

Role Description

Service Designer



Customer
Service

Cluster	Customer Service
Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	261111
PCAT Code	3336492
Date of Approval	January 2020

Primary purpose of the role

Responsible for developing and driving the design of customer focused, innovative digital user experiences that meet the user needs, the organisational outcomes, and NSW Government objectives. The role is also responsible for bringing a deep understanding of design thinking with core strengths and experience in user research, interaction design and information architecture.

Key accountabilities

- Drive the key aspects of user experience, it's evolution across a multi-channel digital ecosystem, and how it reconciles business and user needs
- Create concept models based on evidence of user needs to meet organisational outcomes
- Contribute to the development of design concepts and sitemaps, including process/screen flows and wireframes to inform product design
- Assess existing properties/sites for usefulness, usability, visual design, content, and branding to improve customer experience
- Identify opportunities to create business value and improve the user experience (based on user research, heuristics and best practice)
- Prepare workshops to communicate key themes, from stakeholder interviews and inception workshops, to achieve alignment on key success factors
- Develop user journey maps derived from personas/behavioral segments to ensure that scenarios respond to key user needs and highlight business opportunities
- Interpret evidence-based research and incorporate the respective information into driving the design of innovative experiences

Key challenges

- Providing solutions that cater to the needs of users and businesses with often conflicting requirements and tight deadlines
- Designing and developing innovative strategies when requirements can be varied and constantly changing in a fast-paced, evolving environment
- Communicating technical and business information tailored to a technical and non-technical audience to educate on the context given differing skill levels

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none">Escalate issues, keep informed, advise, receive guidance and instructions
Work Team	<ul style="list-style-type: none">Support team members and work collaboratively to contribute to achieving the team's business outcomesParticipate in meetings to share information and provide input on issues
Customers/Stakeholders	<ul style="list-style-type: none">Resolve and provide customer focused solutions to issuesDevelop and maintain effective working relationships with open channels of communication to provide and obtain information
External	
External Service Provider	<ul style="list-style-type: none">Monitor provision of service to ensure compliance with service arrangementsDevelop and maintain effective working relationships with open channels of communication to provide and obtain information

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

Principal Product Owner/ Manager

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service delegations

Essential requirements

Tertiary qualifications and/or relevant experience in user experience design or related field

Capabilities for the role



The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.



The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> Keep up to date with relevant contemporary knowledge and practices Look for and take advantage of opportunities to learn new skills and develop strengths Show commitment to achieving challenging goals Examine and reflect on own performance Seek and respond positively to constructive feedback and guidance Demonstrate and maintain a high level of personal motivation 	Adept
 Relationships	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> Take responsibility for delivering high-quality customer-focused services Design processes and policies based on the customer's point of view and needs Understand and measure what is important to customers Use data and information to monitor and improve customer service delivery Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers Maintain relationships with key customers in area of expertise Connect and collaborate with relevant customers within the community 	Adept

	<p>Work Collaboratively Collaborate with others and value their contribution</p>	<ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others 	Intermediate
	<p>Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes</p>	<ul style="list-style-type: none"> • Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for 	Adept
	<p>Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> • Research and apply critical thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness 	Adept
	<p>Technology Understand and use available technologies to maximise efficiencies and effectiveness</p>	<ul style="list-style-type: none"> • Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes 	Adept

- Monitor compliance with the organisation's records, information and knowledge management requirements

Occupation specific capability set



Development and Implementation, User Experience, User Experience Design

The process of iterative design to enhance user satisfaction by improving the usability and accessibility provided when interacting with a system, product or service. The design of users' digital and offline tasks, interactions and interfaces to meet usability and accessibility requirements. The refinement of designs in response to user-centred evaluation and feedback and communication of the design to those responsible for design, development and implementation

- Designs and develop users' digital and off-line tasks, interaction and interfaces to meet agreed usability and accessibility requirements.
- Translates concepts into outputs and prototypes and captures user feedback to improve designs. Specifies appropriate tools, methods and design patterns.
- Evaluates alternative design options and recommends designs taking into account performance, usability and accessibility requirements.
- Interprets and follows visual design and branding guidelines to create consistent and impactful user experience


Level 4 - HCEV

Complementary capabilities




Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.


COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Relationships	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Adept

Occupation specific capability set

 SFIA	Development and Implementation, Systems Development, Software Design	The specification and design of software to meet defined requirements by following agreed design standards and principles. The definition of software, components, interfaces and related characteristics. The identification of concepts and patterns and the translation into a design which provides a basis for software construction and verification. The evaluation of alternative solutions and trade-offs. The facilitation of design decisions within the constraints of systems designs, design standards, quality, feasibility, extensibility and maintainability. The development and iteration of prototypes/simulations to enable informed decision-making. The adoption and adaptation of software design models, tools and techniques based on the context of the work and selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches	Level 3, SWDN
	Development and Implementation, User Experience, User Experience Analysis	The identification, analysis, clarification and communication of the context of use in which applications will operate, and of the goals of products, systems or services. Analysis and prioritisation of stakeholders' user experience needs and definition of required system, product or service attributes, behaviour and performance. The definition and management of user experience and user accessibility requirements for all potential users	Level 3, UNAN
	Development and Implementation, User Experience, User Research	The identification of users' behaviours, needs and motivations through ethnography, observation techniques, task analysis, and other methodologies that incorporate both the social and technological context. Taking an approach that incorporates significant involvement of users in research to generate deep understanding and uncover new opportunities for systems, products and services. The quantification of different user populations and their needs, identifying target users and segments in	Level 3 - URCH

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
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order to maximise the chances of design success for systems, products and services. The inclusion of a range of users in research activities to capture the diversity of users of the organisation's systems, products and services and the imperative to make these usable and accessible for everyone