to find out what could be done. There were never thinking of myself as a carer until then."



The power of ‘stories’

“It’s a good way to talk about a difficult topic, sending, sharing a story to discuss things that are a bit taboo. (...) I would read it to my granddad to tell him ‘this might happen to you too!’”

Resident

- gym membership and exercise classes to relieve stress
- help with taxi fares if you don't drive
- help with gardening and housework
- carer training e.g. how to lift safely
- putting you in touch with local support groups so you have people to talk to
- advice about benefits for carers
- one-to-one counselling

A carer's assessment is free and anyone over 18 can ask for one.

It's separate from the **needs assessment** the person you care for might have, but you can ask to have them both done at the same time.

Janine's story

When Janine's mum was diagnosed with cancer, it was really stressful for the whole family. Janine decided to give up work to care for her, but was worried about how to afford it. She contacted Buckinghamshire County Council to find out if she could get any support.

Janine said: "When I contact the council, I really didn't know how I was going to manage with my mum. I found out about carer's allowance and realised it could help me work less, so that I could look after her. It was such a relief to find out what I could get, because I hadn't even been thinking of myself as a carer until then."



What's next?

“If I had more time...”

- I would help the client see what a ‘real’ user journey looks like VS generic one
- It would have been great to help the council envision the future of their services/organisation through the lense of life events.

**4 main user groups, illustrated in
5 life journeys setting the vision
for ASC in Essex**



**How to design around a life
event?**

→ Parkisons example

A photograph of a person lying in a hospital bed, wearing a striped hospital gown. A healthcare professional in white scrubs is leaning over the bed, holding a clipboard and looking at the patient. The room includes a metal bed frame, a bedside table with a lamp, and a window with curtains. The entire image is overlaid with a semi-transparent blue filter.

Parkinson's Direct

Personalised information and support for people
with Parkinson's and their loved ones

Phase one: Discovery

**Designing a service for
people with Parkinson's
around life events is
basically to design
people's lives.**

Life is not linear.

**Understanding how
people deal differently in
going through life events.**

Health learning

- The medical definition of the disease was not useful for understanding the human experience
 - People didn't see themselves as going through stages of 'diagnosis', 'maintenance' and 'advanced'
 - People didn't experience these stages in a similar way
 - Instead they talked about cycles of 'struggling, coping and managing' around key life events i.e. changing medication, moving into a care home

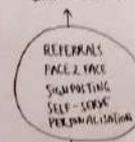


We started to explore visualisations of that experience

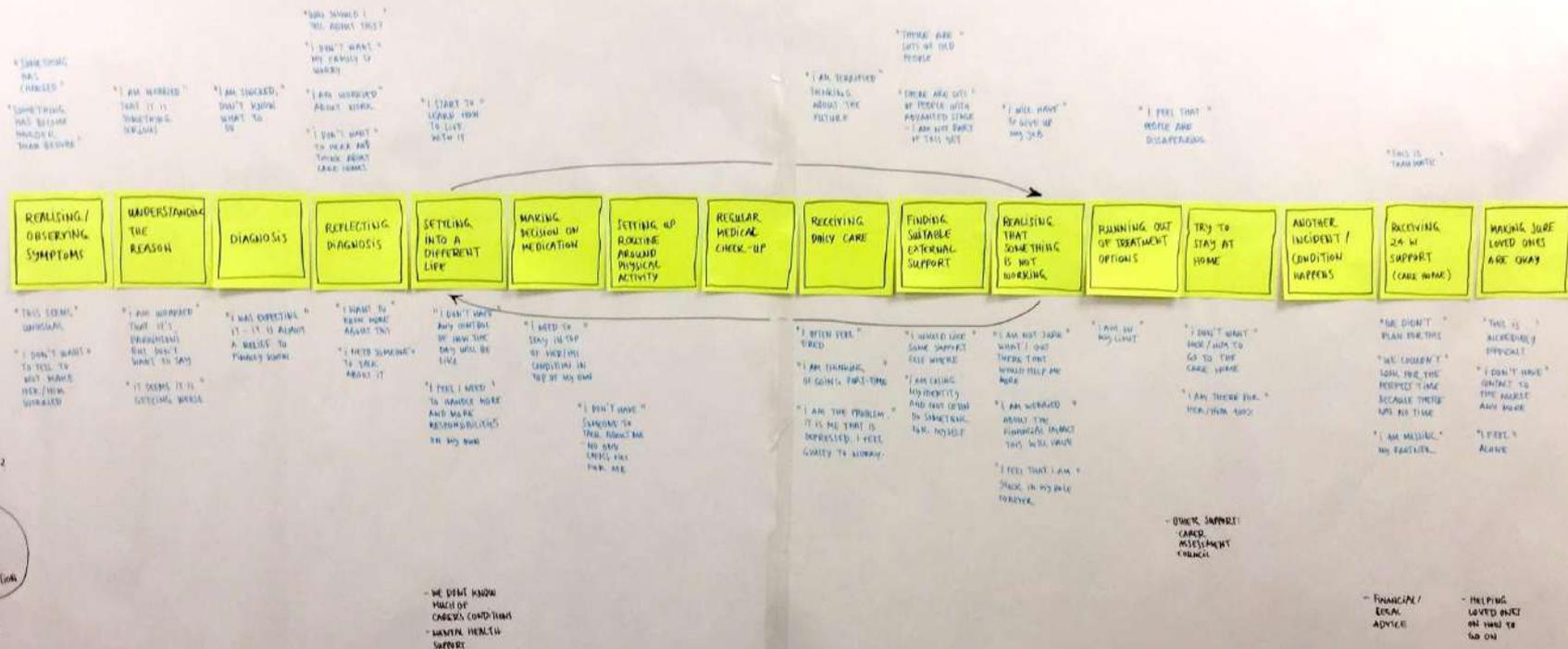
PERSON WITH PARKINSON'S

FAMILY FRIENDS CARERS

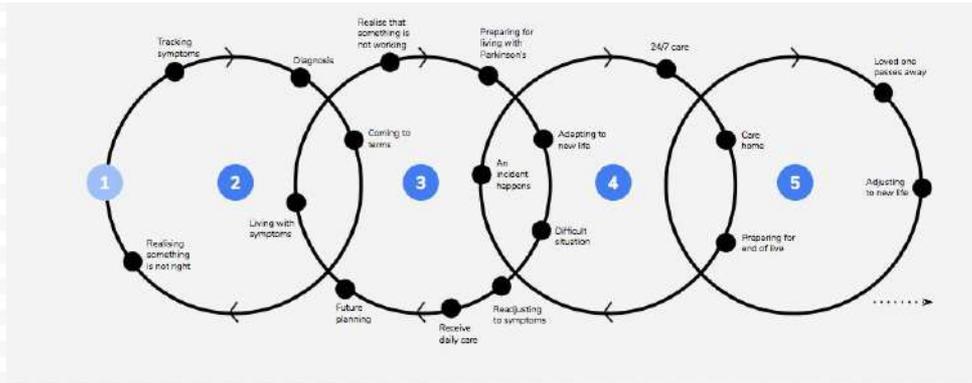
WHAT'S THERE?



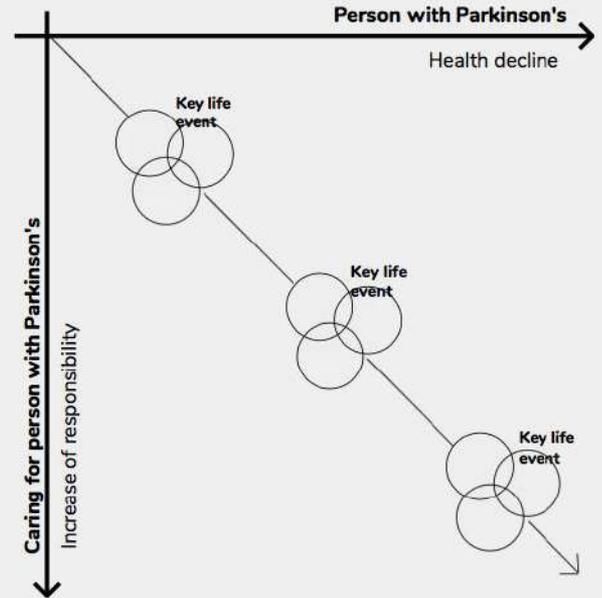
WHAT'S MISSING?



Lots of iterations

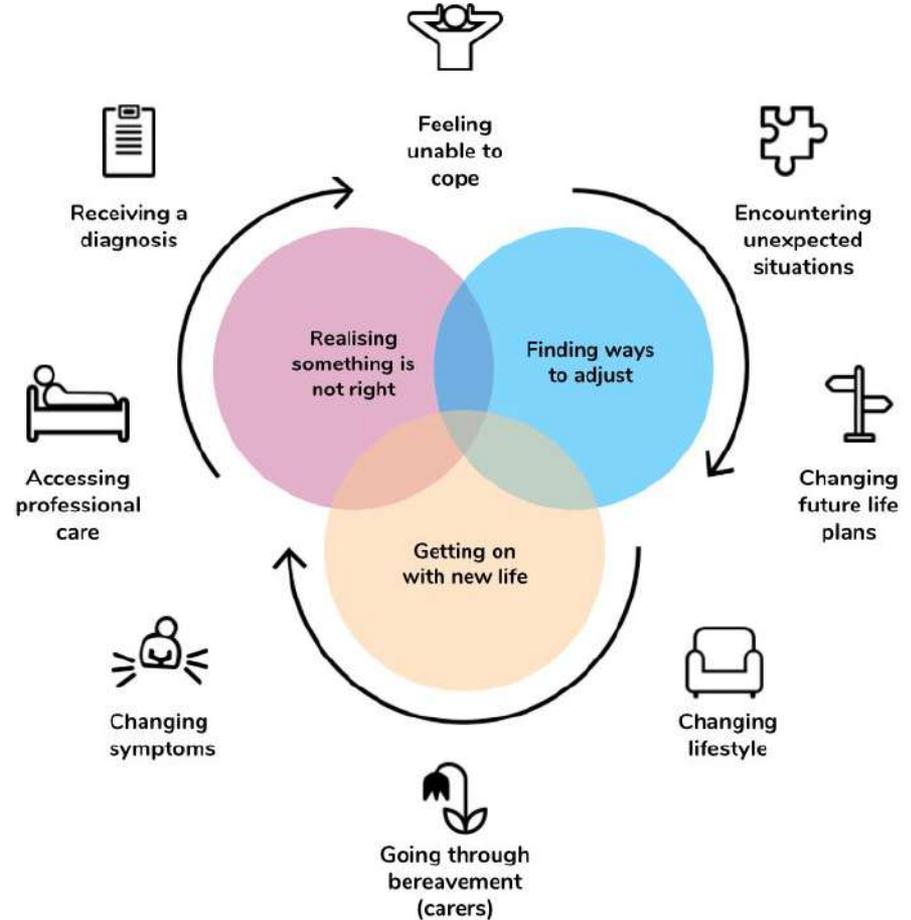


#2 Parkinson's user journey



How to experience life events

- People didn't see themselves as going through stages of 'diagnosis', 'maintenance' and 'advanced'
- Cycle of: realising something is wrong - finding ways to adjust - Settling into new life
- People usually struggle at some point in their life, at some stage of going through a life event
- Based on need and agency, people will experience this differently



**Designing for life events:
Designing something that
helps people going
through the 3 stages
easier**

Adam's story



Adam lives with his wife in their own home.
He spends lots of time online or at local support groups.

3 years before his diagnosis, Adam was in pain and losing his ability to do simple things like tie his shoelaces. Parkinson's was in the back of his mind after his GP and friend mentioned it. But instead he was misdiagnosed and put on medication that did nothing for his pain. So he gave up work. **He kept going back to his GP until he was eventually diagnosed with Parkinson's.**

He feels cheated by the system - if he'd had the diagnosis earlier his pension would have been much bigger. **He has now thrown himself into raising money for Parkinson's research so this doesn't happen to anyone else.**



Receiving a diagnosis



Mikaela's story

Mikaela lives alone. Her Parkinson's is extremely uncomfortable most of the time.



Mikaela only came to a realisation of what Parkinson's really meant several years after being diagnosed. She wasn't really told what to expect by anyone when she was diagnosed.

When she began to struggle to get out of bed or to sleep, it wasn't something she was ready for. As someone living alone and who already suffered from post-traumatic stress disorder from a previous trauma, **she locked herself up in her house for months, feeling suicidal.**

People don't really understand how she feels, partly because they don't see her at her worst or when she is down.



Encountering unexpected situations



**How to design an
operational model
around life events?**

Parkinson's Direct service pathway

About this blueprint

- Pathways describe the capabilities required for individuals with severe Parkinson's and problems that are identified as difficult to manage in primary care
- Involvement of users with learning, understanding, values and ethics
- Content for information and support
- Operational processes to facilitate the service
- Evidence for the proposed channels based on needs and agency

How to read this map

- Colours refer to events users go through in order of strength, time and energy which will affect their engagement

- This is a health service map
- The service is user based and support tools are used for consideration
- Users can self refer or be referred by professionals in primary care or health organisations or any other path
- The service is user based and support tools are used for consideration

Channels

- Account
- Website/Phone
- Text message
- Email
- Smoothing and ongoing phone call
- Live chat
- Personal information
- Feedback
- Slipper to use the Parkinson's Direct online services
- Link to Team Parkinson
- Maps

Need and agency

- People's needs and agency to reach out for help varies significantly and this is a key challenge for Parkinson's Direct
- High need (high agency)
- Low need (low agency)
- Accessibility needs are met through user preferences, either online or offline. This can be addressed in user needs (eg communication capability, design user flow)

Pathway principles

- We are the people who get it, working early to build relationships and work with people
- We listen and learn what you need to address and signs information
- We provide opportunities to connect to others communities
- A service that integrates and builds on your skills, knowledge and motivation to help with Parkinson's
- Support for movement with Parkinson's and their loved ones from diagnosis to the end Parkinson's with time for your interests and agency

Life events

Stages

- 1. Initial contact
- 2. Assessment
- 3. Support and advice
- 4. Referral to specialist services
- 5. Ongoing support and review
- 6. End of service

Out-of-office activities

Online activity

How online services are used

Local support services



Search for parkinson's specific support services in your area



Getting in contact with advisory service



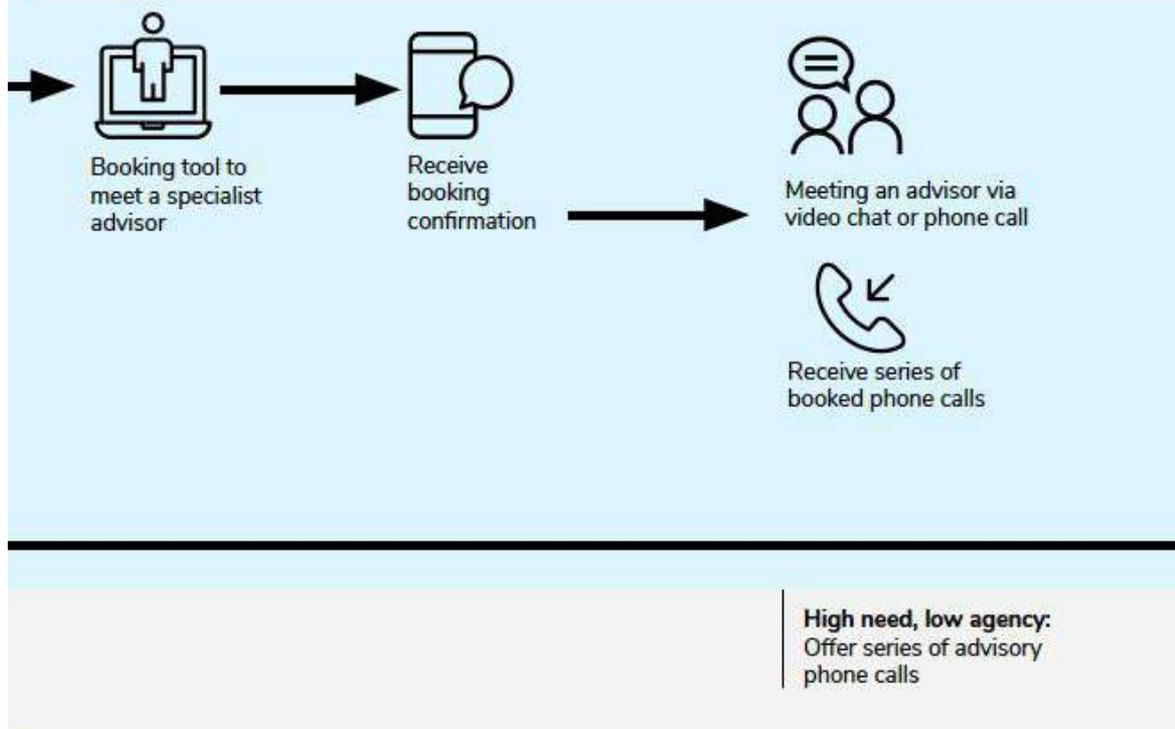
Getting a support offer from a local organisation and the number to call back

High agency:
People adding recommendations in their area

Low agency:
Content served based on location data

Low agency:
Signposted by advisor, receive phone call from service provider or community group

Talking to a specialist (advisors can be accessed at any point and)



What's next?

“If I had more time...”

- I would spend on storyboards for the future service to communicate the flexible service offer more
- This can help to tie it back to the “as is stories”

An approach to designing for life events

What can you do, step by step...

Option 1A, if the focus is on service implementation:

Identifying relevant life events:

- Through qualitative user research (journey mapping, eco system mapping...) building an understanding of what actually happens in people's lives
- Using data to identify life events (e.g. **organic search**, search words on the site, traffic, most consulted pages...)

Option 1B, if the focus is on setting a new approach for innovation:

Mapping current services to see how they respond to these life events:

- Think about life events and map services against them : understanding demand and journeys people take using journey mapping
- Think about your services and map life events against them → Essex

Start making connections, and re-organising content/signposting...

- Curating organisation's services around life events (e.g. Bucks)
- Plotting journeys and identifying gaps, pain points, to create joined up journeys

Transform your organisation, around life events!





Thank you