

# Improving digital service delivery through human centred design and continuous optimisation

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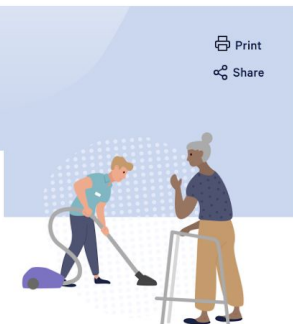
## Types of care

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Are you wondering if you can get some help around the house or garden? Maybe you need some respite care while your family carer is away? Or perhaps it's time to look into aged care homes.

If you are just starting out on your aged care journey, this is the section for you. Here we aim to answer your questions and guide you through what you need to do.

There are many services that can help you maintain a good quality of life as you get older. Find out what services are available to help you stay in your own home, or what to expect in an aged care home.



### Help at home

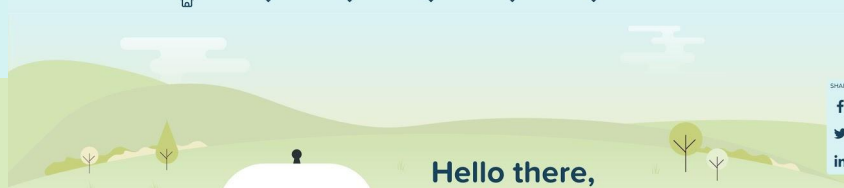
As you get older, living independently in your own home can become more difficult. If you're finding it harder to do the things you used to, you can ask for some help.

[Find out more >](#)

### Short term support and respite care



## Head to Health

[SEARCH RESOURCES](#)[SAM THE CHATBOT](#)[SAVED RESOURCES](#)[I need help now!](#)[Home](#)[Welcome](#)[Meaningful life](#)[Mental health difficulties](#)[Supporting yourself](#)[Supporting someone else](#)[Service providers](#)[SHARE](#)

Hello there,  
I'm **Sam**.  
Can I help you?

I'm a virtual assistant here to provide you with information and to tell you about available services.

[Okay](#)[Okay. Hi Sam.](#)

### What brings you here?

Tell me your situation and I'll see if I can recommend some online resources for you.

[Going through a break-up](#)

### Hmm...

Do any of these sound like what's going on? Select the one/s that apply to you.

# The opportunity

## **Digital channels are an increasingly important part of the service delivery mix**

- Digital experiences have an important role to play as part of a suite of support mechanisms
- Trust, engagement and loyalty of customers is vital to the success of these channels
- Human Centred Design (HCD) is important to guide our approach
- Digital experiences that are developed in close collaboration with—and tested by—the community and the users are more likely to succeed
- Designing and delivering these online experiences relies on the right application of the design principles
- Ongoing iterations and optimisation is required to fine tune the products to account for the depth and breadth of customer circumstances

# The objective

## Helping *the person* reach better life-stage outcomes

- HCD is changing how digital services are delivered  
*Focuses on the integrated **human centred** digital experience*
- New technologies need engaged customers to succeed  
*HCD focuses on the principles of engaging and rewarding people with information they can understand and use*
- Principles and applications of HCD are critical to improving outcomes for customers  
*We want to talk to the customer — work with them and build, test and learn in a continuous cycle*



# The application of HCD

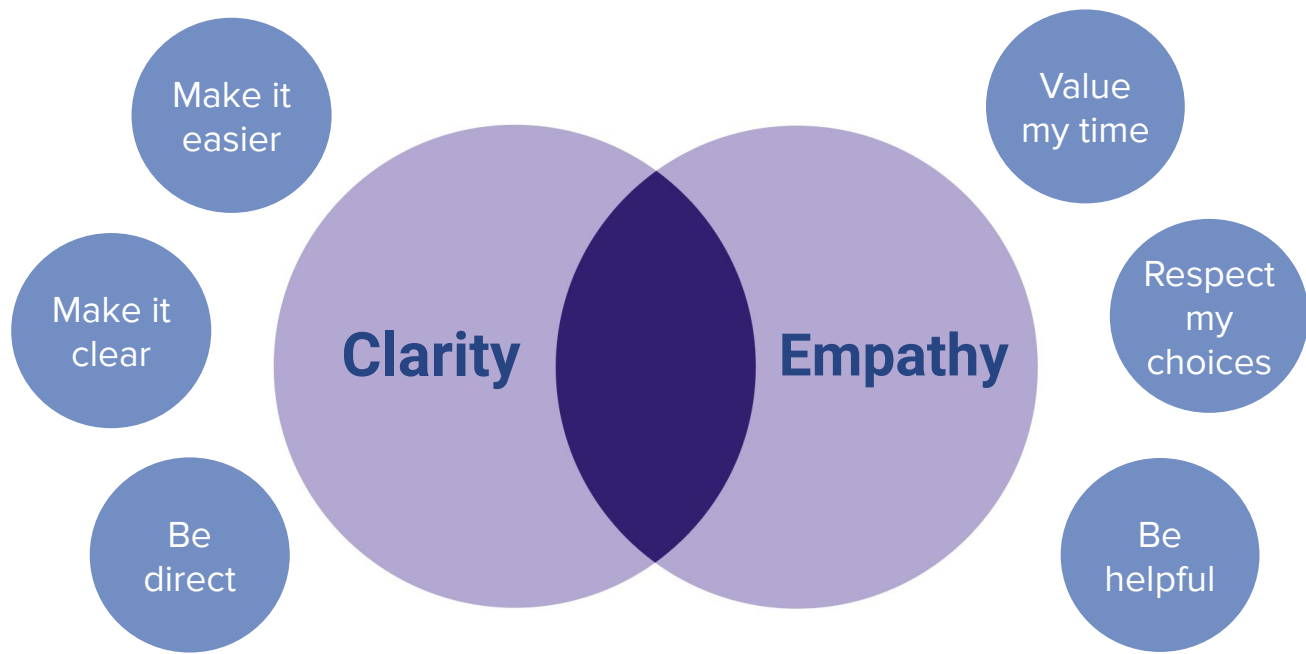
- By asking the customer what they want and collaborating on the solution we can be more confident of the outcomes
- We are not the arbiters of what is right or correct. The solution is not fixed at the outset — conventions, tastes and behaviours change and mature, even over short time frames months





**What does  
good look like?**





Does it **aid**  
**sensemaking?**

Does it help  
**build affinity?**

# MyAgedCare Website

## **Selected highlights**

- Service directory redesigned and rebuilt
- Self service has a positive take up
- Integrating content with design to reduces complexity
- Agile and responsive to behaviours and changes
- Ongoing analytics and testing informing iterations
- Pipeline of features improvements



# Part A: Am I eligible?

Which of these daily activities do you need help or aids to do?



Getting out of bed  
or chairs



Walking



Going to the toilet,  
wipe and re-dress



Taking a bath or  
shower



Getting dressed



Eating a meal



Preparing a meal



Taking medicine

# Part A: Am I eligible?

Can you get out of bed or a chair?

☐

**Yes**

By myself and without aid



**With an aid**

By myself using simple aids like a bed stick

☐

**Somewhat**

With some help from a carer or hoist

☐

**No**

Unable, even with help

Back

Next



## If you need some help around the house or think it's time to look into aged care homes, My Aged Care is here to help.

My Aged Care is the Australian Government's starting point on your aged care journey. Find and access the government-funded services you need.

[Watch intro video](#) ▶ [Print](#) [Share](#)

Step 1

## Learn about different types of care

If you are just starting out on your aged care journey, this is your first step. You can see what services are available to help you stay



# Design thinking

**Spend time breaking down and understanding the problem**

- **What is the type of thinking that goes with solving this?**  
Curiosity, comfortable with ambiguity
- **What kinds of processes are required?**  
Flexible, engaging, exploratory
- **What kind of people are needed?**  
Disciplined, open-minded, ambitious and empathetic



# First principles

## **Speaking early and often with customers**

- It's about having conversations – humans helping other humans
- Listening to feedback, understanding context, demonstrating that we really care
- Not daunting or complex

## **Rapid prototyping, iterations and optimisations**

- Can be lo-fi
- Technology has empowered us with tools (eg: cloud and no-code)
- In home testing on remote software - supports authenticity

# Where are we now?

**With the goal of providing transparent relatable information to help people make active and informed decisions about their care**

Our drive toward quality and satisfaction is based on these principles and the ongoing opportunities for optimisation and iterative improvement.

**This collaborative approach gets better results because:**

- Evidence of doing it the right way through user testing
- Represents the voice of the customer
- Successful partnerships based on trust, humility and empathy

**Case study** <https://www.liquidinteractive.com.au/work/my-aged-care>



# Thank you

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