Experiential synopsis Govjam 3-4 June 14

I attended a two day workshop in the Munro building in Duke Street Leeds.

The purpose of the jam was to create a safe, open and free thinking space for learning, trying new tools and techniques and experience new ways of doing things which could enthuse the 'jammer' enough to be able to take something from the event into their everyday work.

The rooms were provided by the Open Data Institute Leeds (ODI) which is a Civic Lab and Impact Hub designed as an open space where projects can be realised and in relatively short time spans. ODI (Leeds) is sponsored by LCC and therefore it is open for use to all teams.

What is Govjam?

Govjam is a global event that applies tools and techniques of *service design* to the world of government and the public sector. It is a two day event that started quickly, after introductions we selected six teams. My team chose Public Health as an area to work with.

The theme across all Govjam's workshops was reviled as:
(T)rust

Day one- Was spent agreeing and defining the theme and working on ideas and concepts. Unlike more usual public service approaches we were discouraged from relying on discussion (meetings) and encouraged to 'make' ideas rather than describe them. To assist this transition we were introduced to Service Design tools, an array of every day materials and casually thrown words like; *service safari*, *business model canvas*, *agility* and *iterate*, or as the latter became known… *Make it - test it –break it - start again*….

I went home buzzing yet exhausted!

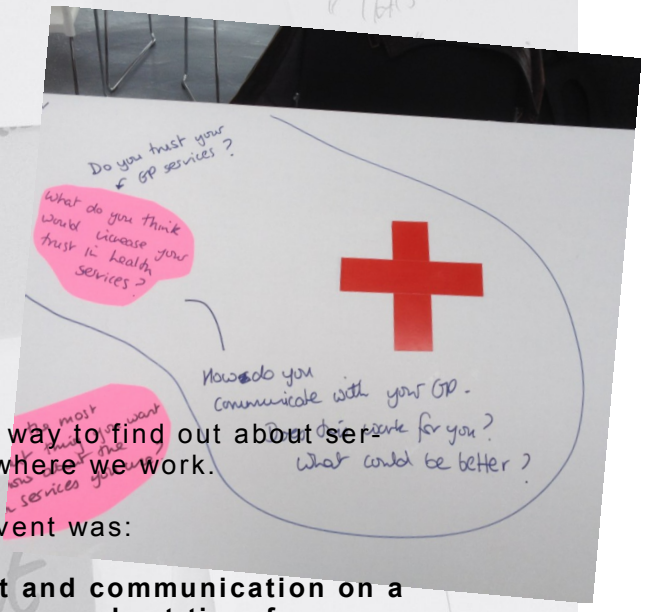
Day two- With a much reduced team, we set about developing and refining several concepts and trying out different tools and techniques to design and communicate them. These included *persona formation*, *customer journey mapping*, *live user research testing* and *prototype making*. This took most of the day leaving teams with a short time to illustrate their concepts and or a customer experience of using it. We chose to use film as a medium, making use of available spaces for sets and creating prototypes made to document the user journey. This also formed the basis of our final presentation.

The Leeds jammers concluded that '**Trust' in public sector is reliant upon transparency and visual lines of accountability** (should issues arise).
However the theme **(T)rust** suggested complications. For example: if trust in public services was broken or thought very low ... like 'rust, ' it would be difficult to re-establish a faith in the organisation from its users without addressing the damaged structure first.

The jam teams independently arrived at similar understandings regarding sustaining trust in public organisations.

Taking these ideas on the street in the form of a straw poll, we found indications that trust in public organisations is perceived as low.

To address this our team proposed that current information about Public Health organisational services and published performance figures may be better controlled and delivered by an independent party. This idea fed concepts and prototype making, helping us concentrate on a project for collecting and displaying real time service feedback from users.



What value was gained from the day?

The event 'blurb' suggests 'Govjam is a practical way to find out about service design and how it can make a difference to where we work.

What we actually learnt from taking part in this event was:

Ideas, improvements, concept development and communication on a local or global basis can be achieved in very short time frames and with simple tools.

That by imposing shorter time frames, project decision making becomes simpler and more direct with less need for meetings

Available resources can be adapted rather than always using new ones.

Any colleague at whatever level can do this.

Finally, If you're wondering why this report is not delivered using a LCC formal format... it's attempting to put some of the ideas we developed in to practice.

If you are interested in further information on Service Design or the Govjam please contact me - Thanks for reading.

Andi Elliott Service improvement Officer, E&N LCC

Links for further interest:

Images from the day
Images taken at the Jam

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(view file content using large icon option - or open in windows photo viewer)

Resources:
Open Data Institute Leeds—http://theodi.org/leeds-node-news-we-have-a-home

Service Design Method cards resource—http://socialinnovation.typepad.com/silk/silk-method-deck.html

Service Design Blueprints -http://gsjleeds.wordpress.com/2011/02/20/service-design-techniques-blueprints/

Leeds GovJam—https://leedsgovjam.wordpress.com/

Completed Govjams world wide (for Leeds projects scroll down to UK section)

http://www.govjam.org/govjam14/projects

Books
This is Service Design-http://thisisservicedesignthinking.com/

Net Works
Service Design Network—http://www.service-design-network.org/intro/