



ProMo Cymru

Working to ensure young people and communities are informed, engaged, connected, heard..

A portrait of Arielle Tye, a woman with long brown hair, wearing a dark blue patterned button-down shirt. She is smiling slightly and looking towards the camera. The background is dark.

Arielle Tye

Head of Development

Arielle has 15 years experience in using digital to improve reach and engagement with young people and communities.

Arielle is recognised for her expertise in digital in the third sector.

Championing the use of technology as a powerful tool for engagement, participation and empowerment.

She has worked across the Third and Public sectors in Wales and beyond.

@Little_ari

@promocymru

Today's Session

Introduction to service design

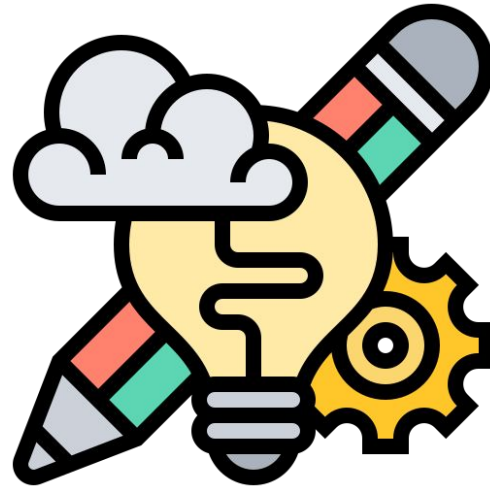
- What makes a good service?
- Service Design process
- Principles
- Case studies
- Questions

"I thought this session was going to be really techy"

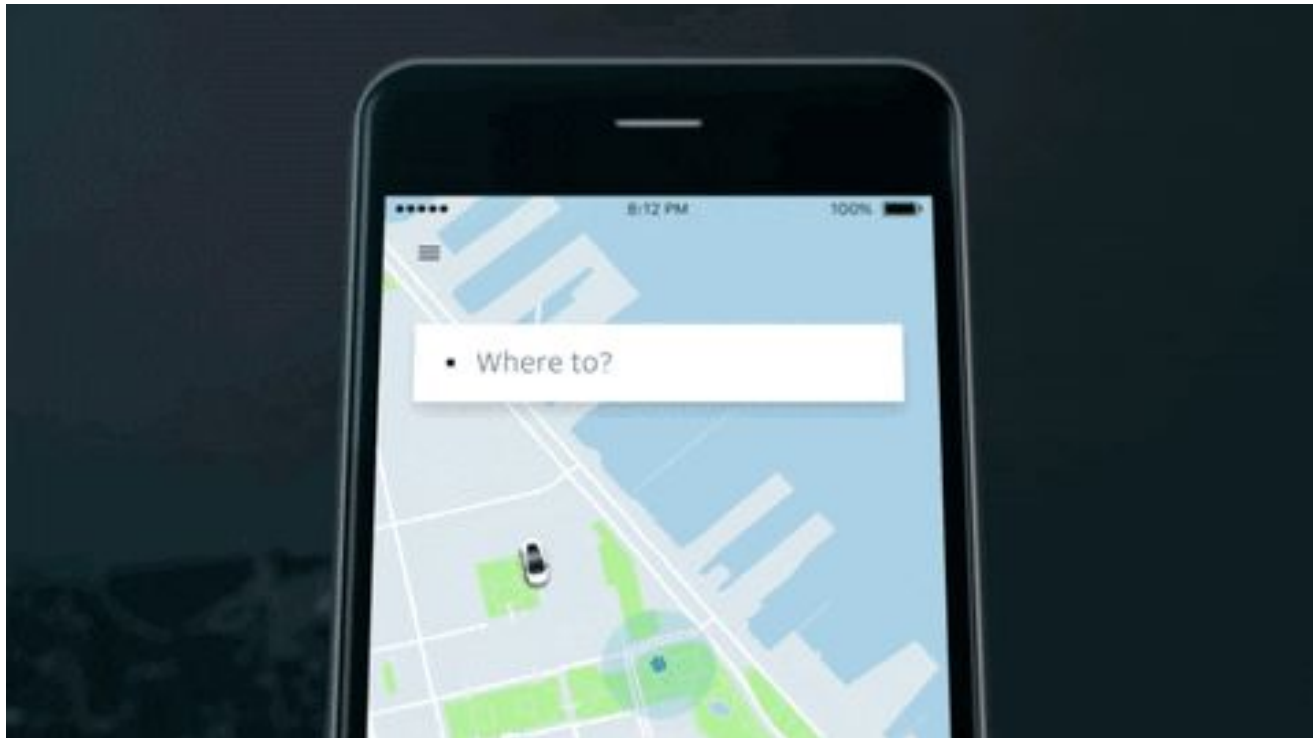
Think of a service you think is brilliant or poor

What makes it good?

What makes it poor?

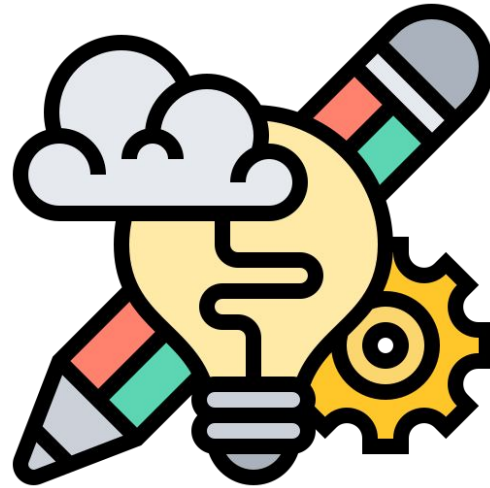


Reimagining Taxis



Think of a service you think is brilliant

What makes a good service?



Service Design **Is person centred**

The objective is to develop services that are useful, useable and valuable from the point of view of the user, and effective and efficient from the perspective of the service provider. (GOV.UK)

“Service design is moving inside organisations, and inside government. For us, service design isn’t about mental models or double diamonds. It’s about working with users and delivering services.” Lou Douwne

Terms We use

Do you use any of these terms to describe your approach?

Co-Production

Participation

Consultation

What is Digital?

Applying the culture and technologies of the Internet-era to make our organisations more resilient and responsive to the changing expectations, needs and behaviours of the people we support.

(CAST, adapted from Tom Loosemore)

How do we enhance our services using technology?

DISCOVER

insight into the problem

DEFINE

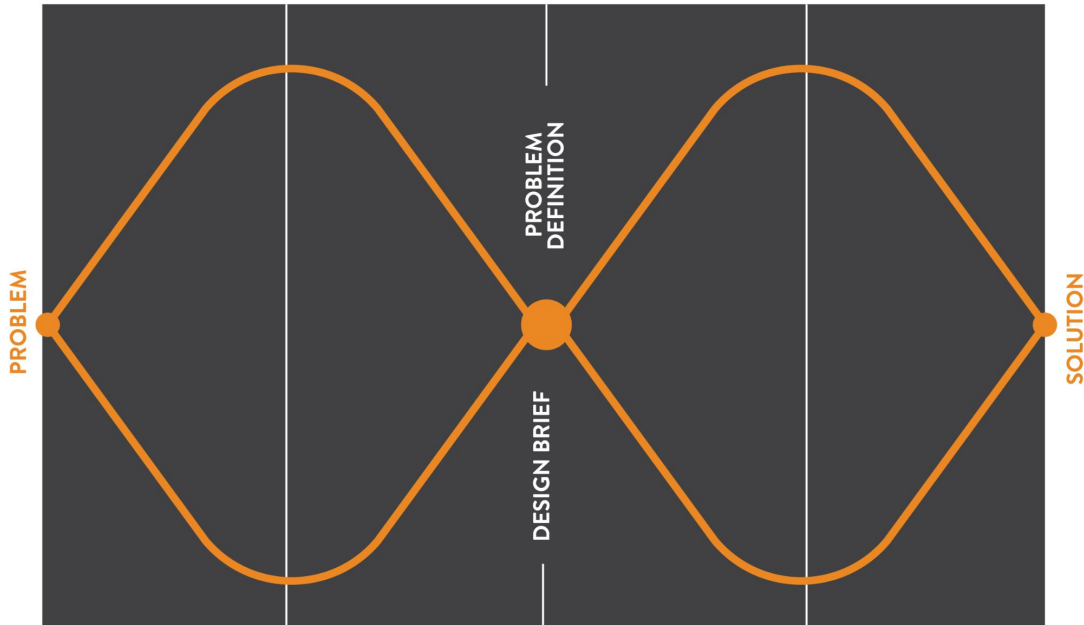
area to focus upon

DEVELOP

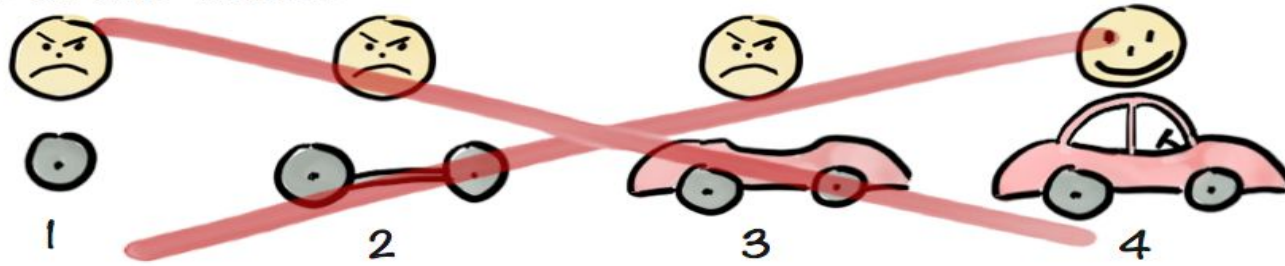
potential solutions

DELIVER

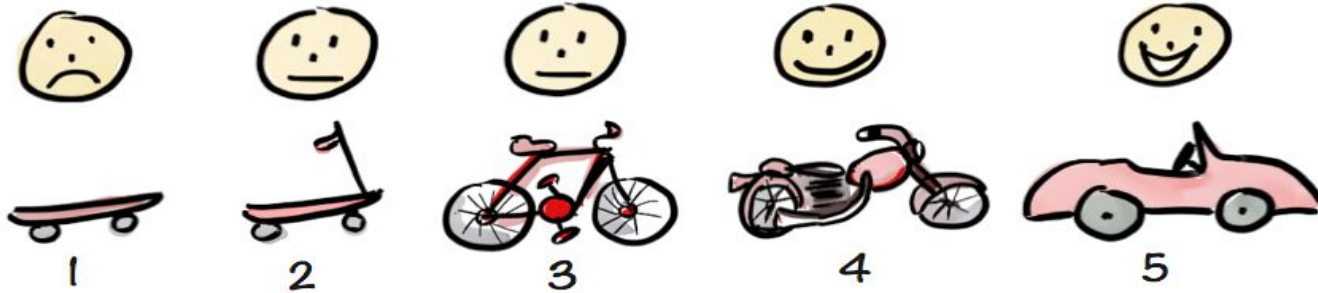
solutions that work



1. Iteration



Constant iteration



2. Behaviour



3. Needs vs demands

What do you want in your local park?

Vs

Some young people need a quiet space to play, how might we create that?



Quick activity



Why do people use the escalator over the stairs?



4. Question your assumptions

What do we know?

What do we think we know?

What don't we know?

A photograph showing two young women in a classroom or workshop setting. The woman in the foreground, wearing glasses and a grey hoodie, is adjusting a professional video camera mounted on a desk. The woman behind her, also wearing glasses and a pink hoodie, is smiling and looking at the camera. The camera is a black professional model with a yellow protective cover on the lens. A smartphone is attached to the camera's side, displaying a video recording interface. The desk is cluttered with various items, including a white mug, a clear plastic tray, and a black device labeled 'iPiqt'.

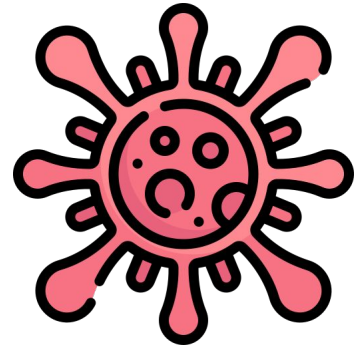
Case studies

How can we make information more accessible?



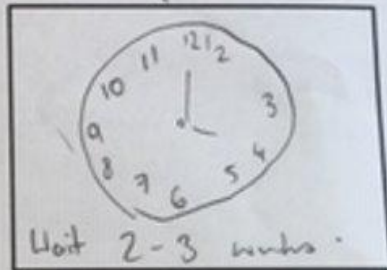
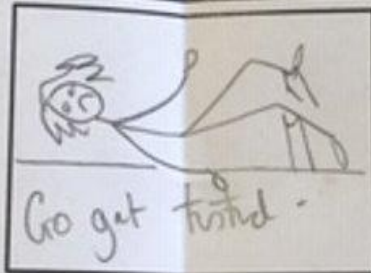
Problems

- STIs are a high risk among young people
- Information isn't accessible for young people
- Young people are attending STI clinics at the wrong time (this wastes their time, staff resources and results in fewer young people getting the support they need)

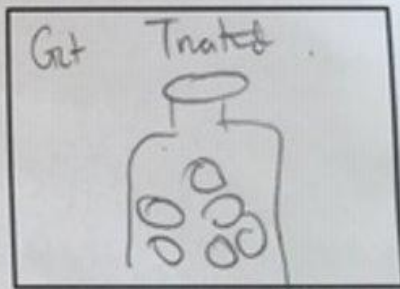
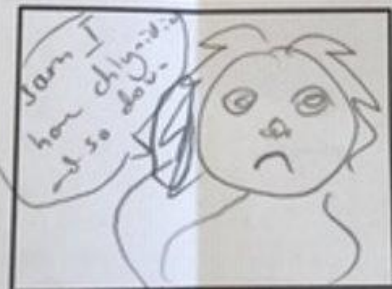




WWW.chlamydia.org.uk
Everything u have -
but u can't tell.



Results
~~~~~  
U have  
chlamydia.



FEELING  
GOOD



Young person worried  
about Chlamydia after  
unprotected sex last  
night.

FEELING  
BAD

TIME

FEELING GOOD

FEELING BAD

TIME



Young person worried about Chlamydia after unprotected sex last night.



Searches online and finds a website full of youth friendly information around sexual health with an free, anonymous IM service



Chats with an adviser online and is helped to book an appointment for 2 weeks time (advised there must be a 2 week wait for Chlamydia following exposure)



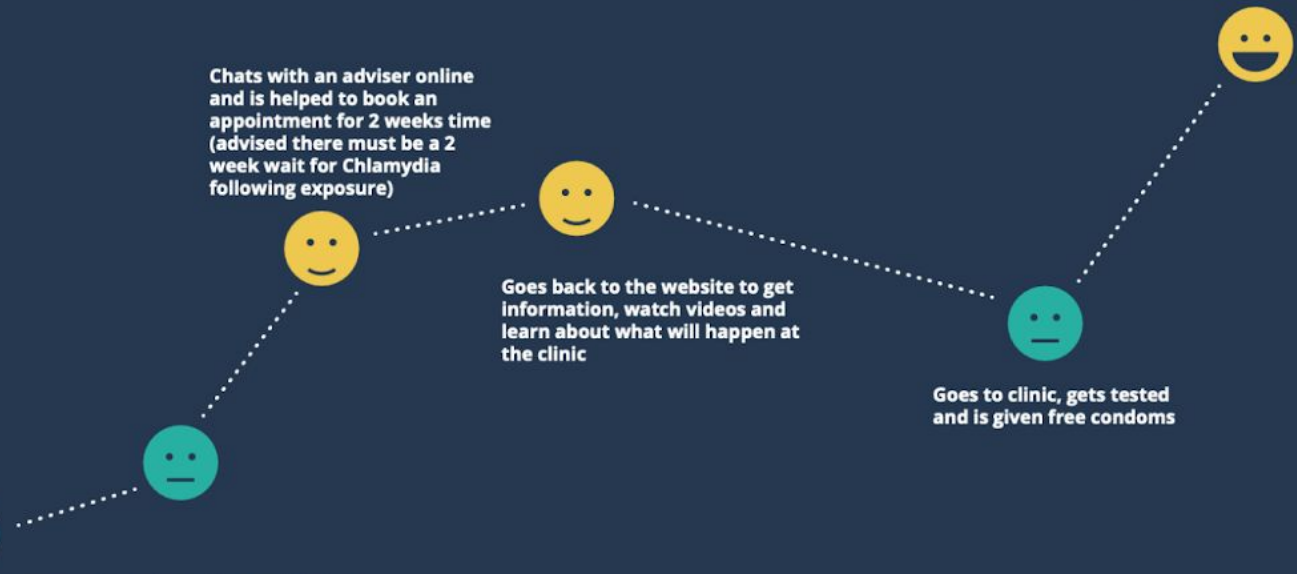
Goes back to the website to get information, watch videos and learn about what will happen at the clinic



Goes to clinic, gets tested and is given free condoms



Feels empowered that they are in control of their sexual health



# OUR SKATEBOARD

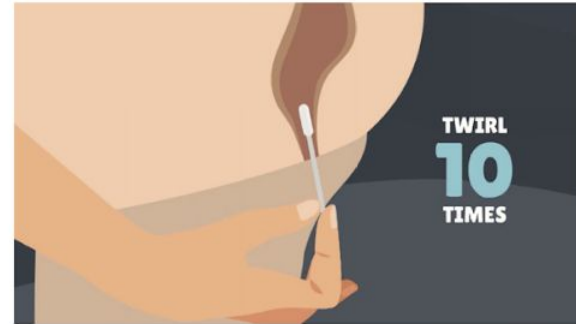
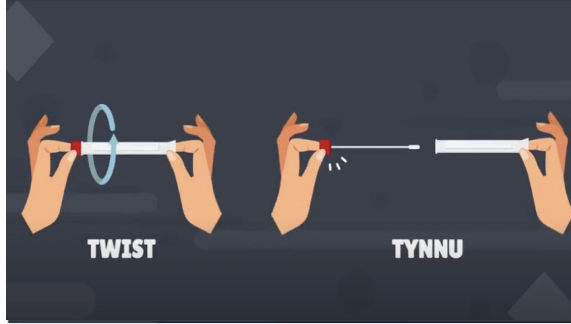
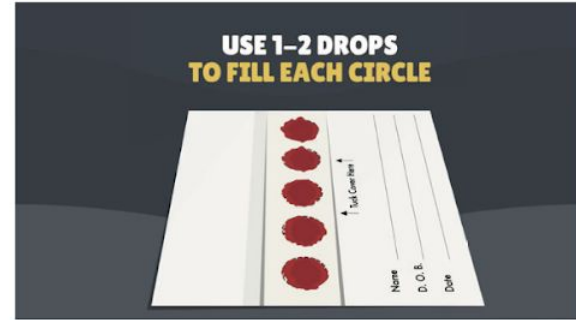
1→ Are you looking for information on \*

A Sexually Transmitted Infections

B Contraception

C Pregnancy

RETHINKING  
HOW  
INFORMATION  
IS PRESENTED





# It's all about creating accessible services

- Easy to find
- Easy to use
- Easy to contact
- Easy to feed back

# catch 22

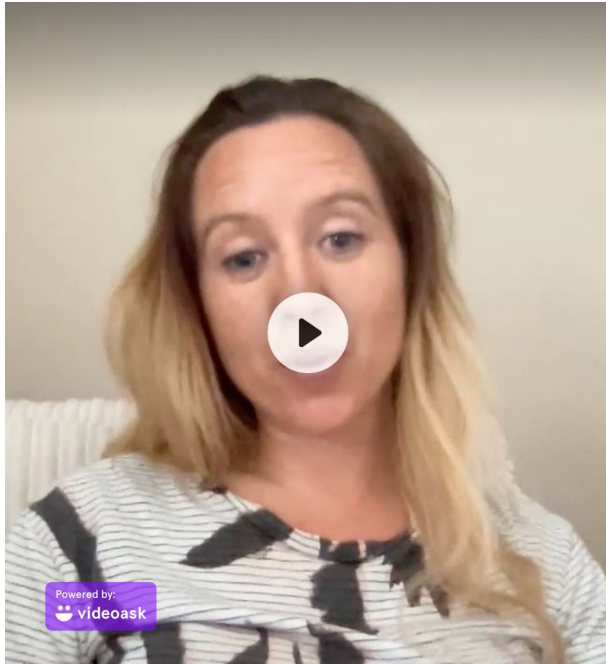
helping young  
people out

WHAT DIGITAL  
TOOLS DO  
CATCH22 NEED TO  
ENGAGE YOUNG  
PEOPLE DURING  
THE PANDEMIC  
AND BEYOND?



deepr.

# How might we alleviate some of that anxiety?



A E-mail

B Whatsapp

C Text message

D Signal

E Phonecall



# Any questions?

arielle@promo.cymru  
@little\_ari



# Thank you

Get in touch:

arielle@promo.cymru

@little\_ari.