Call for Contributions
1. Inform the Chair: with the Title of your Contribution
2. Submission URL: https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=ICDS+2020+Special
Please select Track Preference as DSD

Special track

DSD: Digital Service Design

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along with

ICDS 2020, The Fourteenth International Conference on Digital Society
https://www.iaria.org/conferences2020/ICDS20.html
June 21 - 25, 2020 - Valencia, Spain

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.

Service design goes beyond the visualization, understanding who the various users are, their needs
and being able to predict the challenges faced by users is an important step in user centered design. Both
being able to predict service use and non-use and identifying causality between use and non-use is vital.
There are numerous techniques to utilize to understand these issues, logistic regression, agent based
modeling, user centered design, synthetic control method, to name a few. One key issue with this area is
that there is no one-size-fits-all solution, in either the digital service design or the methods employed to
understand the users.

DSD looks at different views to understand the environment, including systems thinking lens,
mandatory systems, voluntary systems, digital inclusiveness and digital adoption. We will look at
models, proposed improvements, works in progress and full research papers. The aim is to explore
numerous components impacting government digital service design and use, in both the short and long
term. Research in this area can provide multiple perspectives for analysis, identify key barriers and
enablers, as well as understanding the issue moving forward. We seek both qualitative and quantitative
research.

Topics include, but not limited to:
• Public sector digital service design (including eGovernment research)
• Predictive or causal behavioural analysis in service provision
• User centred design for service optimisation
- Agent based modelling or Microsimulation to determine casual behaviours
- Synthetic Control Method to evaluation potential policies and design changes
- Design principles incorporating customisation
- Systems thinking or complexity theory to understand the interconnections between users and services

**Contribution Types**
- Regular papers [in the proceedings, digital library]
- Short papers (work in progress) [in the proceedings, digital library]
- Posters: two pages [in the proceedings, digital library]
- Posters: slide only [slide-deck posted on www.iaria.org]
- Presentations: slide only [slide-deck posted on www.iaria.org]
- Demos: two pages [posted on www.iaria.org]

**Important Datelines**
- Inform the Chair: As soon as you decide to contribute
- Submission: April 27
- Notification: May 17
- Registration: May 27
- Camera-ready: May 27

*Note: The submission deadline is somewhat flexible, providing arrangements are made ahead of time with the chair.*

**Paper Format**
- See: [http://www.iaria.org/format.html](http://www.iaria.org/format.html)
- Before submission, please check and comply with the editorial rules: [http://www.iaria.org/editorialrules.html](http://www.iaria.org/editorialrules.html)

**Publications**
- Extended versions of selected papers will be published in IARIA Journals: [http://www.iariajournals.org](http://www.iariajournals.org)
- Print proceedings will be available via Curran Associates, Inc.: [http://www.proceedings.com/9769.html](http://www.proceedings.com/9769.html)
- Articles will be archived in the free access ThinkMind Digital Library: [http://www.thinkmind.org](http://www.thinkmind.org)

**Paper Submission**
Please select Track Preference as **DSD**

**Registration**
- Each accepted paper needs at least one full registration, before the camera-ready manuscript can be included in the proceedings.
- Registration fees are available at [http://www.iaria.org/registration.html](http://www.iaria.org/registration.html)

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