

# Designing digital services with our customers

James Roberts  
City of Unley

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## OUR PRINCIPLES



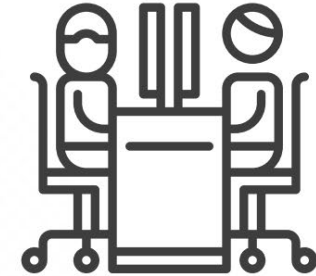
1

**SIMPLIFIED  
SERVICES**



2

**SMART  
TECHNOLOGY**



3

**EMPOWERED  
WORKFORCE**

# DIGITAL UNLEY

Meeting the needs of our  
residents and businesses  
in the digital age.



UTILISING  
SMART TECH

THE CITY of  
*Unley*



SIMPLIFIED  
SERVICES



EMPOWERING  
OUR WORKFORCE





# The **People Centred Design** approach

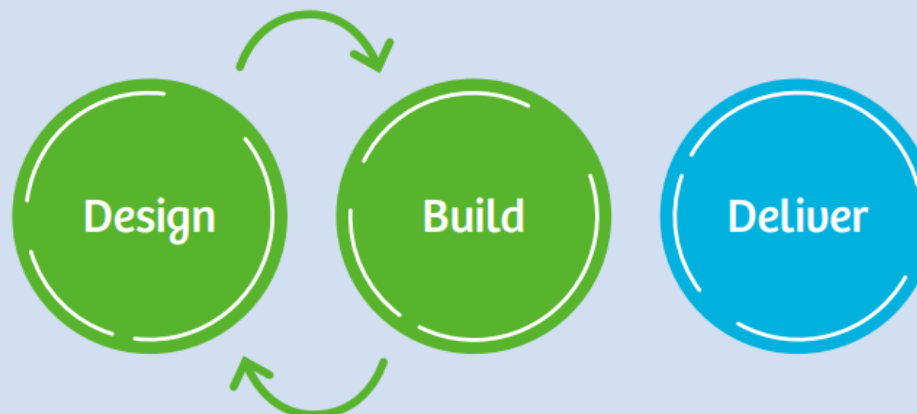
## Paint the picture

We plan and research with people to improve our understanding.



## Transform the process

With empathy, we will design, build and test to deliver the best outcome.



What opportunities are we missing out on if we decide the solution first?





...to those interested in the construction and maintenance of

ing and  
patial  
es

Were you able to find the information you were looking for?

☐ Yes

☐ No (please tell us what's missing)

Not using Hotjar yet? [Send](#) >

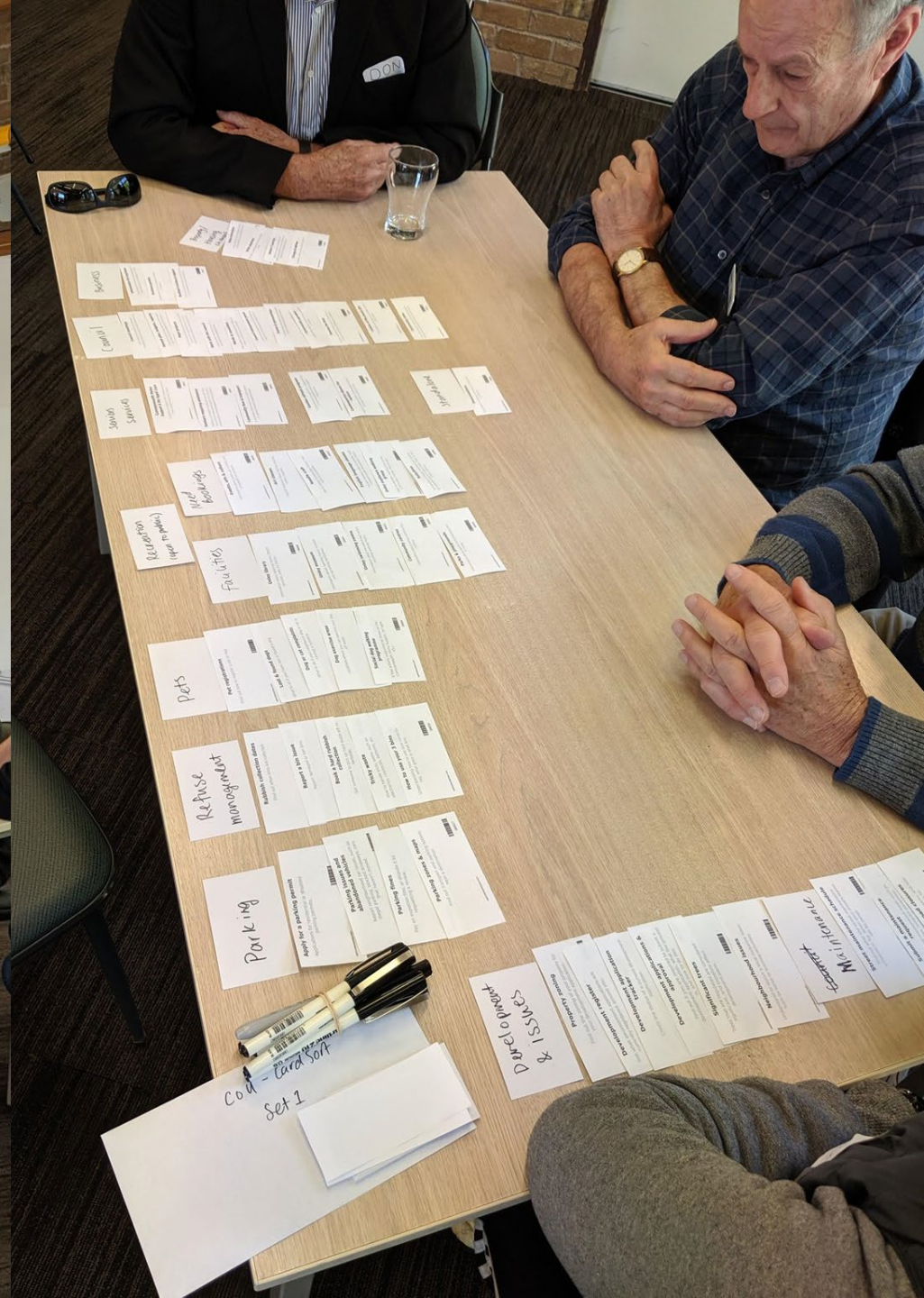
y Porta

Out of 600 people surveyed,  
**60%** said they didn't find  
what they were looking for.

SHOW RESULTS FOR:			
Have you found what you are looking for?			
# ^	ANSWER	COUNT	%
A	Yes	96	19.4%
<b>B</b>	<b>No</b>	<b>295</b>	<b>59.7%</b>
C	Partially / not quite	96	19.4%
D	Other	7	1.4%













Needle craft																																						
100	Art classes																																					
90	90	Babytime																																				
90	90	81	English language classes																																			
90	90	81	81	Unley explorers walking group																																		
81	81	81	72	72	Events, arts & culture																																	
36	36	36	27	45	54	Unley swimming centre																																
36	36	36	27	45	54	100	Community centres																															
36	36	36	27	45	54	100	100	Parks & playgrounds																														
36	36	36	27	45	45	90	90	90	Unley library																													
36	36	36	27	45	45	90	90	90	100	Unley museum																												
36	36	36	27	45	54	90	90	90	81	81	Community gardens																											
27	27	27	18	27	45	72	72	72	63	63	81	Venues for hire																										
36	36	36	27	45	36	45	45	45	45	45	54	36	Community news																									
18	18	18	27	27	18	36	36	36	36	36	36	18	45	Community bus & transport																								
18	18	18	27	27	18	27	27	27	27	27	27	9	27	72	Commonwealth Home Support & My Aged Care																							
9	9	9	18	18	9	18	18	18	18	18	18	9	18	63	90	Seniors requiring assistance																						
63	63	54	54	54	54	36	36	36	36	36	36	27	27	45	45	36	Contemporary dance for seniors																					
54	54	45	54	45	45	27	27	27	27	27	27	18	27	45	45	36	63	Garden refresh program																				
40	40	40	50	50	40	30	30	30	30	30	30	10	40	40	40	30	20	40	Immunisations																			
0	0	0	9	0	0	0	0	0	9	9	9	9	9	9	9	9	0	9	40	Justice of the peace (JP)																		
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0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	Business permits											
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Card



Sorted into



Categories [Show all](#)

Annual plan, budgets, reports

5 different categories

- Council
- Council, news and administration
- Council and information
- Show 2 more categories

Apply for a parking permit

3 different categories

- Parking, roads and transport
- Common links and actions
- Resident Q&A / Resident needs

Art classes

4 different categories

- Community leisure, programs, events
- Recreation and social activities
- Local community
- Show 1 more category

Babytime

5 different categories

- Recreation and social activities
- Community leisure, programs, events
- Local community
- Show 2 more categories

Book a hard rubbish collection

3 different categories

- Waste and recycling
- Resident Q&A / Resident needs
- Common links and actions

Business permits

3 different categories

- Business
- Development
- Rules, Maintenance, Funding





Council

Bins, pets & parking

Events, programs & facilities

Community services

Development & projects

Book a hard waste collection

Register a pet

Pay a parking fine

Apply for a parking permit

### Waste & recycling

Rubbish collection dates  
What to put in your 3 bins  
Report a bin issue  
Tricky waste  
Hard waste collection  
Reducing Waste

### Pets

Pet registrations  
Dog exercise areas  
Lost & found dogs  
Dog or cat complaints  
Other animals

### Parking, roads & traffic

E-Scooter trial in Unley  
Parking expiations & payments  
Parking expiation disputes  
Parking permits  
Park Adelaide App



Justice of the Peace



Unley Libraries



Swimming Centre



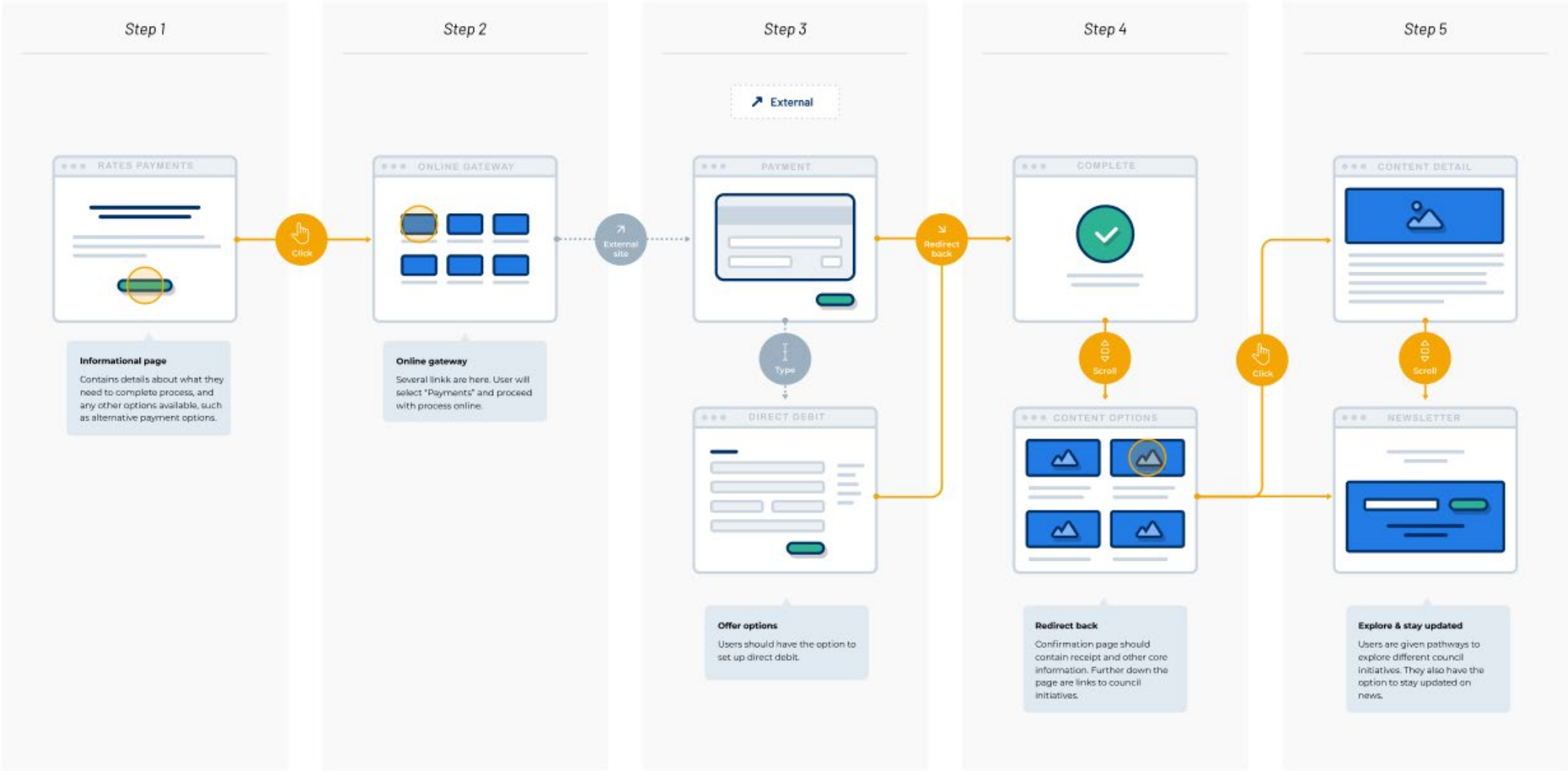
Pay online



Bin collection day

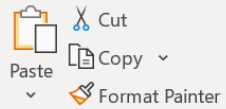


Forms & applications





File   **Home**   Insert   Draw   Page Layout   Formulas   Data   Review   View   Help   Acrobat



Bahnschrift Light ▼

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General

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### Conditional Formatting

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Form Name	BPA	Type	Destination	QAP	QAP #	CR	CR Code	Folder	Owner	Connecto	Integratio	calculator (0	s)
6	Apply for a skip bin/container permit on council roads		External	POBOX1	Regulatory - Permit for Skip Bin or Container	143	Yes		3	Regulatory	None	None	No	
7	Apply for a street activity permit		External	POBOX1	Regulatory - Apply for a Street Activity Permit		Yes		3	Regulatory	None	None	Yes	
8	Application for financial hardship		External	Tlconnect	Rates - Requesting Hardship	8	No		3	Rates	None	None	No	
9	Application financial hardship - business		External	Tlconnect	Rates - Requesting Hardship	8	No		3	Rates	None	None	No	
10	Change of ownership		External	Tlconnect	Rates - Change of Ownership	3	No		3	Rates	None	None	No	
11	Notify of a change of name or address		External	Tlconnect	Change Customer Details and Address	4				Rates				
12	Deputation request		External	Tlconnect	Governance - Deputation Requests	182	No		3	Office CEO	None	None	No	
13	Contact Libraries		External	libraries@unley.sa.gov.au	No		No		3	Libraries	None	None	No	
14	Application banner install		External	POBOX1	No		No		3	Depot Admin	None	None	No	
15	Community bus registration		External	communitybus@unley.sa.gov.au	No		No		3	Community	None	None	No	
16	Community support and wellbeing feedback		External	POBOX1	No		No		3	Community	None	None	No	
17	Daily Moves participant application		External	dailymoves@unley.sa.gov.au	No		No		3	Community	None	None	No	
18	Home Support Program EOI		External	chsp	No		No			City Services				
19	Expression of interest - Greening Verges		External	POBOX1		238	No		3	City Design	None	None	No	
20	Greening verges application		External	POBOX1		238	No		3	City Design				
21	Nominate a significant tree		External	Tlconnect		205				City Design				
22	Permit Sport and Recreation		External	POBOX1	City Design - Fitness Training Hiring and Booking					City Design				
23	Volunteer Agreement		Internal	POBOX1, b.milner@unley.sa.gov.au						Bec Milner				
24	Volunteer Induction: Part A		Internal	POBOX1, b.milner@unley.sa.gov.au						Bec Milner				
25	Contact Us		External	POBOX1	No		No		3	All	None	None	No	
26	Art Prize 2021		External	unleyartprize@unley.sa.gov.au	No		No		3		None	None	No	
27	Goodwood Library Meeting room booking		External	Tlconnect		187								

Find what you are looking for

Search 

[Home](#) / [Bins, pets & parking](#) / [Parking, roads & traffic](#) / [Parking permits](#)

## Parking permits

[Renew a permit](#)

[Temporary permit](#)

[Disabled Parking Permit](#)

Residents of Unley may be eligible for a residential parking permit.

There are two types of permits available. The type of parking permit you will be issued is determined by the parking controls in your street, adjacent to your home.

A parking permit does not guarantee you a space to park your vehicle.

A parking permit allows you to either:

- Park your vehicle and overstay the time limit in a time restricted parking area,
- And/or allows you to park your vehicle in a Resident Only permit zone.

### How to apply

To apply for a residential parking permit, you must:

- provide proof that you live in the eligible property
- provide proof of all vehicles registered to that property
- complete the application

Proof that you live in the property




### Replacement Permit

You can request a replacement permit if;

- You have lost a permit
- You have changed your vehicle
- You have changed address
- You wish to change your existing fixed permit to a transferable

Complete the application below.

 [Replacement application](#) (PDF, 997KB)

Return it to our Civic Centre, 181 Unley Road, Unley.

### Related Information

 [Statutory declaration form](#) (PDF, 61KB)

 [On street parking policy](#) (PDF, 184KB)

### My progress: 14%

## Check your eligibility: Property

Eligibility is determined by:

- Your property type and when it was granted development approval
- Parking spaces available on your property
- The number of registered vehicles garaged at your property address.
- Capacity for parking on your street

Property type Required

- If you live in a multi-dwelling residence and the development of your property was granted on or after 1st November 2013 you will **not** be eligible for a residential parking permit.
- If you are unsure when your property was granted development approve continue with this application. We will check the development approval date and notify you.



**My progress: 14%**

### Check your eligibility: Property

Eligibility is determined by:

- Your property type and when it was granted development approval
- Parking spaces available on your property
- The number of registered vehicles garaged at your property address.
- Capacity for parking on your street

Property type Required

▼

- If you live in a multi-dwelling residence and the development of your property was granted on or after 1st November 2013 you will **not** be eligible for a residential parking permit.
- If you are unsure when your property was granted development approve continue with this application. We will check the development approval date and notify you.

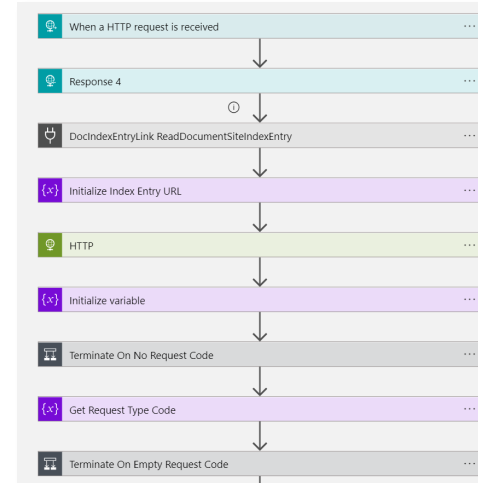


### APIs

Search APIs

Group by tag ☐

Name	Description	Type
CreateServiceRequest	Azure Logic App.	REST
ECMT1ConnectorAddCusto...	Azure Logic App.	REST
FindExpiation	Azure Logic App.	REST
GetReqAndTasksByReqNum	Azure Logic App.	REST
OpenFormsFindExpiation	Azure Logic App.	REST
OpenFormsFindPermit	Azure Logic App.	REST



### Planning and Sub-Divisions Summary

Application

Number: 1610-0 Application Source: Pathway

Status: Public Notification Application Type: Development - Checkling

Decision (2 Results):

on Extension: 29/01/2018 8:00:00 PM

Responsibility Officer (2 Results):

Balinda Booth Catherine Cadd

Workflow (8 Results):

Task	Started	Due	Completed	Responsibility
Information Request	8/01/2018 8:00:00 AM	28/01/2018 4:00:00 PM	8/01/2018 8:00:00 AM	Catherine Cadd
Notice of Determination	23/01/2018 5:00:00 PM	28/01/2018 5:00:00 PM	23/01/2018 5:00:00 PM	Balinda Booth
Initial Assessment	24/01/2018 1:00:00 AM	28/01/2018 1:00:00 AM		Balinda Booth
Technical Services Referral	24/01/2018 1:00:00 AM	7/06/2018 1:00:00 AM		Balinda Booth
Health Services Referrals	24/01/2018 1:00:00 AM	7/06/2018 1:00:00 AM		Balinda Booth
Environmental Team Referral	24/01/2018 1:00:00 AM	7/06/2018 1:00:00 AM		Balinda Booth
Building Unit Referral	24/01/2018 1:00:00 AM	7/06/2018 1:00:00 AM		Balinda Booth
Development Control Unit Referral	24/01/2018 1:00:00 AM	7/06/2018 1:00:00 AM		Balinda Booth

Check - days Remaining

Page 1 of 1 10 Records per page



**Azure API Management**



**Azure Logic Apps**



**Pathway**

OpenForms

Forms

Admin

Integrations

≡ >

URL

Enter the URL to send data to and/or receive data from (it must be HTTPS)

https://prod-07.australiasoutheast.logic.azure.com:443/workflows/6a8adbb5e6894

Connection type

Choose whether to send data only, or send and receive data.

☐ Send data only

☒ Send and receive data

Form fields to send

Enter the external IDs of the fields you want to send to the connection, each on a separate line.

contactEmail

contactName

contactPhone

contactMobile

location

locationType

requestTypeCode

Form fields to populate with the data received

Enter the external IDs of the fields you want to populate with the data received from the connection, each on a separate line.

requestNumber

Microsoft Azure

Search resources, services, and docs (G+)

Home > Logic apps > ReportItCreateRequestProd

ReportItCreateRequestProd | Logic app designer

Logic app

Save Discard Run Trigger Designer Code view Parameters Templates Connect

When a HTTP request is received

HTTP POST URL

https://prod-07.australiasoutheast.logic.azure.com:443/workflows/6a8adbb5e6894569b7771311...

Request Body JSON Schema


```
{
  "contactEmail": {
    "properties": {
      "value": {
        "type": "string"
      }
    },
    "type": "object"
  },
  "contactName": {

```

Use sample payload to generate schema

Add new parameter





# CoUAPIManagementService | Analytics

...

API Management service

Time range

Last 15 minutes

Last hour

Today

Yesterday

Last 7 days

Last 30 days

Last 90 days

Start

01/01/2020

12:00:00 am

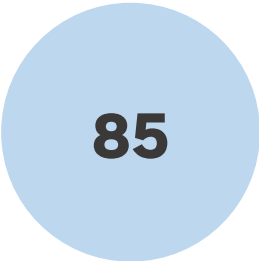
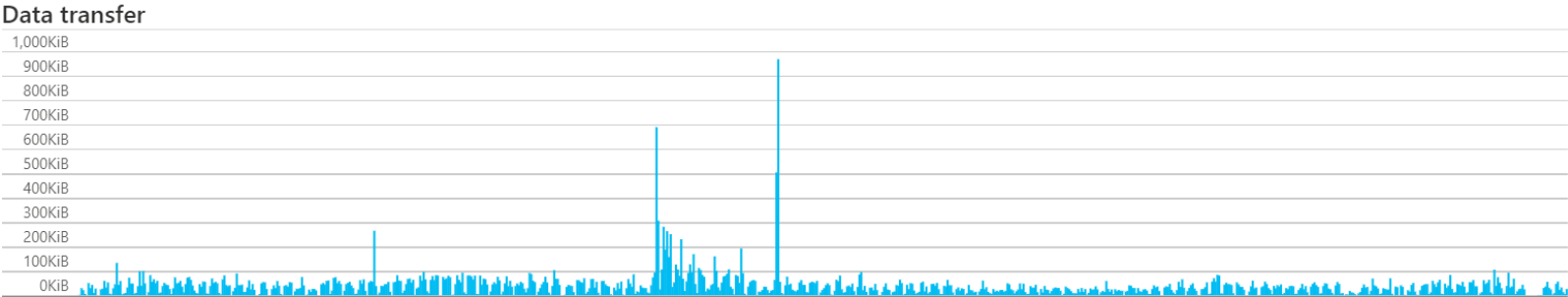
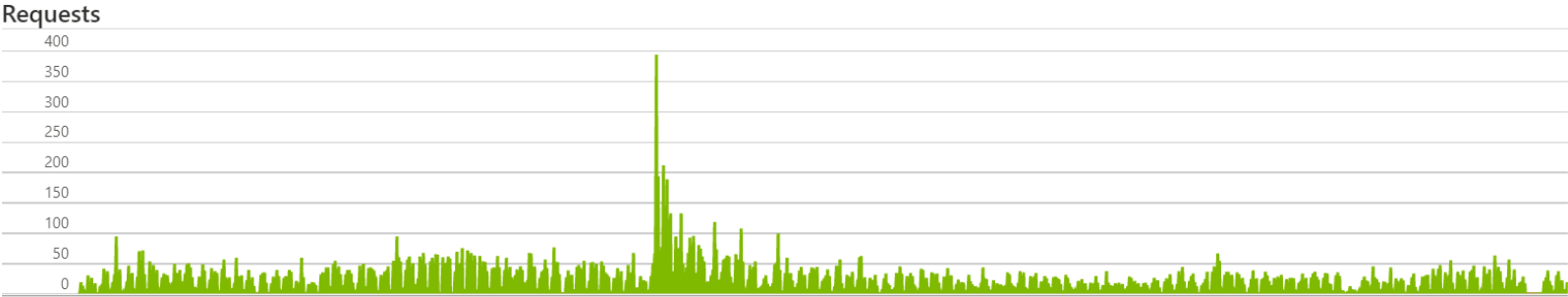
End

02/05/2022

2:15



- Timeline
- Geography
- APIs
- Operations
- Products
- Subscriptions
- Users
- Requests



APIs published



API calls



Cost



Digital Service Overall: Request for additional bins

OVERALL DIGITAL ADOPTION

72%

GOAL FOR DIGITAL ADOPTION

20%

DIGITAL SERVICE STARTED

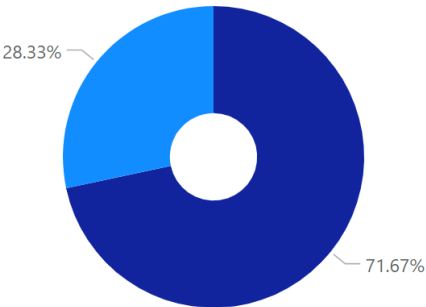
04/05/2020

MONTH WITH HIGHEST DIGITAL SUBMISSIONS

February

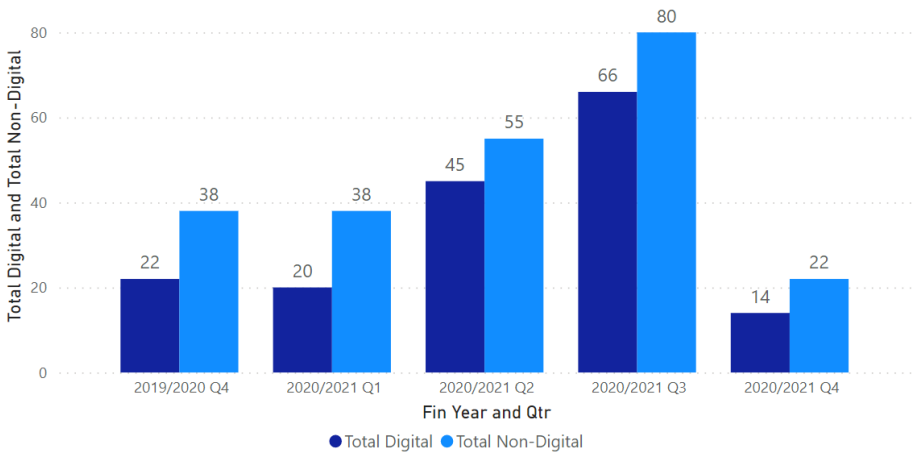
Digital Service In Detail: Request for additional bins

Digital Adoption Rate and Non Digital Adoption Rate



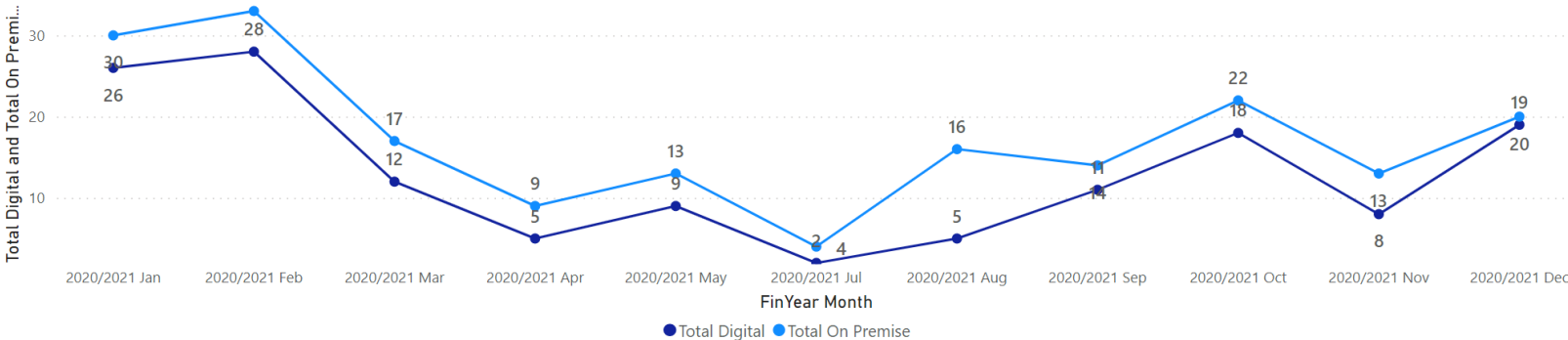
● Digital Adoption Rate ● Non Digital Adoption Rate

Total Digital and Total Non-Digital Per Quarter



● Total Digital ● Total Non-Digital

Total Digital and Non-Digital Previous 12 Months

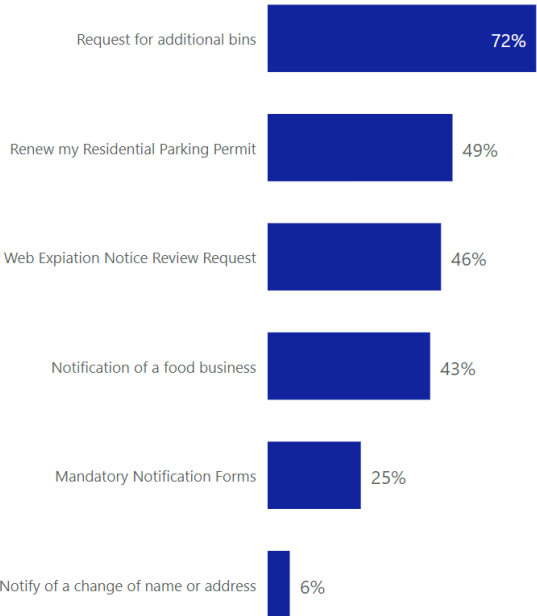


● Total Digital ● Total On Premise

OVERALL DIGITAL ADOPTION ACROSS SERVICES

32%

Digital Adoption Rate Per Service (Since Start Date)





95

Online services published

9000

Online service transactions since launch

84%

Decrease in paper forms lodged

94%

Overall customer satisfaction

The image displays three overlapping screenshots of online service forms from The City of Unley. The top-left form is titled 'Community Bus Registration' and shows a progress bar at 0%. It includes a disclaimer about the use of personal information and a list of reasons for registration. The top-right form is titled 'Application for financial hardship assistance' and shows a progress bar at 20%. It includes a section for 'Property details' with fields for 'Property address', 'Postcode', 'Land valuation as listed on Rates notice', and 'Balance of Mortgage'. The bottom form is titled 'Apply for a Street Activity Permit' and shows a progress bar at 0%. It includes a section titled 'Before you get started' with a paragraph explaining the permit and a list of activities that require a permit.

**Community Bus Registration**

THE CITY of Unley

My progress: 0%

The information you provide will be used for the following:

- To contact you in the event of changes to the Community Bus Service
- To contact your listed emergency contact should we not be able to contact you or to contact your listed emergency contact should you require medical attention while on the bus
- To assist in service evaluation, and
- To keep you updated on information relating to Community Bus Services

Your contact details will not be provided to a third party. This information is viewed by staff whom require the information for the above purposes.

Please select which trips you would like to register for: Required

- ☒ Unley Central, Monday to Friday, 9:00
- ☐ Unley Central, Tuesdays, 1:00pm - 3:00
- ☐ Gaganis Bros first Monday of the Mo
- ☐ Rotational Shopping Centres, Wedn
- ☐ Unley Central & Swim Centre, Wedn
- ☐ Castle Plaza, Fridays 9:00am - 12:30

**Application for financial hardship assistance**

THE CITY of Unley

My progress: 20%

**Property details**

Property address Required  
This is your main place of residence that you own and occupy

Postcode Required

Land valuation as listed on Rates notice Required

Balance of Mortgage Required

**Apply for a Street Activity Permit**

THE CITY of Unley

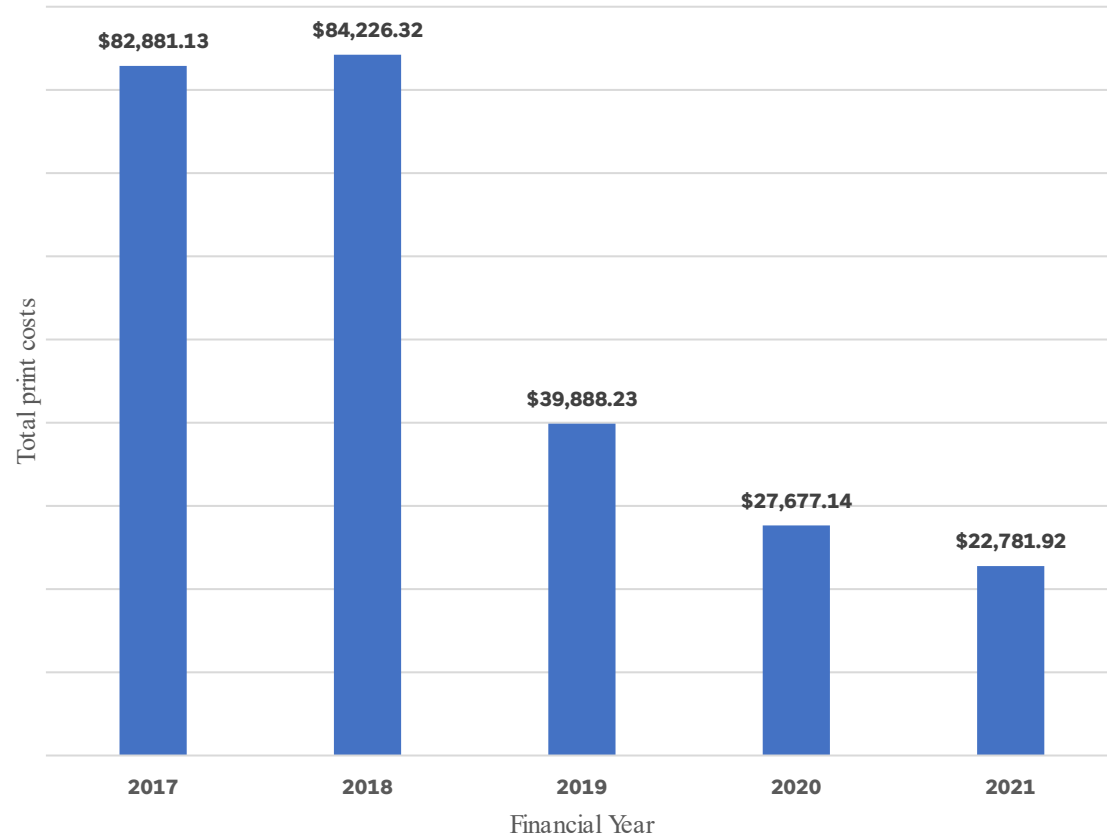
My progress: 0%

**Before you get started**

A permit for a Street Activity covers many uses of the public space within the City of Unley. You are required to obtain a permit for any activity that takes place on a public street, road or space. This may include;

- Collecting money or selling on behalf of a charity or a non-for-profit organisation
- Conducting a survey or petition or distributing pamphlets or literature
- Advertising a business or product with flyers, or free samples
- Street trading - display of goods, stall

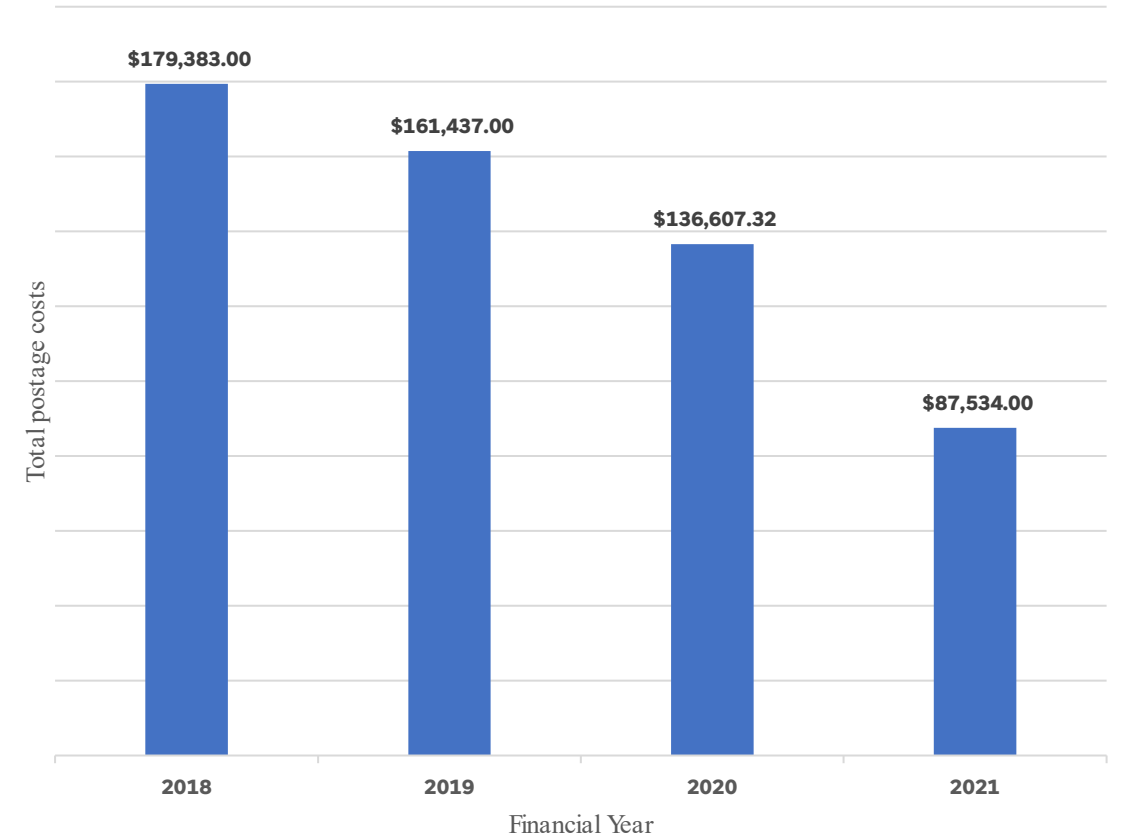
## Total annual printing costs



**\$60k**

**Annual printing  
savings**

## Total annual postage costs



**\$90k**

**Annual postage  
savings**



**34**

**Staff maintaining services  
content on the website**



**22**

**Service owners building  
and maintaining digital  
services**



## What worked

User research is a powerful tool

Iterative design approach was effective at getting fast results

Decoupling customer front-end from backend systems

## What sucked

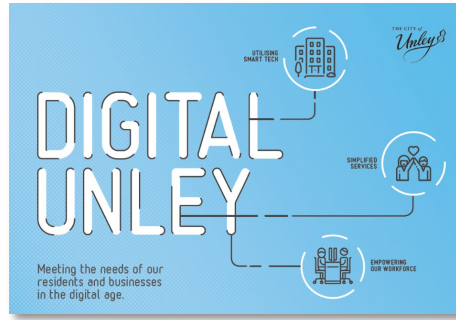
Lots of talking before results – 8 months of pure research

Staff change management is still hard

Introducing tech debt that will need to be paid off some day

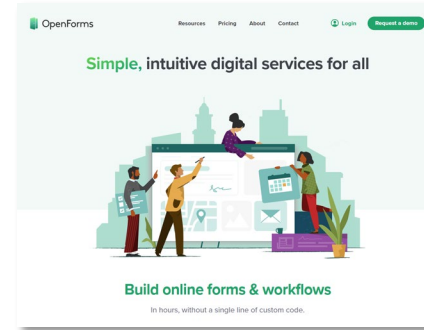


# Resources



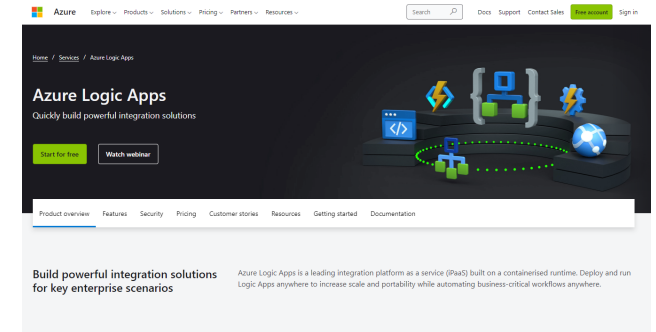
Unley Digital Strategy

[unley.sa.gov.au/s/DigitalUnley](https://unley.sa.gov.au/s/DigitalUnley)



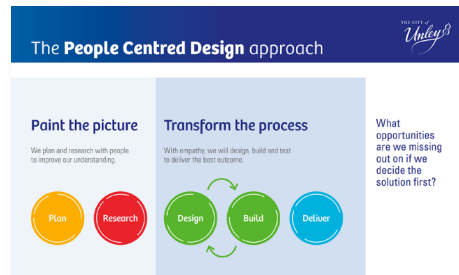
OpenForms

[openforms.com](https://openforms.com)



Azure Logic Apps

[aka.ms/LogicApps](https://aka.ms/LogicApps)



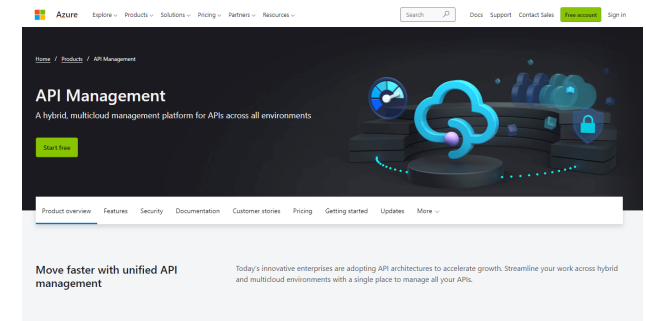
Unley People Centred Design

[unley.sa.gov.au/s/PCD](https://unley.sa.gov.au/s/PCD)



OpenCities (CMS)

[opencities.com](https://opencities.com)



Azure API-M

[aka.ms/APIManagement](https://aka.ms/APIManagement)