

REGION OF WATERLOO

MILESTONE 2

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PROJECT BRIEF

Project Goal

Design a Digital Services Playbook for the Region of Waterloo that helps staff create better digital service experiences.

Why This Project Matters

- Staff currently lack a clear guide for designing digital services
- Existing strategy documents are long and difficult to apply
- A playbook can provide clear standards and practical tools

Who It Supports

- Region of Waterloo staff designing or managing digital services
- Residents who access these services online

Outcome

- A clear and accessible playbook
- Practical tools such as templates, checklists, and guides
- More consistent and user-centered digital services

METHOD 1

Survey

Employee Survey conducted to understand how staff currently work with digital services and what challenges they experience.

Participants

- 9 employees participated in the survey.

Focus of the survey

- Tools used for digital services
- Challenges in daily workflows
- Expectations for a service design playbook

Purpose

- Understand real employee experiences
- Identify gaps in current processes

METHOD 2

Interview

Interview conducted to understand the client's expectations and how the playbook will be used within the organization.

Interview format

- Conducted over Zoom
- Approximately 20 minutes
- 7 predetermined questions

Focus of discussion

- Expectations for the service playbook
- Situations where staff would use it
- Features the playbook should include

Purpose

- Understand the organization's needs
- Ensure the design aligns with client expectations

METHOD 3

Comparison Analysis

Comparison of existing government service playbooks to understand best practices and structure.

Playbooks analyzed

- Toronto Online Engagement Guide
- UK Digital Service Manual
- Ontario Service Design Playbook
- BC Service Design Playbook
- U.S. Digital Services Playbook

What we compared

- Structure and organization
- Usability and navigation
- Level of detail and practical tools

Key purpose

- Identify strengths and weaknesses
- Understand common design standards
- Inform the design of our own playbook

RESEARCH QUESTION

How might we construct a service design playbook that is clear, easy-to-use, and helps employees understand and integrate digital tools, collaborate with cross-functional teams, and utilize relevant resources while performing digital services?

IDEATION PHASE

After completing our research, we moved into the ideation phase to explore potential directions for the service playbook.

Research synthesis

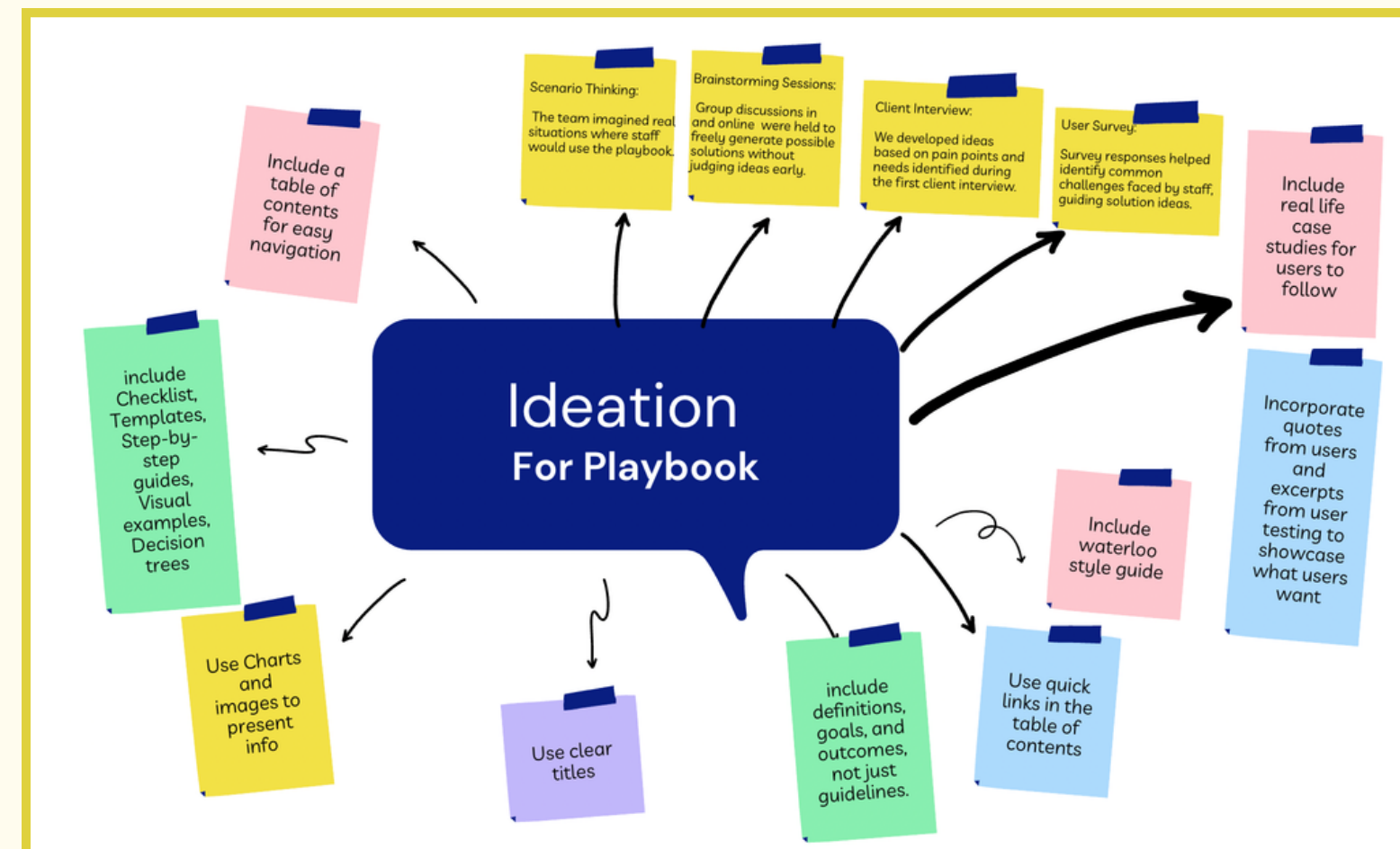
- Reviewed insights from surveys, interviews, and playbook comparisons
- Identified key user needs and challenges

Idea generation

- Brainstormed potential structures for the playbook
- Discussed useful tools and features

Design direction

- Focused on clarity and usability
- Prioritized practical tools for employees



LOW-FIDELITY PROTOTYPE

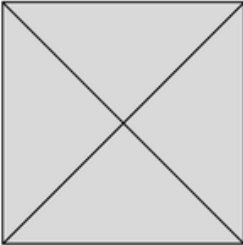


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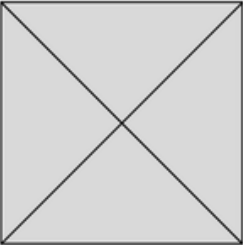
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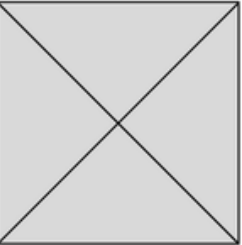
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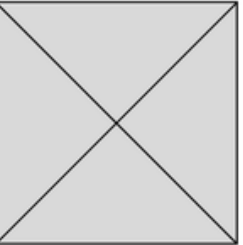
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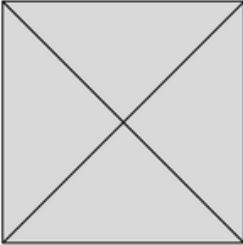
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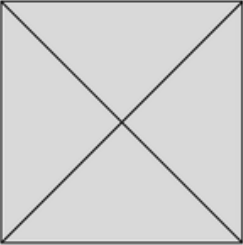
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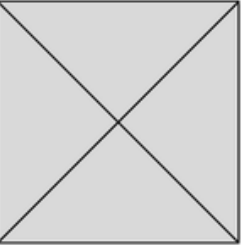
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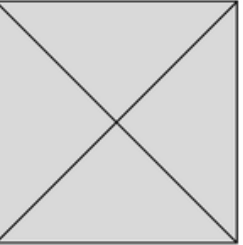
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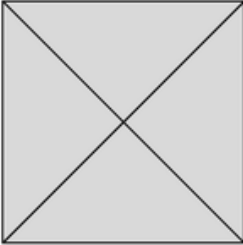
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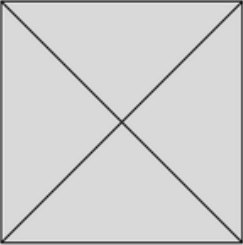
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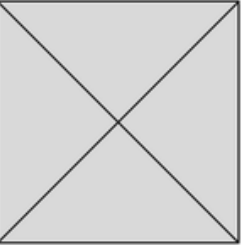
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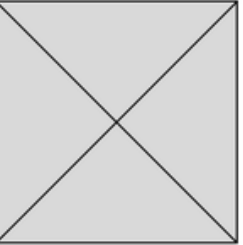
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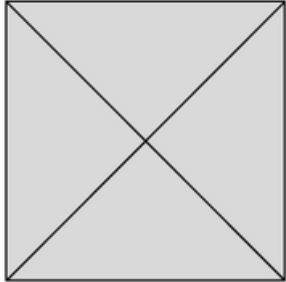
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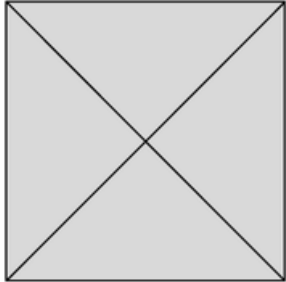
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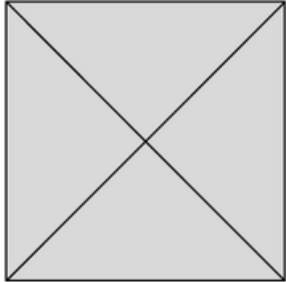
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Digital Services Playbook

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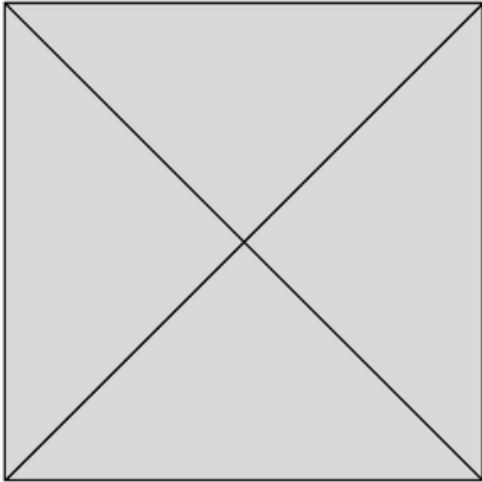
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Checklists

Templates



THANK YOU

Q&A