

DSD: Digital Service Design

Special track along with **ICDS 2020**

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Dr. Samantha Papavasiliou,
Business School
University of Adelaide
South Australia, Australia
Samantha.papavasiliou@adelaide.edu.au



Dr. Carmen Reaiche
Business School
University of Adelaide
South Australia, Australia
Carmen.reaiche@adelaide.edu.au

DSD Organizers



Chair/Coordinator

Dr Samantha Papavasiliou completed her PhD specialising in digital transformation and adoption in the Australian Public Sector. She currently works at the Australian Taxation Office as a Risk Manager, focusing on service redesign and digital transformation. Samantha also teaches at the University of Adelaide, focusing on post graduate project management. Her key field of research is understanding digital adoption behaviours in the Australian Public Sector (APS). Samantha's other areas of interest are behavioural analytics in public sector digital adoption and the application of predictive modelling to tailor communications between organisations and users.



Co-Chair

Dr Carmen Reaiche's main expertise is in Systems Thinking and Project Management. Carmen has held a number of senior management positions as well as academic appointments. In industry she designed and project managed the implementation of information systems and policy processes for businesses such as Mobil, IBM, Centrelink and Business SA. Carmen completed her PhD in the area of Self-organising Systems and has published over 60 refereed articles. She is currently Associate Head Learning and Teaching of the Entrepreneurship, Commercialisation and Innovation Centre at the University of Adelaide.

About the DSD Special Track

Aim:

“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.”

Topics of interest:

- 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

Summary of Contributions (1)

Title: Customizing eGovernment Support Services: A Value Co-Creation Perspective

Authors: *Maryanne Scutella, Carolin Plewa, Carmen Reaiche*

Paper ID: 18001

- The importance of small businesses digital support to encourage sustainability and growth.
- The various complexities in designing and delivering relevant support services in the DSD context is the diversity of small businesses, in particular when considering their existing resource base (such as experience, knowledge and skills), the resources they are seeking and the way they integrate their own resources with those of others.
- The proposal of “customization” to address the diverse nature of resources relevant to DSD targeting business engagement.
- Exploration of the role of customization as a way to maximizing resource integration and value co-creation to support effective DSD
- The proposal of a new framework for increasing the value-in-use from support services in the context of e-government digital support systems.



Summary of Contributions (2)

Title: A Digital Systems Approach Across eGovernment Services: The Australian Taxation Office and The Health Environment

Authors: *Samantha Papavasiliou, Carmen Reaiche*

Paper ID: 18002

- Public sector services are fundamental in a modern society and service availability is crucial.
- Exploration of the barriers and opportunities affecting digital service provision in the public sector, specifically comparing mandatory and voluntary spaces.
- The meaning of inclusiveness of providing digital first services in mandatory service space
- Comparability of three DSD cases: the Australian Taxation Office and two digital health platforms, MyAgedCare and My Health Record
- Overall finding highlighting the expectations of users that human interfaces for assistance seeking are maintained, in order to maximise an individual's capacity to interact with the system successfully



Summary of Contributions (3)

Title: Soft Skills: A Key Driver for Digital Transformation

Authors: *Richa Gulati, Carmen Reaiche*

Paper ID: 18007

- The value of intangible (soft skills) investments to aid successful digital transformation in organisations.
- The importance of a skilled workforce which is capable of adopting and coping with changes such as digital transformation.
- Critical soft skills identified which are required by a manager in order to successfully manage digital transformation are: critical thinking, complex communication, creativity collaboration, flexibility and adaptability, productivity and accountability, building a team that thrives, cultivating a growth mindset, influence, ability to navigate innovation and change, effective collaboration with leaders and across team.



Future Challenges: DSD

- Digitalization of government services
 - Service design goes beyond the visualization, understanding who the various users are and their needs. Service design needs to address issues around “inclusiveness and integration”, How?
- The need to identify the various systems influencing digital service adoption.
 - What are the key factors of these systems?
- Value co-creation and resource integration in the DSD context.
 - How customization can be used to increase the value small businesses drive from Digital service design?
- The change in corporate mindset, culture and process which is required to support digital transformation required skilful team and strong leadership.
 - Soft skills are critical in a manager to successfully manage digital transformation. How to categorised these?