

Designing Public Services

Political Science

Building services around the people who use them.

Principles and failures.

Principles

Start from the user's whole journey

Design for the hardest cases first

Reduce the number of separate contacts

Make eligibility rules understandable

Measure what users experience

Common failures

Structured around internal departments

Digital-only excluding some users

Complex forms deterring eligible people

Measuring throughput, not outcomes

Educational reference. Administrative burden falls hardest on those with least time and capacity, which inverts the intended targeting.