Welcome!

TODAY

15.15 - 15.45 Introduction

Break 10 min.

15.55 - 16.30 Defining services

16.30 - 17.00 Project Brief

17.00 - 17.45 Course structure & Teams

17.45 - 18.00 Assignments

Jane Vita

UWAS Lecturer of Service Design

and Design Director at Digitalist

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Past clients: Nokia, NSN, Volvo, Renault, Marcopolo, BMW, Lojas Renner, Positivo Group, Ericsson, Banco do Brasil, Bematech, Gol Linhas Aéreas, Porto Seguro, Nokian Tyres, Honka, Iittala, Skype, Stockmann, Viking Line, Safmarine, Pacific Blue Cross, OP, Rovio, Fira, YIT, Fennia, Fortum, Finning, Posti, Swarovski, iLOQ and ABB.

Digital Agencies: Mirum, Fjord, Futurice and Digitalist

EVALUATION

Fail / Pass

80% Attendance

In this course, attendance is mandatory. The <u>maximum number of absences is two course sessions</u> out of eight.
Please, make sure that you have all the dates marked on your calendar!

Completed assignments delivered on time

Active participation in contact teaching sessions and group work

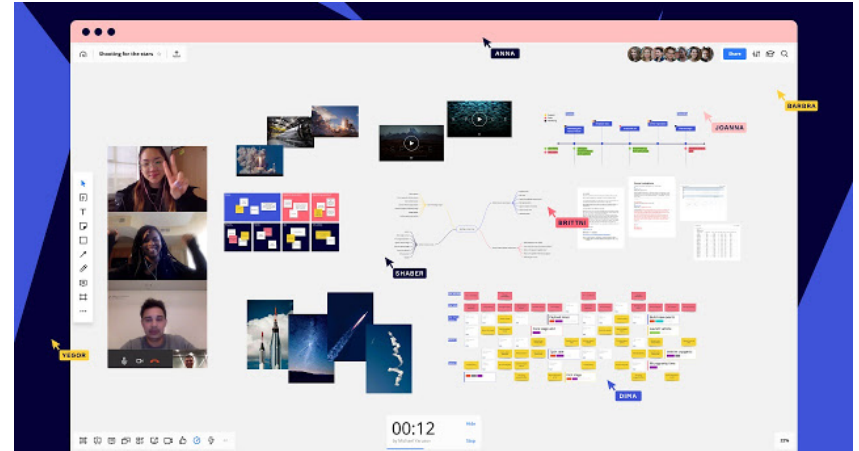**Group final presentation delivered on time**

TEAMWORK

Multidisciplinary teams of **4** people max.

In class exercises, project work in teams and together as one group

Additional exercises as independent teamwork to present and build on during class

FORMAT

SERVICE DESIGN
FOR
SERVICE INNOVATION

DEFINING SERVICE DESIGN

Service design
A discipline, a method or a mindset?

DEFINING SERVICE DESIGN

Service design

What have you heard?

Word cloud: Write keywords in separate post-its on MIRO

Introduction to Service Design

Building the bridge from business to customers.

What is SERVICE?

ACADEMIC: "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."
(Edvardsson and Olsson)

PRACTITIONERS: "A service is a group of tasks that helps you to do something, like learn how to
drive a car. The car license is the output from doing those tasks. The outcome is driving a car.
Bad services are nouns, good services are verbs." (The Government Digital Service, UK)

What is Service Design?

"If you would ask ten people what service design is, you would end up with eleven different answers – at least."
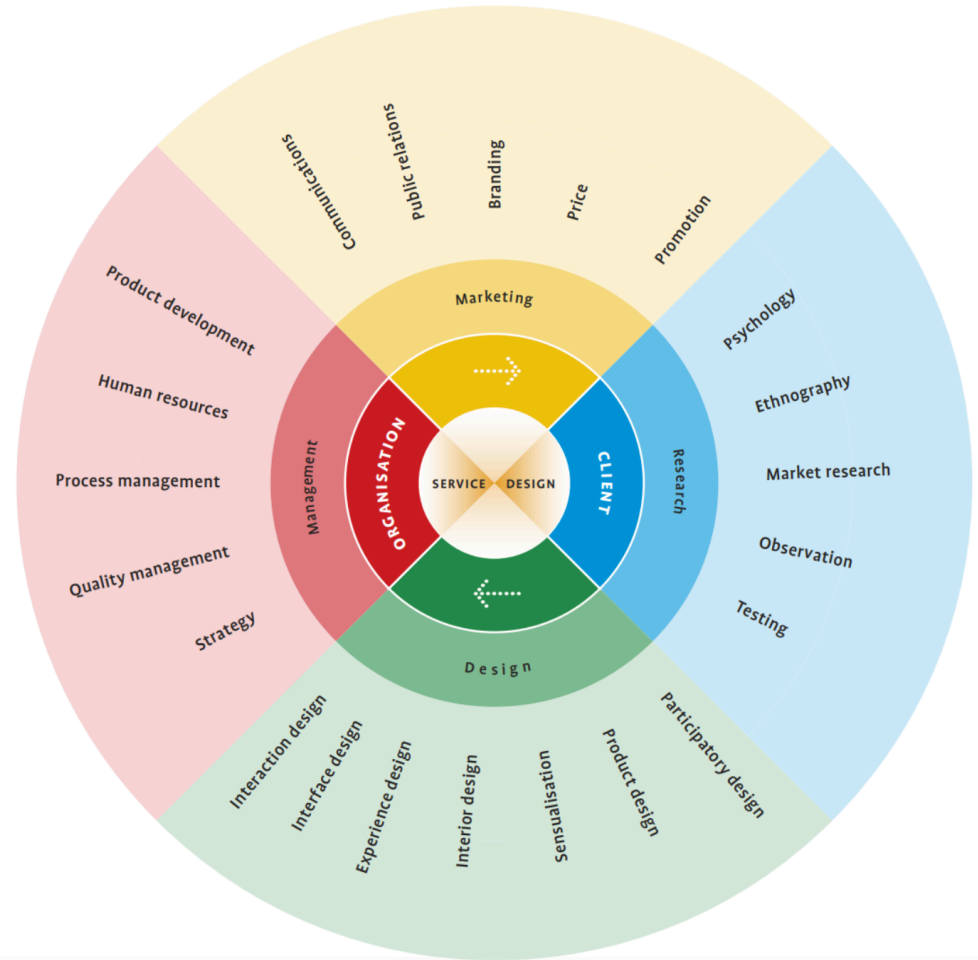
Richard Buchanan, 2001

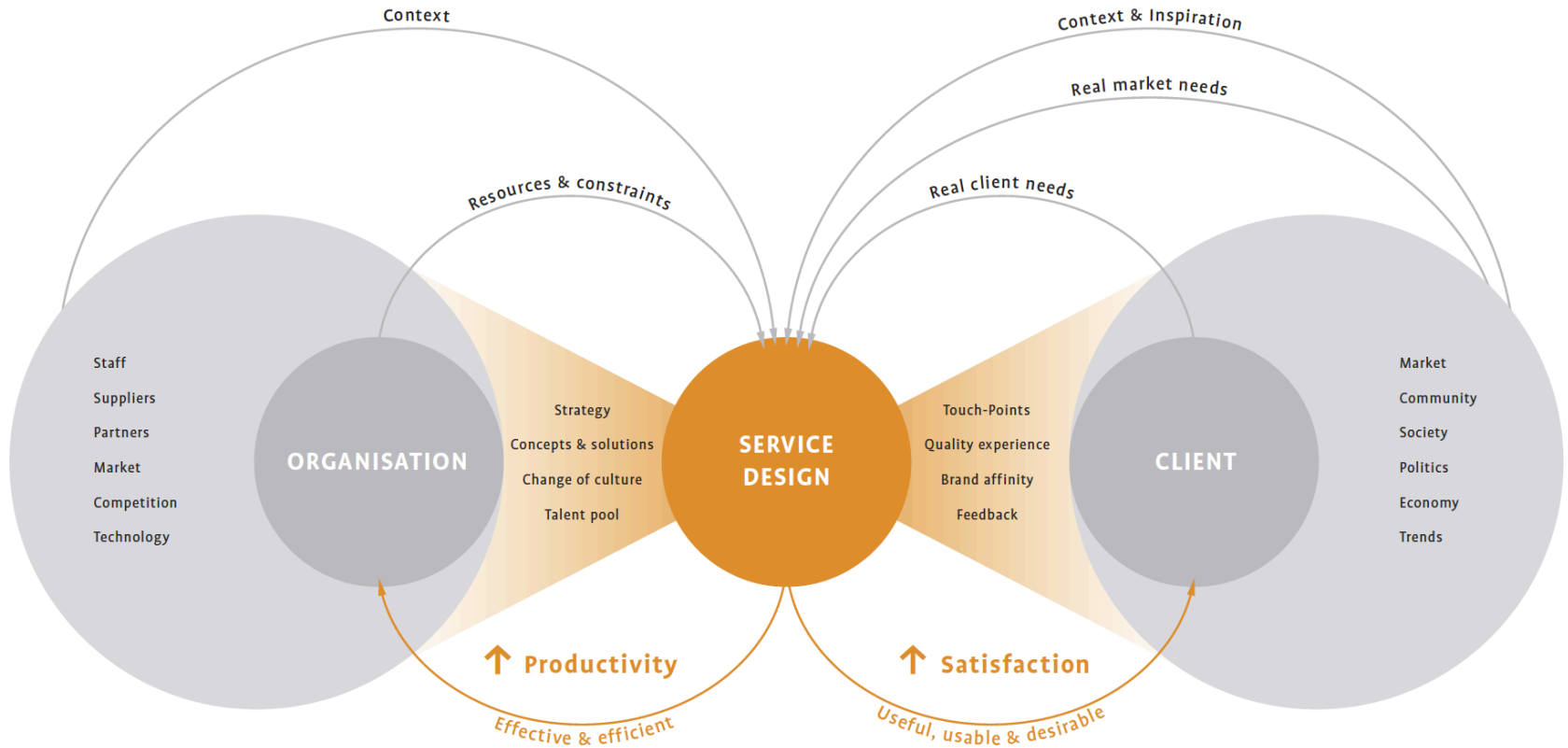# What could be a great Service Design definition?

" To apply a holistic design thinking approach oriented to create delightful customer-centric service experiences in the digital or physical realm. It is also an effective way to bridge innovation, research, management and design." **Jane Vita**

Service Design Expertise

Service design integrates management, marketing, research and design. It creates a unique connection of organization and client. The areas of related expertise are used and integrated in Service Design and also used in specialized experts from those areas.

Source: S. Moritz, Service Design – Practical access to an evolving field.

Context

Context & Inspiration

Real market needs

Resources & constraints

Real client needs

ORGANISATION

Staff
Suppliers
Partners
Market
Competition
Technology

Strategy
Concepts & solutions
Change of culture
Talent pool

SERVICE DESIGN

Touch-Points
Quality experience
Brand affinity
Feedback

CLIENT

Market
Community
Society
Politics
Economy
Trends

↑ **Productivity**

Effective & efficient

↑ **Satisfaction**

Useful, usable & desirable

Source: http://hci.liacs.nl/files/PracticalAccess2ServiceDesign.pdf

[MODEL FIFTEEN]

Service Design overview model

Service Design benefits

1. True understanding of market needs
2. Higher value the resources available
3. Changes organisational culture
4. New perspectives on future development
5. Higher effectiveness

6. Better efficiency
7. Connects organisation and clients
8. Higher quality service experiences as basis of success
9. Differentiation against competition
10. Brand affinity

Source: S. Moritz, Service Design – Practical access to an evolving field.

"*Service design is not a short project to launch a service but rather continues to evolve the service on an ongoing basis.*"

Stefan Moritz, Service Design – Practical access to an evolving field.

CHARACTERISTICS OF (DIGITAL) SERVICES
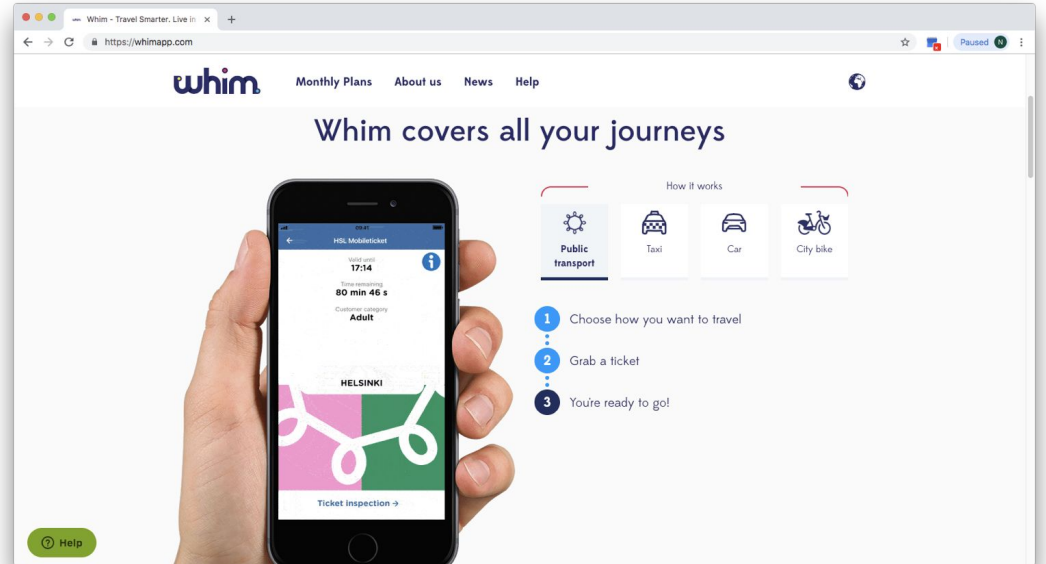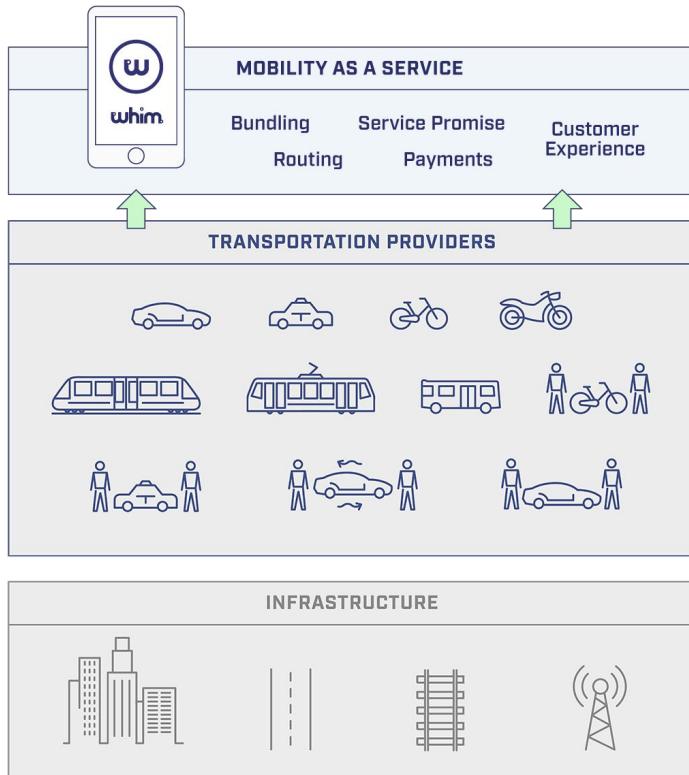
✓ One integrated journey
Multi-actor stakeholder delivery experienced as one smooth service
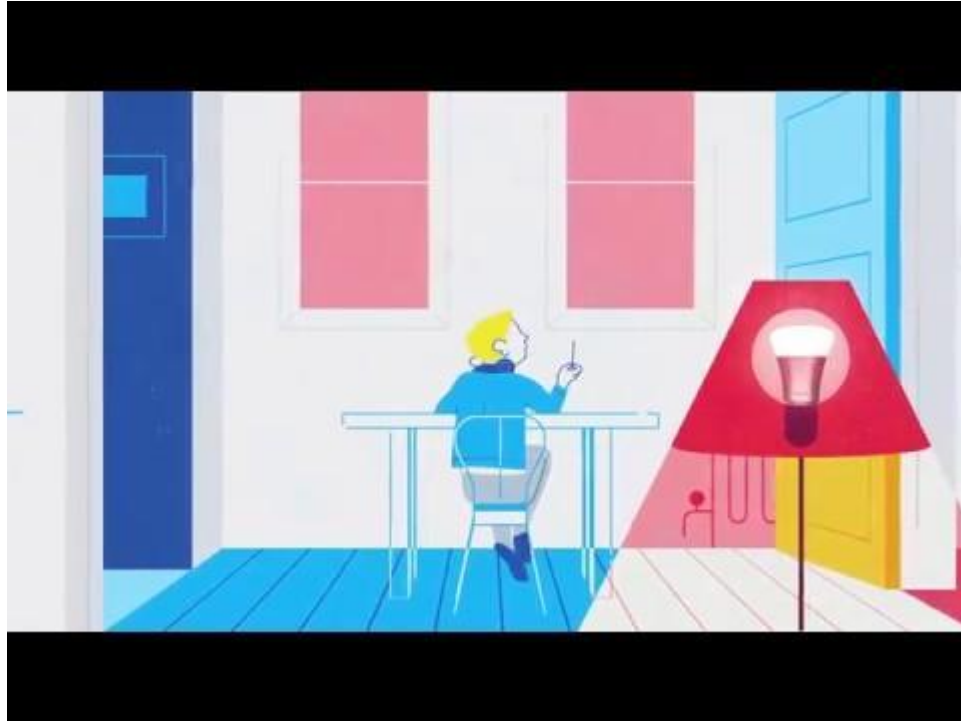
✓ A single customer interface, that can integrate multiple platforms
One interface as the door gate of many service providers

✓ Propositions based on results for people
Services help people achieve (simple) human goals

MOBILITY AS A SERVICE

Bundling   Service Promise

Routing   Payments   Customer Experience

TRANSPORTATION PROVIDERS

INFRASTRUCTURE

Whim covers all your journeys

How it works

Public transport   Taxi   Car   City bike

1 Choose how you want to travel

2 Grab a ticket

3 You're ready to go!

"An integrated view of a building's patterns for more informed decision making of energy and operational efficiency."

80%
Energy saving for lighting alone*
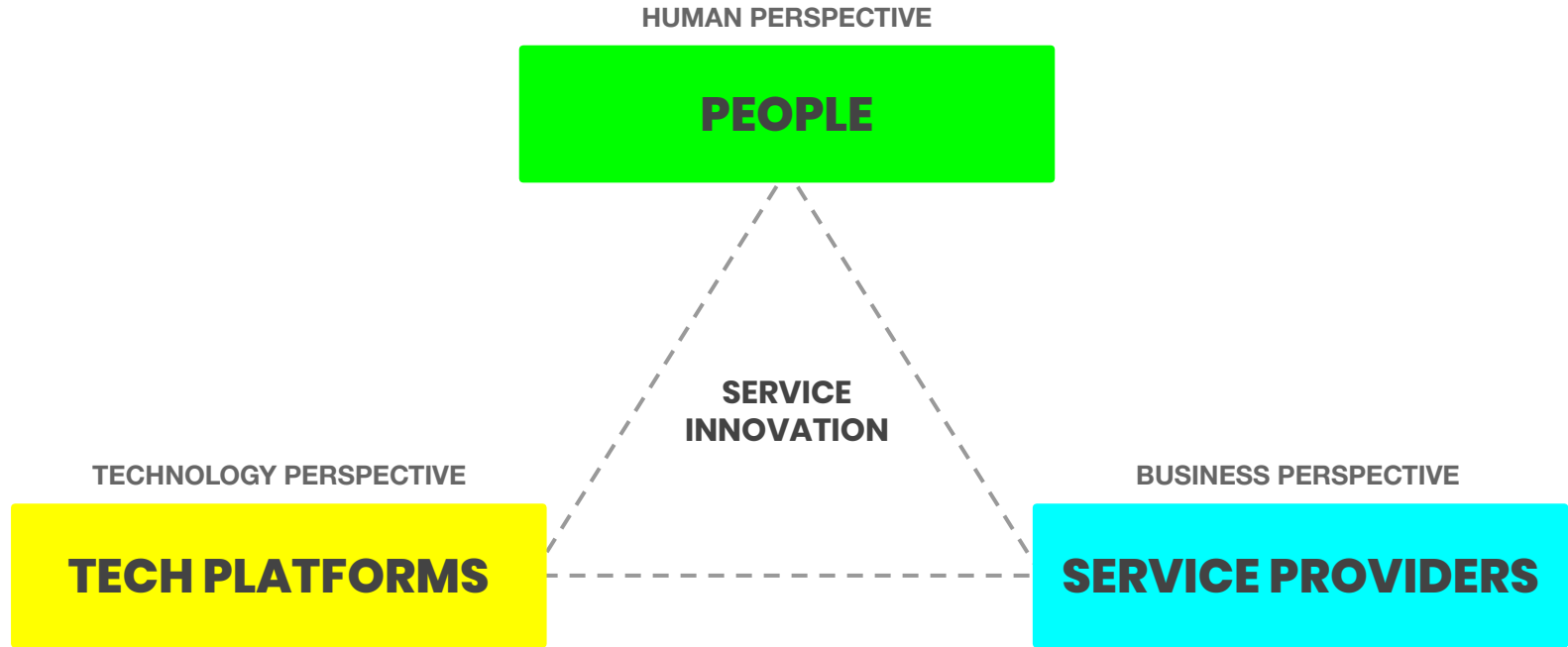through the connected lighting system compared to traditional lighting

Quality of light, health and wellbeing
Lighting in offices has a profound effect on employees' well-being, therefore the quality of light and the correct light for every task area is extremely important

Human resources benefits
A more appealing environment creates higher attraction and retention levels of professionals within enterprises

Savings from building verticals
energy from lighting and other building sub-systems, e.g. heating and cooling are reduced in unoccupied areas

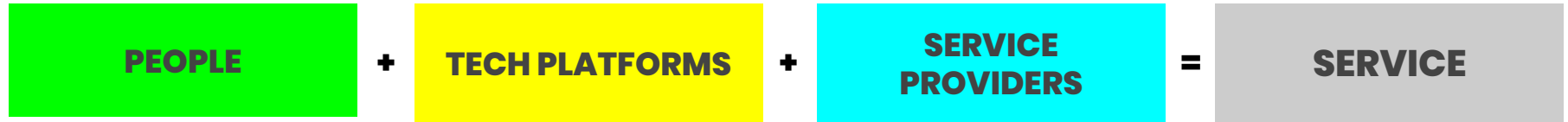**Location based services via visible light communication**
The connected lighting system, via VLC (visible light communication), enables insights into the availability of nearby facilities such as meeting rooms – improving productivity

$5 per ft² per year**
Savings on rental space
through better space utilization – reduce required floor space by 11% based on highly detailed data occupancy insights and trends

Personalization via mobile apps
Individuals can adjust the lighting levels and temperature, creating a more comfortable and productive workspace

$8 per 100 ft² per year***
Reduced cleaning cost
by analyzing occupancy data, only spaces that have been in use are cleaned, saving resources and costs

Central management
Remotely and centrally monitor and manage all connected light points, energy consumption, and occupancy data via software

SERVICE ACTORS & PERSPECTIVES

HUMAN PERSPECTIVE

PEOPLE

SERVICE INNOVATION

TECHNOLOGY PERSPECTIVE

TECH PLATFORMS

BUSINESS PERSPECTIVE

SERVICE PROVIDERS

SERVICE INNOVATION FRAMEWORK

| PEOPLE | + | TECH PLATFORMS | + | SERVICE PROVIDERS | = | SERVICE |

Brief

With emerging technologies being part of our daily life, how will people experience an unexpected life event?

PROJECT BRIEF

# Design a Service for a post-COVID19 world

PROJECT BRIEF

PROJECT BRIEF

It is not new that the current COVID19 pandemic has brought to the world several challenges. It has also exposed how vulnerable our society is to remote access and collaboration. In this course, you or your team will create a service that will embrace one or more of the following themes...

THEMES:

- Digital well-being
- Remote education
- Digital home activities
- Working remotely
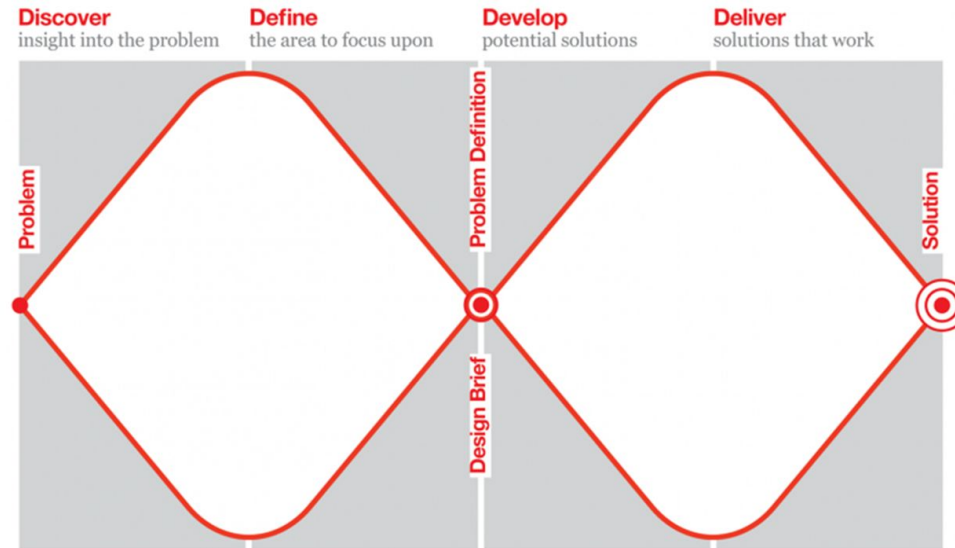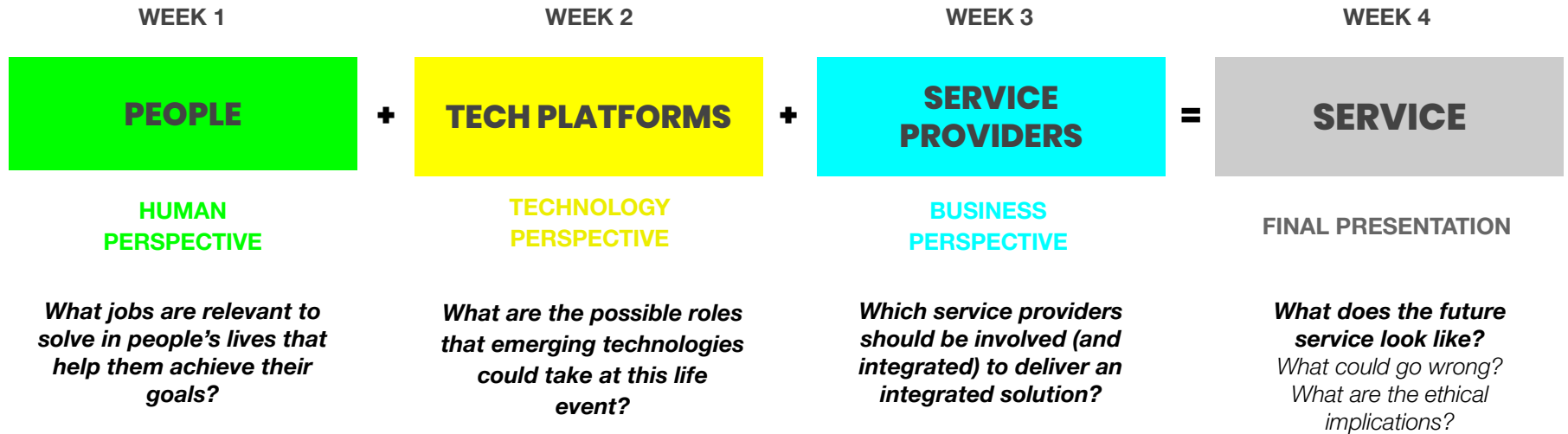- Veracity and quality of news
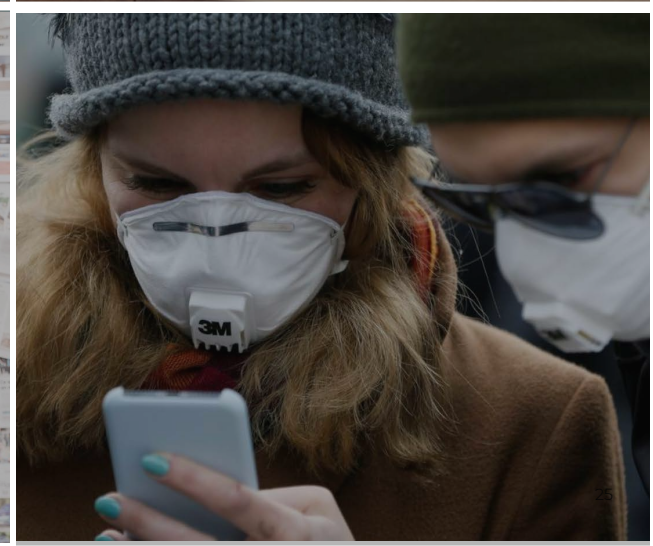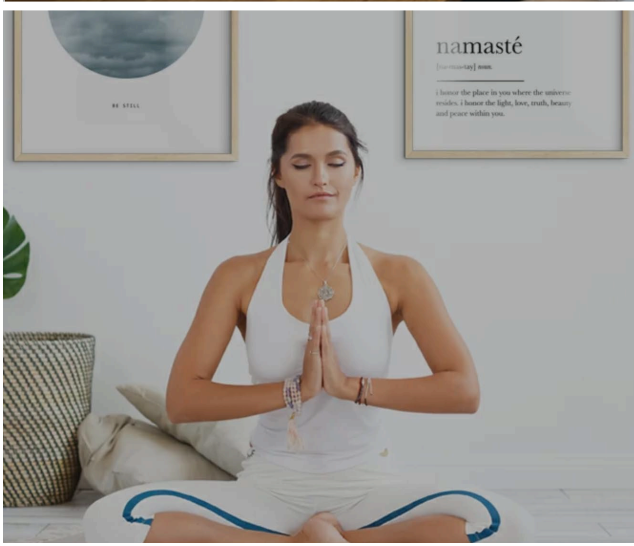
Course structure

COURSE STRUCTURE

Image: Double diamond by Design council (2005)

COURSE STRUCTURE

	WEEK 1		WEEK 2		WEEK 3		WEEK 4

WEEK 1   **WEEK 2**   **WEEK 3**   **WEEK 4**

PEOPLE **+** **TECH PLATFORMS** **+** **SERVICE PROVIDERS** **=** **SERVICE**

HUMAN PERSPECTIVE   **TECHNOLOGY PERSPECTIVE**   **BUSINESS PERSPECTIVE**   **FINAL PRESENTATION**

What jobs are relevant to solve in people's lives that help them achieve their goals?

What are the possible roles that emerging technologies could take at this life event?

Which service providers should be involved (and integrated) to deliver an integrated solution?

What does the future service look like?
What could go wrong? What are the ethical implications?

Relax

10 minutes of joy!

Let's start

The **Facilitator** is in charge of the schedule.

You and your team are responsible for completing your tasks **within a set time**.

Be in the moment! Devices are here to help, not to distract.

"**An idea not written down is an idea lost**. When inspiration calls, you've got to capture it."

—Richard Branson

At MIRO
One thought per sticky note— neatly written

ONE IDEA PER POST IT

Write neatly or in CAPS

We are on slack aalto.slack.com

slack

Teams

max 4

Senciria	Taavi	Essi Eeva	Zhou
Juuso	Rui	Jiming	Rafael
Jeanne	Sofia	Sergio	Fanny
Shuangyi		Nguyen	Erika

1   **2**   **3**   **4**

Quick Intros

First, let's get to know each other!

Quick Intros

In your group, tell your name and your 3 favorite things.

With your team, choose one of the 5 challenge themes.

🕐 **Max: 3 min.**

Target group & situational context (scenario)

Think about a specific target group most affected by your theme. Think about the challenges and why they are happening.

**5 min individual
15 min present your thoughts (3 min/each)
5 min pick one**

Assignment

ASSIGNMENT

1. PARALLEL RESEARCH EXAMPLE

Individually, find one existing example of a service that follows the digital service characteristics we discussed in class (see slides): One interface, multi-actor stakeholder delivery and that helps customers to get something done or accomplish in their life - if possible connected to a life change event (e.g. relationship breakup, having a baby, moving countries, changing career, liaising with death...) <u>Take a screenshot of the service and bring it to class!</u>

We will analyse it together in class.

DL Next class, Thursday **17**.09

2. ARRANGE ONE INTERVIEW AND ONE TESTING SESSION

Individually, find someone from your network who has experienced the life situation proposed. You can also interview each other if you fit this profile.

<u>Interview:</u> Arrange a 1h time slot to interview this person, ideally face to face, between **Friday 18th** - **Monday 21th** September.

<u>Testing:</u> Arrange a follow-up meeting with the same person, ideally face to face, to test ideas on the following week, between Friday **25th** - Monday **28th** September.

DL Next class, Thursday **17**.09