

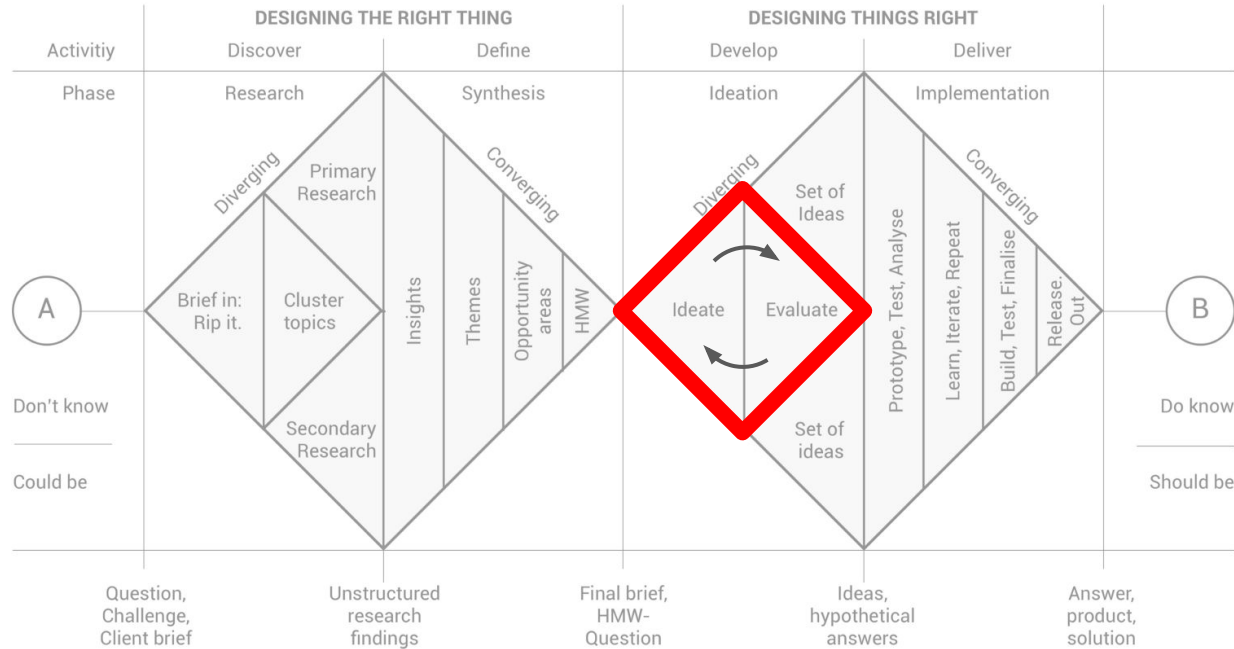
Lecture 7: Validation & Iteration

Wednesday 13.03

AALTO BA SERVICE DESIGN 2019

Nuria Solsona

Concept development



Double diagram Dan Nessler

Course structure: Part I

| PART I: Defining the problem | | | |
|--|---|---|---|
| W1 | W2 | W3 | W4 |
| Introduction to the brief | Research & Analysis | Service propositions | Validate & Iterate |
| Deep dive into the topic and get familiar with the current service | Identify the relevant pains that exist today in the service ecosystem | Define concepts that turn pains into opportunities for a better future | Get early feedback and choose one concept |
| | | Assignments: Develop service concepts Mid-term review presentation | |

Course structure: Part I

| PART I: Defining the problem | | | |
|--|---|--|--|
| W1 | W2 | W3 | W4 |
| Introduction to the brief | Research & Analysis | Service propositions | Validate & Iterate |
| Deep dive into the topic and get familiar with the current service | Identify the relevant pains that exist today in the service ecosystem | Define concepts that turn pains into opportunities for a better future | Get early feedback and choose one concept |
| | | | Get feedback from partner and users. Iterate accordingly |

Assignments:

Get feedback from partner and users. Iterate accordingly

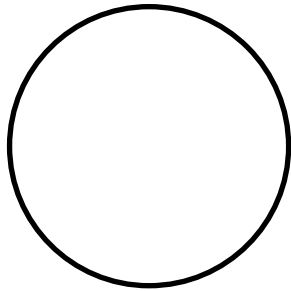
Types of testing & Goals

| Types of testing | Concept validation | Experience prototyping | Usability testing |
|-------------------------------|--|--|--|
| Design phase | Defining the problem | Defining the solution | Defining the solution |
| Purpose | Early validation of propositions with key stakeholders | Test interactions and key experience moments | Evaluate interfaces and performance of specific user tasks |
| Focus on | Do people want it? | Do people want it like this? | Can people use it? |
| Design materials & techniques | Low fidelity E.g. Early sketches | Low-med fidelity E.g. Paper prototypes | High fidelity E.g. User interface |

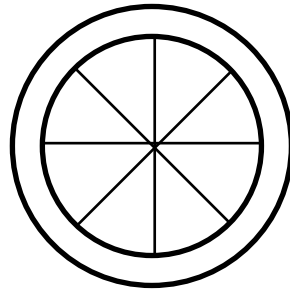
Concept validation

Design materials for early feedback

Levels of fidelity



No fidelity

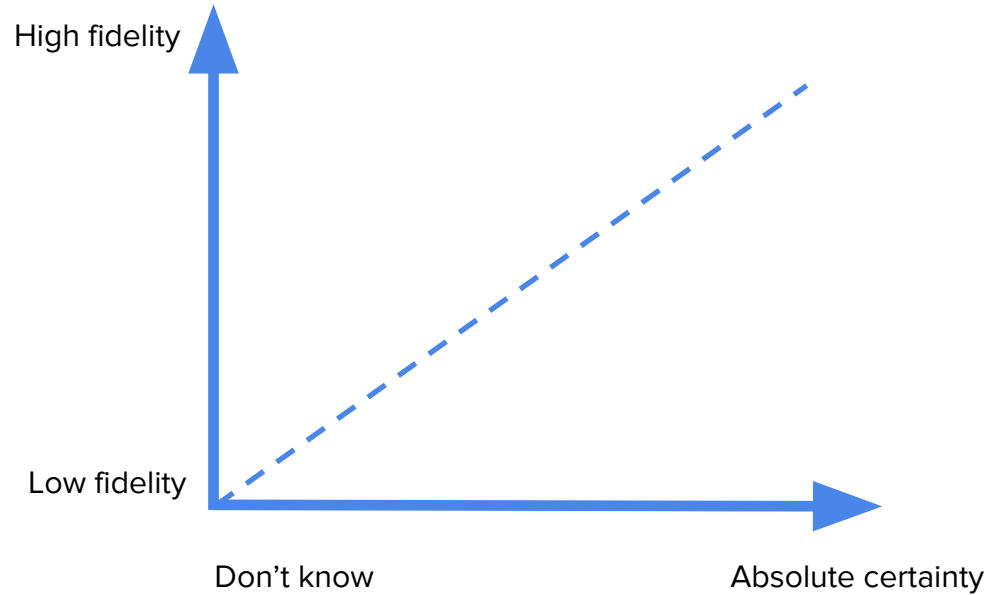


Low fidelity

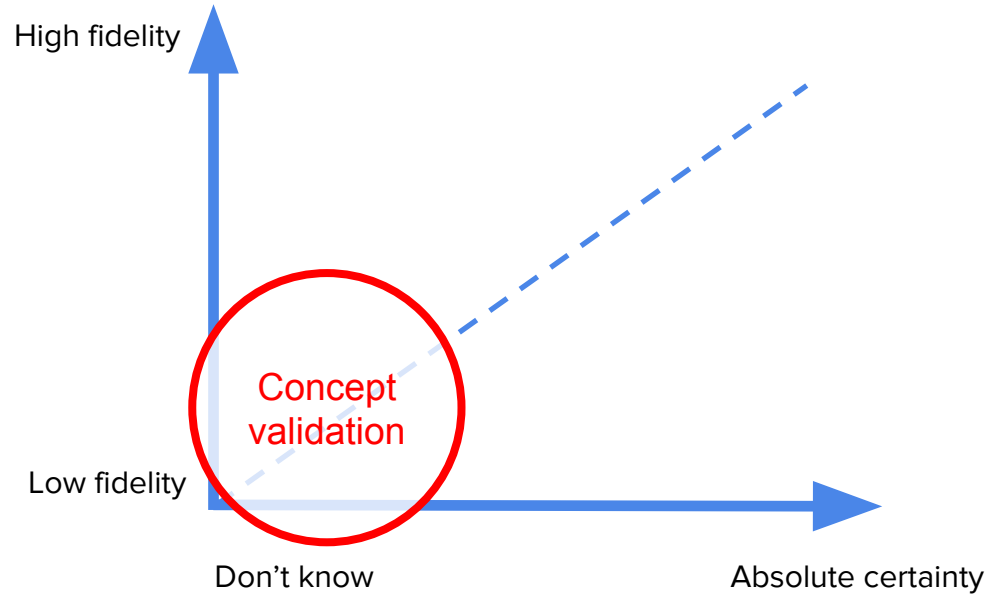


High fidelity

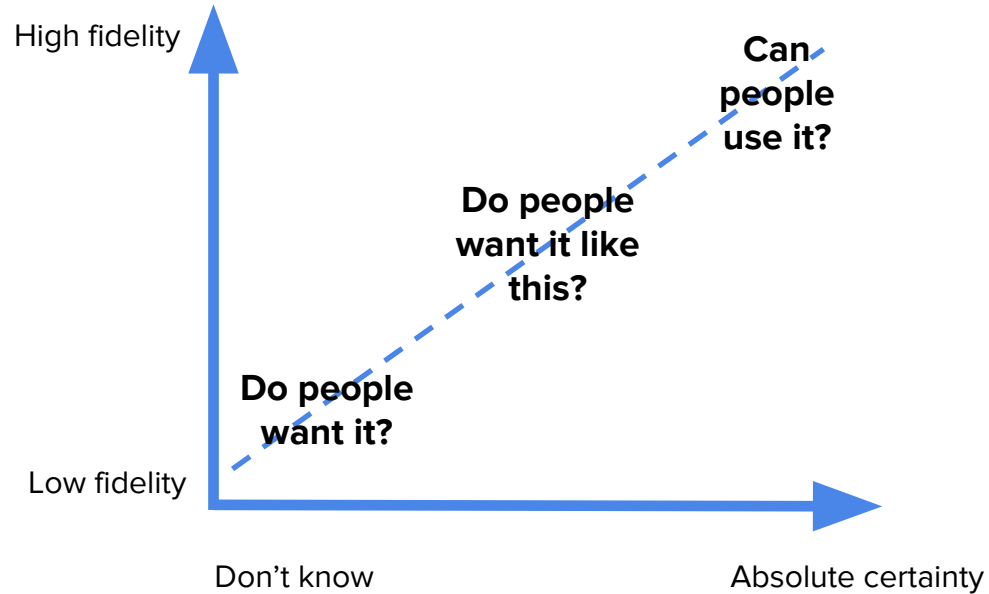
Levels of fidelity



Levels of fidelity



Levels of fidelity



Low level fidelity examples: Sketches

Sketch sheet

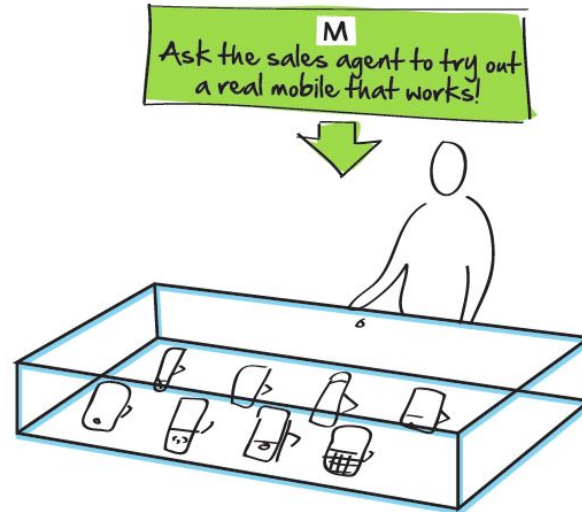
Title

Try before you buy

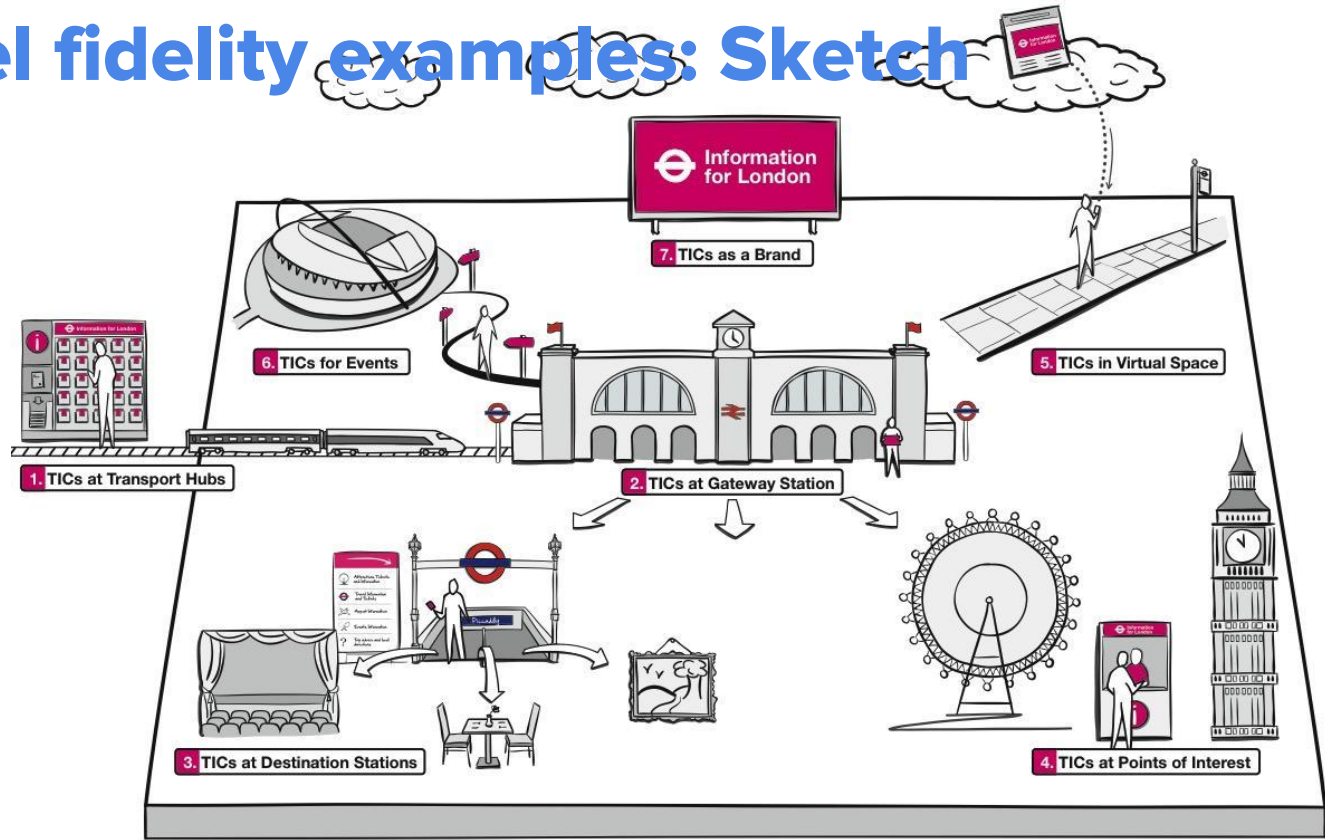
Description

Real working handsets can be
tried out by asking a sales
assistant to show you one from a
locked glass case (like a jewellery
store).

Customer Journey Stage



Low level fidelity examples: Sketch



Images by Livework studio

Low level fidelity examples: Mock ups

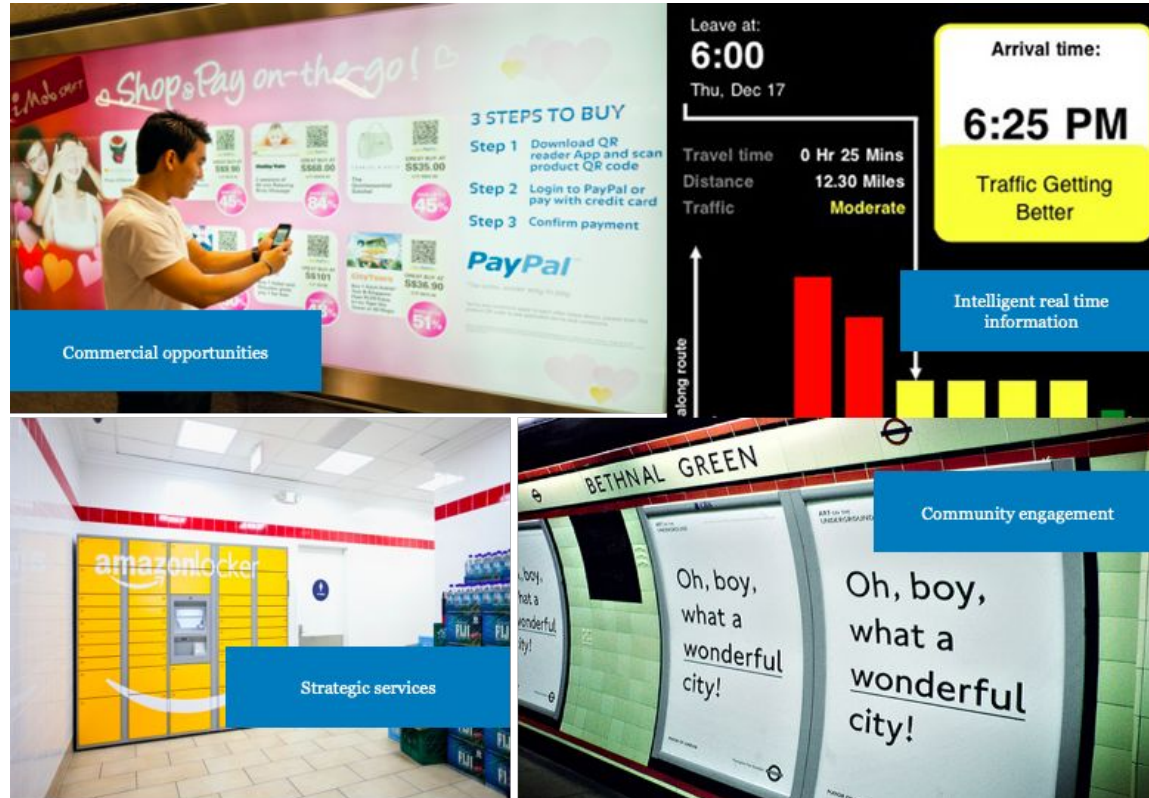


Low level fidelity examples: Mock-ups



Images by Livework studio

Low level fidelity examples: Existing services



Images by Livework studio

Concept validation
Getting feedback

Concept validation learning goals

- 1. Do people understand what the new service is or does?*
- 2. Do people see the value of it in their life?*
- 3. Do want it?*

Getting feedback: validating with stakeholders

Validation methods:

- Workshops
- Group discussions

Share and show early concepts with partners so that they can comment on and give their input

Capture feedback by drawing / making notes on the design artifact

Establish a criteria for selection based on value to the business



Images by Livework studio

Getting feedback: validating with users

Validation methods:

- In-context interviews with same participants from fieldwork
- Group discussions
- Intercepts

Share and show early concepts with users so that they can comment on and give their feedback

Capture feedback by drawing / making notes on the design artifact



Images by Livework studio

Concept validation tips

- **Don't sell, learn! It only fails if you do not learn anything**
- Make it as tangible as possible by visualising the concept
- Use open questions:
 - Is it easy to understand?
 - Would you use it? When and how?
 - How does this idea help you?

If user don't get it don't push it, play it back:

- What do you think this is?