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Zürcher Hochschule der Künste
Bachelor of Arts in Design

Kickoff Week 4

Service Design | 12th of April 2022

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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**

communication

fuck ups

2 Birthday cakes



Empfänger

2 Birthday cakes

Hi,

- 2 cakes
- white icing
- happy birthday on both

Best,
Florian



Senden



RECEIPT
DATE: 08/15/2015
TIME: 10:30 AM
CASHIER: J. SMITH
TOTAL: \$12.50
TAX: \$0.50
TOTAL: \$13.00



Happy
Birthday
on Both



Happy
Birthday
on Both





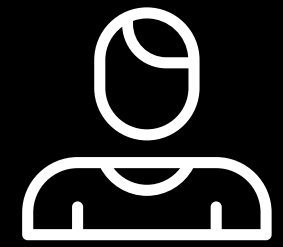
Happy Birthday
Dick
Ha Ha Ha
Don't write that
his name is
Matt



Sent
from iPhone



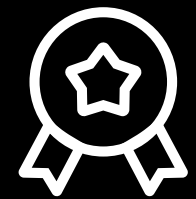
story—



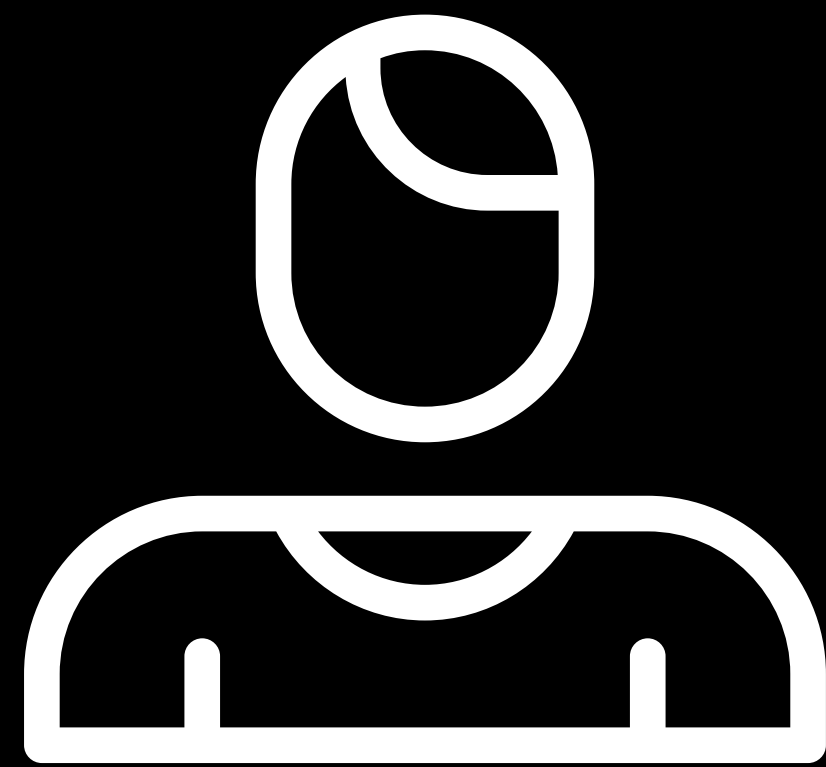
As {type of user}



I want to {perform an action}



so that {reach goal / result}



Who?

Actor / User / Mindset

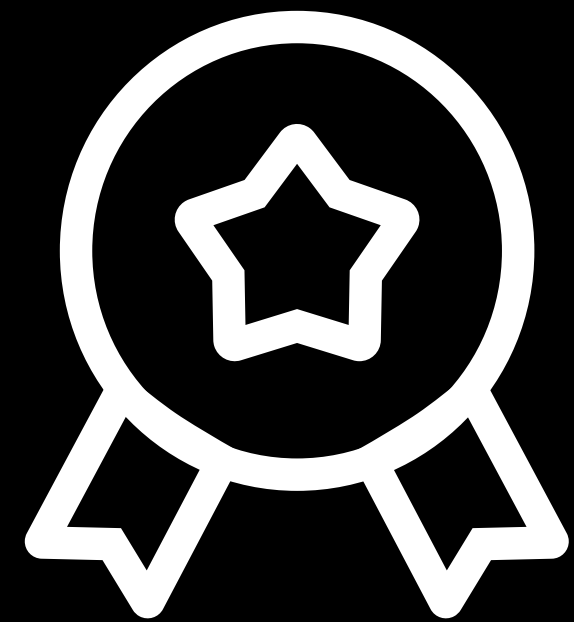
**Make sure you think about the people who will use this feature.
If you can't identify a user, consider whether you really need the
feature.**



What?

Action

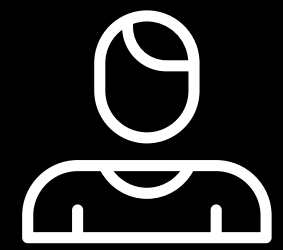
Describes what should happen, but not how it should happen. User stories are used to start a discussion about how a feature should be implemented.



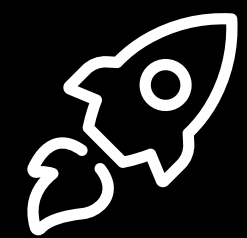
Why?

Goal

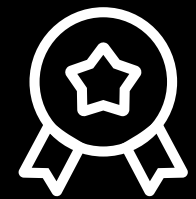
The goal describes the final purpose of the feature. If you have trouble describing a goal, rethink your feature!



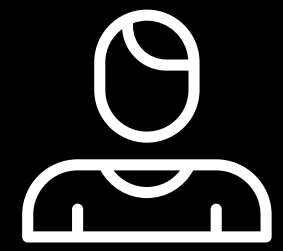
As {type of user}



I want to {perform an action}



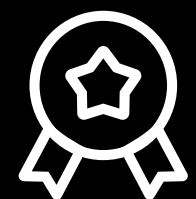
so that {reach goal / result}



As an aspiring Service Designer



I want to write my own user stories now

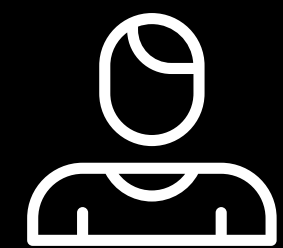


so that develop an understanding of how user stories work and then apply them in my work.

EXERCISE – STORY

Butter on bread

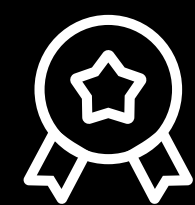
(Context: Breakfast)



As {type of user}



I want to {perform an action}



so that {reach goal / result}

–mapping



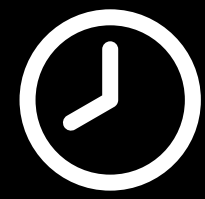
BACKBONE

(epics)



BACKBONE

(epics)



BODY

(stories)



BACKBONE

(epics)



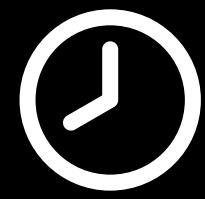
BODY

(stories)



BACKBONE

(epics)



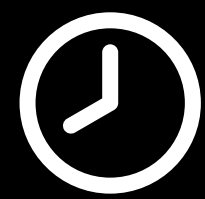
BODY

(stories)



BACKBONE

(epics)



BODY

(stories)

MVP



Release 2



Release 3



BACKBONE

(epics)



BODY

(stories)

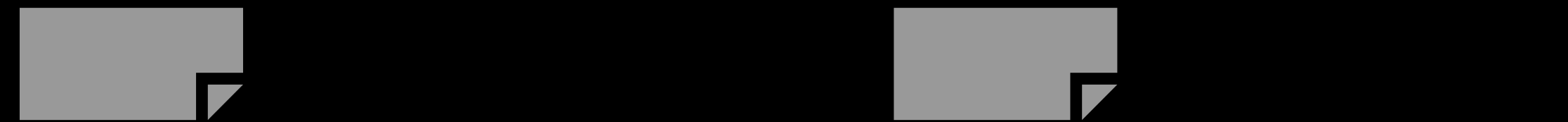
MVP



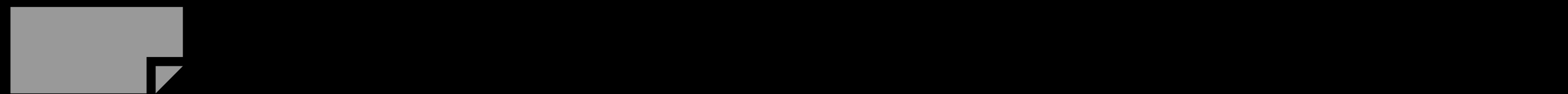
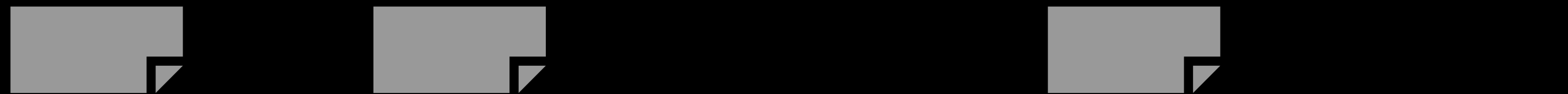
MLP



Release 2



Release 3



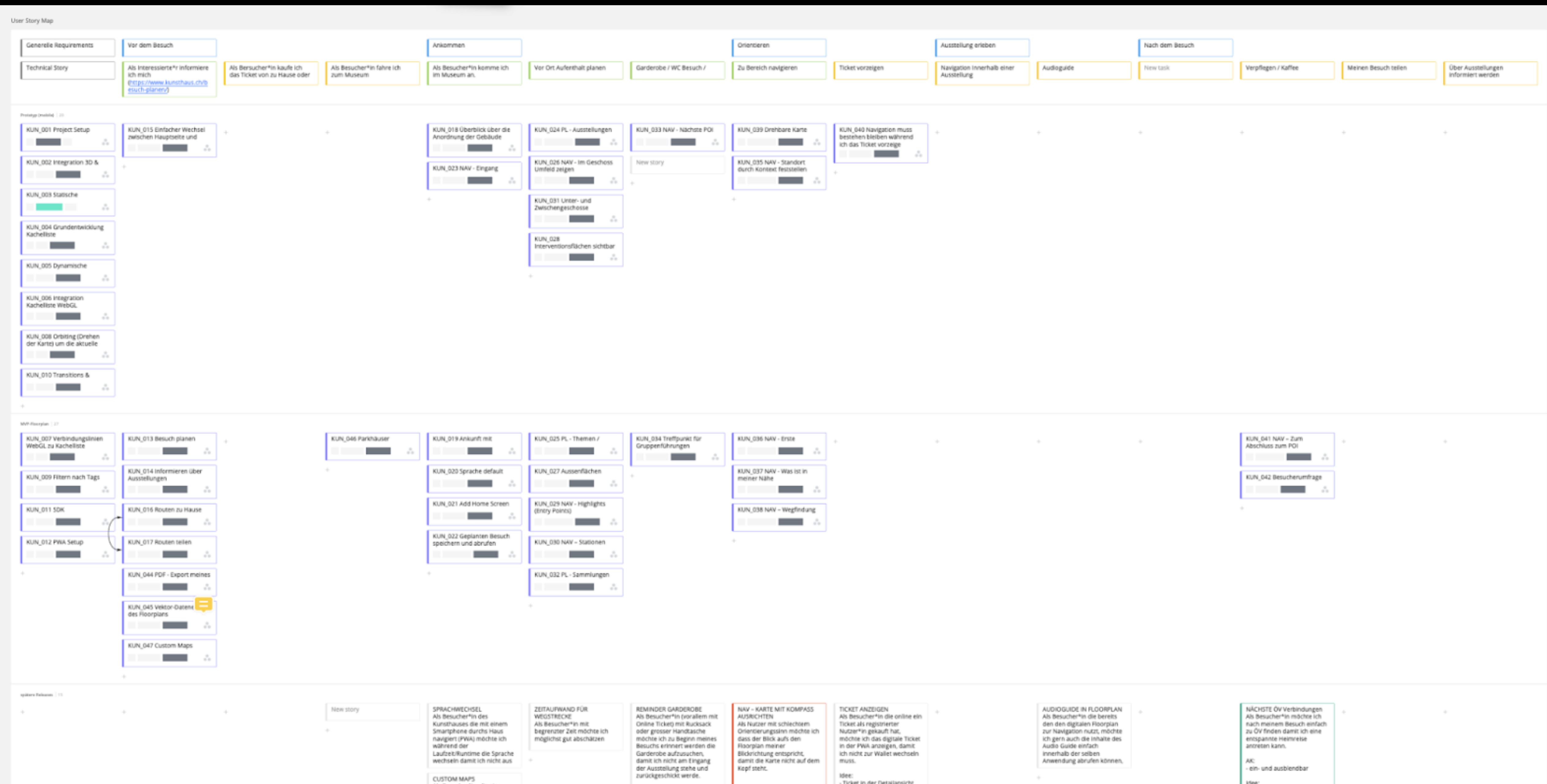


MINIMUM **VIABLE** PRODUCT



MINIMUM **LOVEABLE** PRODUCT

Applied Digital with Storymapping Plugin in Miro



DETAILS

Ich möchte eine kurze
Tour wählen
um lesen damit ich
mich die
interessiert.

NAVIGATION ZU START DER TOUR

ID: 310

Als Besuchende möchte vom Eingang aus
den kürzesten Weg zu meiner gewünschten
Tour/oder Ausstellung mit Audioguide
finden damit ich nicht in die falsche
Richtung starte.

-

PROMOTION AUSLÄNDER

ID: 333

Als ausländische Besucherin möchte ich
auf die Highlight Tour aufmerksam
gemacht werden, damit ich in kurzer Zeit
möglichst viel vom Museum sehe.

Mögliche Lösung: Promo auf Selection Tour

NAVIGATION RÜCKWÄRTS

ID: 320

Als Besuchende möchte ich, wenn ich mich
rückwärts durch eine Ausstellung bewege,
am Ende (bzw) Anfang der Ausstellung
eine Navigation zur Kassa in Laufrichtung
sehen, damit ich den Weg einfach finde.

Mögliche Lösung: Wenn Besuchende rückwärts über die Ausstellungstrottel swipen
wird die Wegführung rückwärts gezeigt (Kamera in Laufrichtung zum Ausgang)

PROMOTION FÜR SCHWEIZER

ID: 334

Als Kommunikationsverantwortlicher
möchte ich für schweizer Besuchende
bestimmte Ausstellungen promoten, damit
ich interessante oder wenig besuchte
Ausstellungen fördern kann.

Mögliche Lösung: Promo auf Ausstellung
Default: keine Promotion wenn nicht anders definiert.


Exercise

A woman with blonde hair, wearing blue pajamas, is sitting up in a bed with white pillows and a patterned blanket. She is smiling and looking towards the camera. The background is a dark, textured wall.

ÜBUNG – LOOP 1

Design your morning

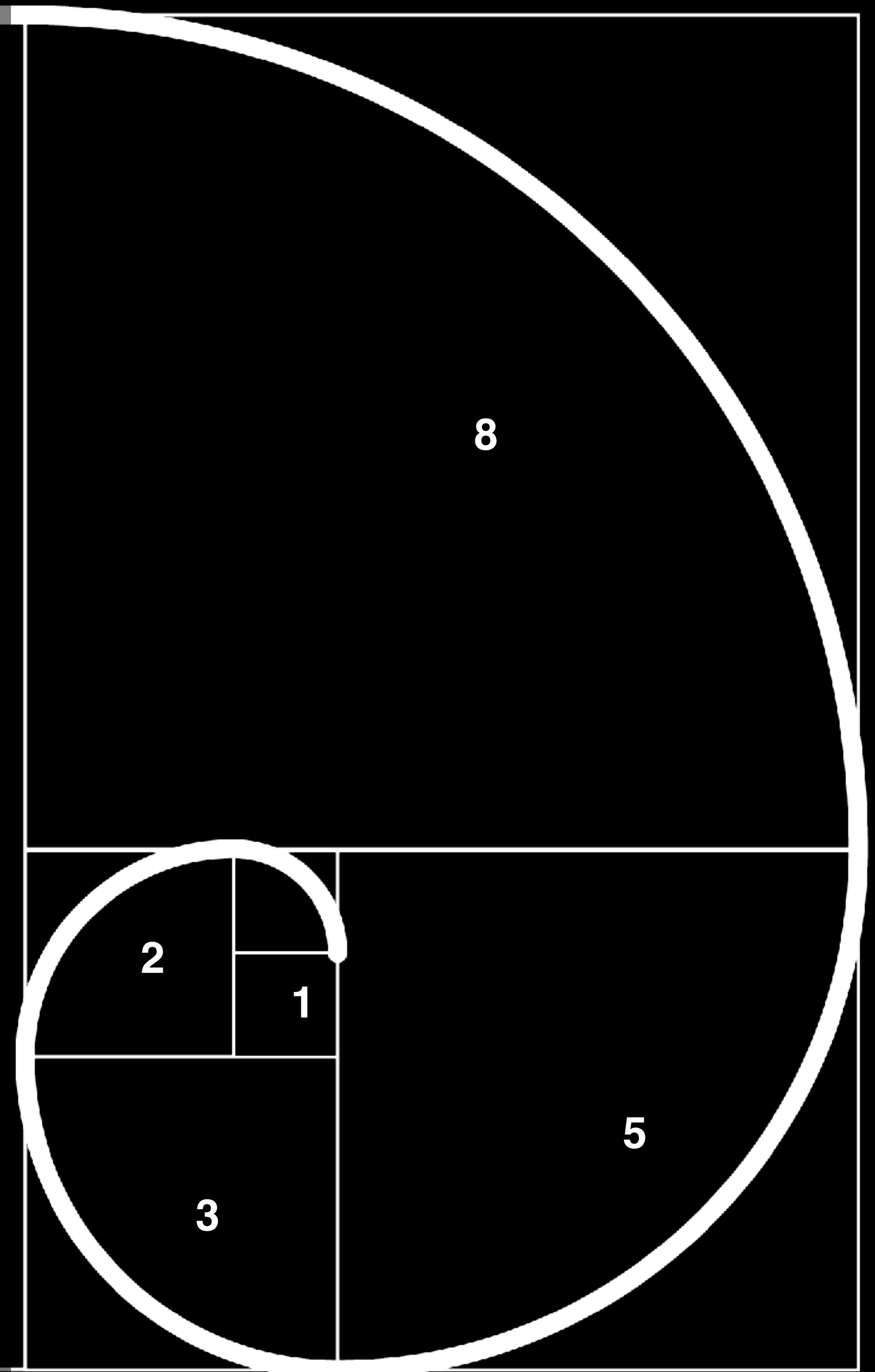
1. Gather in your teams
2. Describe to most important stages of your morning routine. Starting from waking up till you leave the house in about 5 steps (**epics**)
3. Detail individual steps of these stages as user stories.

 25min

—
Storypoints

1 2 3 5 8 13

Assign task-sizes according to the
fibonacci sequence.



ÜBUNG – LOOP 2:

Design your efficient morning

You have 10 minutes less time in the morning.

1. **Prioritize** your morning activities.
2. Define your MVM (**Minimal Viable Morning**).
3. Find more time-saving alternatives if needed.

 10 min



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Reflexion

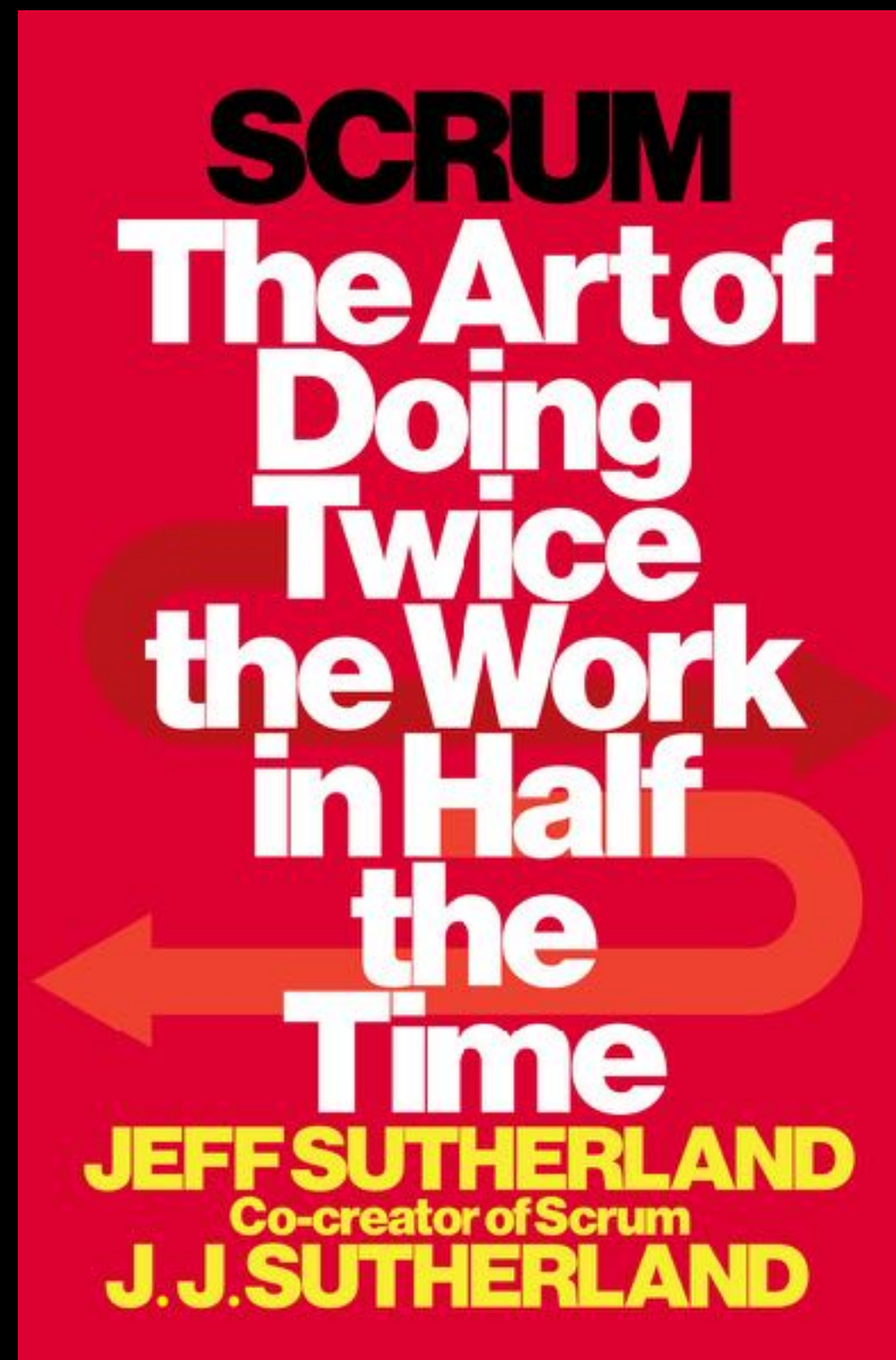
What did we just do?

What can you take away?

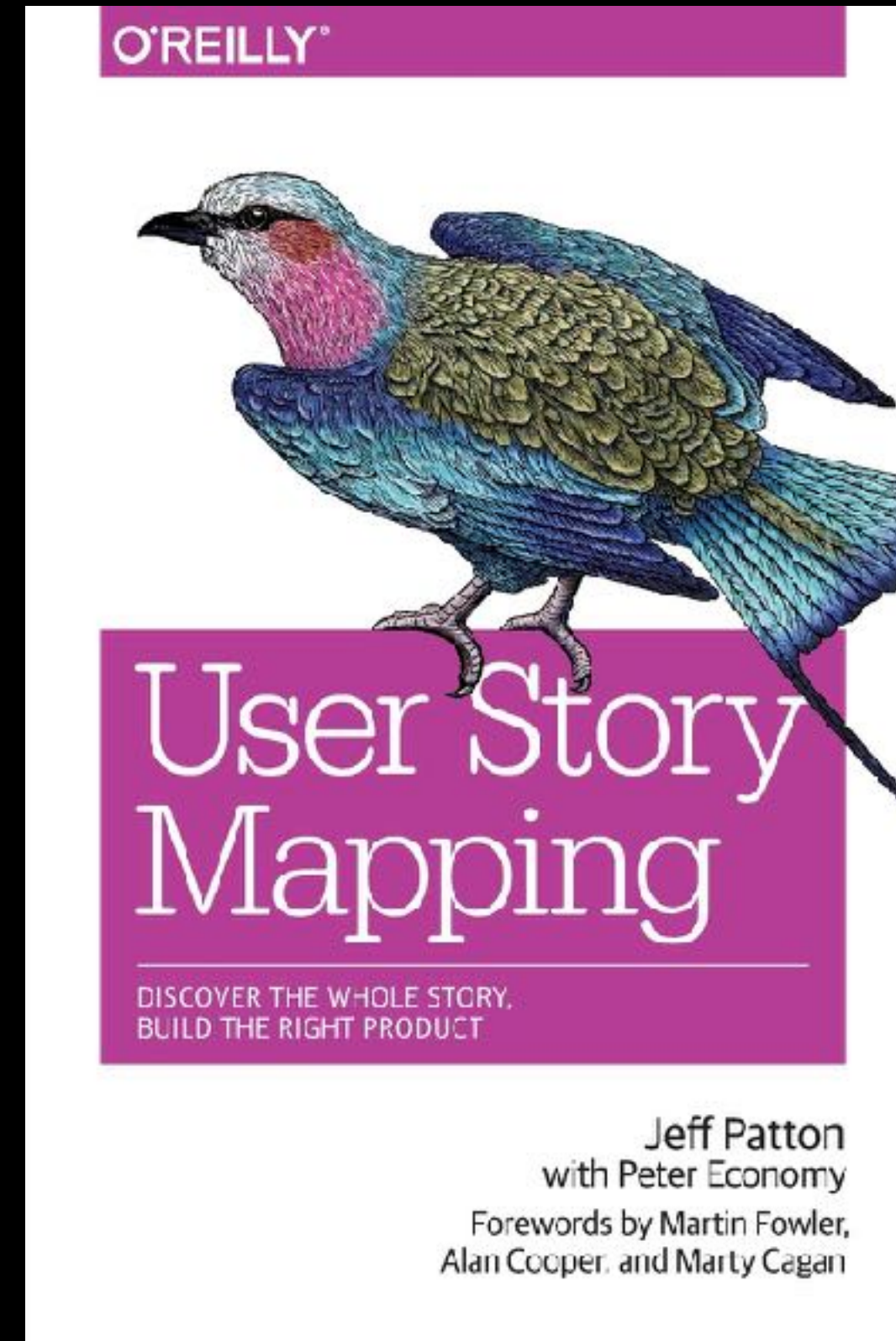
How can you apply this method in your work context?

 **5-10min**

—
Bücher zum Thema



Tolle Einführung ins agile Arbeiten.



DAS Buch zu User Story Mapping.

Danke!

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