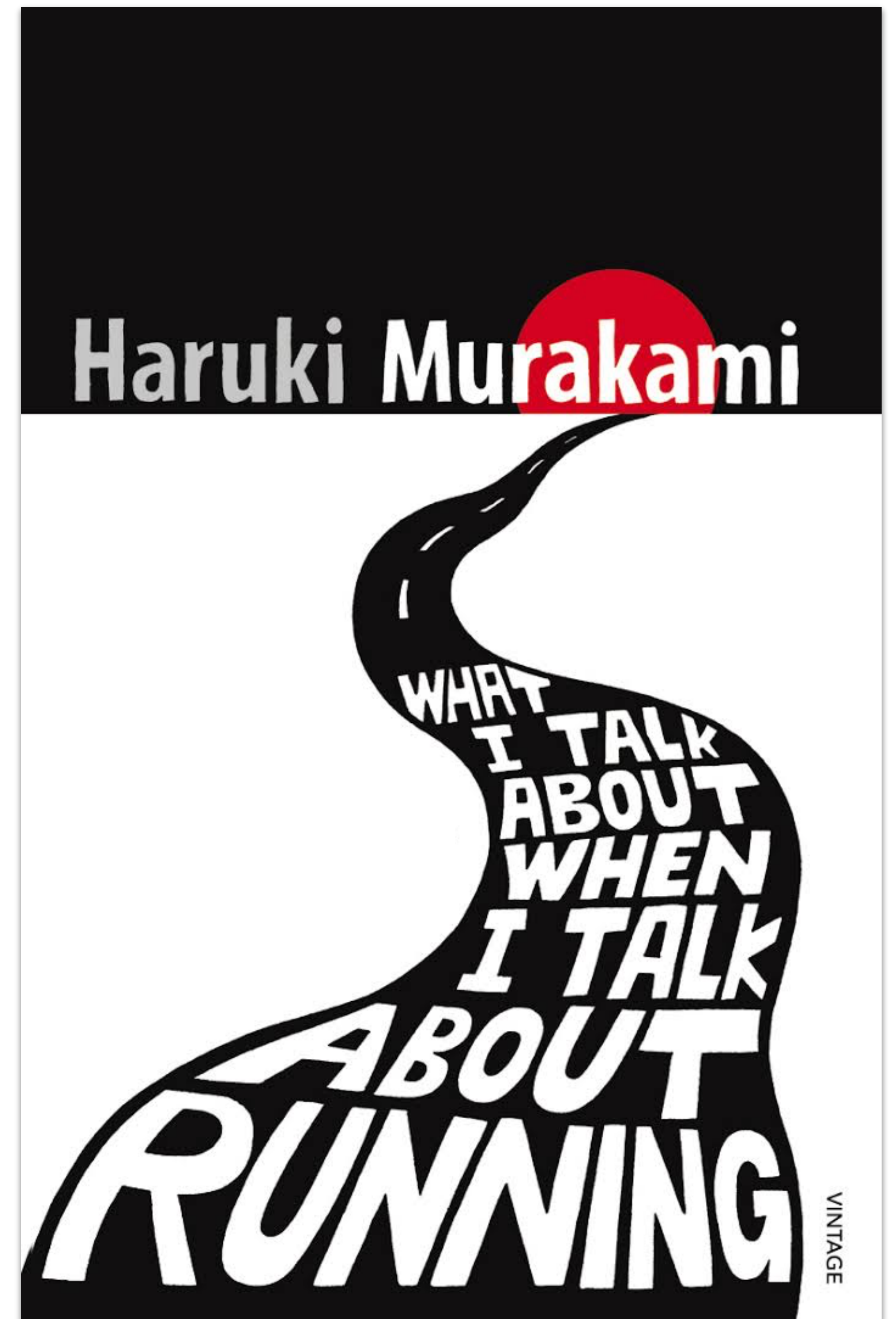


What I talk about when I talk about service design

***"Pain is inevitable.
Suffering is optional."***



**Is UX design
service design?**

**Is UX design
service design?**

It depends.

Partly.

It should be.

It used to be.

Is UX design service design?



Bigbelly

80% of litter
in the **Sea** comes
from **land**

Brighton & Hove
#StreetsAhead




Brighton & Hove
City Council



Report a problem

Problem type *

- ☐ Broken street furniture
- ☐ Cleaning / fly-tipping
- ☒ Dead animal
- ☐ Graffiti or fly-posting
- ☐ Problem with gully or drain
- ☐ Street lamp

Please tick all that apply:

Priority statements

- ☐ There is a serious risk to public safety
- ☐ There is an obstruction to traffic
- ☐ This is a health hazard near a school or playground

Other statements

- ☐ The animal is a badger
- ☐ The animal is a cat
- ☐ The animal is a deer
- ☐ The animal is a dog
- ☐ The animal is a fox
- ☐ The animal is a reptile
- ☐ The animal is a rodent
- ☐ The animal is a seagull
- ☐ The animal is a sheep
- ☐ The animal is an other bird
- ☐ The animal is an other farm animal
- ☐ The animal is an other mammal

Next

Cancel



Please select a point on the map

Nearest street *

You must enter a value for this field

Please give us the street, or the nearest street, to where the problem is.



Report a problem

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Next

Cancel

The question protocol

The Question Protocol

1. Why do you need this information?
2. Who will use the information, and what decision will be made or action taken based on the information collected?
3. How will you validate the information that is submitted?
4. What happens if the submitted information is false or made up?
5. What's the impact of the information not being submitted?
6. What happens if the information goes out of date?
7. Can a customer update their submitted information? Should they be able to?
8. Are you allowed (legally and ethically) to collect this information?
9. How is it shared? With whom? What are the privacy implications?
10. How securely does it need to be stored?



Le
de TOUR
France
2018

Le
de TOUR
France
2018



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Please select a point on the map

Nearest street *

You must enter a value for this field

Please give us the street, or the nearest street, to where the problem is.

Report a problem and request a clean-up

Tell us where the problem is *

The following information is useful:

- house name or number
- postcode and street name
- point of reference or landmark, eg a nearby shop's name

Bins on Middle Street near the Hop Poles pub

Locate on map

☒ Yes ☐ No

Use the search box below to find an address or landmark. Please help us out by dragging the marker to the location where the problem is.

Search address

Search



Use current location

Next

Report a problem and request a clean-up

Do you think the problem is hazardous or an emergency? *

☒ Yes ☐ No

What is the problem?

☐ Needles and/or drugs litter

☐ Asbestos

☐ Spilled blood

☒ Broken glass

☐ Spilled oil or fuel

☐ Dead animal

☐ Offensive Graffiti

☐ Other

Describe the problem *

The following information is useful:

- the type of problem eg litter, dumped items, graffiti, broken glass
- how much mess there is
- how long you think the problem has been there
- any risks caused by the problem

Big pile of broken bottles

Please take a photo of the problem in the surrounding area, showing landmarks if you can. This will help us find it.

Change image



Report a problem and request a clean-up

Contact details

You do not have to provide your contact details. However, if you do we can:

- let you know when we have fixed the problem
- contact you if we need to find out more about the problem

Full name

Email

Phone number

Consent Notice

We are collecting your data to allow you to report a problem to Cityclean.

By clicking 'yes', you consent to us processing any personal data you have supplied so we can deal with the reported problem.

Once you report a problem, it will be investigated by Cityclean. The data you provide will be kept for three years, and then deleted.

Your personal data will not be shared with other Council departments or third parties. Statistics will be shared with the UK Government but this will not include personal data.

As data controller, Brighton & Hove City Council will store and manage your data securely. To find out more about your rights, please visit our [data protection page](#).

If you want us to delete your personal data, please call 01273 292929.



Upper Hollingdean Rd

Brighton &
Hove City Clean

Upper Hollingdean Rd

Malpass Market

Darey Dr

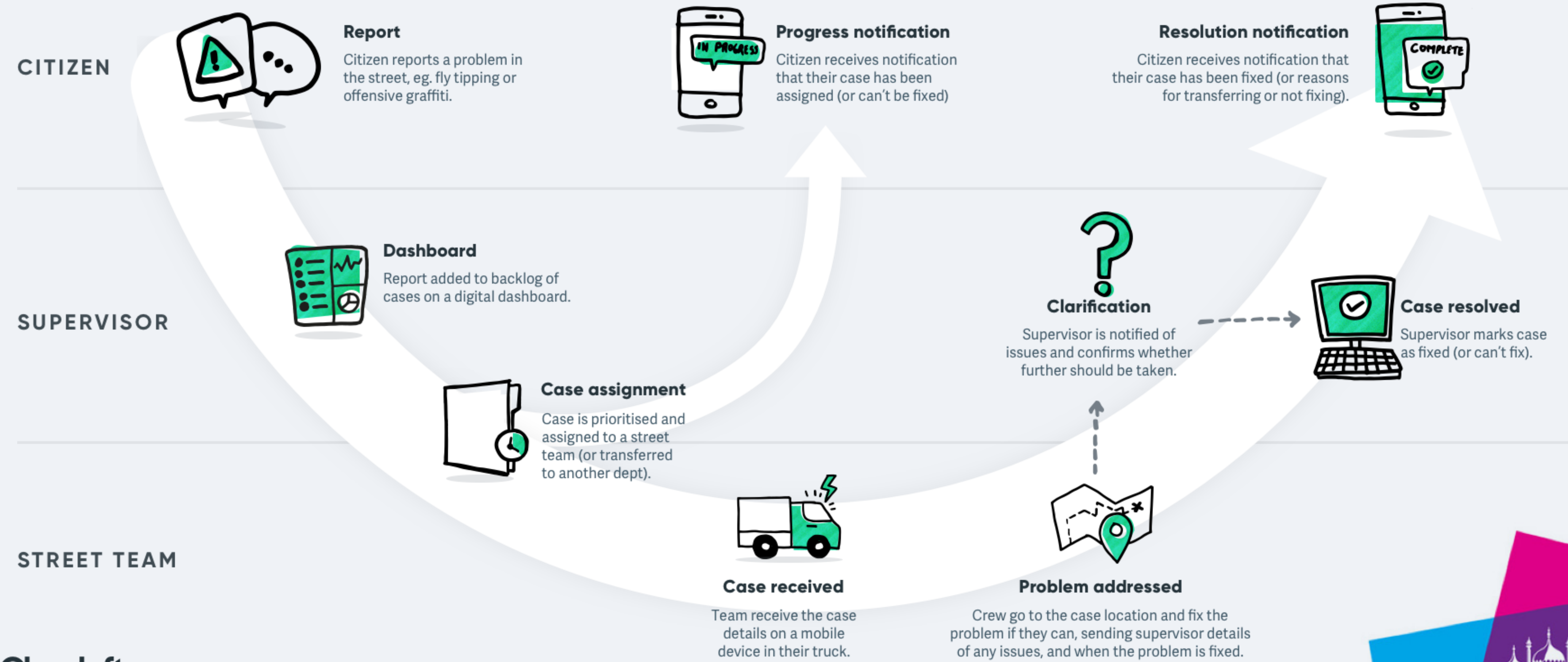
Upper Hollingdean Rd







Cityclean system blueprint



Cityclean system blueprint

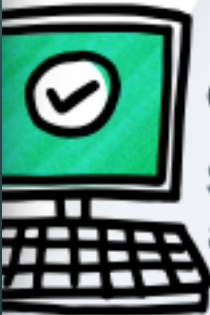
CITIZEN



SUPERVISOR



STREET TEAM



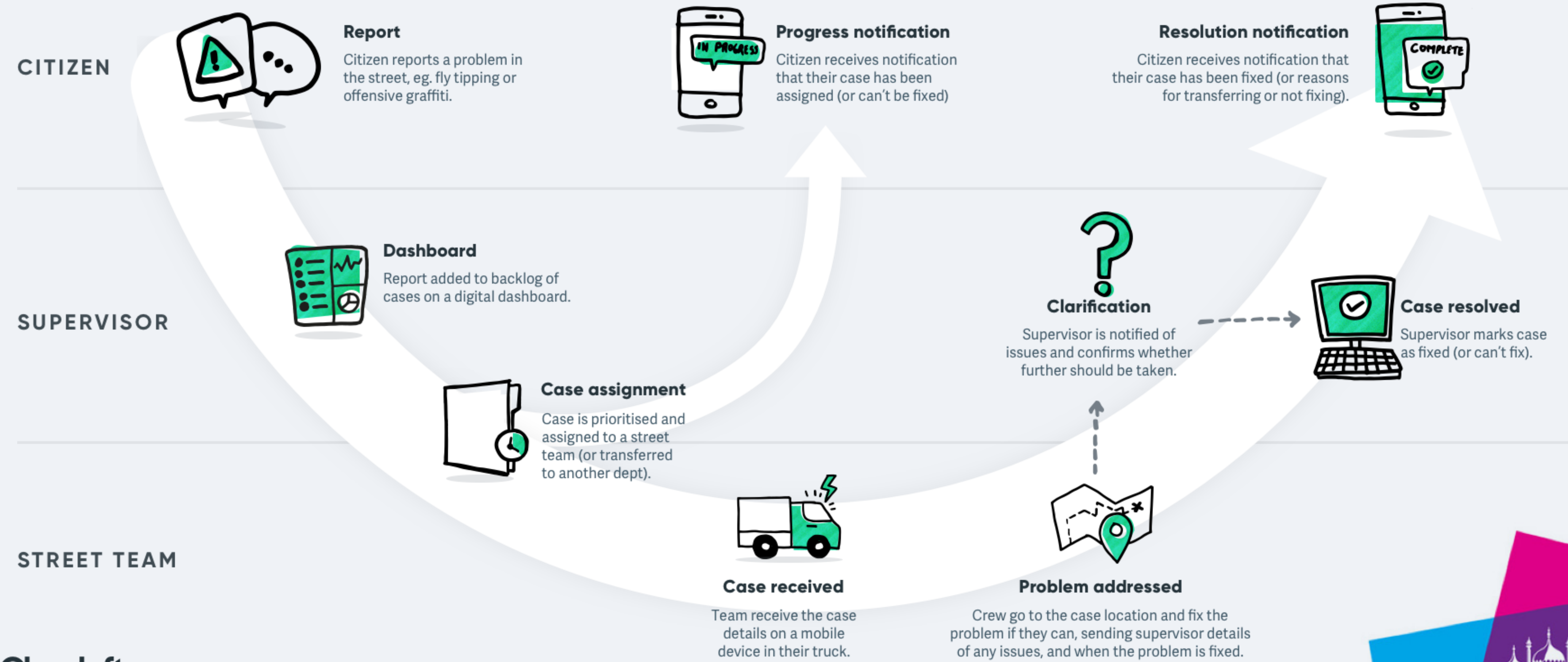
Case resolved
Supervisor marks case as fixed (or can't fix).

Clearleft



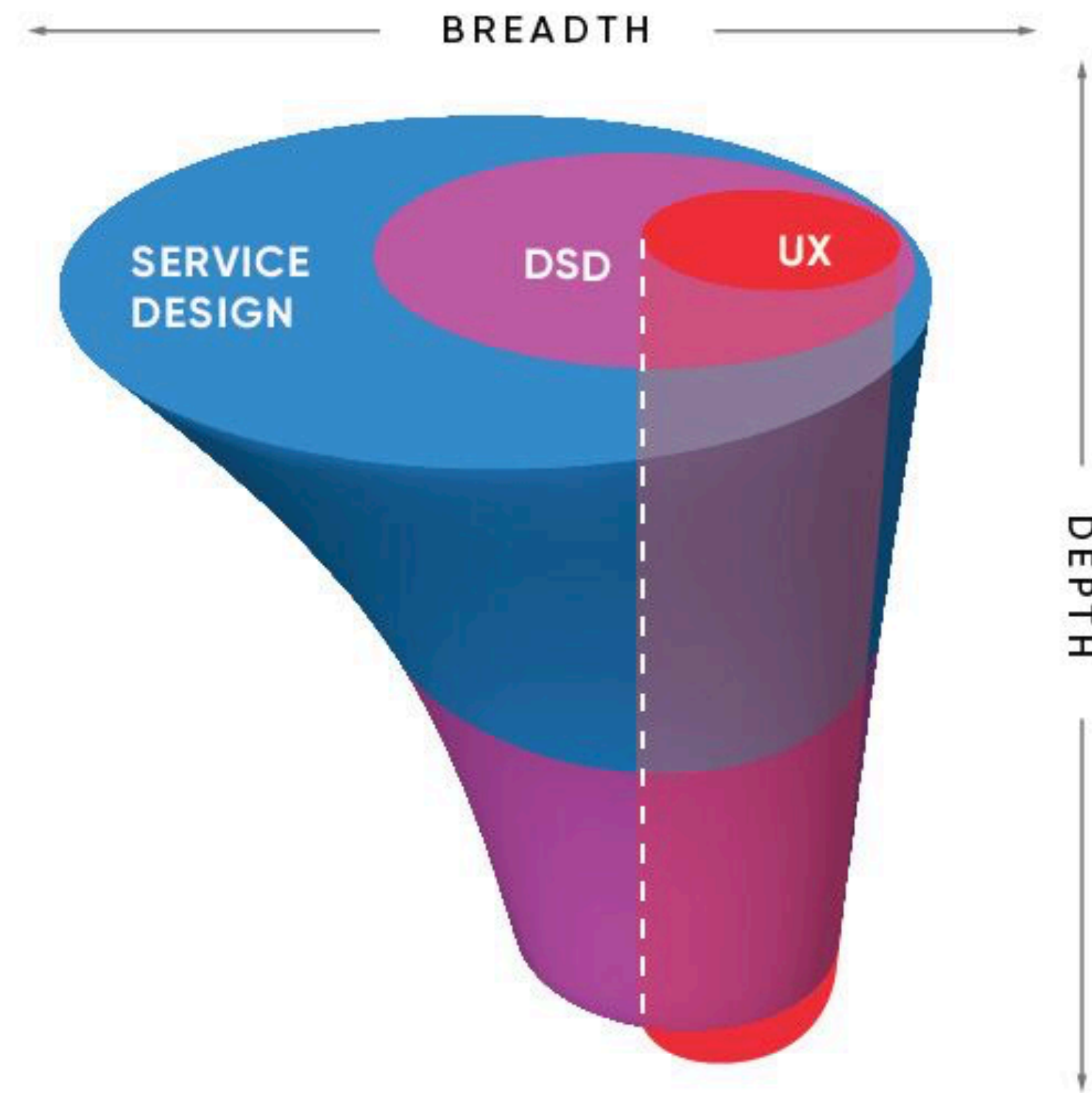
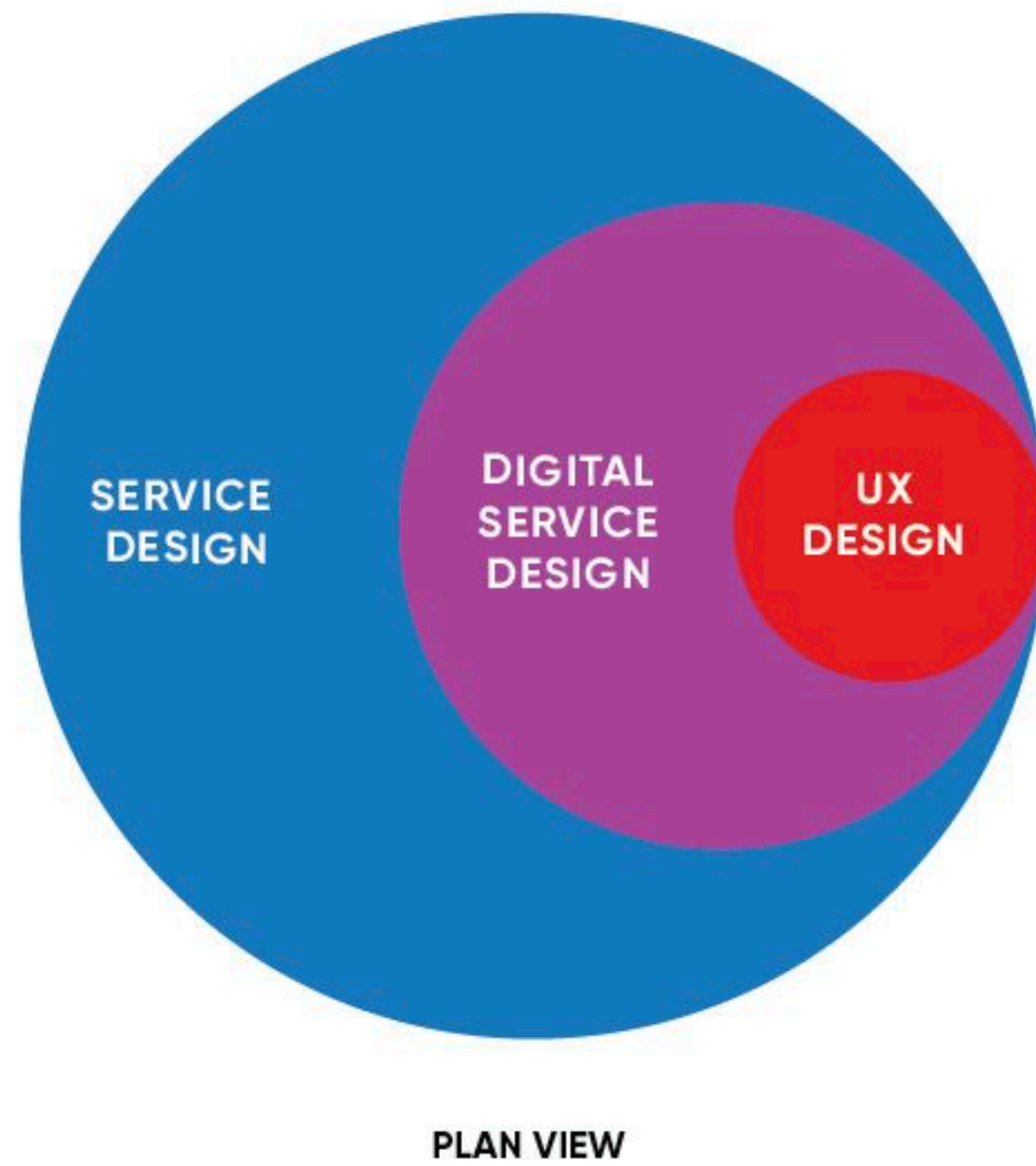

**Brighton & Hove
City Council**

Cityclean system blueprint

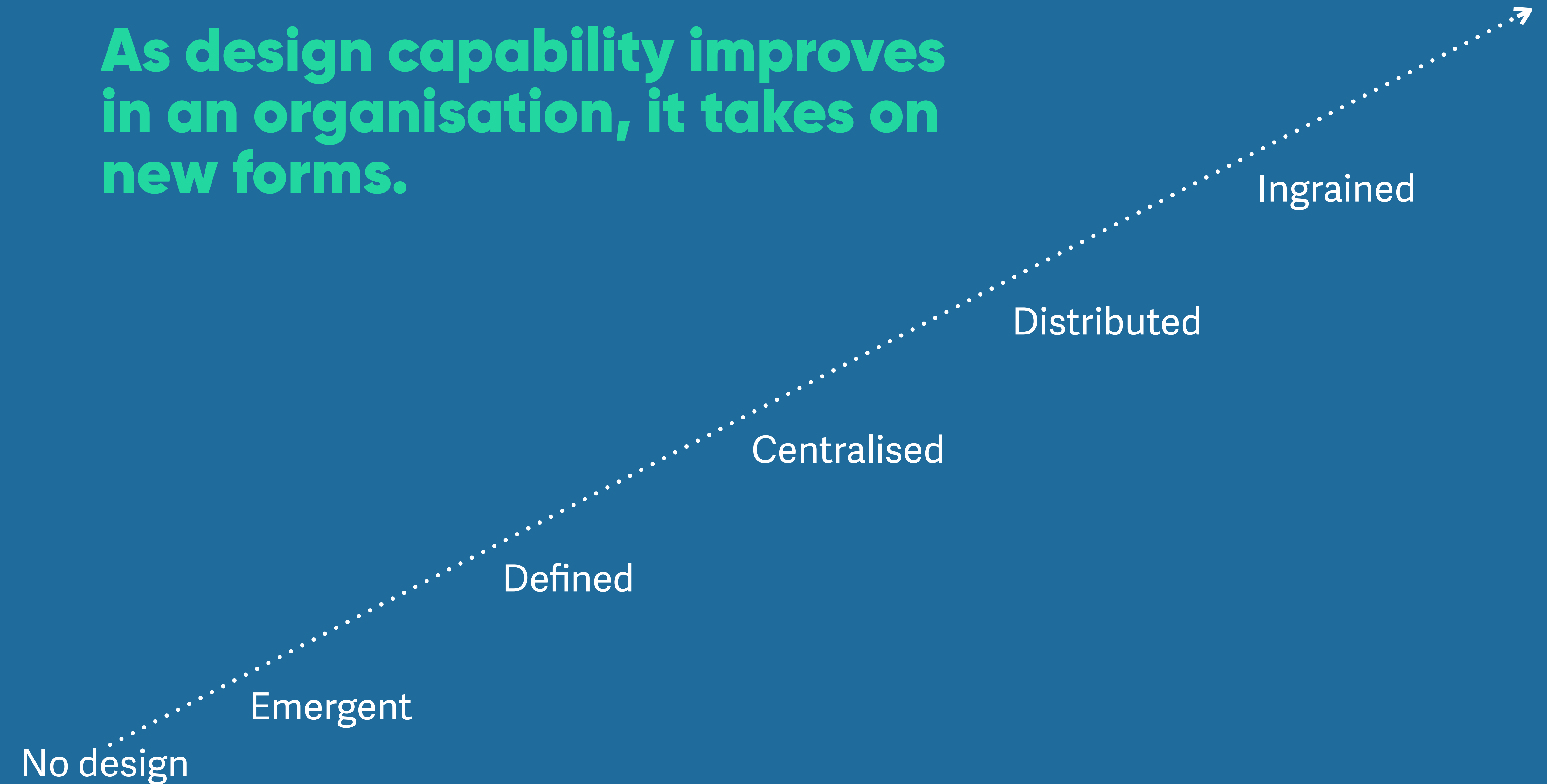


Digital service design

Digital service design



**As design capability improves
in an organisation, it takes on
new forms.**





Schedule



What I talk about when I talk about service design

RICHARD RUTTER, CLEARLEFT



What I learned about UX from going to the toilet

CHRIS HOW, CLEARLEFT

Break



The art of search listening

SOPHIE COLEY, PROPELLERNET



Designing design systems

JERLYN JAREUNPOON-PHILLIPS, CLEARLEFT

Break



Workplace topology

DANIELLE HUNTRODS, CLEARLEFT



Adapting to design culture

ANDY THORNTON, CLEARLEFT



How's your team's conflict competence?

JULIA WHITNEY, WHITNEY & ASSOCIATES



Building a world class design team

ANDY BUDD, CLEARLEFT