

SSC e-Government Unit

e-Services Opportunities Training Workbook

Table of Contents

Section One - Exercises	3
Exercise: Motivate your Colleagues to Contribute	3
Description	3
Part One	3
Part Two	4
Exercise: Vision for the Future	5
Description	5
Future vision of:	5
Future Vision - Doctor Immigrating to New Zealand	6
Exercise: Brainstorm a List of Services for Your Agency	7
Description	7
Is it a Service?	7
Naming a Service	7
Creating the List	8
Exercise: Define a Service	9
Description	9
Interactions and Component Services	9
Transaction Type	10
Exercise: Describe a service	11
Description	11
Describing an Agency	11
Describing a Service in Detail	11
Describing a Resource	11
Exercise: How Your Service May Be Accessed on the NZGO Portal	12
Description	12
Portal views for the service	12
Section Two - Case Studies	13
Scenario - Abused Child	13
Situation	13
Agencies Involved	13
What if...	13
Scenario - Sickness Beneficiary Needing Rental Reduction	14
Situation	14
Agencies Involved	14
What if...	14
Section Three - Worksheets	15
Duplicate copy - Brainstorm a Services List	15
Initial Research and List Formulation	15
Service Checklist	16
Is it a Service?	16
Name a Service	16

Section One - Exercises

Exercise: Motivate your Colleagues to Contribute

Description

This exercise asks you to think about a personal life event, or time in your life, when you needed to contact a government agency (or agencies), in order to receive a service(s).

It then asks you to take an elderly person's point of view, when looking at government services.

Part One

1. Pick a life event of your own, and describe it to the person sitting next to you. Choose a situation where the agency that you have to contact is not your own – in other words, you know as much as a member of the public. Talk about:
 - the service you needed from the government
 - the agency(ies) that provided the service
 - how many agencies you had to contact before you found the correct one
 - how you found the agency that provided the service (phone book, internet, word of mouth, etc).

2. Write this information down on the following diagram.

Service	Agency

Part Two

Stand in an elderly person's shoes....



...and imagine their needs.

What type of needs might an elderly person have, that would be met by government services?

List the services (and agencies) that they might need.

Service	Agency
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Exercise: Vision for the Future

Description

This exercise builds on the previous exercise, where you described a time you had to contact a government agency, to receive a service.

What do you see as a better way of receiving this service from the user's point of view? Describe your future vision for this service. (An example of a future vision for immigration is on the following page.)

Future vision of:

Service user requirements

Future vision - integrated government services

Future Vision - Doctor Immigrating to New Zealand

Service user requirements

As a frequent visitor to New Zealand, Jamahl has always dreamed about moving here permanently. He is currently a doctor (general practitioner) in India, and has recently discovered the New Zealand Government Portal, using it mainly to plan his next holiday. Out of curiosity, he decides to look at immigration information.

Future vision - integrated government services

Jamahl clicks on the icon *Immigrate to New Zealand*. The system displays information about the requirements for immigration, and asks him whether he would like to take a test to determine whether he is eligible to be considered.

He agrees to fill out the form. Jamahl supplies personal details about himself and his young family, including the ages of his children, his occupation, and where his qualifications were attained.

At this point, a pop-up box appears, and tells him that it is checking with the New Zealand Qualifications Authority to see whether his qualifications are accepted in New Zealand. A few moments later, it tells Jamahl that his credentials are accepted, and that he has enough 'points' to be eligible to immigrate. It also tells him that current industry standards require him to re-qualify as a GP before he can practise in New Zealand. The system then displays the tasks that Jamahl must complete, and gives him the option to complete some of these tasks online.

He opts to take a written test online. This test ensures he is able to read and write English. Once he has completed this task, a number of links are displayed on-screen for Jamahl to choose from:

View tasks needed to complete re-qualification

Apply to immigrate

View requirements for citizenship

View primary schools

Jamahl chooses to view the information on primary schools. He searches for suitable schools in the area where he is likely to be to do his re-qualification, and requests a report on each school. These are made available to him within moments. The system also displays a map showing the applicable zone for each school.

Finally, Jamahl prints a list of the tasks he will need to complete before he qualifies to practise as a GP in New Zealand.

Exercise: Brainstorm a List of Services for Your Agency

Description

This exercise helps you to define and name the services list for your agency.

Remember that to define a service, you must make sure that the service has value to the user. From a user perspective, a service must be something that the user will need or want.

Read over the following two sections, which cover rules for identifying and naming services.

Is it a Service?

To determine whether you have identified a potential service, ask yourself the following questions:

- Is it something that the user would want or need?
- Does it add tangible value to the user?
- Does it result in exchange of useful information, advice or money?
- Does it provide a meaningful outcome to the user?

If you answered yes to at least one of those questions, then it may be a service.

Naming a Service

You should always describe a service from the user perspective. It should always be something that adds value to the user.

Generally, a service is not a goal, objective, outcome or output of an agency.

Good description	Poor description	Reason description is poor
Obtain a student loan	Apply for a Student Loan	<i>Interaction not service</i>
Pay/claim tax	Submit a tax return	<i>Interaction not service</i>
Renew a car licence	Send a license notification	<i>Agency perspective</i>
Pay fine	Collect fines	<i>Agency perspective</i>
Learn about protecting New Zealand flora and fauna.	Protect New Zealand flora and fauna.	<i>High level goal – agency perspective</i>
Find a literacy program	Ensure a high level of literacy for New Zealanders	<i>Outcome – agency perspective</i>

A list of recommended verbs to use, when naming services and interactions, can be found in the booklet *e-Services Project, User Guide for Collecting the List of Government Services*.

Exercise: Define a Service

Description

This exercise will help you to understand what a service consists of, and the level of detail you will be describing.

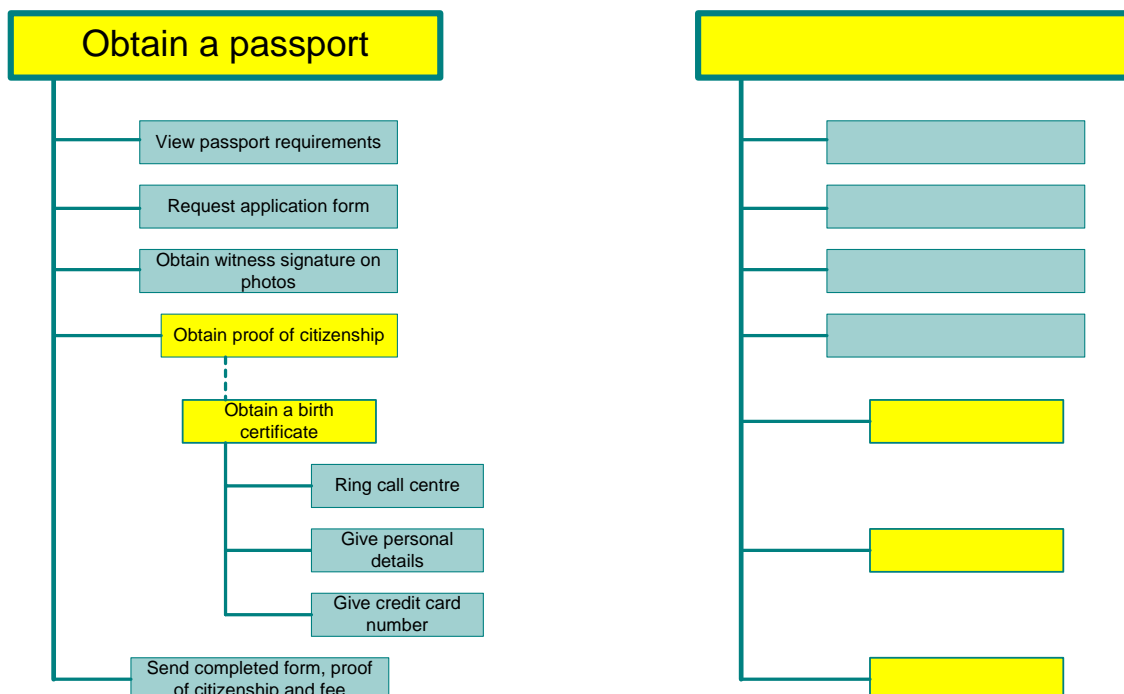
Interactions and Component Services

A service is made up of a number of interactions between a service user and an agency, an agency and another agency, and/or an agency and a service provider. (The service user can be an individual, business, or stakeholder.)

A service may also contain a number of component services. These component services may be services in their own right (i.e. stand alone services).

The example below shows that the principal service “Obtain a passport” is made up of a number of interactions, and the stand alone service “Obtain proof of citizenship”. It is considered to be stand-alone, because a person may use this service even if they are not applying for a passport.

Pick one of the services from your original list, and break it down into interactions and component services.



Transaction Type

The transaction type element will allow us to find similarities between the technologies that underlie services, and enable us to reuse service components across many agencies. For example, if a number of agencies accept online payments, then a single “Pay Online” option can be created, then adapted and used by all of those agencies.

Go back to your list of services, and service interactions. Identify common transaction types for them.

Exercise: Describe a service

Description

This exercise helps you to practise filling in the Services List form. The forms are in a separate handout, that your trainer will give you now.

Describing an Agency

The Agency form is used to collect generic information about the Agency, and the cluster(s) to which it belongs. Much of the information in this section will be reused in the service and resource parts of the form, in the web-enabled tool set.

This means that you should be as thorough as possible when describing channels, service delivery units, and audience at this level. It will save time and effort in the long run.

Describing a Service in Detail

Pick one of the services that you wrote down in the first exercise. You are going to describe this service, using the appropriate terminology and language.

Describe the service you have chosen by filling in the Service Description form. Note that each heading has a grey example box, showing the type of information you should include.

Where you are told to choose from a list, write the most appropriate word(s) you can think of, to describe that field. For example, for a service that is delivered in English, write 'English' in the Language field.

Describing a Resource

Once you have completed the exercise "Describing a service in detail", move on to the form for a resource.

Choose one of the resources you identified in the previous exercise, and enter details about it on the resource form.

Exercise: How Your Service May Be Accessed on the NZGO Portal

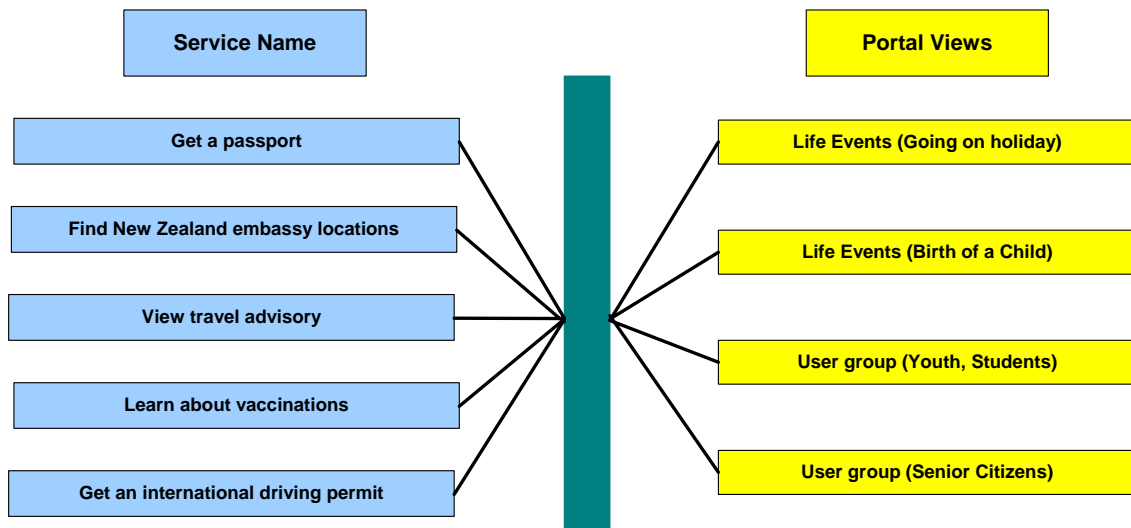
Description

This exercise will help you to understand the relationship a service has with users and life events.

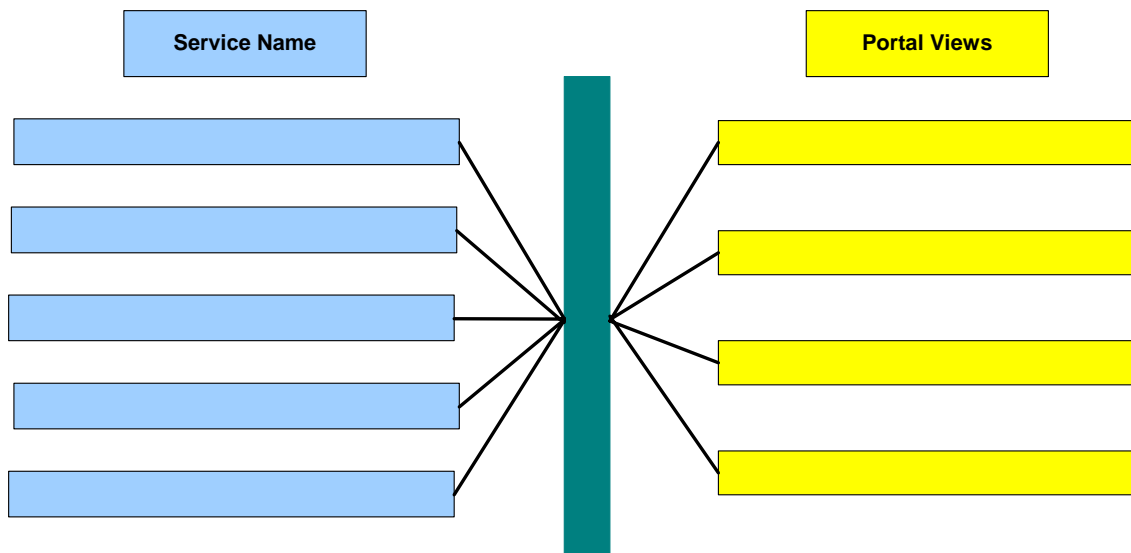
Portal views for the service

Services can be grouped in different ways, according to user needs. An example of this is getting a passport – you might be a student heading off on your big O.E., a retired person thinking of travelling the world, a parent applying for their child’s first passport, or someone just thinking of taking a holiday.

One service could be associated with multiple views.



Use your list of services from the first part of this exercise, and determine the portal views that your services could fall into.



Section Two - Case Studies

Scenario - Abused Child

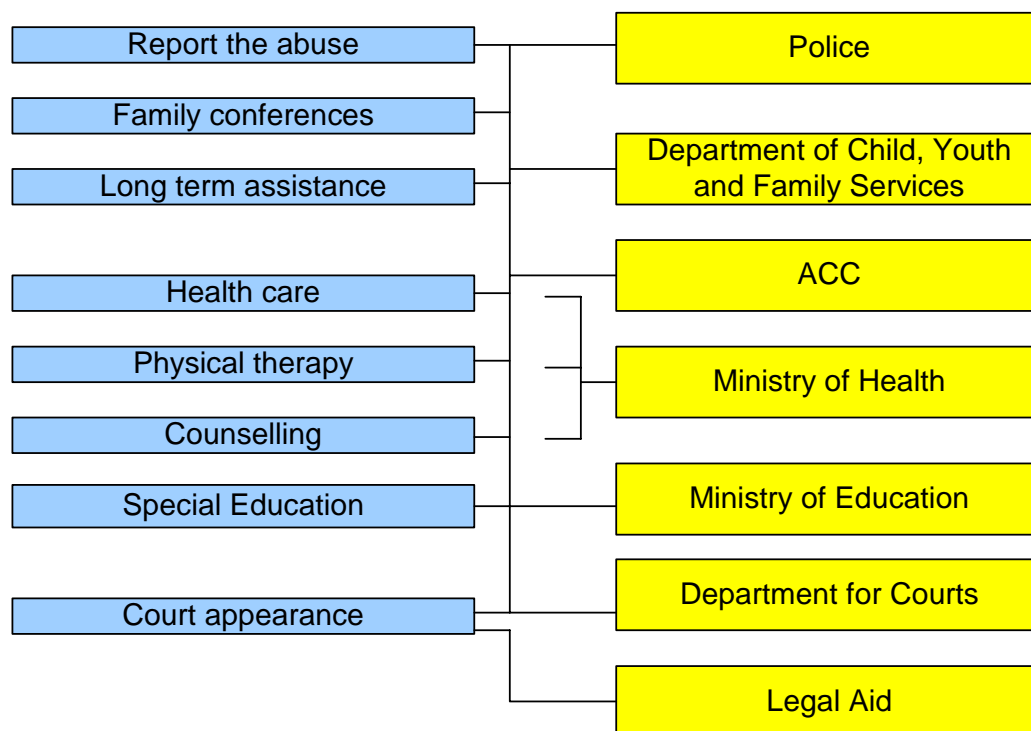
Situation

May, a primary school teacher, notices that one of her pupils, Heather, is becoming very withdrawn, and her grades are no longer as good as they used to be. Although it is mid-summer, Heather wears a long-sleeve jumper, and seems to shy away from being touched.

May has also noticed that Heather seemed to be covered in bruises lately. Concerned, she asks if anything is wrong. Heather breaks down, and tells May that her father has been beating her.

Agencies Involved

There are numerous agencies involved in a case like this, each providing different services to the victim, and the victim's family. The following diagram shows only a few of these services.



What if...

The ways in which cases of abuse are handled are always improving.

Imagine if the Case Manager from one agency had all of the necessary information, and could serve as the prime contact for the child and his/her family.

This would help to integrate disparate services, and present one main face to the user.

Scenario - Sickness Beneficiary Needing Rental Reduction

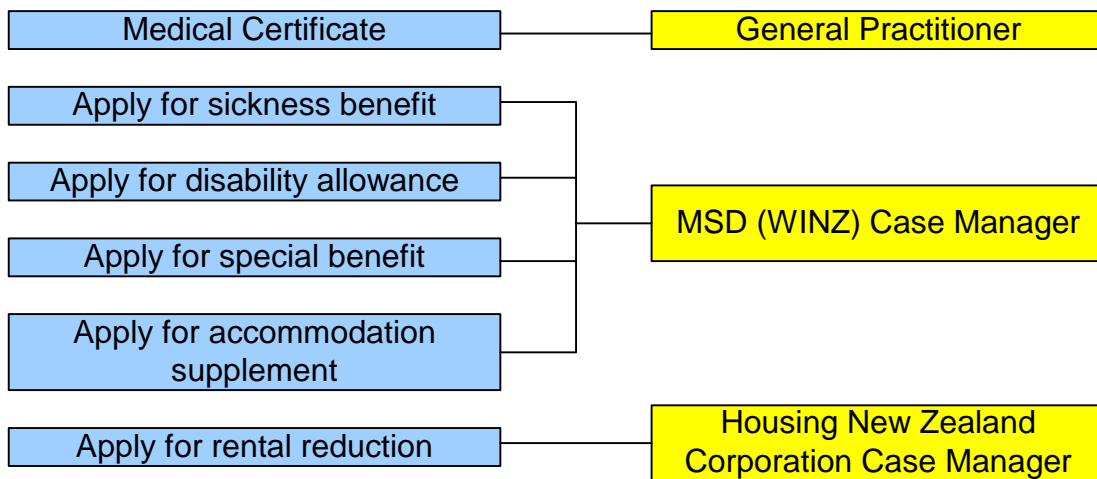
Situation

Danny is working full time, and living in a Housing New Zealand Corporation house, paying market rent. Unfortunately, Danny becomes ill, and he is unable to work. His doctor certifies him as unfit to work, in the long term.

Agencies Involved

To receive the benefits he is entitled to, Danny must visit both the Ministry of Social Development (Work and Income NZ), and Housing New Zealand, in person, and speak to each Case Manager.

For each agency and benefit, there is a different form to complete.



What if...

If agencies worked together to provide a ‘one-stop-shop’, the service user could authorise one agency to pass the details on to the next. The user would not need to make an appointment to see each case manager, nor re-supply their information to each agency they come into contact with.

When a person applies for a benefit, they could be advised of any subsequent benefits they were eligible for (including those managed by another agency). These benefits could be applied for automatically.

Service Checklist

Is it a Service?

If you answer yes to at least one of the following questions, then you may have identified a service.

	Yes	No
Is it something that the user would want or need?		
Does it add tangible value to the user?		
Permits use of a public resource		
Grants privileges		
Makes it easy to comply with legislation		
Exchanges money or personal service (health, education)		
Improves personal experience or living conditions		
Supports the interests of the New Zealand public		
Increases public participation in government business		
Ensures people's rights, or that they receive what they are eligible for		
Protects/shares New Zealand natural or information resources		
Protects New Zealand society		
Promotes New Zealand image		
Does it result in exchange of useful information and/or advice?		
Does it provide a meaningful outcome to the user?		

Generally, strategies, goals, objectives, outcomes, outputs or business functions are not services.

Not a service	Reason
Ensure sustainable management of the New Zealand fisheries	A high level objective/outcome
Protect New Zealand flora and fauna	A high level goal
Process 100,000 claims	Outputs
Ensure a high level of literacy for all New Zealanders	An outcome
Monitor tax compliance	A business function

Name a Service

You should always describe a service from the user perspective. It must be something that adds value to the user.

Good description	Poor description	Reason description is poor
Obtain a student loan	Apply for a Student Loan	<i>Interaction not service</i>
Pay/claim tax	Submit a tax return	<i>Interaction not service</i>
Renew a car license	Send a license notification	<i>Agency perspective</i>
Pay fine	Collect fines	<i>Agency perspective</i>