

Client Project Milestone 4

Wilfrid Laurier

Solomon Chung, Hannan Khan, Komal Patel, Victor Snurnitsin,

Faariha Tippu, Gayathiri Balakrishnan, Maneet Sodhi

UX-200-BR2 - Design Thinking II

Prof. Jennifer Krul

Prototype

Interactive Figma Prototype:

<https://www.figma.com/proto/nVWMtolKy8tznhaCuoEE5r/Region-of-Waterloo-Digital-Services-Playbook?node-id=556-13687&p=f&t=F0lKEpxhAM275Mku-1&scaling=min-zoom&content-scaling=fixed&page-id=556%3A13686&starting-point-node-id=556%3A13687>

Project Overview

The purpose of this project was to create a Digital Services Playbook for the Region of Waterloo. This Digital Services Playbook is meant for staff members who either design, manage, or deliver digital services. It will help them apply high-level strategy to something tangible and easy to understand in order for them to apply it in their daily tasks. It will cover consistency, accessibility, and efficiency in managing digital services. Although the main user group for the Digital Services Playbook will be the staff members, it will have a secondary effect on the general public.

Prototype

An interactive prototype has been created for the Digital Services Playbook. It has navigation for the modules, search functionality, content organization, and scalable features specifically for the Region of Waterloo staff members. It has been made easy, user-friendly, and simple for the staff.

The Problem

The Region of Waterloo has documentation on strategies for service transformation. However, these documents are lengthy and technical and are hard for staff without UX or design backgrounds to apply. This has resulted in inconsistencies in service design and delivery. With a growing population, services are required more than ever. This means staff need to have clear and accessible information to guide them in their work. This information is hard to find as there is no centralized source. This means staff spend more time searching for information. This hinders service delivery as there are inefficiencies in finding information.

Another problem identified in our research is that there are many digital information tools for services. However, staff are unsure which department is responsible for particular services. Approval processes are slow and confusing. Employees prefer tools instead of long documents. They need information on checklists, templates, and step-by-step guides. These can be easily applied in their daily work. From user testing, staff want a clean and simple interface, clear organization of modules, good search functions, and integration into the employee intranet instead of a separate site. This confirmed the need for a centralized and easy-to-use Digital Services Playbook.

Proposed Solution

A web-based Digital Services Playbook was designed specifically for Region of Waterloo staff. The playbook provides structured guidance and practical tools to support digital service design and delivery. The solution includes a modular structure for different topics, clear navigation for easy browsing, search functionality to locate resources, checklists and templates for practical use, and step-by-step guidance for staff. The layout is designed to be visually simple and easy to scan, allowing staff to quickly find what they need. The playbook is also scalable, so additional modules such as accessibility and privacy can be added in the future. The design is intended to be integrated into the Region's intranet to ensure easy access for staff.

How the Solution Addressed the Problem

The Digital Services Playbook turns long strategy documents into practical tools that employees can apply immediately. It brings everything together in one place, which makes it easier to be consistent across departments and avoid confusion over roles and responsibilities. Step-by-step guides also help speed up decision-making. Search functionality makes it easier for employees to find what they're looking for. Overall, the playbook offers practical tools to employees to speed up processes and enable better collaboration.

Key Benefits

The benefits to employees include clear guidance, faster decision-making, reduced confusion across departments, and easy access to practical tools. For the organization, the benefits include improved consistency in services, better collaboration across departments, and a scalable approach to future growth. For the residents, the benefits will be a consistent digital experience, accessibility, and service quality.

Deliverables

The client will receive the interactive prototype, the project summary, and the research-informed design solution. The Digital Services Playbook will serve as a practical and scalable resource to enable the Region of Waterloo to improve consistency, efficiency, and quality in the delivery of digital services.