Aalto University
School of Science

CS-E4900 User-Centered Methods for Product and Service Design

Overview of Service Design

28.10.2024

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Things You Will Learn Today

- You will learn about service design
- You will learn from examples
- You will learn what creatures are BMC and VPC
- You will learn what to read to find out more

Applying User-Centered Methods in Service Design

in Context

https://unsplash.com/photos/ETRPjvb0KM0

What is Service Design Thinking?

Designing and Marketing of services that *improve the customer experience*, and the interactions between the service providers and the customers.

Stickdorn, M., & Bisset, F. (2016). ***This is service design thinking: basics - tools - cases***. Amsterdam: BIS .

But wait, what is a service?

A service is *not a product*.

Services *encompass products.*

A service can include a product in its cycle,
but the product is not the centerpiece.

A service is *a system of* ***people, processes, and goods*** *that* ***meets needs through the exchange of value.***

https://medium.com/@shahrsays/so-what-actually-is-service-design-e0ed602b77a9

Product Design & Service Design

Multidisciplinary teamwork	User-centered design
Iterative, agile or lean	Research and fact based
Good processes and practices	Constantly tested and validated

Product Design vs Service Design

Product

- Control of quality with data

- Define quality by usability
- Measure its output
- Repeatable
- Applicable uses
- User gets the product

Service

- Perishable
- Dynamic!
- Define quality by experience
- Measure outcome
- Very difficult to repeat
- User gets the instance of the service

Basic Principles of Service Design

User-centred

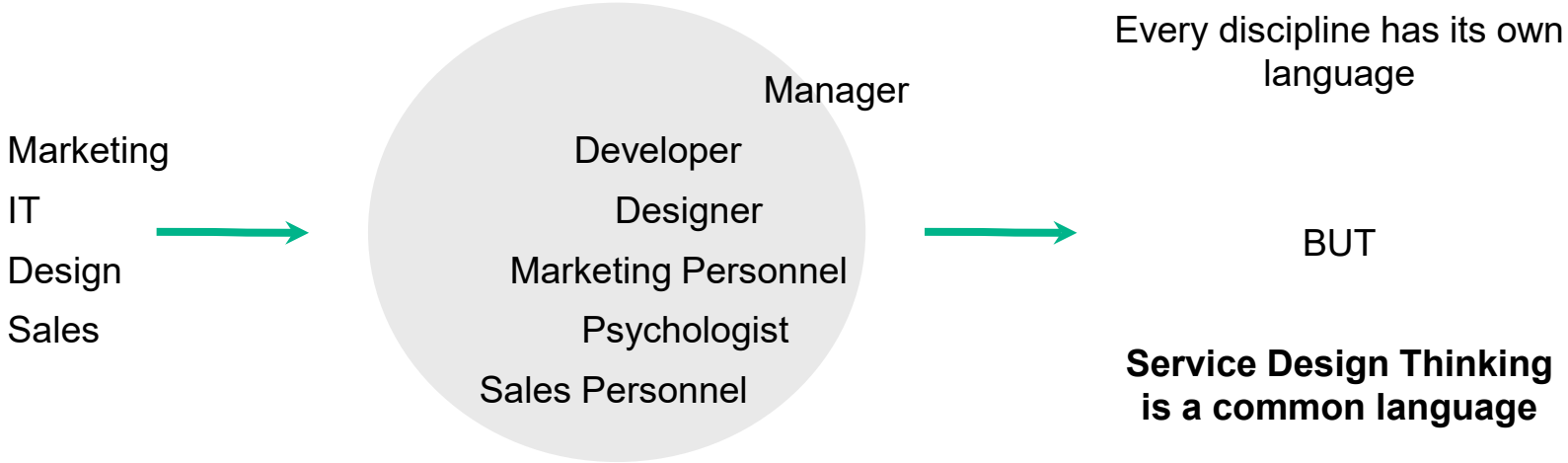
Co-creative

Sequencing

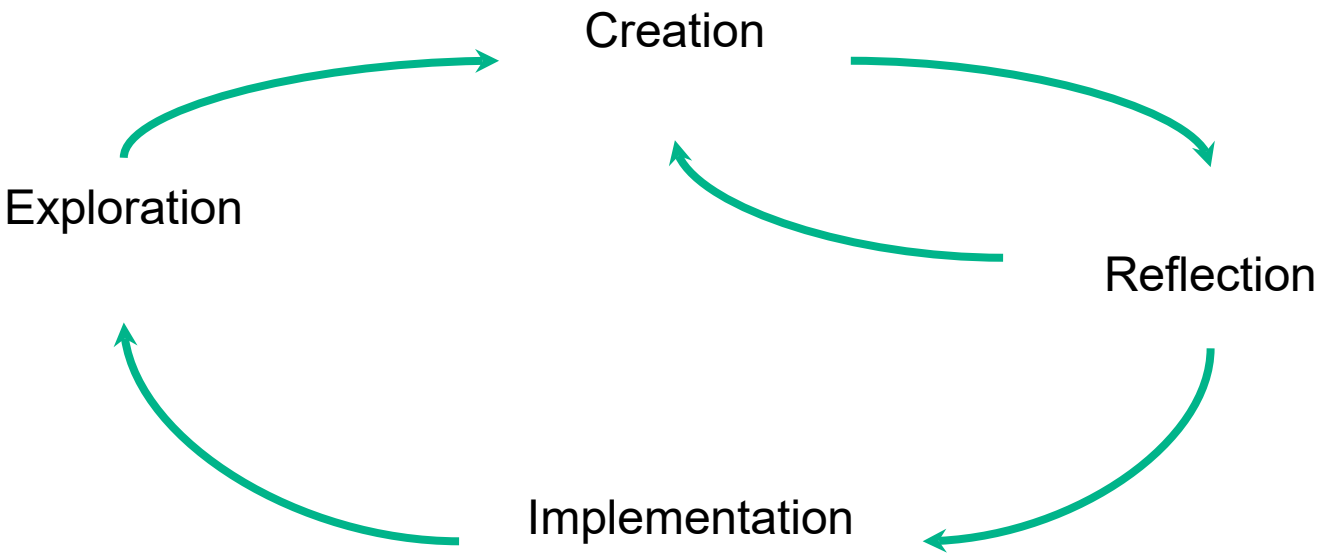
Evidencing

Holistic

Service Design is Interdisciplinary



Service Design Thinking is an Iterative Process



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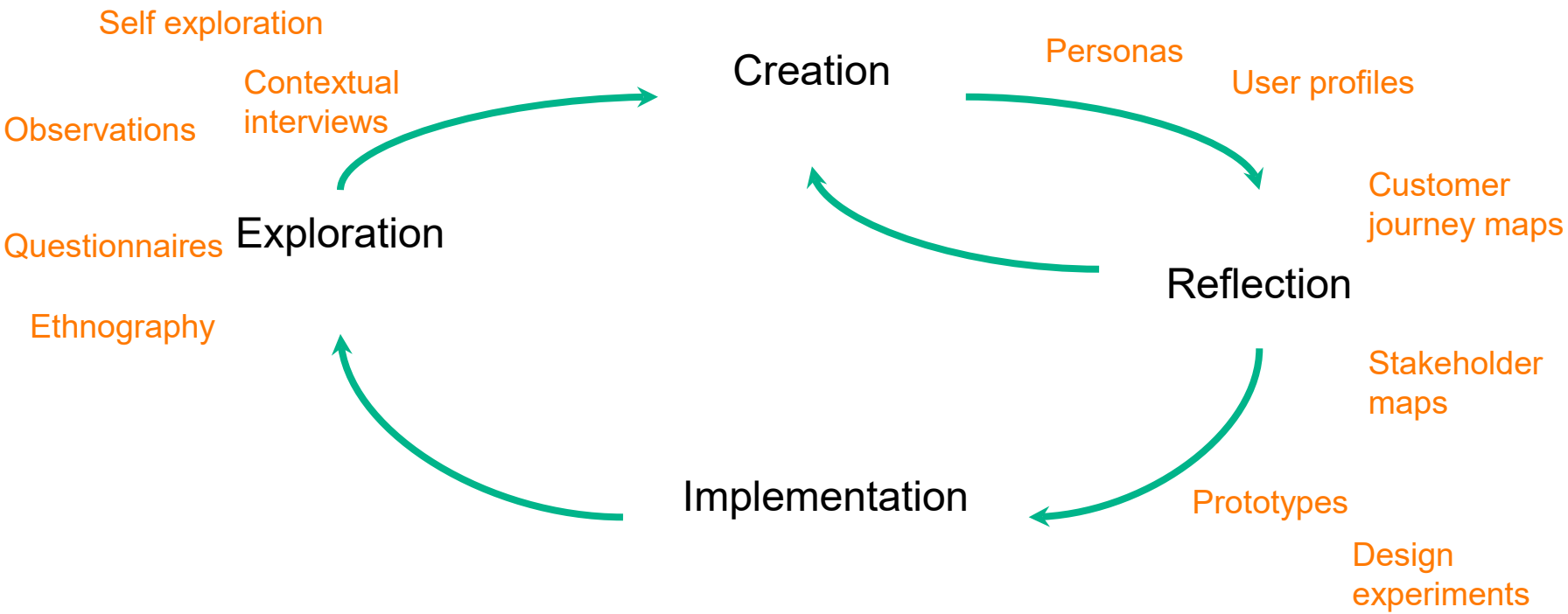
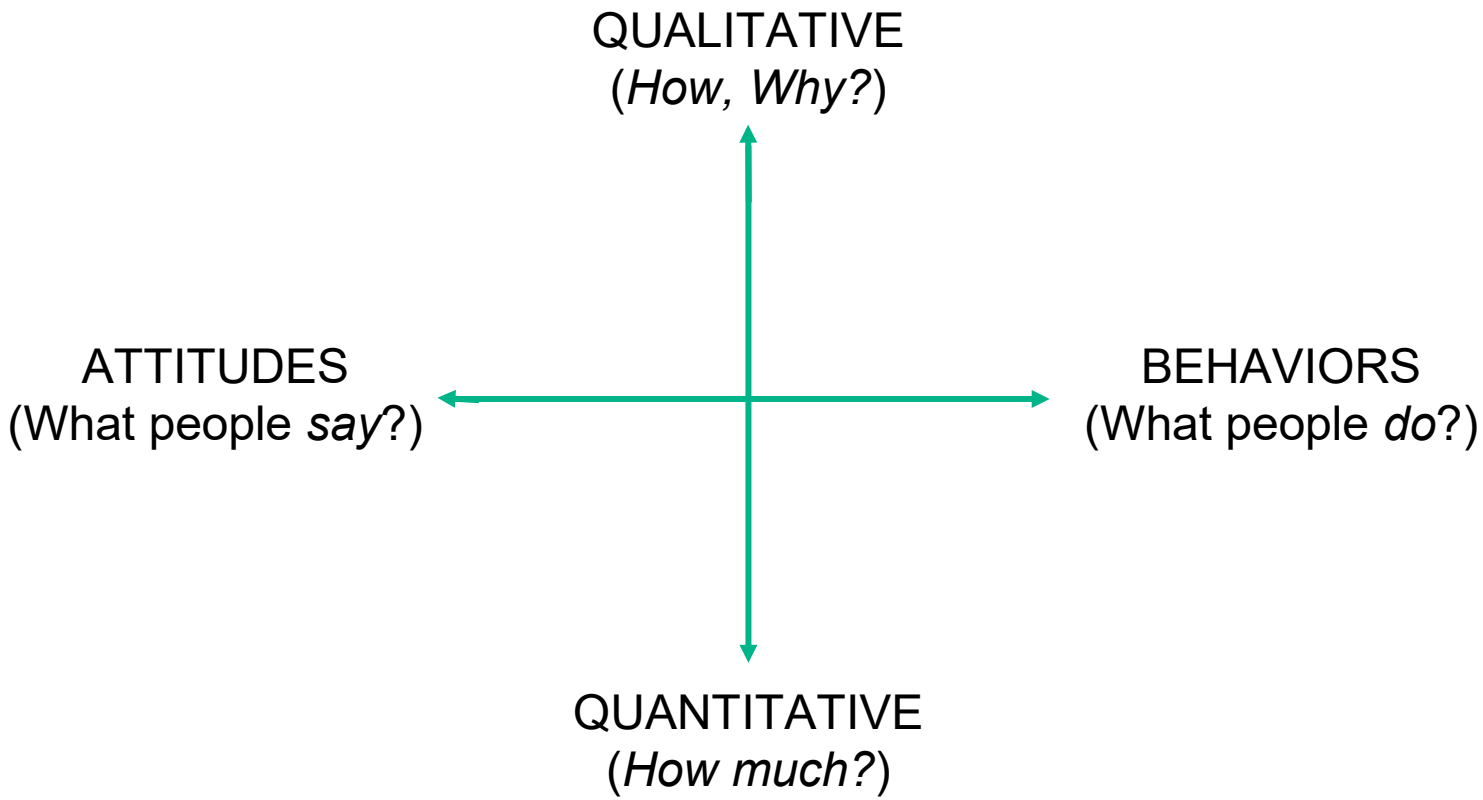
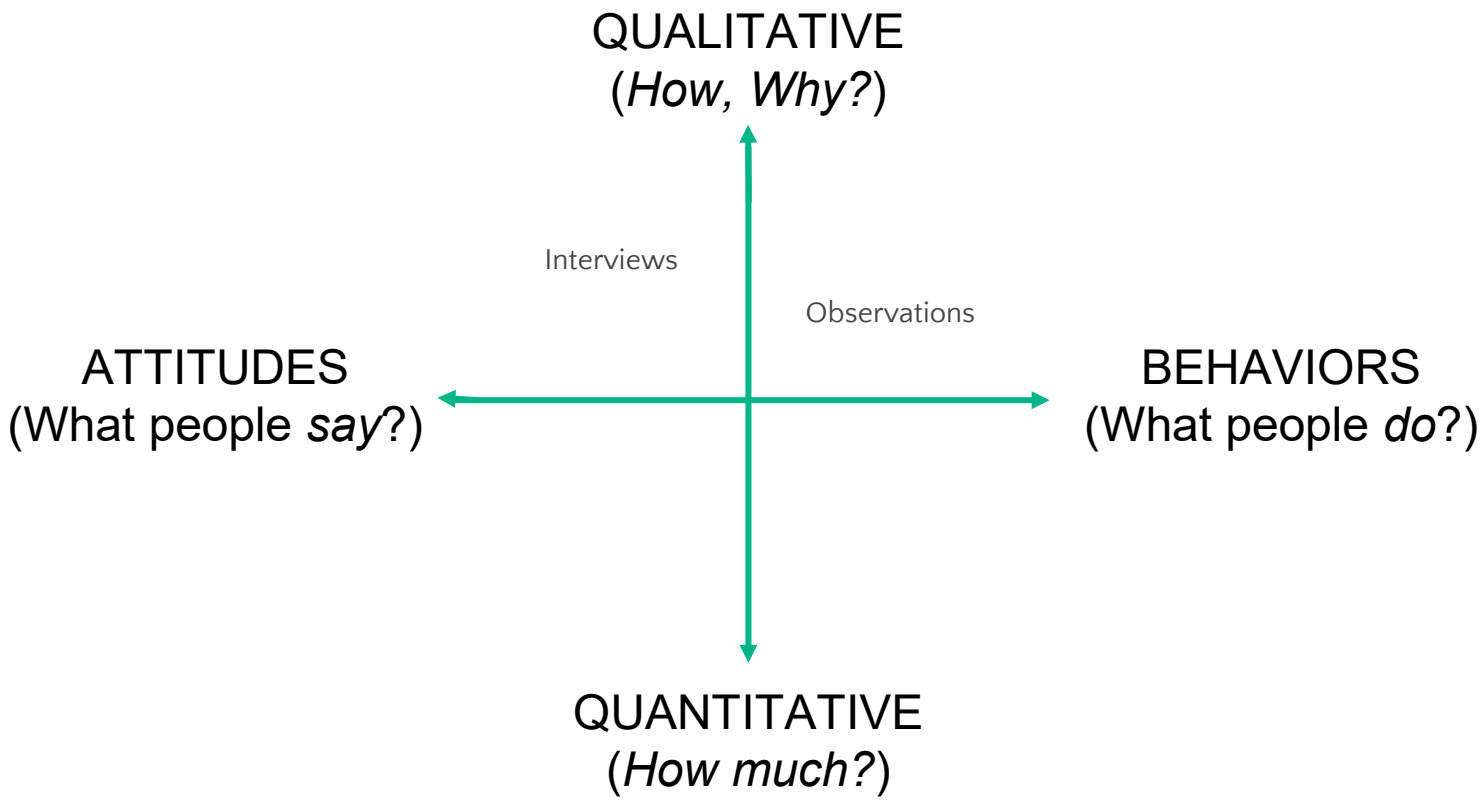
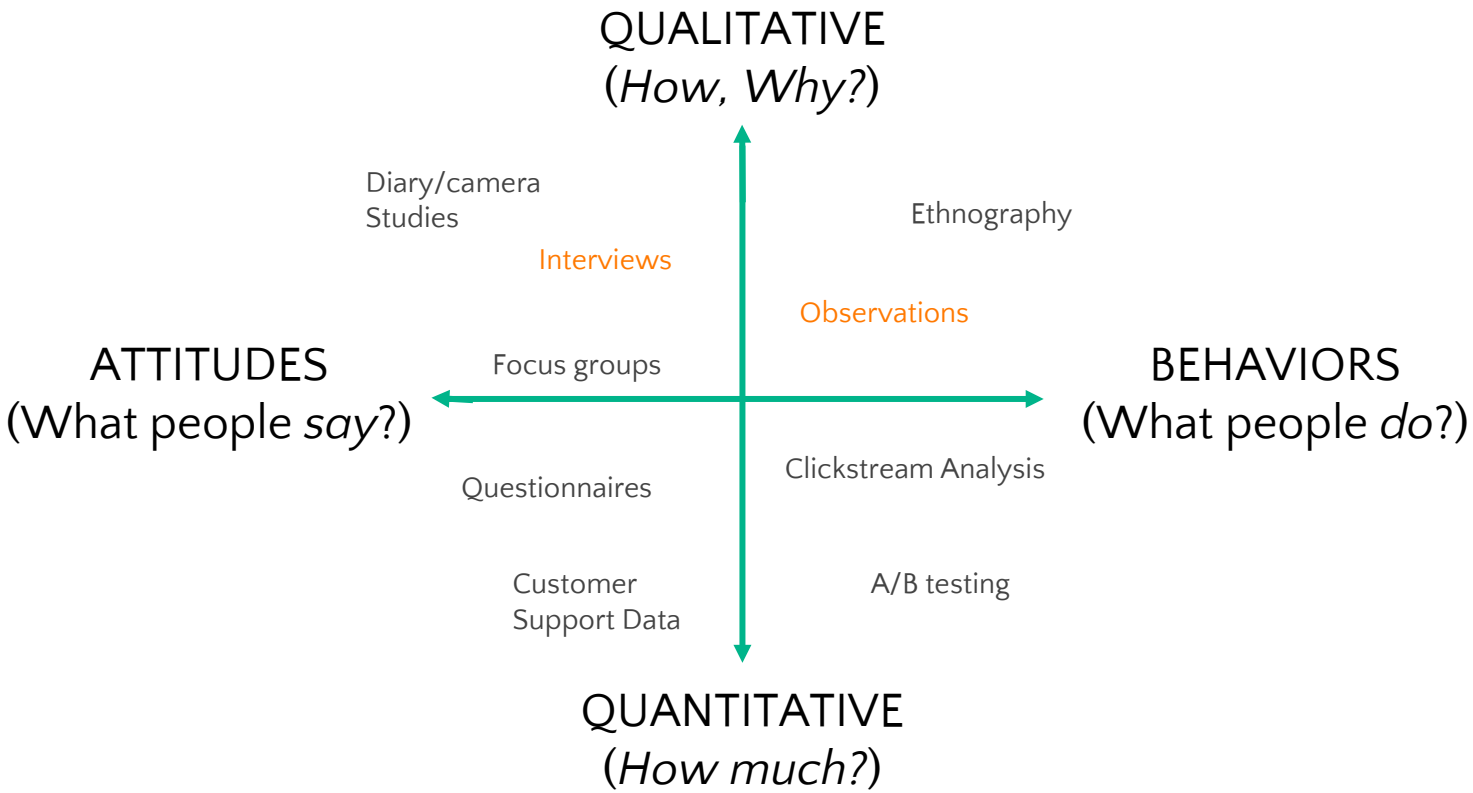


ATTITUDES
(What people *say*?)

BEHAVIORS
(What people *do*?)

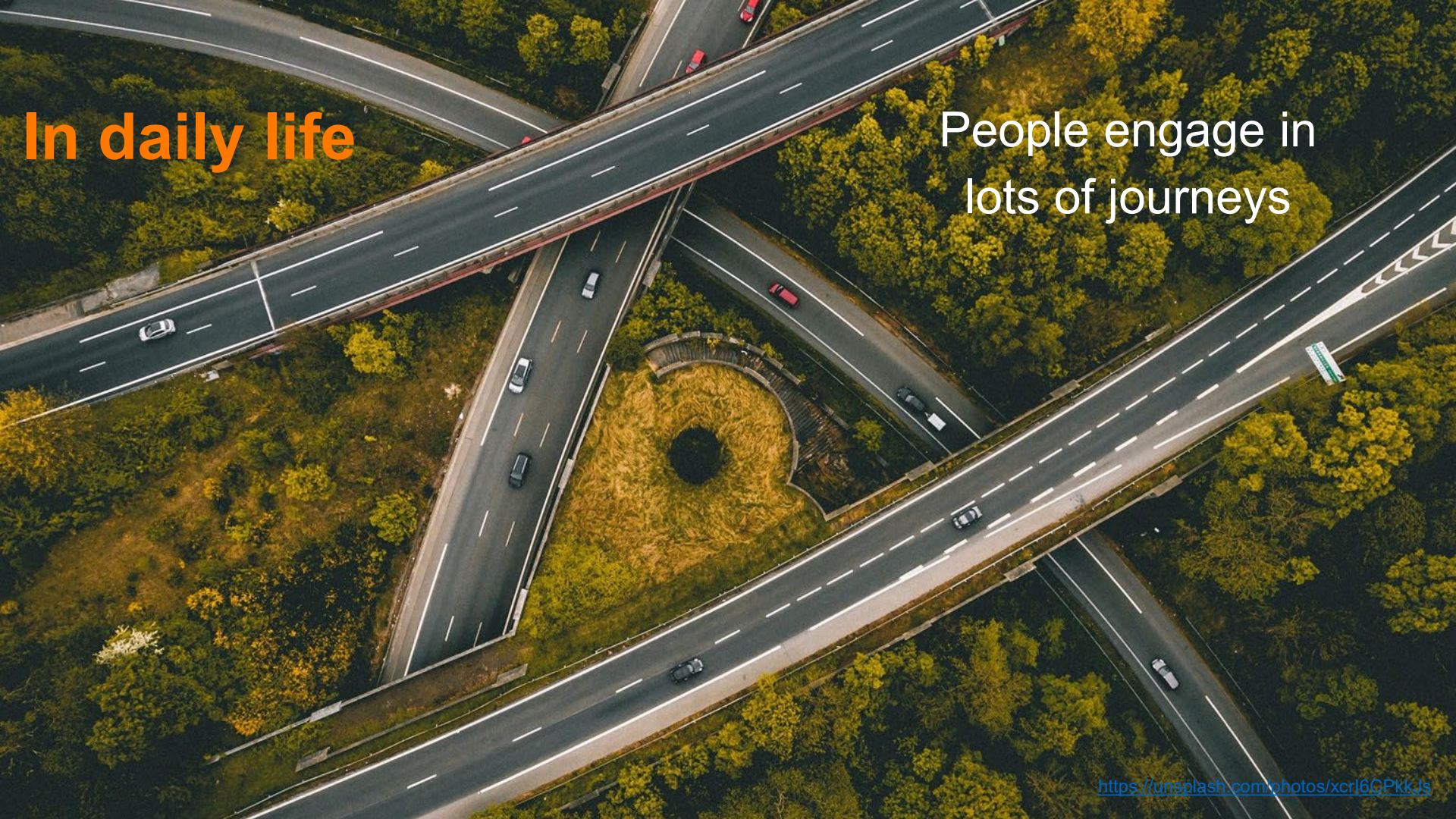

QUALITATIVE
(*How, Why?*)
ATTITUDES
(What people *say*?)
BEHAVIORS
(What people *do*?)
QUANTITATIVE
(*How much?*)


QUALITATIVE
(How, Why?)
Interviews
Observations
ATTITUDES
(What people say?)
BEHAVIORS
(What people do?)
QUANTITATIVE
(How much?)


QUALITATIVE
(How, Why?)
Diary/camera
Studies
Ethnography
Interviews
Observations
ATTITUDES
(What people say?)
Focus groups
BEHAVIORS
(What people do?)
Clickstream Analysis
Questionnaires
Customer
Support Data
A/B testing
QUANTITATIVE
(How much?)

In daily life

People engage in lots of journeys



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What we aim

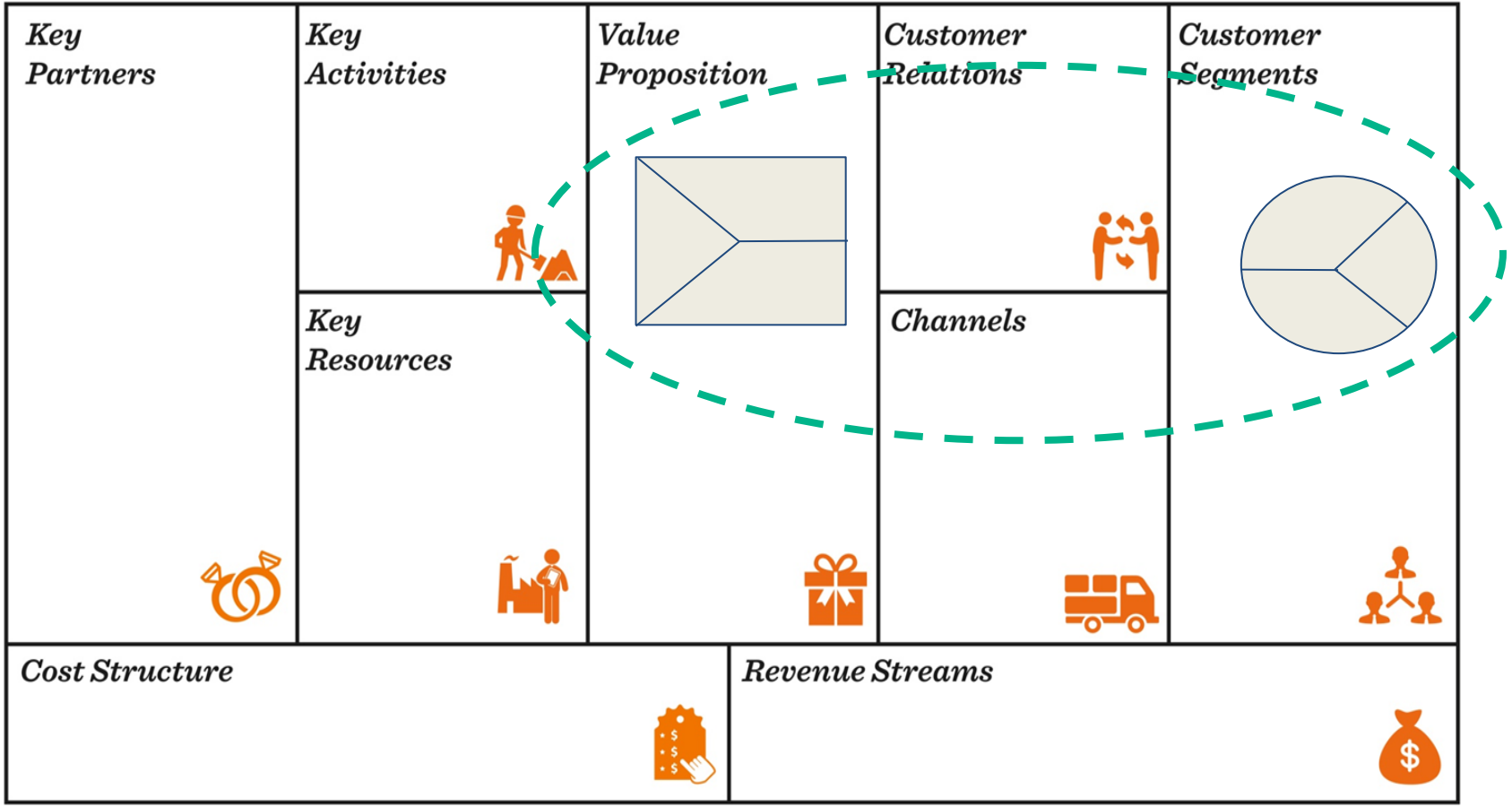
Letting Value to be Created
during the Journey

Value Proposition Canvas

Key Partners	Key Activities	Value Proposition	Customer Relations	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

AALTO VENTURES PROGRAM

DESIGNED BY: Strategyzer AG



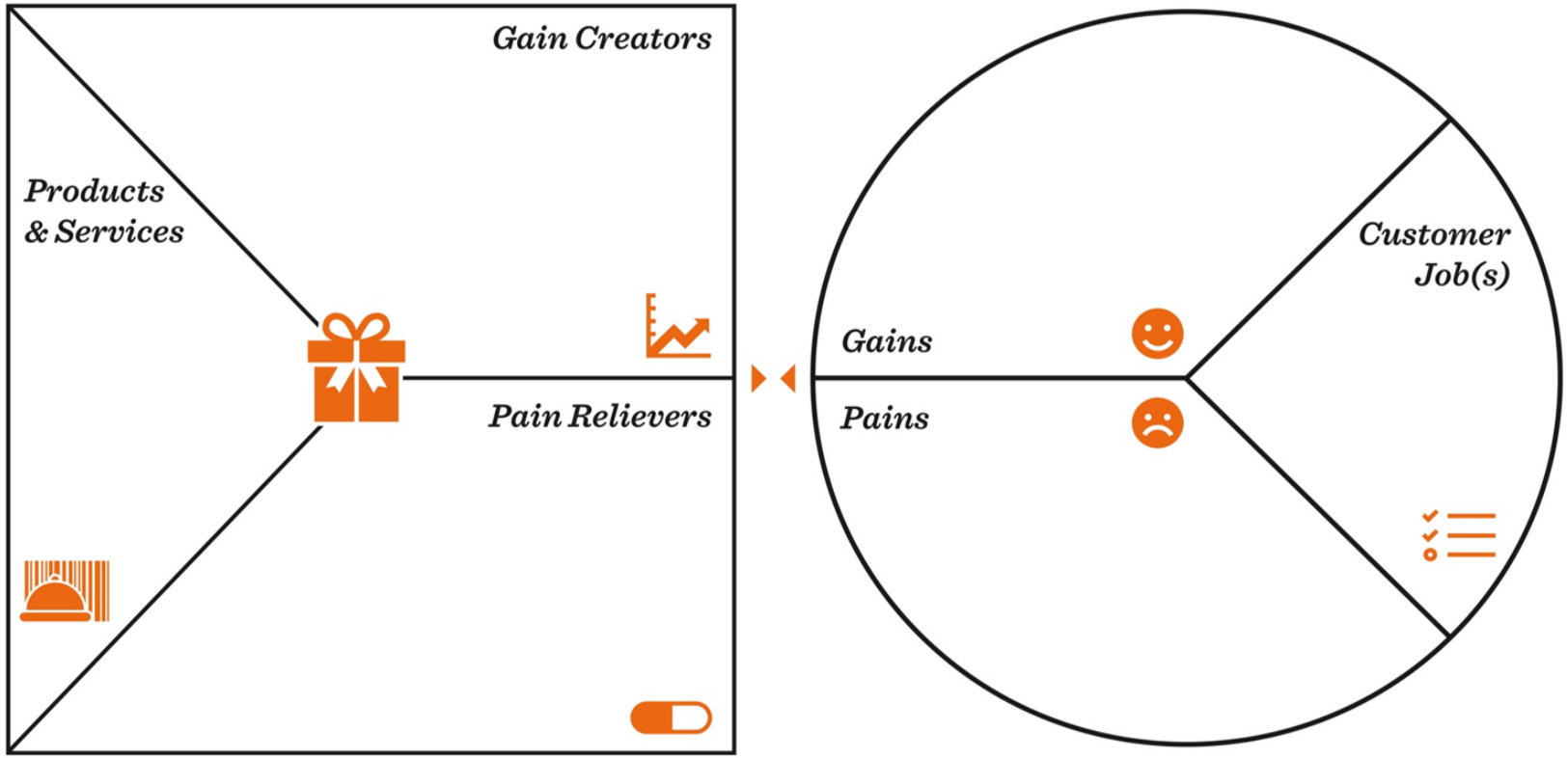
Business Model Canvas → Value Proposition Canvas for User Centric Design

Customer? User? Consumer? Human?

- Money
- Legal commitment/agreement
- Formal communication

Value Proposition

Customer Segment: _____



AALTO VENTURES PROGRAM

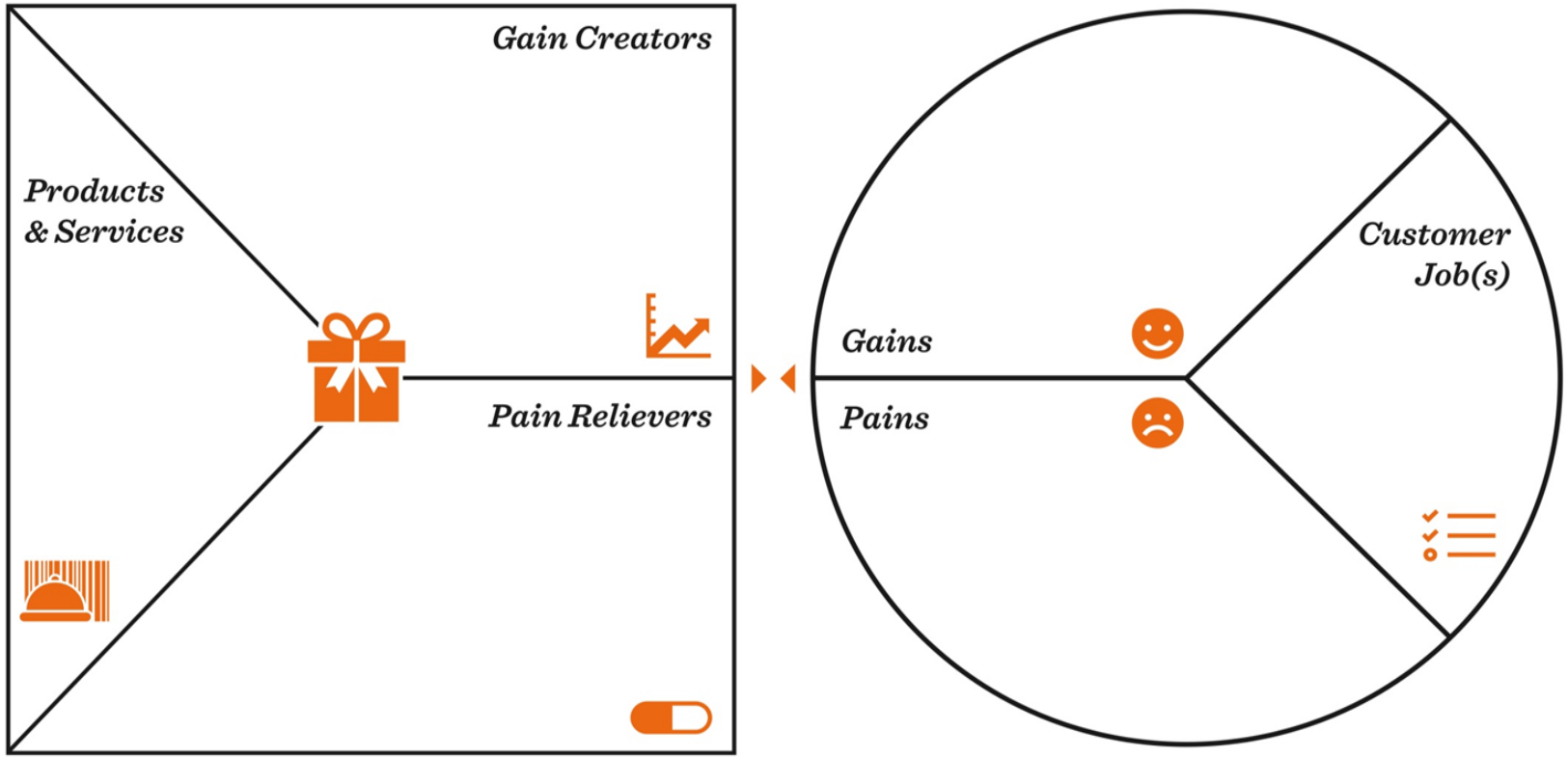
DESIGNED BY: Strategyzer AG

Grocery Shopping

https://unsplash.com/photos/iZir631Fi2U

Value Proposition

Customer Segment: _____

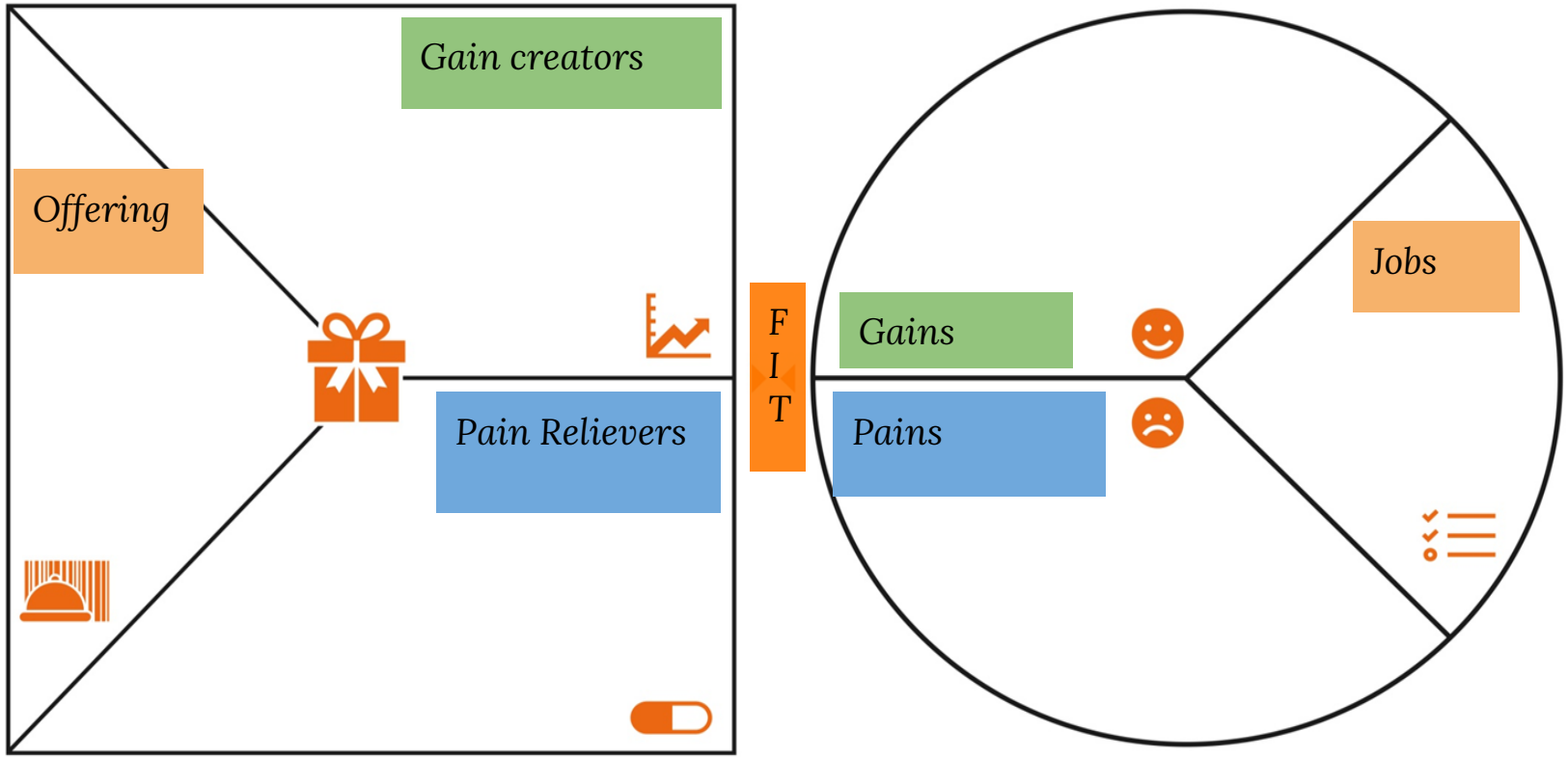


For Grocery Shopping

DESIGNED BY: Strategyzer AG

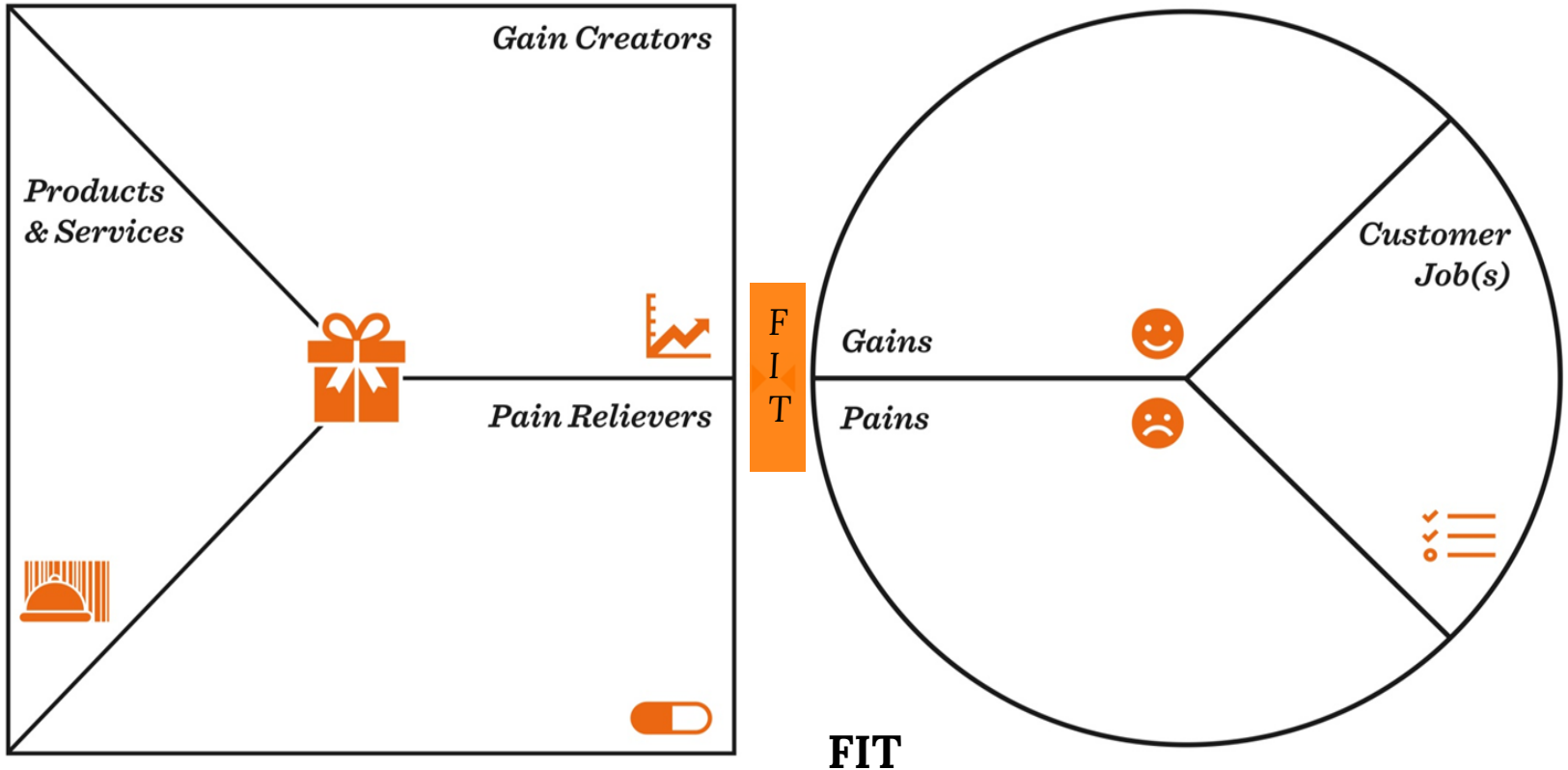
Value Proposition

Customer Segment: _____



Value Proposition

Customer Segment: _____



Value Map

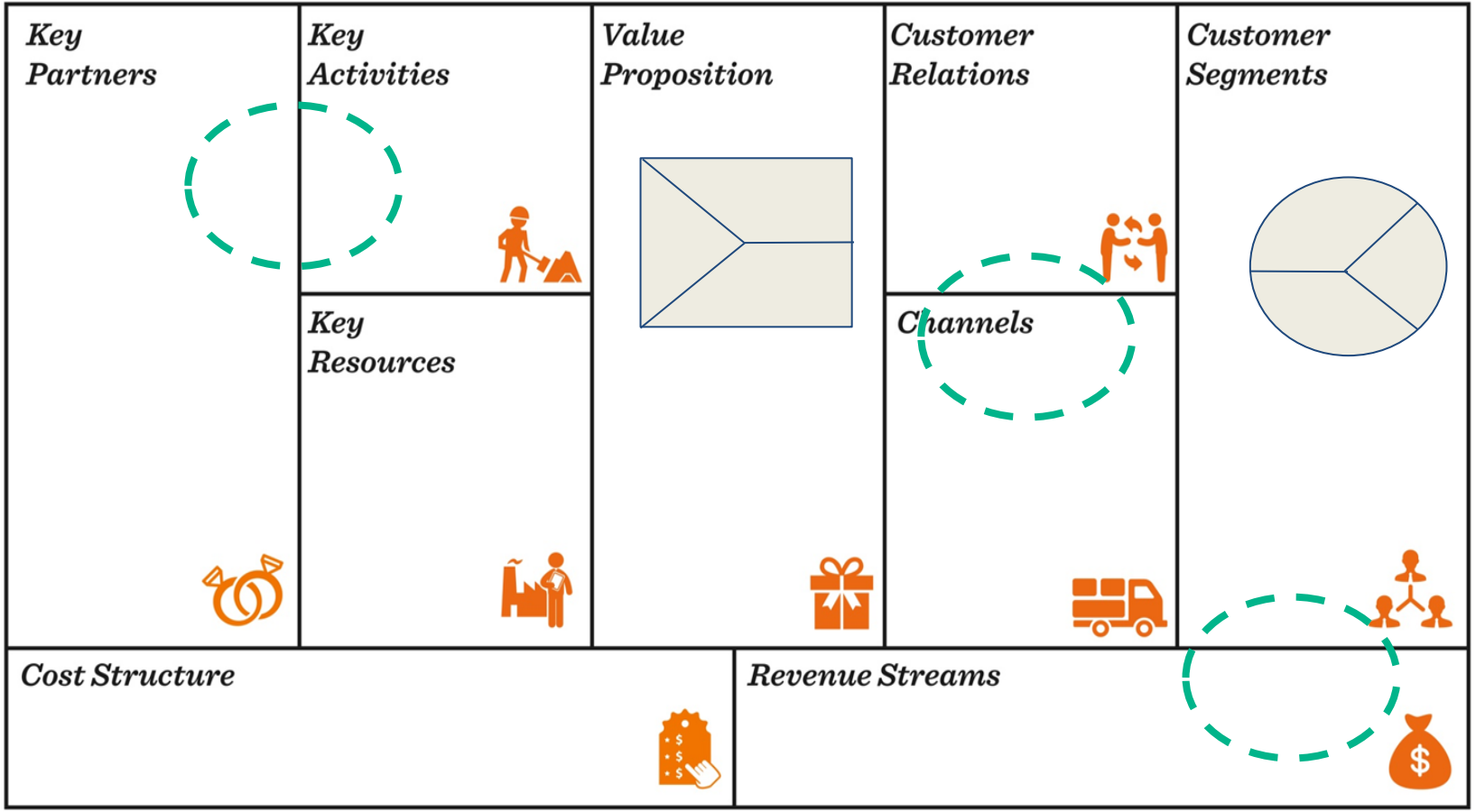
Value is created during the experience of the offering you define

FIT

Tested with real users

Customer Profile

Discovered by user research



User centered thinking can be applied to many phenomena

Now vs Future

How things could be

Imagination = The difference between now and then

How things are

Methods used to discover this by engaging with the ”context”

Now vs Future (based on VPC)

How things could be

Design = Bridging the gap = **Value Map**

How things are

=

Customer Profile

Reading

Value Proposition Design Book

The Value Proposition Canvas is presented

as a new complement

the Business Model Canvas

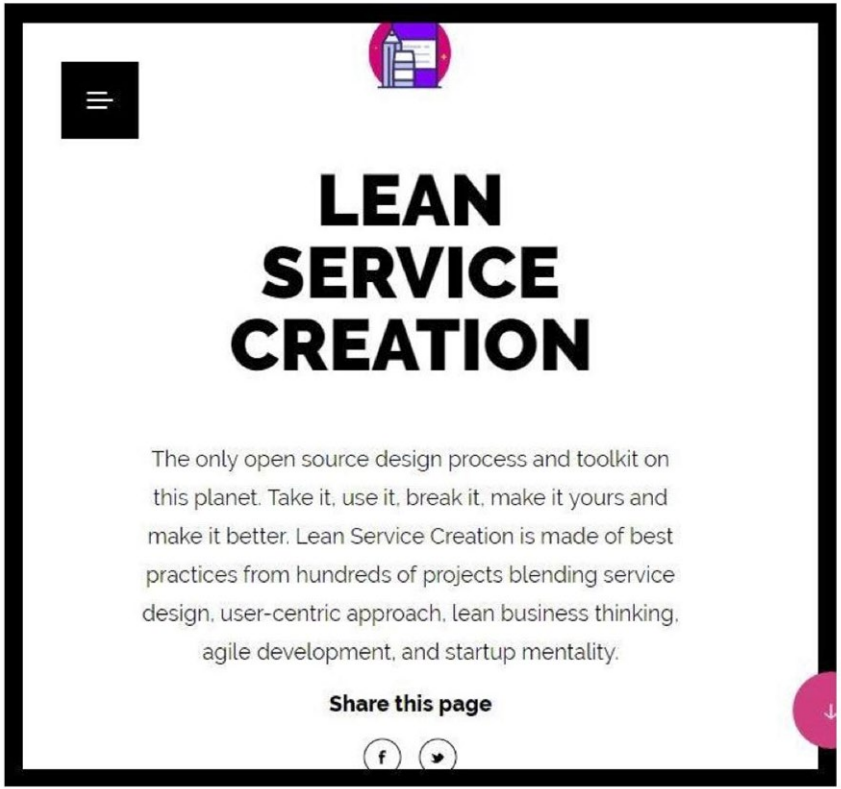
https://strategyzer.com/books/value-proposition-design

Reading

Lean Service Creation

futurice

https://leanservicecreation.com/



So what now?

- Continue acquiring more (and better quality) user data
- Go back to your customer sites
- You can actually meet the stakeholders there
- Pay attention to all things surrounding the core activity of the service

Did You Learn Today?

- About service design?
- Get more insights from shown examples?
- About the nature of BMCs and VPCs?
- What to read to learn more about service design?

For next week

- Monday will have an introduction on how to make qualitative analysis, and afterwards…
- Wednesday you will work in your groups to categorize and analyze your findings

- You should have at least **3 transcribed interviews** with you and all other relevant data **prepared and available**
- In Wed workshop there is a 10min Start Recap in Learning Hub, after which you may stay there or use T5 or T6