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OPTIMISING TOWN HALL SERVICE DELIVERY

RELEVANT STAGES

Generate: Research

Plan: Communication Strategy

Create: Understanding Users, Research

STRENGTHS

Communication, service design, wayfinding, stakeholder engagement, research.

PROJECT TITLE

Service Design of Rijkevorsel's Town Hall

CLIENT

Municipality of Rijkevorsel, Belgium

FACILITATORS

Design Flanders and the Flemish Association for Cities and Municipalities, Belgium

DESIGN SUPPLIERS

Namahn and Yellow Window

USEFUL LINKS

www.seeplatform.eu

SUMMARY

The municipality of Rijkevorsel developed a service design tender specification to find a way to best organise the town hall services to avoid confusion and queuing.

INSIGHT

The objective of the service design process was to reorganise the internal layout of the town hall and develop better procedures for providing local residents with information to better coordinate the public services. Effective communication, clear visibility for the organisation, efficient internal organisation and an accessible town hall are all desirable attributes for this municipality.

APPROACH

The service designers, Yellow Window and Namahn, enabled the municipality to redefine the challenges into three main categories: the values and image of Rijkevorsel as a municipality; the provision of services and internal layout within the town hall; the communication policy. The service designers used several methodologies through a series of workshops, interviews and focus groups with citizens and employees. The methodologies included ethnographic research, 'personas' and 'scene writing'. Information from the workshops was supplemented with data from observations and interviews with members of staff and residents. A test setup in the town hall was used to test solutions for optimising the services.

OUTCOME

The research and tests resulted in briefings and guidelines for implementing the solutions that had been presented for the corporate identity, website, the town hall's layout and services. The advantage of applying this service design method is that Rijkevorsel now knows what it wants to achieve in the future in terms of its services and can also clearly and specifically communicate this to the interior architect, the designer of its corporate identity and logo, and the web designer.