Service Design

Service Design | 22nd of March 2022

Florian Wille | Nicole Foelsterl | Nadine Cocina | Jürgen Späth

Check-in

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Your Lecturers

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Florian Wille

Lecturer / Industrial & Interaction Designer

- **Lecturer** in the field of service design, design technology and design methods @ IAD and CAS Design Methods & Design Technologies
- **Design Strategist** at dreipol

Nicole Foelsterl

Lecturer & Researcher

- **Lecturer** @ in the field of storytelling, video and service design @ IAD and the CAS Design Methods
- **Researcher** @ institute for design research

Jürgen Späth

Lecturer / Researcher / Thinker & Doer

- **Lecturer** in the field of Interaction Design
- **Head** of the BA VIAD
- **Co-Founder, Managing Director,** Projekttriangle Design Studio (1998 - 2019)

Nadine Cocina

Interaction Designer & Artist / Researcher / Lecturer

- **Research Associate & Mentor** @ **ZHdK**
- **Self-employed Interaction Designer** @ **Plentii and RepRisk AG**
- **Visiting Lecturer** @ **HSLU**

What is Service Design?

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Products of economic activity that you can't drop on your foot, ranging from hairdressing to websites. *– The Economist*

What is Service Design
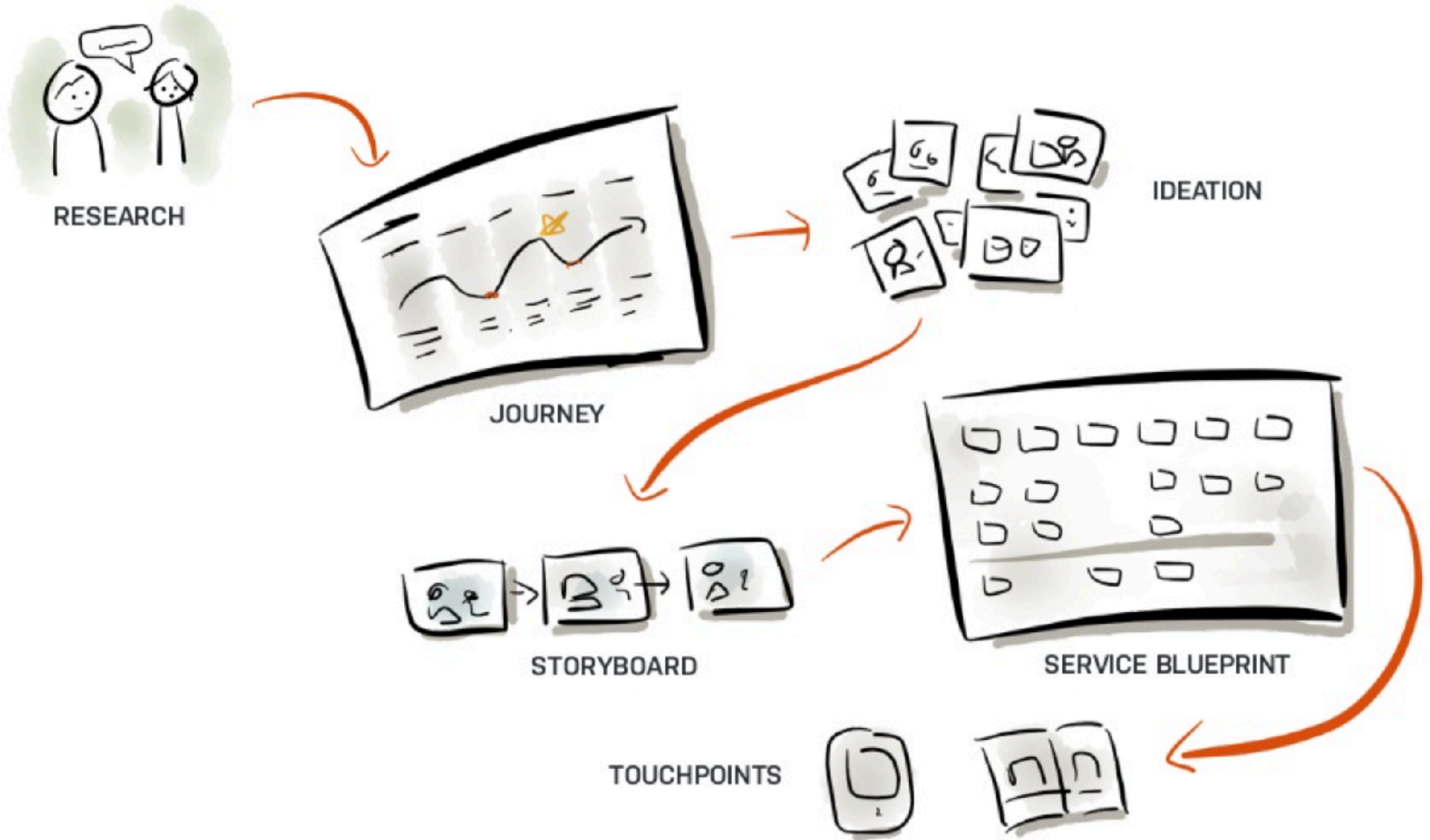
A crowdsourced definition

a crowdsourced definition

Service design helps organizations see their services from a customer perspective. It is an approach to designing services that balances the needs of the customer with the needs of the business, aiming to create seamless and quality service experiences. Service design is rooted in design thinking, and brings a creative, human-centered process to service improvement and designing new services. Through collaborative methods that engage both customers and service delivery teams, service design helps organizations gain true, end-to-end understanding of their services, enabling holistic and meaningful improvements.
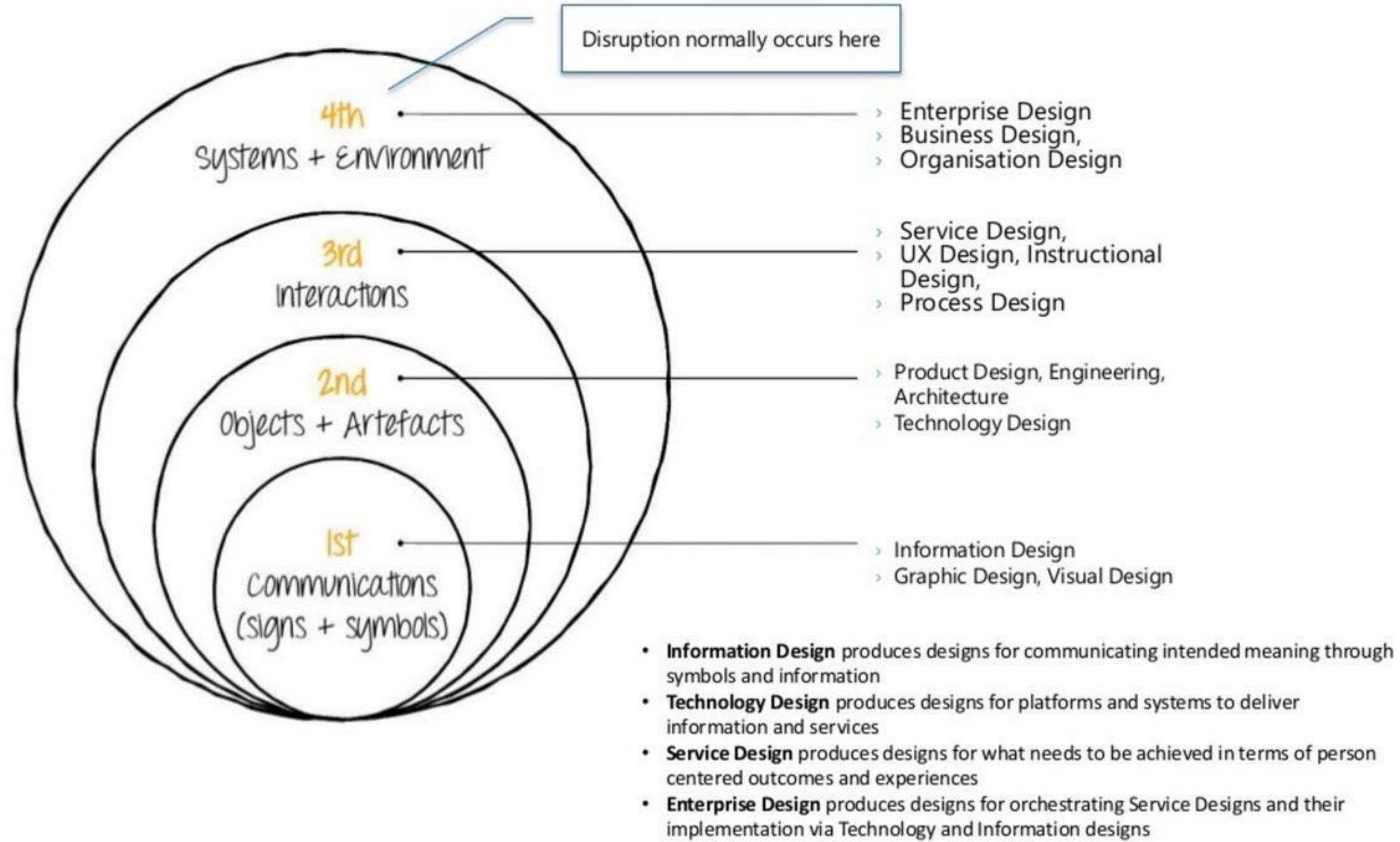
by Megan Erin Miller
"How many service designers does it take to define Service design" on Medium

Service design applies design methods and craft to the ==definition== and ==orchestration== of products, communications, interactions, operation, culture, and structure of an organization. *– Jamin Hegeman*

User Experience

Service Experience

Experience between person and single touchpoint, usually a digital product

Orchestrated experience between all parts of the service, from people to objects to places to interfaces

Jamin Hegeman – Designing for Multi-touchpoint Experiences

RESEARCH

JOURNEY

IDEATION

STORYBOARD

SERVICE BLUEPRINT

TOUCHPOINTS

Jamin Hegeman – Designing for Multi-touchpoint Experiences

FOUR ORDERS OF DESIGN

Disruption normally occurs here

4th
Systems + Environment

> Enterprise Design
> Business Design,
> Organisation Design

3rd
Interactions

> Service Design,
> UX Design, Instructional Design,
> Process Design

2nd
Objects + Artefacts

> Product Design, Engineering, Architecture
> Technology Design

1st
communications
(signs + symbols)

> Information Design
> Graphic Design, Visual Design

- **Information Design** produces designs for communicating intended meaning through symbols and information
- **Technology Design** produces designs for platforms and systems to deliver information and services
- **Service Design** produces designs for what needs to be achieved in terms of person centered outcomes and experiences
- **Enterprise Design** produces designs for orchestrating Service Designs and their implementation via Technology and Information designs

Richard Buchanan, (1992) Wicked Problems in Design Thinking

5 Principles of Service Design Thinking

1. HUMAN CENTRED-CENTERED
Services should be experienced through the customer's eyes

2. CO-CREATIVE
All Stakeholders should be included in the service design process

3. SEQUENCED
The service should be visualized as a sequence of interrelated actions

4. VISUAL
Services are essentially intangible in nature and should be visualised in terms of 'physical elements'

5. HOLISTIC
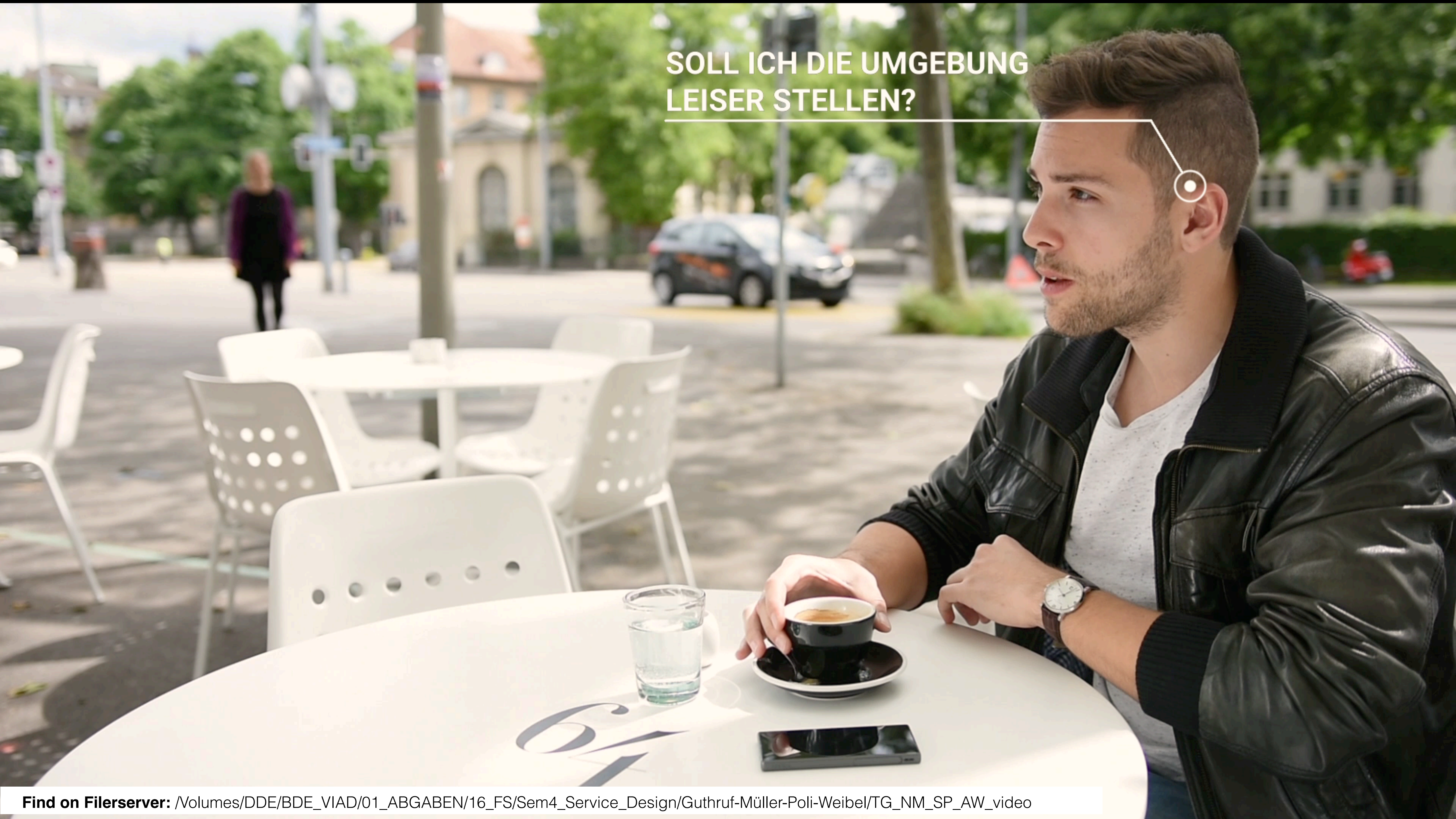The entire environment of a service should be considered

Examples

Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/17_FS/Sem4_Service_Design/Dobler - Rainolter - Richner/AD-CR-KR_Video

Service Design 2016

SOLL ICH DIE UMGEBUNG
LEISER STELLEN?

Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/16_FS/Sem4_Service_Design/Guthruf-Müller-Poli-Weibel/TG_NM_SP_AW_video

Service Design 2016

Course structure

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Course Structure

WEEK 1					WEEK 2					WEEK 3				
MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI

Kick Off

Team Mentoring

Kick Off

Team Mentoring

Presentation of Service Ideation

Workshop „Storytelling"

Team Mentoring

Service Exploration Workshop

SERVICE EXPLORATION

SERVICE IDEATION
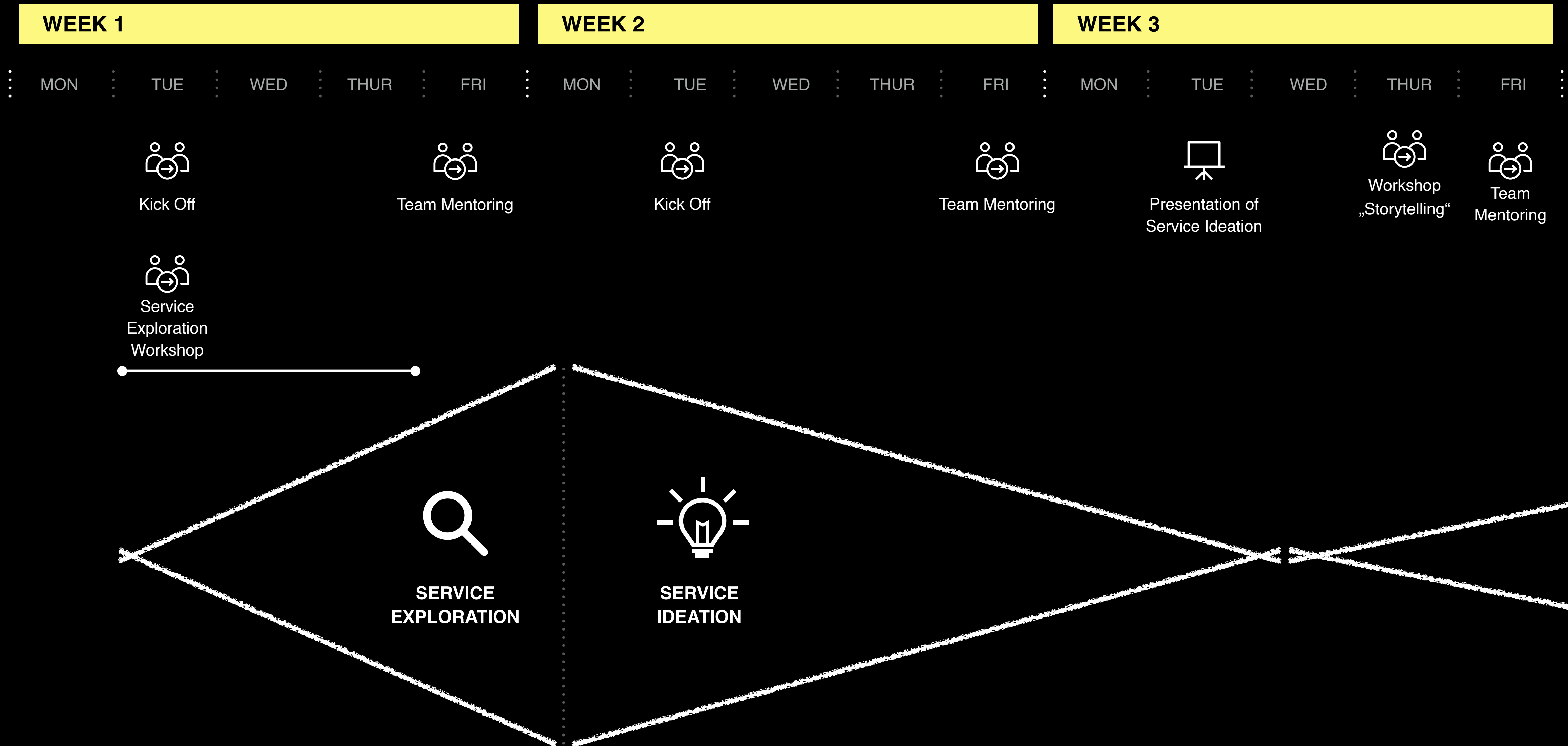
Course Structure

WEEK 4					WEEK 5					WEEK 6				
MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI
	Kick Off	Prototype Demo	Team Mentoring			Kick Off		Team Mentoring			Team Mentoring „Storyboard"		Dry Run Presentation	Final Presentation

SERVICE PROTOTYPING

SERVICE ENACTMENT

SERVICE COMMUNICATION

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Design Teams

👥 **Team A: Micaela, Sandro, Nicola, Thore**

👥 **Team B: Bin, Fabrizio, Daniel, Eleonora**

👥 **Team C: Réjane, Miguel, Janosch, Nadia**

👥 **Team D: Johannes, Guan, Silvan, Elena**

Design Teams

TEAM A

Micaela · Sandro · Nicola · Thore

TEAM B

Bin · Fabrizio · Daniel · Eleonora

TEAM C

Réjane · Miguel · Janosch · Nadia

TEAM D

Johannes · Guan · Silvan · Elena

Design Teams

Deliverables

- Service concept in the form of video scenarios
- Testable prototype
- Action plan & recommendations
- Summarized service concept handout complemented with visual explanations
- Service documentation

Channels of Communication

Where to find information and contacts

Channels of Communication

E-Leaning via Paul

paul.zhdk.ch

Z

Kürzlich ▾   Deutsch (de) ▾

Florian Wille (TEILNEHMER/IN)

Studio V: Service Design 22

Dashboard / Kurse / Design / BDE-VIAD-V-4020.06.22F.001

About the Course

In this course you will apply previously acquired methodical, technological and design skills for the first time in a holistic, service oriented project. Throughout the course you will design a service in close collaboration with a company or institution. You will conduct in-depth analyses of the existing service landscape and ethnographically driven user research to subsequently design comprehensive process-, communication- and interaction solutions. Selected service design methods and techniques will be taught, and technological frameworks for a multimodal implementation will be provided. The outcome will be an exemplary service flow, prototypes to visualize the interaction, and a concept video showing the service solution.
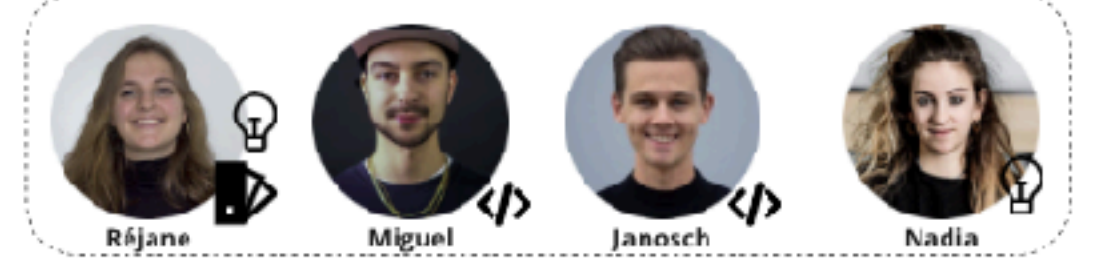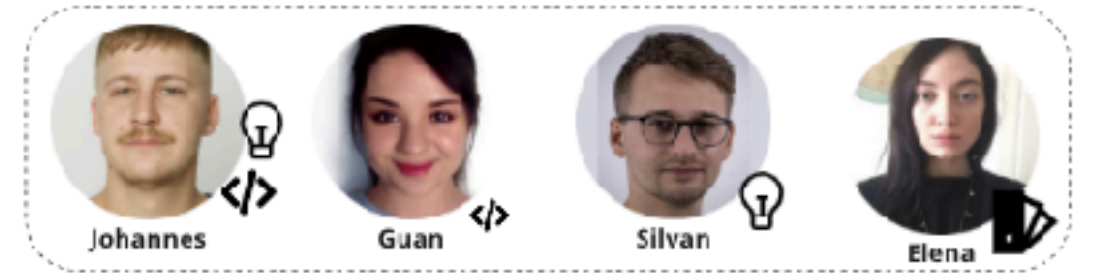
Lehrveranstaltung   Miro Course Board   Announcements   Inputs & Presentations

Design Brief & Deliverables
All about the Topic, our collaboration partner, and the Deliverables.

Overview & Objectives

Caring for elderly, sick or dependent relatives is psychologically, physically and time-wise extremely stressful. Caregiving relatives are more likely to suffer from physical exhaustion, depressive symptoms, negative stress and anxiety. The group of caregiving relatives is estimated at around 592,000 people in Switzerland (BAG, 2020) and is generally provided in a private capacity.

The perception of stress itself depends on many factors and is influenced by the motivation to provide care as well as the quality of the relationship between the caregiver and the care receiver. Usually, the acceptance of support services occurs too late and only when caregiving relatives already reach their limits, fall ill themselves or are no longer able to provide care. Therefore, it is necessary to have an early awareness process regarding the perception of stress in order to intervene on time. This will not only improve the caregivers' health but the private care can be maintained for longer, which is a major concern for the relatives themselves.

Key Questions

1. How can we reduce the stress of family caregivers?
2. How can we develop a tool that enables caregivers to assess the stage of their familiy member's dementia?
3. How can we provide family caregivers with appropriate support and practice-oriented information, tailored to their ever-changing individual needs throughout the caregiving process?
4. How can we increase awareness among caregivers so that they accept help early enough?

Aim of the Project :: Developing a service ecosystem that offers support to people taking care of their family members with dementia?

Channels of Communication

Miro

miro.com

- Miro main course board
- One board for each Team

Channels of Communication
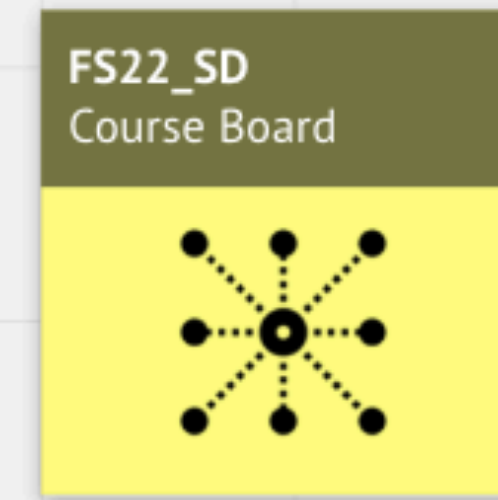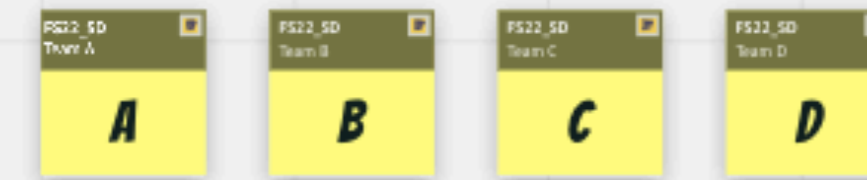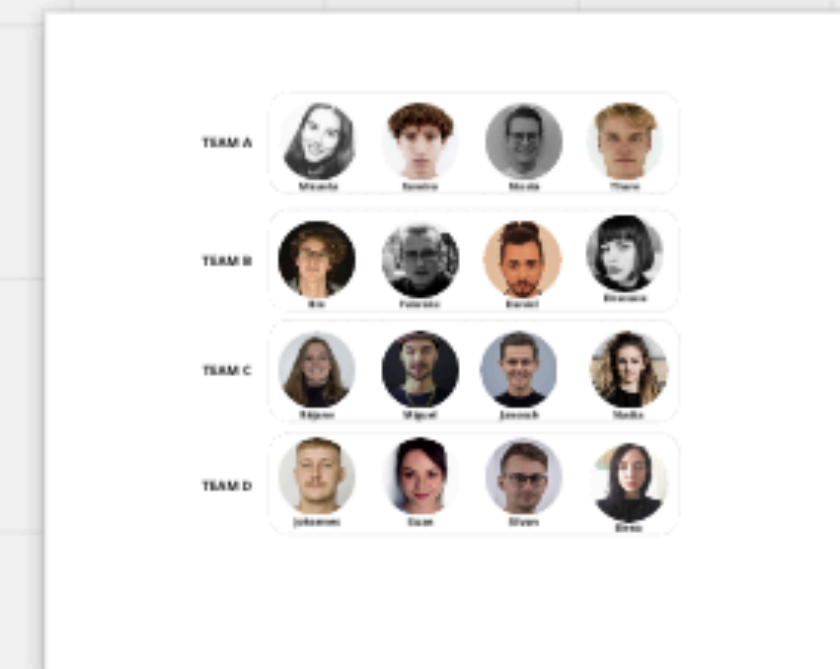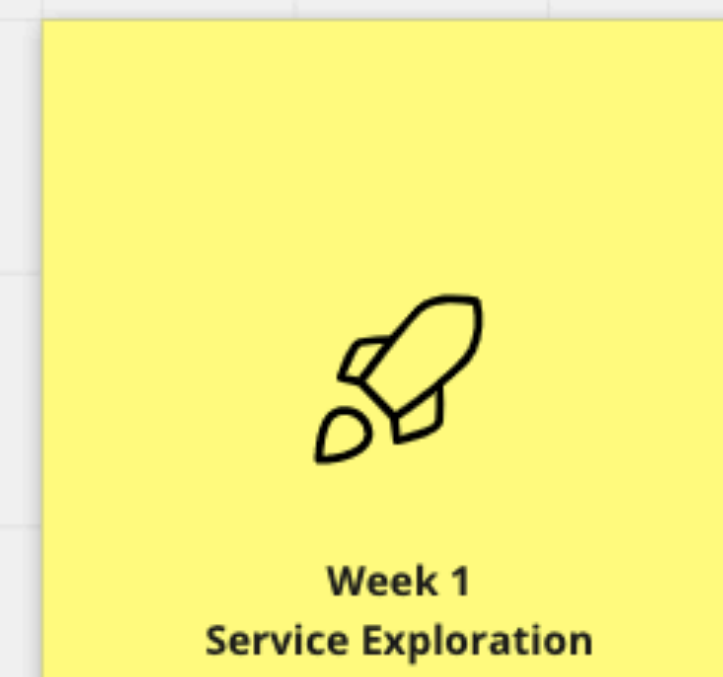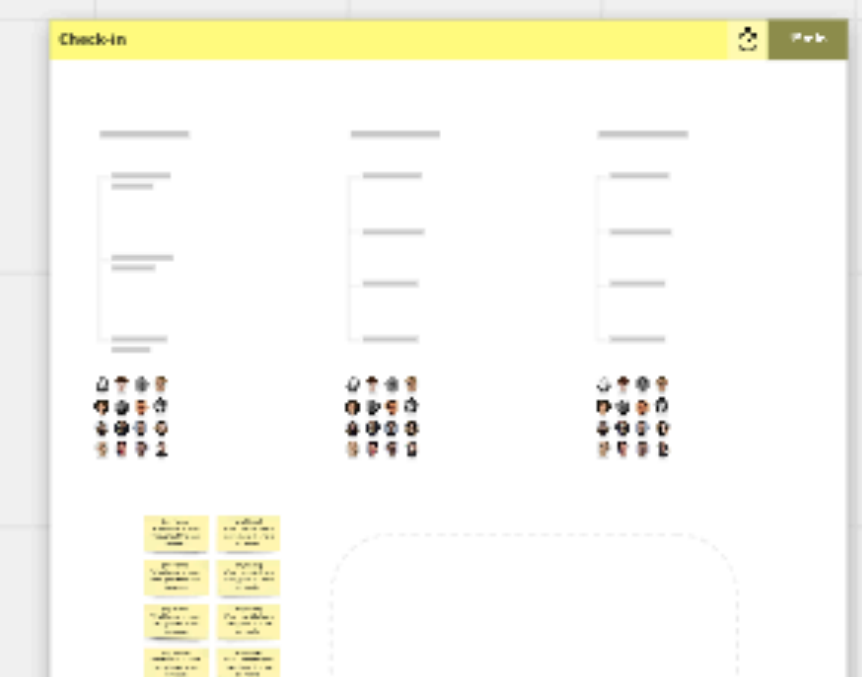
Zoom

https://zhdk.zoom.us

Inputs & Presentations

Sie können aktuell nicht beitreten.
Das Meeting wurde noch nicht gestartet.

Zeitplan

Startzeit	Tuesday, 22. March 2022, 08:30
Dauer (in Minuten)	10 Stunden
Zum Kalender hinzufügen	📅 Download iCal
Status	Das Meeting ist nicht auf Zoom verfügbar
Veranstalter/in	Florian Wille
Alternative Veranstalter/innen	nadine.cocina@zhdk.ch;nicole.foelsterl@zhdk.ch;juergen.spaeth@zhdk.ch
Sitzungen	Sitzungsbericht

Sicherheit

Kenncode geschützt	Ja
Kenncode	363443
Link zum Beitritt	https://zhdk.zoom.us/j/66809210737?pwd=R0M4WC9ETjFSMDdqb09zSisxMWhpZz09

Channels of Communication

2nd Year Calendar

Calendar online

	MO 21	DI 22	MI 23	DO 24	FR 25	SA 26

GMT+01

Service Design Course

SD | SERVICE EXPLORATION

09:00

SD | Course Introdu
09:00, 4.K16

SD | Independent Service Exploration
09:00 bis 17:00

SD | Mentoring: Exploration Synthesis
09:00 bis 12:00
4.K16

10:00

SD | Expert Input (Barbara)
10:00 bis 12:00
Raum 4.K16

SD | Introduction C
10:30, 4.K16

11:00

12:00

13:00

SD | Workshop Service Exploration
13:00 bis 17:00

SD | Independent Service Exploration
13:00 bis 17:00

SD | Independent Service Exploration
13:00 bis 17:00

14:00

15:00

16:00

17:00

Tuesday Eve Bash
17:10, Toni Areal /

18:00

Ressources

Platforms & Books

Ressources

Service Design Tools

tools   tutorials   about   resources   **contribute**

Service Design Tools

The open collection of tools and tutorials that helps dealing with complex design challenges.

WHEN
What stage of the design process are you at?

WHO
Who would you like to engage in the design process?

WHAT
What aspects of the service are you working on?

HOW
What types of representation you'd like to use?

explore tools

TOOLS & TUTORIALS

servicedesigntools.org

Ressources

Strategyzer

⊙Strategyzer

Build an Invincible Company Stop risking your future with business as usual. Uncover your teams' entrepreneurial potential with our globally-trusted methodology and engaging platform.

Enterprise teams can train at our Cloud Academy or create a successful Corporate Innovation Ecosystem with the Growth Portfolio

Learn more ›

Smaller companies can take our Online Courses, use our Web App, and download free resources

Sign up for free ›

VIRTUAL MASTERCLASS

Building Invincible Companies

Acquire the skills, tools & processes needed for world-class business strategy and innovation remotely from your home or office.

Learn more ›

Ressources

#TISDD Method Library

THIS IS SERVICE DESIGN DOING.

#TISDD METHOD LIBRARY

In this library, you'll find 54 hands-on descriptions that help you DO the key methods used in service design. These methods include instructions, guidelines, and-tips-and tricks for activities within research, ideation, prototyping, and facilitation.

This collection only contains building blocks. It doesn't detail how to assemble them into a cohesive design process or how to plan or manage it. For this context, please read This Is Service Design Doing.

DOWNLOAD ALL CHAPTERS (PDF)

05 RESEARCH

Desk research
1 Preparatory research

Desk research
2 Secondary research

Self-ethnographic approach

06 IDEATION

Pre-ideation
1 Slicing the elephant and splitting the ideation challenge

Extra
AESEO – The ergonomics of need

07 PROTOTYPING

Extra
Theatrical methods – An introduction

Prototyping service processes and experiences
1 Investigative rehearsal

10 FACILITATION

1 Three-brain warm-up

2 Color-chain warm-up

3 "Yes, and …" warm-up

Book Tipp

by Dark Horse

Book Tipp

by Giff Constable

TALKING TO HUMANS

Success starts with understanding your customers

GIFF CONSTABLE
with Frank Rimalovski
illustrations by Tom Fishburne
and foreword by Steve Blank

THE SEQUEL TO THE AWARD-WINNING BOOK *TALKING TO HUMANS*

TESTING WITH HUMANS

How to use experiments to drive faster, more informed decision making.

GIFF CONSTABLE
with Frank Rimalovski
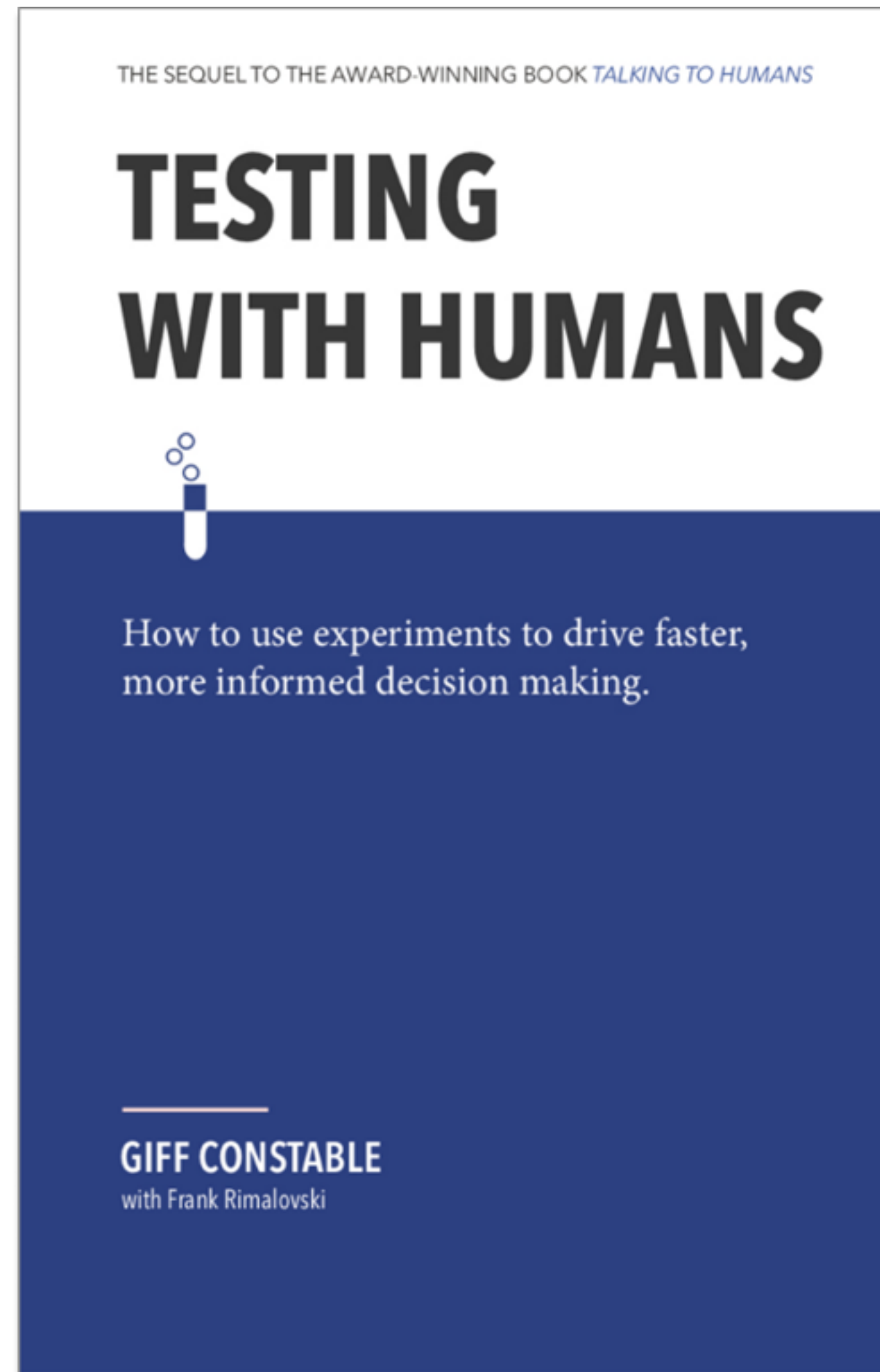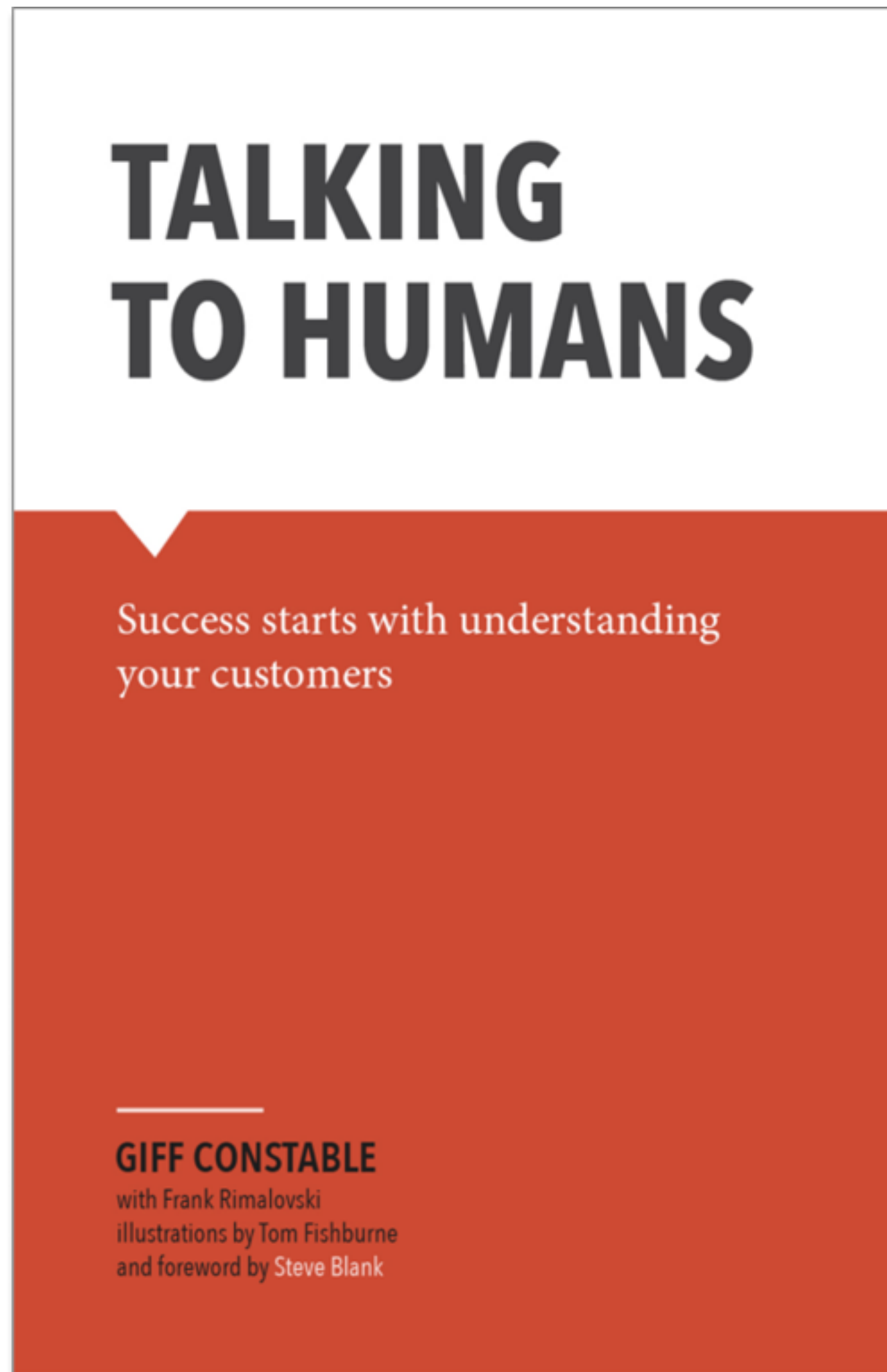
Book Tipp

by Stickdorn / Hormess / Lawrence / Schneider

Marc Stickdorn; This is Service Design Doing: Applying Service Design Thinking in The Real World. O'Reilly

Topic

–

Aim of the Project

Aim of the Project :: Developing a service ecosystem that offers support to people taking care of their family members with dementia?

Cooperation Partner

–

Deliverables Week 1

–

Deliverables Week 1

Bring to Friday's Mentoring

- **Documentation of desk - research**

- **Documentation of «field» materials (findings of interviews/shadowing)**

- **Analytical Deliverables**
  Journey Map and/or a Systems- / Stakeholder- / Value Network Map

- **Adhoc service scenarios**

- **Mini-Service Designs**

Deliverables Week 1

Stakeholdermap

BANK

CREDIT CARD COMPANY

SHOP

WHOLESALER

PRODUCT REVIEW PROVIDER

ONLINE VENDOR

MORENA RIVERA A B C

EMPLOYER

FULFILLMENT PROVIDER

DELIVERY COMPANY

TELCO
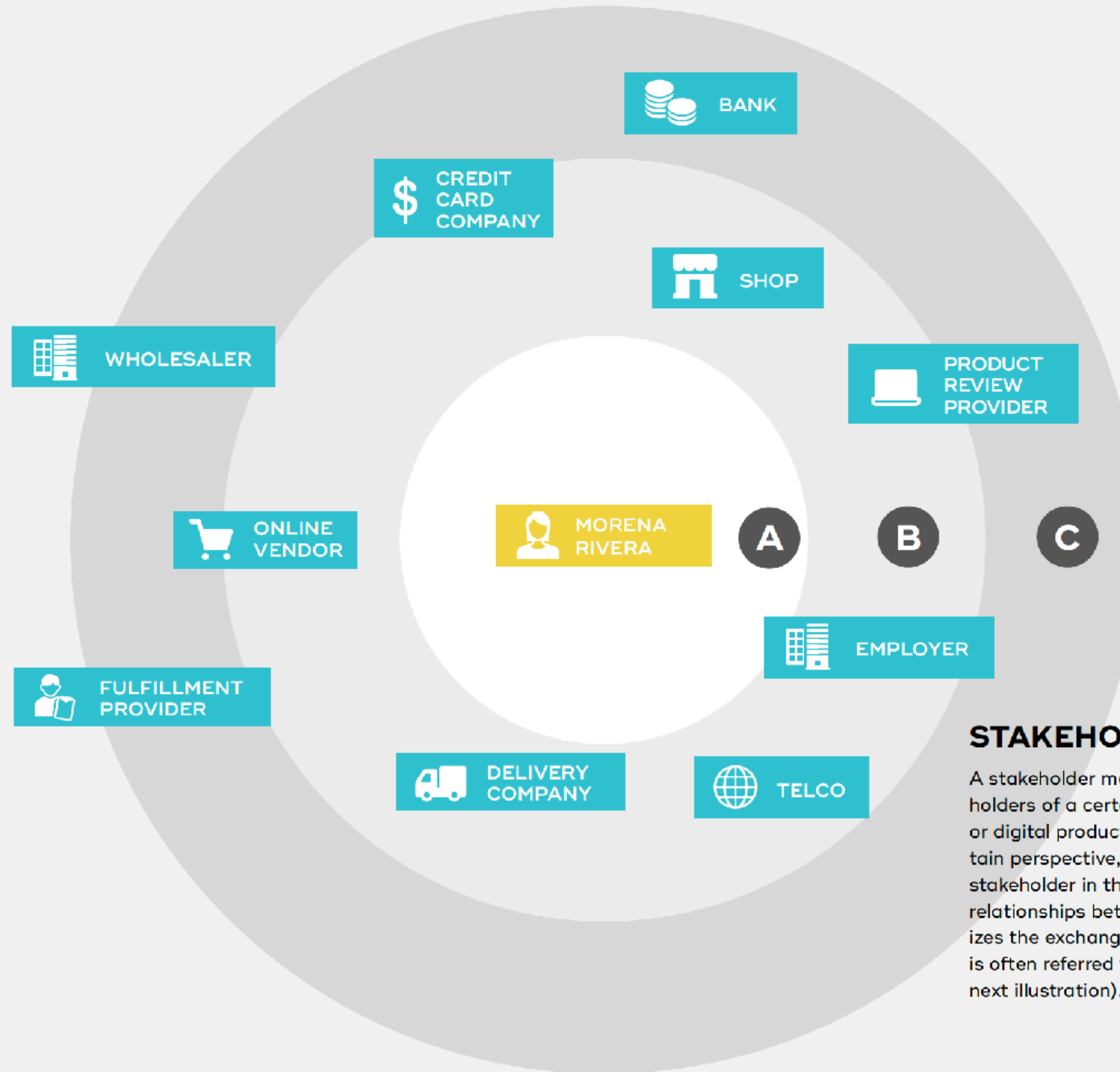
STAKEHOLDER MAP

A stakeholder map visualizes all major stakeholders of a certain experience, service, physical or digital product, or system. It takes a certain perspective, often exemplified through the stakeholder in the center of the map. You can add relationships between actors. If a map visualizes the exchange of values between actors, it is often referred to as a value network map (see next illustration).

Marc Stickdorn; This is Service Design Doing: Applying Service Design Thinking in The Real World. O'Reilly I Page 60

Deliverables Week 1

Value Network Map
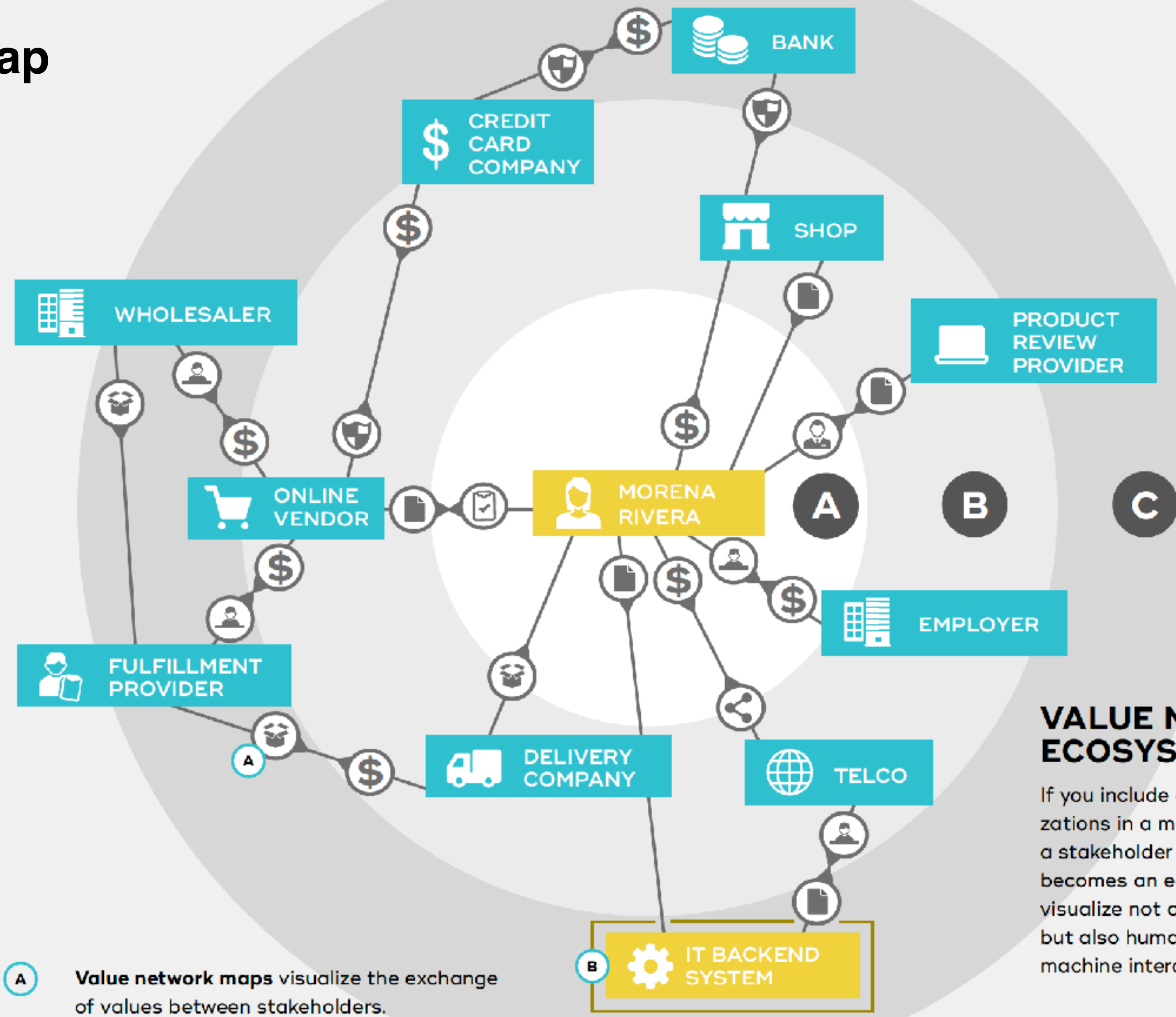
VALUE NETWORK MAP/ ECOSYSTEM MAP

If you include actors beyond people and organizations in a map, such as "IT Backend System," a stakeholder map or value network map becomes an ecosystem map. This allows you to visualize not only human–human interactions, but also human–machine and machine–machine interactions.

(A) **Value network maps** visualize the exchange of values between stakeholders.

(B) **Ecosystem maps** can include actors beyond classic stakeholders (people and organizations), such as interfaces, platforms, systems, places, etc.

Marc Stickdorn; This is Service Design Doing: Applying Service Design Thinking in The Real World. O'Reilly I Page 61

Deliverables Week 1
Journey Maps

B | Information phase | Purchase | Usage and change

C | **TOM** | **1.** Old product breaks | **2.** Seeking advice in shop | **3.** Purchasing online | **4.** Waiting for delivery | **5.** Setting up product | **6.** In
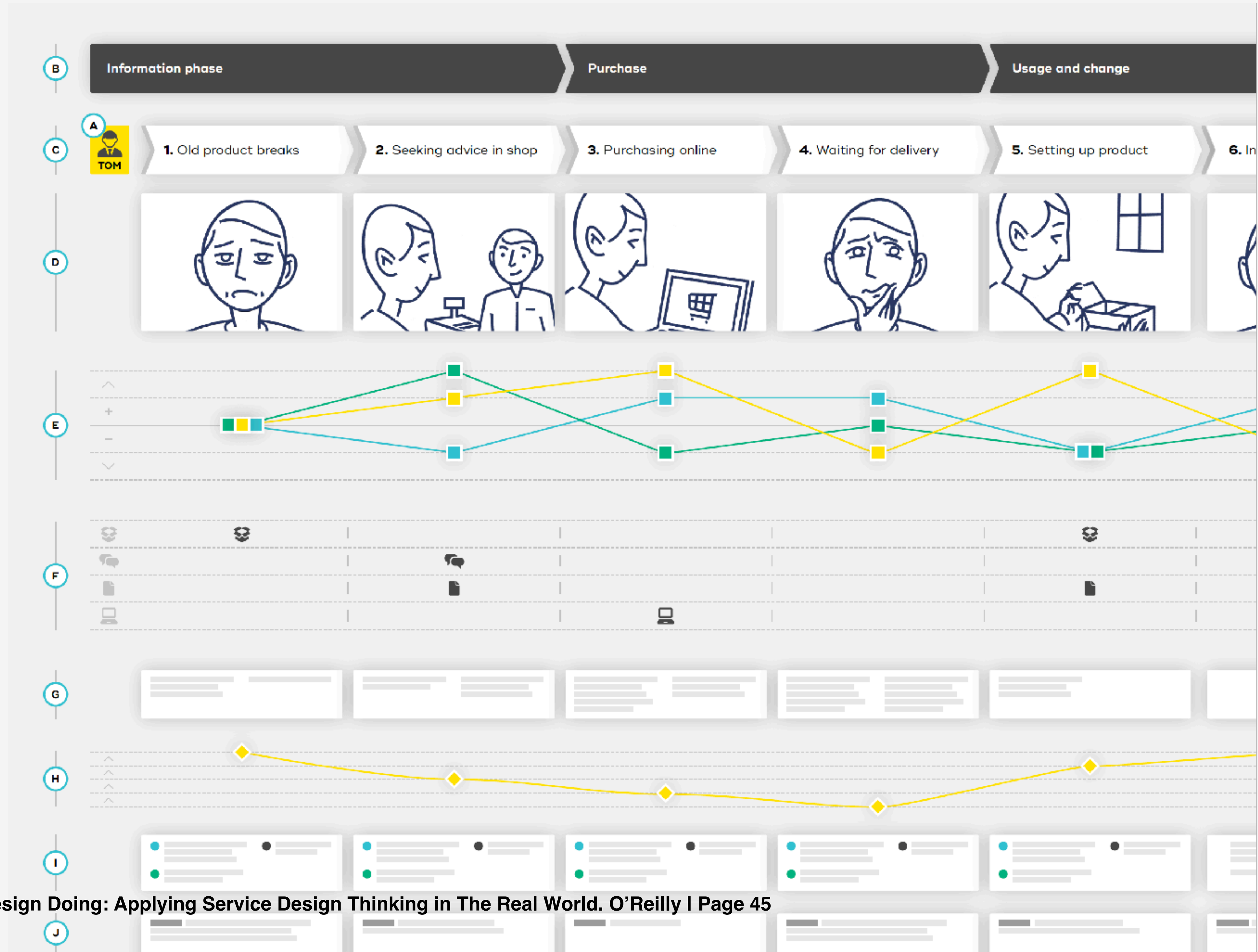
Deliverables Week 1

Journey Maps

Experience-centered journey maps visualize the overall experience from a customer perspective (e.g., moving from one apartment to another). In contrast, product-centered journey maps only focus on touchpoints, the interaction between a customer and a product/service/brand.

EXPERIENCE-CENTERED JOURNEY MAP

Decision	Preparation		Move		Set up utilities		
Renting new apt	Planning move	Changing utilities	Packing boxes	Moving belongings	Receiving package	Setting up phone	Reading

PRODUCT-CENTERED JOURNEY MAP

We have no idea	Purchase of new phone contract		We have no idea	Installation at home		Troublesh
	Comparing online	Purchasing online		Receiving package	Plugging in phone	Calling se

Deliverables Week 1

Journey Map - Service Blueprint

A PHYSICAL EVIDENCES		Corporate website and live chat	Online webshop and confirmation email	Product box with phone, printed manual, cables, and accessories	Phone and printed manual	Phone, printed manual, and support website

B CUSTOMER ACTIONS — Cancelling contract › Comparing online › Purchasing online › Receiving package › Plugging in phone › Calling service staff › Having troub[le]

C LINE OF INTERACTION

D FRONTSTAGE ACTIONS

Promoting advantages of new contract compared to competitors

Handling complaint and creating support ticket

E LINE OF VISIBILITY

F BACKSTAGE ACTIONS

Receiving order and initiating shipment

Opening ticket and assigning external support staff

G INTERNAL INTERACTION

H SUPPORT PROCESSES

Invoice handling and account setup

Processing order and shipping product

Automated account activation when phone logs in

Resolving technical issue and notifying frontstage

I CUSTOM PERSPECTIVES

Deliverables Week 1

Journey Map / Service Blueprint

JOURNEY MAP

Journey Stages	Stage 1			Stage n		Stage n								Stage n	
Steps	Step 1	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n
Storyboard / Visualization															
Touchpoint - Mobile Device															
Touchpoint - Desktop Computer															
Touchpoint - Service Desk															
Touchpoint - ...															
TUN / DOING															
DENKEN / THINKING															
FÜHLEN / FEELING															
PAINS															
IDEAS / OPPORTUNITIES															

Deliverables Week 1

Journey Map / Service Blueprint

JOURNEY MAP

	Stage 1		
Journey Stages			
Steps	Step 1	Step n	Step n
Storyboard / Visualization			
Touchpoint - Mobile Device			
Touchpoint - Desktop Computer			
Touchpoint - Service Desk			
Touchpoint - ...			

Journey Map / Service Blueprint

Touchpoint - …

TUN / DOING

DENKEN / THINKING

FÜHLEN / FEELING

PAINS

Journey Map / Service Blueprint

Touchpoint - …

TUN / DOING

DENKEN / THINKING

FÜHLEN / FEELING

PAINS

SERVICE BLUEPRINT

Physical Evidence / Touchpoint

Customer Action

Frontstage Action

Line of Visibility

Backstage Actions

add additional lanes ...

JOURNEY MAP

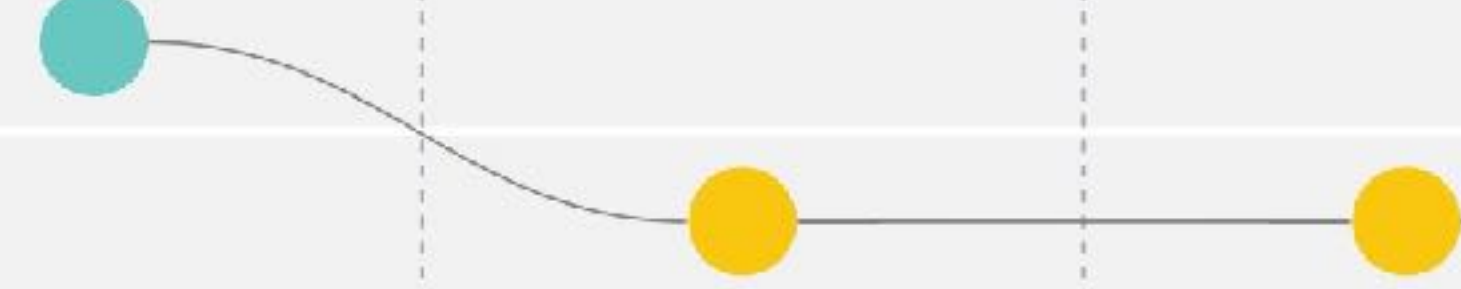| Journey Stages	Stage 1	Stage n	Stage n	Stage n
Steps	Step 1	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n	Step n
Storyboard / Visualization				
Touchpoint - Mobile Device				
Touchpoint - Desktop Computer				
Touchpoint - Service Desk				
Touchpoint - ...				
TUN / DOING				
DENKEN / THINKING				
FÜHLEN / FEELING				
PAINS				
IDEAS / OPPORTUNITIES				

SERVICE BLUEPRINT

Physical Evidence / Touchpoint				
Customer Action				
Frontstage Action				
Line of Visibility				
Backstage Actions				
add additional lanes ...				

Service Exploration

–
Aim

We strive to deepen our understanding of the topic
and identify core design challenges.

Research Focus

Focus: People who care for their relatives with dementia.

-

Talking to Humans
10 Tipps

DOs

DON'Ts

1 Go in prepared. Know your goals and questions ahead of time.

Don't have an endless list of questions.

2 Be smart about who you target. Work from your hypotheses on market and early adopters.

Don't take a shotgun approach, talking to anyone with a pulse.

3 Talk to one person at a time. If you bring a note taker, they should remain quiet.

Don't do focus groups.

4 Prepare yourself to hear things you don't want to hear.

Don't let your excitement and optimism bias what you hear.

Talking to Humans

10 Tipps

DOs

DON'Ts

| 4 | Prepare yourself to hear things you don't want to hear. | Don't let your excitement and optimism bias what you hear. |

| 5 | Get stories on past behavior. | Don't ask people to speculate (i.e. "would you pay for X?") |

| 6 | Ask for advice. | Don't pitch unless you actually try to close for real money. |

| 7 | Listen. 95% of the conversation should be them talking. | Don't talk so much, and don't be afraid of silences. Let them think. |

| 8 | Follow your nose and drill down when something of interest comes up. | Don't feel like you have to rigidly stick to a script. |

Talking to Humans

10 Tipps

DOs

DON'Ts

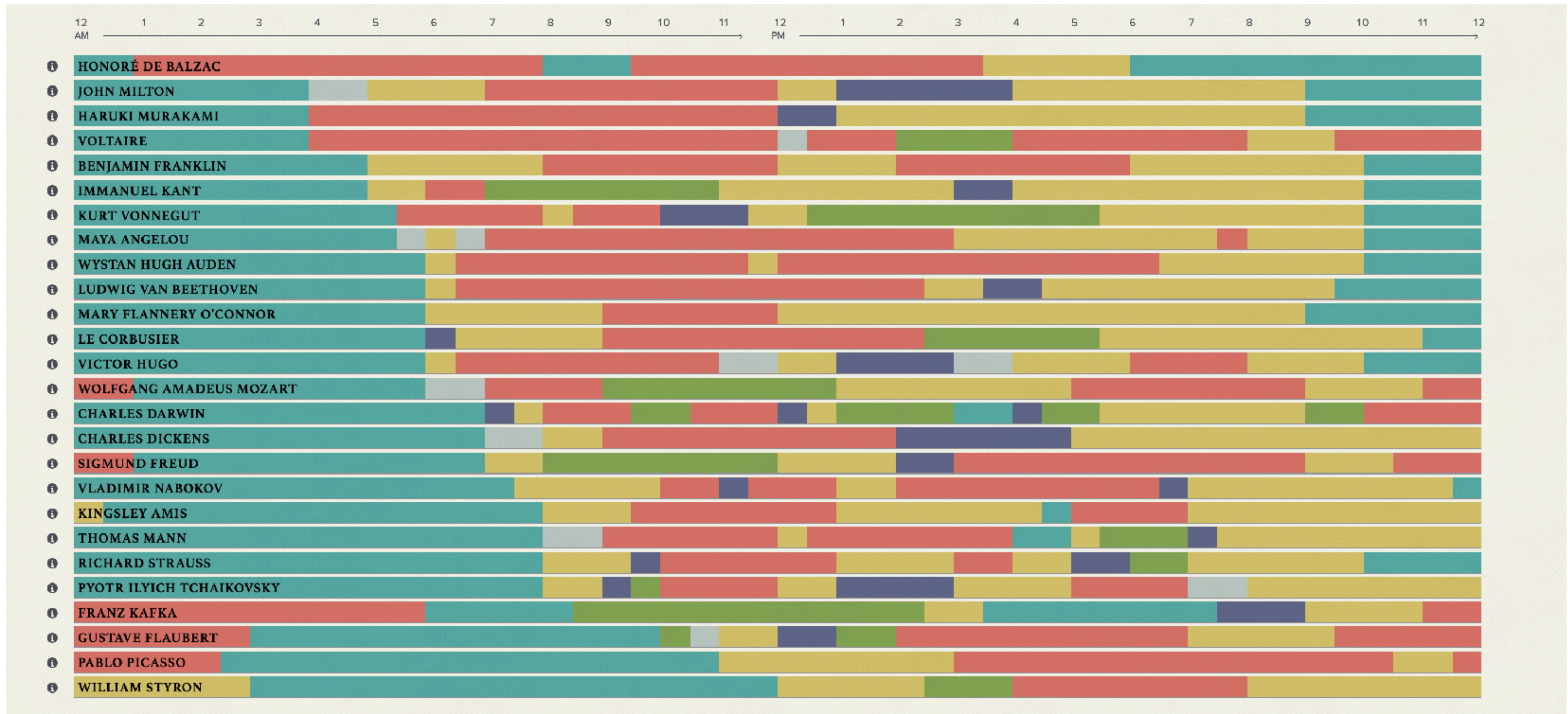| 6 | Ask for advice. | Don't pitch unless you actually try to close for real money. |
7	Listen. 95% of the conversation should be them talking.	Don't talk so much, and don't be afraid of silences. Let them think.
8	Follow your nose and drill down when something of interest comes up.	Don't feel like you have to rigidly stick to a script.
9	At the end of the interview, ask for introductions to more people to speak with.	Don't leave empty handed if you can help it.
10	Look for patterns and use judgement.	Don't take any one conversation literally.

Mapping

THE DAILY ROUTINES OF FAMOUS CREATIVE PEOPLE

Turns out great minds don't think alike. Discover how some of the world's most original artists, writers and musicians structured their day, based on 'Daily Rituals' by Mason Currey. Filter the different categories by toggling on or off, and hover over the colored bars to learn more about the daily routines.
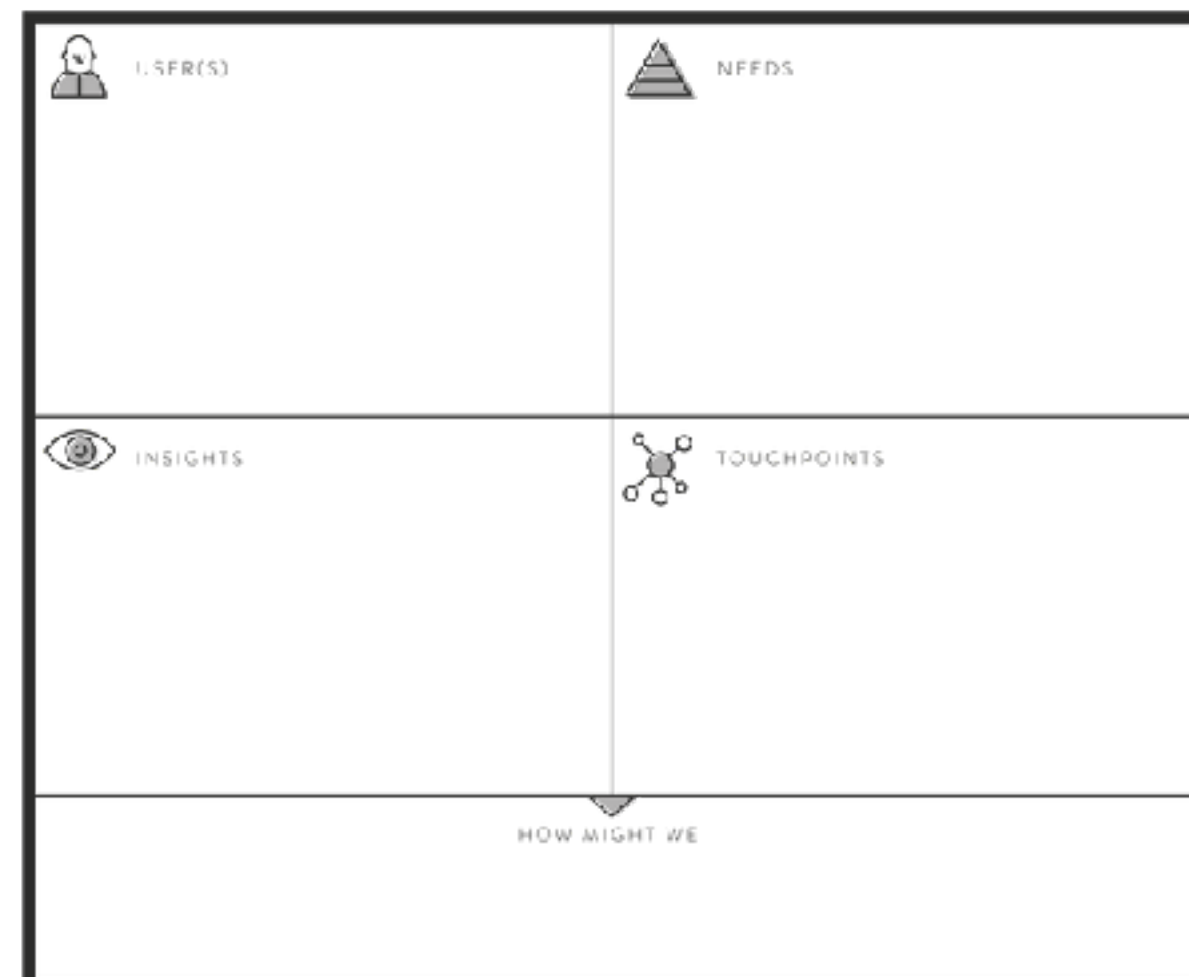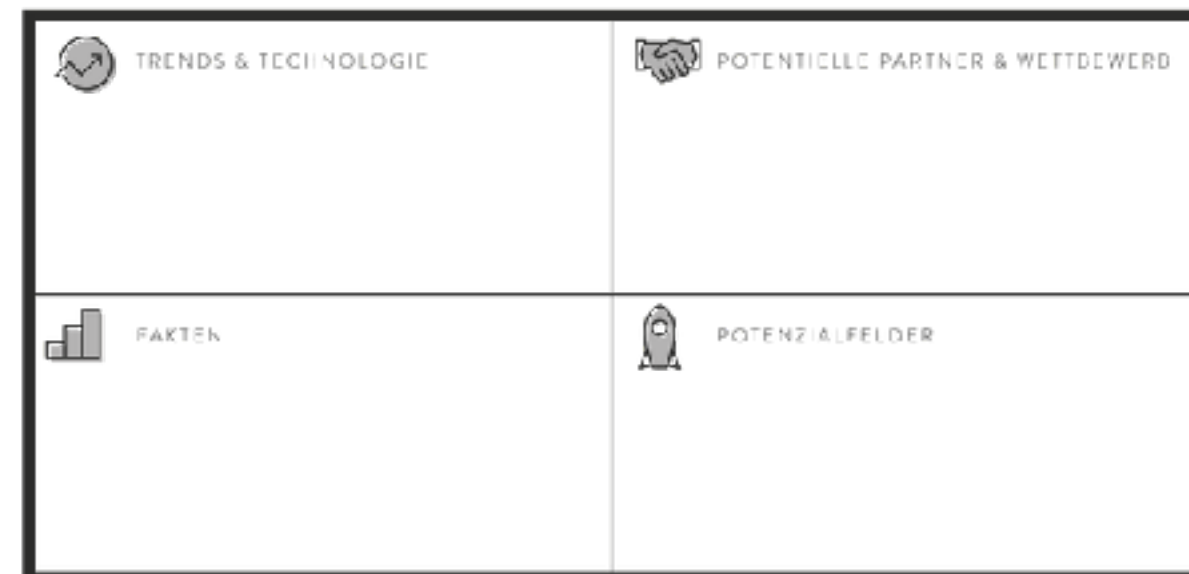
SLEEP · CREATIVE WORK · DAY JOB/ADMIN · FOOD/LEISURE · EXERCISE · OTHER

HONORÉ DE BALZAC
JOHN MILTON
HARUKI MURAKAMI
VOLTAIRE
BENJAMIN FRANKLIN
IMMANUEL KANT
KURT VONNEGUT
MAYA ANGELOU
WYSTAN HUGH AUDEN
LUDWIG VAN BEETHOVEN
MARY FLANNERY O'CONNOR
LE CORBUSIER
VICTOR HUGO
WOLFGANG AMADEUS MOZART
CHARLES DARWIN
CHARLES DICKENS
SIGMUND FREUD
VLADIMIR NABOKOV
KINGSLEY AMIS
THOMAS MANN
RICHARD STRAUSS
PYOTR ILYICH TCHAIKOVSKY
FRANZ KAFKA
GUSTAVE FLAUBERT
PABLO PICASSO
WILLIAM STYRON

Canvas

DIGITAL INNOVATION BOARD

EXPLORE

⊘ TRENDS & TECHNOLOGIE	🤝 POTENTIELLE PARTNER & WETTBEWERB
📊 FAKTEN	🚀 POTENZIALFELDER

👤 USER(S)	🔺 NEEDS
👁 INSIGHTS	⚛ TOUCHPOINTS

HOW MIGHT WE

CREATE

💡 IDEEN-BESCHREIBUNG

👤 ADRESSIERTE NUTZER

🔺 ADRESSIERTE BEDÜRFNISSE	⚡ PROBLEME

💡 IDEEN-POTENZIAL	✦ DAS WOW
User Value	
Scalability	▤ HIGH-LEVEL-CONCEPT
Feasibility	

VALUE PROPOSITION

EVALUATE

💎 VALUE PROPOSITION SCORE	💵 PREISPUNKT UND KAUFBEREITSCHAFT
0 ——————— 10	
Nutzen optimieren	👤 USER EXPERIENCE
Präferenz gegenüber Substitutionsprodukten ——— 10	
Kaufbereitschaft ——— 10	☹ ——————— ☺
Weiterempfehlung	Emotion

⬡ ASSESSMENT	⇄ KANÄLE
Brand Fit / Marktgröße / Investment / Neuer Kunde / Asset Fit / Umsatz Potenzial	✚ UNFAIR ADVANTAGE
	🏅 KPI
	€ REVENUE STREAM

Canvas

EXPLORE

⊙ TRENDS & TECHNOLOGIE	🤝 POTENTIELLE PARTNER & WETTBEWERB
📊 FAKTEN	🚀 POTENZIALFELDER

👤 USER(S)	🔺 NEEDS
👁 INSIGHTS	⦿ TOUCHPOINTS

HOW MIGHT WE
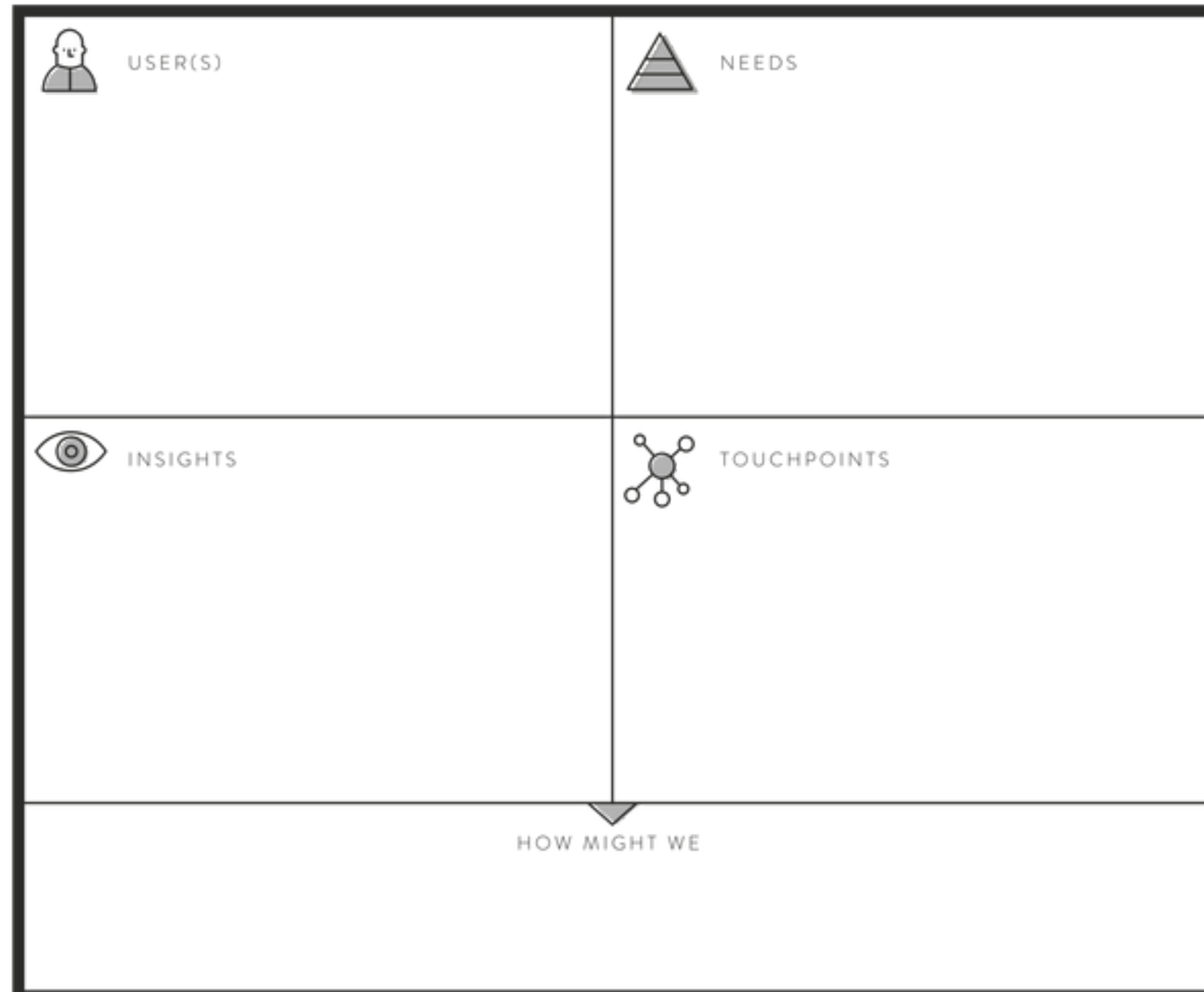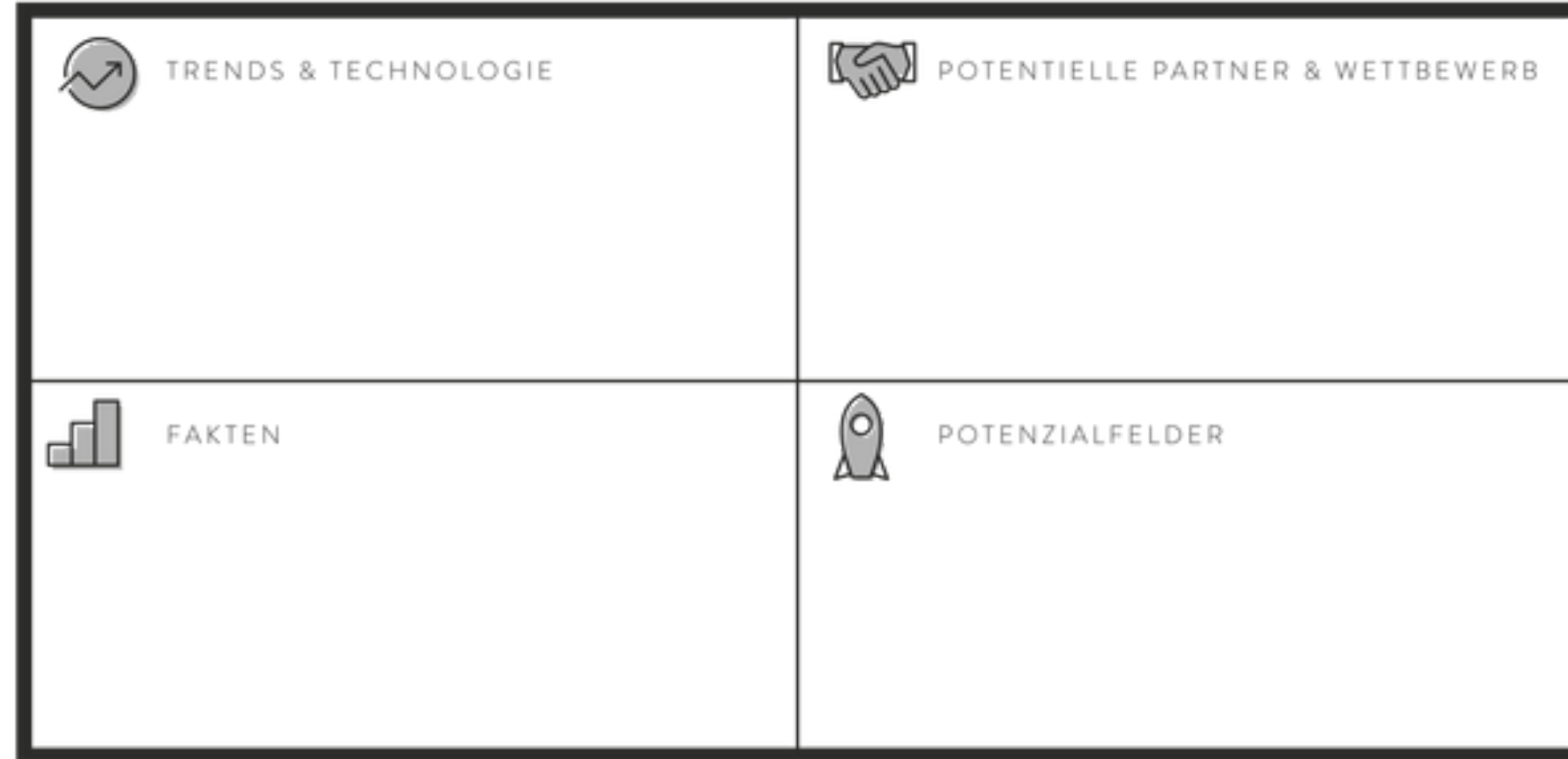
Possible Methods

- Desktop Research
- Contextual Interviews (This is Service Design Thinking S. 162)
- Shadowing (This is Service Design Thinking S. 156)
- Service Safari (This is Service Design Thinking S. 154)
- Experience Mapping

Thank you!

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