

|  |  |
| --- | --- |
|  | Service expectations & outcomes research  Delivery & Insight team  Updated 01.02.21 |

## ▐ Table of Contents

[▐ Table of Contents 2](#_Toc85554234)

[▐ Research goals and objectives 5](#_Toc85554235)

[▐ Recruitment 7](#_Toc85554236)

[▐ Methods of research 8](#_Toc85554237)

[▐ Analysis/synthesis 9](#_Toc85554238)

[▐ Timeline 10](#_Toc85554239)

[▐ Costs 11](#_Toc85554240)

▐ **Background**

**Project origin**

Our service was first established in 2011 in response to emerging user needs. The service has undergone minor updates each year, mainly to fix bugs and introduce new features.

In the time since launch, changes in internal processes, technology and user circumstances have gone largely unaddressed.

The service is currently “being held together by sticky tape” (Stakeholder X). With a new design team in house, now is the time to rethink our service from the ground up, starting with our users.

**Challenge**

Use needs have evolved, but our service hasn’t. Our challenge is to work out users need today, what to keep from our existing service and what needs to change.

**Project team:**

* Paul: Product owner (F/T)
* Amanda: Research lead (F/T)
* Sunni: Service designer (P/T)
* Mal: Front-end developer (P/T)

**Stakeholders**

* Jen B: Customer service manager
* Arvi: Design Principle
* Milton: Digital Service director

**Project sponsor**

* Luc: Team director

**Scope**

|  |  |
| --- | --- |
| **What’s in?** | **What’s out?** |
| * Needs of existing and potential users * In-market technology / solutions * Aligning with other service experience * Renaming service for clarity | * Needs of 3rd party vendors / user representatives * Features and needs currently owned by other service delivery teams within agency * Renaming service for marketing purposes * Outsourcing service delivery |

## ▐ Research goals and objectives

**Project objective:**

Redesign our existing service to better meet the needs of our users, ensuring we meet (or exceed digital experience standards).

**Key research questions**

This research sets out to answer three key questions:

* What are the existing and emerging needs users have when engaging with our service?

This includes:

* + Desired outcomes
  + Competing solutions & workarounds
* Where is our current service failing and succeeding for users?
* What are the expectations of our users and how are they being formed?   
  This includes:
  + How are our current communications are setting expectations?
  + How are other services (gov and non-gov) forming expectations?

▐ Participants

We will be conducting in-depth research with **a minimum of** **8 users**, each with a combination of different circumstances and characteristics.

|  |  |
| --- | --- |
| **User groups** | **Quantity of users** |
| Current users of our service | Minimum of 4 |
| Former users of our service | Maximum of 2 |
| Metro-based users | Minimum of 2 |
| Rural & regional users | Minimum of 2 |
| Users aged 18-35 | Minimum of 2 |
| Users aged 35-55 | Minimum of 2 |
| Users aged 55+ | Minimum of 2 |
| Users with visual disability | Minimum of 1 |
| Users with culturally and linguistically diverse backgrounds | Minimum of 3 |
| Total user | 8 users |

## ▐ Recruitment

**Recruitment approach:**

We will engage a 3rd party vendor (Recruiter X) to recruit users.

A detailed brief will be supplied, including a screening survey.

Recruitment X will provide a shortlist of suitable & available participants

**Team recruitment lead:**

Amanda: Research lead

**Participant communications:**

* Recruitment invitation
* Recruitment confirmation & calendar booking
* Recruitment reminder (1 day before)
* Follow up / thanks (day after interviews)
* Confirmation of remuneration (no more than 10 days after interview)

**Participant tracking:**

Excel spreadsheet: *Service expectations & outcomes research - tracking doc*

**Participant privacy**

* Key information (name, contact details stored within Excel document only (Sharepoint).
* Notes and worksheets to be deidentified.
* Vendor to manage participant payments

## ▐ Methods of research

|  |  |
| --- | --- |
| **Research question** | **Method(s) of research** |
| What are the existing and emerging needs users have when engaging with our service? | * Desktop research (Market research + feedback audit) * User interviews |
| Where is our current service failing and succeeding for users? | * Service audit * User interviews * SME interviews (TBC) |
| What are the expectations of our users and how are they being formed? | * Desktop research (Market + cross-jurisdictional analysis) * Qualitative interviews |

## ▐ Analysis/synthesis

**Research capture:**

Interview recorded and transcribed via MS Teams (where consent is given)

Team notes to be captured in preferred note taking doc, then categorised into See / think / feel and uploaded to shared notes repository.

**Research storage:**

Service expectations & outcomes research - Team notes

Service expectations & outcomes research - Interview recordings & transcripts

**Research synthesis**

* Synthesis run via Miro board
* Deidentified findings uploaded by team in advance
* Session structure: [*Synthesising research findings*](https://www.digital.nsw.gov.au/digital-service-toolkit/activities-and-templates/synthesising-research-interviews) *(NSW Service Toolkit)*

**Research outputs**

1. Showcase deck
2. Research report w. executive summary

## ▐ Timeline

|  |  |
| --- | --- |
| **Milestone/ Activity** | **Timeline** |
| Recruitment vendor briefed | Sprint 0 |
| Desktop research commences | Sprint 1, week 1 |
| Recruitment commences | Sprint 1, week 1 |
| Research commences | Sprint 2, week 1 |
| Synthesis commences | Sprint 3, week 1 |
| Team review of research (+ feedback) | Sprint 3, week 2 |
| Delivery of Research showcase | Sprint 4, week 2  NOTE: Showcase to be completed no later than 4 October |
| Delivery of research report (inc. showcase feedback) | Sprint 4, week 2 |

## ▐ Costs

**Participant considerations:**

* Participants to be remunerated via gift voucher (Vendor to provide market-standard range).
* Where additional costs incurred for accessing appropriate video-conference access, participants may be reimbursed up to $35

**Project considerations**

* 2 additional contributor licenses required for Miro
* All interviews to be held via Teams
* Possible translation services for non-English speaking participants, pending recruitment.

**Research budget**

|  |  |  |
| --- | --- | --- |
| **Item** | **Description / Notes** | **Cost** |
| Recruitment Vendor costs | For shortlist of 20 participants | $3500 |
| Participant remuneration | TBC. For 8 participants. | $75-$125 / participant |
| Additional participant costs | TBC. Includes additional access expenses and translation services | Up to $1000 |
| **Budget estimate** |  | **$4100 - $5500** |

## 



Document end.