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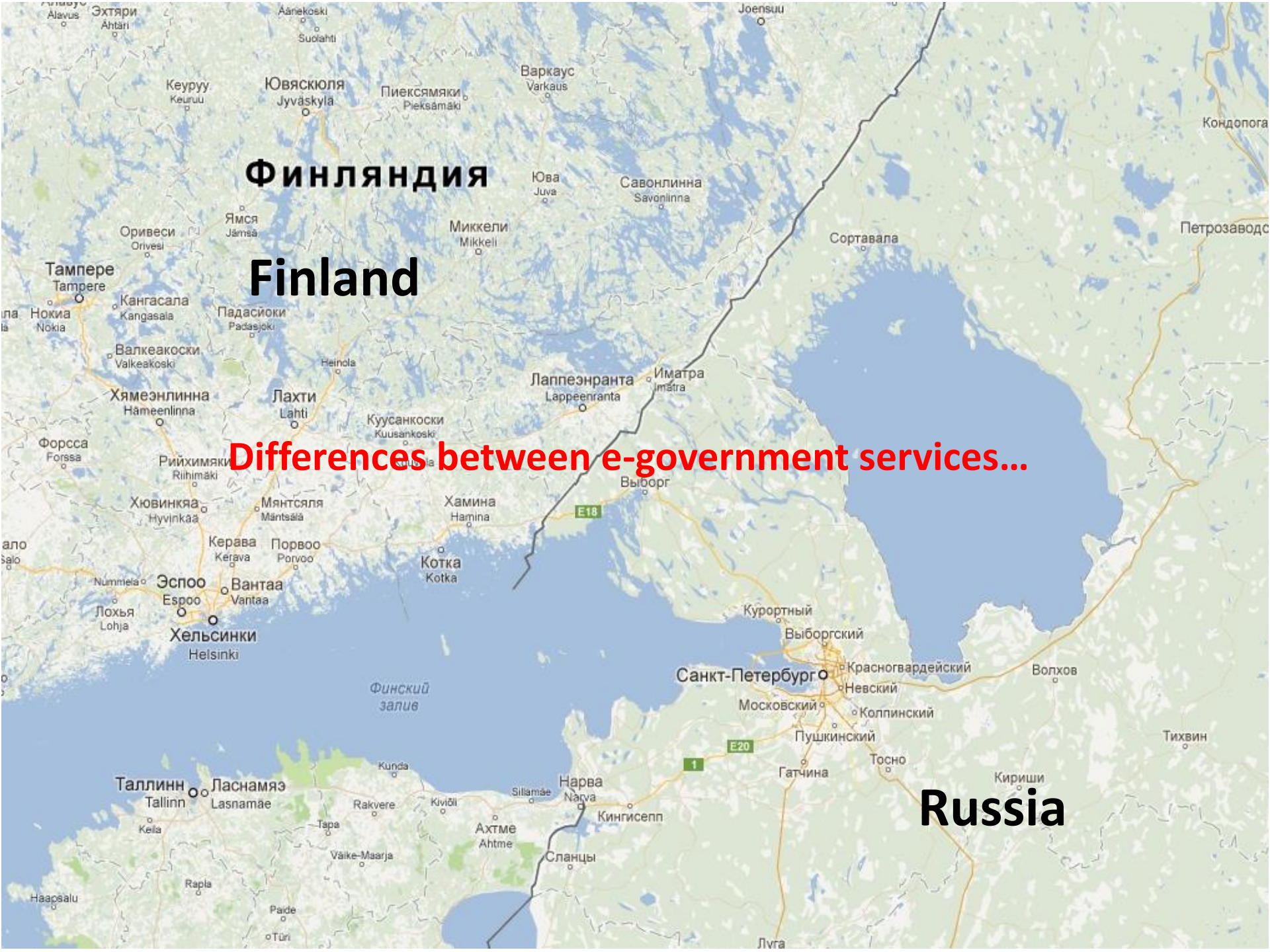


Design Thinking methodology in e-government service lifecycle

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Design Thinking - **Bringing together
a good approach, with the right
people in the right environment**



Финляндия

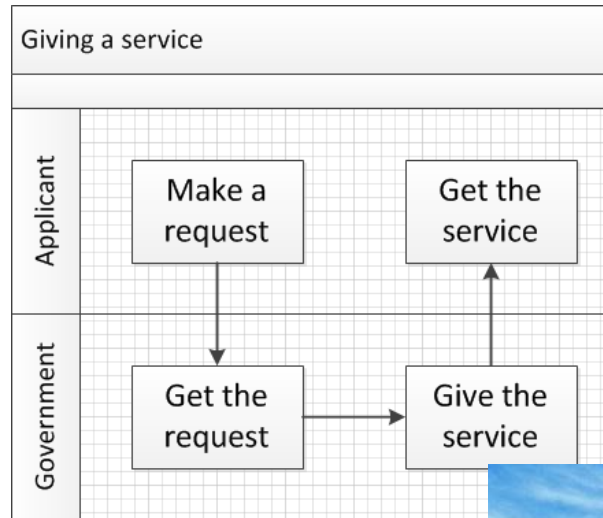
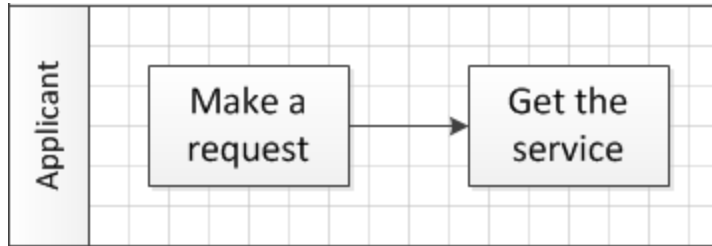
Finland

Differences between e-government services...

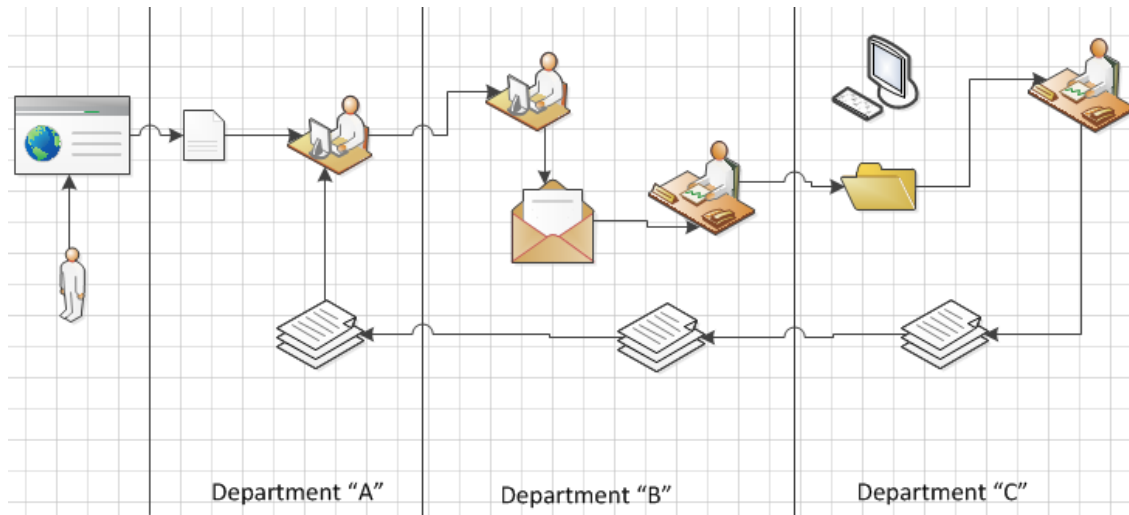
Russia

What will the e-government service process look like?

- Like this..?



- No....



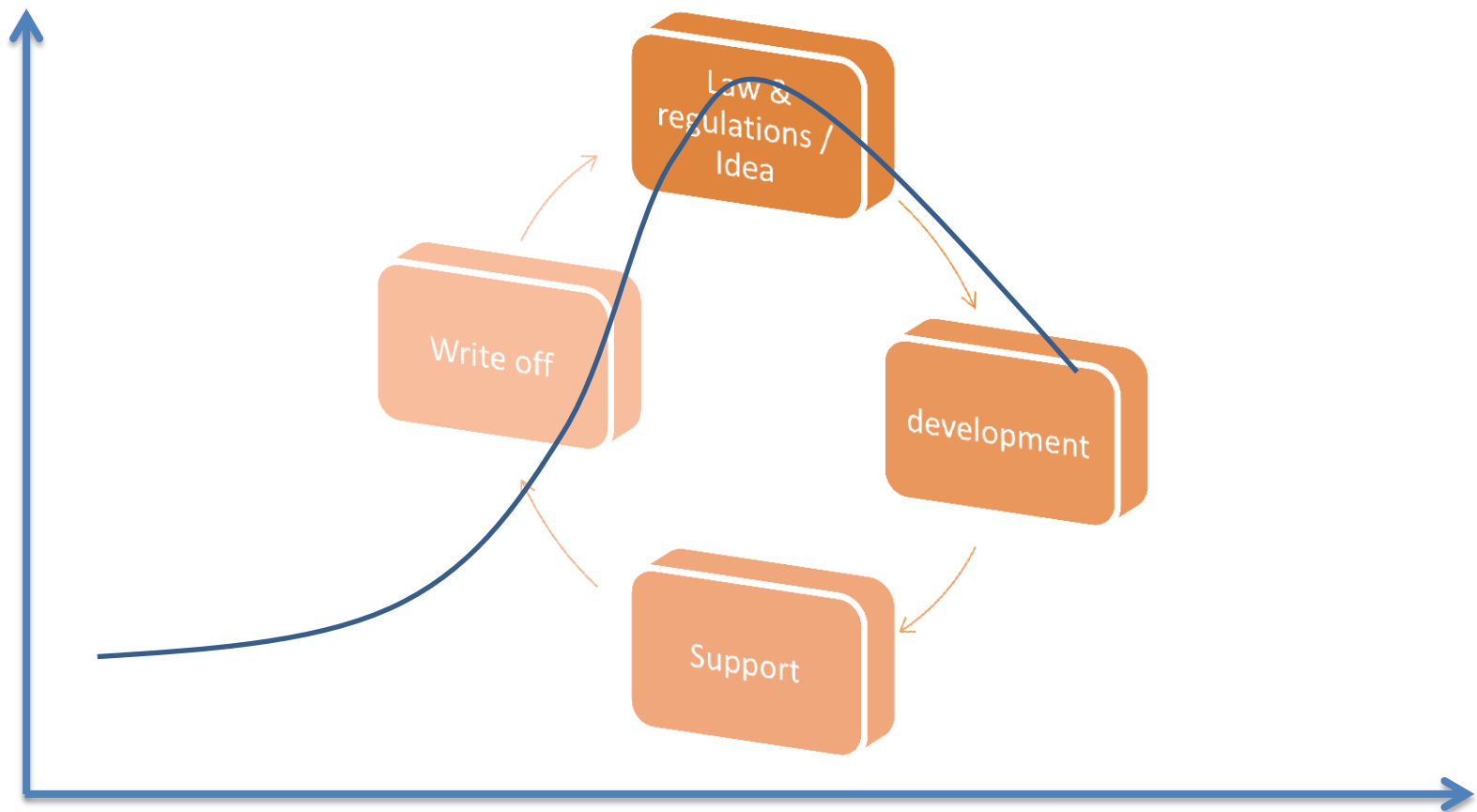
Difference between Finnish and Russia e-government services

Finland	Russia
There is not term 'government service'	There are a big list (> 8000) federal and subfederal government services
Only general law and regulations	There is special regulation for each government service
E-government services may be any	Each e-government service must strictly correspond to government service (and special regulations)
A lot of municipal services	Only few municipal services

E-government service lifecycle



Design Thinking process



Design Thinking process

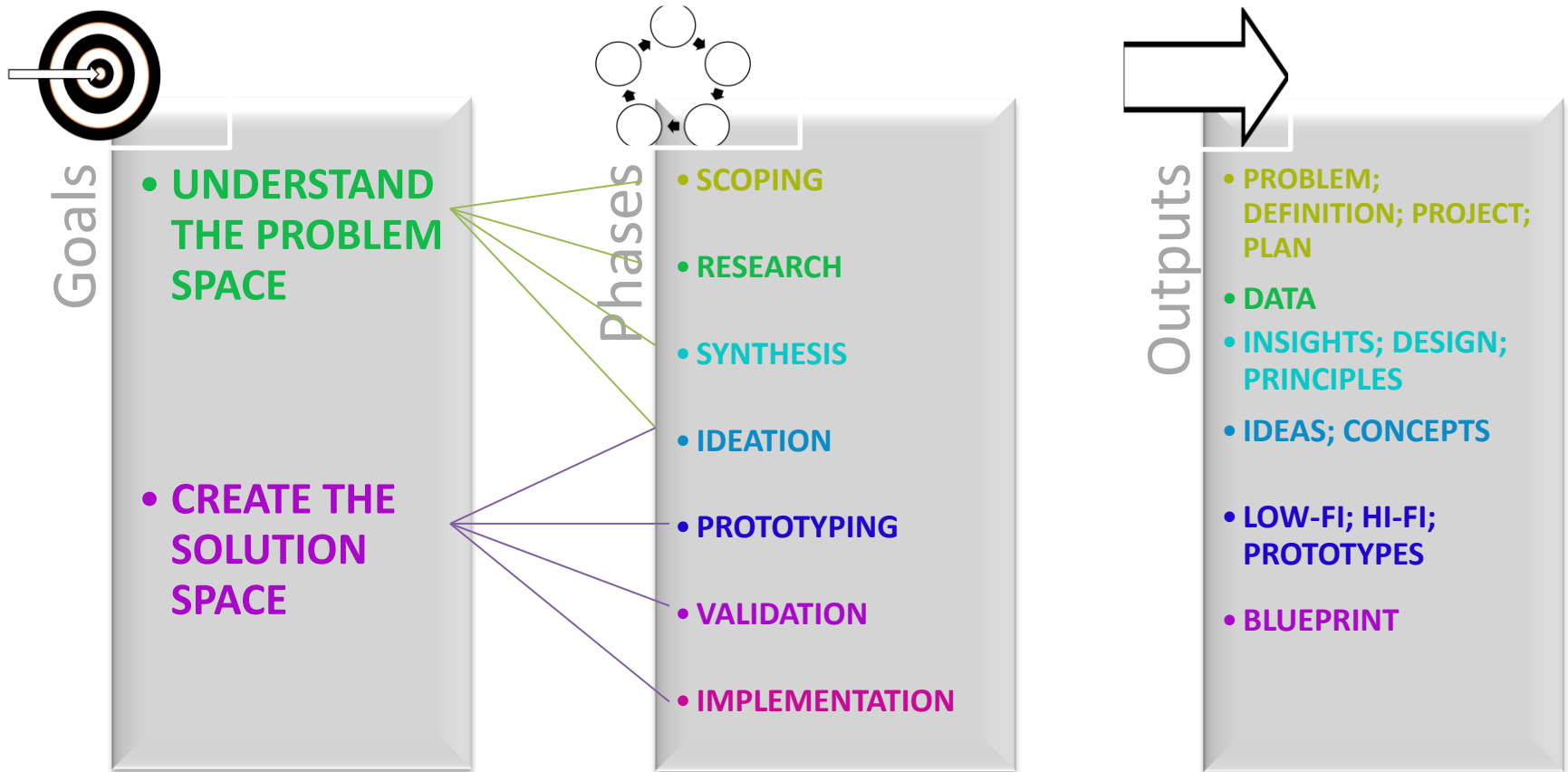
Right people

Good
approach

In right environment



Design Thinking process



RESEARCH

SCOPING

RESEARCH

SYNTHESIS

IDEATION

PROTOTYPING

VALIDATION

IMPLEMENTATION

GOALS

- Research, discover, explore and capture information
- To get as much information as possible

METHODS

- Identify experts
- Locate extreme users
- Interview
- Perform on-line research

OUTPUTS

- Unstructured data

SYNTHESIS

SCOPING

RESEARCH

SYNTHESIS

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IMPLEMENTATION

GOALS

- To share and structure the information

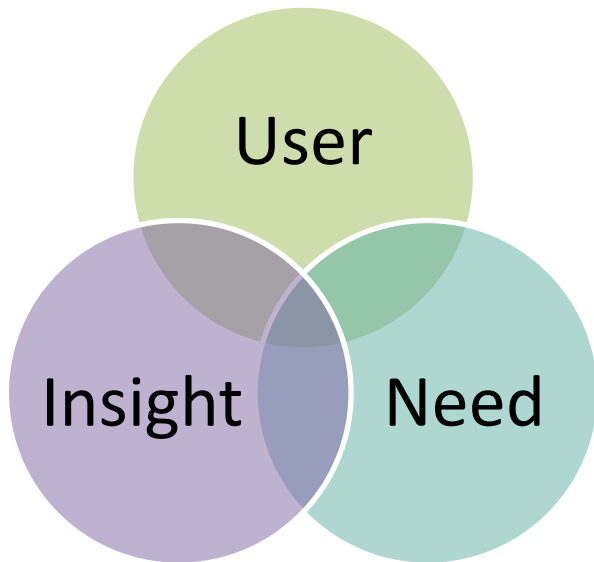
METHODS

- Create personas and scenarios
- Storytelling
- Clustering

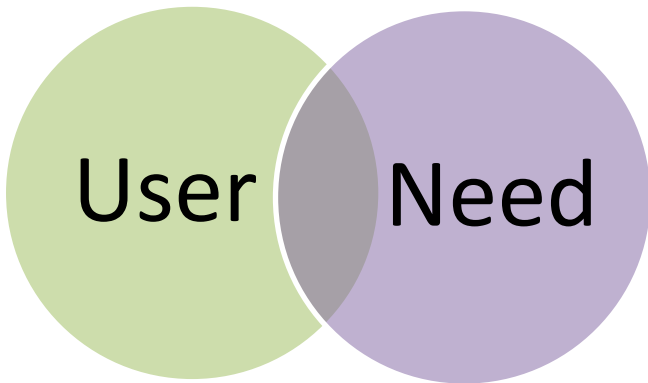
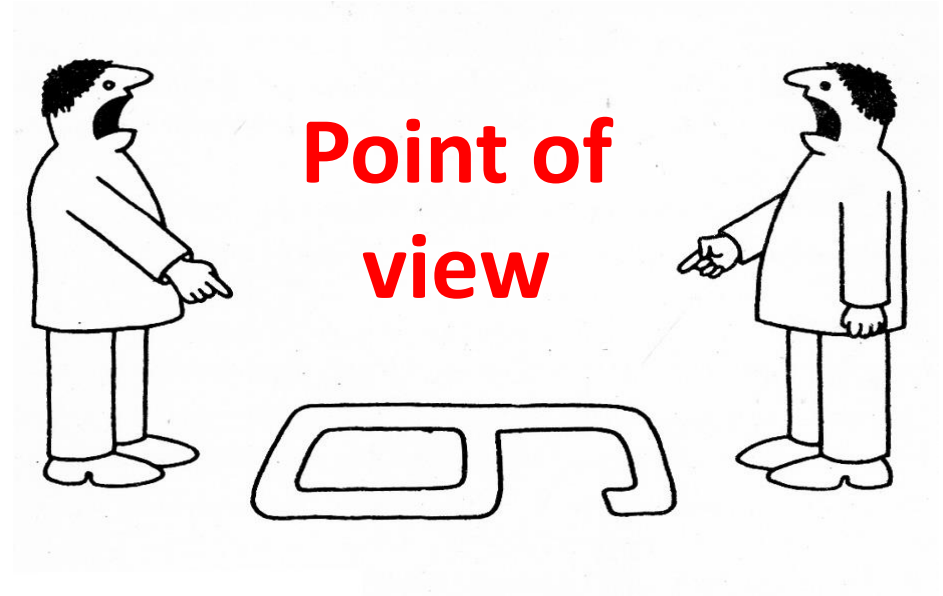
OUTPUTS

- Design principles
- Persona (target group)
- Scenario that describe the ideal situation about the process

Personas – one of the key for the e-services



=



=

Problem statement

IDEATION

SCOPING

RESEARCH

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GOALS

- To generate as many ideas as possible
- To imagine possibilities

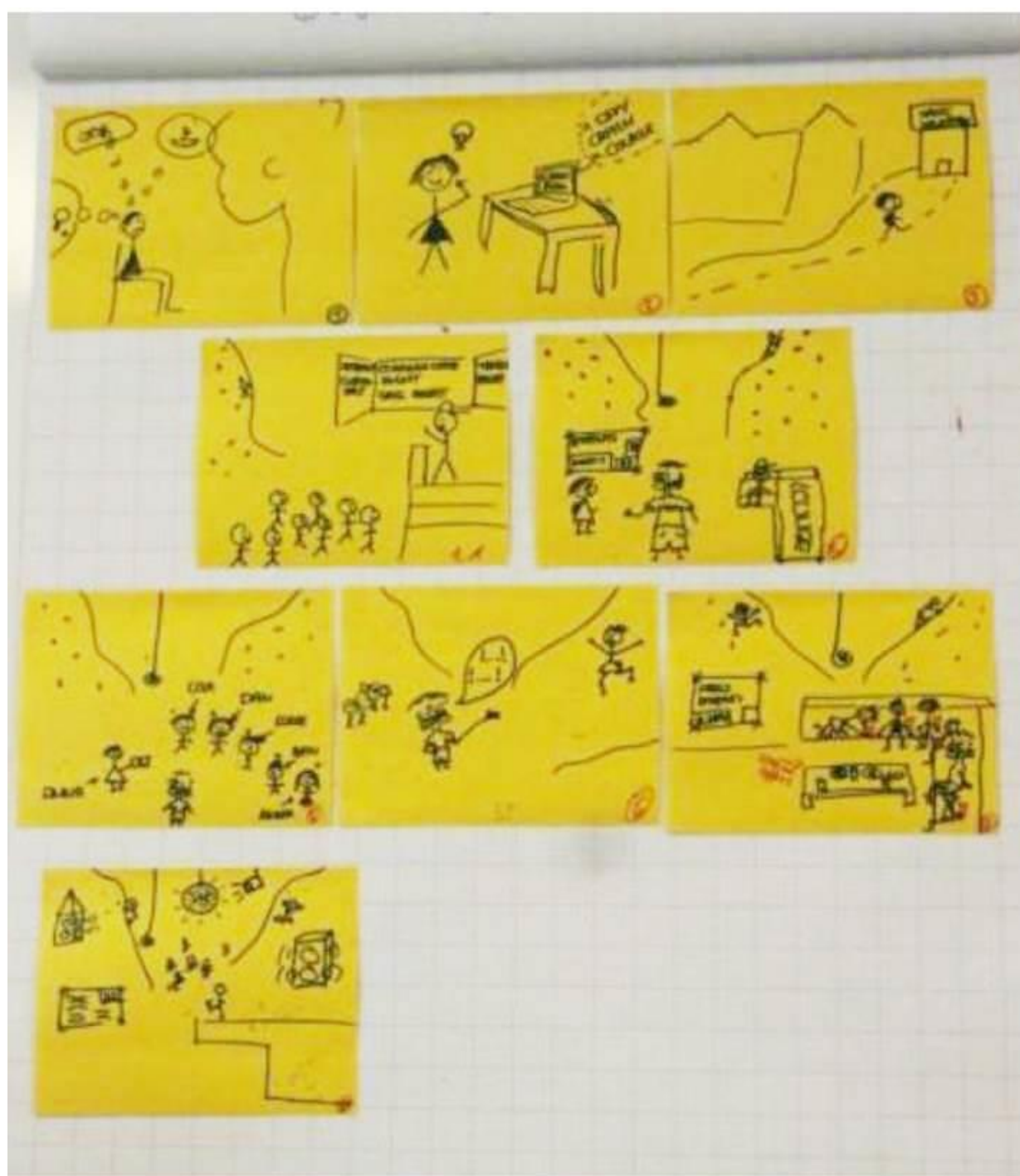
METHODS

- Rules of brainstorming
- Rebuild a process
- Patterns builder
- Morphological analysis

OUTPUTS

- A lot of ideas
- Prioritized ideas
- First design concepts

Visualize your solution in a Story Board





Scoping & 360° Research

1. Understand your challenge
2. Get smart (ask those things)
3. What do you want to know?
4. Interview

What information do you need?

What information do you have?

PROTOTYPING

SCOPING

RESEARCH

SYNTHESIS

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IMPLEMENTATION

GOALS

- To develop quick prototypes in order to create first user experience

METHODS

- Create solution stories
- Sketch solution and scenarios

OUTPUTS

- Prototypes

VALIDATION

SCOPING

RESEARCH

SYNTHESIS

IDEATION

PROTOTYPING

VALIDATION

IMPLEMENTATION

GOALS

- To generate as many ideas as possible
- To imagine possibilities

METHODS

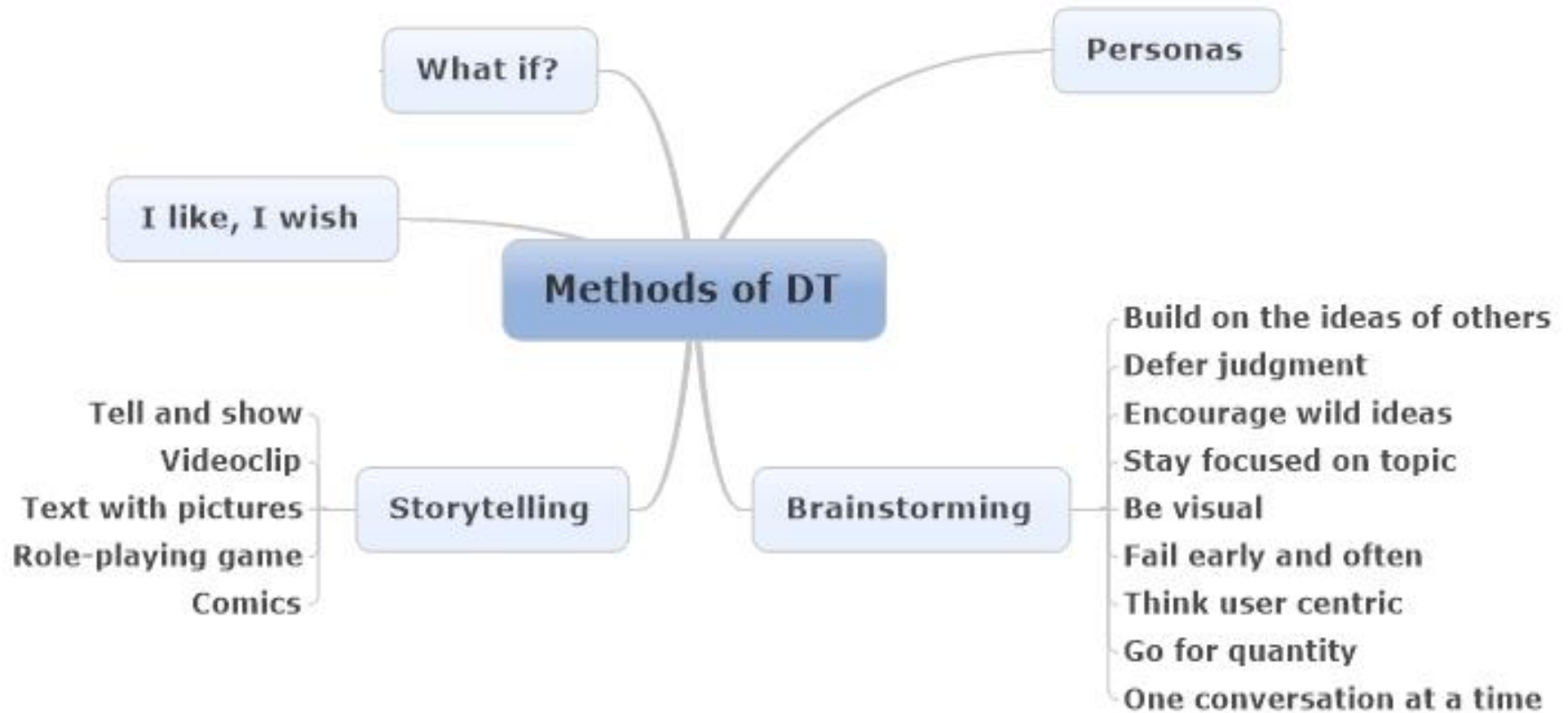
- Check on feasibility, viability and desirability of ideas
- Capture feedback

OUTPUTS

- Iterated prototypes and structured validation feedback
- Blueprint

Methods

- Brainstorming
- Storytelling
- I like, I wish, What if?



Be visual



Design Thinking is

Not a single workshop

No Rocket Science

People centric

Hard to understand in
a theoretical training



- **Bringing together a good approach, with the right people in the right environment**

... Practice Empathy -

it helps us better understand one another.

... Seek Inspiration from Users -

because necessity is the mother of invention

... Cherish Multidisciplinary Team Work –

no one knows or can do it all alone

... Integrative Thinking -

everything is part of a system. “see the wood for the tress”

... Fail early and often -

because failure is the stepping stone to success.

... Embrace Diversity -

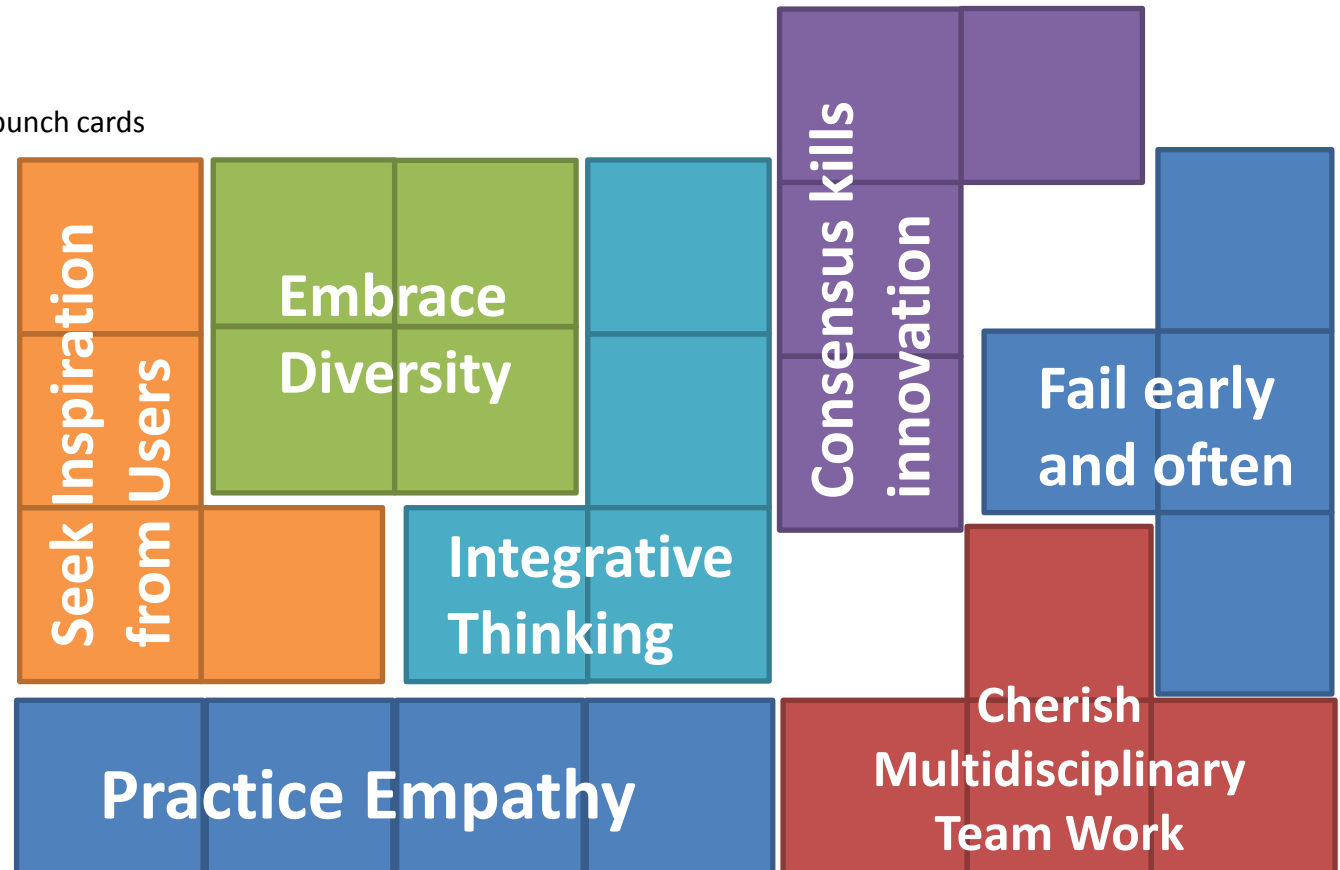
it opens more opportunities.

... Consensus kills innovation –

otherwise we might still be using punch cards

Design Thinking Values

– support the right mindset





**«... Seek inspiration from
users – because necessity is
the mother of invention»**

Thank you!