

DSD: Digital Service Design
Special Session along with ICDS 2020,
The Fourteenth International Conference on Digital Society
<https://www.iaria.org/conferences2020/ICDS20.html>
2020 - Valencia, Spain

Samantha Papavasiliou and Carmen Reaiche
Adelaide Business School
University of Adelaide,
Adelaide, Australia
e-mail: samantha.papavasiliou@adelaide.edu.au ,
carmen.reaiche@adelaide.edu.au

Abstract— Digital service design is becoming increasingly important in the level of engagement with government, organizations, not-for-profits and businesses. A key area of interest is digital service design in the public sector, whereby the services provided have a considerable impact on the individuals who need to interact with them; poorly designed services can have detrimental effects on service use and citizen well-being. Users are not limited to citizens of a particular government; they can be a number of people, entities or organizations and other governments. Therefore, greater research and knowledge is needed to understand the topic. Digitalization of government services is the way forward across the world and highlighting the importance of this topic and research into it. DSD goes beyond seeking public sector digital service design research, and is interested in the design of all digital services.

Keywords- *Digital service design; e-government, value co-creation; soft skills; digital transformation; Public Sector.*

I. INTRODUCTION

The shift towards digital first service provision in the public sector is impacting governments and service users. This impact relates to user's ability to interact with public sector entities. Research suggests that as a result of this shift to digital, public sector services are failing to meet user needs and expectations. Unfortunately, for governments and public sector services, digital service design is a complex system. With ongoing needs to understand the various different implications of digital transformations, inclusiveness of all citizens and potential users and the guarantee of data security for the information they hold and capture [1]. Within government, digital transformation also involves creating and implementing improved governance processes, which includes understanding complexities [2]. This includes the greater management of citizen and their experiences, with the use of real-time data for the improvement of government performance [2]. Ongoing digitalization of government and their services, assist in building a more connected economy and citizens [1]

Although this process is time consuming, requiring building a strong infrastructure, as well as a process for making more transparent, efficient and user-centred services.

Digital services have impacted how individuals interact with financial services, insurance companies, governments and education providers (to name a few). This is creating a situation where individuals and organisations have instant access to information and services, be that news or health information. However, no matter how quality digital services are designed, there are still many individuals and organisations left behind. For this special session we focus on the following topics related to digital service design: public sector digital services, the value of customization in providing support to business' users and the identification of the moderating role of soft skills in digital transformation. These topics highlight some of the important factors which are required to understand the complex scenario of digital service adoption to the event more complex digital transformation underway.

II. SUBMISSIONS TO DIGITAL SERVICE DESIGN

In total, three papers are submitted to DSD Track:

- Customizing eGovernment Support Services: A Value Co-Creation Perspective
- A Digital Systems Approach Across eGovernment Services: The Australian Taxation Office and The Health Environment
- Soft Skills: A Key Driver for Digital Transformation

In the first paper entitled "Customizing eGovernment Support Services: A Value Co-Creation Perspective" [3] the authors seek to understand e-government small business support from the user perspective and how customization can be used to increase the value small businesses drive from digital services. The authors proposed a framework for

increasing the value-in-use from support services in the context of e-government digital support systems. Their research aimed to advance our knowledge of the role of customization in the value co-creation process and provided a user centric approach that was identified as a gap in the extant literature. Their paper also contributed to the areas of small business, e-government and support services research by using the proposed theoretical context and specific user segment as a focus for their research. The authors adopted the theoretical grounding of value co-creation and resource integration and leveraged existing frameworks to propose a model integrating customization. Providing empirical support for the appetite of customized small business support and the relationship with factors central to the value co-creation process was also a key focus and contribution of their research.

The second paper entitled “A Digital Systems Approach Across eGovernment Services: The Australian Taxation Office and The Health Environment” [4] explores the application of findings from an Australian Taxation Office (ATO) case study, used to understand the barriers and opportunities affecting digital service provision in the public sector. The findings start the discussion on the digital health environment, including the most common Australian digital health platforms mentioned by the authors as My Health Record and MyAgedCare [5] [6], both services which they described, are displayed with similar digital formats. The paper argues for digital service design to adopt a *holistic* view of users, particularly as digital first service provision is the way forward for all public sector organisations (especially as they described the case to be in Australia). The authors emphasized the need for further research to support and assist users, improve services and inform policy in order to increase long-term voluntary compliance obligations in a mandatory service space.

The third paper “Soft Skills: A Key Driver for Digital Transformation” [7] presents some research questions and preliminary results in the fields of the required change in corporate mindset, culture and process needed to support digital transformation and simultaneously requiring a skillful team and strong leadership. The authors explore the gap pertaining to soft aspects of digital transformation which hinders successful implementations and change management in organisations. In this research, the authors aimed to instill the value of investing in intangible aspects

of an organization which in turn, they argued, play a key role in their success.

III. CONCLUSION

The DSD special track included a broad range of topics related to digital service from the perspectives of both researchers and experts in the field. These papers introduce a common argument: that design services provided to citizens by government need to align their design and application to the needs of the community, to encourage digital inclusiveness and begin to breakdown the digital divide. Therefore, with digital transformation the government entities need to establish greater visibility of users’ needs and understand the important soft skills required to embrace digital transformation and its potential impact on successful implementation

IV. ACKNOWLEDGMENT

The authors would like to thank the organizers for accepting DSD 2020 as a special track and organize the DSD session in ICDS 2020.

REFERENCES

- [1] Digital Transformation Agency, Digital Delivery of Government Services: Digital Transformation Agency Submission to the Finance and Public Administration Committee [Online]. Available from: <https://www.apf.gov.au/DocumentStore.ashx?id=9d695f6a-2354-4cc5-be0d-913de41b25de&subId=516630> 2017. Retrieved: 10 January 2020.
- [2] OECD. 2015. “Inclusive Government for a More Inclusive Society. In Government at a Glance 2015”. Paris: OECD Publishing.
- [3] M. Scutella, C Plewa and C. Reaiche, “Customising eGovernment support services: A value co-creation perspective,” Proceedings in special track: DSD along with ICDS, 2020.
- [4] S. Papavasiliou and C. Reaiche, “A digital systems approach across eGovernment services: The Australian Taxation Office and digital health environment,” Proceedings in special track: DSD along with ICDS, 2020.
- [5] Aged Care Guide. 2017. Digital Inclusion Leaves Older Australian’s Out. Available From: <http://www.agedcareguide.com.au/talking-aged-care/digital=inclusion-leaves-older-Australias-out/>. Retrieved: 10 January 2020.
- [6] MyAgedCare. 2019. About Us. Available From: <https://www.myagedcare.gov.au/about-us>. Retrieved 10 August 2019.
- [7] R. Gulati and C. Reaiche, “Soft Skills: A key driver for digital transformation”, Proceedings in special track: DSD along with ICDS, 2020.