Designers Italia

The Design System of the Italian Public Administration
What is Designers Italia?

Designers Italia is the reference point for the design of the Public Administration: tools, guidelines, a blog and a forum to strengthen the role of design in the development of public services and foster collaboration between designers.

https://designers.italia.it/
Il Team per la Trasformazione Digitale

Designers Italia è uno dei progetti del Team per la Trasformazione Digitale: un piccolo di team di persone competenti che seguono pochi progetti in grado di costruire il nuovo “sistema operativo del Paese”
Disegniamo servizi digitali semplici per risolvere i problemi dei cittadini e restituire il buonumore ;-)
THE DESIGN KITS

Kits used to define the new service concept and the design requirements.

+ Usability Test
+ Ecosystem map
+ User Interview
+ Kit Web Analytics

Kits used for analyse the current user experience of a service and the system of players involved.

+ Personas
+ User Journey
+ Co-Design Workshop
+ User Stories
+ Information Architecture

Kits used to build the new user experience regarding the digital service and for working in a team.

+ UI Kit
+ Content Kit
+ Wireframe Kit
+ SEO
+ Web Toolkit
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How it works
Design kits: the entry point to the design system

→ Design kits are the **best way to start** using the resources of Designers Italia

→ Every kit answers to a specific design problem or a **specific design need**

→ Every kit is **associated with** other kits, design guidelines, discussions in the forum and use cases collected in the blog
OVERVIEW OF THE ENTIRE SET OF KITS OFFERED

UNDERSTANDING

Usability test
To see how users interact with a digital service to make it more usable

Ecosystem map
To identify the subjects involved in the provision of a service and analyse their connections

User interview
To interview the users of the service to identify their needs, motivations and frustrations

Web Analytics
To observe users' behaviour based on service usage data

ENVISIONING

Personas
To describe the different types of citizens, their needs, expectations and desires

User journey
To analyse all the steps of the experience in using a service and identify the opportunities for intervention

Co-design workshop
To generate ideas with the help of users and stakeholders of a service

User stories
To describe the main use stories of a service to more easily identify needs and features

Information architecture
To organise the contents structure in a clear, effective and consistent way

MAKING

UI Kit
To design a service interface with a simple and consistent graphic style

Content Kit
To manage contents and organise the editorial strategy in a collaborative way

Web Toolkit
To create sites, apps and web services with utter simplicity

Wireframe Kit
To define an interaction model, information organisation and the content layout

SEO
To design and optimise the website content in accordance with the needs and priorities that users express during web searches
The Public Administration needs service design

The main objectives of Designers Italia are to:

➔ Emphasise the importance of design in making the digital services of the Public Administration more efficient

➔ Avoid *reinventing the wheel* each time and concentrate the efforts on what really matters

➔ Be a reference point for designers interested in the public sector, both inside and outside the Public Administration.
Our work is grounded on some key design principles:

➔ Knowing **people’s needs** is essential to explore relevant solutions

➔ The systems and services we build need to be **useful** for users, clear and simple to use

➔ Foreseeing a **continuous improvement process** of the solutions adopted is key to ensure continuity and achieve impact
Based on multidisciplinary skills and methods

Designers Italia fosters the use of:

➔ **Multidisciplinary teams** that combine development and design competences.

➔ **Digital collaboration tools** that simplify the team workflows, such as Trello, Slack, GitHub, Sketch.

➔ **Data-driven frameworks** and tools that help ground design decisions in existing behaviour and information.
OUR APPROACH

Focused on the outcomes

The design system and tools are useful to:

➔ Create new services by exploring people’s needs and develop new ideas

➔ Digitize existing services, providing multichannel experiences through the use of technology

➔ Optimize or redesign existing services by identifying gaps and solutions to fix them
OUR APPROACH

Driven by efficacy and scalability

Most of the materials produced are based on:

➔ **Open formats** that allow to be easily accessed, shared and edited according to the different needs

➔ **Versionable systems** that allow to constantly update the material and keep track of changes.

➔ **Multiple contributors**, encouraging the whole community to enrich the design system.
Co-design Workshop Kit
THE CO-DESIGN WORKSHOP KIT

What is it?

Co-design sessions help align the perspectives of all the *stakeholders* involved in a project and quickly identify *valid design opportunities and solutions*.
The kit contains the materials to prepare and manage a **co-design workshop**:

- **Reference templates for different types of agenda and structure** of the workshop sessions
- **Worksheets** to work on **personas, system maps and user journeys**
- An example of **card sorting exercise**
Guidelines

The Co-Design Workshop kit is accompanied by a set of service design guidelines, that explain how to design a digital service around the actual needs of the users.
How we use it: SPID workshop

In October 2017 we engaged a design agency and a broad set of representatives from various departments of the PA in a co-design workshop on the Italian system of the Public Digital Identity. The goal was to envision relevant user stories and understand the steps needed to bring the SPID service to that desired level, solving issues related to onboarding, registering and using the service.
BUILDING KIT

The Web Toolkit and the UI Kit
THE WEB TOOLKIT AND THE UI KIT

What is it?

The Web Toolkit and the UI Kit can be used to create websites for municipalities, schools, organisations, ministries and public services in compliance with the Design Guidelines for Public Administration Web Services.
THE WEB TOOLKIT AND THE UI KIT

Materials

The Web Toolkit and the UI Kit provide libraries of graphic design elements and source codes ready to be used for creating interfaces and in compliance with the Design Guidelines for Public Administration Web Services.
THE WEB TOOLKIT AND THE UI KIT

Guidelines

The Web Toolkit and the UI Kit are accompanied by User Interface guidelines, which cover in detail:

➔ the principles
➔ the style
➔ the layout
➔ the components

that help creating interfaces for websites and for public services.
How we use it: Introducing the UI Kit

On the Designers Italia blog, a post takes us on an "exploration of the UI Kit starting from the basics", discussing in detail:

➔ how to build a grid system
➔ the criteria used to create the components inside the kit
Usability Test Kit
THE USABILITY TEST KIT

What is it?

The kit simplifies planning, preparing and managing sessions of direct observation of the interaction between the user and the digital service, providing all the necessary materials in accordance with the official protocol for conducting usability tests for Public Administration digital services.
THE USABILITY TEST KIT

Materials

This kit provides all the necessary tools needed to prepare, conduct and synthesise the results of the testing session. The tools are provided in Google Docs and Spreadsheets format, so that can be immediately edited and used as needed. Each tool contains some instructions that clarify the usage.
Guidelines

The guidelines encompass the protocol in its entirety, describing in details the procedure and the approach to the test sessions.
How we use it: Testing digital services

In July 2017 CSI Piemonte (the department focused on digital services of the Piemonte Region) organized some usability tests to measure and evaluate the user experience of two digital services offered to the citizens. The test was organized and conducted with the usability test protocol and materials now integrated in the design systems.
Getting involved
Use the resources

Applying the resources and models proposed by Designers Italia is the best way to spread the use of the design system and help us improving it.

Whenever you end up working on a project related to a public digital service, take advantage of the resources that the Community has made available, help us improve the design system, and tell us about your experience.
Feed the design system!

Designers Italia is a community that is open to the contribution of all designers and professionals of the Public Administration. For this reason, you can actively participate by:

➔ feeding the design system: contributing to the evolution of the kits through the public repositories on GitHub

➔ participating in the evolution of the guidelines on Docs Italia
Get involved in the community

Other ways of participating to the community are:

➔ taking part in the discussions about public service design on the Designers Italia forum

➔ following us on social media and reading our newsletter
Share your stories and experiences

The Designers Italia blog invites all the professionals who work in the design and Public Administration fields to participate, by sharing their relevant experiences in designing public services.

You can share your experiences by writing a guest post to be published on the blog.
Roadmap
Designers Italia, the next steps

All contents and resources on Designers Italia are in constant evolution (supported by a versioning process). The Digital Team is:

➔ supporting data-driven culture + KPIs adoption

➔ applying the design system to the projects we oversee or we collaborate on

➔ encouraging the adoption by the PA, also by including it in on official protocols
Grazie!

We look forward to seeing you on

Designers Italia

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