

27 Medi 2022

27 September 2022

# Uwchgynhadledd Ddigidol Digital Summit

Cysylltu iechyd, gofal ar sectorau gwirfoddol i rannu barn a gwybodaeth am sut y gall offer digidol gefnogi a galluogi cynhwysiant

Connecting health, care and the voluntary sectors to share views and knowledge on how digital tools can support and enable inclusion

## The Role of Digital in Service Design

Arielle Tye, ProMo-Cymru



# ProMo-Cymru

**WORKING TO ENSURE  
YOUNG PEOPLE AND  
COMMUNITIES ARE  
INFORMED, ENGAGED,  
CONNECTED AND HEARD.**

@ProMoCymru

@little\_ari

Arielle Tye



# What is a digital service?

“I thought this session was going to be really techy”





# Good Service Design

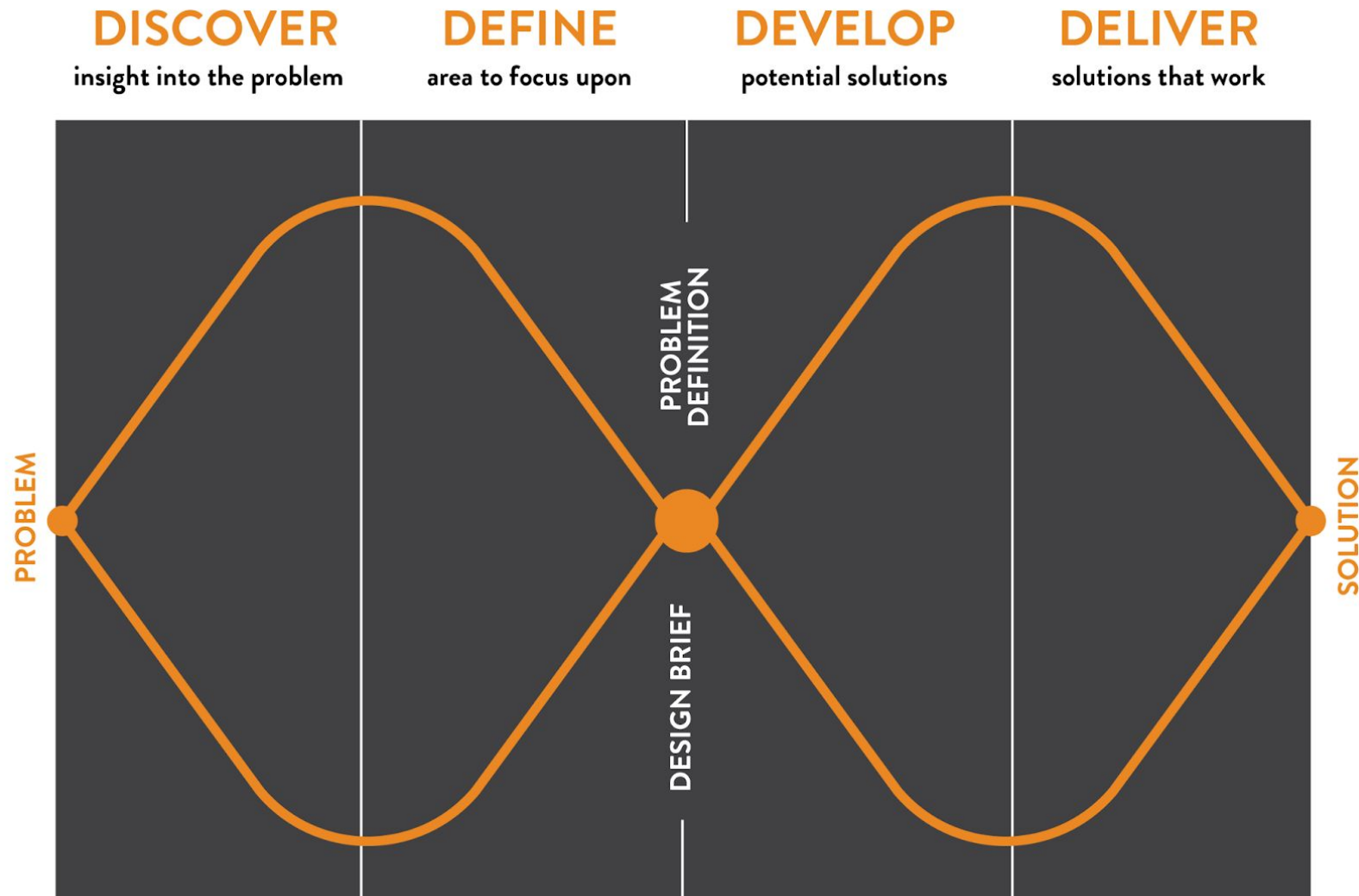
The objective is to develop services that are useful, useable and valuable from the point of view of the user, and effective and efficient from the perspective of the service provider. (GOV.UK)



# Where does a service start?

We need to view our services from the perspective of the people who use it.

# The Service Design Process



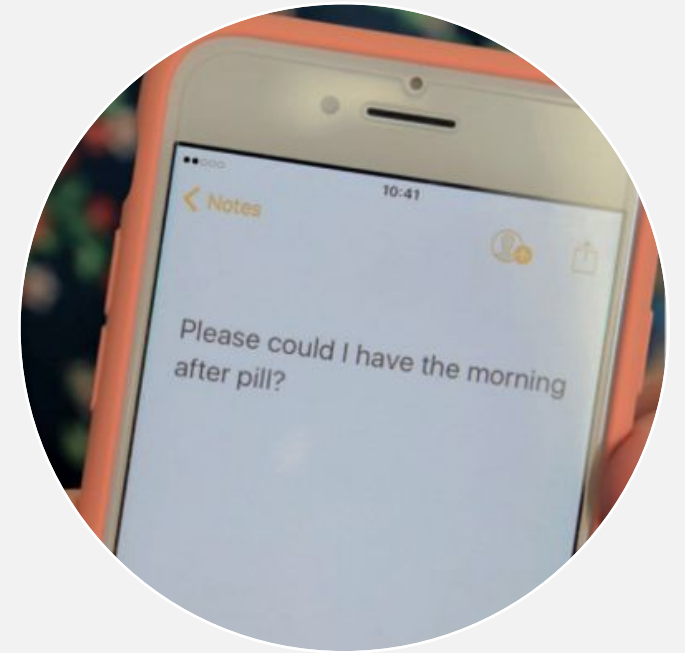


GIG  
CYMRU  
NHS  
WALES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

# How can we make sexual health information more accessible?

## What would the perfect sexual health service look like?

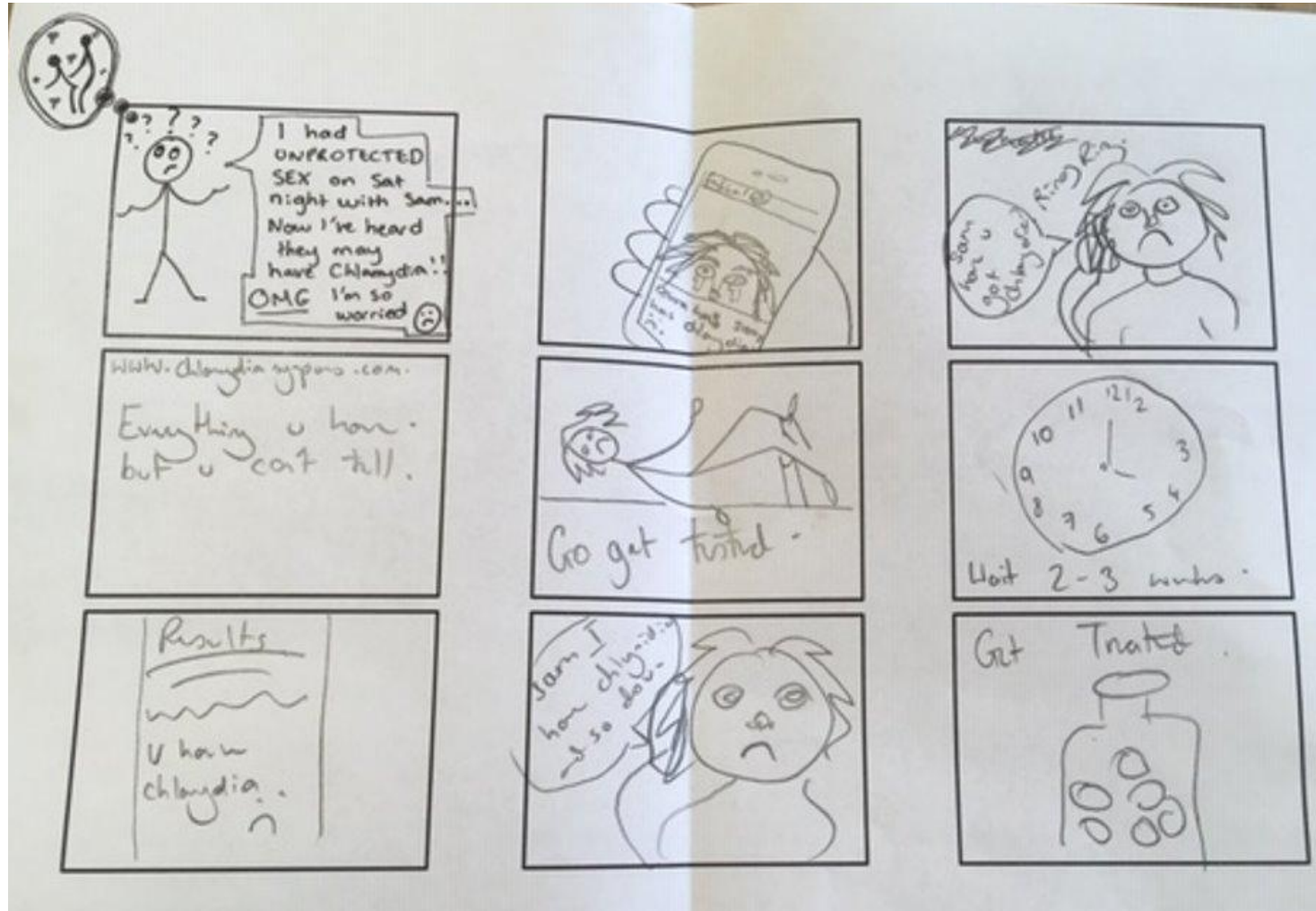




# Problems

1. STI's are high risk amongst young people
2. Information isn't accessible for all young people
3. Young people are attending STI clinics at the wrong time (this wastes their time, staff resources and results in fewer young people getting the support they need)

# We wanted to discover what young people 'actually do' when they need to find help



FEELING  
GOOD

FEELING  
BAD

TIME



Young person worried  
about Chlamydia after  
unprotected sex last  
night.



Searches online and feels over-  
whelmed by the confusing  
information and horror stories



Finds a local clinic



Frustrated as cannot  
book an appointment



Joins long queue for  
drop in service, feels  
embarrassed



Feeling hopeful once  
they get to see a  
health worker



Feeling upset as they  
got turned away. They  
must wait two weeks  
after possible exposure  
to Chlamydia to be  
tested.



Feeling anxious and  
searching online again  
over the two week wait

FEELING  
GOOD

FEELING  
BAD



Young person worried about Chlamydia after unprotected sex last night.



Searches online and finds a website full of youth friendly information around sexual health with an free, anonymous IM service



Chats with an adviser online and is helped to book an appointment for 2 weeks time (advised there must be a 2 week wait for Chlamydia following exposure)



Goes back to the website to get information, watch videos and learn about what will happen at the clinic



Goes to clinic, gets tested and is given free condoms



Feels empowered that they are in control of their sexual health

TIME

# The Solution

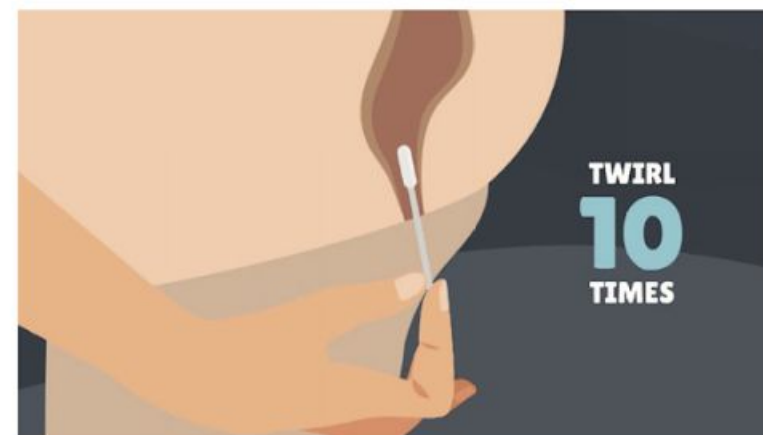
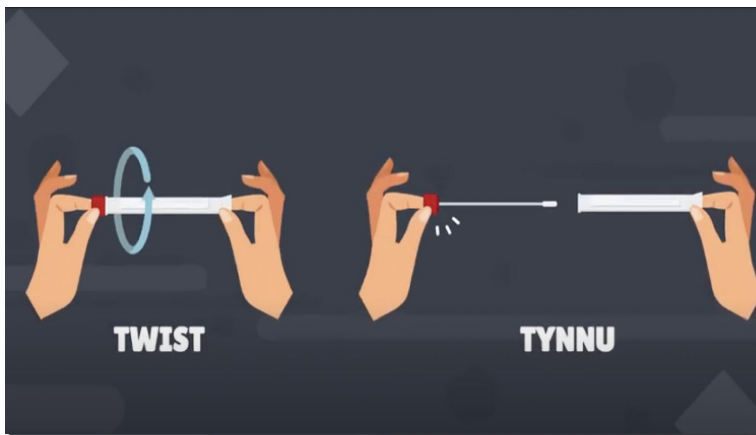
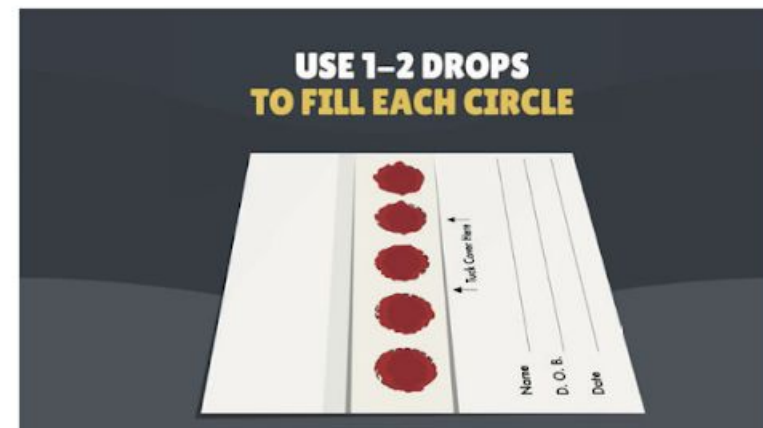
1→ Are you looking for information on \*

☐ A Sexually Transmitted Infections

☐ B Contraception

☐ C Pregnancy

**RETHINKING  
HOW  
INFORMATION  
IS PRESENTED**





# It's about creating accessible services

- Easy to find
- Easy to use
- Easy to contact
- Easy to feed back

...and joined up



# People first, technology second

The role of digital in service design is to enhance the experience for service users

# Get in touch

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