

User outcomes

Introduction

Use this tool in the **discover** phase of your service design activity.

This tool will help you clarify what different user groups and stakeholders expect from your service. It should prompt you to consider **what** you know, **how** you know it and **whether** you need to take further action to confirm your beliefs and address assumptions.

The users and stakeholders of your service should have been clarified before you begin this exercise. You should consider what differences might exist within user groups and stakeholders and inequalities they experience.

Where these differences and inequalities have been determined you should define a separate user group, to ensure that you properly examine the expectations of your service.

The tool is best used when considering groups of users who access your service. It can also be used to examine expectations of other stakeholders, as shown in this example.

Using this approach and taking resulting action can:

- Clarify expectations of service user groups and stakeholders
- Reduce assumptions and unmet expectations
- Lead to improve service pathways
- Identify gaps in service provision
- Examine and reduce inequalities
- Support service evolution and design
- Support the development of your communications strategy and plan

Who are the users and stakeholders of your service?

Who are the primary users?

In the broadest possible terms, who else has expectations of your service?

What differences might they have? What inequalities are there?

Are there any differences amongst the primary users?

Are there any differences within other stakeholder groups?

User Group

What is this user group seeking to do?

The thing they think exists as a service

The thing my service thinks it is providing to this user group

Are there any differences in expectations?

What actions might you need to take?

Stakeholder

How does this stakeholder interact with your service?

The thing they think exists as a service

The thing my service thinks it is providing to this stakeholder

Are there any differences in expectations?

What actions might you need to take?

How to use this tool

These guide notes will help you to use this tool. It's important to keep in mind your own perspective and how that may differ from others (users and stakeholders).

It is vital that you consider the **PROVOCATIONS** in carrying out this exercise which will probe the validity and certainty of your responses.

It is important to consider the different needs of 'users' of your service (user, customers, stakeholders) and any differences they may have. Even within one 'user group' there will be many differences such as age, previous experience of your service and the expectations and understanding of your service.

You should consider how any service user accesses your service, e.g. via a referral route that may involve another stakeholder (and by extension, a different set of expectations and needs).

These prompts should help you segment the user groups and other stakeholders before examining each in turn in more detail.

PROVOCATIONS

Have you adequately identified the different user groups and stakeholders?

What have people told you that they want to do:
- Prior to accessing your service?
- Whilst accessing your service?

What evidence do you have of this?

How recent is it?

Have you asked the users/ stakeholders of your service expect from it?

How long for?

Might their expectations change? When, and why?

How do you describe your service to this user/ stakeholder group?

How long for?

Might this change? When, and why?

Consider the range of views a user/stakeholder group might have. If they are too generic, revisit with a more defined stakeholder group.

Where might differing expectations have emerged from?

How might inequalities play a part in this?

Do you need to make changes to access routes into services?

Do you need to make changes to how your service is described to users/stakeholders?

Do you need to consider how you secure ongoing feedback from service users and stakeholders?