

Graphic [and I'm afraid not so graphic] personal notes from

# SERVICE DESIGN PROCESS AND METHODS 01040 COURSE

6.- 8.2. 2014 @SIDLAUREA

facilitated by

Marc Stickdorn

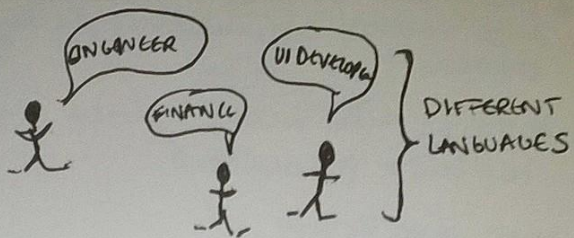


# SERVICE DESIGN PROCESS

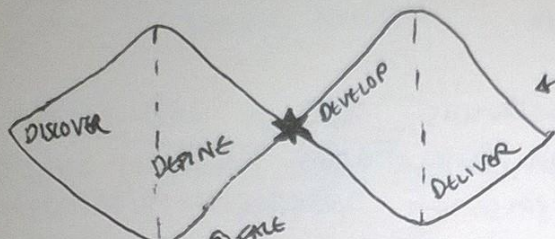
6.2.

MAKE IT TANGIBLE

I WANT TO TOUCH IT AND SEE IT  
NO BULLETS PLEASE!



SERVICE DESIGNER → DON'T WORRY I WILL FACILITATE.



WHY ARE YOU FACILITATING. KEEP IN MIND

1 NAME

2 QUOTE

3 FACE

CUSTOMER

PERSONAS 3-5 IS GOOD FOR PROJECTS  
DATA & ASSUMPTED PERSONAS DRIVEN

HEY, I'M NOT LIKE THAT!

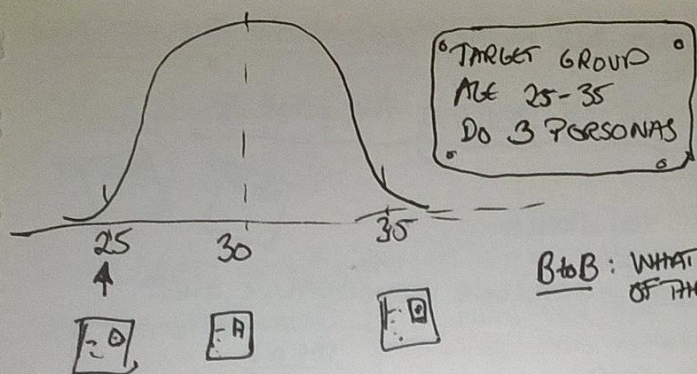
FRONTLINE IS IMPORTANT. DIRECT CONTACT GIVES INSIGHT

TEST ASSUMPTED PERSONAS. ONLY USE THEM WITH DATA.

PROBLEM: GET STUCKED INTO REAL PERSON WHEN TIME TO PIVOT

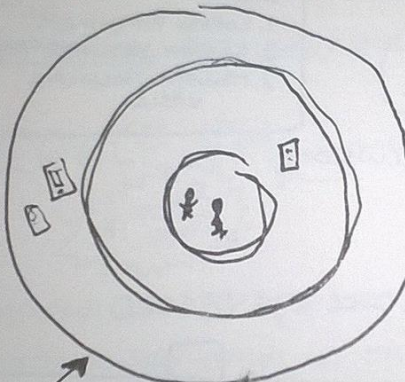
? ATTRIBUTES

WHAT IS IMPORTANT FOR YOUR PROJECT?



B to B: WHAT IS THE CONTEXT OF THE PERSON?

USERS VS. CUSTOMERS → SKETCH BOTH!

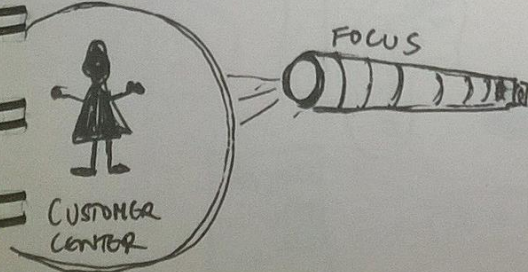


STAKEHOLDER MAP  
NAME  
NAME  
NAME  
NAME  
NAME  
AREA  
VALUE NETWORK MAP  
SERVICE ECOSYSTEM MAP

SKETCH FROM INTERACTIONS AND VALUES

- TARGET GROUPS
- ORGANIZATIONS
- PLATFORMS
- DEVICES

"SHITTY FIRST DRAFT CAN BE SHITTY WITH EVERYONE UNDERSTANDS IT."



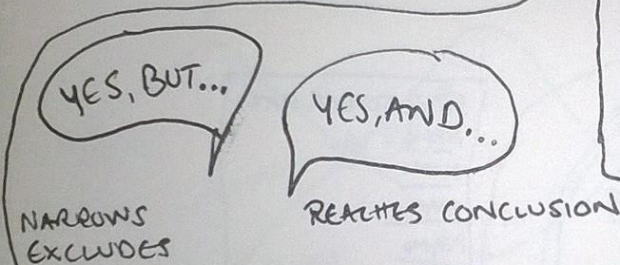
CLIENT VS. CUSTOMER VS. USER

ASK: Where does the money come from?

POST IT The art of peeling the post its

- THINK BEFORE YOU SKETCH
- FORCE DISCUSSION
- SILENT MINUTE - EVERYONE INDIVIDUALLY FIRST

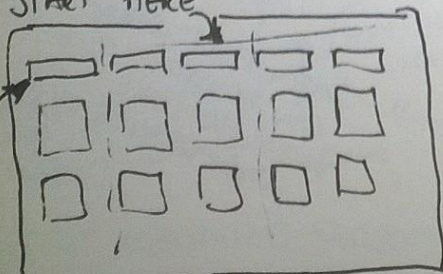
CUSTOMER JOURNEY = MOVIE



IDEA:  
JÄÄNTÖ KÄÄNTÄMÄTÄ  
KUN JOKU HEILUTAA  
KÄSTÄ  
1. LOPEA PUHTAINEN  
2. KÄÄNNY HEILUTAJAN  
3. HEILUTA MOLEMPIA  
KÄSIÄ

ONE LINEAR JOURNEY, LIKE STORYBOARD

START HERE



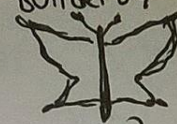
NOT IN THE BEGINNING

CONCEPT HAS TO BE NARROWED  
DOWN. ONE CLEAR IDEA.

CONCEPT IN TWO THINGS

PRINT AD

EXPLORATORY LEARNING: AUSTIN'S BUTTERFLY



Feedback mode

"AGILE REQUIRES TRUST"

POP APP

Make do

SHITTY DRAFT → HONEST FEEDBACK

TOO POLISHED → OH NO, NOW THEY HAVE TO CHANGE  
THAT. THEY HAVE WORKED HARD.



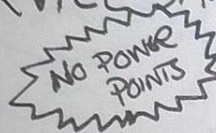
YES AND ATMOSPHERE



TAXI DRIVERS OR LEARNING TO DRIVE

SERVICE JAM

CLIENTS TO



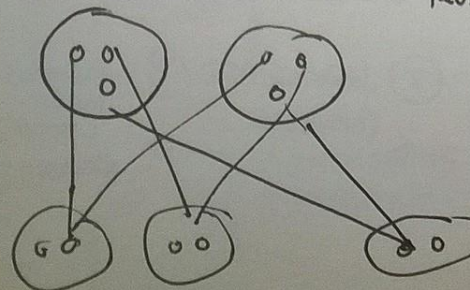
IDEA:

1. WHAT? LISÄKYS.
2. GREEN ♥ +
3. RED - THANK YOU

CUSTOMER JOURNEY: WHAT TO INCLUDE

- CUSTOMER JOBS - WHAT DO THEY HAVE TO ACCOMPLISH
- STAKEHOLDERS
- STAGES (PRE-WHILE-POST)
- PURCHASE DECISION JOURNEY

CRITICAL TOUCHPOINTS = MOMENTS OF TRUTH



GROUP PUZZLE

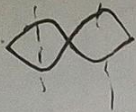
IDEA:

KÄYTÄ TÄTÄ  
NIIN PORUKKA  
KESKITYY

MY SERVICE FEEL LOW  
• SHAPPLY

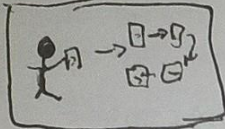
10+10

HOMEWORK



HOW WAS THE PROCESS

7.2



SKETCH

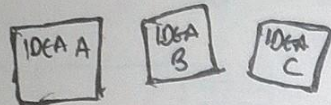
- GIVES IDEAS
- ROOM FOR INTERPRETATION

VS.

TEXT

- RIGID

"CREATIVITY IS NOT FINDING NEW IDEAS ITS PICKING ONE ITS TESTING."



FAIL EARLY, CHEAP

DAY 1

1. SAFE SPACE SHITTY FIRST DRAFT
2. PERSONAS GROUP CONVERGENT
3. STAKEHOLDER MAP DIVERGENT
4. PRIORITIZING CONVERGE
5. RELATIONSHIP DIVERGE
6. CUSTOMER JOURNEY STORYBOARD CONVERGE
7. SERVICE ADD CONVERGE
8. BUSINESS MODEL CANVAS DEPENDS?

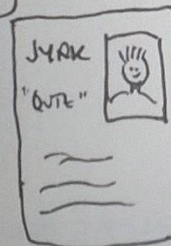
①

FILL THE BLANK \_\_\_\_ . ANSWER TO DESIGN CHALLENGE

We aim to design...

- a service which helps service designers to involve end customers and users
- a service which provides service designers actual end user & customer data in a easy to use way.
- a service which provides service designer actual customer & end user data to be used easily in service design projects.
- a service which provides service designers actual customer & end user data in a digital ready to use format. → NEW ROUND

②



X 3 → CHOSEN 3 TOGETHER

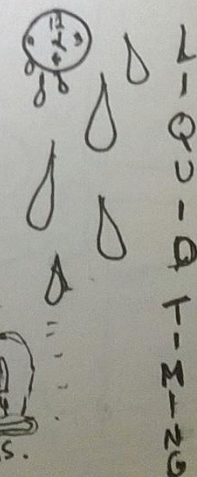
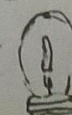


= 60 MINUTES



PLANNING IS IMPORTANT

CO-OWNING IDEAS.





STANDING



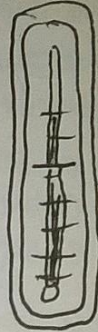
VS.

SITTING WITH GROUP

### IDEAS

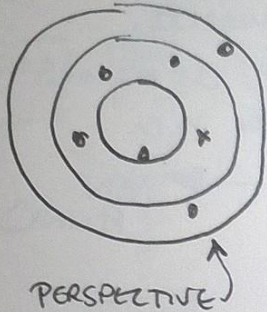
• KUMARIN POUTAN  
 SUOTA IDEA  
 KUNNON/CHODOTAN  
 ILMOITUKSES SEISAL  
 TAAVI - STATUKON  
 OTAMINEN

WHAT IS ENERGY LEVEL?

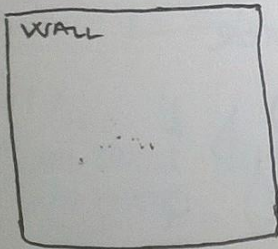
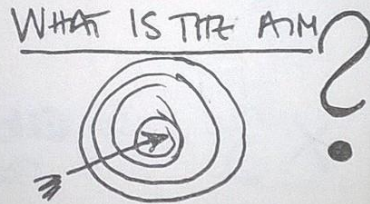


### 3 STAKEHOLDER MAP

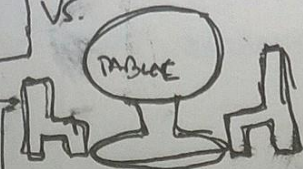
DIFFICULTATOR: WHAT DOES THAT THIS COST?  
 ASK QUESTIONS



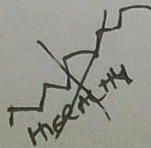
NOT ONE OBJECTIVE STAKEHOLDER MAP  
 IF CUSTOMER CENTER YOU USE HER PERSPECTIVE  
 MAKE IT ORG. CENTRIC → COMPARE



VS.

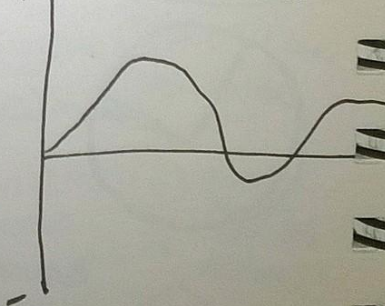


IDEA:  
 • ONA YRITIS UUTU  
 MUKA JOS PÄIVÄN  
 KOKEMUSTA  
 NIIN 6 TÄMÄ  
 VÄLIMÄÄ



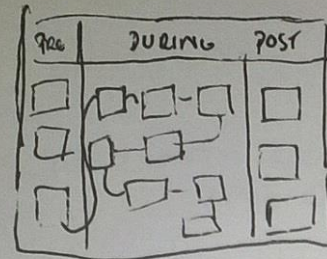
NO POSITIONS

DRAMATIC ARC



TIME

### 4 CUSTOMER JOURNEY



JOBS?

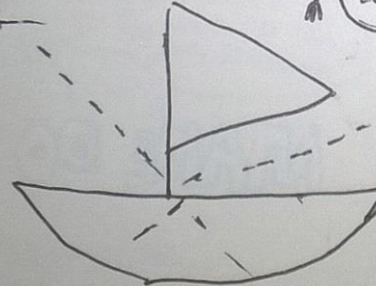
WHAT IF'S?  
 FEEDBACK  
 THINK + PLAN IN ADVANCE

HOW TO IMPROVE?  
 CRITICAL POINTS?

## DESIGN RESEARCH



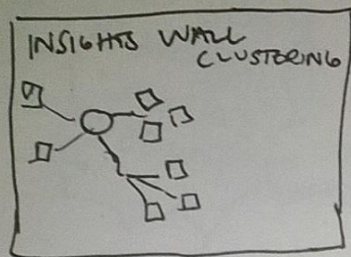
CONTEXTUAL INTERVIEW



2-3 METHODS  
 METHOD TRIANGULATION

PATTERN

PRIMARY DATA IS MORE POWERFUL!



ANALYSIS:

- MIDMAPS
  - INSIGHTS WALL → CLUSTERING
  - CODING
- INCLUDE OTHERS TO AVOID BIAS

SERVICE SAFARI



CUSTOMER JOURNEY WITH PRIMARY DATA + SOCIAL MEDIA COMMENT

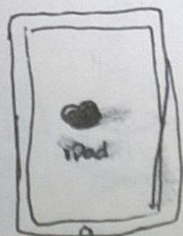
INSIGHTS IS AN OUTCOME OF A RESEARCH WITH A PURPOSE

"THEORETICAL SATURATION"

5 stick figures = 80% OF MAJOR THEMES

POP

FOR



MAKE DO

⑤ PROTOTYPE - I ACTIVELY SOMETHING

NEVER END WITH A DIVERGENT METHOD CLOSURE



Q&A

SERVICE DESIGN PROCESS

8.2.

- \* USTENCILS.COM
- \* BALSAMIQ MOCKUPS
- \* SILVERBACK 2.0
- \* AXSURE
- \* ORIGAMI



EXPECTATION VS. EXPERIENCE

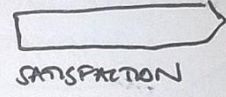
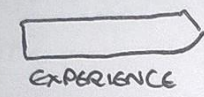
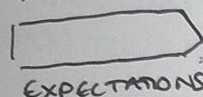
CUSTOMER SATISFACTION

PRE SERVICE

SERVICE

POST SERVICE

SlideShare



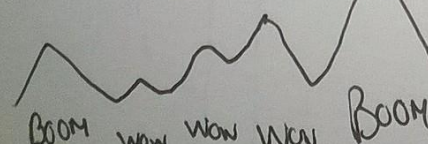
ASKING PEOPLE OVER, WHAT DO YOU SAY?



DON'T EXPECT TOO MUCH. I'LL TRY TO MAKE SOMETHING

YOU ONLY SURPRISE ONCE

DRAMATIC ARC

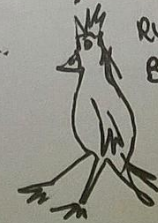


BOOM WOW WOW BOOM

AAAA...

Adam Lawrence

RUBBER CHAIRMAN = BOUNDARY OBJECTIVE



## TONE OF VOICE

WHAT FITS YOU AND THE PEOPLE IN THE ROOM

FORUM THEATRE

INVESTIGATIVE JOURNALISM

SAFE PLACE

FULL BODY TOOLS

REMEMBER THIS

HUMANITY

PERSONAS  
CUSTOMER JOURNIES

EGO'S → MAKE THEM USEFUL FOR PROCESS & LET TO SHOW OF A BIT

10+10  
3 brains

\*EVERYONE WILL  
YOU FAIL, JUST SHITTY FIRST DRAFTS!

DOCUMENTATION  
GRAPHIC RECORDING



VIDEO CAMERAS CAN MAKE PEOPLE NERVOUS.

Methods don't always work

WE ALL GET IT

SOMETIMES A COFFEE BREAK IS IN ORDER. STEP BACK. ITERATE.



## JAMMING



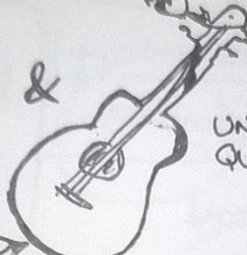
WOW, WE ACHIEVED SOMETHING. WE CREATED THIS!

MORE IMPORTANT  
NARRATIVE

CREATING INNOVATIONS

INNOVATORS

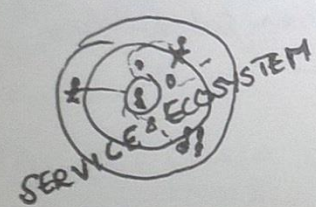
Joshie-story



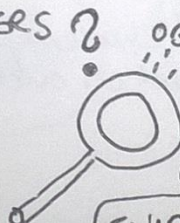
UNITED BREAKS  
GUITARS

WHY CUSTOMER EXPERIENCE MATTERS?

SERVICE SATISFACTION



SERVICE ECOSYSTEM



OBSERVATION

GIVE SERVICE EXPERIENCE

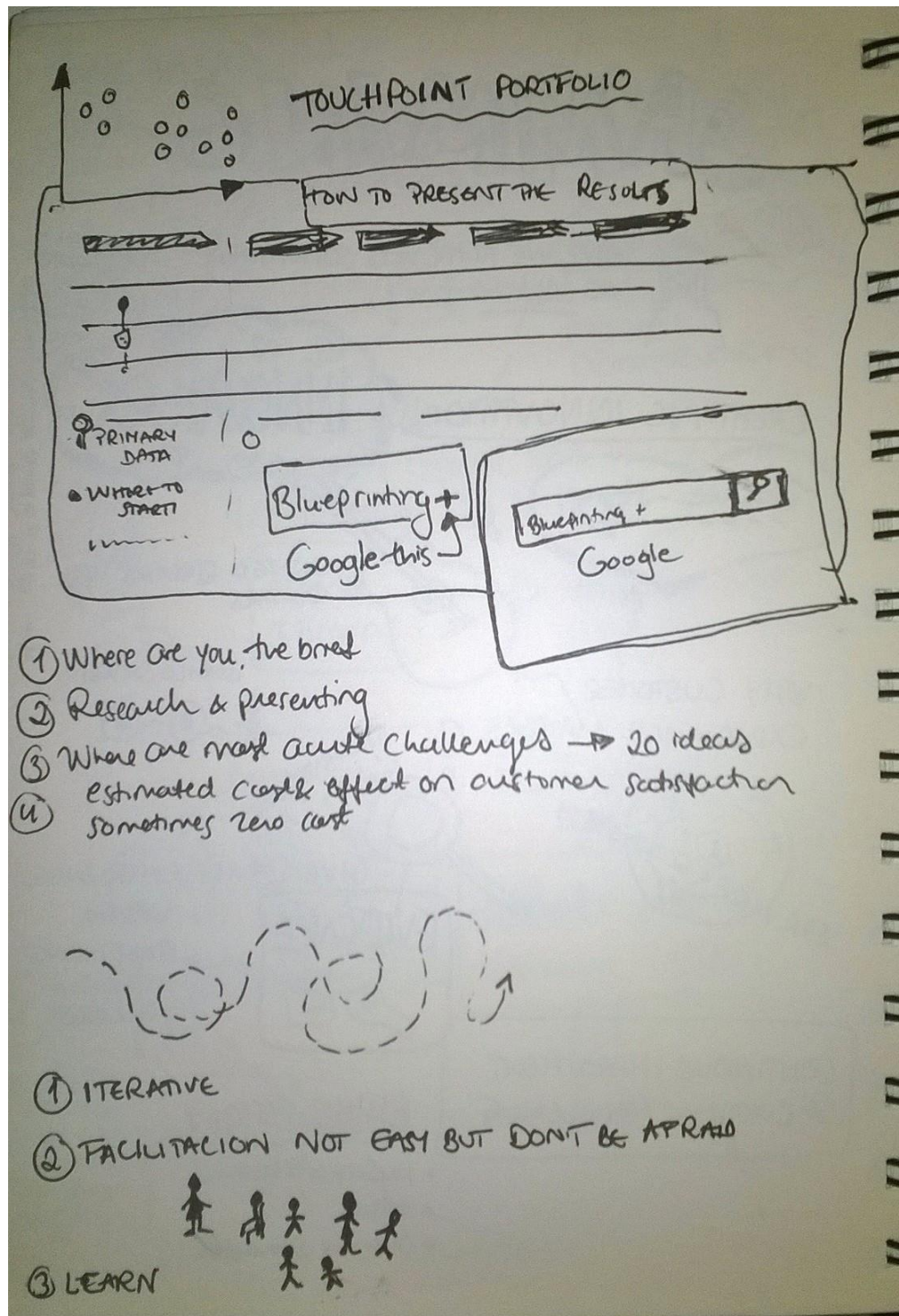
EVIDENCE

WOM  
STORYTELLING TOOLS + TRIGGERS

CONTINUOUS IMPROVEMENT OF CUSTOMER MANAGEMENT

ETHNOGRAPHY:

- MyServiceFellow
- Ethos
- Over-the-Shoulder



1. Common Knowledge Platform
2. Diverge: exploration, ideas
3. Converge: synthesis, prioritisation, decisions

Notes by Mervi Rauhala, Aspiring service designer and storyteller, 1<sup>st</sup> year SID-student,  
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