

## Lecture 8. Feedback analysis & Self-reflections

### Listen, listen, listen!

- Consider presentations as feedback sessions, the primary goal is to gather feedback from the partner and use it as insights to iterate and make informed decisions going forwards. This can also help you to have the right mindset and avoid a defensive attitude.
- Try to understand what the client is saying instead of selling your thoughts. Listen, don't justify yourself. Ask questions to better understand their point of view, they are the experts!

### Build empathy through evidence and stories

- To get the client engaged in believing in your research we build empathy by using real stories, quotes and pictures from fieldwork. For example, when presenting insights read user research quotes, show pictures from fieldwork, show evidence of a service not working (e.g. Inbox), tell stories of what happened to a user, ...

### The curse of knowledge

- Being too close to the subject matter might affect your perspective and make the project results too subjective. You are not designing for yourself – even though you are also an end-user. As a service designer your mission is to be a facilitator of many stakeholders involved – including the client, and ensure that the service speaks to their needs.
- Take distance from being an end-user and design for your user typologies.
- Have a broader perspective and contextualize your concept in the bigger picture. If your field research was focused on ARTS that is fine, however concepts should be scalable across all schools. Remember our client is Aalto services not ARTS services.
- Consider the multiple actors and industries that are part of your service ecology. For example, not only design agencies could be a potential employer but also companies from other industries.

### Build a narrative that you are happy to present

- We gave you an initial guideline on what content to present, however it is up to you to find your own narrative that leads to your message.
- Believe in what you are saying, so others can also believe in it
- The clearer the better. People tend to engage more if it is easier to understand
- Rehearse the presentation and test if the message is clear.

### Solution-oriented visualizations (visualizing concepts)

- Focus on the value not on the interface. In the early stage of a service the proposition (value) needs to be first clarified and agreed (desirability). An interface visualization however should happen at a later stage of the design process (feasibility and viability). When bringing interfaces too soon in the design process, clients evaluate the concept with the mindset of feasibility or viability (the level of effort to implement it) so they are not able to understand the value and dismiss the concept because of that. "It could be an app or it could be a portal, but it is the change of mindset that is the value of the idea" (example of an argument with a client since the level of visualization wasn't correct)

- If your concept is an improvement of an existing solution, use pictures of the existing service as a reference to illustrate your concept and explain what you would change.
- Service concepts should work as a stand-alone visualization. People should be able to understand it without you having to explain much. They should work in your portfolio.
- It is not the novelty of the idea that makes the concept good but how value is articulated instead. There are no service design stars.
- Power of naming. Having a good punchy title helps to communicate what your proposition is about, for example 'Rent a Finn' proposition.
- Give concrete examples on what your concept could be by imagining scenarios and putting your idea in context. For example, instead of showing a job portal wireframe you could visualize the scenario of finding a dream job 'Get employed by Marimekko'.

### **Frame what you present**

- Is your concept a new service or an existing service? Frame your concept the current service offering so that the client can understand if your proposal is something new, which they don't offer or an improvement to something that they already offer.
- Know what you present. Every slide should have a title, for example 'Typology matrix' it will help your audience to understand why you are showing this.
- Be explicit on what you show, for example 'This is a two-dimension matrix to help us identify our users' behaviors'.