

Overview

This standard is about delivering digital service design solutions.

Digital service design involves planning and designing the end-to-end journey of a digital service, ensuring alignment with user needs and organisational objectives. This includes utilising service design principles to provide high-quality services.

It also includes understanding user needs, organisational goals, and enabling technologies that inform digital service designs. The aim is to create services that offer quality, user-satisfaction and cost-effectiveness.

This standard is for those who need to deliver digital service design solutions as part of their duties.

Performance criteria

You must be able to:

1. Assess the needs of stakeholders to accurately define digital service requirements
2. Map business flows within specific service areas to identify service delivery processes
3. Analyse user journeys to identify pain points and inform service design decisions
4. Conduct impact analysis on service design options to verify alignment with user and organisational requirements
5. Define service design solutions to specify information systems, data management and technology utilisation
6. Propose service design solutions that deliver service enhancements for users in line with organisational requirements
7. Develop prototypes to visualise service designs and validate service interactions with stakeholders
8. Create clear service roadmaps to facilitate resource planning and prioritise service development activities
9. Conduct rigorous usability testing to validate service design solutions with stakeholders
10. Document service design solutions in line with organisational standards
11. Communicate service design solutions utilising presentations, prototypes and reports tailored to meet audience needs

Knowledge and understanding

You need to know and understand:

1. Service design principles, methodologies, and practices and their practical utilisation
2. How to specify service design requirements informed by insights from stakeholders and users
3. Agile development methodologies and associated tools and how to apply them
4. How to manage service design projects encompassing timeline management, resource allocation, and deliverable coordination
5. How to map business flows to identify service design processes
6. How to analyse user journeys to derive insights to inform service design solutions
7. How to employ user-focused approaches to gather insights for digital service design and usability testing
8. How to evaluate service design solutions utilising impact analysis methodologies
9. How to use feedback from user testing to iteratively refine and enhance service design deliverables
10. Industry-standard service delivery technologies, encompassing cloud technology, architectural frameworks, agile delivery methods, and best practices in data and software engineering
11. How to analyse and interpret user research findings to formulate actionable service design recommendations
12. How to develop prototypes that effectively communicate service design solution concepts to stakeholders
13. How to conduct usability testing of service design solutions
14. How to use feedback from testing to refine and improve service design deliverables
15. The importance of maintaining ethical standards in service design, including user privacy, data security, and transparency
16. How to document digital service design solutions
17. The importance of tailored communications to effectively convey service design concepts for specific audiences

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Deliver digital service design solutions



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