

Let's co-design the future of UoE's web services

Future Web Services (FWS)

Service Co-Design Research Workshop

Dr Priscilla Chueng-Nainby (User Researcher)

Duncan Stephen (Editorial Officer)

Bruce Darby (Product Owner)

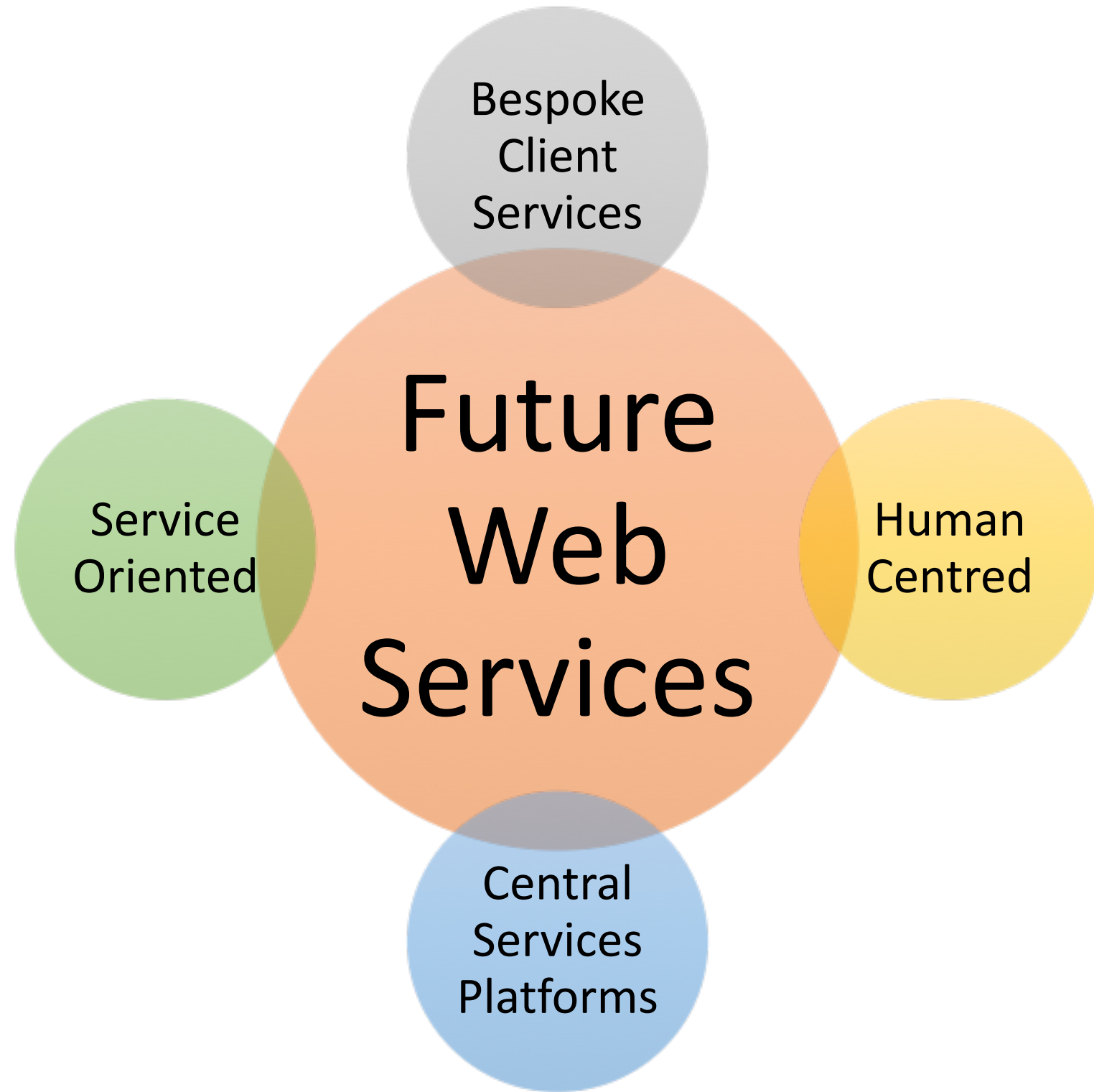
and the UWP team

The Questions

1. What is our collective VISION for the future web services?
2. What are the questions to ask about the future Web Services?
3. What do we need to know?
4. Who are the people we should ask?

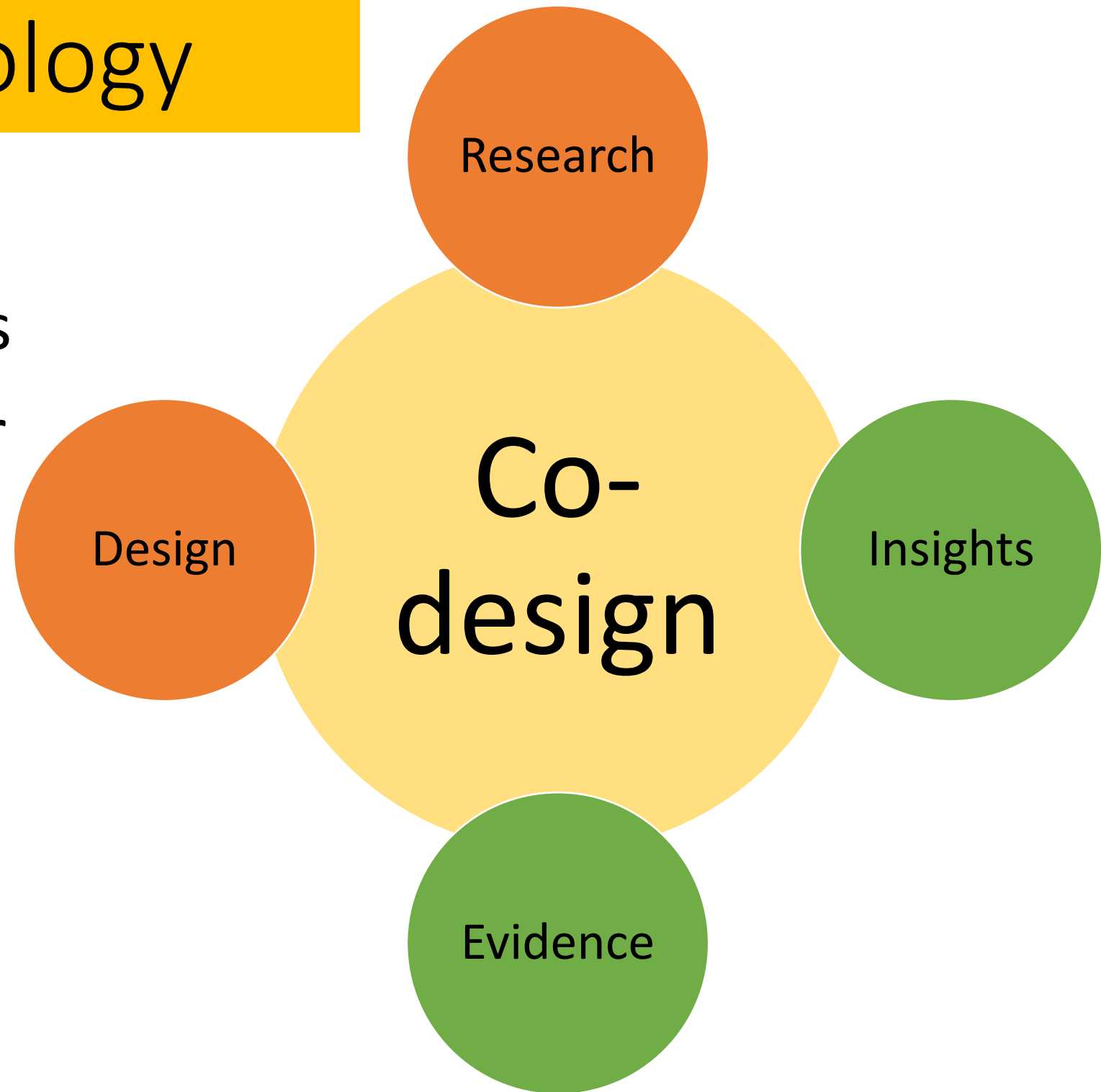
Design Focus

- Human-centred and service oriented design
- Balancing between Bespoke and Platforms



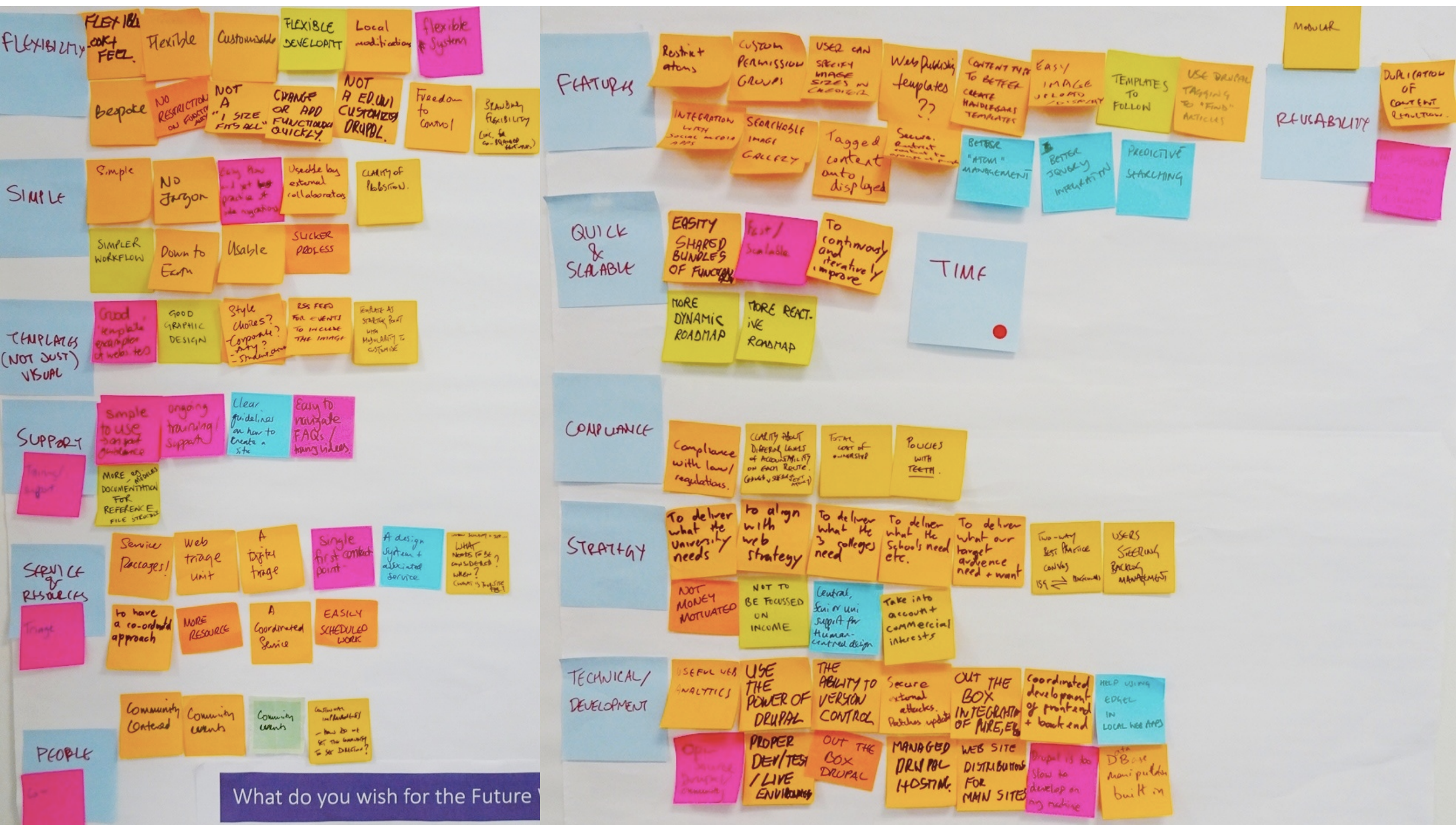
Research Methodology

- “Research through design” to gather insights
- Service Co-design as user research activities
- UWP Team analysis on the insights to identify research evidence
- Outcomes: guidelines to design for future web services



Collective wishes on the future web services

- Wishes collected from over workshops/pop-up.
- Common themes emerged during UWP team analysis
- Informs the focus of the service blueprint assemblage



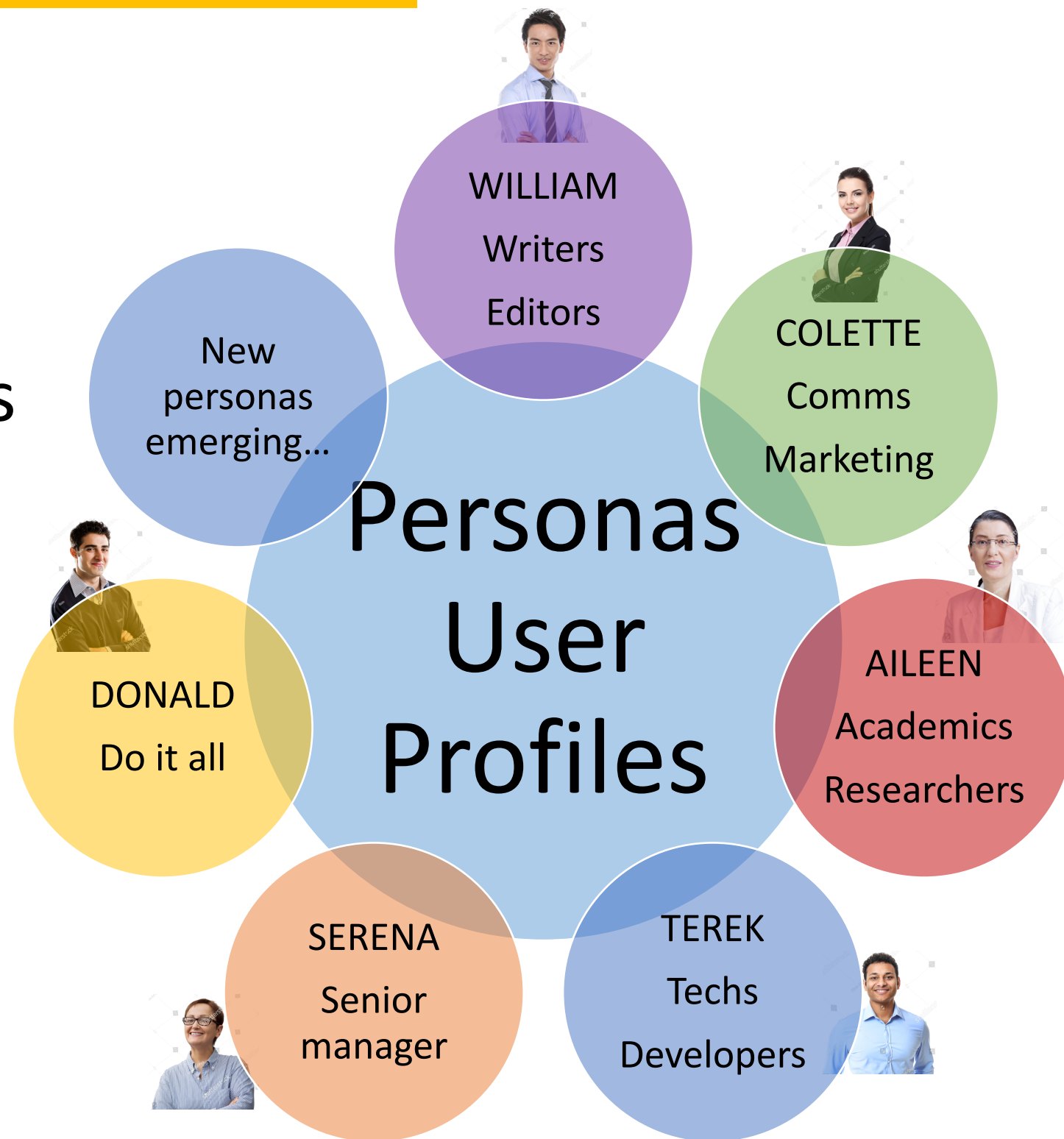
Old EdWEb Personas / User profiles

- Constructed in 2012 on EdWeb users
- 4 fixative types defined by job roles
- Problems: EdWeb is only one part of the future web services
- Changing roles and behaviours for 2020

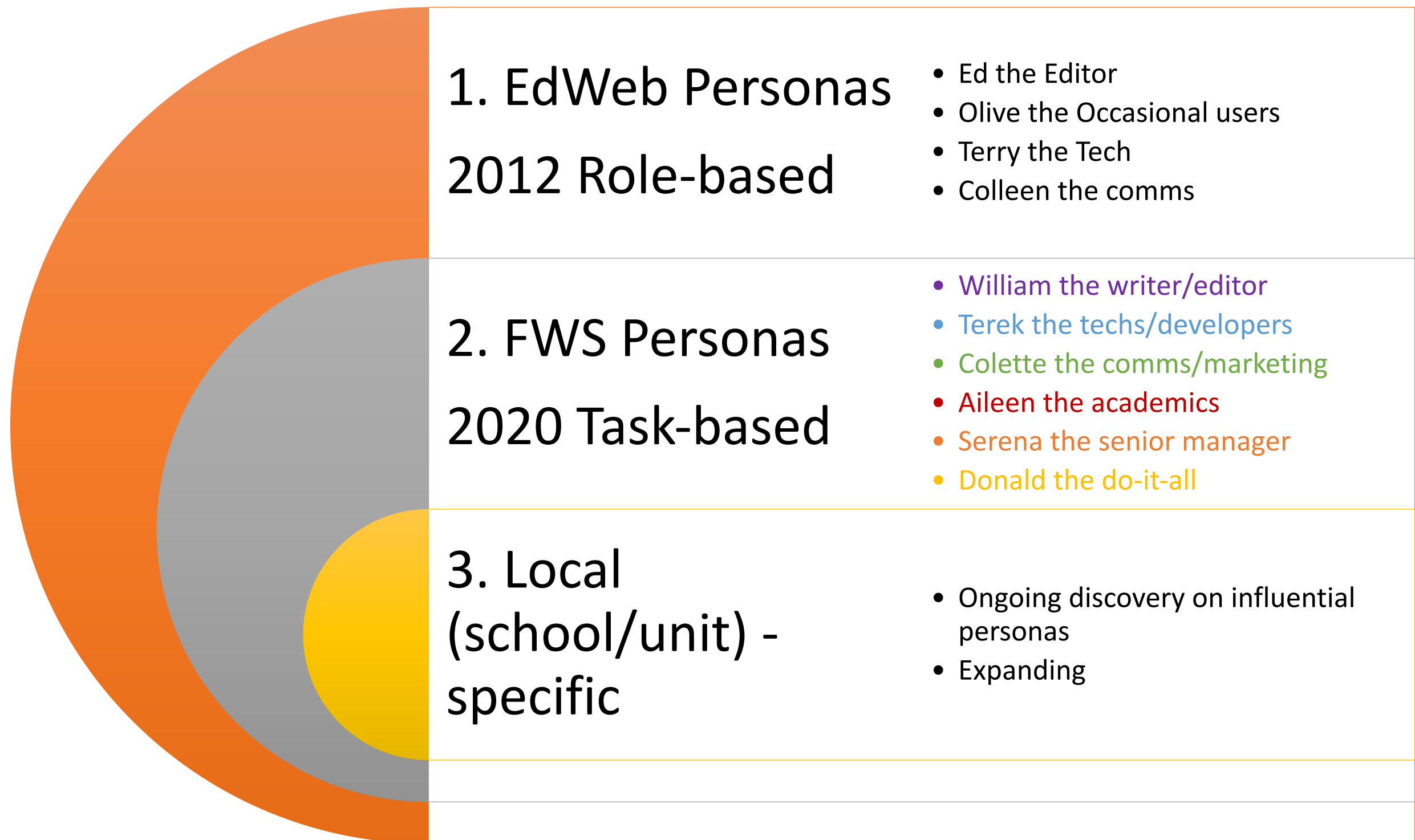


Personas / User profiles in progress

- Informed by Edweb 2012's personas
- 6 new personas informed by design research pop-ups in June/July
- Less defined by job roles, but the circumstances at their localities
- Continuing discovery
- Next step: Validation of each persona through survey



Discovering personas/user profiles & journeys



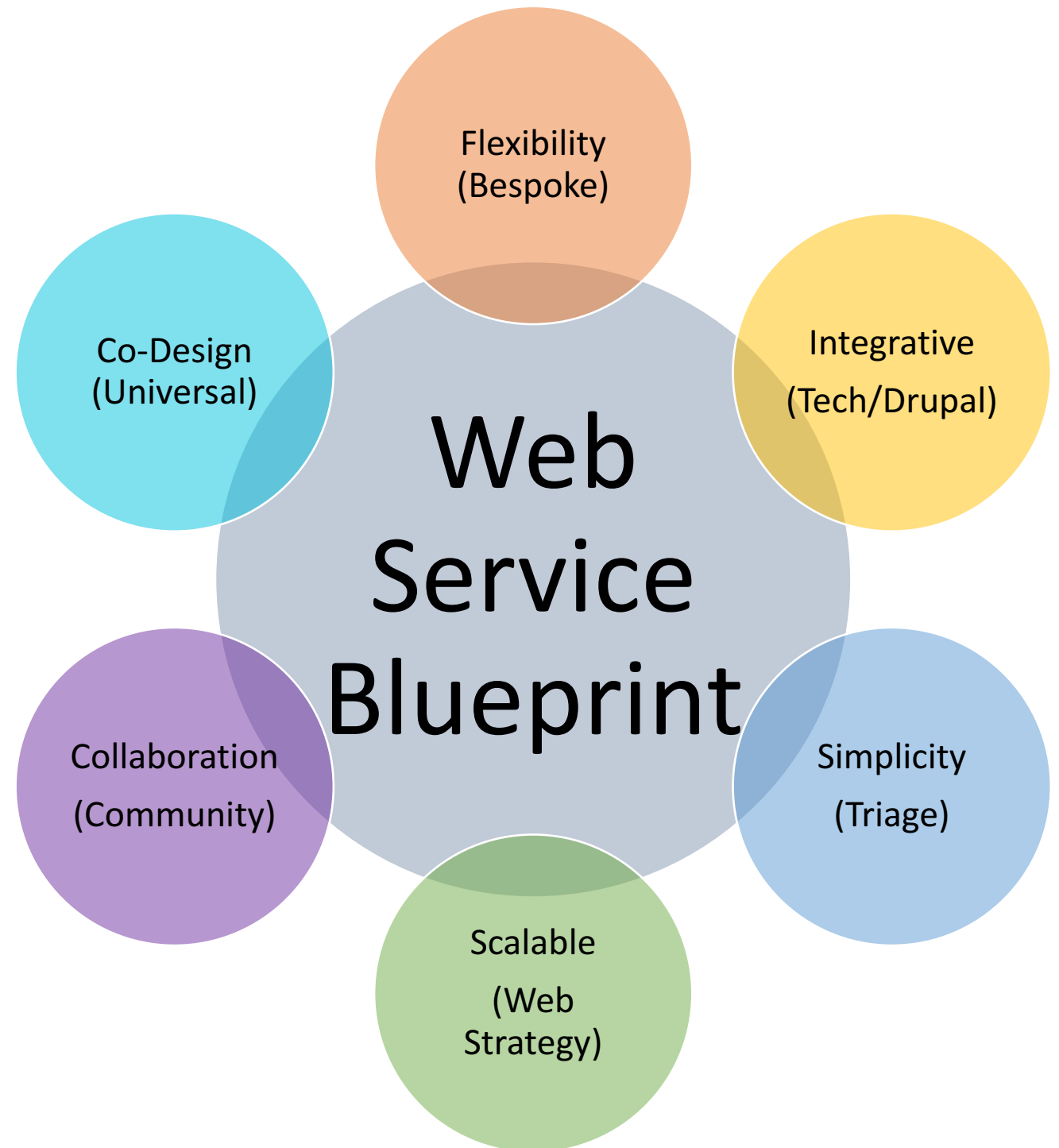
Role plays and Scenarios

- Identify future use cases
- Tackling social-cultural issues base on use cases
- In parallel with service blueprint mapping



Assembling web service blueprint

- Guidance informed by collective wishes
- Co-design future web services by assembling services according to profiles/journeys into templates for your team
- Service blueprint as the exercise to visualise the local team's needs or boundaries, the hidden workflows, service/information architecture/navigation, resource allocation, system integration, etc.



May/June: Design Research pop-up



Service design workshop activities

- Wishes collected from over workshops/pop-up.
- Common themes emerged during UWP team analysis
- Informs the focus of the service innovation exercise



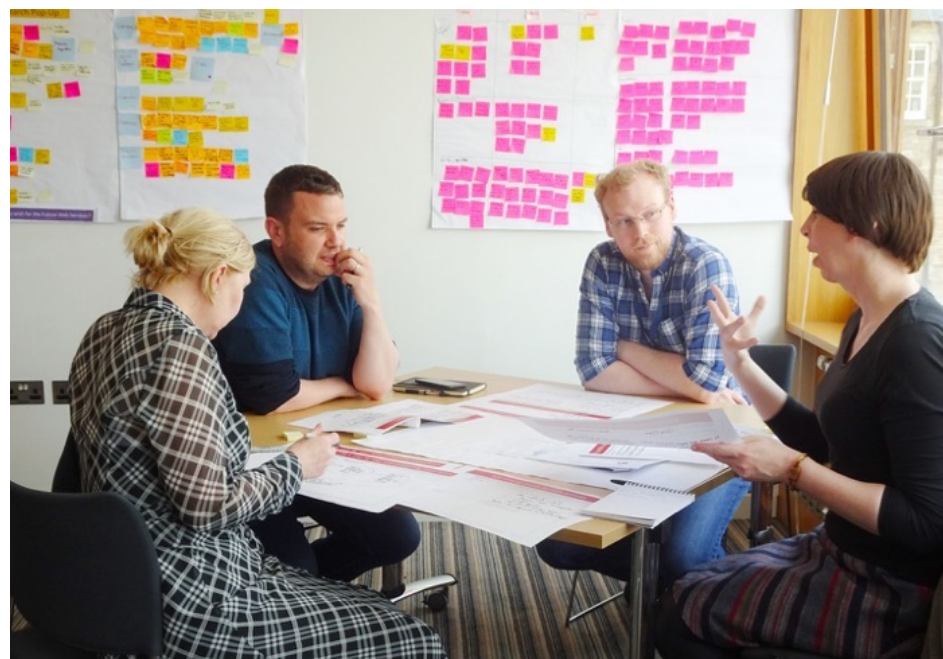
1. Project updates (15 mins)



2. Collective wishes & sorting (15 mins)



3. User Profiles / Journeys (45 mins)



4. Role play and scenarios (30 mins)



5. Assembling service blueprint (45 mins)

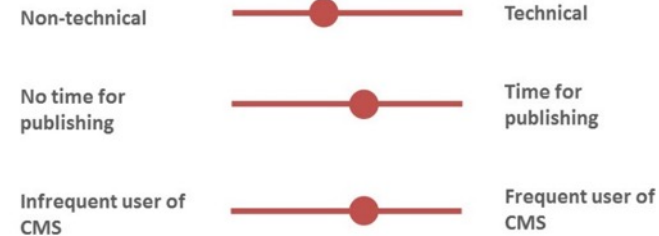
Workshop Activities

13:45	1. Introduction and Project updates
14:00	2. Collective Wishes & Sorting
14:15	3. Profile and Journey mapping
14:45	<i>Speed Sharing & pairs</i>
15:00	4. Role Play 1: Current Scenario
15:20	5. Assembling service blueprint 1
15:40	<i>Speed Sharing & group</i>
16:00	6. Role Play 2: Future Scenarios
16:20	7. Assembling service blueprint 2
16:40	Presentation and wrap up
16:45	End

Coleen the comms specialist



"The website needs to keep pace with the business & its users"



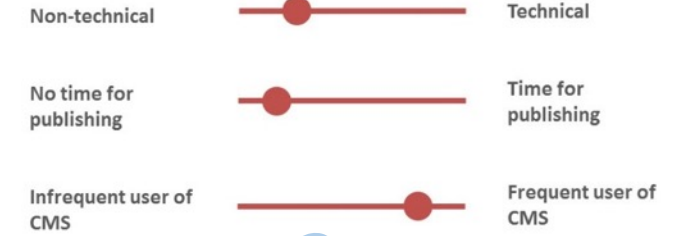
- Wants to help her unit meet their goals by providing a professional and efficient suite of communication channels, which includes the website
- Engages with web publishing community. Tries out new features independently
- Proactive – Web is part of communications and improving it will support business.
- Confidence in range of relevant CMS functionality.
- Wants CMS to deliver more flexible webpage layouts

- TYPICAL TASKS**
- Directly manages high profile content
 - Manages site focus and structure
 - Dictates who edits & publishes
- PAIN POINTS**
- Pace of improvements to the system are slow
 - Wants CMS to keep pace with trends in web comms and user behaviour
- BENEFIT OF CMS**
- Can do more advanced web publishing without technical input.
 - Training and support means she's more confident about the quality of her team's work
 - Can share and use others' content

Ed the everyday editor



"I just want to get the job done quickly"



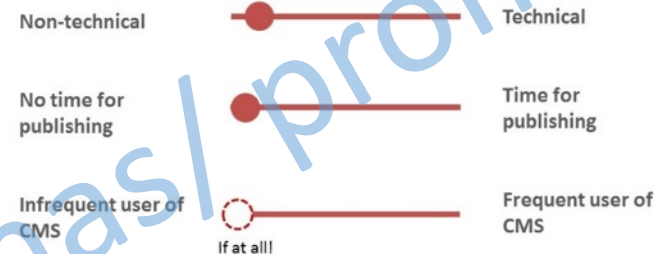
- Wants to complete publishing tasks as quickly and easily as possible
- May engage with community events if prompted. Uses support wiki but prefers email or phone.
- Mainly reactive – directed by others.
- Confident with day-to-day web publishing activities.
- CMS structure is good because it makes it harder to break things.

- TYPICAL TASKS**
- Creates and edits web-pages
 - Simple reorganisation of subsections
 - Takes on new features when prompted, but needs support to implement
- PAIN POINTS**
- Needs basic editorial tasks to be quick and hassle-free
 - Needs to consult support wiki for tasks he doesn't do frequently
- BENEFIT OF CMS**
- Likes having a support service available; gives him more confidence in web publishing.
 - Feels his web pages look professional.

Olive the occasional user



"It all seemed quite straightforward at the training session..."



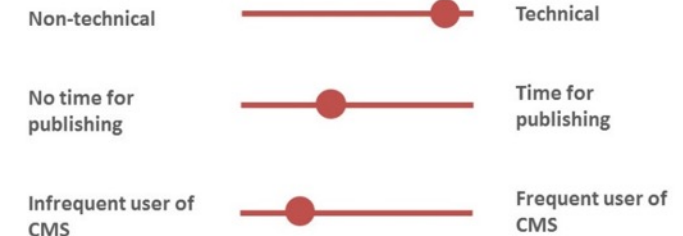
- Wants to avoid web publishing tasks where possible.
- No engagement with support and community; doesn't see herself as a web publisher. Feels the only help is her colleagues.
- Reactive – only edits when unavoidable.
- Little or no confidence in web publishing.
- Just wants to dump content into CMS as initially drafted.

- TYPICAL TASKS**
- Basic edits to existing content
 - Adding new pages with basic elements to existing structures
- PAIN POINTS**
- Every time she needs to perform a task in the CMS, it feels like learning how to do it from scratch
- BENEFIT OF CMS**
- More colleagues publishing webpages, so more people to ask for help (or to pass the work on to!)

Terry the tech specialist



"Central services hold back innovation & improve too slowly"



- Wants to try new things, innovate, collaborate.
- Engages with the Technical Peer Group and Web Publishers Community when there are topics of interest.
- Mainly proactive. Keeps abreast of technical trends and internal issues.
- Confident in range of web technology.
- Wants to modify the CMS to meet needs of his unit & to experiment.

- TYPICAL TASKS**
- One-off projects covering all areas of web development and integration
 - Emergency publishing
 - Fixing others' problems
- PAIN POINTS**
- Feels restricted by corporate CMS
 - Wants to be able to customise locally
 - Wants more direct access to CMS
- BENEFIT OF CMS**
- Gets to spend less time doing basic web publishing tasks

Personas/ profiles for Future Web Services

- The personas / profiles is an ongoing collaborative exercise to identify users and stakeholders for the future web services.
- As a result of fifteen workshops/pop ups, we have updated the personas / profiles as the following.
- These categories and the contents reflect from the design research analysis gathered from participants.
- We are continuing the discovery of new profile by updating them from role-based to attribute-based.

Terek the tech expert



Less confident with web  Confident with web

No time for publishing  Lots of time for publishing

Infrequent user of web services  Frequent user of web services

Low influence on web services  High influence on web services

A slogan/summary about me
“I want a reliable service as a base for innovation.”

My characteristics/attributes

- Wants to contribute towards central service
- Keen to collaborate
- Strong relationships with peers in other departments
- Likes to show off technical skills
- Concerned that centralisation may make them bored or redundant
- Perceives self as jack of all trades
- Struggles to manage expectations

TYPICAL TASKS

- Responsibility for compliance, GDPR
- Fixes other people's problems
- One-off web development projects

PAIN POINTS

- Fixes thwarted by politics, budget, time
- Wants all pages to have an owner
- Wants to build rather than updating content

BENEFIT OF FWS

- Clearer workflows
- Effectively contribute to central service
- Helps make the case to senior managers

Colette the comms/marketing manager



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A slogan/summary about me
“The website needs to keep pace with the business & its users”

My characteristics/attributes

- Highly focused on student recruitment
- Expectations set by experience in previous roles in industry
- Influences strategy
- Knowledgeable about key audiences
- Proactive and keen
- Doesn't always appreciate what web is good, and not so good, for

TYPICAL TASKS

- Directly manages high-profile content
- Manages web focus and structure
- Manages who edits and publishes

PAIN POINTS

- Wants help choosing the way forward
- Feels restricted by CMS
- Perceives they receive too much negative feedback from users

BENEFIT OF FWS

- More flexibility in page design
- Doesn't need technical input
- Less unruly web estate

Donald the do it all



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My characteristics/attributes

- Reacts to senior management direction
- Frustrated by perceived lack of central support
- Link between many people – academics, students, marketing, web professionals
- Not hired for digital literacy
- Uses web services by necessity, not by choice
- Time-poor – web is just part of their job
- Doesn't edit often -> lack of confidence

TYPICAL TASKS

- Copies and pastes content supplied by subject matter experts
- Dealing with short-notice urgent requests
- Makes basic edits to existing pages

PAIN POINTS

- Frustrated by lack of suitable templates
- Muddles along rather than ask for help
- Struggles uploading/managing media files

BENEFIT OF FWS

- Better knowledge of good practice
- Ability to delegate tasks to others
- Easily manage heavy workload

Serena the Senior manager



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A slogan/summary about me
“This needs to make a big impact.”

My characteristics/attributes

- External focus
- Wants flexibility in branding
- Reactive, not proactive
- Tactical awareness and capacity
- Web projects are not a high priority
- Influences decisions around how their area uses web
- Perceives central services as too slow

TYPICAL TASKS

- Strategic planning
- Budget-holder
- Wants a website for one-off projects
- Doesn't hesitate to hire a web agency

PAIN POINTS

- Lack of joined-up approach
- Slow process from idea to delivery
- “It all looks the same.”

BENEFIT OF FWS

- More flexible webpage options
- Faster delivery
- More co-ordinated approach

Aileen the academic



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“I just need to meet my funder's requirements.”

My characteristics/attributes

- Tight timescales due to research funding
- Perceives highly bespoke needs
- No interest in wider UoE online experience
- Low awareness of central services
- Heavily involved in developing requirements
- Wants someone else to manage day-to-day publishing
- Cynical about ‘top down’ initiatives

TYPICAL TASKS

- Publish high volumes of data
- Needs multi-institutional branding
- Website isn't a high priority

PAIN POINTS

- What happens to web presence when funding runs out?
- Central services not flexible enough
- Lack of ‘advanced’ layout options

BENEFIT OF FWS

- More options around visual design
- Structured content
- Governance, compliance

UFO

Persona/Profile Edit

This is one of the new personas for future web services informed by design research .
Please edit the persona by making notes on the characteristics – amendments welcome!

William the Writer/Editor



A slogan/summary about me

"I just want to get the job done quickly"

My characteristics/attributes

- **Highly trained expert at web publishing**
- **Creative and confident**
- **Enthusiastic and wants to make a difference**
- **Understands pitfalls of the system**
- **May engage with community if prompted**
- **Mainly reactive – directed by others**
- **Limited influence – they are only one person**

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with web



Confident
with web

No time for
publishing



Lots of time for
publishing

Infrequent user of
web services



Frequent user of
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web services

TYPICAL TASKS

- Creating and editing webpages
- Uses new features when prompted, but benefits from support
- Edits others' work to adhere to University style guide

PAIN POINTS

- Doesn't always raise issues for fear of opening cans of worms
- Seeks support for less frequent tasks
- Too much technical jargon

BENEFIT OF FWS

- Wants pages to look more professional
- Clearer access to support
- Less time spent editing others' work

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Confident with web

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PAIN POINTS


- What happens to web presence when funding runs out?
- Central services not flexible enough
- Lack of 'advanced' layout options

BENEFIT OF FWS

- More options around visual design
- Structured content
- Governance, compliance

Give me a nick name

A slogan/summary about me

Place a dot on the scales about me: 

Less confident with web

Confident with web

No time for publishing

Lots of time for publishing

Infrequent user of web services

Frequent user of web services

Low influence on web services

High influence on web services

The diagram consists of a large light blue rectangle with a dashed orange border. Inside the rectangle, the text 'TYPICAL TASKS' is written in bold, black, uppercase letters. To the right of the text, there are four small, dark gray, right-pointing arrowheads arranged vertically.



PAIN POINTS



The diagram illustrates the flow from 'BENEFIT OF FWS' to 'Ecosystem Services' and 'Ecosystem Health'. 'BENEFIT OF FWS' is represented by a large blue circle on the left. A thick blue arrow points from this circle to a large green circle on the right labeled 'Ecosystem Services'. A thick green arrow points from 'Ecosystem Services' to a large red circle on the right labeled 'Ecosystem Health'. A thick red arrow points from 'Ecosystem Health' back to 'BENEFIT OF FWS', completing a cycle. The background is white with a light gray grid. The text 'BENEFIT OF FWS' is written in white inside the blue circle. The text 'Ecosystem Services' is written in white inside the green circle. The text 'Ecosystem Health' is written in white inside the red circle.



Persona/Profile & Journey

Persona/Profile:

Describe the Profile Write or draw your thoughts as if you are the profile in relation to current or future web services on the following:

HEARING
What have you heard about the services?

DOING
What have you done about the services?



SEEING
What have you seen about the services?

SAYING
What have you said about the services?

Visualise the micro journey Write or draw their step-by-step process of a common task this profile has to do in relation to web services.

Aware

Join

Use

Maintain

Leave

Actions

Channel

Context

Ex: connecting the points

1. **Describe the situation** as if this profile needs a web service (for example to build a web page):

<p>What is the scenario?</p>	<p>What is the web service for?</p>
<p>Who other profiles are involved?</p>	<p>This profile's influence in this situation</p>

2. **Visualise the current journey** Act out or write a story with the profiles involved that will bring out the complexity of the situation

<p><i>Scene 1 Current situation: what's happening now?</i></p>	<p><i>Scene 2 The problem: what's gone wrong?</i></p>
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Assembling Service blueprint

Personas / Profiles:
Scenarios:

Visualise the current or future service experiences taken by the persona about the service processes and exploring ideas for better interactions

	Aware	Join	Use	Maintain	Leave
User's actions	Example: Hotel service <i>Make a reservation</i>	<i>Check in</i>	<i>Hotel restaurant</i>	<i>Sleep, shower</i>	<i>Check out</i>
Service processes	<i>Website booking form Phone call</i>	<i>Lobby, paperwork, Key, receptionist</i>	<i>Waiter, table Food, drink</i>	<i>Bedroom, bathroom</i>	<i>Lobby, payment</i>
Service Interactions	<i>Advert Website</i>	<i>Face to face at reception</i>	<i>Greet, take order, Wait table</i>	<i>Room service</i>	<i>Face to face at reception</i>
What else is involved?	<i>Reservation system</i>	<i>Reservation system</i>	<i>Cooking food Kitchen facilities</i>	<i>Cleaning, preparing room</i>	<i>Process payment Order taxi Follow-up</i>

Role play 2: Future Scenarios

Personas / Profiles:
Scenarios:

1. Describe the situation as if this profile needs a web service (for example to build a web page):

What is the scenario?

What is the web service for?

Who other profiles are involved?

This profile's influence in this situation

2. Visualise the future journey Act out or write a story with the profiles involved that will bring out the complexity of the situation

Scene 3 Imagine the future: what would be ideal?

Scene 4 The solution: how could we achieve this?

Workshop Facilitators



Dr Priscilla Chueng-Nainby

Priscilla holds a PhD in design studies specialise in cross-cultural issues in UX/HCI, co-design, service design and data-driven social innovation.

As a practitioner, She is an expert-level user research and service design consultant with both the public and private sectors. She has led UX/Service design projects at the Scottish Governments, Huawei Shanghai, Philips, Microsoft, Chinese government, American Airforce, Priscilla carries out design-led research with bespoke co-creative tools which successfully reduce the time and resource needed for the project.

As an academic, she is based at the School of Informatics where she supervises MSc dissertation in AI, Data Science and Design informatics since 2015. She also tutored the Human-Centred design modules for the online MSC in Global eHealth at the Usher Institute. Priscilla published on the topic of data-driven innovation, collective imagination, social innovation, the ontological framework of co-creation and community-led co-design tools for service design.

Priscilla is visiting tutor/professor at leading design schools in Europe such as the Royal College of Art London, the Glasgow School of Art, the Milan Polytechnics; and to China with annual visits to Tsinghua, China Art Academy, Jiangnan University, Tongji University and Hunan University and many more.

At leisure, Priscilla is a published poet and exhibiting painting artist. She has curated an international design exhibition and produced a children-led multimedia theatre for the Edinburgh-Shenzhen creative exchange.

Duncan Stephen

Duncan joined the University of Edinburgh in March 2017. He works across the User Experience Service and the Website & Communications team.

His role involves conducting user research, and providing specialist website editorial, site build and support expertise to ensure the delivery of a user-focused, sustainable and legally compliant online presence for the University.

Prior to working with the University of Edinburgh, Duncan has held web and digital management roles at the University of St Andrews and SRUC (Scotland's Rural College).

Qualifications

Agile Project Management Registered Practitioner (APMG International)

ITIL v3 Foundation (APM Group)

MA (Hons) Economics and Politics (The University of Edinburgh)