

GOVERNMENT AND PUBLIC SECTOR | GPS-014

E-Government Service Design

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Course content

Why Attend

Online government services should be simple, accessible and designed around citizens' needs rather than internal structures. Good service design increases take-up, reduces costs and improves satisfaction.

This Aractech course covers user-centred service design for government, user research, journey mapping, simplifying rules and processes, digital service standards, accessibility, testing and iteration, and measuring service performance. Participants redesign a public service.

Course Methodology

- Design workshops
- User research practice
- Prototyping
- Case studies
- Group presentations

Course Objectives

- Apply user-centred design to public services
- Conduct user research with citizens and businesses
- Map and simplify service journeys
- Apply digital service standards and accessibility
- Prototype and test services
- Measure and improve digital service performance

Target Audience

- Digital service teams in government
- Service owners

Course content

- Policy officials
- IT and business analysts

Course outline

Detailed course outline

Day-by-day outline for E-Government Service Design.

Day 1 - Citizen-Centred Services

- 09:00-10:17 | Principles of service design
- 10:17-10:56 | Digital service standards
- 10:56-11:00 | Examples
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Examples (continued)
- 12:05-12:43 | Barriers
- 12:43-14:00 | Exercise: Service audit

Day 2 - User Research

- 09:00-09:39 | Research methods
- 09:39-10:18 | Interviews
- 10:18-10:57 | Personas
- 10:57-11:00 | Accessibility needs
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Accessibility needs (continued)
- 12:05-12:43 | Inclusion
- 12:43-14:00 | Workshop: User research

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Day 3 - Journeys and Simplification

- 09:00-09:39 | Journey mapping
- 09:39-10:18 | Pain points
- 10:18-10:57 | Simplifying rules
- 10:57-11:00 | Once-only principle
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Once-only principle (continued)
- 12:05-12:43 | Integration
- 12:43-14:00 | Exercise: Journey redesign

Day 4 - Prototype and Test

- 09:00-09:30 | Prototyping
- 09:30-10:00 | Usability testing
- 10:00-10:30 | Iteration
- 10:30-11:00 | Content design
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Content design (continued)
- 12:00-13:00 | Case study: Service redesign
- 13:00-14:00 | Lab: Prototype test

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Day 5 - Measuring and Scaling

- 09:00-09:45 | Service metrics
- 09:45-10:30 | Feedback
- 10:30-11:00 | Continuous improvement
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Continuous improvement (continued)
- 11:45-12:30 | Governance
- 12:30-13:15 | Scaling
- 13:15-14:00 | Capstone: Service redesign proposal

Seminar dates

Available seminar dates

Live dates and pricing for E-Government Service Design generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Rome	Classroom	€3,460
7 - 11 December 2026	Kuala lumpur	Classroom	€1,925
11 - 15 January 2027	Barcelona	Classroom	€2,815
8 - 12 February 2027	Cape Town	Classroom	€1,625
8 - 12 March 2027	Frankfurt	Classroom	€1,875
12 - 16 April 2027	Barcelona	Classroom	€2,815
10 - 14 May 2027	Frankfurt	Classroom	€1,875
14 - 18 June 2027	Rome	Classroom	€3,460
12 - 16 July 2027	Kuala lumpur	Classroom	€1,925
9 - 13 August 2027	Barcelona	Classroom	€2,815

Seminar dates

Available seminar dates

Live dates and pricing for E-Government Service Design generated from the course details page.

Date	Location	Format	Fee
13 - 17 September 2027	Paris	Classroom	€3,825
11 - 15 October 2027	Frankfurt	Classroom	€1,875
8 - 12 November 2027	Barcelona	Classroom	€2,815
13 - 17 December 2027	Frankfurt	Classroom	€1,875
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815

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Date	Location	Format	Fee
10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
12 - 16 July 2027	Online / Live	Online / Live	€1,815
9 - 13 August 2027	Online / Live	Online / Live	€1,815
13 - 17 September 2027	Online / Live	Online / Live	€1,815
11 - 15 October 2027	Online / Live	Online / Live	€1,815
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