

Title: An Investigation into the Best Practice for the Application of Public Services Online

Author: Conor Fallon

Abstract

This thesis is an effort to investigate the best practice for applying a public service online. Through reading on and around the subject and comparing two case studies, conclusions will be drawn about the most appropriate and innovative methods of applying online services. Public services are increasingly being applied online and this thesis will attempt to understand the current methods of applying these services online and critique them. The sector of service design is an increasingly growing area claiming that by applying design principles to services innovation and design solutions will occur in that service. Their methodologies will be evaluated in order to ascertain whether they are of genuine benefit to designing services for an online capacity. The area of service design is selected for reading along with the topics of E-government and a user centered approach. The topic of E-government will give examples case studies that are similar to those of this thesis. This is beneficial in understanding the methods of conducting such a case study. The topic of a user centered approach was selected as it is a prominent focus of both of the areas service design and, as reports become more recent, E-government.

In order to compare the methodologies of service design with other online public services one of the selected case studies is completed by innovators in the field of service design, Live|Work. This is the case study of how Live|Work intervened in the service offered by the Danish Rail company DSB. The methodologies concerned with this case study are compared with the Irish Government's application of the service for taxing motor vehicles online, Motor Tax Online. Through reading on the subjects that are concerned with the application of services online and comparing these two case studies conclusions of how to use the innovative tools of service design while designing for online services will be reached.