Digital service design
for small charities

Agenda

1. What is Service Design
2. Exercise
3. Research Findings
4. Top Tips for User Research
5. Julie from Law Centers Network about the process of creating a digital tool

The Goal of the Session

That you walk away questioning your organisation's assumptions about your beneficiaries

Who is CAST?

What is service design and why is it important?
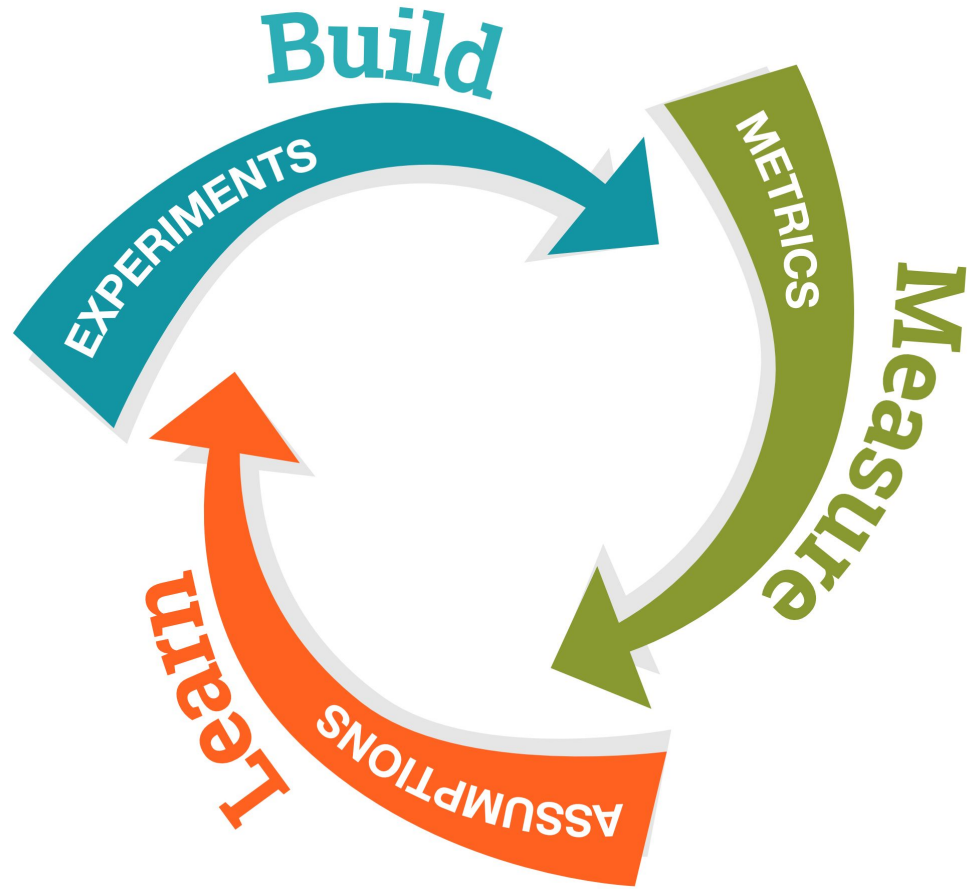
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Test
driven

Build

Measure

Learn

EXPERIMENTS

METRICS

ASSUMPTIONS

User
centred

Service design is all about:

1. **Finding out about your users, their needs and their behaviour**

2. **Market research**

3. **Designing something that fulfils those user needs**

4. **Testing and tweaking**

Services ≠ Websites

Exercise

We **don't have a lot of time** so this will be fast paced

Find someone you don't know, take a few moments to introduce yourselves & say hello

Now, **without asking** any further questions, **you have** <u>5 min</u> **to come up with a restaurant concept** that would be perfect **for them**

Put your idea away for now,
don't tell yet

?

Write 5 questions each to find out what kind of restaurant and food your partner likes

You have **3 min each** to have a go asking your questions

Use the **Knowledge Board template** to work out what you really know about the other person

What restaurant would you create for them **now?**

⚡

The big reveal

First, share your **new restaurant** idea with your partner, and **then the old one**
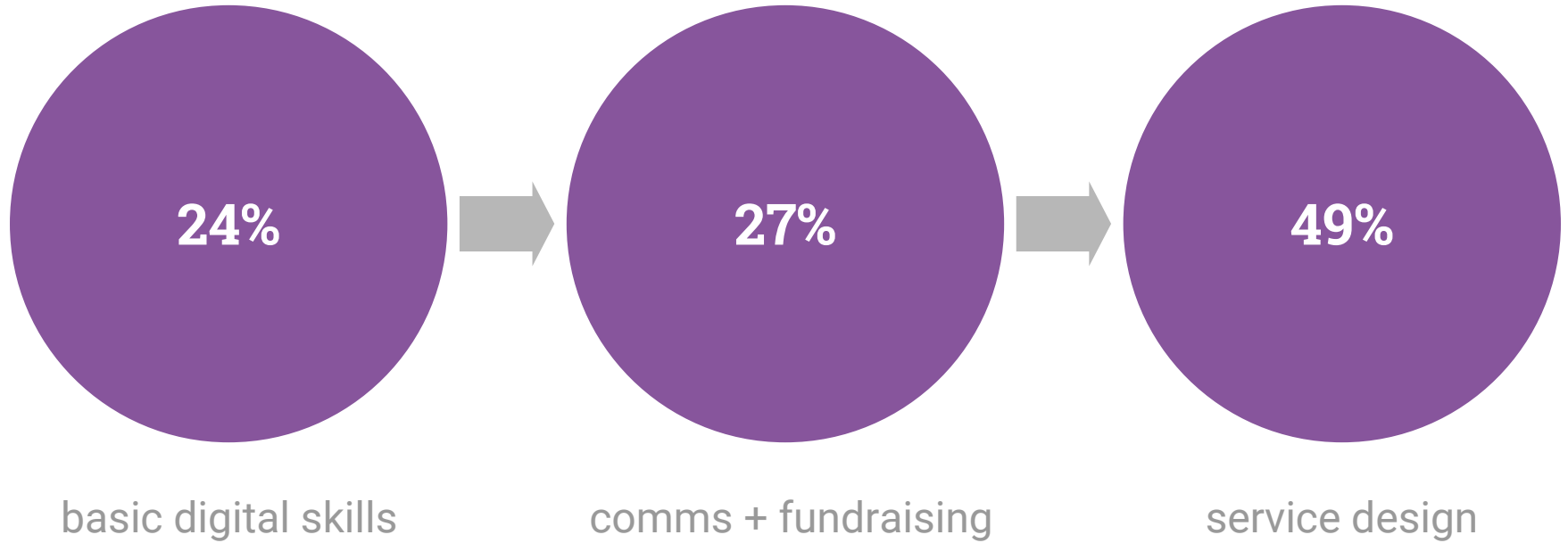
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How was that?
Were they **the same?**

Recent research with smaller charities

Who we spoke to

51

non-profits

What were their core issues?

24%

basic digital skills

27%

comms + fundraising

49%

service design

Biggest design trend

not user centered

no-one had tested

their assumptions

1. Finding out about your users and their behaviour

User interviews

- **What are they:** One-to-one, scripted interviews with your users
- **Good for:** gathering a number of viewpoints and responses to specific questions

Observations

- **What are they:** Research method where researchers observe and/or interact with users in their real-life environment.
- **Good for:** Getting a deep understanding of the problem, the users' context and their behaviours.

User research doesn't have to be expensive

Try:

- Turning up to some of your physical services to observe
- Asking people in waiting rooms if they've got a spare 15 mins after an appointment
- Offering to buy people a coffee in a cafe in return for a quick chat
- Putting a request out via social media or your newsletter for people to talk to
- Ask your helpline advisors to ask users if they'll talk to you
- Call on your partners to recruit

Julie from Law Centres Network
SMS Tool

Thank you