

Design for Service

A Framework for an Introductory Workshop

Shashank Mehta

Objectives

- *Introduce the concept of 'Service'*
- *What constitutes Service - its key elements and attributes*
- *Identify opportunities for design intervention in the service domain*
- *Understand the process of design for service*
- *Explore and experience the field of service design.*

Methodology

- *The pedagogy based on the principles of 'reflection through action' and 'reflection on action'.*
- *Creative assignments combined with theoretical inputs.*
- *Hands-on assignments, lectures, discussions, presentation by participants and feedback from faculty and peers.*
- *Adequate scope and opportunities to work individually as well as in groups.*
- *Develop confidence to identify design opportunities, frame design projects and take up design assignments wherever possible.*

Duration – Five working days

- *Assignment 1 Deconstructing service 1.5 / 2.0 days*
- *Assignment 2 Creating service opportunity 1.0 day*
- *Assignment 3 Designing a service. 2.0 / 2.5 days*

- *25 to 30 participants*
- *five to six groups - four to five participants / group*

Assignment 1

Deconstructing Service

Design for Service

Objectives

- *Develop a clear understanding of Service and its attributes*
- *Infer (inferences), synthesize, generalize and convert into usable knowledge*
- *Understand the difference between Product - Service - Experience*
- *Sensitization to human-centred approach/ user perspective*
- *Focus on Interaction, Touch-points, Activities*
- *Changing the approach, from Problems to Opportunities*

Service is the currency of new economy. Worldwide, the service sector now plays a dominant role in the growth of economies.

Customers are today the reference point for strategy and innovation. Services, founded on human-centred approach with its focus on interactions, relations and activities are opening up room for more promising innovations.

'What is Service?' is thus an important question to be addressed.

Deconstructing and analysing the existing service/s to develop our own/group's understanding and clarity on 'Service', will be the approach used during the session.

Key words

Service; Human-centred approach; Activity; Interaction

Problem Statement

Describe/ define 'Service' and its attributes.

Methodology

Participants to be divided into groups.

Each groups to select one of the existing services and study in detail, it's approach, unique offerings / value propositions, features, business models, strategy/ies, etc.

Based on the study, develop brief description / presentation of the selected service and its unique characteristics.

Taking the above study as premise, theorise group's understanding /definition of 'Service' and its attributes.

Presentation and discussion.

For our further study and analysis, *select a service* that you used recently

url. If any :

Why did you require this service? / Which *need* does/did it serve?

Inferences/ Key Attributes

User Journey Map

Create a *visual map of the journey* of using the service,

Highlight *different touch-points* of the journey (User – Service interactions)

- *User's introduction to the service*
- *First interaction*
- *Explorations/ browsing*
- *Selection/ decision-making process*
- *Order*
- *Payment*
- *Delivery*

Highlight user *feelings, impressions and experiences* at different touch-points,

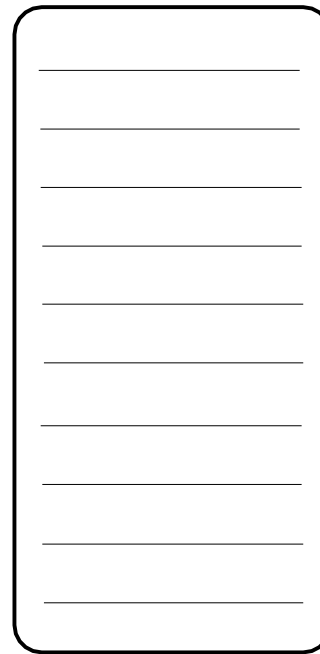
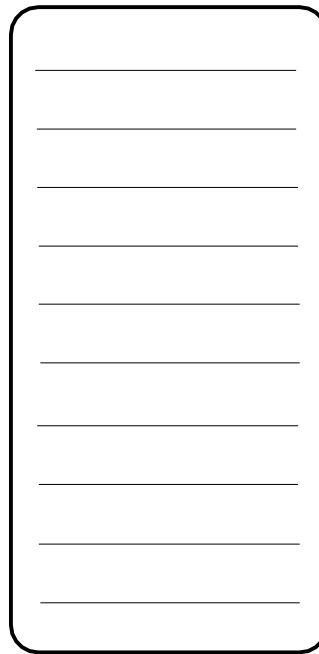
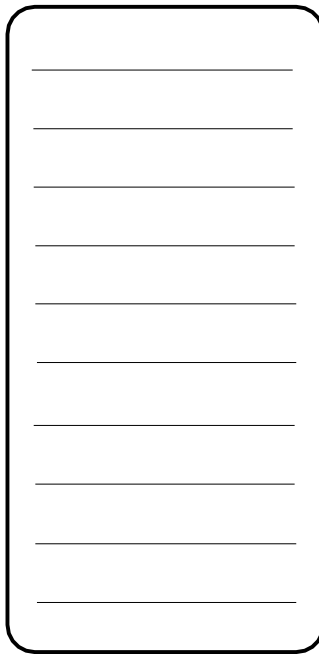
Categorize the journey into - *Pre-service – Service – Post Service* Phases

photographs, illustrations, quotes, etc. may also be used in the journey map to highlight specific details/issues/concerns.
Design Ethnography Research Methods - Observation ; Follow the user ; Fly-on-the-wall ; Contextual Inquiry

Inferences/ Key Attributes

Brainstorming

List down your *impressions* of the service



Inferences/ Key Attributes

Research

Study the service in detail (review website / literature, interviews) and highlight its ...

Vision

Mission

Value Proposition

Inferences/ Key Attributes

Deconstructing the service

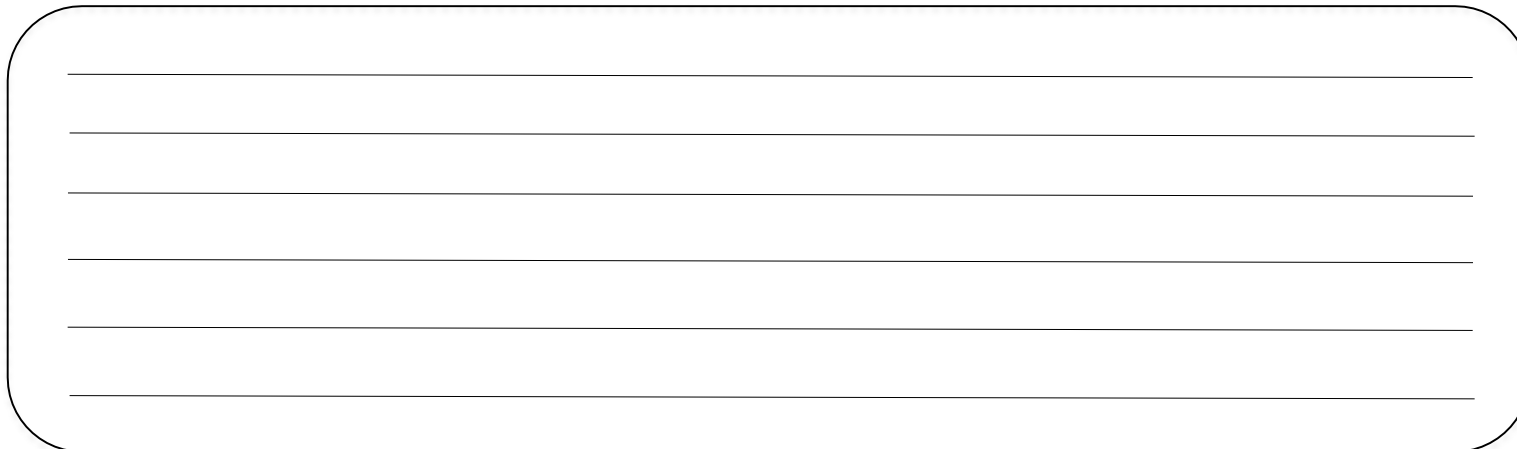
Make a list of the *components of this service* ..
Customers, Stakeholders, Resources, Channels,

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Inferences/ Key Attributes

Deconstructing the service

Key features/ offerings of the service

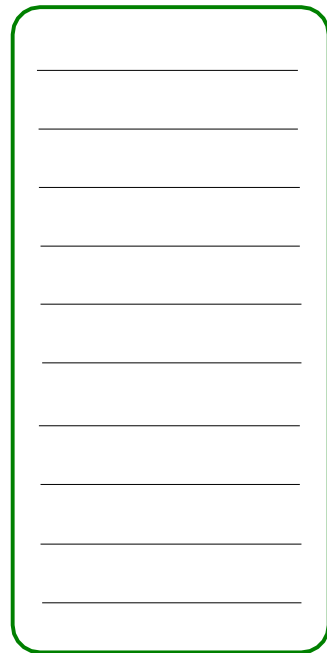


*articulate in detail each features/offerings.
use separate page for each features.*

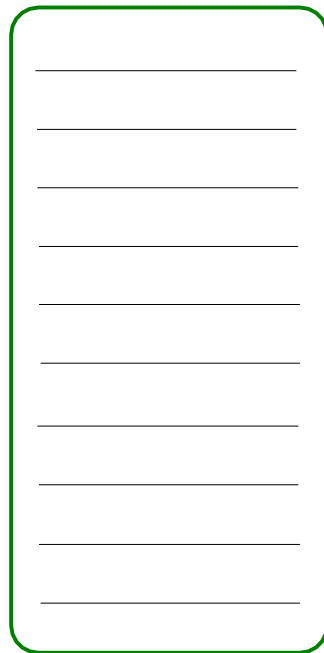
Inferences/ Key Attributes

Inferences

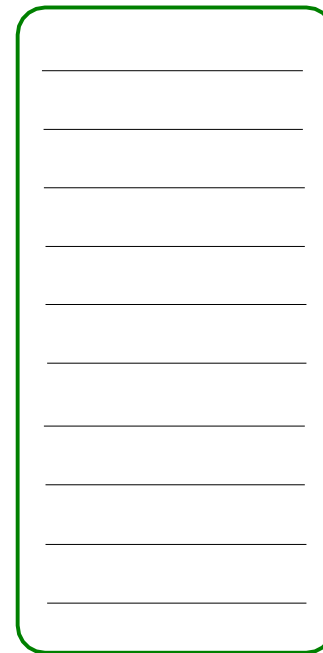
*Distill the findings into a set of **Key Attributes** that characterize the service*



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A vertical rectangular box with rounded corners and a green border. It contains ten horizontal lines for writing, spaced evenly down the page.



A vertical rectangular box with rounded corners and a green border. It contains ten horizontal lines for writing, spaced evenly down the page.

Inferences

Articulate a clear and concise definition of Service



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Assignment 2

Creating Service Opportunities

Discover, Define

Design for Service

Objectives

- *Discover - develop an eye to spot design opportunities*
- *Opening up to new directions of opportunities and ideas*
- *Develop ability to analyze and understand the scope and strength of the idea/ opportunity*
- *Further strengthening our empathy and sensitivity as designer to look at the opportunity/ strength from the user, service, business perspective*
- *Further strengthening our understanding of service through evaluation of opportunities from the perspective of service*
- *Define - develop a design problem statement*

Services are provided and experienced through systems and relationships. This calls for 'zooming out' to look at the issue at macro level, gain holistic picture and develop broader understanding. One needs to explore and discover a large numbers of possible approaches and opportunities affecting us directly or indirectly.

A short and quick brainstorming session among the group would help externalise the domain specific information each individual carries at the sub-conscious level. A huge variety of concerns also get disclosed that are not usually present in the verbalizations and dialogues within the group.

The process helps identify patterns, determine priorities, discover inter-relationships and help develop actionable insights out of otherwise disparate piece of information.

Key words

Macro perspective; Brainstorming; Affinity Mapping; Design Opportunities

Problem Statement

Visualise potential design opportunities in the given subject domain using diagramming techniques such as brainstorming and affinity mapping

Methodology

Brainstorm various problems, needs around you

Identify suitable service opportunity that can be addressed through design.

Visualise design opportunities

Define the solution space

Develop a design problem statement.

Define

Proposed Service

Need being solved (tangible, intangible) (qualitative, quantitative)

Key Offerings / Value Proposition

(Newness, Customization, "Getting the job done", Design, Cost reduction, Accessibility, Convenience/usability, ...)

What will be the Key Activity/ies

(Prob. Solving, Production, Network,...)

Key Resources Required

(Physical, Intellectual, Human, Financial, Technology)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Detail out Scope for each Service Opportunities identified and shortlisted.

Use Separate Sheet for each Service Opportunity

Assignment 3

Designing a Service

Develop, Deliver

Design for Service

Objectives

- *Ability to develop idea to its final form/design, commercial application and to its success*
- *Exposure to ideation, visualization, formulation techniques*
- *Ability to quickly develop approaches /prototypes to communicate with different stakeholders*
- *Developing a sense of purpose and confidence in pursuing creative endeavors*
- *Gain knowledge of first principles to obtain desired quality of service design*

“Service Design may be defined as the activity of planning and organizing people, infrastructure, communication and material components of a service, in order to improve its quality, the interaction between service provider and customers and the customer's experience.”

Service Design helps create new services or helps improve the existing services.

Service Design focuses on understanding users; their unmet needs and expectations, thus calling for "outside-in" approach to design and innovation for developing new solutions, strategies or business models.

It goes beyond the traditional product or tangible solution-oriented design process to control the new elements that are touch points (the interaction between the actors) and the time.

Key words

Service Design; User Needs and Expectations; Touchpoints

Problem Statement

Develop, deliver a 'Service'

Methodology

Develop the initial design brief into a service.

Design its service components.

Create a communicative presentation highlighting service attributes and salient features.

The outcomes to be presented in the form of:

A poster that advertises and highlights the unique characteristics of the service

A story line, in the form of sketches, to explain its methodology

A short write up of its strategy

Business model.

Service Proposal

Vision (Need being solved)

Key Offerings (USP / Value Proposition)

Key Activity/ies

Key Resources

*Proposed
Service Attributes*



*Proposed
Service Features*

The proposed service is expected to utilize individual /group strength, connecting it to a unique user need.

It is expected to be based on service components and attributes, minimizing other resources (product, infrastructure, etc.)

Purely a Business Proposal, it should justify why the user should pay for it.

Service Journey

Pre-service

How would you like your customer to connect with your service ?

- User's introduction to the service
- Explorations/ browsing
- First interaction

Service

How would you like your customer to interact with the service and experience the journey?

- Selection/ decision-making process
- Order
- Payment
- Delivery

Post-service

What impression would you like the customer to carry?

- Delivery
- Introduction to the order/ product – Opening the package
- Post delivery follow up

Create a visual map of the proposed journey,

Highlight communication channels, interactions, touch-points,

resources, timeline of the proposed journey (User – Service interactions)

Identify critical touch-points of the journey for their further design and improvements

Study in depth (Design Research Method – Service Safari) some of the successful services, their features, user journeys, to benchmark and develop the required service interactions

Service Heuristics

- Utility
- Usability
- Pleasurability

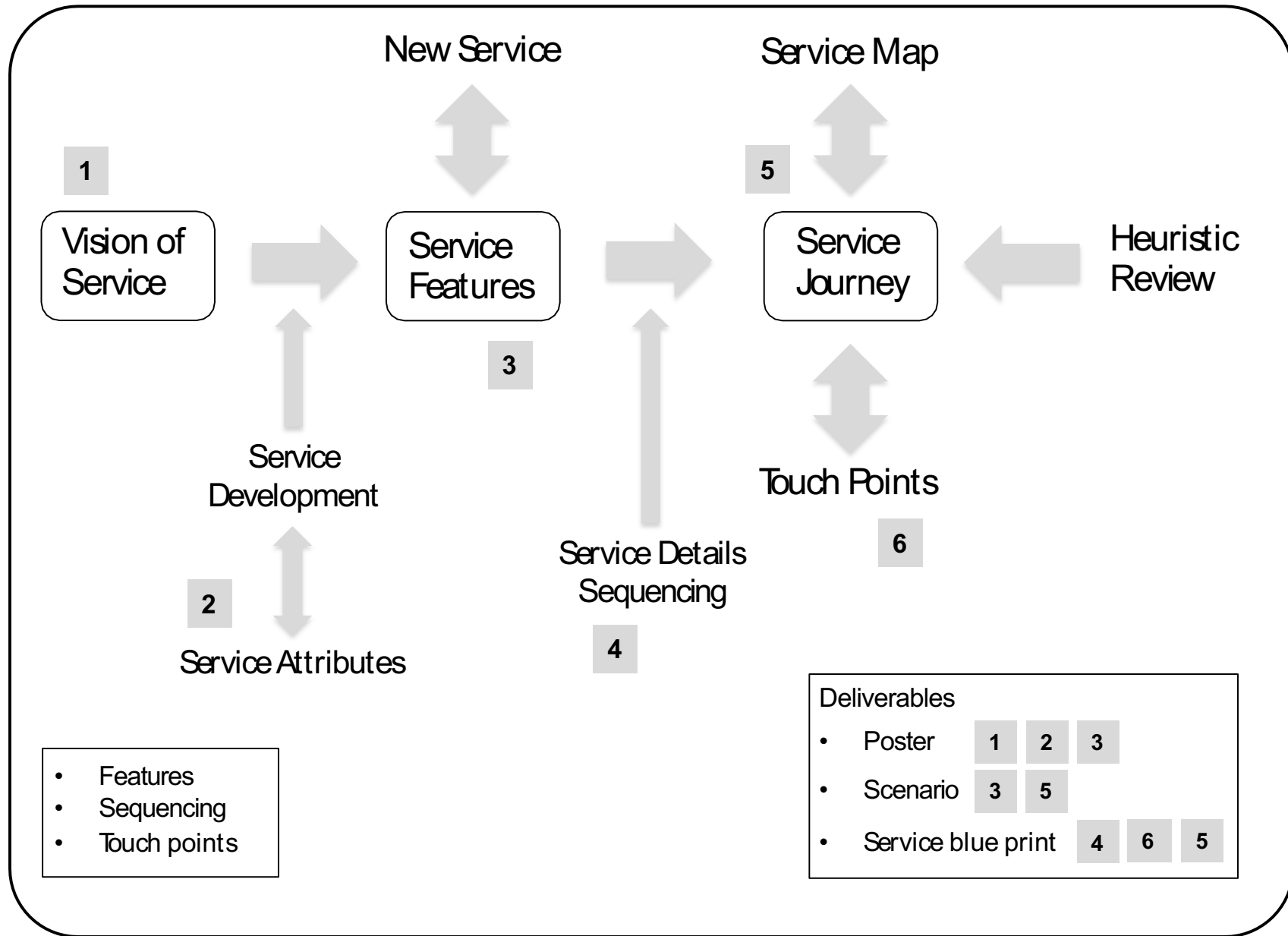
- Evidencing
- Sequencing
- User-centred
- holistic

- Freedom
- Autonomy
- Convenience
- Customization
- Communication

- Involvement
- Engagement
- Enriching

- Form
- Finish
- Aesthetics

- Right Information
- Consistency
- Lasting Relationship



Develop

Name the Service

Ideation

- *Develop alternatives for each touch-points*
 - *Graphics, Products, Space, Environment, Interface*
 - *Visualize - Formulize - Choreograph*
 - *Use Service Heuristics as reference*
 - *Trials and tests through quick low fidelity prototypes*

Ideation Methods : Statement Starters – What If?, Why Not? ; Metaphor & Analogy ; Synectics – Journey to Mars ; General to Particular

Specifications

- *Develop Stakeholder Map*
- *Develop detailed Service Blueprint highlighting touch-points, user journey, stakeholder involvement*

Business Model

- Develop detailed Strategy and Business Model of your new Service*
- *Use the available templates for Business Model Canvas, modify the same to suit your requirements*

Deliver

Scenario

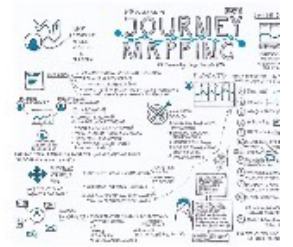
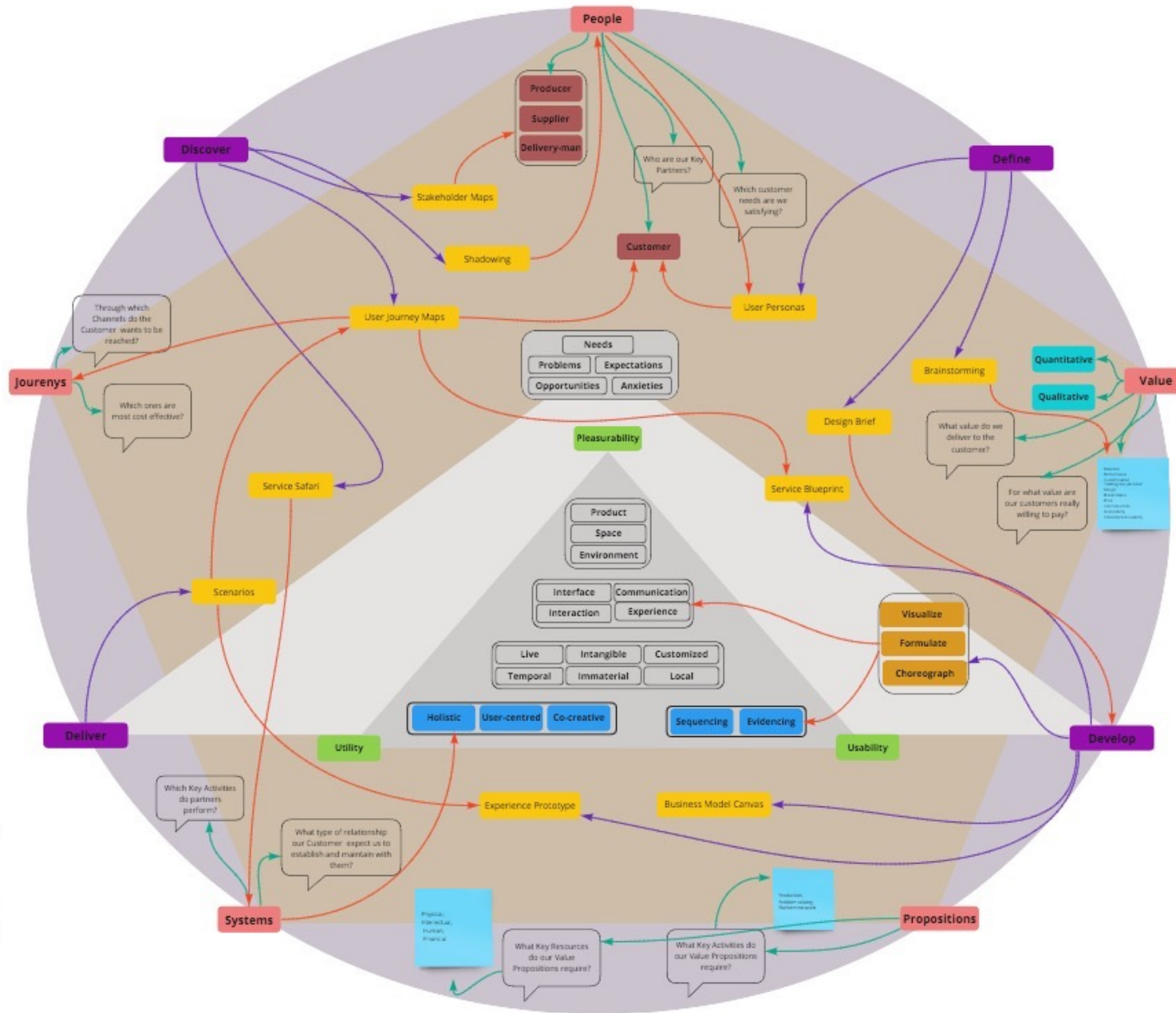
- *Describe a typical use case of the service*
- *Create a compelling narrative, highlighting ...*
 - *USP of the service, benefits*
 - *User Journey and touch-points*
 - *User experience*
 - *Service vision*
- *Create a visualization from the narrative*
 - *Experience prototype, performance (act), film, animation, drawings (storyboards)*
 - *Use appropriate medium, methods and tools to convey the story*

Service Introduction

- *Develop detailed strategy and plan (pre-launch and launch) to create awareness, curiosity, interest, attraction for the service*
- *Develop appropriate Poster / Teaser / Website Landing page / Social Ad / Influencer / Display / ...*

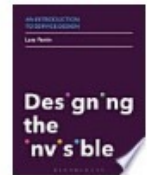
Service Launch

- *Take the service to launch*
- *Get user and stakeholder feedback*
- *Document your learnings, experiences, suggestions, development process*



CUSTOMER JOURNEY MAP Shopping for a New Car

STAGE	TOUCHPOINTS	EMOTIONS	ACTIVITIES	THOUGHTS
1. NEEDS IDENTIFICATION	TV Ads, Social Media, Dealer Website	Excitement, Curiosity	Researching models, comparing prices	Need a reliable car, budget is key
2. VISITING DEALERSHIP	Salesperson, Showroom	Confusion, Frustration	Test drive, asking questions	Too many options, hard to choose
3. FINANCING/LEASING	Finance Dept, Loan Officers	Stress, Anxiety	Reviewing loan terms, signing papers	Monthly payments are high, interest is steep
4. DELIVERY	Delivery Team, New Car	Excitement, Satisfaction	Receiving keys, driving home	Finally got the car, hope it's reliable
5. POST-PURCHASE	Service Center, Dealer Support	Disappointment, Frustration	Waiting for service, dealing with issues	Car has a problem, dealer is unhelpful



References

<http://shashankmehta.com/papers.html>

- *The Service Design Course Module: Steering Design Students Towards new Career Opportunities*
- *Postgraduate Programme in Service Design: Towards India's Sustainable Economic Development*
- *Service Design Approach; an Opportunity for Indian IT Industry to Move Up the Value Chain*