Chasing Squirrels and Herding Kittens

Scoping Accessible Service Design in Government





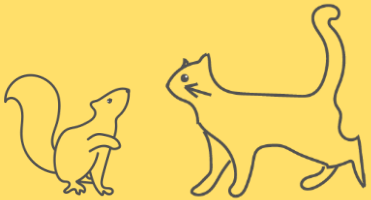


Adria Moore

Nataly Arar



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Immigration, Refugees and Citizenship Canada
Immigration, Réfugiés et Citoyenneté Canada

Canada

Who are we?

Our clients

Canadian citizens, Permanent residents, Temporary residents, refugees + their sponsored families

Government of Canada

Operations

Contact centre, local offices, international offices, application processing centres

Immigration, Refugees and Citizenship Canada (IRCC)

Us

Client Experience



What did we know about accessibility?

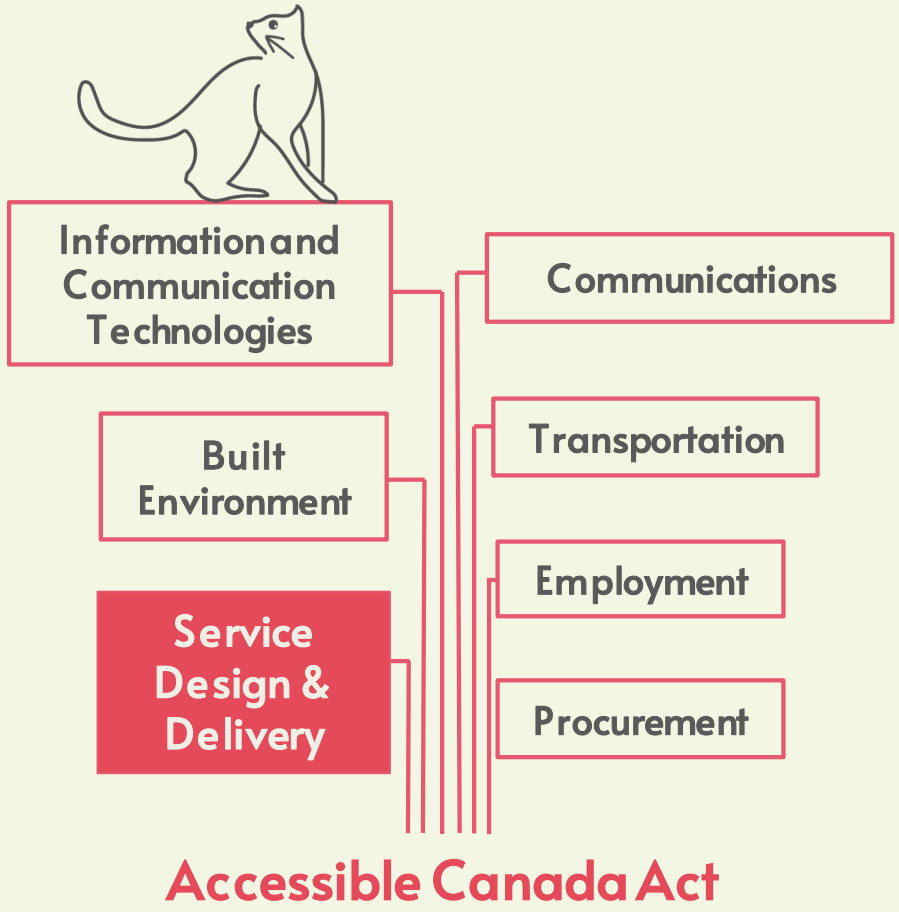
The *Accessible Canada Act*

BUT:

Early days
IRCC accessibility landscape
Many possible directions

SO:

Scoped to our own sector
Service design & delivery



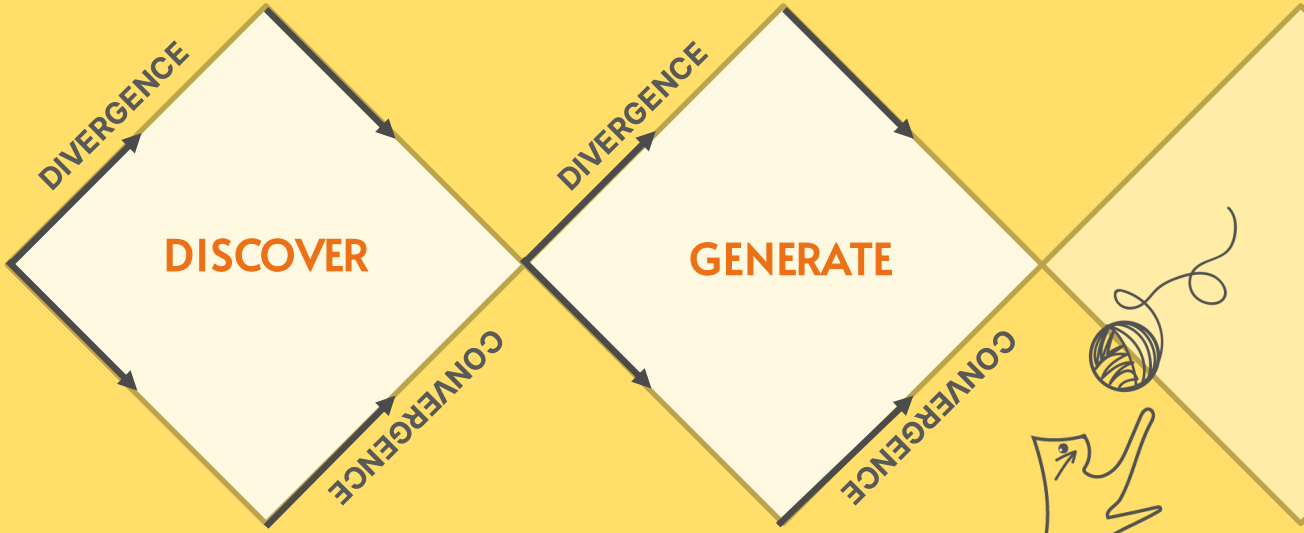


Accessibility Design Challenge!

Human-centred design

+

Nothing About Us Without Us





Planning

01 Scoping discovery

02 Assembling the team

03 Explaining Service Design

How might we remove the barriers that persons with disabilities face when accessing IRCC services?



Discovery

Interviews

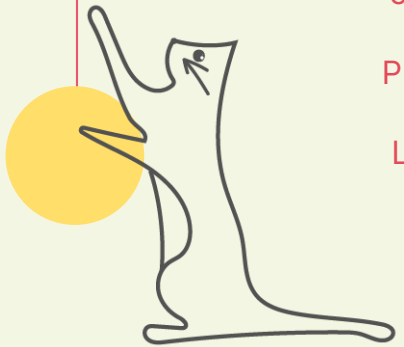
Diverse range of clients & experts

Experiences

Intersection of services, programs, disabilities

Insights

So many shiny objects to chase!



Our scope:

Service touchpoint barriers



VS

All the shiny things:

- Misconceptions about disabilities
- Web accessibility
- Fear of rejection
- Discrimination in country of origin
- Unclear messaging
- Disproportionate impact of operational constraints on PwD
- Policy complaints
- Assumptions about Canada
- Limited program options

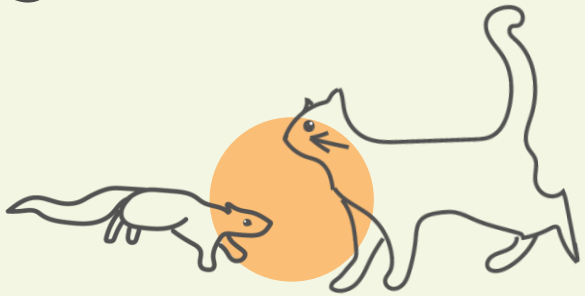


Sense-making



Doubts

Talked about the process



Building trust

Gave space to go deeper with the big things



Herding kittens

Brought everyone back into project scope

Focus on individual stories = powerful

Ideation

Scoping (again)

Focused HMWs, but left room to think bigger

Democracy!

Helped the team own their ideas

Iteration

Over and over and over again



Sharing out



01. Exciting intro

Familiar, popular, buzzy

02. Easy win



Simple to grasp, easy to implement

03. The Big Bad Wolf

Serious implications, bigger thinking needed



04. Feel-good ending

Happy and celebratory



What next?

Maintaining momentum

Getting on the agenda

Normalizing accessibility

Owning it



What did we learn?

Patience + strategy

Essential to overcome uncertainty



Even if it's accidental!

Good timing

Strong facilitation

Helps with herding those kittens!



Make space to explore more

Chase some shiny objects





Thanks!



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With many thanks to:

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