

# Starting with the right questions

## Worksheets

Service Design in Government 2020

Friday 6 March 2020



# What are our goals and outcomes?



*What are the overall goals for the project and service? What intermediate outcomes do we want to achieve? How might we measure them?*



# What are we trying to learn or prove?

2

*What do we need to know to make good decisions? What might the organisation already know? What risky assumptions should we be testing? What will we need to prove to validate our work?*



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# Who are the users?

3

*Are they members of the public, professionals or staff? What different groups, circumstances and behaviours might be important? Are they current or potential users?*



# What are we operating?

*What digital and physical components will the service be made up of?  
What people will be involved in operating the service? How will we roll out the service?*



	Now	Next	Later
Goals and outcomes			
Users			
Learn or prove			
Operating			