

Course No. 1702

Design Thinking & Human-Centered Government Services Training Course

**PUBLIC SECTOR INNOVATION & FUTURE GOVERNMENT
GOVERNMENT & PUBLIC SECTOR**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Design Thinking & Human-Centered Government Services Training Course provides a practical and structured approach to redesigning public services around the real needs, expectations, behaviors, and experiences of citizens and other service users. The course enables government professionals to move beyond traditional service models and develop innovative solutions that are accessible, efficient, responsive, and user-centered.

Government services increasingly require a deeper understanding of the people who use them. Complex procedures, fragmented service journeys, multiple channels, unclear requirements, and limited accessibility can create unnecessary barriers for citizens and businesses. Human-centered design provides government organizations with practical methods to understand these challenges and develop services that are easier to access, navigate, and use.

The program introduces the core principles of Design Thinking, including empathy, problem definition, user research, journey mapping, ideation, prototyping, testing, and iterative improvement. Participants will learn how to investigate user needs, uncover underlying problems, challenge assumptions, generate innovative ideas, and translate insights into practical service improvements.

A strong focus is placed on applying Design Thinking within government environments. Participants will explore how to redesign service journeys, simplify processes, improve accessibility, integrate digital and physical channels, and create more inclusive experiences. The course also addresses stakeholder collaboration, cross-functional problem-solving, service innovation, and managing organizational barriers to human-centered transformation.

Through government-focused case studies, user research exercises, service journey mapping, ideation workshops, rapid prototyping, and service testing simulations, participants will develop the capability to apply Design Thinking to real government services. The course is suitable for ministries, government authorities, municipalities, regulatory bodies, public institutions, and organizations responsible for citizen and business services.

Objectives

- Analyze the principles of Design Thinking and human-centered design in the context of government services.
- Assess citizen and stakeholder needs, expectations, behaviors, and pain points throughout service journeys.
- Apply user research techniques to identify service problems and underlying user needs.
- Develop clear and evidence-based problem statements for government service challenges.
- Map end-to-end service journeys and identify friction points, gaps, and opportunities for improvement.
- Generate innovative service concepts through structured ideation and collaborative problem-solving.
- Develop rapid prototypes of redesigned government services and user experiences.
- Apply user testing and feedback techniques to validate and improve service concepts.
- Redesign government processes and service interactions around user needs and accessibility.
- Strengthen collaboration between government departments and stakeholders during service design.
- Develop measures for evaluating service quality, user experience, accessibility, and service outcomes.
- Develop a practical Human-Centered Government Service Design framework by the end of the course.

Who Should Attend

This training course is designed for government executives, service managers, digital transformation leaders, innovation professionals, customer and citizen experience managers, policy professionals, organizational development specialists, and professionals responsible for improving public services.

The course is particularly relevant to professionals working in ministries, government authorities, municipalities, regulatory bodies, public institutions, and government-owned organizations. It is also suitable for specialists in service design, digital government, customer experience, innovation, strategic planning, process improvement, transformation, communications, and organizational development.

The program will benefit cross-functional teams responsible for redesigning government services and improving citizen and business experiences. Participants will gain practical tools for understanding users, identifying service challenges, generating solutions, prototyping new approaches, testing services, and implementing continuous improvements.

Learning Outcomes

- Explain the principles and stages of Design Thinking and human-centered design.
- Identify citizen, business, employee, and stakeholder needs throughout government service journeys.
- Conduct structured user research and gather meaningful qualitative and behavioral insights.
- Develop user personas and evidence-based representations of key service users.
- Map current-state service journeys and identify pain points, barriers, and opportunities.
- Define clear problem statements based on user evidence rather than assumptions.
- Generate and prioritize innovative ideas for improving government services.
- Develop rapid prototypes for new or redesigned public services.
- Conduct user testing and incorporate feedback into service improvements.
- Redesign service processes and interactions to improve accessibility, simplicity, and user experience.
- Collaborate across departments and stakeholders to develop integrated service solutions.
- Develop a practical roadmap for implementing and continuously improving human-centered government services.

Course Outline

DAY 01

Foundations of Design Thinking & Human-Centered Government

- Principles of Design Thinking and human-centered service design
- The role of empathy and user understanding in government service improvement
- Citizen, business, employee, and stakeholder perspectives
- Identifying service challenges and understanding user expectations

DAY 01 — CONTINUED

- Introduction to user research and observation techniques

PRACTICAL APPLICATION

Analyze a government service and identify key user needs, pain points, and experience challenges

DAY 02

User Research & Government Service Journey Mapping

- User research methods for public-sector environments
- Interviews, observations, surveys, and qualitative insights
- Developing user personas and user profiles
- Mapping end-to-end government service journeys
- Identifying pain points, barriers, moments of friction, and service gaps

PRACTICAL APPLICATION

Develop a current-state service journey map and identify priority opportunities for improvement

DAY 03

Problem Definition & Solution Ideation

- Converting research insights into clearly defined service problems
- Identifying root causes behind poor service experiences
- Challenging assumptions and reframing government service challenges
- Ideation techniques and collaborative problem-solving
- Generating, evaluating, and prioritizing innovative service concepts

PRACTICAL APPLICATION

Conduct an ideation workshop and develop prioritized concepts for improving a government service

DAY 04

Prototyping, Testing & Service Innovation

- Principles of rapid prototyping for government services
- Designing prototypes for physical, digital, and integrated services
- Testing service concepts with users and stakeholders
- Collecting feedback and identifying improvement opportunities
- Iterative service design and continuous refinement

PRACTICAL APPLICATION

Build and test a prototype of a redesigned government service and refine it based on user feedback

DAY 05

Human-Centered Service Transformation & Implementation

- Integrating human-centered design into government service transformation
- Simplifying processes and improving accessibility and inclusiveness
- Designing seamless experiences across digital and physical channels
- Stakeholder collaboration and cross-government service integration
- Measuring user experience, service quality, and service outcomes

FINAL WORKSHOP

Develop an integrated Human-Centered Government Service Design roadmap covering user research, personas, journey mapping, problem definition, ideation, prototyping, testing, implementation, performance measurement, and continuous improvement.

Register or Request More Information

Course page: <https://quest-training.com/courses/design-thinking-human-centered-government-services-training-course>

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