Service Design

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

It addresses the *functionality and form* of services.

It helps make the *service interfaces useful, usable, and desirable* from the client's perspective.

It helps make the service *effective, efficient and distinctive* from the service provider/supplier/organisation point of view.

Service Design

Service Design: What is a "Service"

Every service has the following characteristics:

1. **Intangibility**
   Every service is intangible. It may be generated and provided through tangible means but the service rendered is intangible. It is not possible to physically touch a service.

2. **Multiplicity & network of producers**
   A service is produced and provided through a range of touchpoints. The efficiency of a service depends on the synchronization of these touchpoints.

3. **Simultaneous production and consumption** – Services are consumed as they as produced. There is a simultaneous process of providing the service and the user feeling the experience.

4. **Variability**
   No two touchpoints can provide the same kind of service experience.

5. **Use and not consumed**
   Services can be used and not consumed. It is not possible to finish a service by single use.

6. **Ownership**
   It is not possible for a customer to own a service. One can own the provider of the service but to own the service itself it not possible.

7. **Measurement**
   A service can be measured through the value and experience it creates. One needs to keep the eventual value and experience in mind before creating any service.

Products	Service
Tangible – Can be touched	Cannot be touched
Can be stored	Cannot be stored
Production and Usage takes place at different times	Production and Usage takes place at the same time
Products are consumed also	Services are only used

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Service Design: What is a "Service"

Offering   Touchpoints   Customer   Value

A service is provided by a service provider. There are a number of offerings in a service. These offerings are provided to the customer through a range of interactions, which are called touchpoints. A customer may not interact with all the touchpoints. Every customer would interact with the touchpoints differently. The touchpoints he interacts with, the quality of the touchpoints, the synchronisation amongst the various touchpoints, all of these factor affect the value that the customer gets.

For example, when you subscribe for a caller tune on your mobile phone, this facility is an offering by the mobile service provider. The way you get informed about the service, the interface with the service, the agent that helps you with the service, etc. are the touchpoints of the service. Each of them should gel well to provide you a smooth experience of getting and using a caller tune for your mobile phone. When the caller tune is as per your want, it is easy to subscribe or edit, you feel that you have received something of value.
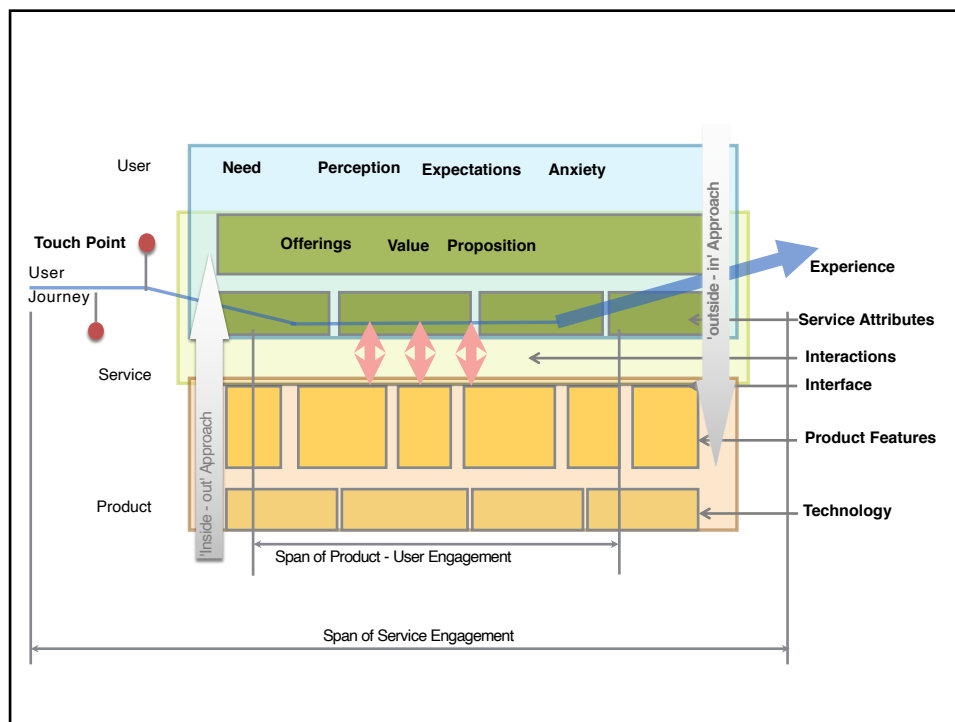
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Service design is about choosing the most relevant touchpoints for service delivery and designing a consistent customer experience across these many touchpoints.

It looks for opportunities to introduce potentially new and more effective touchpoints, remove weak touchpoints, and coordinate the user experience across touchpoints in relation to brand message and user needs.

Service Design

Service Design is 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

Good service design is the process of
deliberately crafting our experience and
delivery of services, to make them more
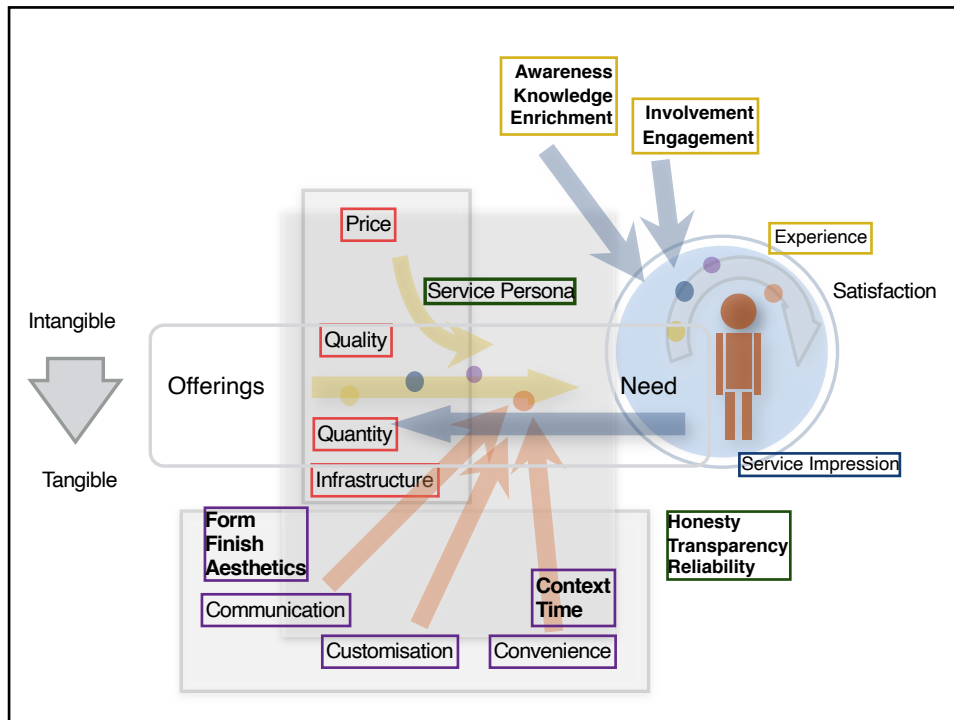valuable for the people that use and provide
them.

Nick Marsh Engine Service Design.

Service design is *designing experiences*
happening in time and space, which reach
people through different touchpoints.

www.servicedesign.fi

Service Design

Experiences are what customers have when they use your service, and when they recall it afterwards.

… what customers are looking for are emotional bonds and experiences.

Like a chain that will break at the weakest link, the customer experience will break at the weakest touchpoint.

Service Design

brand and service are closely linked

... focus upon understanding how the service offering is experienced at a functional level, an emotional level, and a self-expressive level.

... create a service personality that describes the brand as if it were a person.

Once the personality is described, it becomes easier to describe how the touchpoints should be designed and the behaviors that each touchpoint should have.

Service Design

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As services are intangible, difficult to standardise, and co-produced while they are delivered/consumed...

...the core starting point of the service design approach is to be human-focused.

Gaining a clear understanding of the situation from the perspective of current and potential customers of a certain service is crucial for successful service design.

Service Design

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Gaining a clear understanding of the situation from the perspective of current and potential customers of a certain service is crucial for successful service design.

.... it is not about trying to find the solution immediately – it is about finding the problem first.

Service Design

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this new domain calls for....
"outside-in" design — "user-led" design approach,

...the one that can identify and understand
the unmet customer needs
and develop solutions around the same.

Service Design

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*Service design thinking offers a holistic,
human-centred and temporal mindset
- in both physical and spiritual sense.*

*.... the approach of service design refers to
the process of designing rather than to its
outcome.*

*The outcome of a service design process can
have various forms: rather abstract
organizational structures, operation
processes, service experiences and even
concrete physical objects.*

Service Design

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*Service design is an inter-discipline where
T shaped people collaborate…*
    *- broad understanding in various disciplines
      and deep knowledge in a specific field.*

*The iterative four steps of exploration,
creation, reflection and implementation are
very basic approach to structure such a
complex design process*

Discover – Define - Develop – Deliver

Service Design

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Digital Services
Living Services
Liquid Expectations

The Era of Living Services

Shashank Mehta   **National Institute of Design, Ahmedabad**

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- *Systems*, services are provided and experienced through systems and relationships

- *Value*, service and also its design is normally focused on adding value

- *Journeys*, all services are experienced over time. people take different journeys to, through, and from a service

   …the fundamentals of good service

Service

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- *People*, services always involve people and rely on both the user and the producer working together

- *Propositions*, services are generally packaged as a 'proposition' for users to buy into.

Good service design translates *intangible service propositions* into *tangible and desirable offerings*.

…the fundamentals of good service

Service

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- *User-centred* – Services should be experienced through customer's eye
- *Co-creative* – All stakeholders should be included in the service design process
- *Sequencing* – The service should be visualized as a sequence of interrelated actions.
- *Evidencing* – Intangible services should be visualized in terms of physical artefacts
- *Holistic* – The entire environment of a service should be considered

…5 Principles of Service Design Thinking

Service Design

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- *Utility* - what the service does, or offers the customer, at the functional level

- *Usability* - how easy it is to interact with the service

- *Pleasurability* - how pleasurable the interaction is at the emotional level.
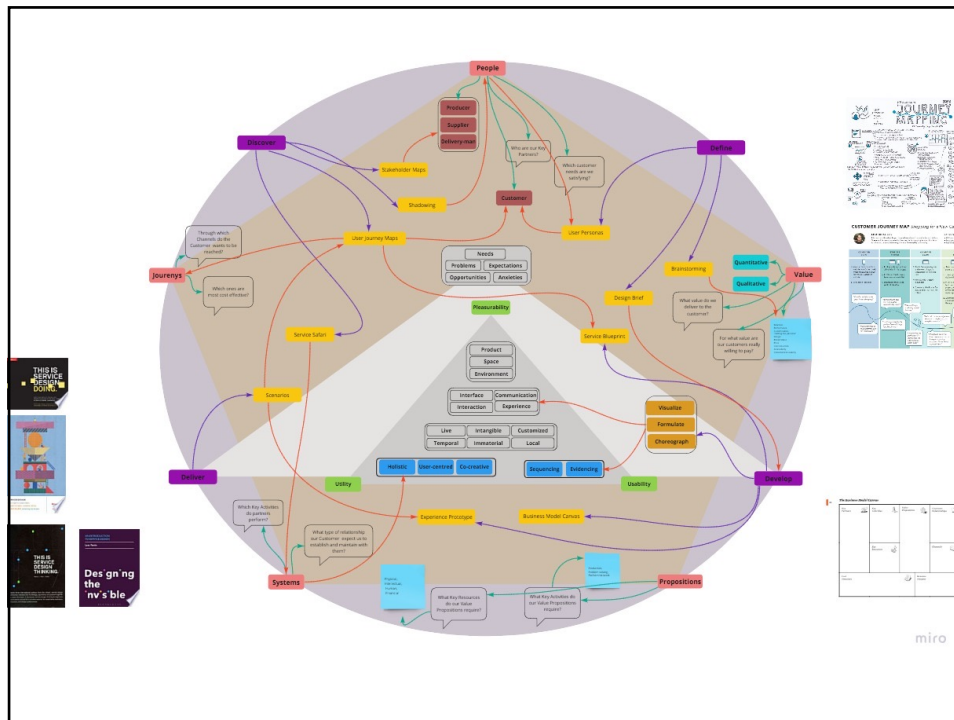
…Desirability

Service Design

- *Analyzing* – helps in collecting, recording and sharing contextual information, using different media such as videos, sound, images or text.
  - customer journey map; directed storytelling; emotional map; design documentary; video blog; film diary; user diary; story collection.
- *Generating* – helps in consulting a shared meaning out of collected experiences
  - idea sketches; glimpses; service moodboard
- *Developing* – provides formats to elaborate and develop service ideas into more detailed and rich stories and systems.
  - storyboard; system map; service interaction design guidelines ; desirability, viability, feasibility.
- *Prototyping* – provides modes to quickly test out new service ideas
  - video sketches; experience prototype

…Tools of Design for Services

Service Design

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Service design is also *a habit of study of the thousand practices*, always different and always the same, that human beings have always engaged in.

The field of service design also teaches that a certain *"vital sequences"* exists along the whole chain of an event, and that it cannot be dissociated from the variety of "media" - artifacts and others - on which it hinges

Service Design

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Stakeholder maps –

..highlight stakeholders that the service provider did not mention (or may not be aware of)

... how these groups are related to each other; and how they interact with each other.

These connections should ideally be highlighted in a visually engaging way, as the aim throughout this process is to produce as easily accessible overview that can both identify pain points and explore areas of potential opportunity.

…AT ONE – Actors, Touchpoints, Offerings, Needs, Experiences

Service Design

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Service safari

to go out "into the wild" and explore examples of what you think are good and bad service experiences.

... to put people into the shoes of customers.

…the insights can then be developed into opportunities for service innovations..

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Shadowing

*...immersing oneself in the lives of customers, front –
line staff, or people behind the scenes in order to
observe their behavior and experiences.*

*Shaodwing allows researchers to spot the moments
at which problems occur.*

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Customer journey map

*...provides a vivid but structured visualization of a
service user's experience.*

*A customer journey map provides a high level
overview of the factors influencing user experience,
constructed from user's perspective.*

*.."personalizing" the map – incorporating
photographs along with personal quotes and
commentary – can make it an even more immersive
user-focused experience.*

Service Design

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Contextual Interviews *are conducted in the*
environment, or context, in which the service
process of interest occurs.

This ethnographic technique allows interviewers to
both observe and probe behavior they are
interested in.

Service Design

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discovering the customer's emotions

The "emotional journey" of a customer making use
of the different services provide key indicators
where services needed to be improved or
completely renewed.

Getting a complete picture of what is going on in
the mind of customers is a vital importance to
understand their behavior.

Service Design

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The main challenge .... in the process is dealing with the intangibility of services, since you cannot simply put a service on a table and ask customers what they think about it….

Customers need a good mental picture of the future service concept. Generating such a vision of a service concept in the mind of customer is the critical task. In this context, it is important to consider the emotional aspects of a service. A mere description is seldom enough to create a clear vision.

 Providing a conceivable story through a comic strip, story boards, videos or photo sequences helps generate the necessary emotional engagement but still lacks meaningful user interaction.

Therefore it is important to prototype service concepts in reality or circumstances close to reality. Service design thinking uses different staging and roleplay approaches from theatre to play through certain service situations….

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thank you !!!

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