



Anglicare Case Study

SERVICE DESIGN

sitback solutions
Putting people at the centre of everything we do



Project Background



Anglicare is a Christian non-profit organisation with a heritage of service spanning 160 years. They provide community welfare services ranging from adoption, foster and aged care, to food and financial assistance.

We were previously engaged by Anglicare to design an interim solution in response to their merger with Anglicare Retirement Villages, and a MVP website to gradually optimise their web presence over time.

In this phase, we took a deep dive into their Community Services offering and created personas and service blueprints to better assist Anglicare in shaping their strategy.



Our Approach

Anglicare approached us to design several online functionalities, with the intention to streamline their web presence and promote self-service. However, as Sitback and Anglicare worked together, it became apparent that there was a need to look broader than the digital experience. As such, we proposed to first conduct a **Service Design** phase to understand the target audiences' journeys and pain points when accessing food and financial services, as well how the proposed functionalities might fit into their journeys.

We started the project with a **documentation review** to understand the business procedures and processes. Then, we conducted a **stakeholder workshop** to explore business strategy, vision, and drivers behind the proposed online functionalities.

Following that, we conducted **16 interviews** with representative Community Services users. The purpose of the interviews was to identify triggers, motivations, pain points and needs in relation to accessing community services. When time permitted, we incorporated **usability testing** to give



Documentation Review



Stakeholder Workshop



User Interviews



Usability Testing



Customer Personas



Service Blueprints



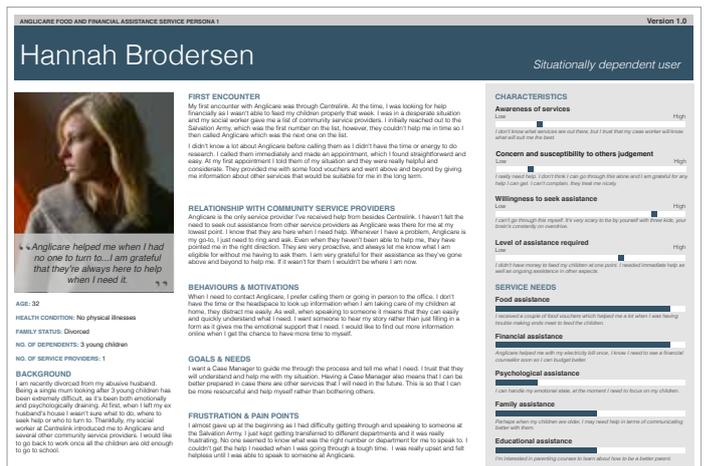
Summary Report



Co-Design Workshop

more concrete feedback on the current state.

The findings and insights from the research activities were translated to **three personas**, **three service blueprints** and a **summary report**. The service blueprints depict the ideal journey across touchpoints, customer-staff interactions, as well as business opportunities. To ensure the proposed journeys (both online and offline) aligned with Anglicare's business strategy, we conducted a **co-design workshop** with key stakeholders to refine the service blueprints, identify how to best remove friction points in the journey and prioritise the initiatives identified based on business priorities.



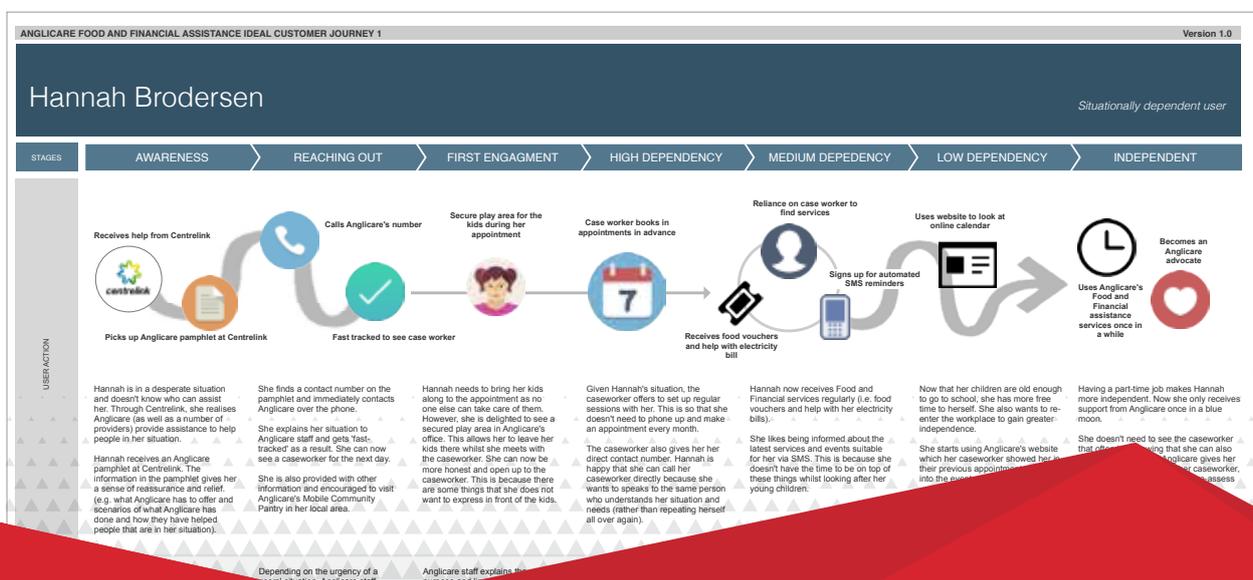
Sample Persona

Results and Outcome

- **Informed corporate strategy**
- **Created shared vision**
- **Identified & prioritised improvements**
- **Enhanced service interactions**
- **Streamlined service provision**

This phase of research informed the Anglicare strategy, created a shared vision among the stakeholders from various business units and enabled the identification and prioritisation of online and offline improvements to enhance the experience of interacting with Food and Financial services, while simultaneously streamlining the provision of those services.

After completion of this phase, Sitback was invited to conduct a UX Design phase, focusing on optimising the Community Services section of the website and to deliver additional functionality for these pages.



sitback solutions

At Sitback, we believe that everyone deserves exceptional experiences.

So, whether your customers are consumers, companies, students, citizens or staff, we exist to ensure your organisation provides the best possible experience, resulting in satisfied customers and a successful business.

As the trusted partner for companies who are dedicated to putting their customers first, we take a holistic approach to Experience Design and provide market-leading UX Consultancy from Registered Psychologists and HCI experts, alongside specialist Software Development, Support and Training services.

Putting people at the centre of everything we do