

BELGIUM: CITIZEN-CENTRICITY & CO-CREATION

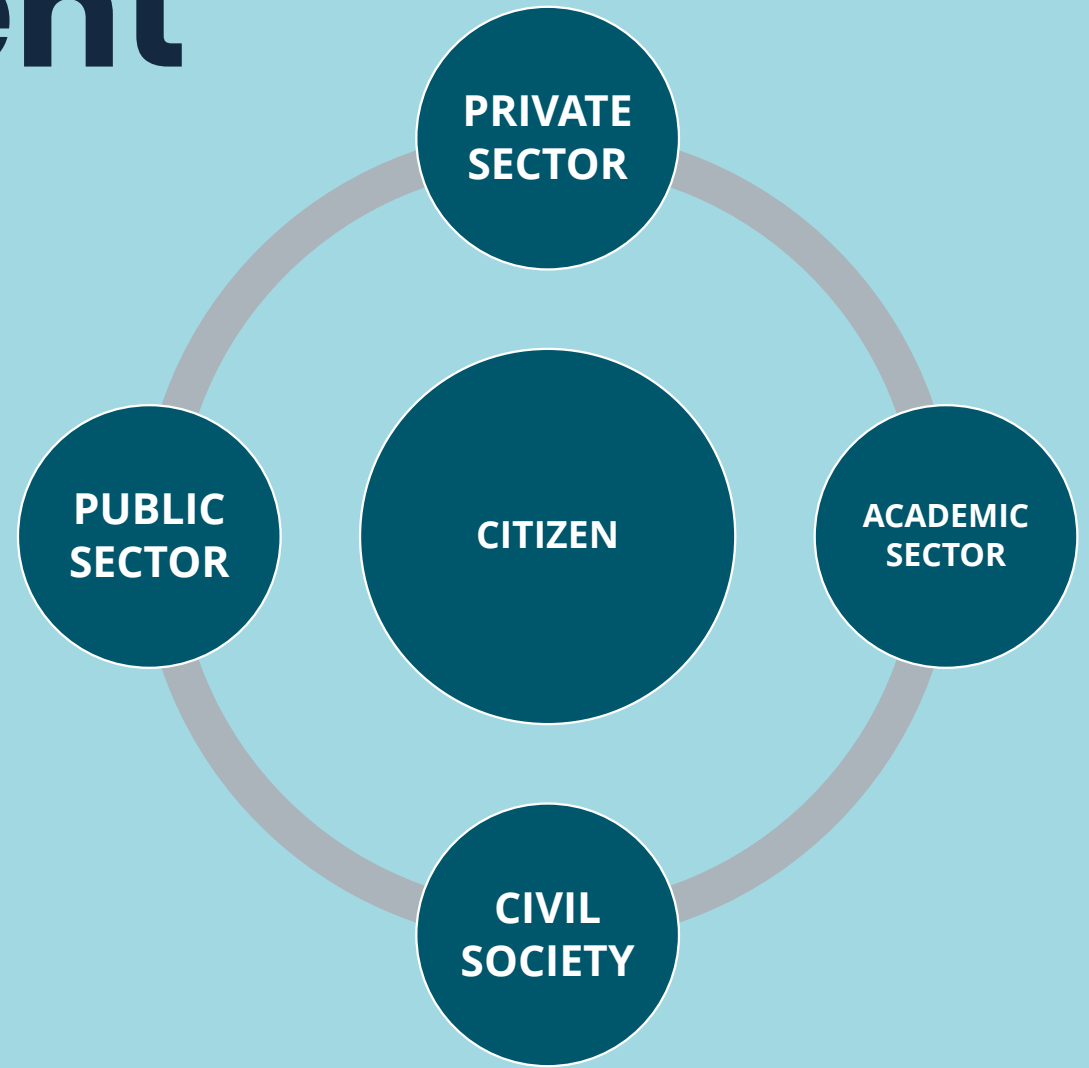
ACSH conference

Astana - 29/06/2022

Frank LEYMAN



The government of tomorrow...





Scaling up human centered design in government

A human-centered digital government



Sample deepdive
Design Camp



Inspiration: gathering feedback during a collaborative session

The government of tomorrow

A human-centred organisation

Infusing human-centred design in all its **innovation** and **operations** activities.

These are **shaped** around individual and societal **needs**, **expectations** and **purposes**.



Our guiding principles

Put people first

Ensuring that our work has a positive impact on citizens, companies and employees by **listening** to them, **involving** them and **validating** their needs in the design process.

Spark innovation

Supporting federal agencies in **seizing opportunities** and striving for **continuous improvement** by fostering innovation wherever and whenever possible.

Foster co-creation

Nurturing **joint projects** and **connections** across federal government to **disseminate** good practices, **share** inspirations and **learn** from successes and failures.

Our offering

1 Design

We support and coach teams with tools, training and expertise to build human centered design capabilities

2 Experiments

We experiment, test & iterate innovative ideas to co-create workable solutions with impact for our partners

3 Solutions

We offer solutions that increase the human aspects of digital services

4 Communities

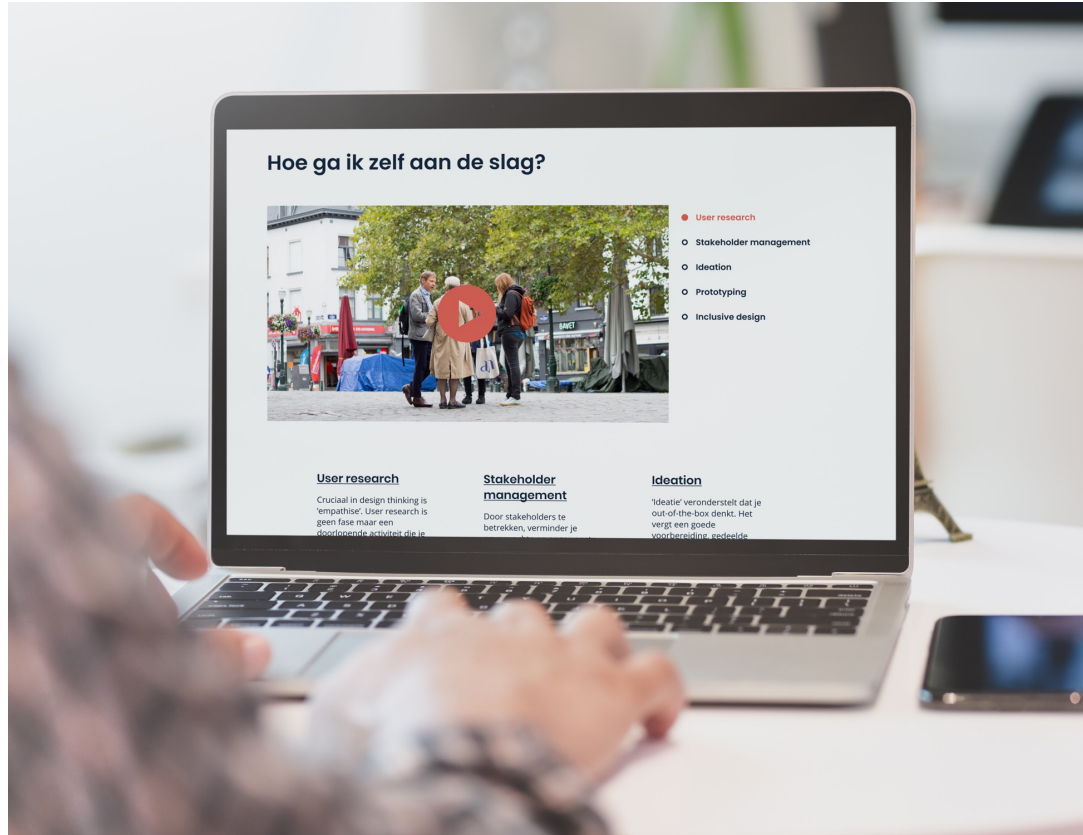
We inspire and connect teams to an ecosystem to learn & grow transversally

1

Design

We support and coach teams with tools, training and expertise to build human centered design capabilities

Digital Playbook



- Getting started yourself
- A mix of videos and downloadable tools
- Applied to the government context (examples)
- Quick and easy to use
- **Topics:**
 - Design Thinking
 - User research
 - Stakeholder management
 - Ideation
 - Prototyping
 - Inclusive design

Digital inclusion by design



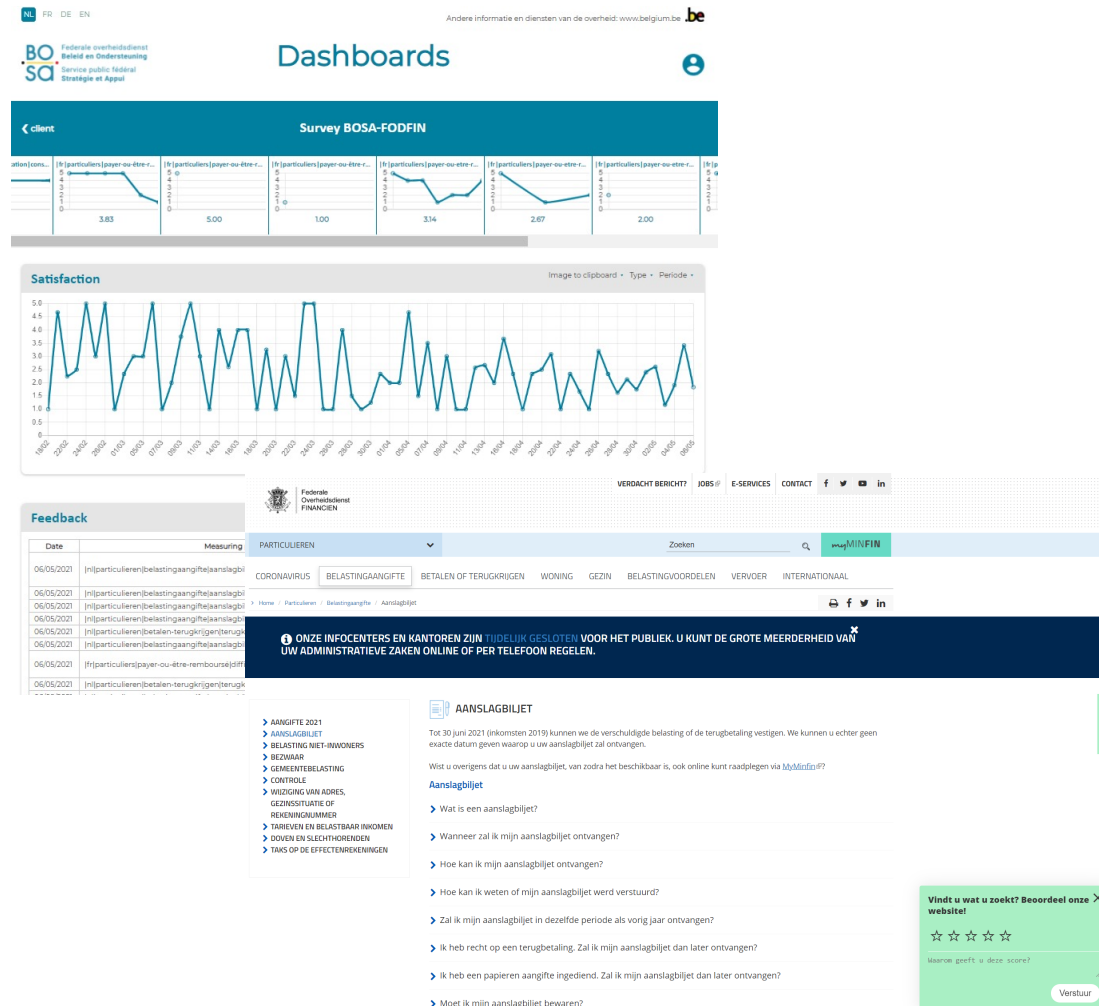
- **Raising awareness** of which citizens are possibly at risk of not accessing digital public services
- **Creating tools** and sharing best practices to ensure that inclusion becomes a priority
- **Starting projects** with experts with a focus on the inclusivity of the new service, product or plan.

2

Experiments

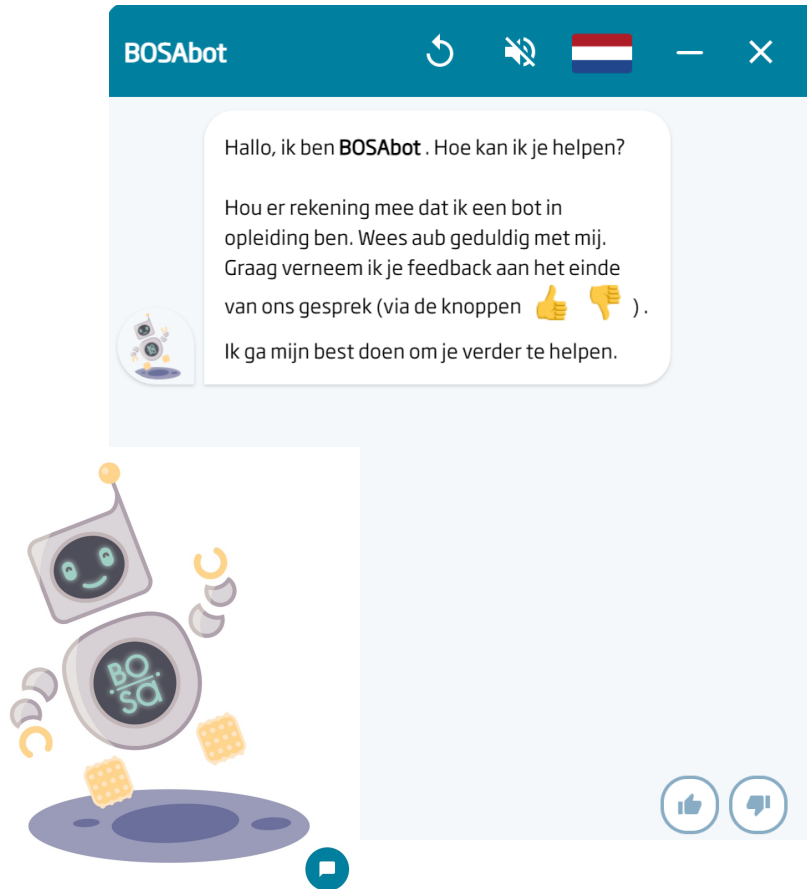
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User feedback POC



- **Measuring** user satisfaction & feedback over time for digital government services
- Active and passive **user feedback** element on specific digital touchpoints to collect in-context feedback
- **Dashboard** to analyse the user feedback over time
- **External partners:** Finance Depart., Police
- **Next step:** scale up to solution

BOSAbot pilot



- A **virtual assistant** that can answer questions, give suggestions and link through to additional information when needed.
- **Structure:** usecase workshops, validation of MVP, creation of pilot, testing & user feedback
- **Goal:** gaining experience with the learning capabilities of such a solution
- **Partner:** federal recruitment team
- **Next step:** scale up to solution

3

Solutions

We offer solutions that increase the human aspects of digital services

Lowering the barriers to digital government

Digital Companion Certification (**ConnectoO**)

- Contribution to solving the digital divide
- A training with certification on the ability to offer soft assistance to vulnerable target groups
- Agencies & organisations that work for the common good



4

Communities

We inspire and connect teams to an ecosystem to learn & grow transversally

Digital Open network



- Giving a podium to ambassadors for human centered design
- Sharing best practices through events & cases
- Short presentations during lunchtime
- Low threshold, interactive Q&A
- Speakers from public services, private sector and academic world
- <https://digitalopen.belgium.be>



FOD Beleid & Ondersteuning

SPF Stratégie & Appui

Operation Transparency

#SmartNation

QUE FONT LES AUTORITÉS FÉDÉRALES AVEC MES DONNÉES PERSONNELLES?

Dans le but de garantir le fonctionnement quotidien des institutions fédérales, celles-ci collectent et gèrent des données à caractère personnel auprès des citoyens. Ces données seront, en cas de besoin, partagées avec de tierces parties.

Vérifiez ci-dessous la nature des données utilisées, quelle institution publique fédérale en dispose et qui sont les tiers avec lesquels ces données sont partagées.

QUE PUIS-JE RETROUVER SUR CE SITE?

Ce site web donne un aperçu des registres de traitement des différents institutions fédérales. Ces registres donnent une vue d'ensemble du type de données traitées, de la finalité de la collecte des données, de ce qui est fait avec les données et de la personne responsable du traitement.

Deux vues différentes vous sont proposées: par catégorie de données traitées et par organisations.

Au sein de ces pages, des filtres vous sont proposés afin d'approfondir vos recherches.



Thank You

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