

Conducting user research in the design of services

Types of experience

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Types of experiences from 'Service design. From insights to implementation' (2013):

- User experience
- Customer experience
- *Service provider experience*
- Consumer experience (New)
- Human experience

Designing for them have differences in:

- The purpose and outcomes we aim to achieve
- The organisational contexts, in which we operate within (e.g. one industry, one sector, one or many organisations?)
- The people's contexts, which we aim to improve (a moment in life, a moment in a service relationship, a moment in a service interaction) ⇒ This is the basis for setting up a customer journey
- Who we design for/with (e.g. actors, stakeholders, ecosystems)
- What we design (tools, experiences, concepts, operational models)

“Service” as outcomes

Edvardsson & Olsson (1996):

“It is the customer’s total perception of the outcome which ‘is the service’...

What the customer does not perceive does not exist — is not a customer outcome. Service outcomes can be tangible or intangible, temporary or lasting.”

C.Christensen ‘Jobs to be done theory’ (1997):

“People buy products and services to get a “job” done”

Downe, L. (2020):

“A service is something that helps someone to do something. That ‘something’ can be short and straightforward, like buying a chocolate bar, or it can be long and in multiple parts, like moving houses.”

Services are always connected to a life or work activity.

Services exist to support the goals of people in a particular context and time

Types of experience

(Example of designing for university services)

User experience (Designing the enrolment experience of DfS)



Activities related to a user interacting with one or multiple service touchpoints from one service provider, with the goal of completing the task efficiently.

Customer experience (Designing the Aalto student experience)



The experience of being a customer, which happens across the customer relationship lifecycle, from acquisition to lost customer.

Consumer experience (Designing the experience of learning)



Commercial and non-commercial experiences that happen across multiple services in the same sector, e.g. mobility

Human experience (Designing for studying abroad)



Experiences related to life or life stages, such as childhood, adulthood, retirement, or transitions in life (life events).

Types of experience

- User experience: Designing the enrolment experience of one course
- Customer experience: Designing the student experience from making the decision to alumni
- Consumer experience: Designing the experience of learning across services and platforms
- Human experience: Designing for student life abroad

Group discussion

Exercise: Discuss in your groups (15 min.) and share back

Which type(s) of experience(s) do you think your project addresses?

Research methods

Research methods

Shadowing



Fly-on the wall observation



Analogous research & Service safari



In-context interviews & probes



In-context interviews

Customer interviews are in-depth conversations which help gain insight into their lives and experiences.

Most usefully these take place in their natural environment, so that context can be taken into consideration.

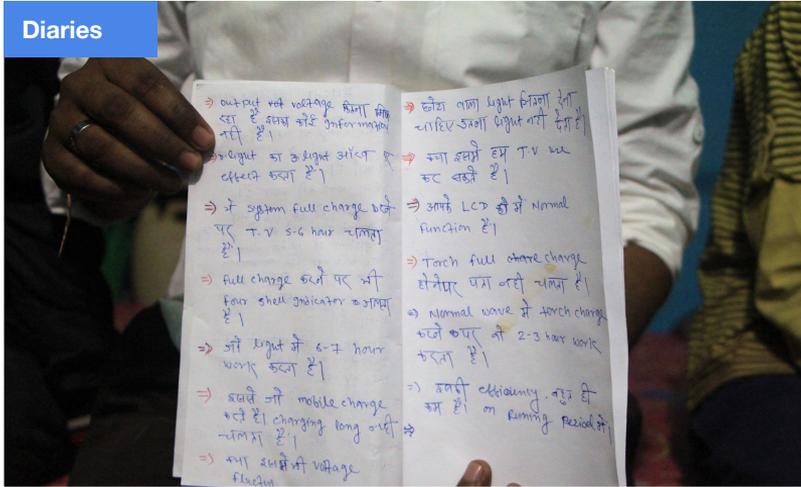
Interviews are not questionnaires! Instead they are informal semi-structured conversations that aim to discover deep hidden needs and behaviours. Designers use discussion guides to help them stay on topic.



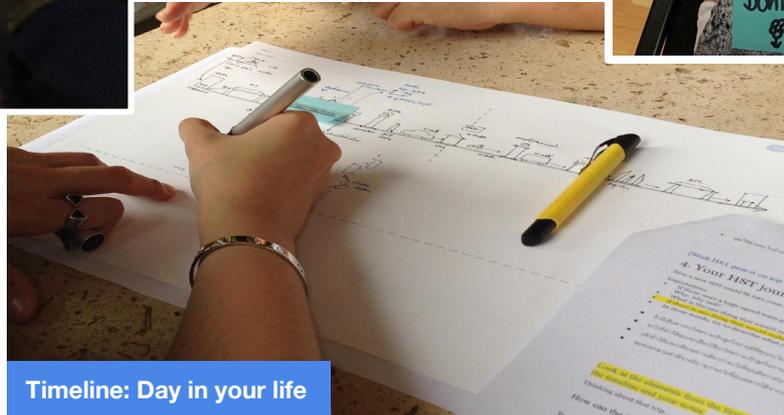
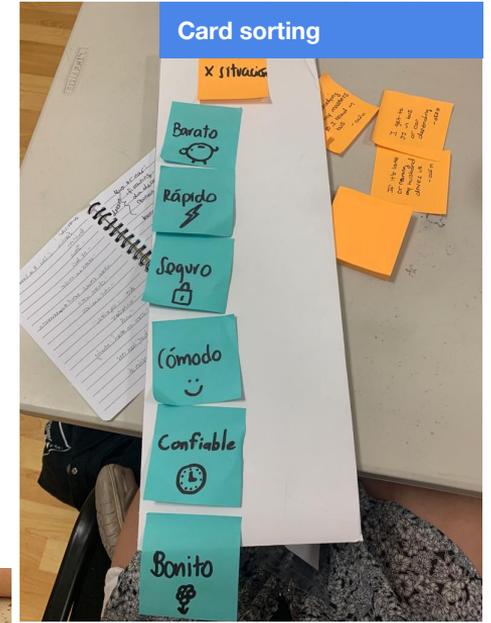
Image from Livework studio

Probes (adapt to the situation)

Diaries



Card sorting



Timeline: Day in your life

Observations

This method is very useful for getting a first understanding of the context and the reality of what people do, rather than what they say they do.

It is best used in combination with interviews to uncover the root cause of certain behaviours. Why do travel like that?



Image from Livework studio

Shadowing

Shadowing can entail watching or following an individual or many people experiencing a service. Quite often shadowing is combined with an interview.

Often by watching someone using a service we learn things that they would never tell us and understand why people have problems with certain tasks.

Very good for understanding experience pain points ZX

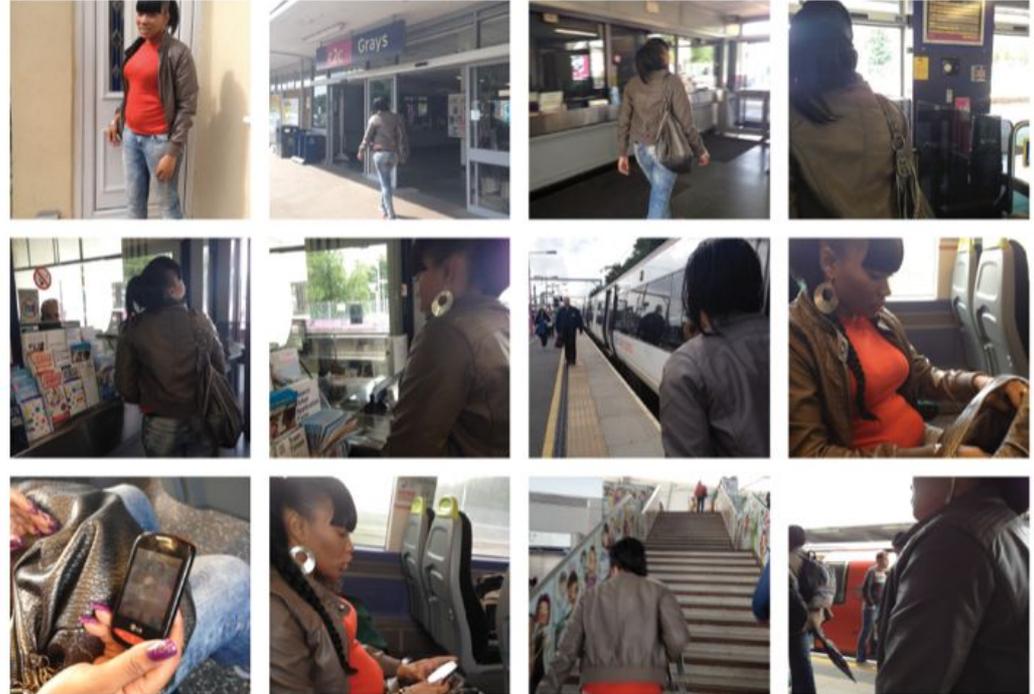


Image from Livework studio

Service safari and Analogous research

This method is about small empathy exercises to immerse people in 'parallel' or similar experience connected to your challenge. It gives people a first hand experience of other services by becoming the user. When it is not possible to literally become your user because for example they have a disability, this can be simulated.

It gives a first immersion of the user context and helps to break assumptions early on and develop empathy skills with the subject matter. Participants then can use these experiences to reflect upon, It will help stimulate them to enlarge, shift and reframe the initial challenge.



More about this method:

<https://medium.com/design-research-methods/designing-for-the-world-in-which-you-feel-stupid-70c920981f12>