

# dmv

Service Design

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University of Minnesota



# Design Challenge.

How might we provide time-starved citizens with flexible and intuitive access to the driver and vehicle services they need?

DMV interactions are typically plagued with anxiety and apprehension for both citizens and employees. The goal is to transform an otherwise dreaded transaction into a supportive journey across all touchpoints.



# Insights Gathering.

11

Locations

12

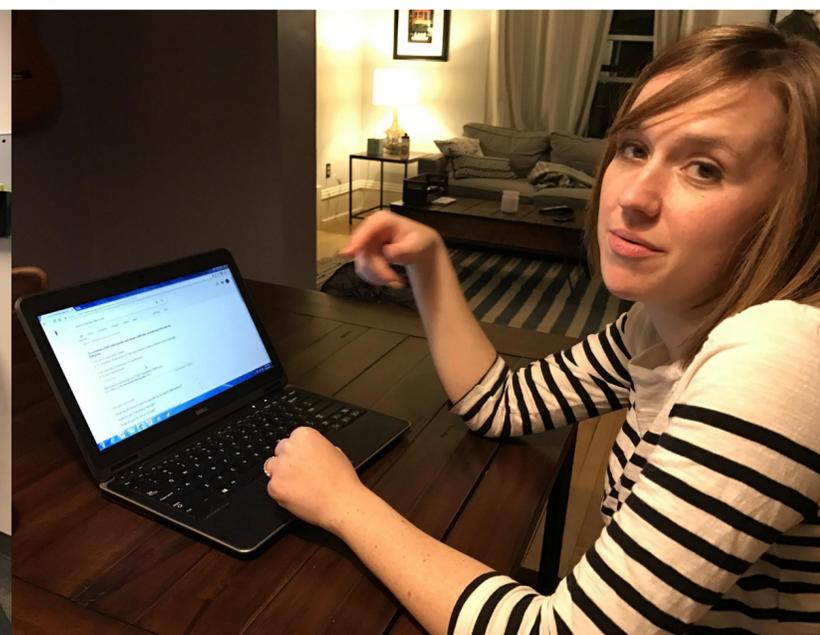
Hours of Observations

6

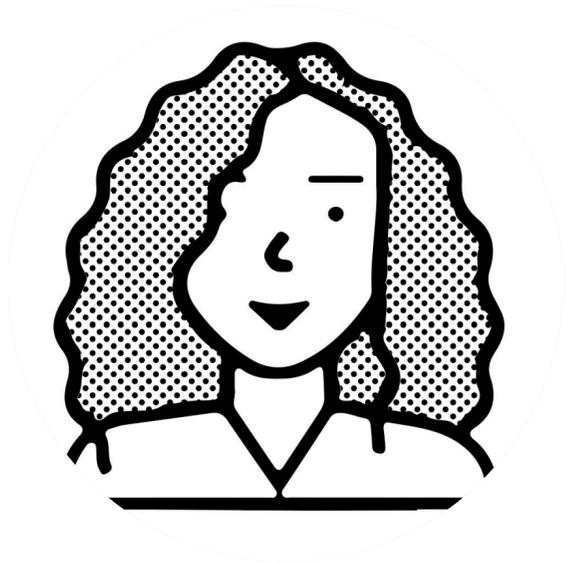
Staff Interviews

4

Customer Interviews

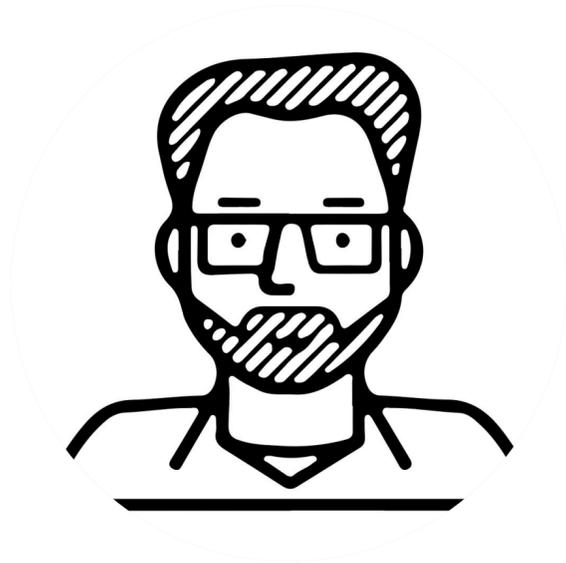


# Personas.



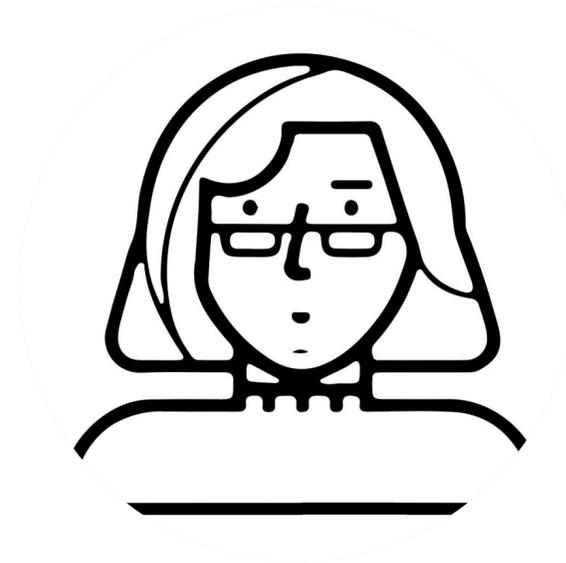
THE MILLENNIAL

Comfortable researching and completing tasks online as far as possible. Expects to be able to work through tasks online and not in person if possible.



THE PROCRASTINATOR

Remembers task completion at the last moment and goes to the DMV to complete task in person despite being aware of alternate channels.



THE TALKER

Comfortable completing all activities over the phone or in person. Prefers to talk to people to complete task.

# Gap Analysis.



## 1. NOTIFICATION

A life event or mail notification prompts the customer to access DMV services.

## 2. PREPARATION

Navigating the official DMV website is time consuming as info is inconsistent or hard to find.

## 3. BAD REP

Negative perceptions and an uninviting setting build anxiety and dread.

## 4. THE WAIT

Queuing systems vary, lacking predictability or certainty of when services will be provided.

## 5. TRANSACTION

Incomplete documentation, equipment/tool inefficiency, and service rep behavior impact the customer experience.

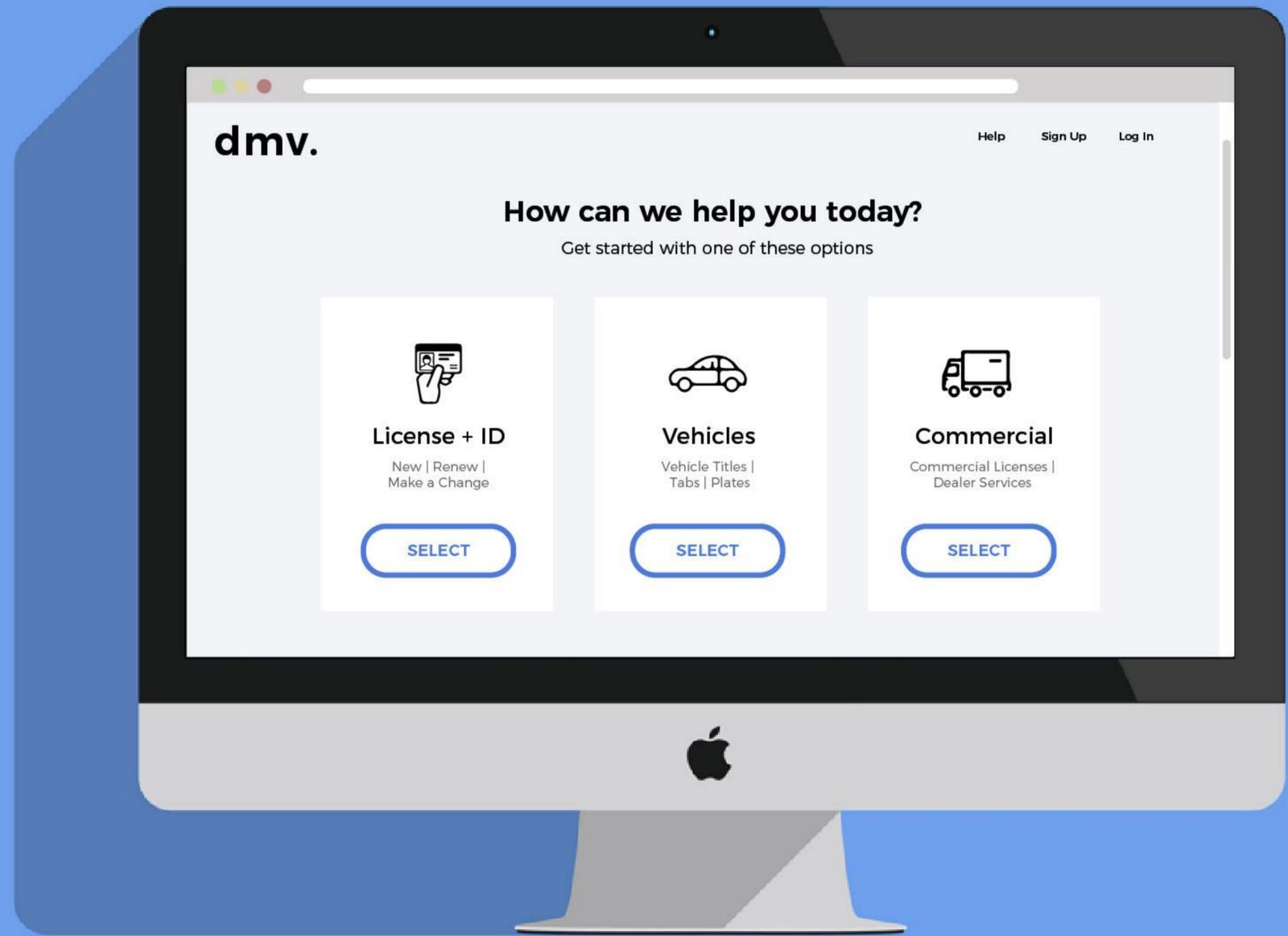
## 6. COMPLETION

Customers receive updated documentation via mail after weeks of uncertainty.

### SEARCH DVS

Use the search steps below to locate the desired information.  
**Restart**

- Step 1**  
Tabs/Vehicle Registration
- Step 2**  
General
- Step 3**  
New Resident  
Renew by Mail  
Renew in Person  
Renew Online  
Status of tabs



A friendlier face and approachable voice.

Eliminate the guesswork with a simplified decision tree offering customers only a few choices at a time.



Get people out of the waiting line.



On-site kiosks enable virtual check-ins and offer help with common services, reducing wait times and frustration.



Remove the barrier to deepen engagement.

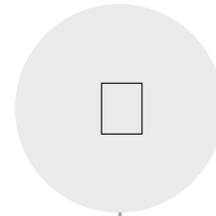


Emphasizing human connections instead of transactions turns staff into advisers, guiding customers through the process and providing a deeper level of education about services.

# User Journey.

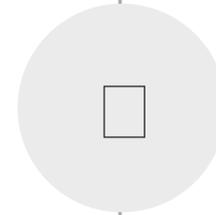
## PLAN YOUR VISIT

Book an appointment at a specific time & place online or over the phone to reduce wait time & facilitate improved queue management.



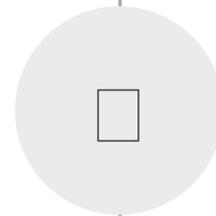
## LIFE EVENT/ NOTIFICATION

Receives notification for license renewal.



## WAIT TIME ON-SITE

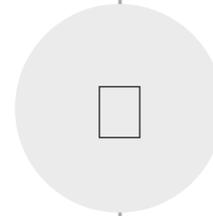
Check in at kiosk to alert service rep of arrival or use kiosk to book an appointment for drop-in services.



# Continued...

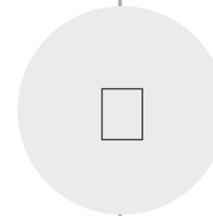
## WELCOMING SPACE

Spend short waiting period in a comfortable environment. Better planning allows for shorter wait time, quicker turn over, & smaller crowds.



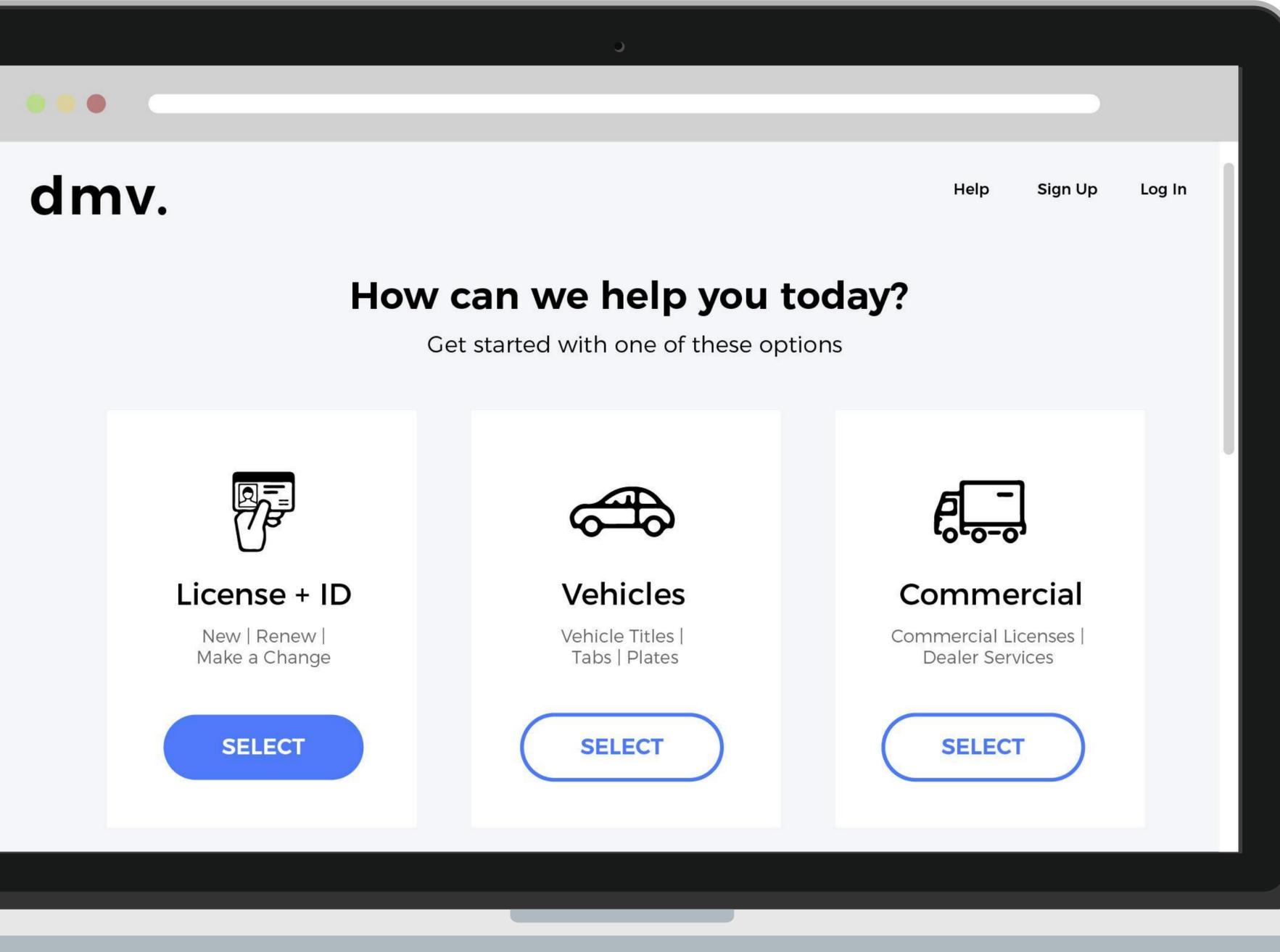
## SEAMLESS TRANSITION

Complete components of service through contemporary equipment & friendly staff. One-on-one interactions are available when needed.



## TRACKING & FEEDBACK

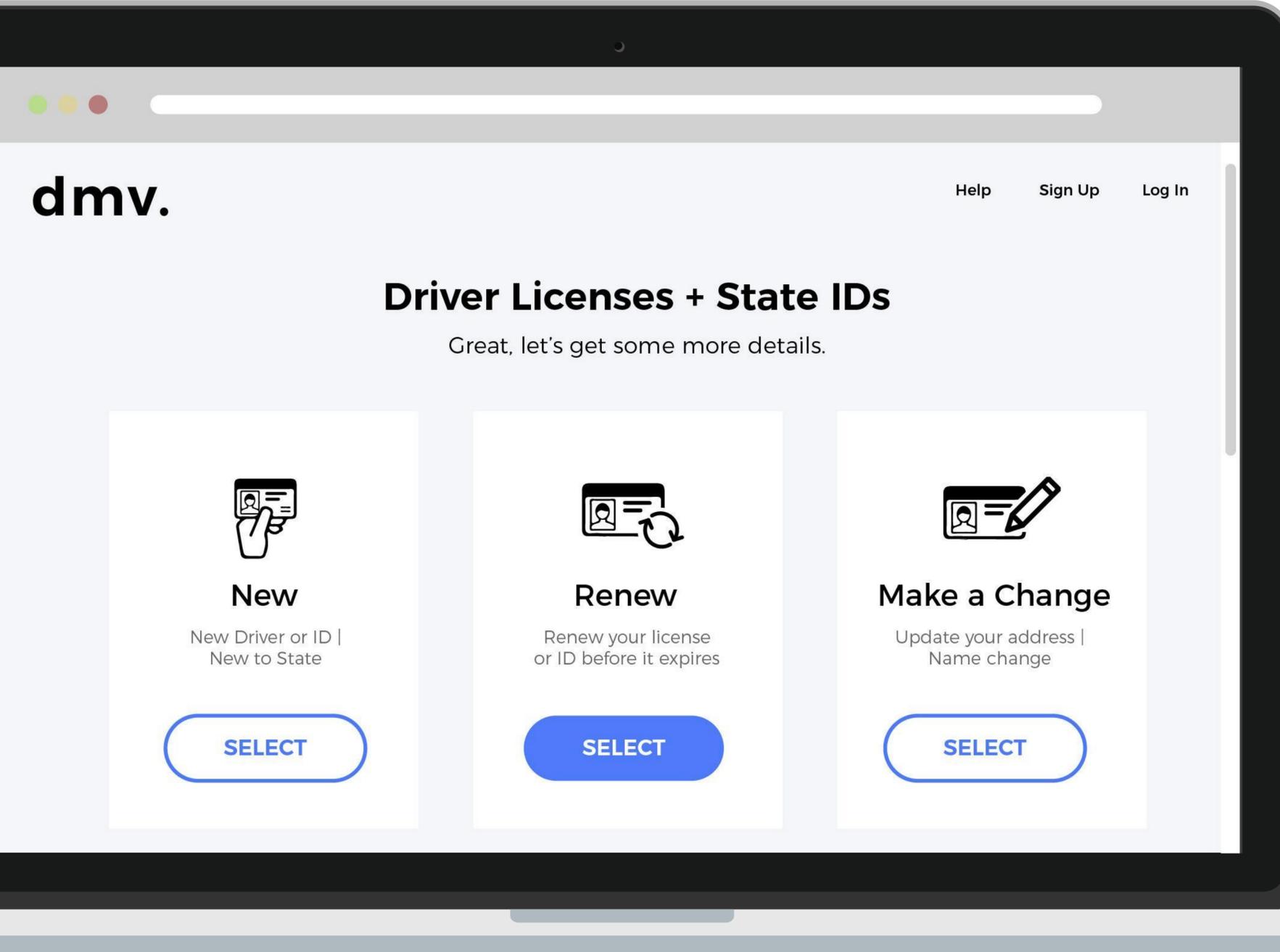
Provides clarity on final status of transactions through tracking and notification. Gathers feedback on service.



# Let's get to it.

## The Online Experience:

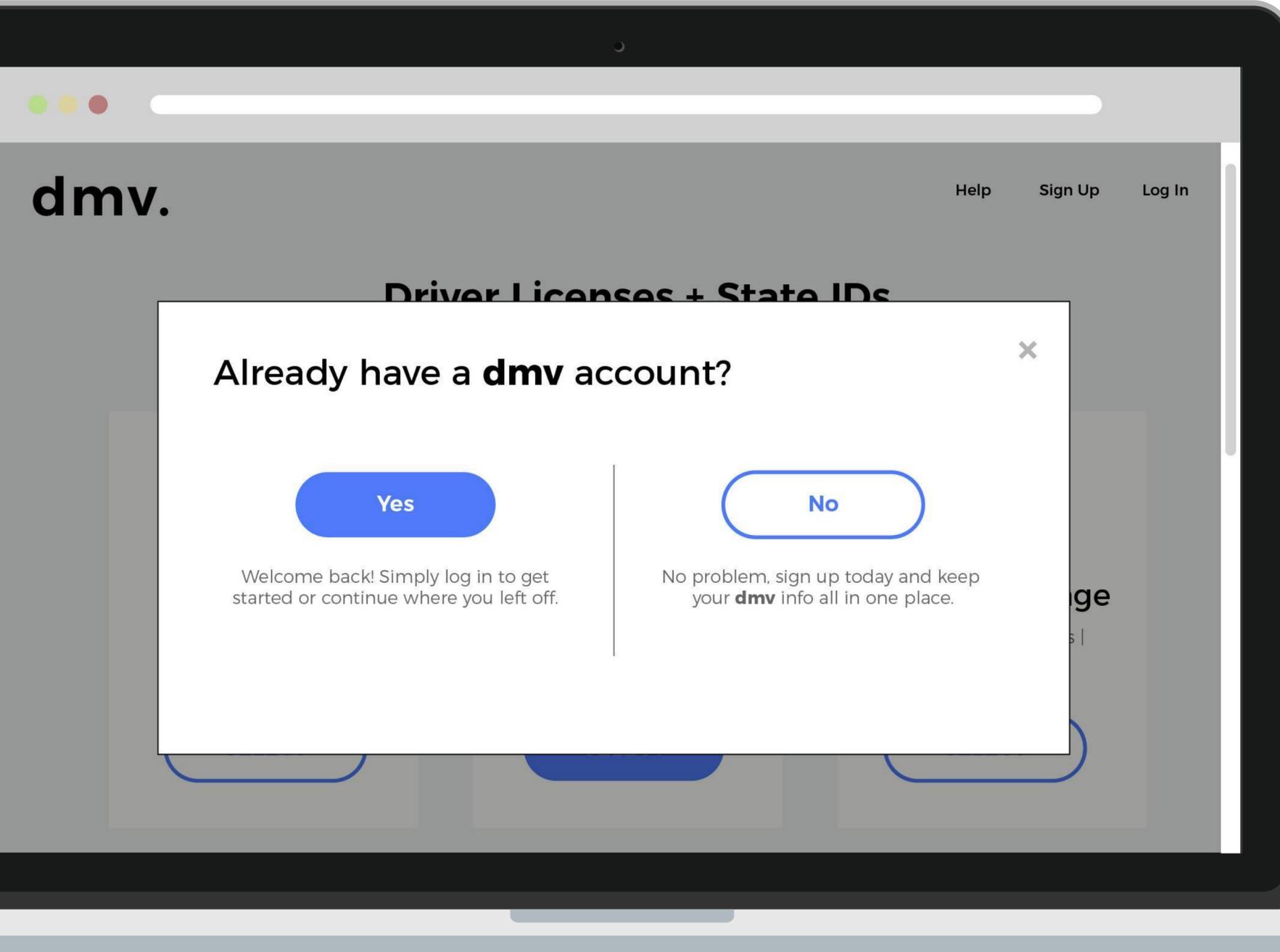
Facilitates ease of finding necessary information to start the process of obtaining a service, thereby reducing the amount of time that is wasted in searching for information.



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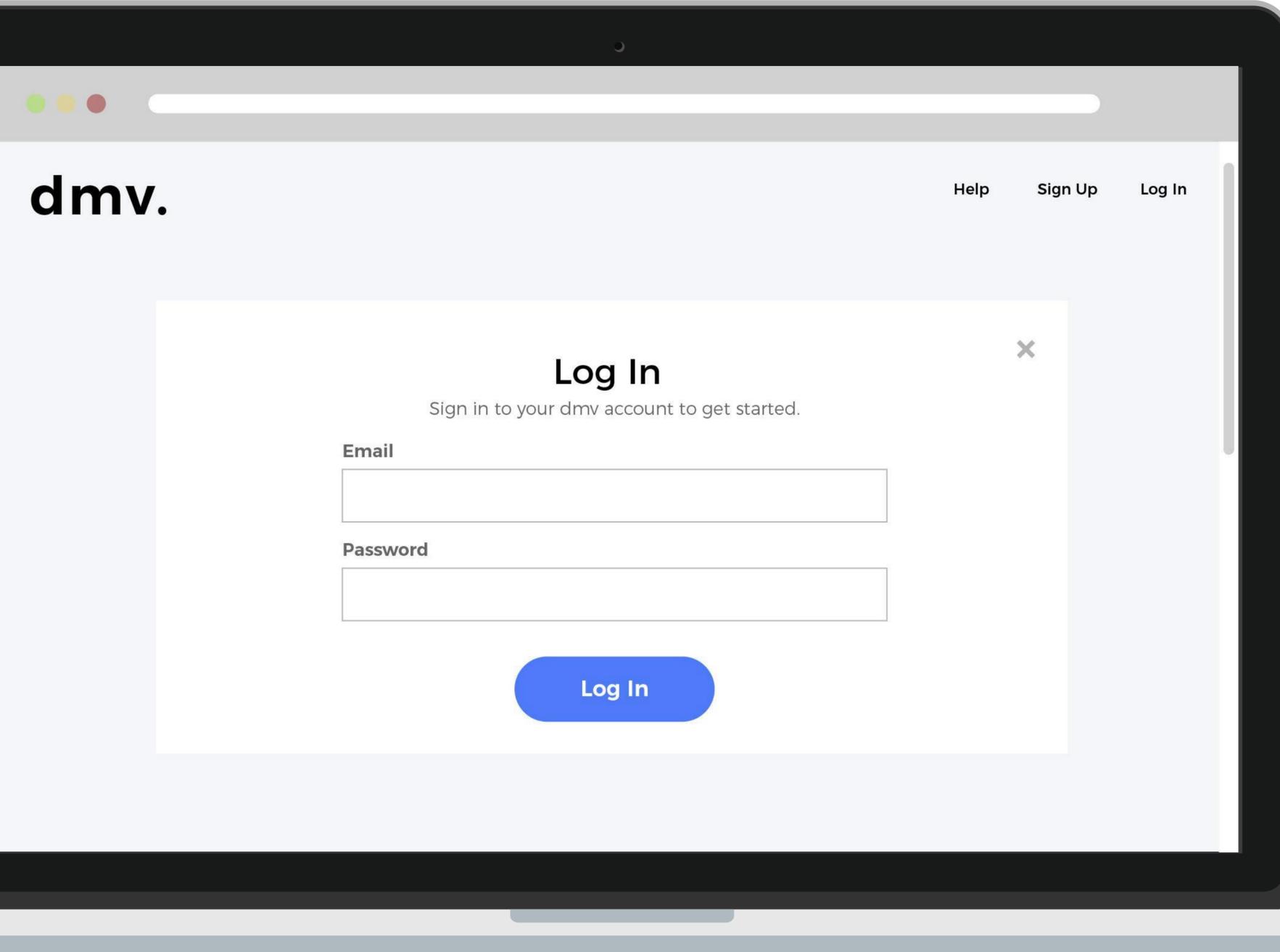
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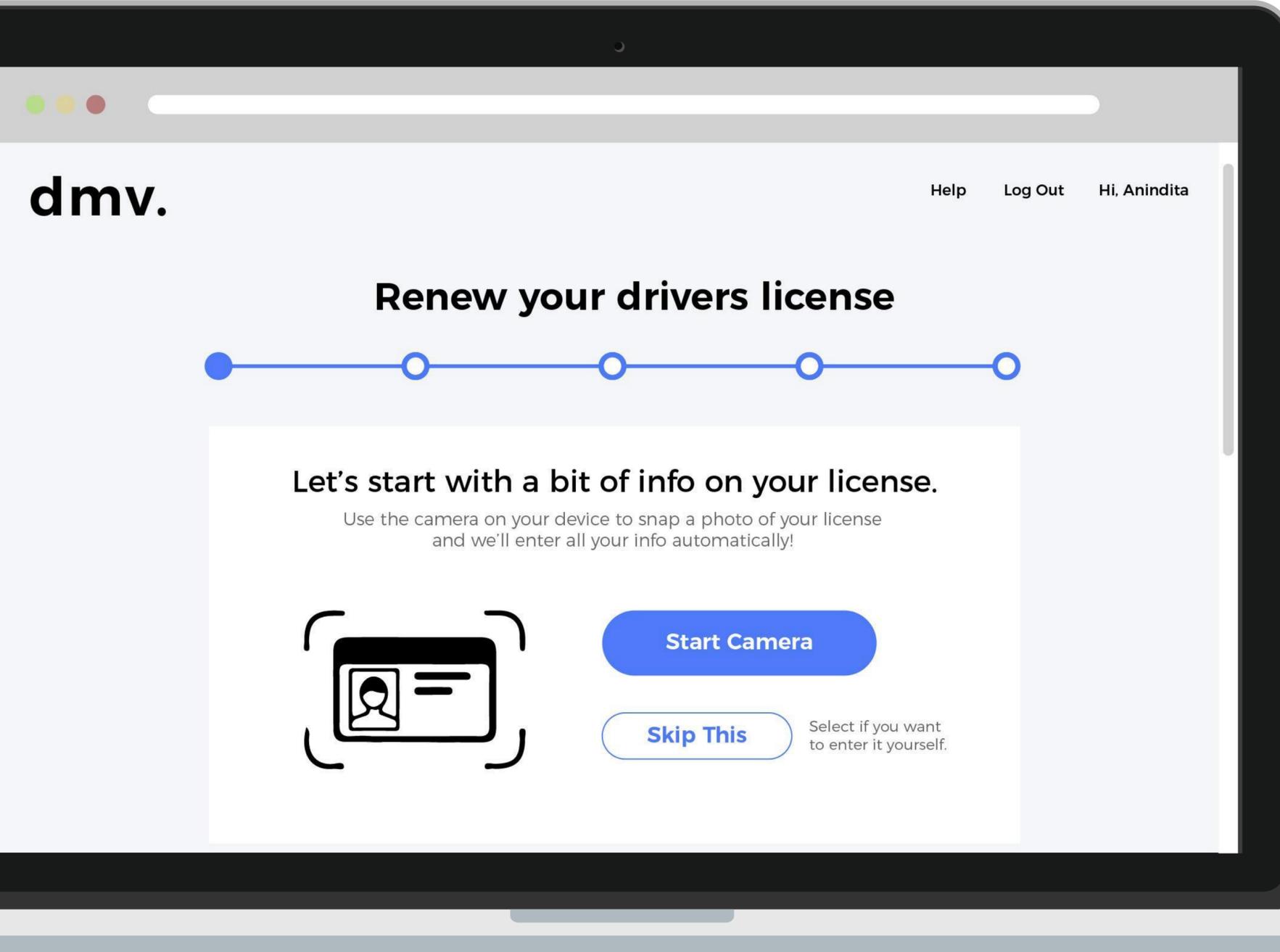
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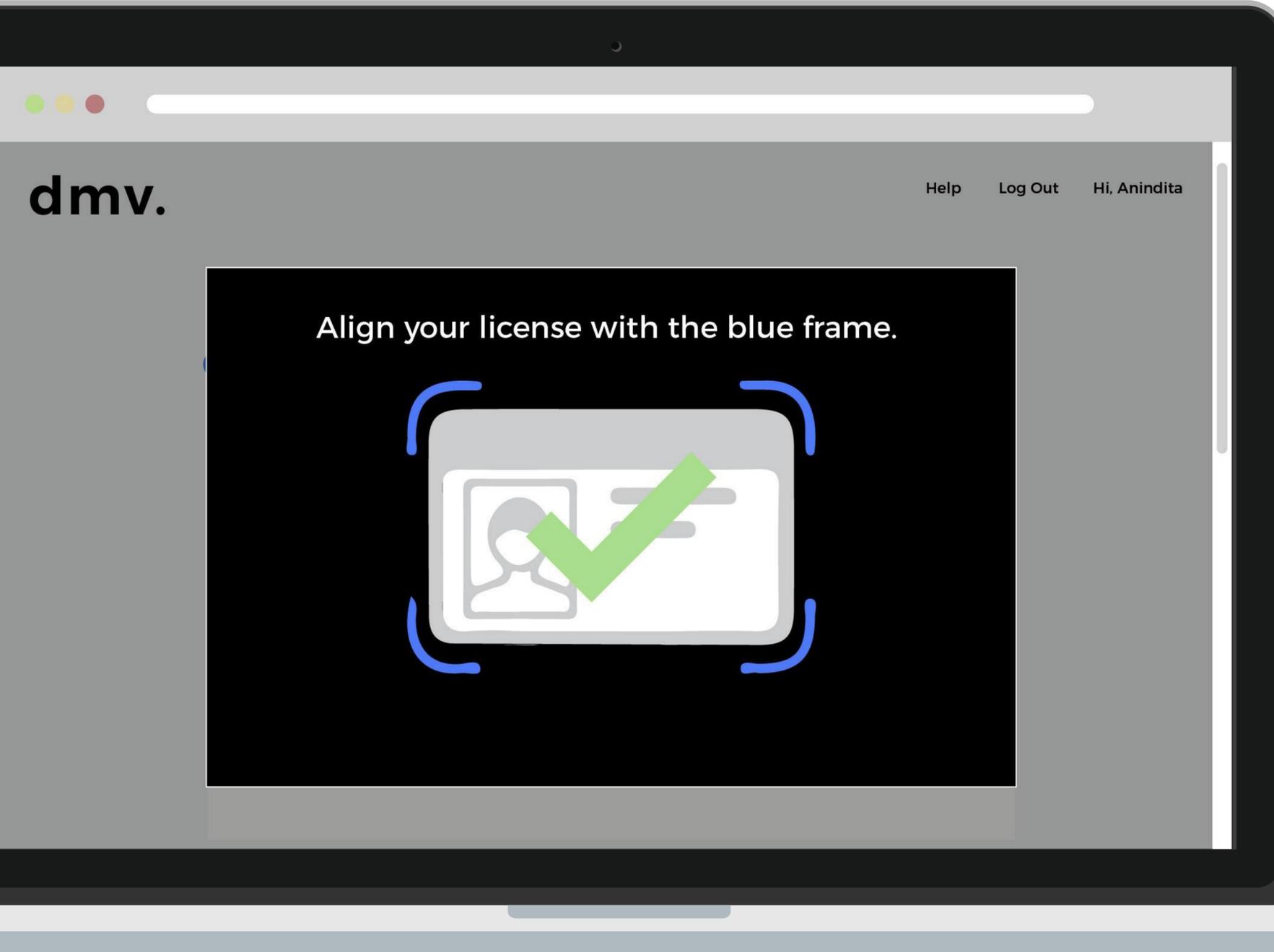
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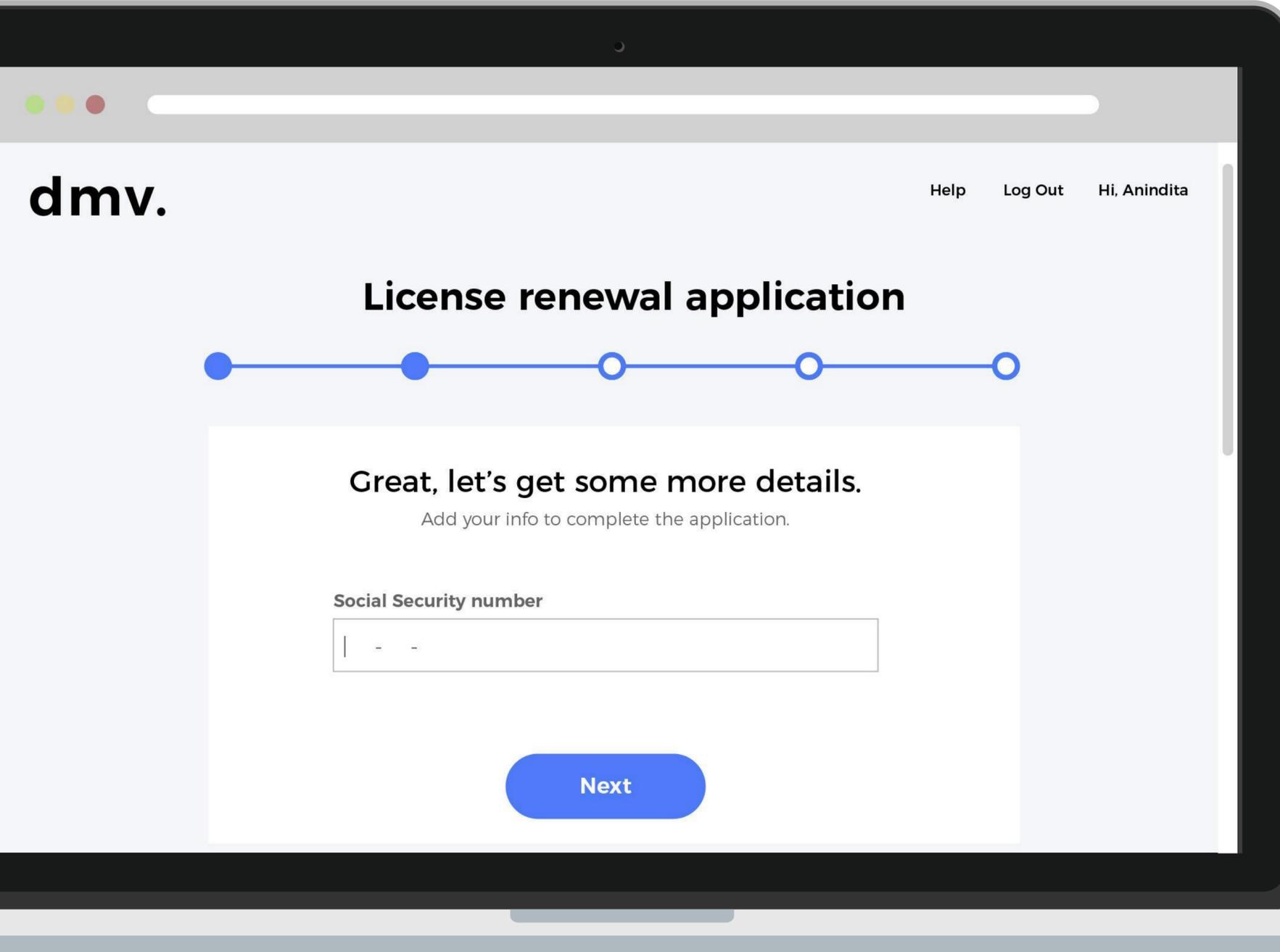
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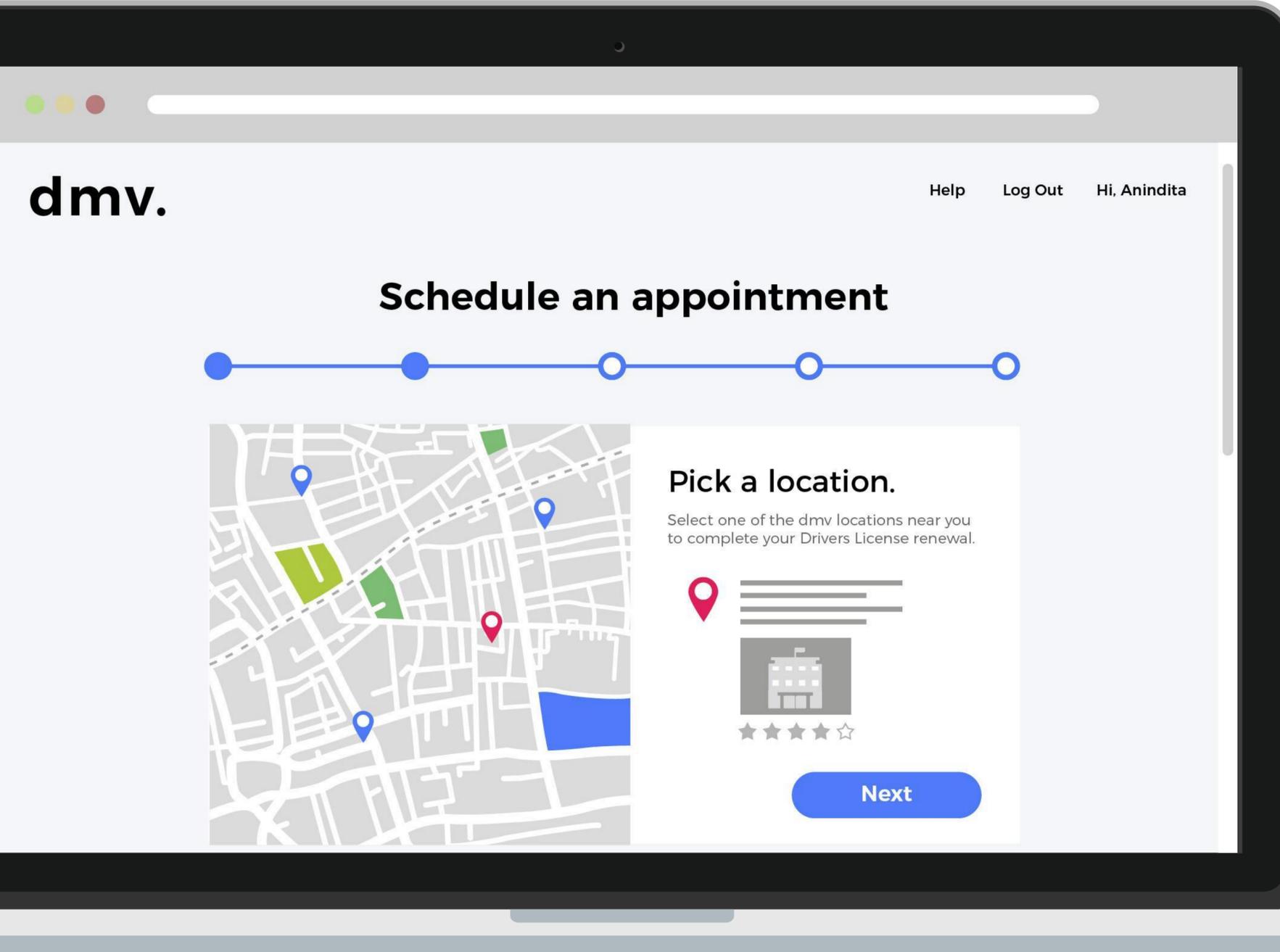
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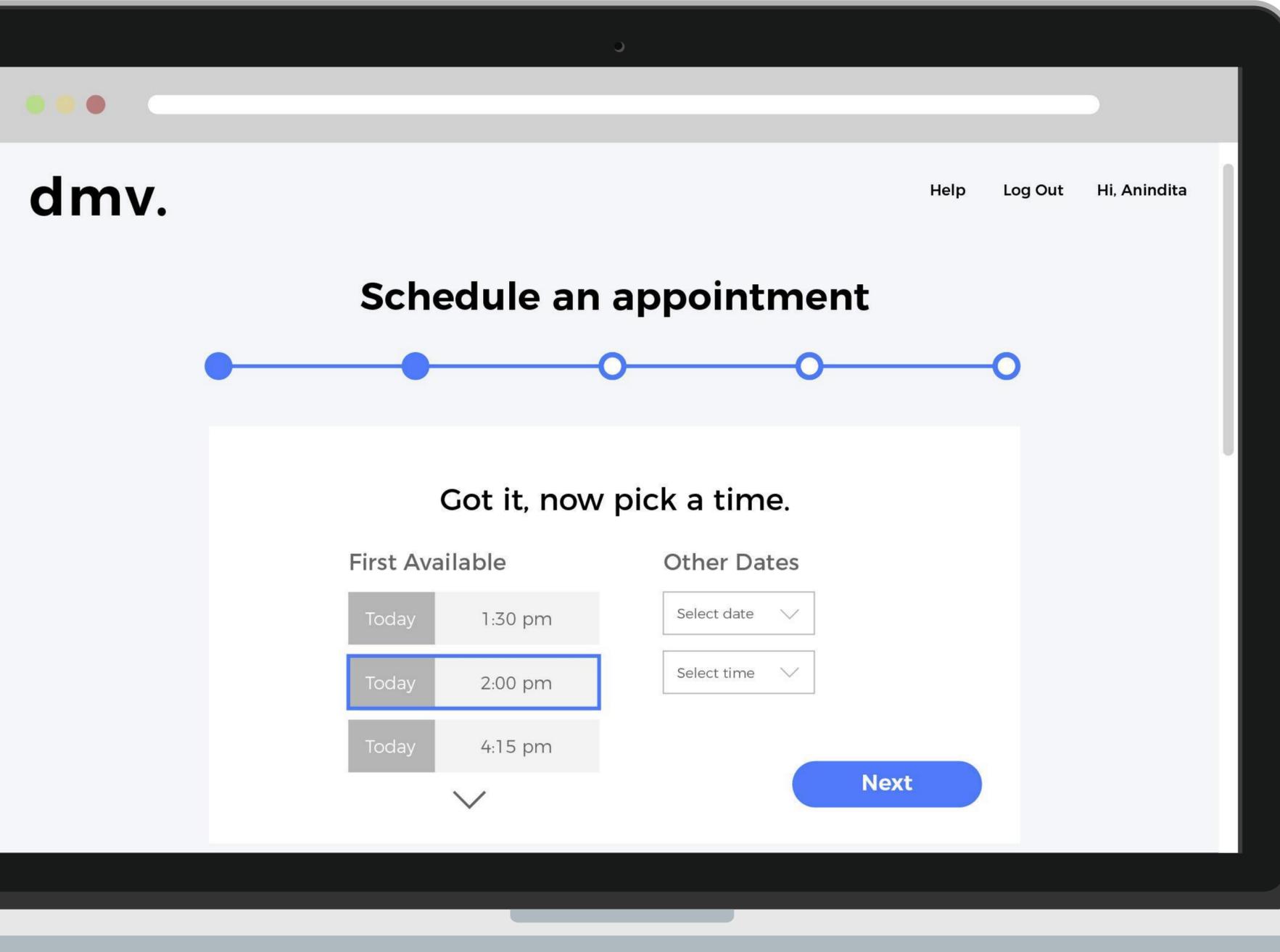
Facilitates ease of entering necessary information to start the process of obtaining a service, thereby reducing the amount of time that is wasted in compiling information.



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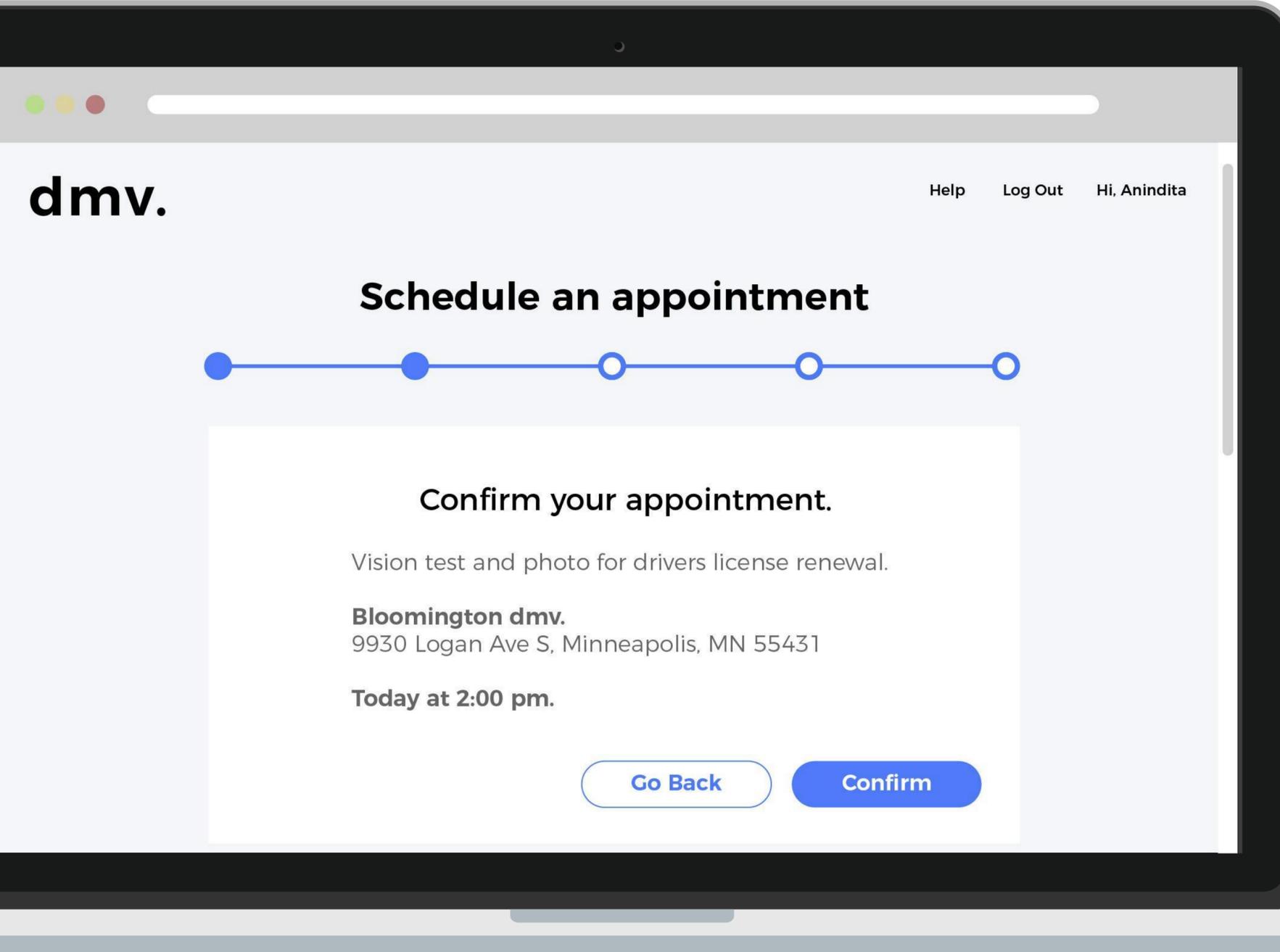
Facilitates ease in finding an appropriate location to obtain a service, thereby reducing the amount of time that is wasted in searching for this information.



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## The Online Experience:

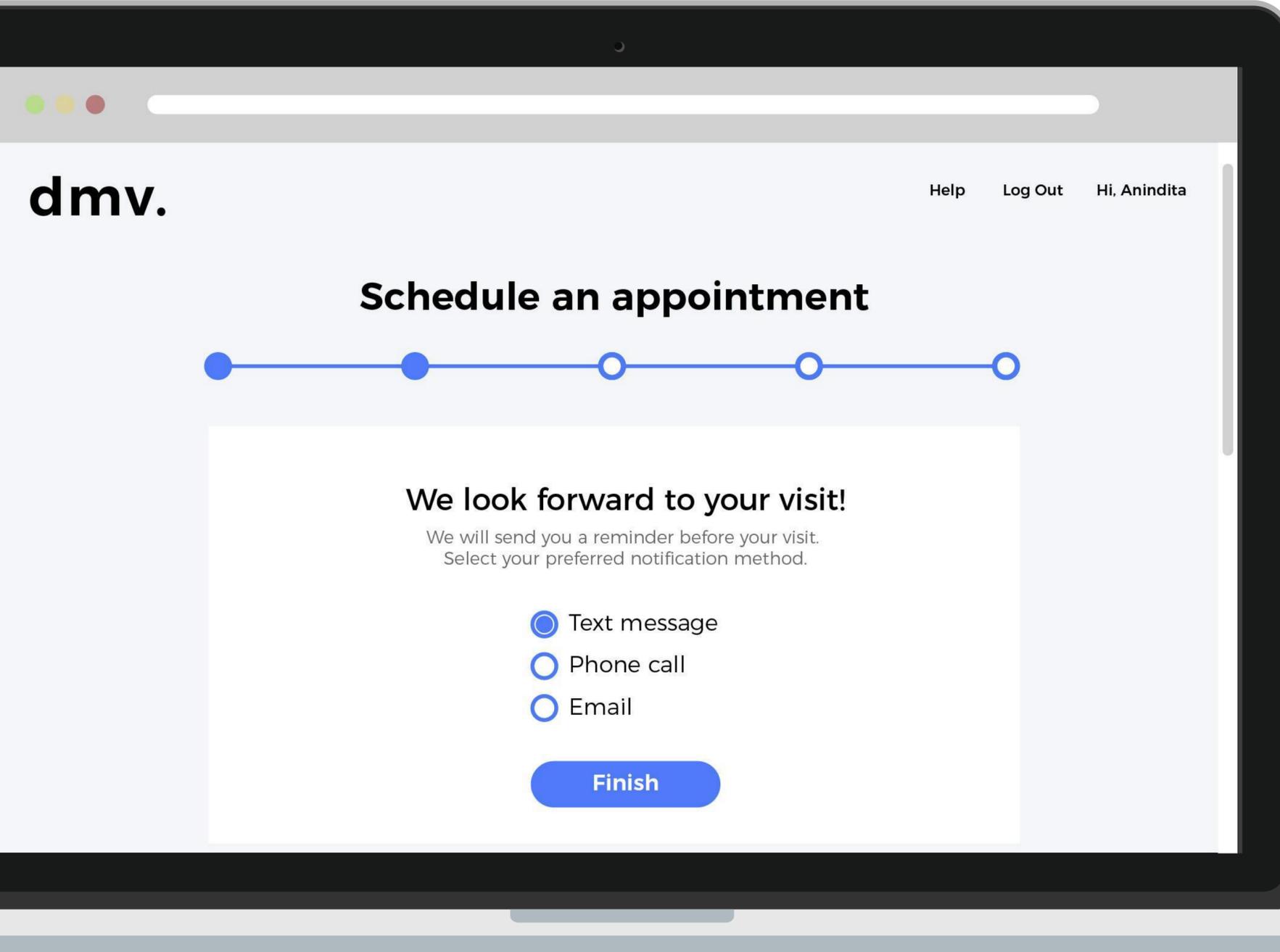
Facilitates ease of scheduling preferred appointment for a service, thereby reducing waiting time and improving queue management at the DMV.



# Let's get to it.

## The Online Experience:

Facilitates ease of scheduling and confirmation of preferred appointment for a service, thereby reducing waiting time and improving queue management at the DMV.



# Let's get to it.

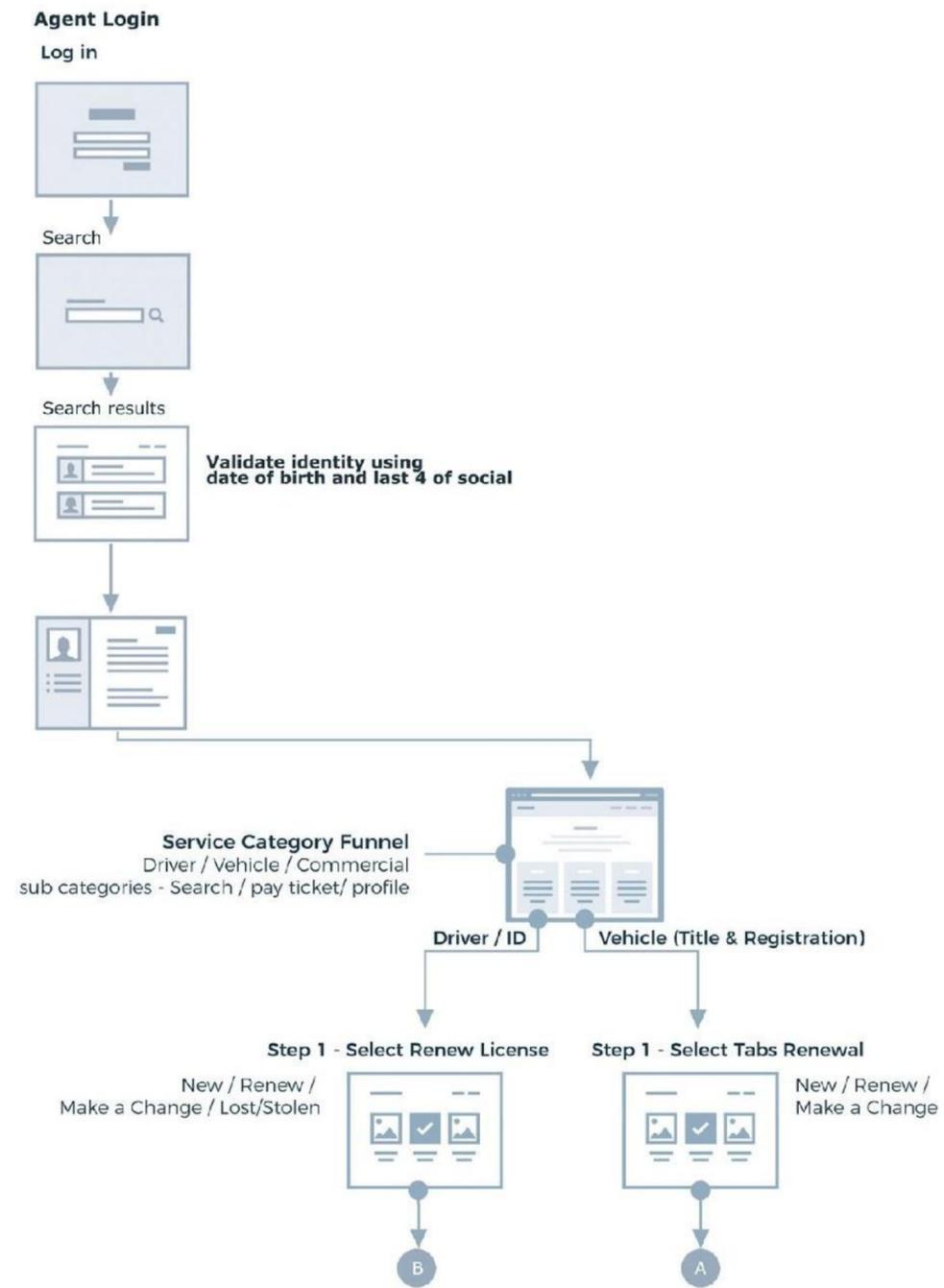
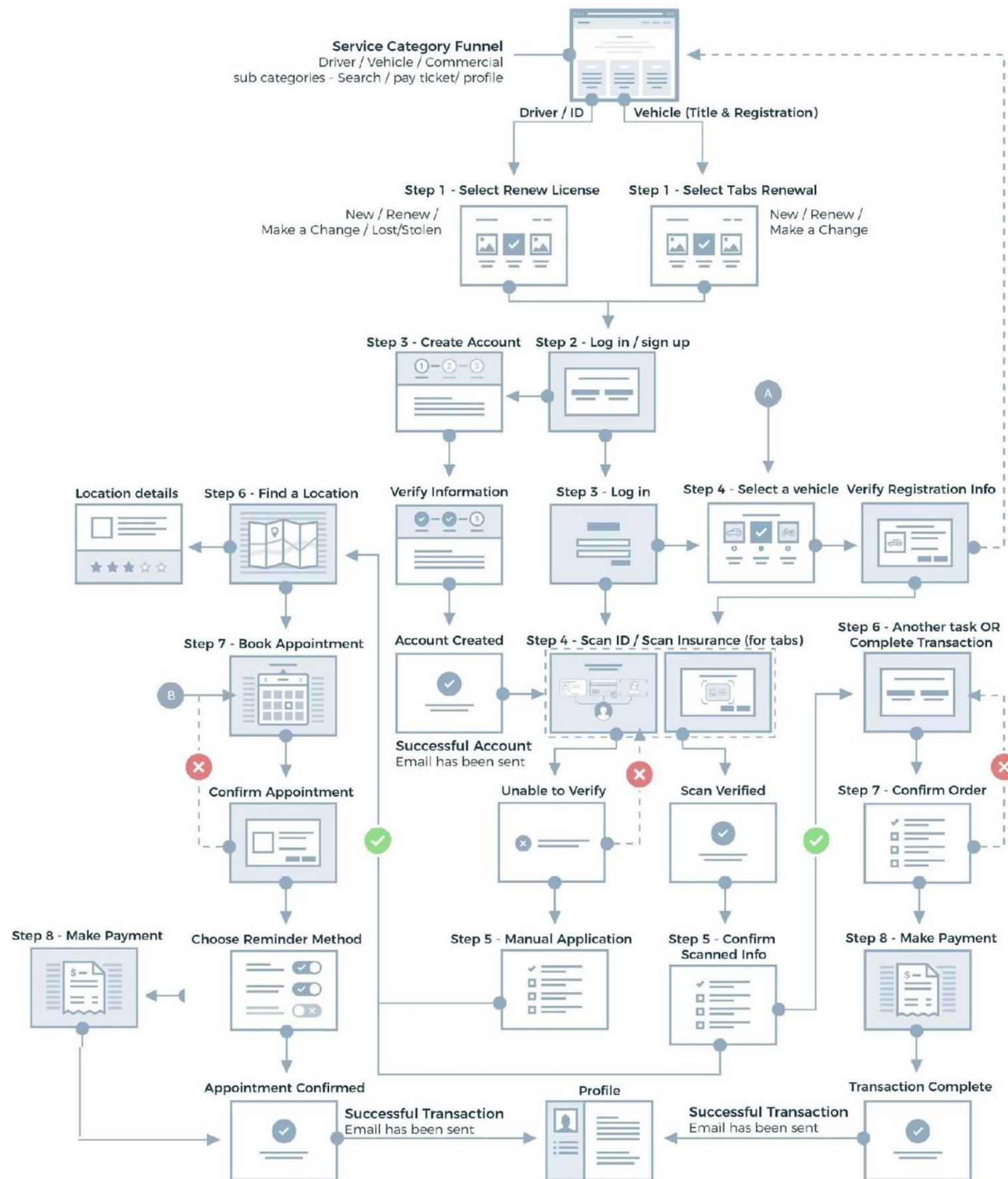
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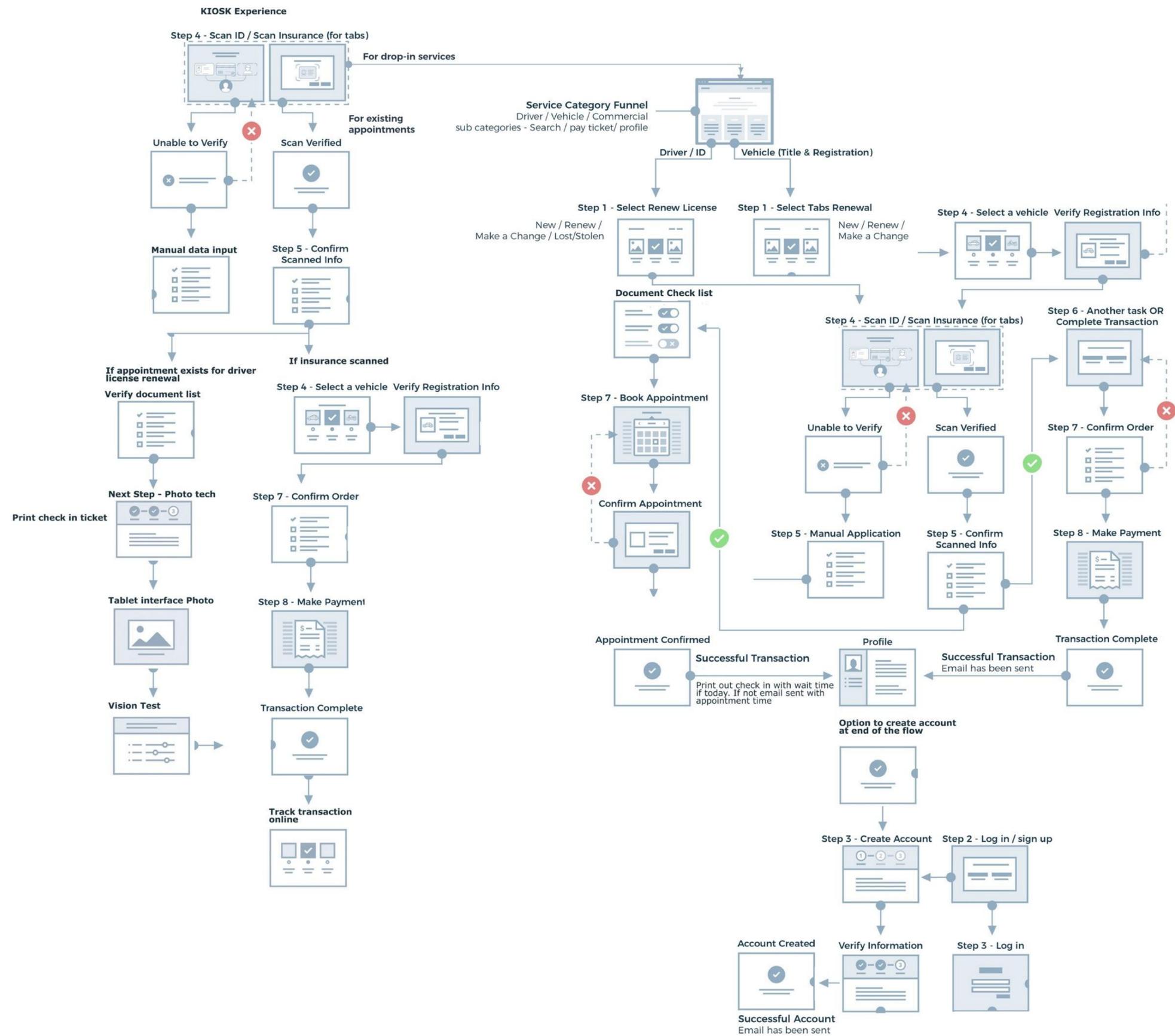
Facilitates ease of scheduling and notification of preferred appointment for a service, thereby reducing waiting time and improving queue management at the DMV.

# Digital platform.

An adaptive interface creates consistency across touchpoints.

Service reps have the same view as customers, eliminating any inconsistency in experience.

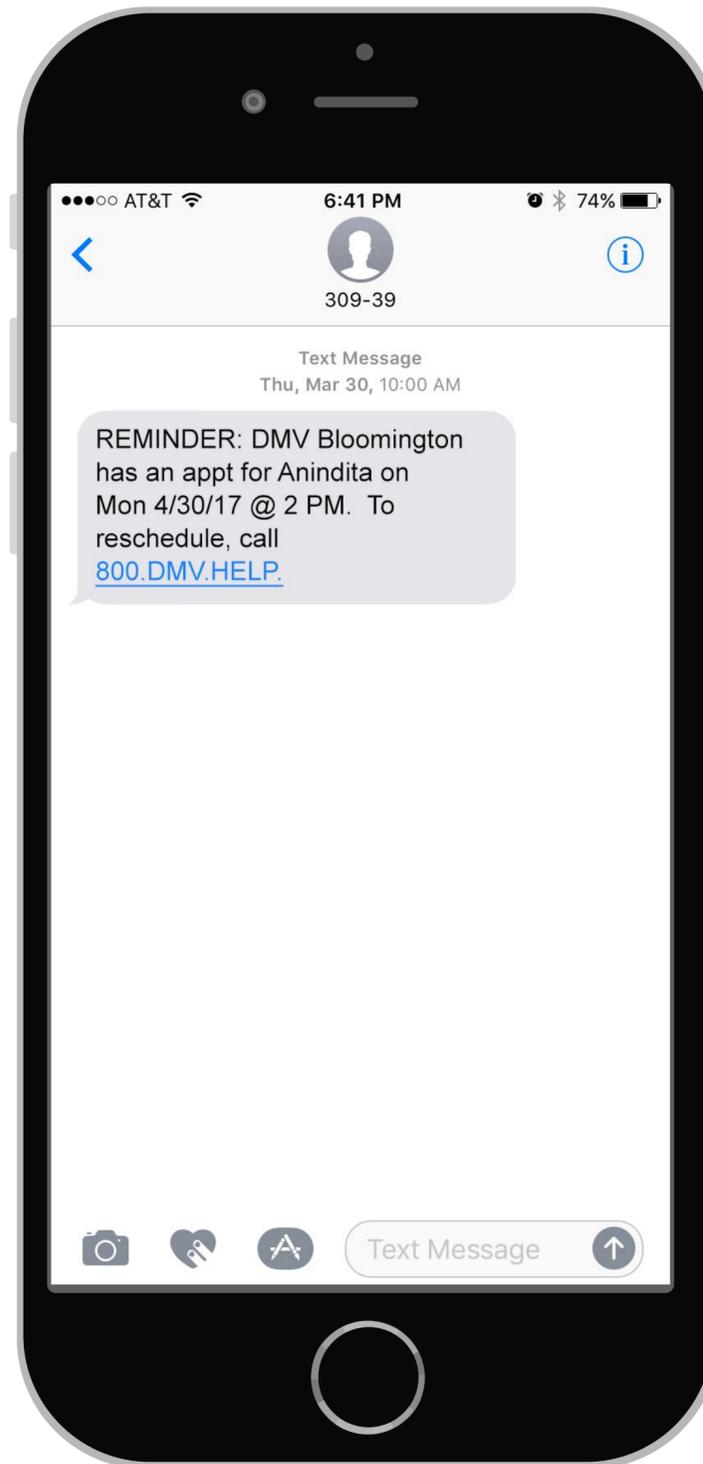
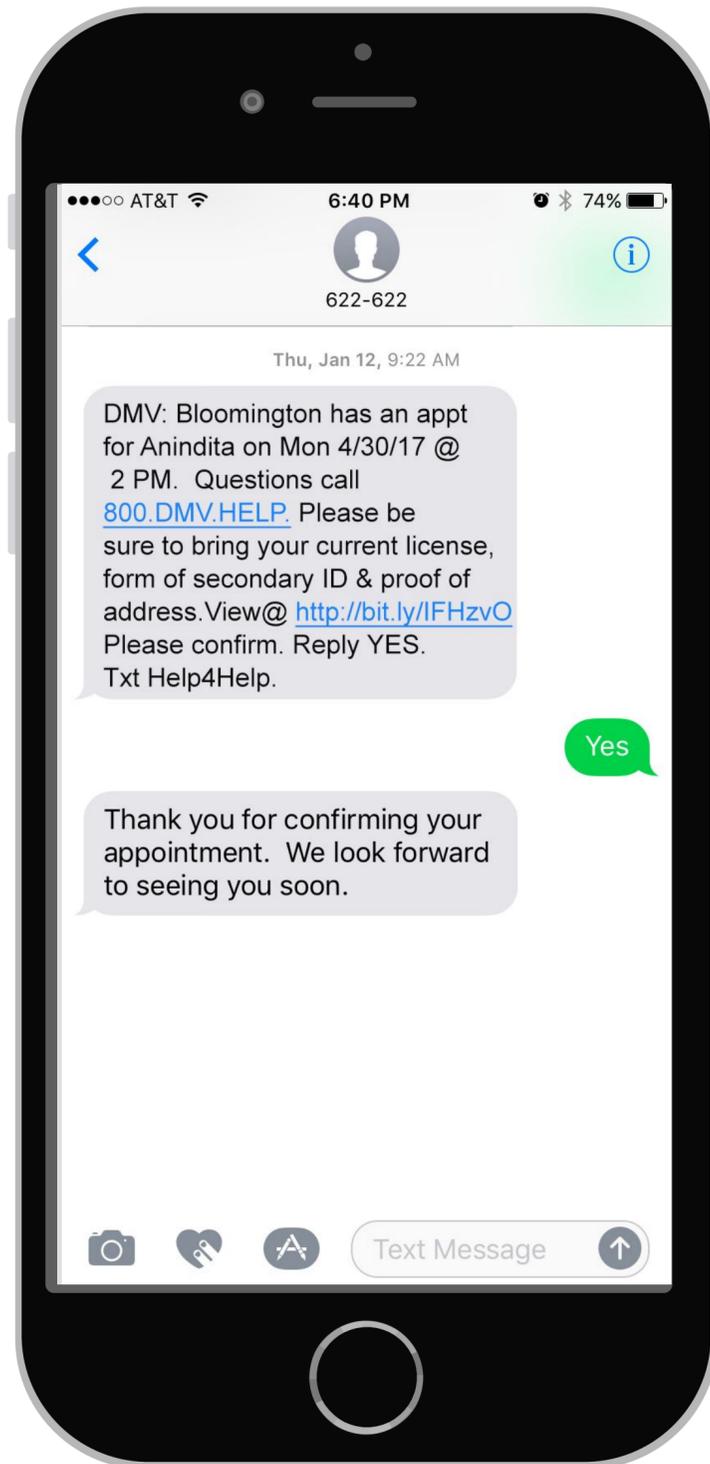




# On-site interaction.

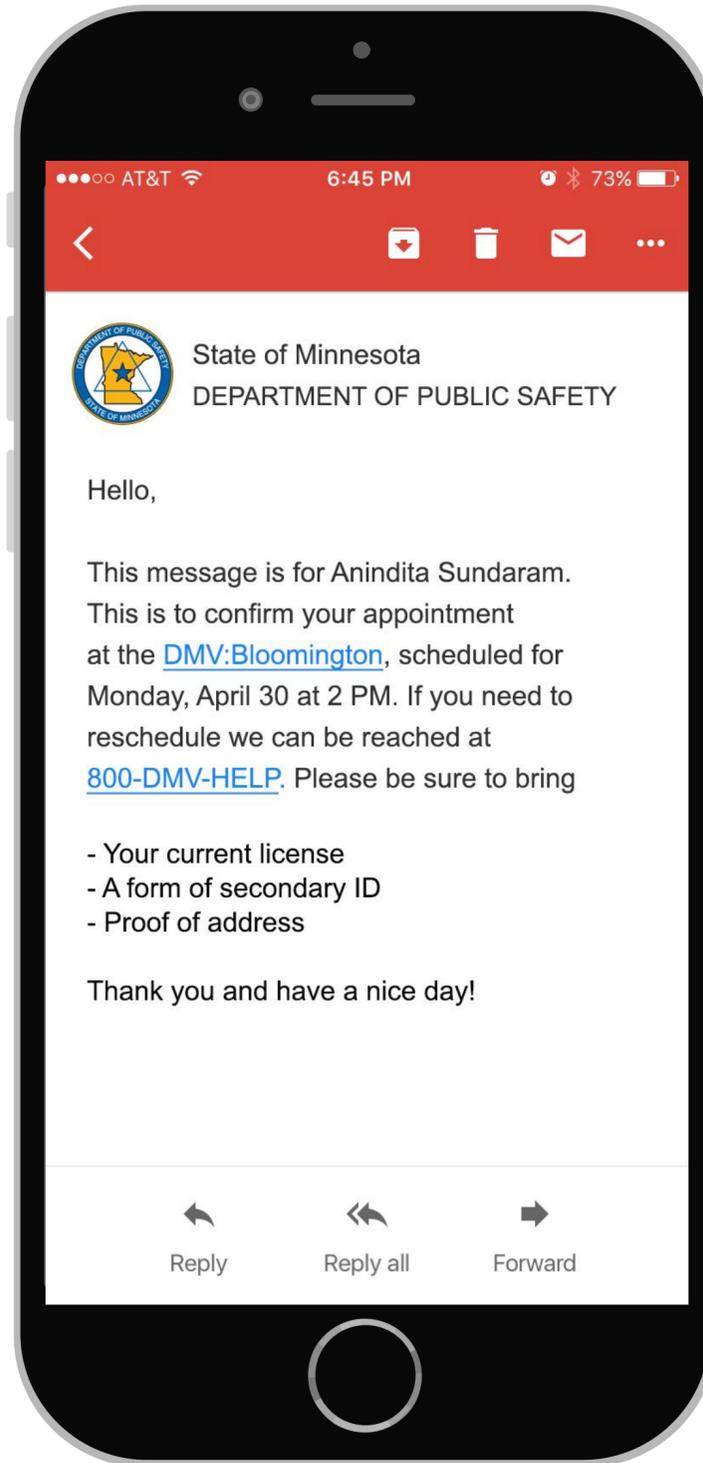
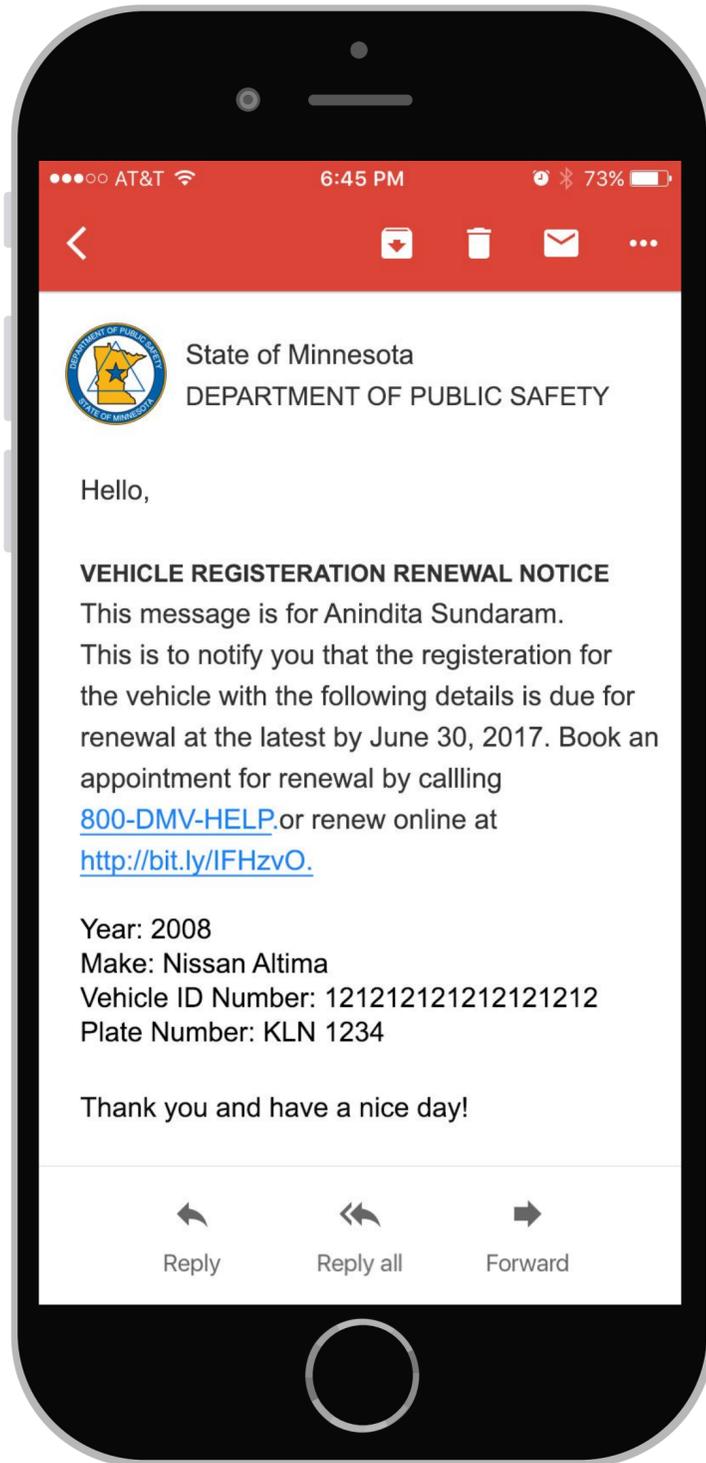
Kiosk screenflow.

On-site kiosk supports queue management and drop-in experience. Interactions reflect online experience to support learnability and convey single experience across touch points.



# Text Notifications

Receive text confirmation and reminders on upcoming appointments with supportive information on documentation needed to allow for early communication and failure prevention.



# Email Notifications

Receive service renewal notifications through email to trigger need. Receive email confirmation and reminders on upcoming appointments with supportive information on documentation needed to allow for early communication and failure prevention.



# Visit the **dmv.**

Greeted at the DMV by a helpful representative. Presented at the entrance with easy to use kiosks to check in for appointments, book appointments for drop ins, or complete service for simple transactions. Support staff stand-by for assistance.

# kiosk.



Start the experience with on-site kiosks.

1

### CHECK IN

Check in to confirm appointment and allow for no-shows. Create appointments for drop-ins.

2

### CONFIRM SERVICE & INFO

Confirm info captured, make changes if required. Scan documentation requested.

3

### PRINT QUEUE TICKET

“Our photo pro will be assisting you shortly.”

# Queue ticket

Receive a check-in ticket that alerts service staff of arrival.

For drop-ins, queue ticket displays notification of wait time or information on future appointment with documentation that is needed for a smooth transaction.

**dmv.**

**Welcome, Anindita!**

A service representative will be with you shortly.  
Thank you for waiting :)

Appointment Time:

**2:30 pm**





# Photo Center.

Be guided through a simple experience for photo & vision needs with a helpful expert. Provide service rep with contemporary tablets to facilitate photo capture. These devices have a lower likelihood of equipment failure.

Bring back the handshake.

#### EMPHASIS ON SERVICE

Automated tasks frees up employees to engage in more meaningful customer interactions and devote more time to those with complicated or exceptional issues.



Close the loop.

#### RECEIVE FEEDBACK

Provide service reps with tangible service feedback through surveys.

Provide customers with clarity on service status through tracking and real time updates.



State of Minnesota

DEPARTMENT OF PUBLIC SAFETY

**Thank  
YOU!**

Hi there!

Thank you for stopping by at the DMV ! It was our pleasure to assist you. We hope you had a pleasant experience on April 30, 2017.

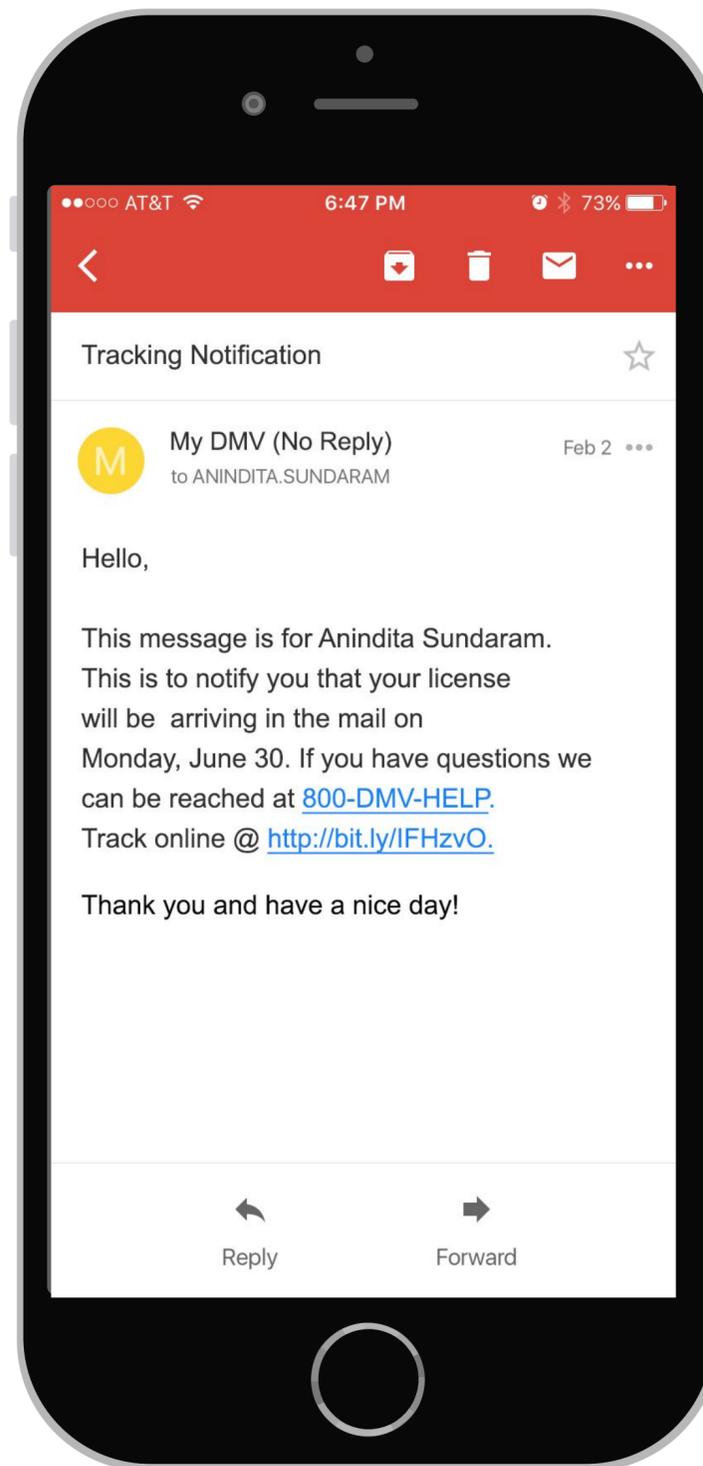
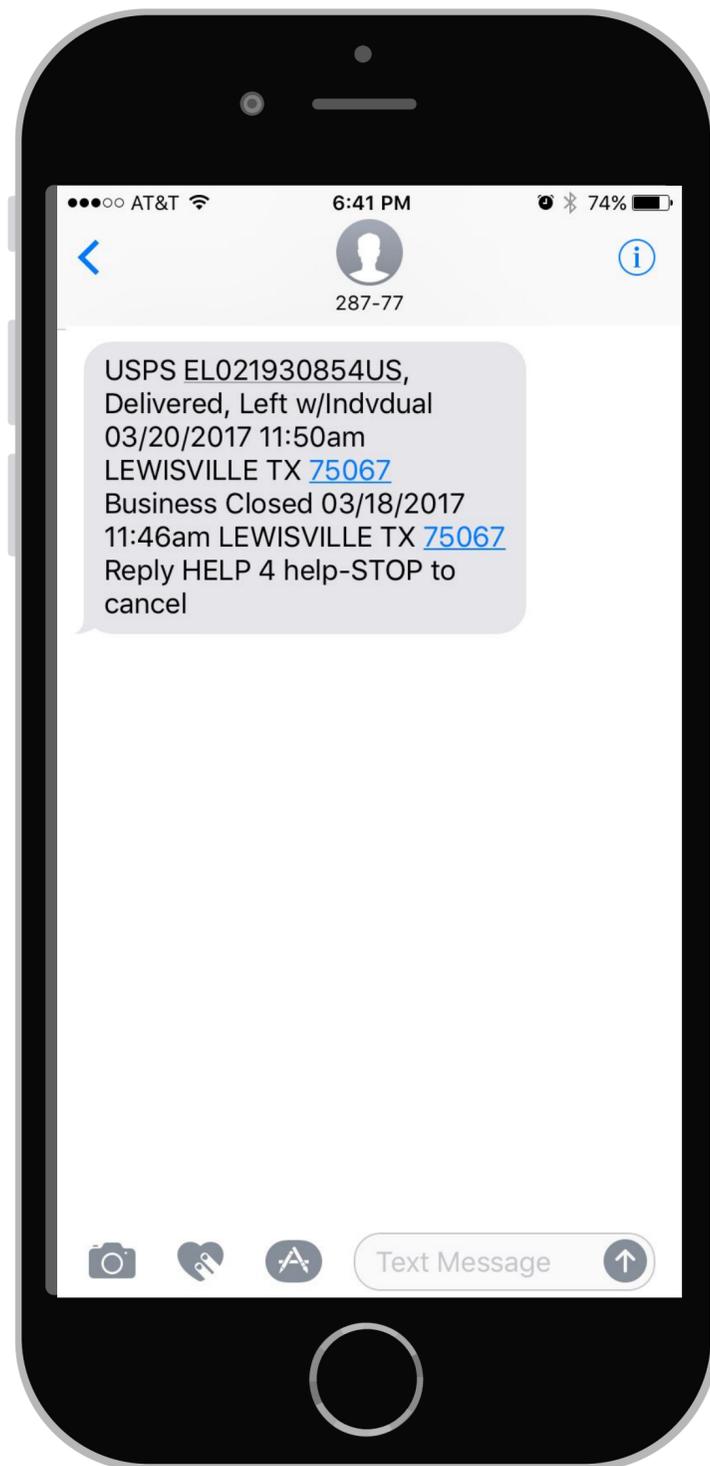
Your feedback means a lot so please let us know how we did. You will receive a link in your email or a text message to participate in a short survey.

We appreciate your time!

Thanks!

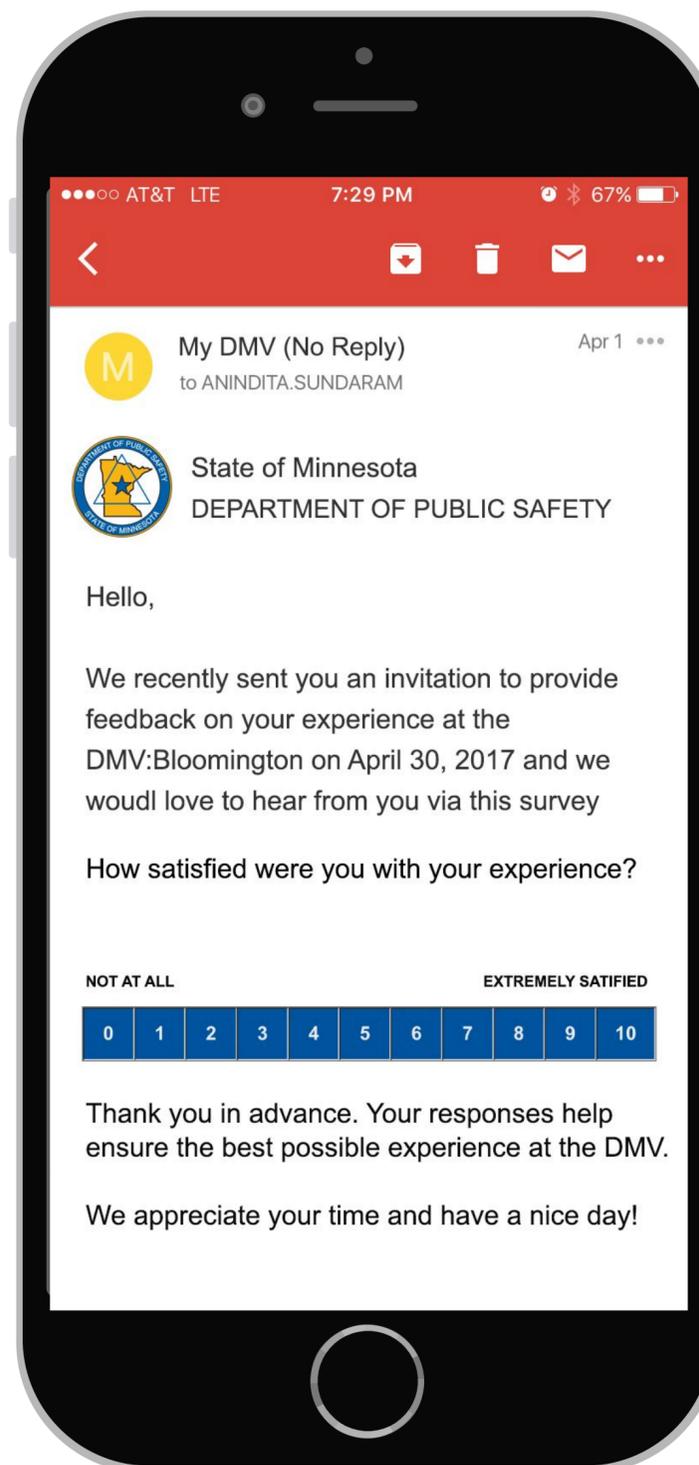
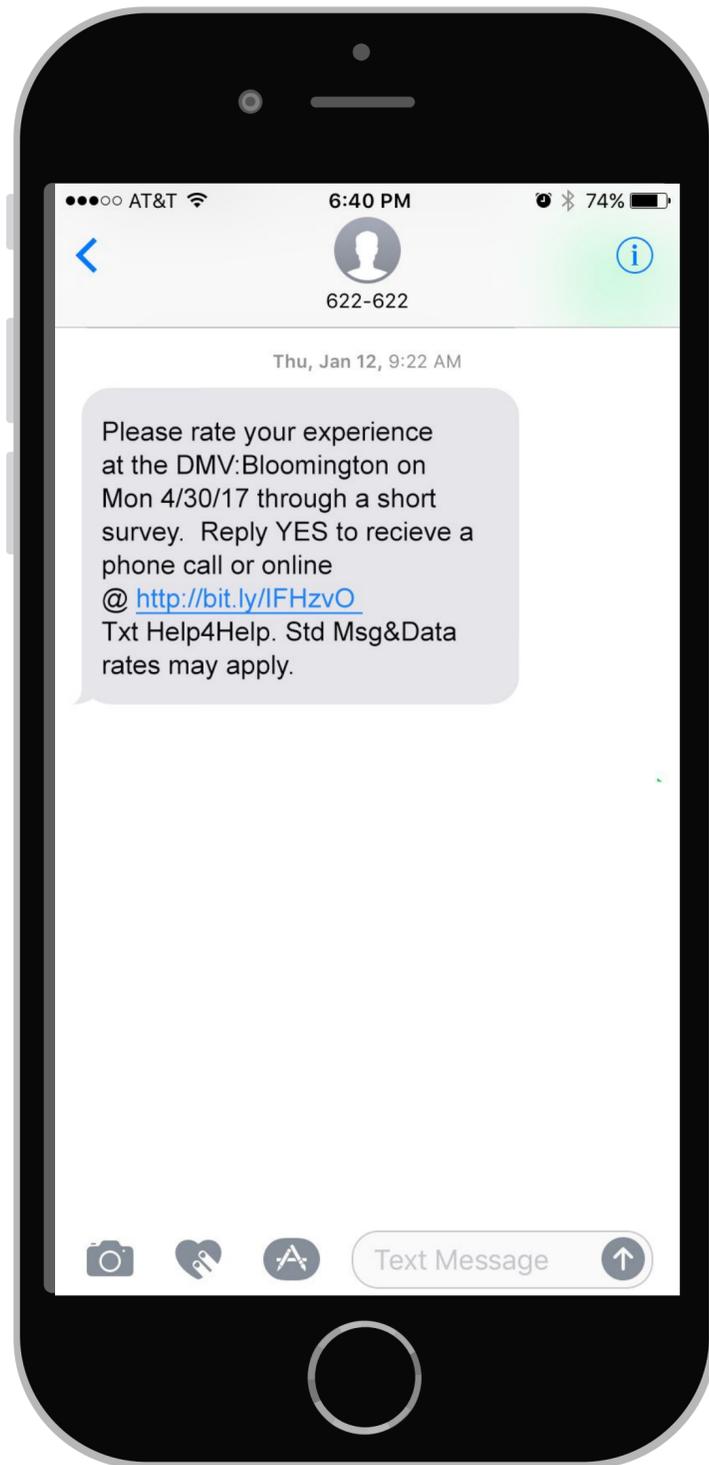
Your friendly staff at the DMV

Visit us at [dmv.org](http://dmv.org) or call at 800.HELP.DMV



## Feedback & Tracking

Receive tracking notification via text or email for status check on transactions, providing clarity for improved customer service.



# Feedback & Tracking

Follow up on service received through phone surveys to enable feedback for service reps and allow for improved customer service.

# Thank you.



Questions?