GovTech Reusable Portfolio

A Reusable Portfolio
for Design Thinking in GovTech

DIPARTIMENTO DI DESIGN

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PHASE 1

Context Analysis

Stakeholder Map

1. *Use the post-its to list the different stakeholders related to your system.*
2. *Place them in the matrix according to how much they can **influence** the situation you are designing for or **be impacted** by it to have a clear representation of who are the most relevant people for you.*

Write here your stakeholder

MAIN TARGET AUDIENCE

*How much is the stakeholder **IMPACTED** by the project?*

IMPACT

Direct stakeholders

Indirect stakeholders

HIGH

LOW

LOW — **INFLUENCE** — HIGH

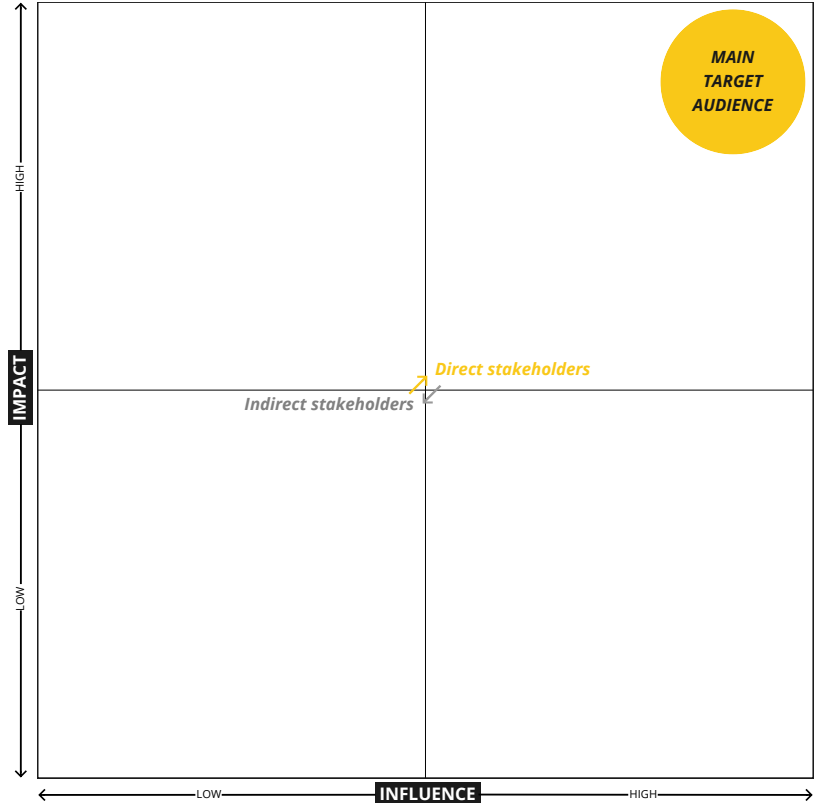*How much can the stakeholder **INFLUENCE** the success of the project?*

Stakeholder Engagement Map

1. *Use the post-its to list the different stakeholders related to your system.*
2. *Place them in the matrix according to their reciprocal role.*

Write here your stakeholder		

LEVEL OF ENGAGEMENT

STAKEHOLDERS INVOLVED

STAKEHOLDERS IMPACTED

INTERNAL STAFF

STRATEGIC STAKEHOLDERS

PROVIDERS

CO-MANAGING   CO-PRODUCING   CO-DESIGNING   CONSULTING WITH   INFORMING

User Interview Guide

Interviews can be structured based on, but not limited to, the following dimensions.

Dimension	Description
Profiling	Gathering of relevant info on the interviewee and/or the organization represented (e.g., role, domain, expertise, etc.).
Contents	Inquiry into the extent of knowledge and interest in the topic under consideration (e.g., use cases, best practices, papers, etc.).
Tools & services	Investigation of tools and services currently in use, those desired, or relevant references.
Know-how	Exploration of previous experience, expertise, and skills related to certain domains, activities, initiatives, tools, services, or other.
Ecosystem & network	Investigation of existing or interesting ecosystems and networks where collaboration, sharing of solutions and expertise can take place and benefit.
Data	Inquiry into data approach, availability, collection, use, sharing, and so forth.
Training	Exploration of existing, required, or relevant training-related activities (e.g., upskilling, long-life learning, etc.) and/or of the attitude and desiderata towards them.
Funding	Inquiry into forms and/or scope of funding already available and accessed, existing or to be obtained.
Infra-structure	Exploration of the infrastructure – owned, to be implemented, or further existing possibilities (e.g., to support AI systems).
Initiatives & com.	Inquiry into the attitude to events, communication and dissemination, their role and relevance.

Interview scope and objective(s)

> *Write here the specific scope and objective(s) of your interview*

Dimensions   **Questions**

Paste here a relevant dimension for you → Elaborate your questions here:
1. ...
2. ...

Paste here a relevant dimension for you → Elaborate your questions here:
1. ...
2. ...

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1. ...
2. ...

Dimensions   **Questions**

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2. ...

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1. ...
2. ...

Paste here a relevant dimension for you → Elaborate your questions here:
1. ...
2. ...

Ecosystem Map

1. **Use post-its of different colours to identify the roles of your stakeholders.**
   Define the categories according to your project. Some examples might be:

   DATA OWNER, PROVIDER, CURATOR, CREATOR, ...

   SERVICE PROVIDERS

   USERS

   IMPACTED PEOPLE, ORGANIZATIONS, ...
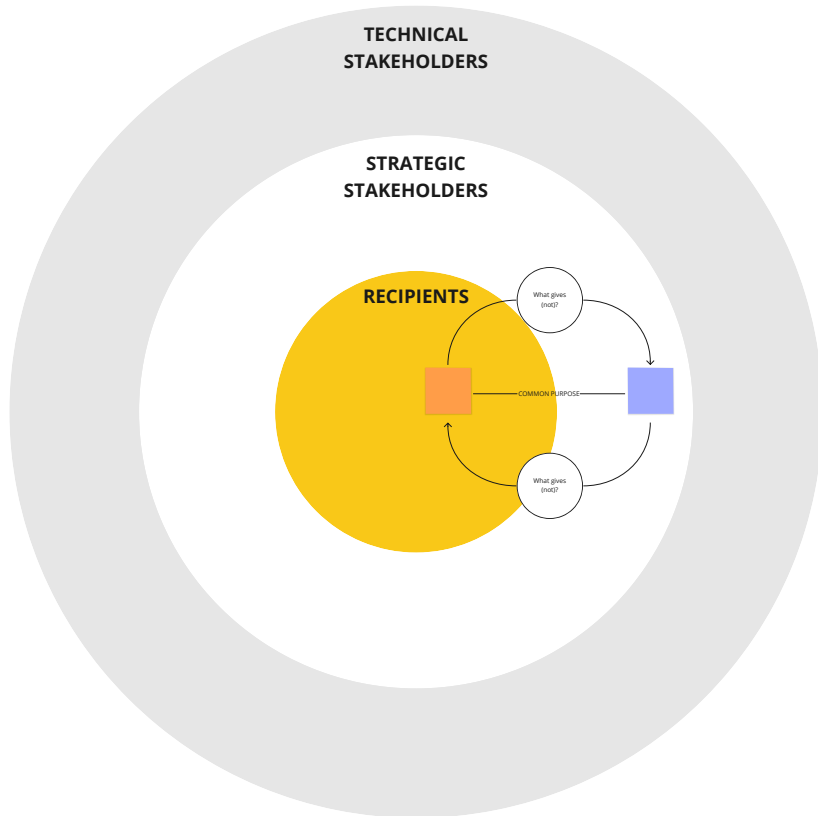
   OTHERS (TO DEFINE)

2. **Place them in the map**

3. **Depict their relationship**
   highlighting:
   1. *An **objective** they might **share***
   2. *The **concrete or abstract values** they can **exchange** in order to reach their goal.*

This should give you an idea of the possible interactions that might happen within your system. Create all the connections that you feel necessary. You can also use the blank space to zoom in more elaborated loops.

TECHNICAL STAKEHOLDERS

STRATEGIC STAKEHOLDERS

RECIPIENTS

What gives (not)?

COMMON PURPOSE

What gives (not)?
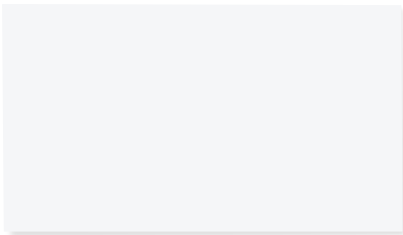
Problem Framing and Reframing

Problem Framing
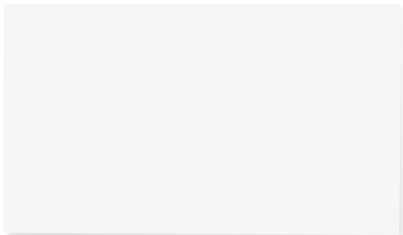
PROBLEM STATEMENT

WHAT would you like to focus on to reach the goal?
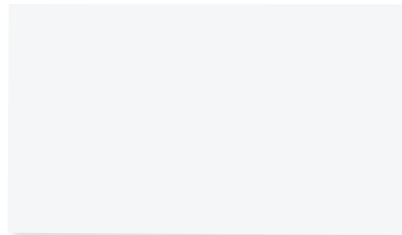
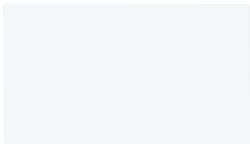## TARGET AUDIENCE

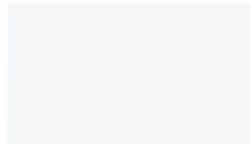*WHO is affected by the problem?*

EXPECTED IMPACT

WHY is it relevant?

CONTEXT

TIME

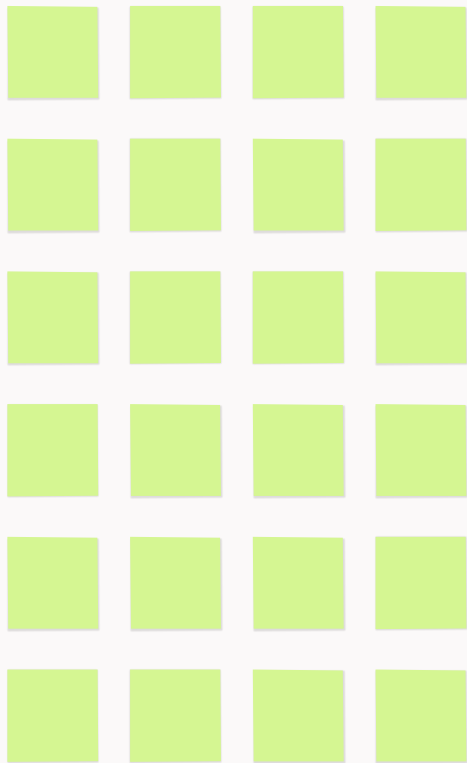*WHEN does the problem becomes critical?*

PHYSICAL OR DIGITAL SPACE

WHERE does the problem becomes critical?

From Needs to Insights

Stakeholder needs

Bring here the needs derived from the insights mapped in the Stakeholder Maps.

You can group visually stakeholders by changing the background color

STAKEHOLDER		NEEDS		IS THERE ANY RELEVANT INSIGHT?
#1 Add stakeholder here...	*needs to*	verb	*because*	new insight
#2 Add stakeholder here...	*needs to*	verb	*because*	new insight
#3 Add stakeholder here...	*needs to*	verb	*because*	new insight
#4 Add stakeholder here...	*needs to*	verb	*because*	new insight
#5 Add stakeholder here...	*needs to*	verb	*because*	new insight
#6 Add stakeholder here...	*needs to*	verb	*because*	new insight
#7 Add stakeholder here...	*needs to*	verb	*because*	new insight
#8 Add stakeholder here...	*needs to*	verb	*because*	new insight
#9 Add stakeholder here...	*needs to*	verb	*because*	new insight

SWOT

INTERNAL   **INTERNAL**

STRENGTHS

What do you do better than others?
Why are you unique?
What comparative advantages do you have?

WEAKNESSES

What could you improve?
What should you avoid?

OPPORTUNITIES

Is there a need?
Do your customer targets prefer something else?
Are there any external changes (policy, technology, etc.) that could help?

THREATHS

What challenges do you face?
What are your competitors doing?
Are there any external changes (policy, technology, etc.) that are making things difficult?

EXTERNAL   **EXTERNAL**

Problem Reframing

TARGET AUDIENCE

MAIN NEED

EXPECTED IMPACT

TIME

PHYSICAL OR ABSTRACT SPACE

INSIGHTS

How might we ... *to ...?*

SCENARIO *EXPECTATION*
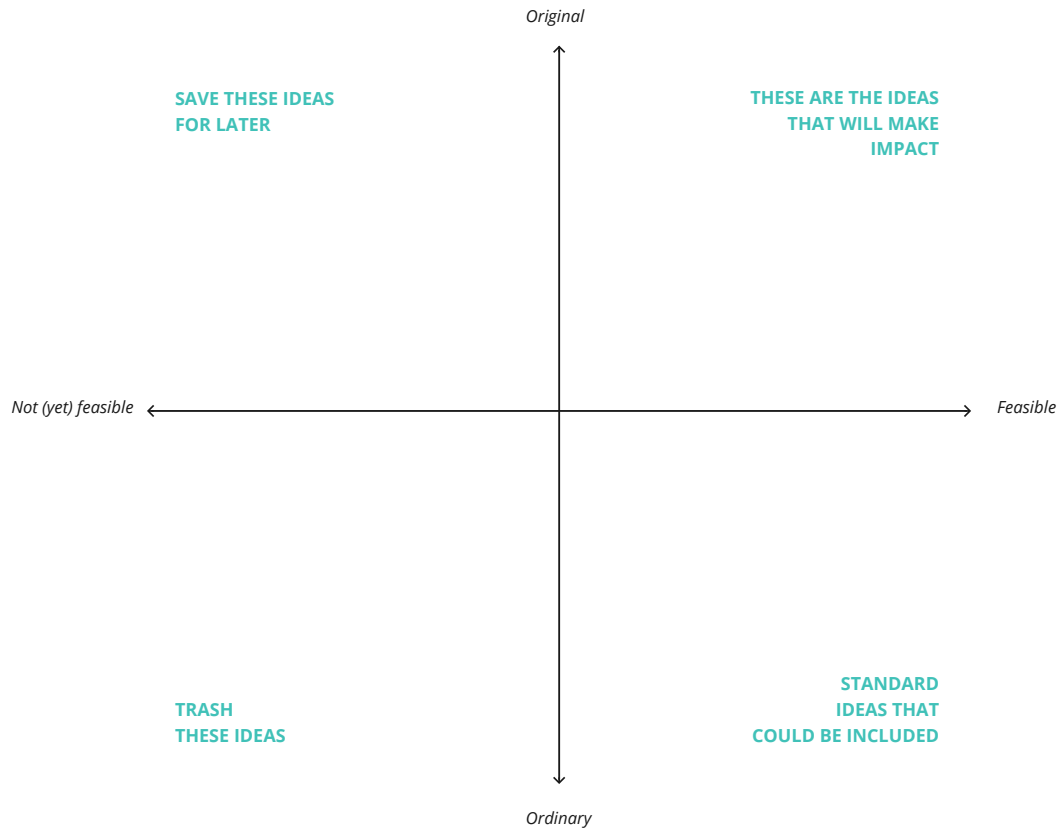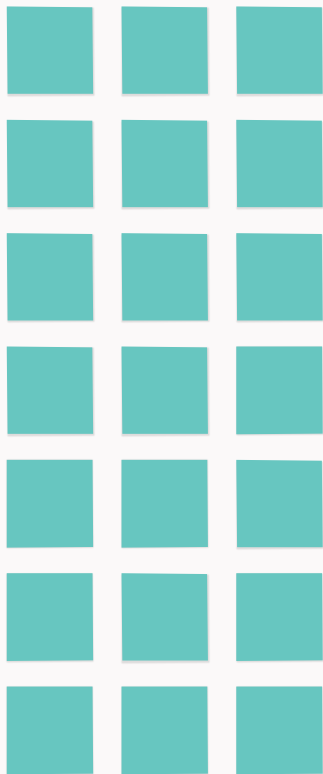
Envisioning Solutions

How Might We

How might we ... to ...?

SCENARIO EXPECTATION

Every problem is an opportunity for design. Properly framed How Might We doesn't suggest a particular solution, but gives you the perfect frame for innovative thinking.
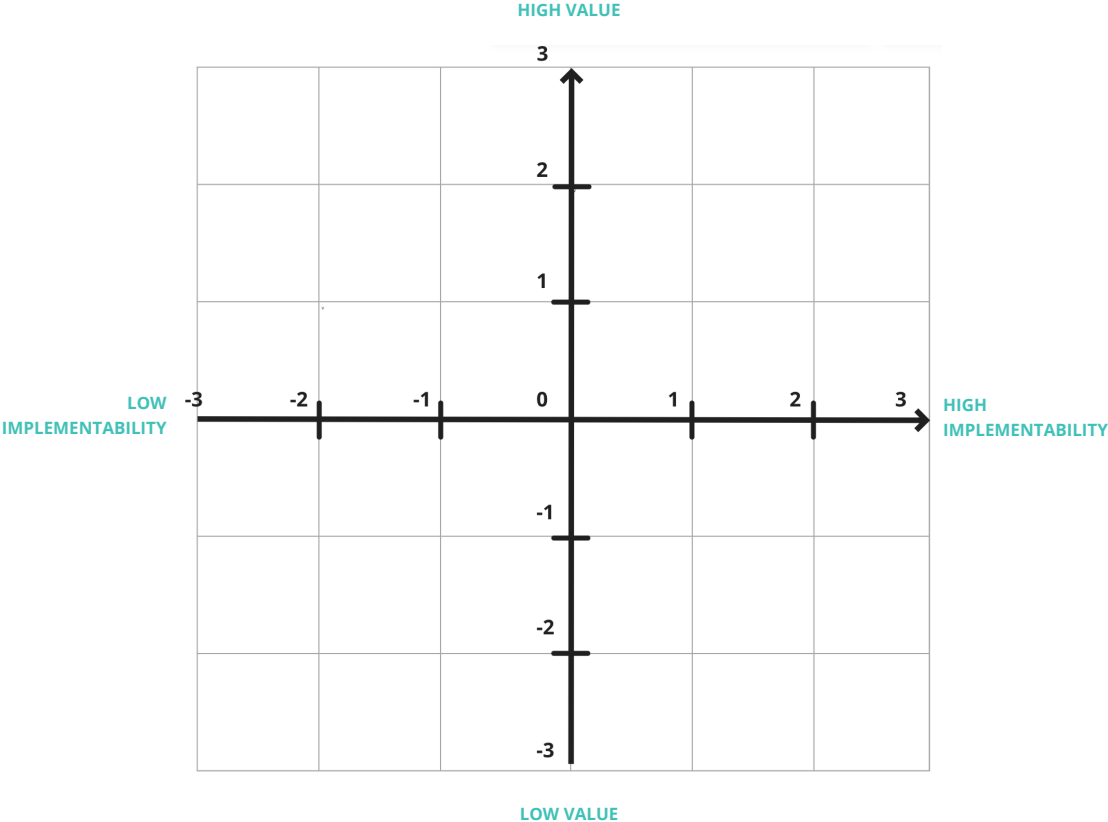
Idea Selection

Original

SAVE THESE IDEAS
FOR LATER

THESE ARE THE IDEAS
THAT WILL MAKE
IMPACT

Not (yet) feasible ← → *Feasible*

TRASH
THESE IDEAS

STANDARD
IDEAS THAT
COULD BE INCLUDED

Ordinary

Evaluation Matrix

HIGH VALUE

3

2

1

LOW
IMPLEMENTABILITY   -3   -2   -1   0   1   2   3   HIGH
IMPLEMENTABILITY

-1

-2

-3

LOW VALUE
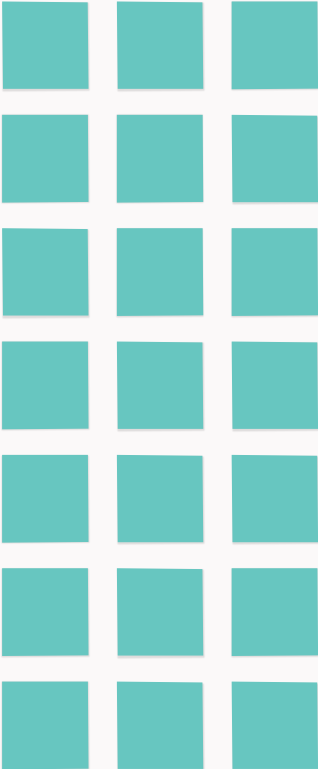
User Stories

EXPLANATORY DESCRIPTION

Insert your description here

You can also add pictures or other complementary material
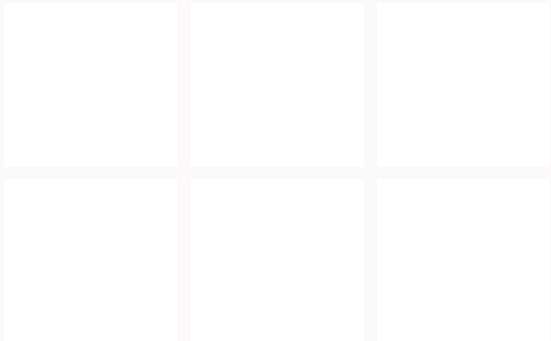
SUBJECT
OBJECTIVE/VERB
MOTIVATION

A *(user/item)*
should be able to *(do something)*
so that *(an outcome can be achieved)*

Use the bg for adding IMG or color clusters

Acceptance criteria

- *Add condition useful to validate the user story implementation*
- *Add condition useful to validate the user story implementation*
- *Add condition useful to validate the user story implementation*
- *Add condition useful to validate the user story implementation*

Data Flow

What data will we collect?	How will we validate the quality of our data?	Where will we store data? Who has access?	What pre-processing is needed?	How and who will analyse our data?	Will we keep using, storing, sharing the data?

Who?

Experts ☐
Crowd ☐
Machine ☐

How?

We have checked and obtained the necessary data permission for collecting, using, sharing and storing the data ☐

We have considered mitigation strategies for different sources of bias along the pipeline ☐

Data Ethics Tool

Knowledge cards deck

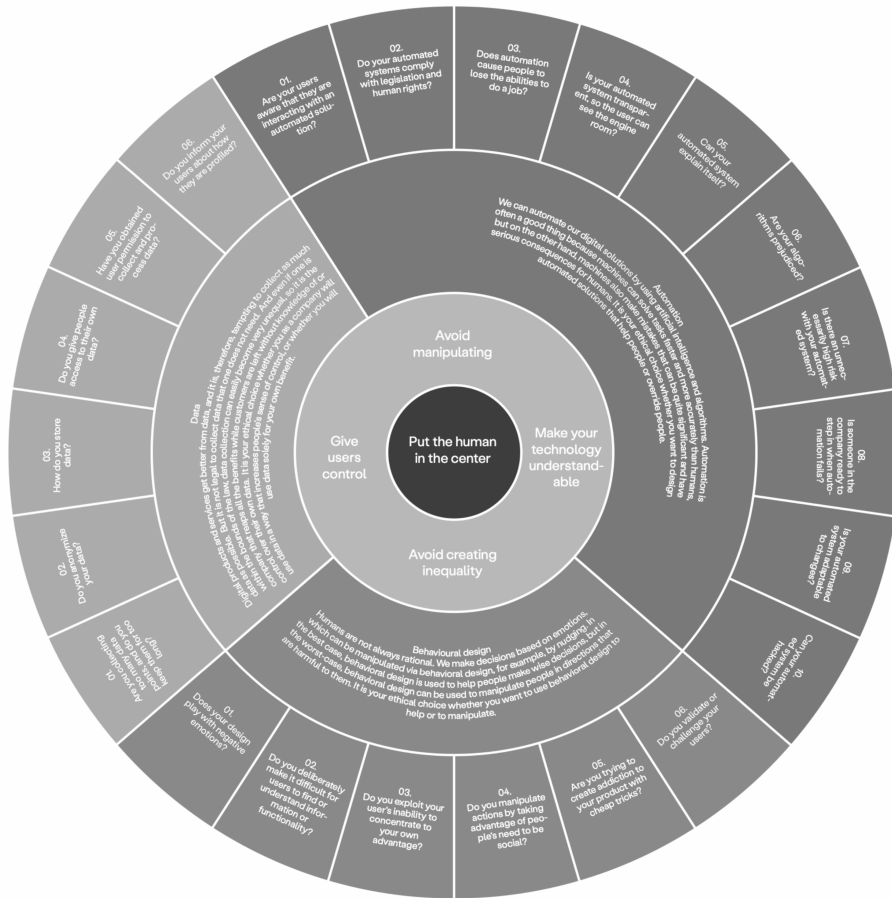For each of the 22 questions, you will find an associated knowledge card, which elaborates on the meaning of the question, which provides concrete design recommendations, and which describes a good and a bad example from the real world.

● ddc.dk

Toolkit: The Digital Ethics Compass

The Digital Ethics Compass is a tool to help companies make the right decisions from a design ethical standpoint

Put the human in the center

Avoid manipulating

Make your technology understandable

Avoid creating inequality

Give users control

Inner ring sections

Automation — We can automate our digital solutions by using artificial intelligence and algorithms. Automation is often a good thing because machines can solve tasks faster and more accurately than humans, but on the other hand, machines also make mistakes that can be very significant and have serious consequences for humans. It is your responsibility when you want to design automated solutions that help people or overrule people.

Data — Data and services get better from data, and it is, therefore, tempting to collect as much data as possible. But it is not legal to collect data that one does not need, so it is a requirement. Digital products and services get better from data, and it is therefore tempting to collect as much data as possible. But it is not legal to collect data that one does not need... It is your responsibility whether you collect more data than you need, and whether you use data solely for your own benefit.

Behavioural design — Humans are not always rational. We make decisions based on emotions, which can be manipulated via behavioral design, for example, by nudging. In the best case, behavioral design is used to help people make wise decisions that are harmful to them. It is your ethical choice whether you want to use behavioral design to help or to manipulate.

Automation (outer questions)

01. Are your users aware that they are interacting with an automated solution?

02. Do your automated systems comply with legislation and human rights?

03. Does automation cause people to lose the abilities to do a job?

04. Is your automated system transparent, so the user can see the engine room?

05. Can your automated system explain itself?

06. Are you discriminating?

07. Is there an unrecognizably high risk with your automated system?

08. Is someone in the company ready to step in when automation fails?

Data (outer questions)

09. Is your data sufficiently protected against hacking?

10. Can you account for your data?

08. Do you inform your users about how they are profiled?

05. Have you obtained the user's permission to collect, store or process data?

04. Do you give people access to their own data?

03. How do you store data?

02. Do you encrypt your data?

01. Are you collecting data you don't need?

Behavioural design (outer questions)

01. Does your design play with negative emotions?

02. Do you deliberately make it difficult for users to find or understand information or functionality?

03. Do you exploit your user's inability to concentrate to your own advantage?

04. Do you manipulate actions by taking advantage of people's need to be social?

05. Are you trying to create addiction to your product with cheap tricks?

06. Do you validate or challenge your users?

Prototyping and Testing

User Journey Map

USER

PHASES	PHASE #01	PHASE #02	PHASE #03	PHASE #04	PHASE #05	PHASE #06

Touchpoints

Select one of the touchpoints below, drag them in the first column of the canvas and analyse how they enter in contact with the user throughout its journey.

TOUCHPOINTS

Minimum Lovable Product

SOLUTION READINESS

SRL1 – Research of basic principles for a solution
SRL2 – Early idea or concept formulated
SRL3 – Experimental proof-of concept
SRL4 – Proof of concept validated in a test environment
SRL5 – Prototype validated in a real live environment
SRL6 – Prototype tested in a real life environment
SRL7 – Pilot demonstrated in one or multiple contexts
SRL8 – Minimum viable product, service or process piloted
SRL9 – Proven implementation of product, service or process at scale

NEEDS MVP MUST FULFILL

SHOULD

COULD

USER NEEDS

What is the absolute minimum required for the user to fall in love with your solution?

BUSINESS REQUIREMENTS

What is the minimum value we have to achieve from the business point of view?
Strategic goals / business goals / validated learning / technical and regulatory requirement to fulfill?

MINIMUM IMPLEMENTATION

What is the absolutely minimum way to make it happen?

⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ *To MVP backing* ⋯⋯→

Later

Features, integrations, investments and requirements we don't yet need in the MVP

Service Blueprint

	STEP #01	STEP #02	STEP #03	STEP #04	STEP #05	STEP #06	STEP #07

TITLE
Catch phrase

←── *BEFORE* ──→   ←──────── *DURING* ────────→   ←── *AFTER* ──→

Steps	STEP #01	STEP #02	STEP #03	STEP #04	STEP #05	STEP #06	STEP #07
Activity What does the user do?	■	■	■	■	■	■	■
Touchpoint What do the user and employee use for this? (folder, form, etc...)	■	■	■	■	■	■	■
Activity What happens here? (what does the employee/the form/the interface do?)	■	■	■	■	■	■	■

──────────── *BEHIND THE SCENES* ────────────

	STEP #01	STEP #02	STEP #03	STEP #04	STEP #05	STEP #06	STEP #07
Internal processes What do your employees do behind the scenes?	■	■	■	■	■	■	■
External process What happens in the ecosystem?	■	■	■	■	■	■	■
To develop	■	■	■	■	■	■	■

Prototype testing

Plan workset

Name of prototype solution to test:

Name of owner:

Step 1: we believe that...
(This is your hypothesis about what will happen)

Step 2: to verify that we will...
(This is the test you will carry out using the prototype)

Step 3: and measure...
(This is the metric that will help prove or disprove your hypothesis)

Step 4: we are right if...
(This is what will happen if your hypothesis is proven to be correct)

Learn workset

Name of prototype solution to test:

Name of owner:

Step 1: we believed that...
(Your original hypothesis)

Step 2: we observed that...
(What actually happened)

Step 3: from that we learnt that...
(What worked well and what didn't)

Step 4: therefore we will...
(The changes you are going to make)

Usability testing

User:

User group:

Critical task 1:

Place of completion:

Time of completion:

Survey:

Q: How did you feel when you started the task?

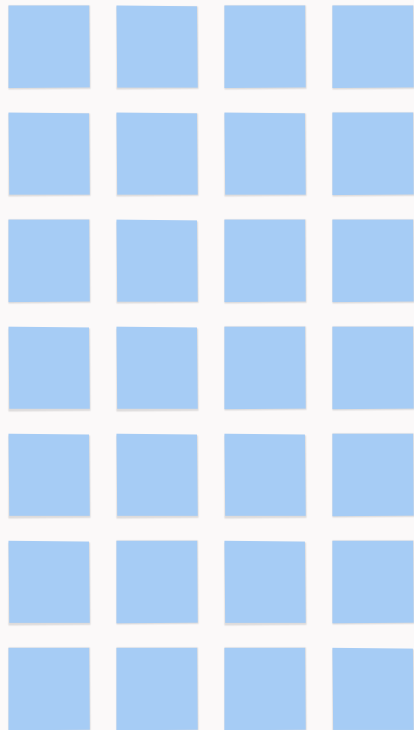*Q: Did you find the information you need?*

Q: Was the information easy to find?

...

Q: How did you feel after finishing the task?

Giving feedback

WHAT'S REALLY GOOD ABOUT IT?

What did you like?
What did you think worked well?

SUGGESTIONS FOR IMPROVEMENT?

What would you change, and how would this improve the idea or solution?

IDEAS THAT CAME UP?

Did the presentation make you think of other potentials or possibilities to further develop this idea?

QUESTIONS THAT CAME UP?

Was there anything you were confused by? Or did the prototype prompt wider concerns or questions?