

Experience of Design in Government after DfG

Katriina Kenttämies



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- DfG 2021
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Personal budgeting model for people with disabilities

- Personal budgeting model (henkilökohtainen budjetointi) is a reform of the disability services
- The brief focused on the development of a personal budgeting model for citizens with disabilities to be able to access the services, help and support that they need to improve their everyday life, health and well-being.



Key problem areas

Social workers are under-funded, lack resources -> no time to provide individual support

People with disabilities need more assistance with getting benefits & services

Information about services is hard to find and understand

"It [special support services] started in 2019 as a trial and now it's obvious that the customers really need these services."

- Kela worker

"[During the PB pilot] there is no time to go through personal considerations with each individual."

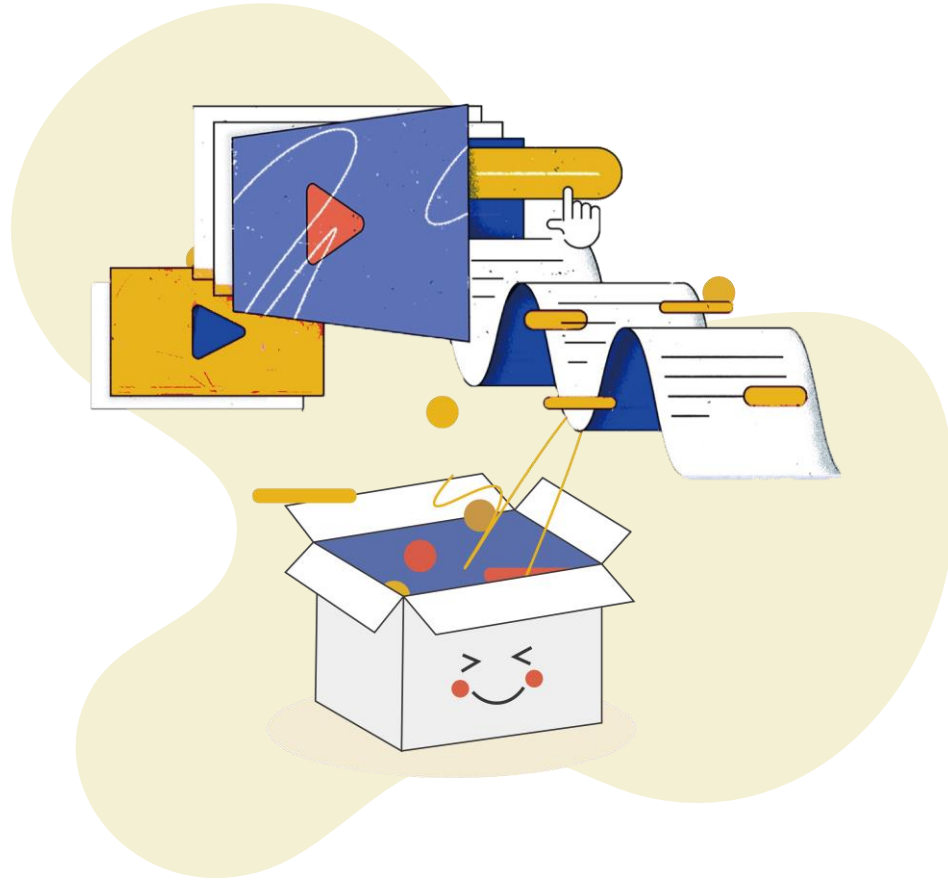
- Social worker

"[After getting the diagnosis], no one from the municipality told us anything, we had to search for information ourselves."

- Family member of a person with severe disability



Proposal: Autonomy through support



Info-pack



Support person



Working at the DVV

- Digi- ja väestötietovirasto (DVV)
- Digital and Population Data Services Agency, aka the Finnish Digital Agency
- “promotes the digitalisation of society, secures the availability of data, and provides services for the life events of its customers.”
- The only service design team in the government
- Started as a service design intern in June 2021



Asiantuntijatuki for the Legal Registry Centre



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Asiantuntijatuki pilot

- Provides design and other expertise to public organizations wanting to develop their services
- Part of the government's Digital strategy, which aims to digitize public services
- Coordinated by the Ministry of Finance (Valtiovarainministeriö)
- Piloted in 2021 with 4 projects

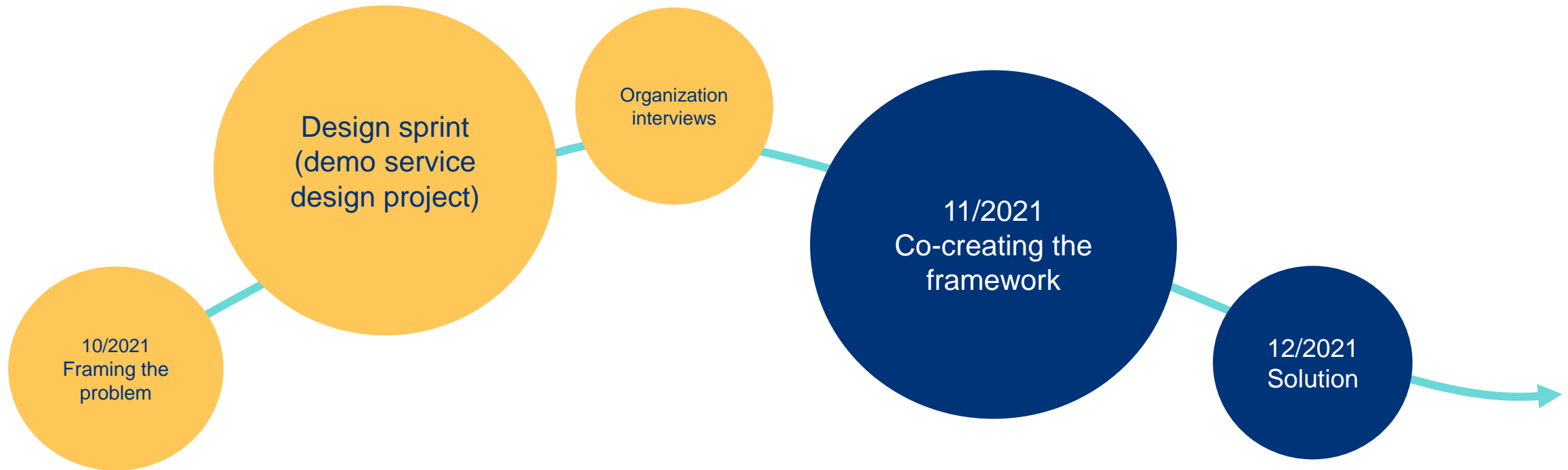


Legal Registry Centre (Oikeusrekisterikeskus)

- Agency in the administrative sector of the Ministry of Justice
- Responsible for
 - information systems and registers
 - enforcement tasks relating to fines, forfeitures, payments and claims
- Made up of multiple different siloed sectors
- Challenge: How to build a common understanding of user-centered service development, in order to create a unified user experience?



Project overview & timeline



Workshop to identify key challenges



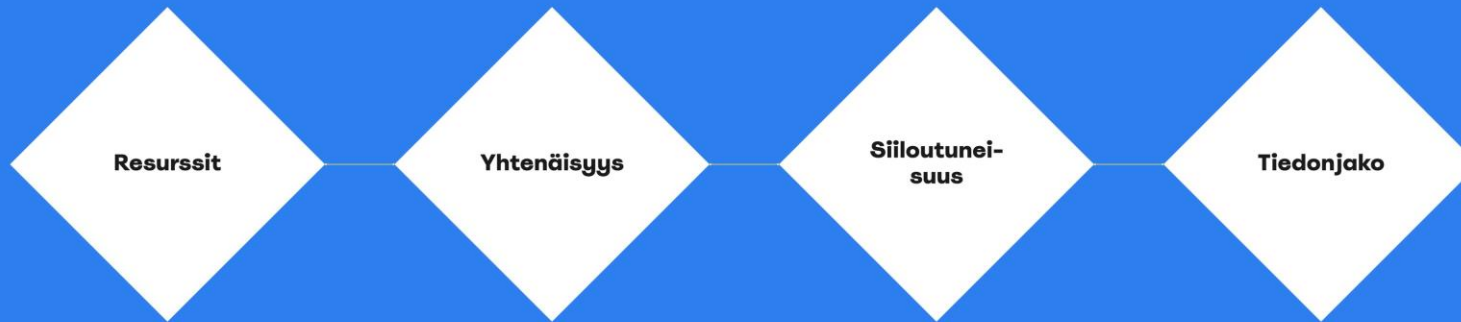
Participants voted top 4 challenges:

1. Lack of time and resources
2. Information isn't shared within the organization
3. Different sectors have different cultures
4. Thinking from the perspective of the organization instead of the user's



Identified challenges

Jalkautumisen esteet



- Ajanpuute & resurssipula
- Viraston hyödyt ovat ajaneet asiakashyödyn edelle

- Yhteinen vetäjä puuttuu
- Yhteisen tavoitteen puute
- Yhteisten hyötyjen kartoitus puuttunut

- Ei yhtenäistä käsitystä asiakkaasta
- Eri sektoreilla omat toimintatavat

- Viestintä & oppien jakaminen puutteellista



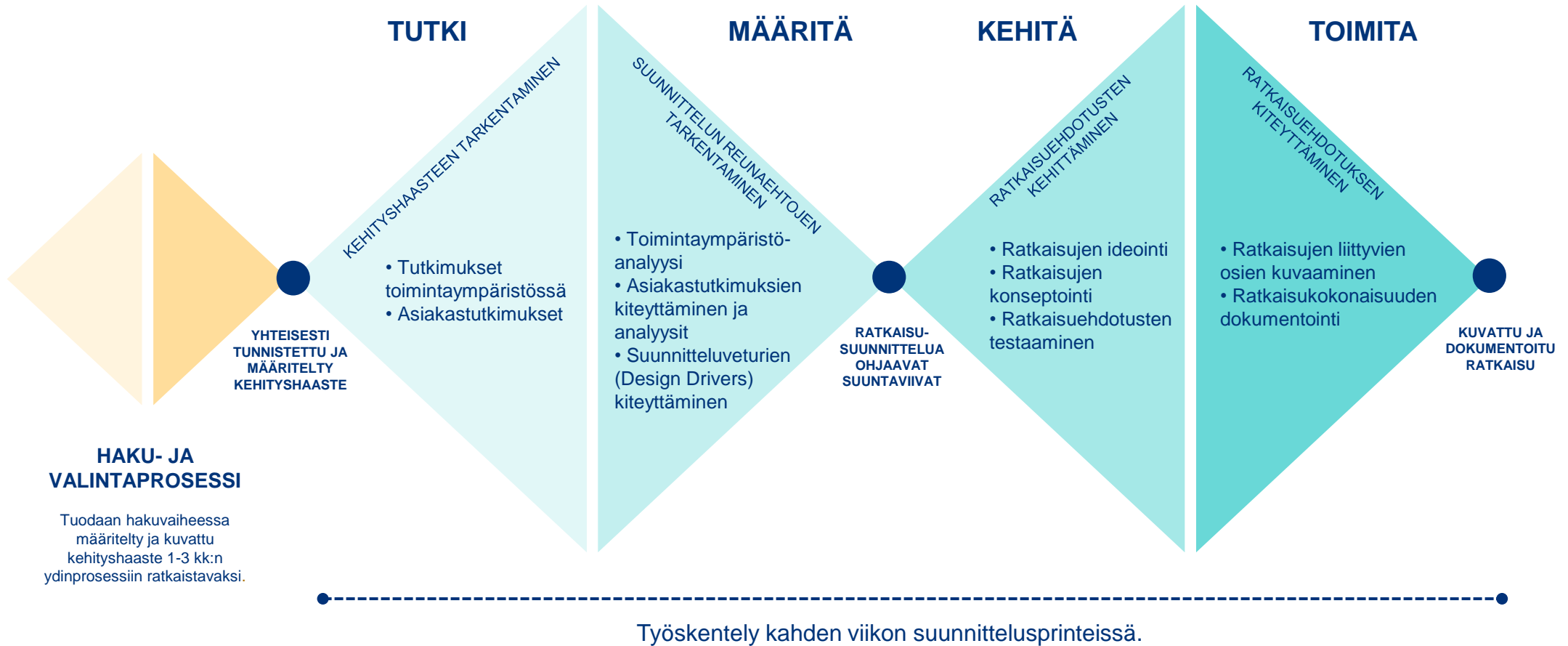


Design sprint



RATKAISTAAN OIKEAA ASIAA

RATKAISTAAN ASIAA OIKEIN

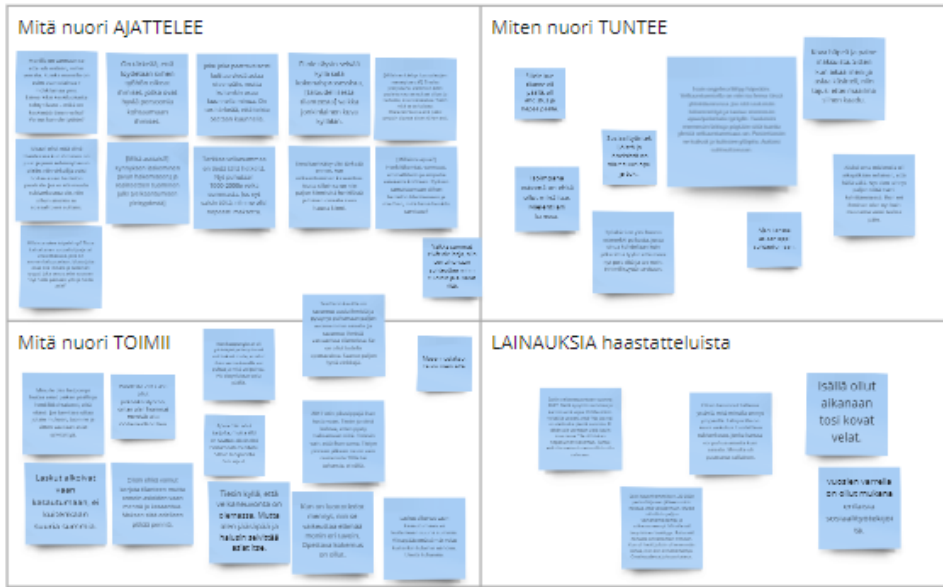


Interviews

- 3 x young people (19-29v) who were in debt
- 3 x government officials who work directly with the user-group (National enforcement authority, financial and debt advisors)
- 2 x stakeholder interviews (Ohjaamo, Takuusäätiö)



EMPATIAKARTTA, nuori 1



EMPATIAKARTTA, nuori 2



Workshop 2: Understanding the user's needs and their life situation



Workshop 2: Framing the problem

How might we... rohkaista vaikeuksissa olevia nuoria hakemaan tietoa ja apua ajoissa ja ennalta ehkäistä nuoren joutumista talousongelmiin

By creating/doing.... oikeat kanavat jolla tavoittaa

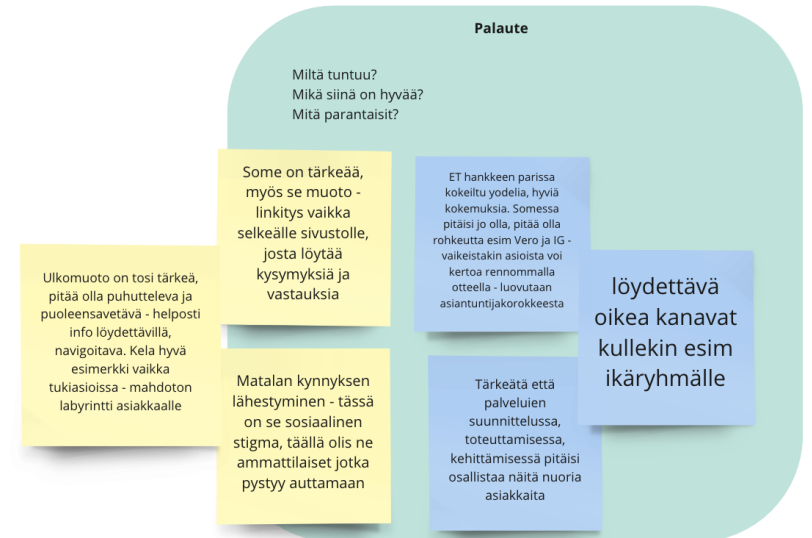
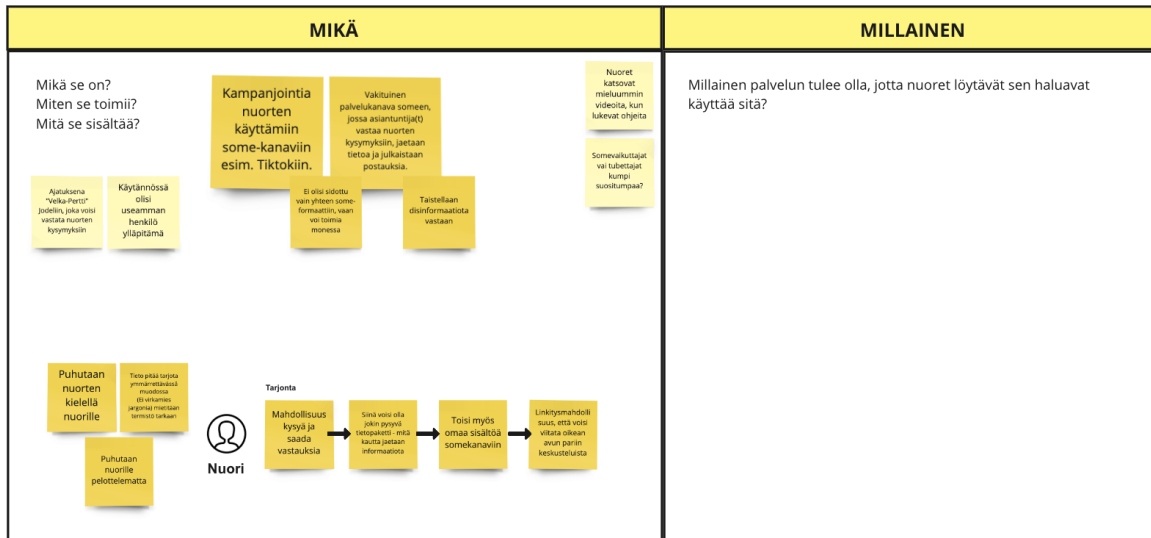
- a) nuoria joilla on talousvaikeuksia ennen kuin tilanne pääsee liian pahaksi
- b) ala-ikäisiä nuoria ennen kuin he itsenäistyvät taloudellisesti

So that they can... oppia hyvän talouden hallinnan taitoja välttyäkseen velkaantumiselta ja **voimaantua ottamaan kontrollia omasta elämästään**

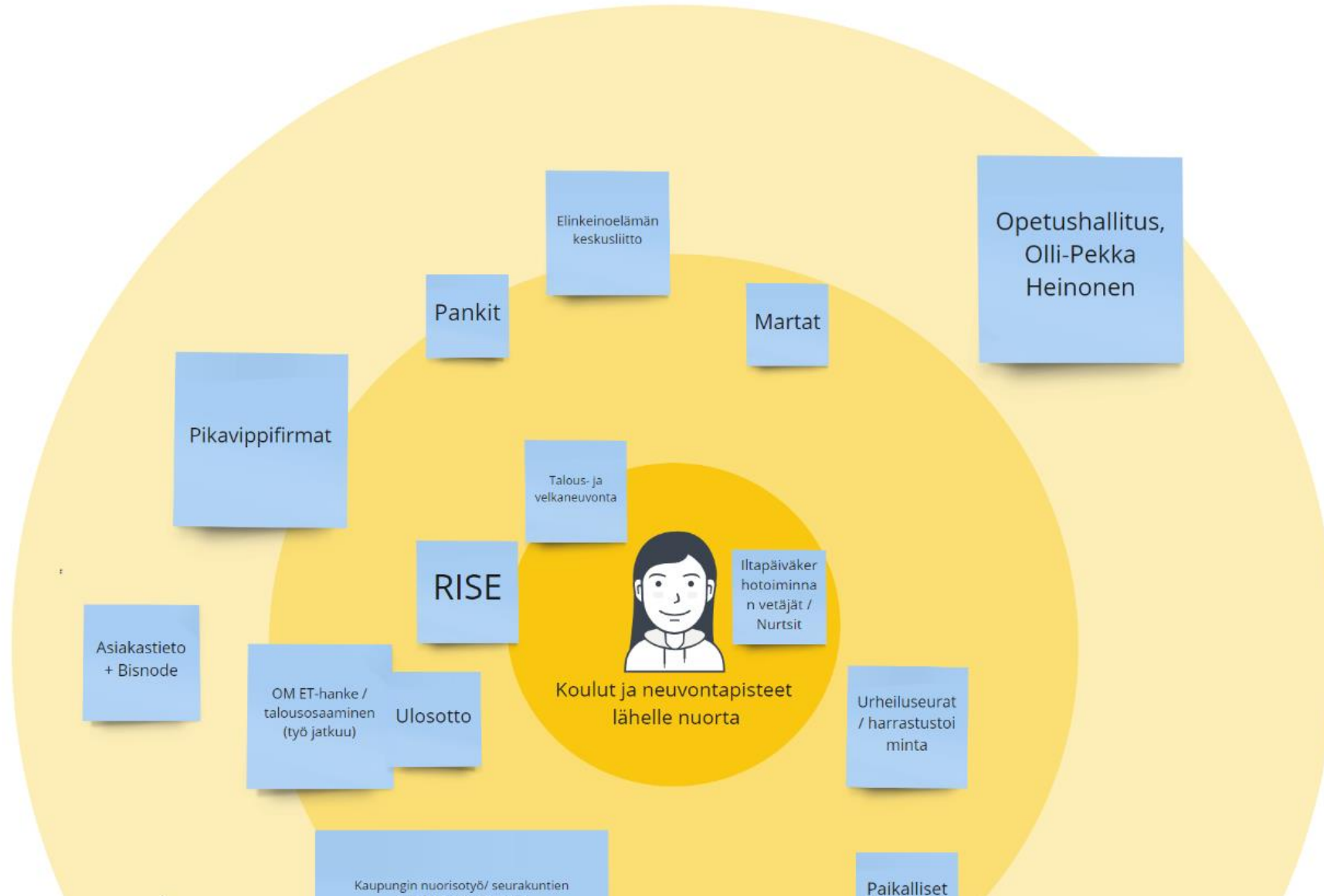


Workshop 3: Ideating and validating

Nuorten tarina, sosiaalinen media, kampanjat - somevaikuttajien valjastaminen mukaan: verokuiskaaja esimerkki



Workshop 3: Stakeholder map

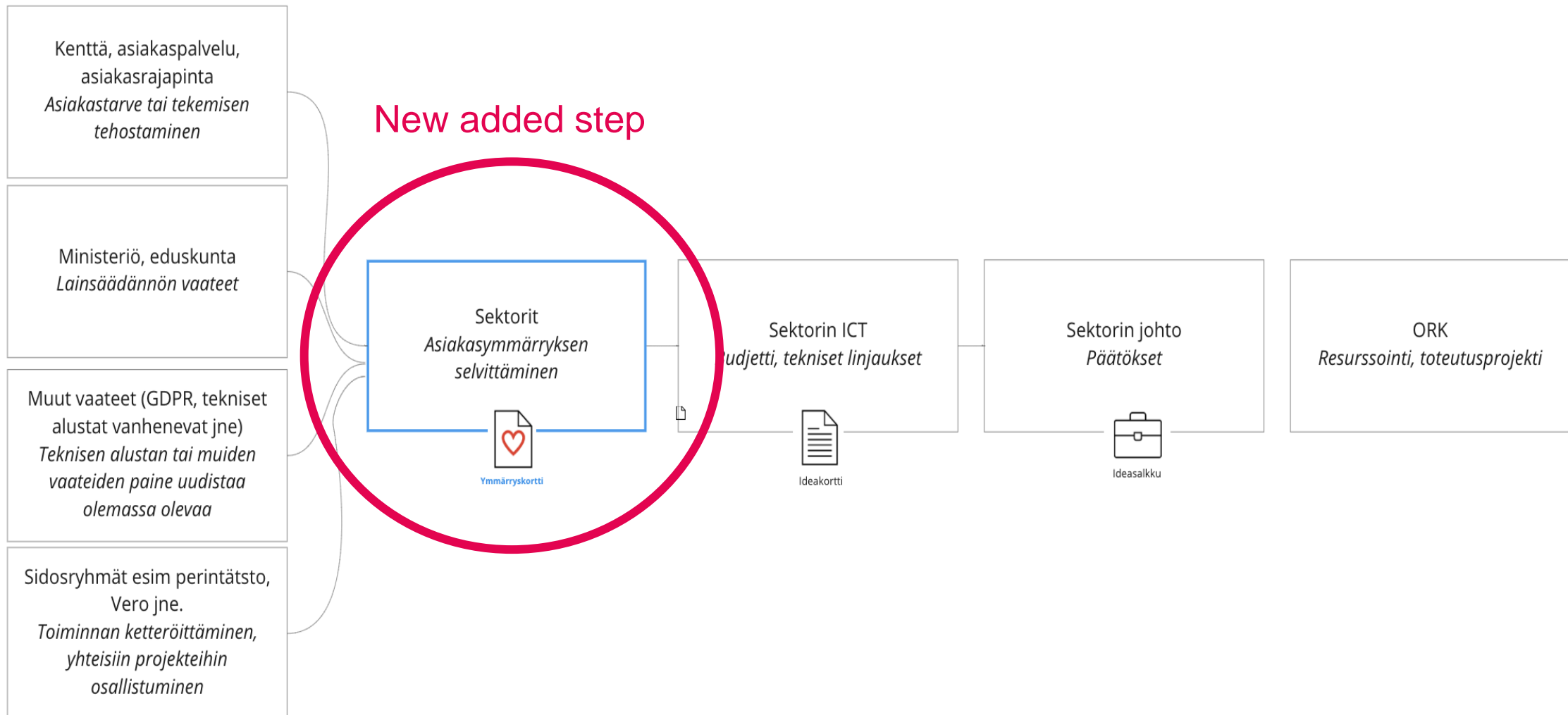


Outcomes

- Framework consisted of:
 - Guide/Roadmap
 - Ymmärryskortti



Embedding outcomes into existing processes

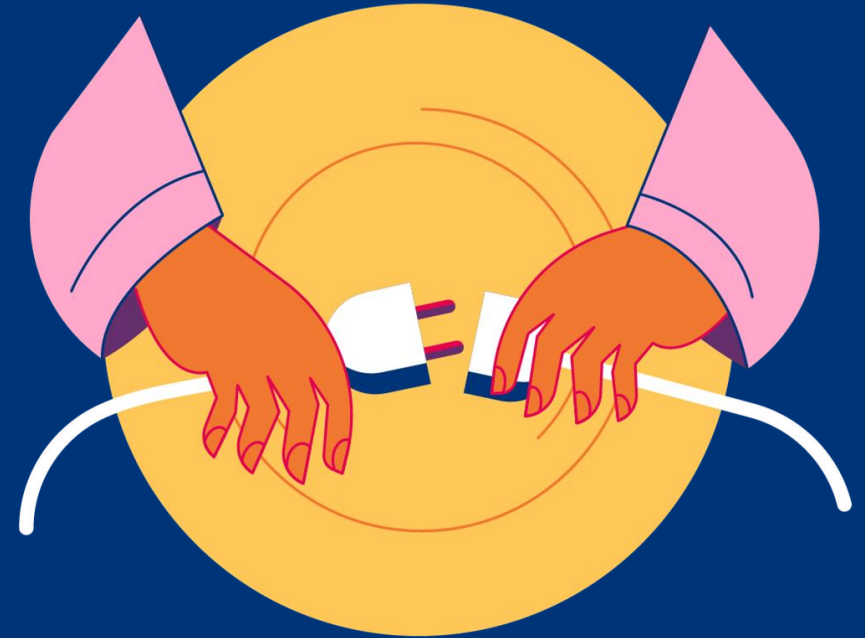


Roadmap for user-centered service development



Reflections

- Messy front-end:
 - Finding a common understanding
 - Gathering a committed core team in the organization
- 'Aha-moment' for client: interview analysis and ideation workshops
- Typical issues across all pilots:
 - Thinking you know what the user needs
 - Communication issues
 - Siloes, not working together with stakeholders





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