

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Digital Government Services Design

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



Course content

Why attend

Citizens expect public services to be as simple as the best private-sector apps. This course shows government professionals how to design digital services around user needs: researching users, mapping journeys, simplifying policy and process, building accessible online services, measuring performance and improving continuously. Examples are drawn from leading digital governments.

Many public digital services simply move paper forms online. You will learn how to redesign services end to end so they are easier for citizens and cheaper to run.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

User research practice, journey mapping workshops, prototyping exercises and case studies from digital government programmes.

Course objectives

By the end of this course, participants will be able to:
• Apply service design principles in a public sector context
• Conduct user research with citizens and staff
• Map and redesign end-to-end service journeys
• Design accessible and inclusive digital services
• Measure service performance and user satisfaction
• Lead multidisciplinary service teams

Target audience

This course is suitable for:
• Public sector managers and policy officers
• Digital transformation teams in government
• Customer service leaders in public bodies
• IT project managers in government
• Municipal and agency staff



Course content

Target competencies

Participants will develop competencies in:

- Service design
- User research
- Accessibility
- Performance measurement
- Cross-functional teamwork

Course outline

Day 1: Principles of Digital Government

09:00–10:08	What makes a good public service
10:08–11:00	Service standards and design principles
11:00–11:30	**Coffee break**
11:30–11:45	Service standards and design principles (continued)
11:45–12:53	International examples
12:53–14:00	Exercise: assessing a current service

Day 2: Understanding Users

09:00–10:08	User research methods
10:08–11:00	Personas and needs
11:00–11:30	**Coffee break**
11:30–11:45	Personas and needs (continued)
11:45–12:53	Assisted digital and inclusion
12:53–14:00	Practice: user interviews

Day 3: Redesigning Journeys

09:00–10:08	End-to-end journey mapping
10:08–11:00	Removing unnecessary steps
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Removing unnecessary steps (continued)
11:45–12:53	Policy and process simplification
12:53–14:00	Workshop: redesigning a service

Day 4: Building and Testing

09:00–10:08	Prototyping and testing
10:08–11:00	Accessibility requirements
11:00–11:30	**Coffee break**
11:30–11:45	Accessibility requirements (continued)
11:45–12:53	Agile delivery in government
12:53–14:00	Exercise: paper prototype

Day 5: Measuring and Improving

09:00–10:08	Service performance indicators
10:08–11:00	Feedback and continuous improvement
11:00–11:30	**Coffee break**
11:30–11:45	Feedback and continuous improvement (continued)
11:45–12:53	Governance and funding
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,890.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Barcelona Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,840.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Dubai Confirmed dates	22 Feb 2027	26 Feb 2027	**£3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,840.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,940.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**£1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**£2,450.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**£3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Amsterdam Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,540.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,940.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**£3,150.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online