



Service Design
Keywords
Service Design Process
Methods
User Information
Guidelines for Interviews (assignment)



WHY DESIGN SERVICES AND EXPERIENCES

Experience a heightened ambience

Services a cup of coffee in a coffee shop

Manufacturing a coffee package - goods

Agriculture a coffee bean - commodities

Time

SECTORS OF ECONOMY

What the customer is willing to pay?



WHY EXPERIENCE DESIGN

1. Service economy is booming

- EU GNP 70 – 85% from services

2. The product market is satisfied

- Services are a competition tool

3. Technology enables services

- New ICT enabled solutions

4. Humans have individual needs

- Experience economy solutions

[Liberation Wrapper – how to make Japanese women to eat hamburgers?](#)

We Take People to Flow to a Whole New Level



<https://www.kone.com/en/products-and-services/>

www.karelia.fi



Users as content providers for services



KEY WORDS



SERVICE DESIGN

Basic Concepts

- Service Design
- Service Ecology
- Customer Journey
- Service Touchpoints
- Front Office / Frontstage
- Line of Interaction, Line of Visibility
- Back Office, Backstage
- Service Blueprint

[Miettinen, S., Markuksela, V., Valtonen, A. Service Design Methods in Event Design. University of Lapland 2014](#)



SERVICE DESIGN

Holistic, multidisciplinary, integrative field
(productization, management, marketing, research, design)

Focused on **the quality of the user experience** and culturally relevant solutions.

The purpose is **to innovate new or improve existing services** and to make them more useful, usable and desirable for customers as well as more efficient and profitable for the organising parties: win – win -solutions

The purpose is **to create and facilitate services** in order to make them **experiences**.



SERVICE DESIGN

What?

Design approach that focuses on service offerings.

Considers touchpoints across channels, interactions at those points, and the connections between them.

Also integrates complementary products in a service ecosystem.

How?

Applies various tools from product design to create human-centered services.

Result

New and improved user centered products and services

Tempting products

Emerging positive experiences



SERVICE ECOLOGY

- System in which the service is integrated:
 - e.g. a holistic visualisation of the service system.
- All the factors are gathered, analysed and visualised:
 - politics, the economy, employees, law, societal trends, technological development.
- The service ecology is thereby rendered, along with its attendant agents, processes, and relations.
- By analysing service ecologies, it is possible to reveal opportunities for new actors to join the ecology and new relationships among the actors.
- Ultimately, sustainable service ecologies depend on a balance where the actors involved exchange value in ways that is mutually beneficial over time.

[Miettinen, S., Markuksela, V., Valtonen, A. Service Design Methods in Event Design. University of Lapland 2014](#)



CUSTOMER JOURNEY

Customer journey illustrates how the **customer perceives** and **experiences** the service interface along the time axis.

It also considers the **phases before** and **after** actual interaction with the service.

The first step in creating a customer journey is to decide its **starting** and **stopping points**.

A customer journey serves as an umbrella under which the service can be explored, developed and systematised.



SERVICE MOMENTS AND TOUCHPOINTS

Services happen over time (episodes) with **service moments** and across several **touchpoints** (contact points).

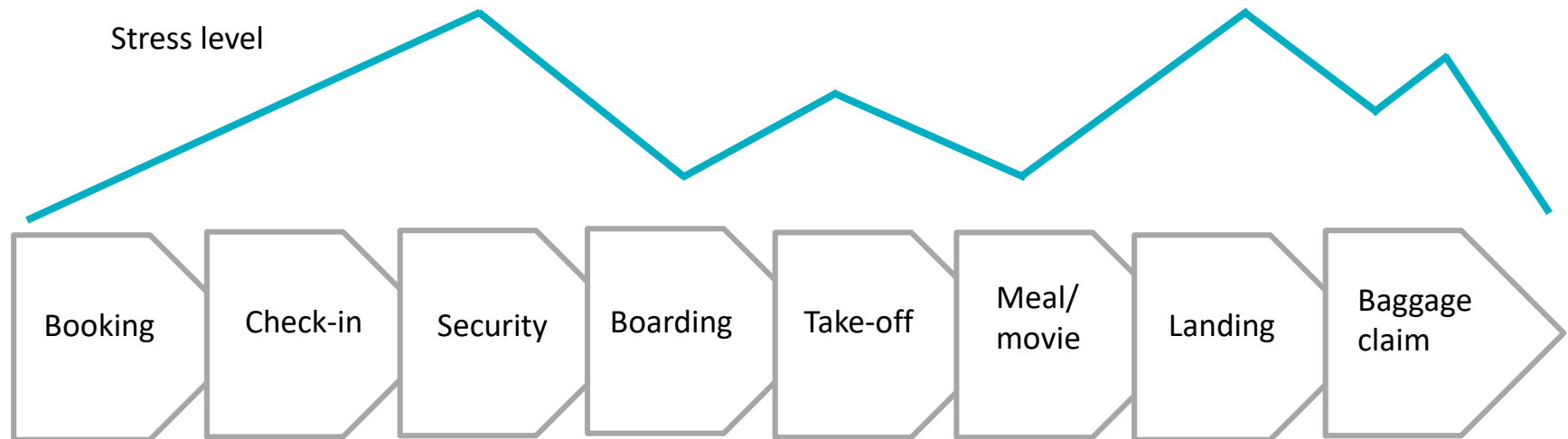
Total service experience is made up from contacts with the components such as service channels, behavior, service gestures, information, space, products.

The components and their style compose the service style together with the leading idea of the service.



CUSTOMER JOURNEY

EXPERIENCE FOR AN AIRLINE



Episodes, service moments, touchpoints during airplane trip
How to minimize the customer's stress level?

Foley – Cockerille 2009.
The media you own versus the media you rent.
DMI Review vol 20, 4, 2009.

www.karelia.fi



FRONT OFFICE / FRONTSTAGE

The time and place in which customers come in contact with the service

- e.g. the website, social media channels, the person facilitating tourism activities, the person serving you at the hotel, restaurant, in the office, shop, beauty salon, garage, etc.

Visible and tangible service



LINE OF INTERACTIONS, LINE OF VISIBILITY

When the customer is experiencing the service she/he is facing **the line of interaction**

The customer faces **the line of IT interaction** when she/he is using the IT services

The customer and the service interact on the company's website and social media accounts

Websites and social media accounts are therefore part of the frontstage activity

Consideration of the purpose, function and user base of the different social media platforms

The line of IT interaction is still part of the frontstage activity.

Visible and invisible activities are separated from activities visible to the customer: **the line of visibility**.

These activities take place "backstage" and are backstage activities that are necessary for the service as a whole and are essential for the success of the service.



BACK OFFICE / BACKSTAGE

How services are facilitated in the organisation providing the service:

e.g. food preparation chain in the restaurant, maintenance of the premises, advance preparation of the tourism activities, etc.

Using service design tools, an organisation may identify that certain changes in the service chain are necessary to make the operation more profitable & efficient



SERVICE BLUEPRINT (Service Chain Analysis)

The service design process identifies those parts of the service that are not tangible and may therefore remain invisible in traditional productization.

With service blueprint (service chain analysis), all the necessary steps become visible and their interconnections are revealed.

Service blueprint describes the necessary resources, such as people, locations, IT and other necessary tools, networks



SERVICE BLUEPRINT (Service Chain Analysis)

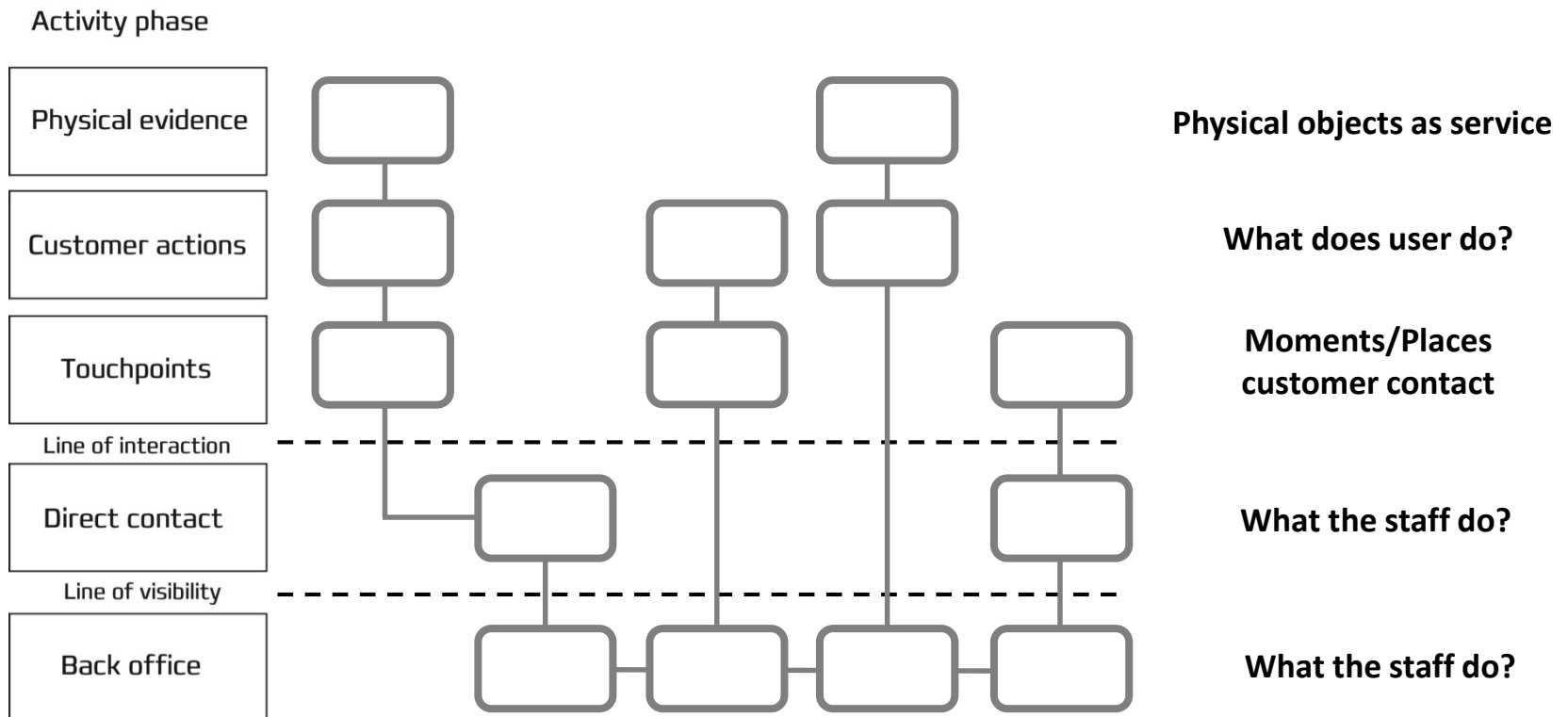
Description of key service elements: time, coherent chains of activities and processes

Specific activities and events, visible and invisible to the customer, with their interactions.

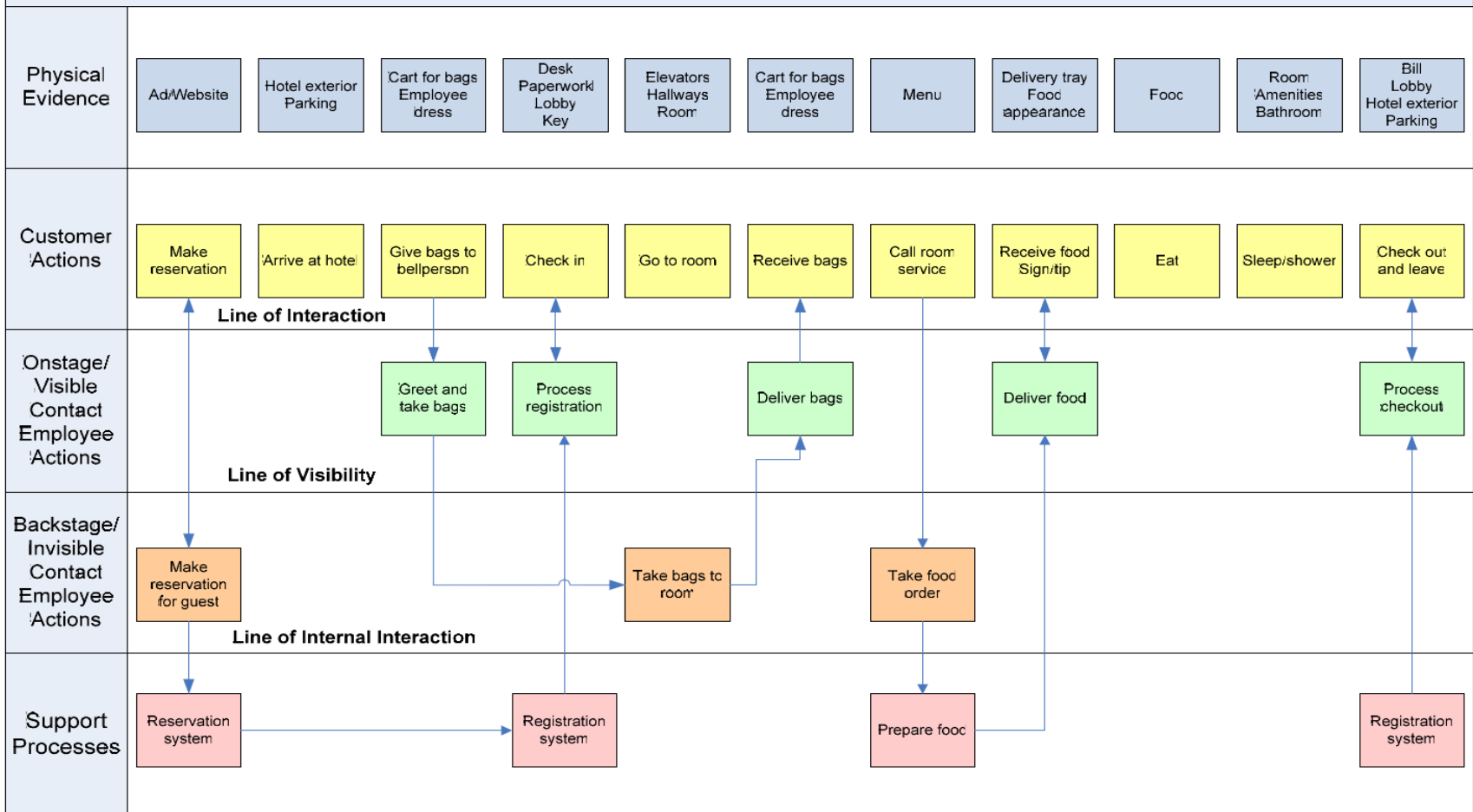
It is important to pay attention to where the line of demarcation of visibility lies and what is essential for the service to be delivered in a way that works for both the customer (unproblematic, easy) and the provider (cost-effective, efficient).



SERVICE BLUEPRINT



Blueprint for Overnight Hotel Stay Service



Tuomas Anttila 2013: <https://tuomasanttila.wordpress.com/2013/11/18/198/>



METHODS



FIELDWORK: OBSERVATION, INTERVIEWING & DOCUMENTATION

Ethnographic methods

- Theme or open interviews, conversations

- Participant observation

 - Non-participatory

 - Passive participation

 - Moderate participation

 - Active participation

 - Complete participation

Qualitative data

Provides a window onto the ways consumers interact with products in their everyday lives.

- To identify, discover, and understand the service context and the use



BODYSTORMING

- To act as the service would exist
 - Ideally in the context where it would be used
 - The opportunity to test the proposed service and its interactions
 - Different service situations can be acted out (e.g. the customer service situations at the hotel reception, restaurant, shop,...)
- How?
 - Create the service situation
 - Cast the roles (service providers and customers)
 - Practise and play the situation
- The purpose is
 - to prototype and come up with new solutions
 - To test new interactions
 - To make ad hoc innovations



CONTEXT MAPPING, participatory design method, co-design

Reveals users' conscious and latent needs, experiences, hopes, and expectations

Workshops facilitated by a tutor

- Make-tools: pictures, drawing, creating with different materials

- Storytelling to generate ideas

- To gather data from people about issues that usually remain unspoken

- Make-tools purpose is to support the users to express themselves and reveal subconscious thoughts with metaphors and associations

Sleeswijk Visser, F. & al. 2005, Context Mapping: experiences from practice.

<http://studiolab.io.tudelft.nl/manila/gems/sleeswijkvisser/Codesign2005sleeswijk.pdf>



EXPERIENCE PROTOTYPING

Prototype the customer experience before creating the final solutions, e.g. before launching the service on the market

It is an iterative process, testing is a step-by-step process, sometimes backtracking but always moving forward

The aim is to test the usability and suitability of the service: logistics, customer experience, economic & time efficiency

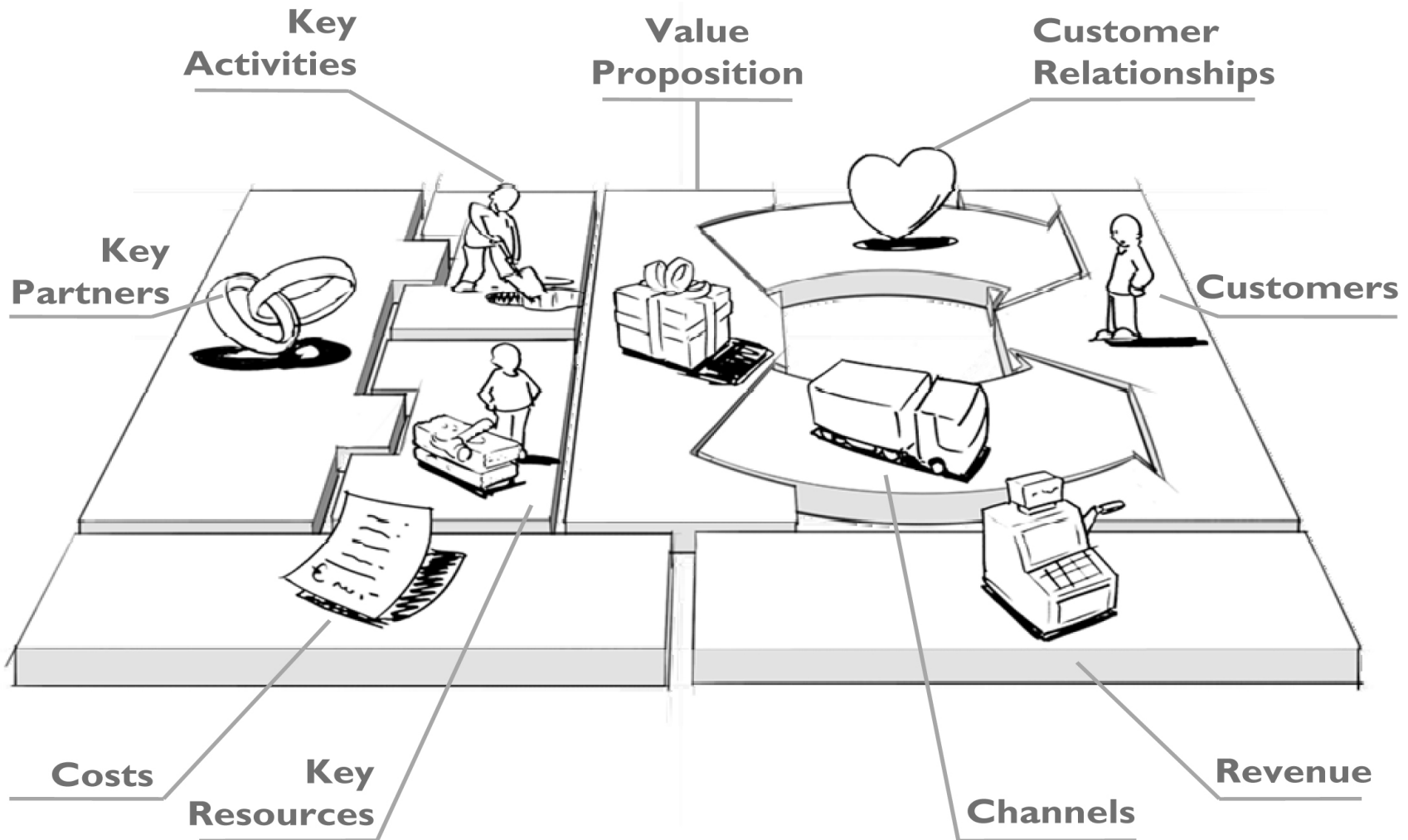
Buchenau, M. & Suri, J. 2000, Experience Prototyping.

https://www.ideo.com/images/uploads/news/pdfs/FultonSuriBuchenau-Experience_PrototypingACM_8-00.pdf

BUSINESS MODEL CANVAS

(Osterwalder & Pigneur: Business Model Generation 2009)

http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf





SERVICE DESIGN PROFESSIONALS

Service designers can make visible, shape and design solutions that do not yet exist.

They observe and interpret people's behavior & needs in different everyday situations.

Service designers use the knowledge they gain to create new or improved services.

They collaborate with different actors, in particular end-users, customers are involved in the development process.



USER INFORMATION

www.karelia.fi



USER CENTRED INNOVATION

Innovation is not just about new technology, services or products, but also about being fit for purpose:

How well, for example, a service meets the needs, expectations and desires of the user (customer).

It is about insight and new market opportunities.

In most cases, these opportunities have not been previously defined by the market or users.

new, as yet unidentified customers

The aim is to provide services or products that have real user value.



USER INFORMATION

Based on qualitative data collected from potential customers or end-users (observation, interviews)

Value maps

Which values influence choices?

Motivations

Cultural customs, practices, rituals

Consumer behavior

Customer segmentation



USER CENTERED INNOVATION

User-centred innovation the aim is to find out:

Who are the real users? What are the customer segments?

What are the users like?

Users' attitudes and behaviour: needs, wants, abilities, constraints, necessities and experiences

In what circumstances and situations do they use or need the service or product?

What is the purpose of use? Why do they use a particular service or product?
What is the wider cultural context?

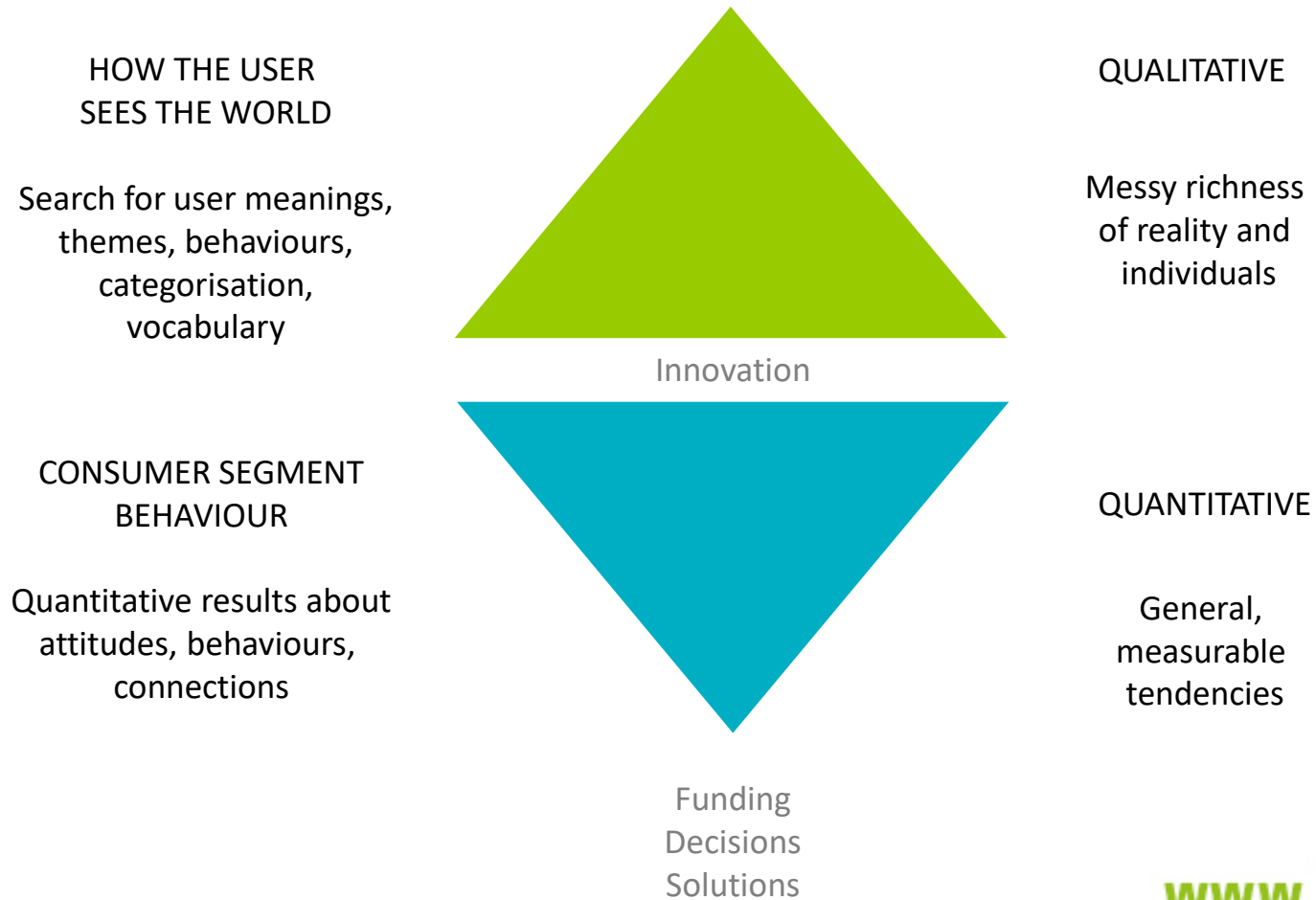
How do users act, what are their habits and practices, their rituals?

Analysis and meaning of the activity?



USER RESEARCH

MARKET INSIGHT:
QUALITATIVE EXPANDING AND QUANTITATIVE FOCUSING APPROACHES





DESIGN ETHNOGRAPHY

Technology companies are interested in ethnographic research because they do not want to repeat the old mistakes.

Everyday life is changing slowly, great technological innovations might not fit into it.

Technology needs to be fitted into the peoples' life not the other way around.

Many companies would learn more from their clients if they would bother to get to know their everyday life.



USER CENTRED INNOVATION

DIFFERENT WAYS TO GET INSIGHTS FROM THE USERS:

1. Assume: e.g. visualise how the customer is placed at the centre of the activity: which elements make up the experience?
2. Hear: actively follow, for example, coffee-table discussions
3. Observe how people act in real-life choice and service situations
4. Test the service in a real or simulated situation
5. Participation in workshops
6. Participate in a real service situation



GUIDELINES FOR INTERVIEWS



ASSIGNMENT: INTERVIEW

HOW?

Conduct a thematic open interview with people representative of the target group.

Consider which general themes are appropriate to discuss in relation to the development issue.

Let the interviewee tell a story, describe their motivations, values, attitudes and behaviour.

Be sure to ask what the interviewee does in practice and what might be preventing him/her from doing what he/she would like to do.

Ask about the interviewee's dreams: what would they like to do?

At the very least, take notes of the interview, preferably record it.



ASSIGNMENT: OBSERVATION

HOW?

Observe how people act / make their choices. Choose situations according to how they fit the development objective.

If possible, you can also observe whether the interviewee acts as he or she says he or she does in the interview.

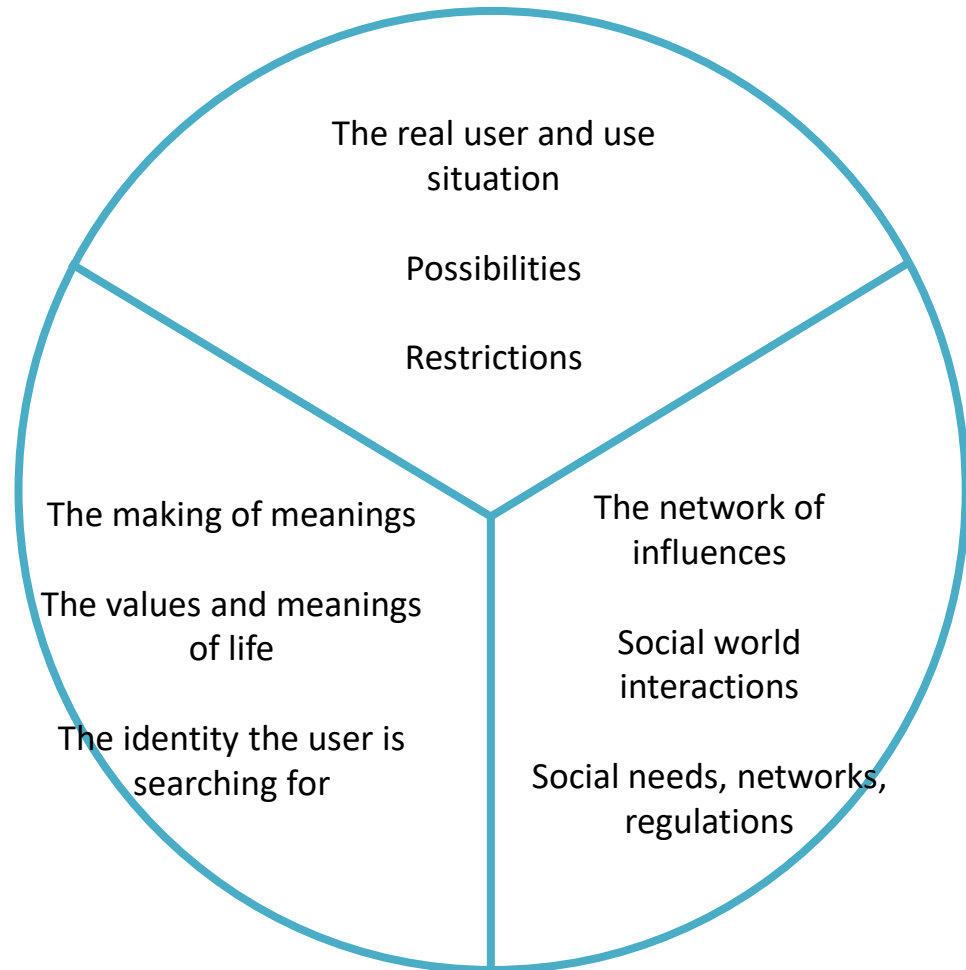
Don't forget to take notes!



ASSIGNMENT: DESIGN ETHNOGRAPHY

HOW?

Discuss with users by taking these different sides of influence into account and you can analyse and describe different sides of user taste through the interview and observation material





ASSIGNMENT: DESIGN ETHNOGRAPHY

HOW?

Analyze the discussion and interview material also form the value perspective.

Consider the different themes that you have discussed with your interviewee and decide into which value segment would you put her/him and why.



Schwartz 2015: [The circular structure of ten basic values](https://www.karelia.fi)