

Communities of practice for civic design

Kara Kane

@karakane_kk

Domain + people + practice

–Jean Lave and Etienne Wenger

Continuous learning

 Pinned Tweet



Kara Kane

@KaraKane_kk



Communities of practice are not self-organising.

There's no "self-sustaining" communities without leadership, visibility and support.

11:57 AM · Mar 25, 2021 · Twitter Web App

 [View Tweet analytics](#)

69 Retweets **21** Quote Tweets **353** Likes



COMMUNITIES
ARE THE
GLUE!

ARE THE
GLUE!

GLUE!



COMMUNITIES
ARE THE
GLUE!



COMMUNITIES
ARE THE
GLUE!



COMMUNITIES
ARE THE
GLUE!



COMMUNITIES

COMMUNITIES

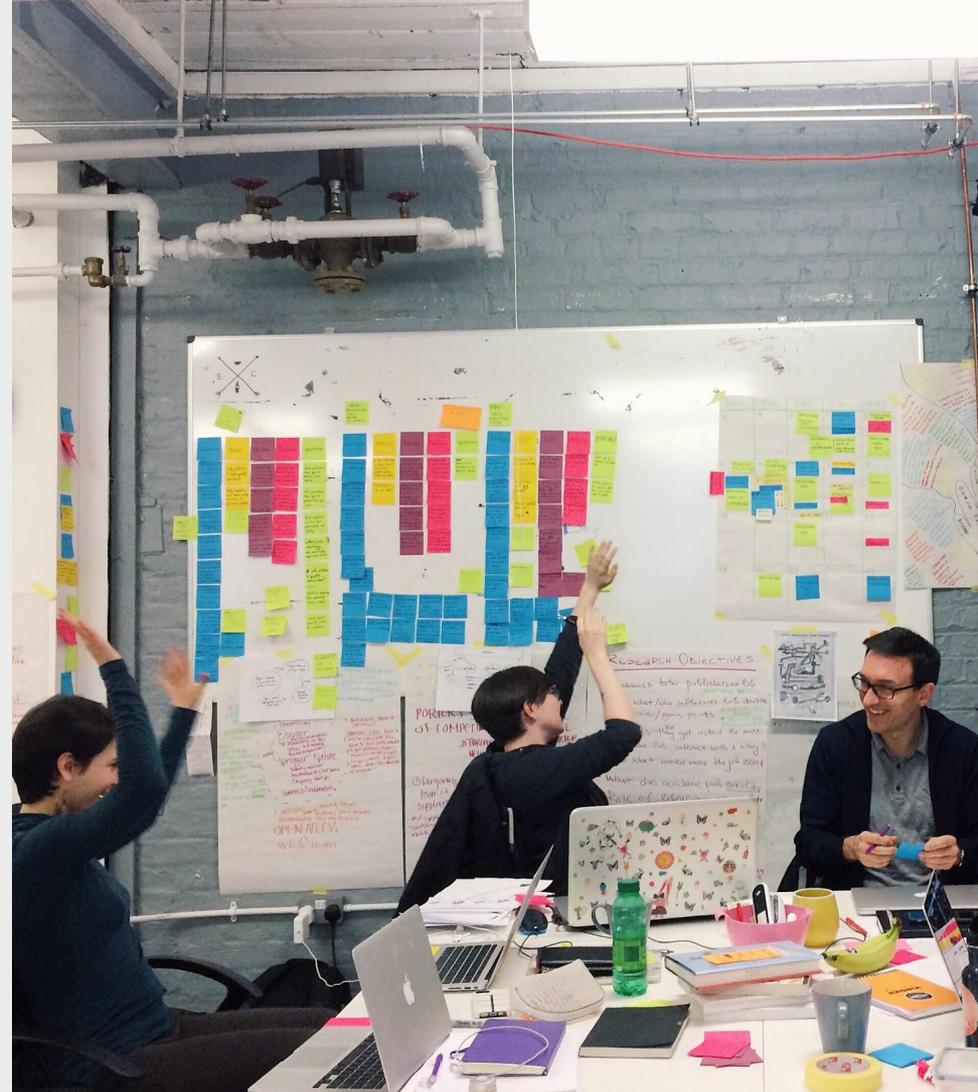
Community Lead for User-centred Design

Government Digital Service



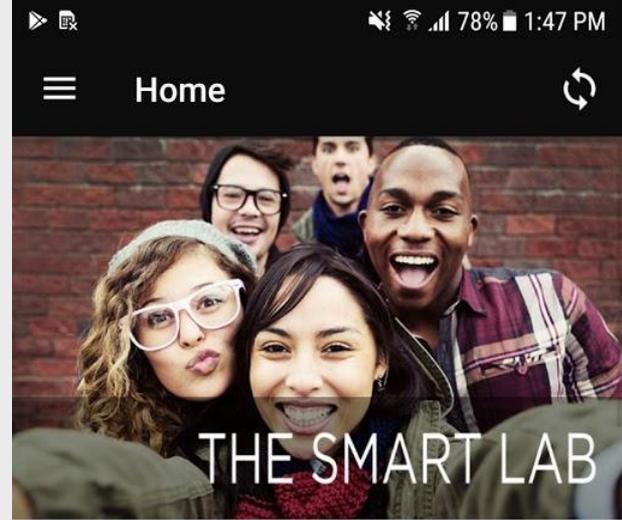
MA Digital Experience Design

Hyper Island

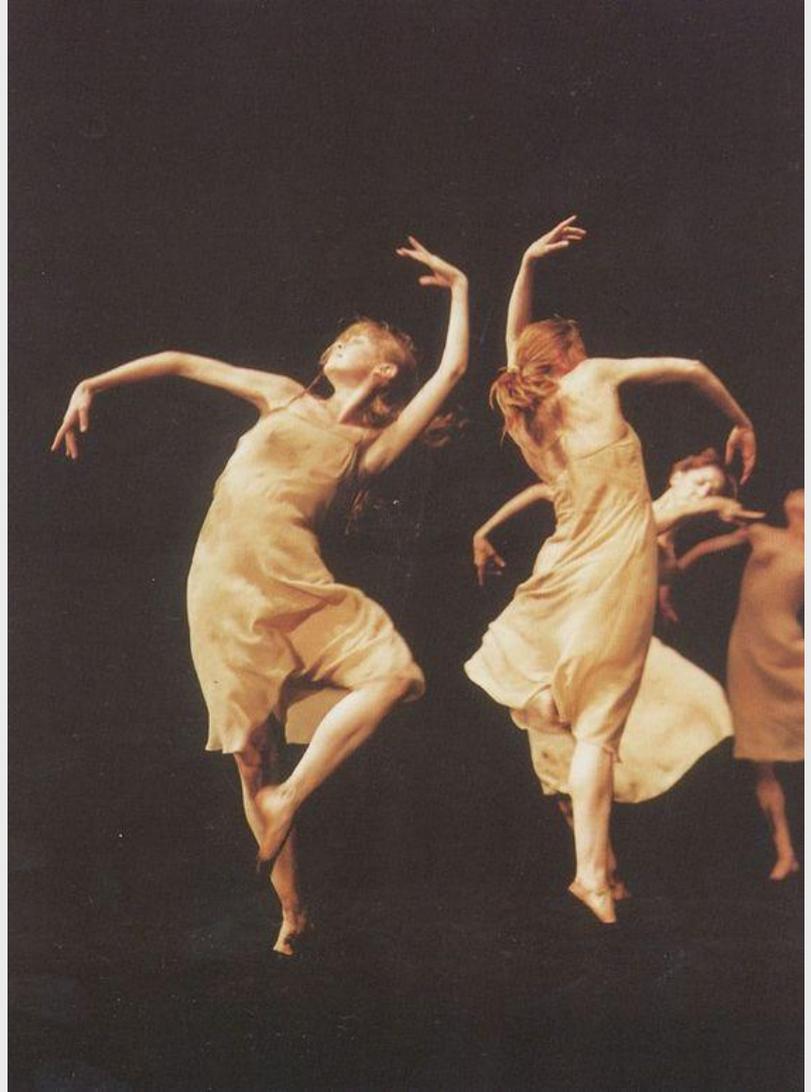


**Innovation
consultant**

C Space



**It started with a
love of dance...**



User-centred design communities

International Design in Gov community

Resources



Users First

CABINET OFFICE

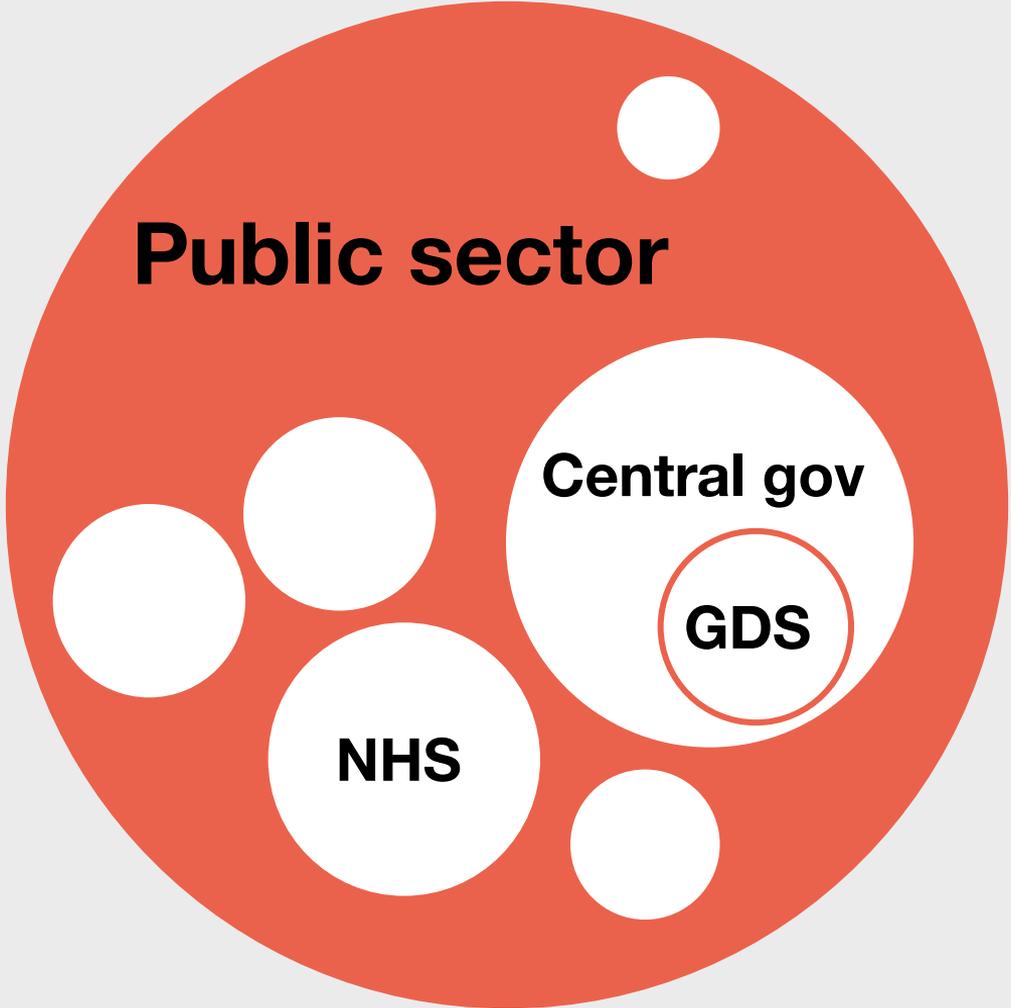
**23 ministerial
departments
Agencies
Arm's-length bodies**

**Devolved
governments
NHS
Parliament
Local government**

Cross-gov user-centred design community

3500 user-centred design practitioners in government:

- Design**
- Content design**
- User research**
- Accessibility**



Public sector

Central gov

GDS

NHS

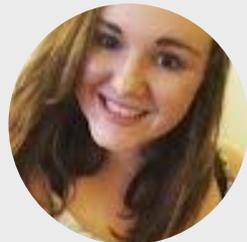


Welcome to the UK government design community

User-Centred Design



Clara Teoh
Designer, training
lead



Keeley Robertson
Community support



Kara Kane
Community lead



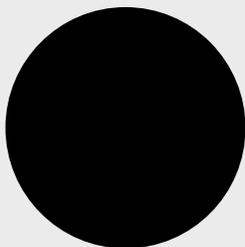
Martin Jordan
Head of service design



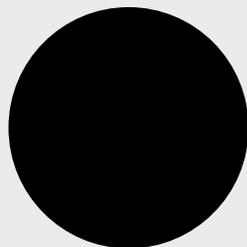
Alison Foley
UCD trainer



Jonathan Nicholls
Head of user research



?
User researcher



?
Delivery manager

Raise awareness of UCD

Demonstrate value of UCD

Demonstrate value of community

Build UCD capability

Guide and align direction of UCD in gov

Support and develop cross gov UCD

Define and share best practice

Advocacy for UCD

Measure

This work is about
building design
culture

BUILDING BUILDING BUILDING
DESIGN A DESIGN A DESIGN
ULTURE CULTURE CULTURE

The cross-government design meeting 18

Friday
18 February 2017
10:00 – 16:00

The Swirembury Society
20 Bloomsbury Way
London WC1A 2TH

Sign up at www.bbc.com/18/02/17

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Control

Support

**Assurance
process**



**Guidance
and patterns**



**Training and
community
exchange**



Advice



Service Standard



Meetups

Training

Peer learning

Blogging

Posters and stickers

Service Manual

Service Standard

GOV.UK Design System

A large, busy indoor community gathering, possibly a university event or a public meeting. The scene is filled with people of various ages and backgrounds. In the foreground, a young man with a black backpack and a young woman with a black backpack are talking. The woman is holding a green cup. In the background, there are tables with informational materials, including a sign that says "WILL YOU BE OUR GUESTS THIS YEAR?". The setting appears to be a modern building with white brick walls and large windows. The overall atmosphere is lively and engaged.

Community gatherings

A group of people in a workshop setting, with two women in the foreground looking at a tablet and discussing it. The background shows a wall with colorful sticky notes and a green wall. The text is overlaid in large white font.

11 types of user-centred design training

Start
with
user
needs

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

1

GOV.UK


Do less

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

2

GOV.UK

Design
with

d — a — t — a

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

3

GOV.UK

Do the
~~difficult~~
~~simplified~~
hard work
to **make it**
simple

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

4

GOV.UK

Iterate.
Iterate.
Iterate.
Iterate.
Iterate.
Iterate.
Then
iterate
again

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

5

GOV.UK

This
is for
one
one
one
everyone

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

6

GOV.UK

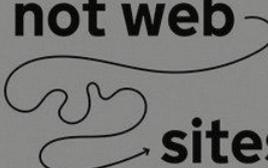
Under-
stand
context

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

7

GOV.UK

Build
digital
services
not web

sites

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

8

GOV.UK

Be
consistent
not
inconsistent

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

9

GOV.UK

Make
things
open;
It makes
things
better

Government Design Principles

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again

10

GOV.UK

Design Principles

Posters

find
what
works



not
what's
popular

User research isn't about finding out what users like, but what works best for them.

userresearch.blog.gov.uk Government Digital Service

two
hours
every
six
weeks

Everyone on the team should observe user research, regularly and often.

It's the best way to make sure a service meets user needs.



userresearch.blog.gov.uk Government Digital Service

Stickers

EAR
MORE
BADGES

What is
the user
need?

REGISTER TO VOTE 10.06.14

TRUST • USERS • DELIVERY

TRANSITION FOOD 2014

2014.UK VERIFY LIVE

TRUST • USERS • DEE

Design your service using
GOV.UK styles, components
and patterns

GOV.UK

Use this design system to make your service consistent with GOV.UK.
Learn from the research and experience of other service teams and
avoid repeating work that's already been done.

Design System

Styles

Make your service look like GOV.UK with guides for applying layout, typography, colour and images.

[Browse styles](#)

Components

Save time with reusable, accessible components for forms, navigation, panels, tables and more.

[Browse components](#)

Patterns

Help users complete common tasks like entering names and addresses, filling in forms and creating accounts.

[Browse patterns](#)



Imran Hussain
@ImHuYorks



We ran a brilliant [#TaskListCollab](#) workshop this week. Over 30 people came together to help build this component for the GOV UK [#DesignSystem](#)

We now have an early prototype, we need to test and develop further: govuk-frontend-pr-2261.herokuapp.com/components/tas... 🔥🔥





BETA Complete our quick 5-question survey to [help us improve our content](#).

[Service manual](#) > Service Standard

Service Standard

The Service Standard helps teams to create and run great public services.

Service Standard

1. Understand users and their needs

[Read more about point 1](#)

2. Solve a whole problem for users

[Read more about point 2](#)

3. Provide a joined up experience across all channels

Get notifications

When any points in the Service Standard are updated  [email](#)

BETA Complete our quick 5-question survey to [help us improve our content](#).

Service Manual

[Contact the Service Manual team](#) with any comments or questions.

Helping government teams create and run great digital services that meet the [Digital Service Standard](#).

Search the Service Manual



Service Manual

[Accessibility and assisted digital](#)

Help and encourage people to use your service: accessibility, assisted digital, user support.

[Measuring success](#)

How to use data to improve your service: measuring, reporting, analytics tools and techniques.

[The team](#)

Managing a service team: recruiting the people you need, training and working with contractors.

[Service delivery](#)

How to work on a live service: planning, tools and governance.

[Service assessments and getting on GOV.UK](#)

Check if you need a service assessment, how to book one and how to get your service on GOV.UK.

[User research](#)

Understand user needs: plan research, prepare for sessions, share and analyse findings.

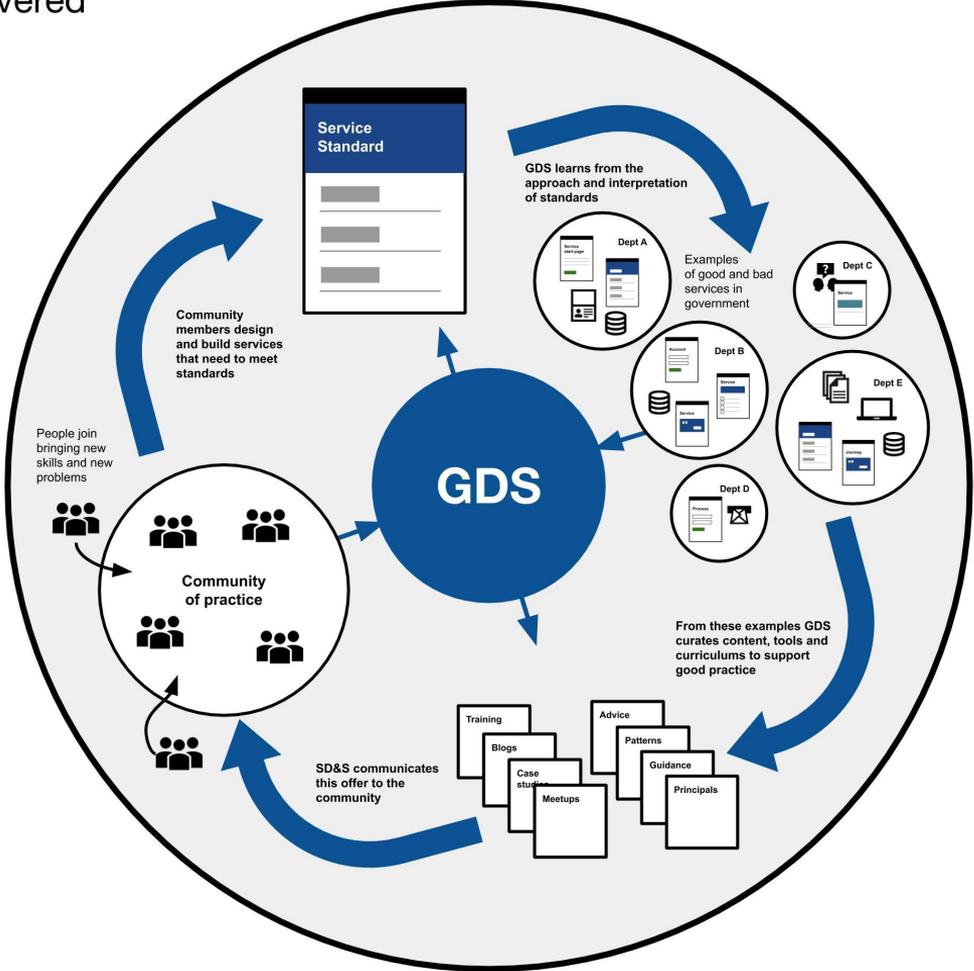
[Design](#)

Managing the design and prototyping your service, prototyping, using design patterns.

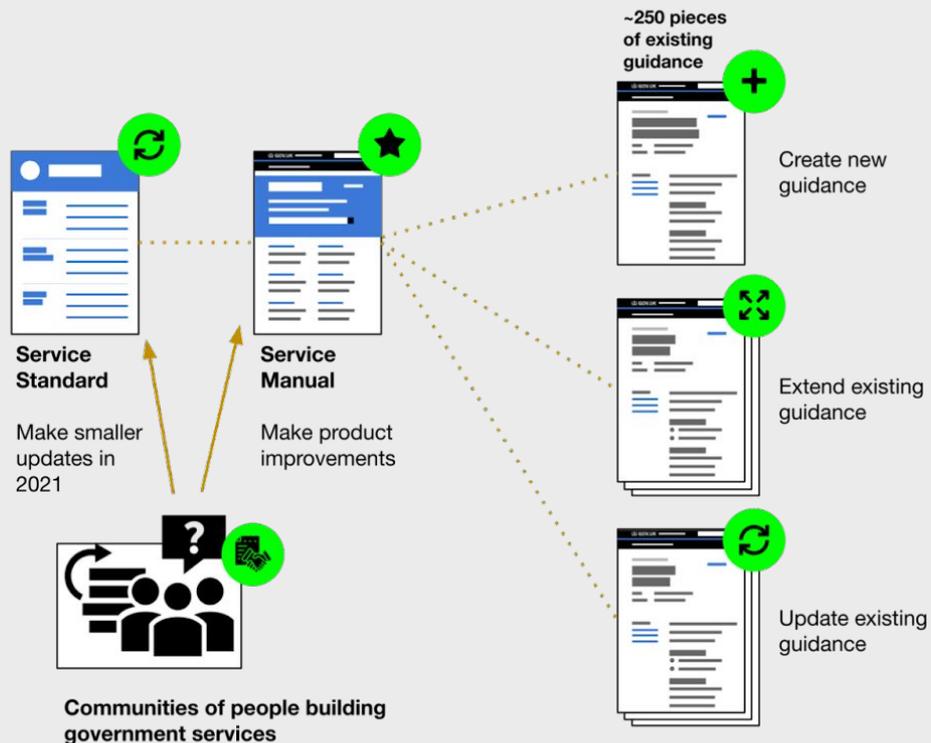
[Technology](#)

Choosing technology, development, integration, hosting, testing, security and maintenance.

How the Service Standard Is delivered



Our areas of work



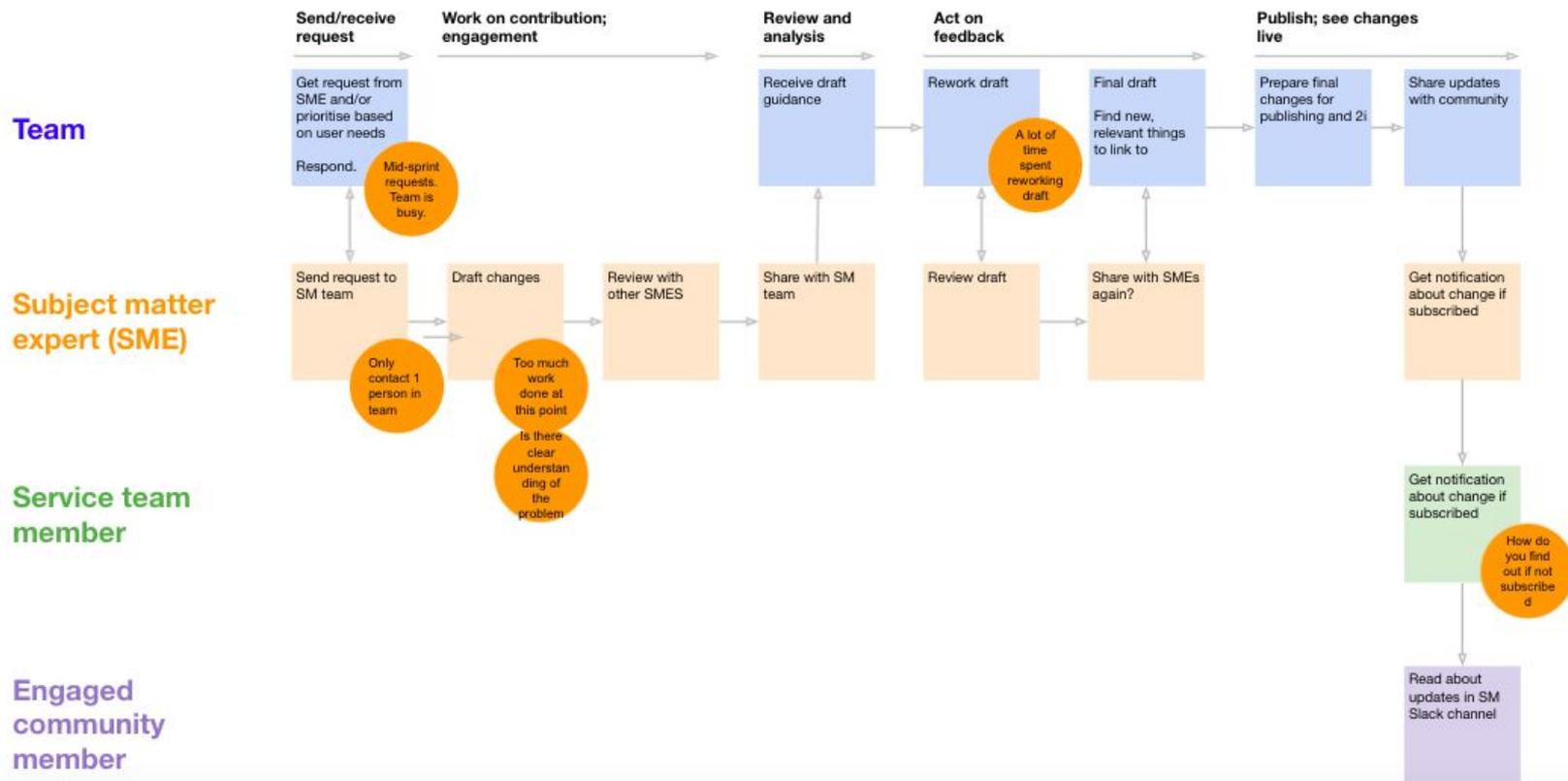
Communities of people building government services

Collaborate to learn from their practices and experiences, and to understand their challenges and needs

Co-create guidance

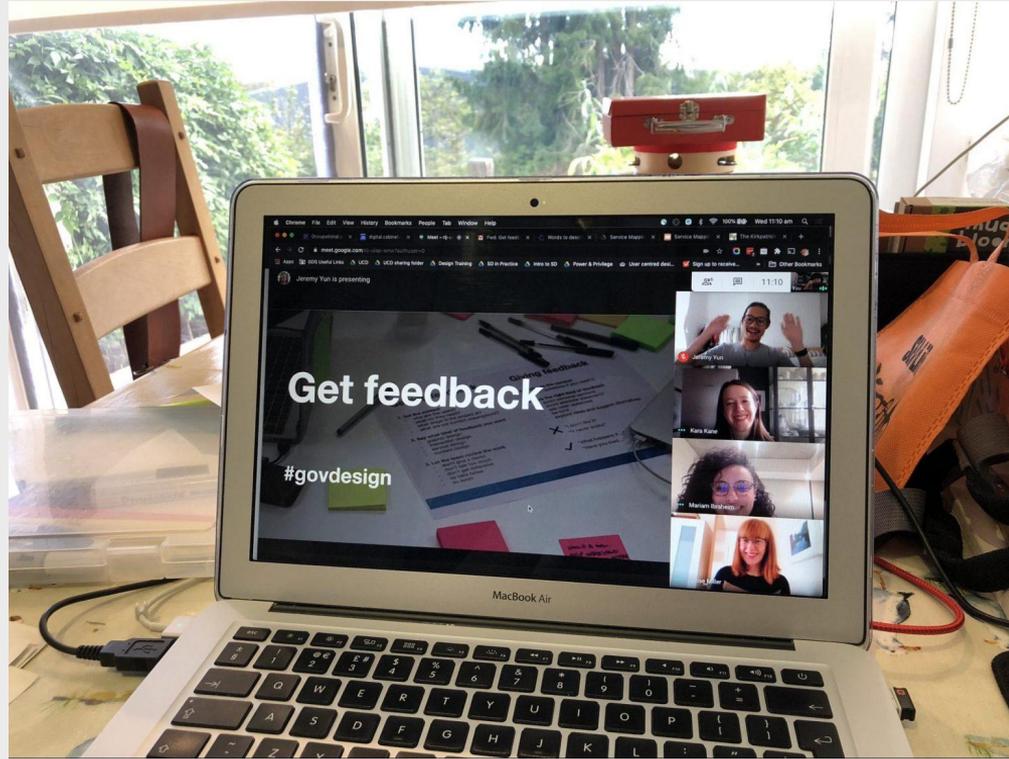
Establish governance model for contributions to the Standard and Manual

Community contribution — update to guidance (user research example) 'being asked for my expertise'

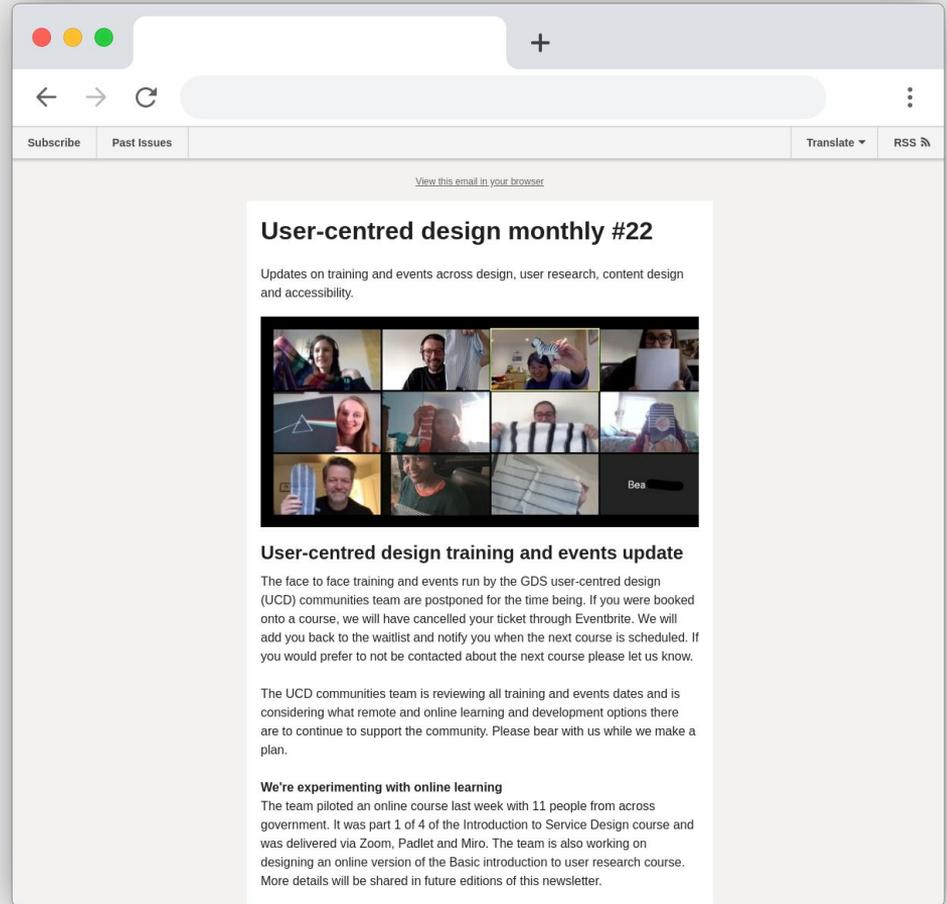


Principles and approaches for managing communities of practice

Diverse formats



Clear comms



Documenting good practice

1



Services Week Remote Session: Blue Badge Service

UK Gov Design

2



Services Week Remote Session: Victim and Witness

UK Gov Design

3



Services Week Remote Session: Tax-free childcare

UK Gov Design

4



Services Week Remote Session: Meet the users of GO

UK Gov Design

5



Services Week Remote Session: Check your State Pen

UK Gov Design



Service Thursday Remote Session #1: Prison Services

Distributing ownership



Inviting people in



Creating space and permission

Design community objectives:

Contribute to the GOV.UK Design System

Contribute to cross-government design events

Take part in design crits

Write blog posts

Present on International Design in Government calls

Contribute case studies to show and tells

Help run design training

Become a design assessor

Set up or join a service community

Crowdsourcing tips and tools

(PUBLIC) Cross-government toolkit of remote research tools

[How to use this sheet](#) [Planning](#) [Recruitment](#) [Conducting research](#) [Analysis](#) [Communicating research to the team](#) [Useful links](#)

Remote Research Tools Conducting research

How to use this sheet:

The following are tools and methods that user researchers have suggested for this stage of research (this tab is just about conducting research).

You must also check if the tool or process needs to be approved, in line with both data handling best practice and your organisation's GDPR compliance process. For example, you might need to ask for a data protection impact assessment.

Research step	Tool/method	Considerations/caveats?
Ethics/Consent	Survey tools eg Smartsurvey, qualtrics	Easier for users to sign an online consent form. Ensure it is accessible. Any simple survey tool would work for this.
Ethics/Consent	ConsentKit	
Consent	Audio clip recording?	Can give consent by email too Some URs have recorded their consent at the beginning of the session. Some have used email.
Remote interviews	Appear in	Free version has a max of 4 people so hard with observers. But it had a nice and simple interface so easy for people to use
Remote interviews and screen sharing	Google hangouts	
Remote research & observation	BlueJeans	
Live streaming and video recording	OBS Studio	It's an open source streaming / video recording platform.
Remote usability	Loop11	

Diversity, inclusion and equity



JAN
19

Design, content and research careers at GDS - for under-represented groups

by [User-centred Design Community](#)
928 followers [Follow](#)

Free

♡ Sales Ended [Details](#)

Find out about working in design, content and research at the Government Digital Service (GDS)

About this event

Find out about working as a designer, researcher, technical writer or content

Date and time
Wed, 19 January 2022
17:00 – 18:30 GMT

Location
Online event
Already have a ticket?



Lisa Jeffery

@lisajeffery



[#ServicesWeek](#) Thanks

It's been a privilege to run the Introduction to service design training with [@MarcOConnor21](#) [@ImHuYorks](#)

We've been learning together with a fab cross-org group. Asking great questions, having great conversations and growing our knowledge [#AlwaysLearning](#)

07 - 10
March

10am -
12pm

Introduction to Service Design

Services
Week

2022

12:09 PM · Mar 10, 2022 · Twitter for iPhone

1 Retweet 1 Quote Tweet 29 Likes

Work with community advocates

Diverse formats

Clear comms

Document good practice

Distributing ownership

Invite people in

Create space and permission

Crowdsource tools and tips

Diversity, equity and inclusion

Work with community advocates

**International
design in
government
community**

70 countries

**Google group
1300 members**

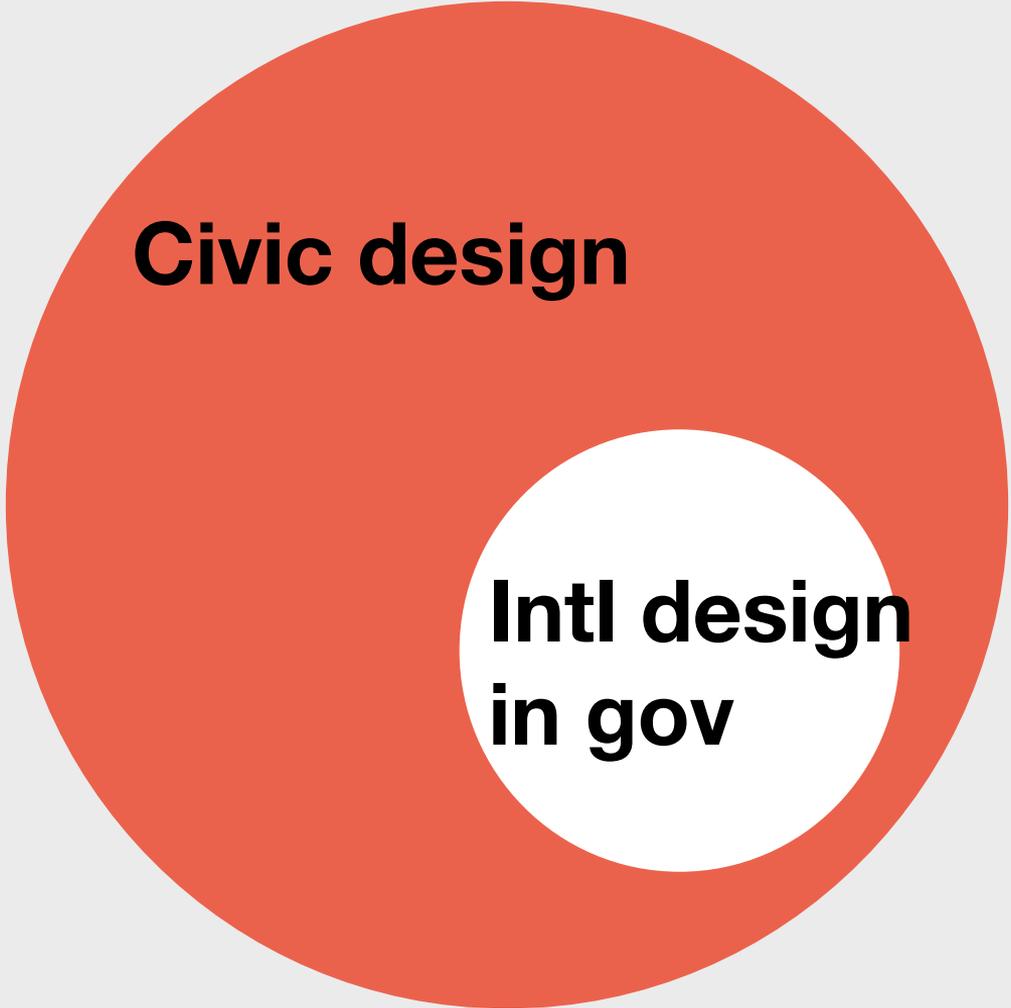
**Slack
2500 members**

**The International Design in
Government community is 5
years old!**

[Kara Kane - Senior Service Designer, GDS](#), [Martin Jordan – Head of Service Design, CDDO](#)
and [Paloma Jain – Senior user researcher, GDS](#), 21 February 2022 - [Community, International](#)



@KaraKane_kk



Civic design

**Intl design
in gov**

Purpose

User-centred
governments

**There are
big design
challenges facing
governments
today.**

**Ones that could
and should be
tackled at a
global scale.**



Forming the community

Developed relationships

Linked to GDS and UK government
priorities

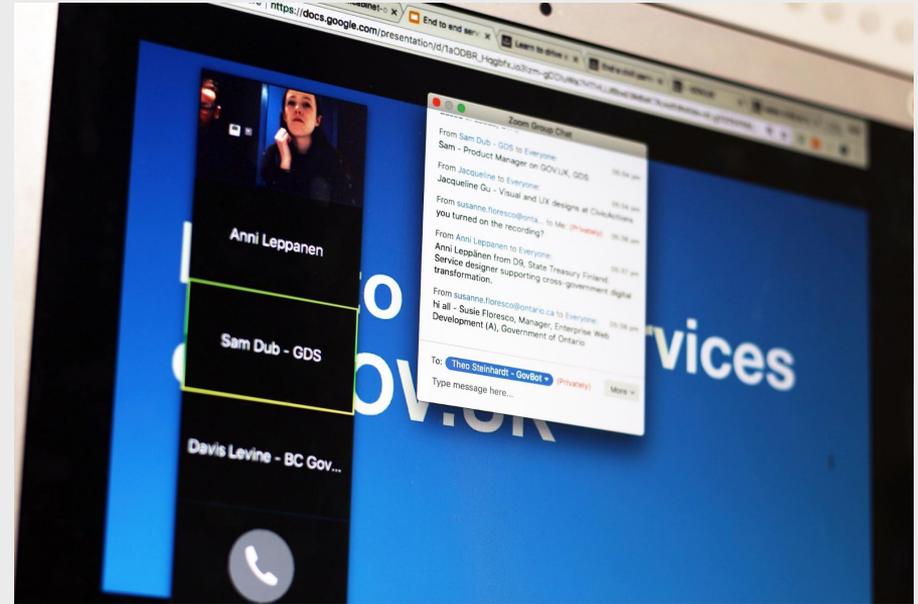
Defined structures of engaging

Achieving strategic aims

Building on the work we have already done, our priorities for government up to 2020 are:

- exiting large single supplier and multi-year IT contracts
- building shared components and platforms, extending the use of the ones that we have and onboarding more services
- developing and publishing standards and implementation guidelines for components, platforms and capabilities, to make public sector reuse easier
- removing barriers to component, platform and capability reuse, and exploring reuse beyond central government
- operating the digital services and components GDS and departments have already built on the GOV.UK single domain to a high standard of reliability, security and performance, and continuing to improve them to better meet their users' needs
- making better use of GOV.UK Verify by working towards 25 million users by 2020 and exploring options for delivery of identity services for businesses and intermediaries
- 'going wholesale' by expanding the number of available and supported APIs, inside and outside of government, for example by allowing accountants to submit tax returns automatically with the permission of their clients
- **sharing what we have built internationally and learning from best practice in other countries to continuously hone and improve our services**
- overhauling government's legacy content and outdated publishing practices by 2020, so government services are clear, well maintained and easier to find on GOV.UK

Engaging with global designers



Running events through partnerships



Documenting and sharing knowledge

Internal—for the community
External—by the community,
for everyone



Sharing the story through different channels



Impact

Sharing GDS learnings
New public sector design
communities
Share and re-use



Resources

STRONG DESIGN

— a book in the making

about designing
culture, capability,
and community

Connect with other community managers from around the world

The irony of building communities is that sometimes it can be lonely because the magic of bringing people together can be an emotional rollercoaster. Who looks after the community managers? How can we support each other in our development? How can we share best practice?

We're building a metacommunity of community managers. Together we'll create a supportive eco-system. We haven't quite figured it out yet but we know that we want to build a community to help each other.

We'll arrange our first video call hangout soon. We'll also be looking to curate an interesting newsletter in the near future too.

Email Address

Subscribe

How to grow your community

A WORKSHOP BY JAMES, ARFAH AND IMRAN



MAY
17

How to grow your community

£200



Tickets

How to grow your community

About this event

In this practical workshop, Arfah, James and Imran (Community experts - see bios below) will share techniques and tools on how you can grow your community.

To get the most out of the workshop, participants should have a specific community they want to help grow. Pairs and groups from the same organisation are welcome.

This is an online course delivered via Zoom ([test your set-up here](#)).

Date and time

Tue, May 17, 2022
1:00 PM – 4:00 PM BST

Location

Online event

Refund policy

Contact the organizer to request a refund. Eventbrite's fee is nonrefundable.

Blog posts and other resources on communities of practice:

[Being open about our design community and how we recruit](#)

[Embracing the concept of community](#)

[Reflections on the user-centred design communities team](#)

[What the user-centred design communities team achieved](#)

[Rebuilding and Re-energising a community](#)

[The community canvas](#)

**How have
communities
added value to
your work?**