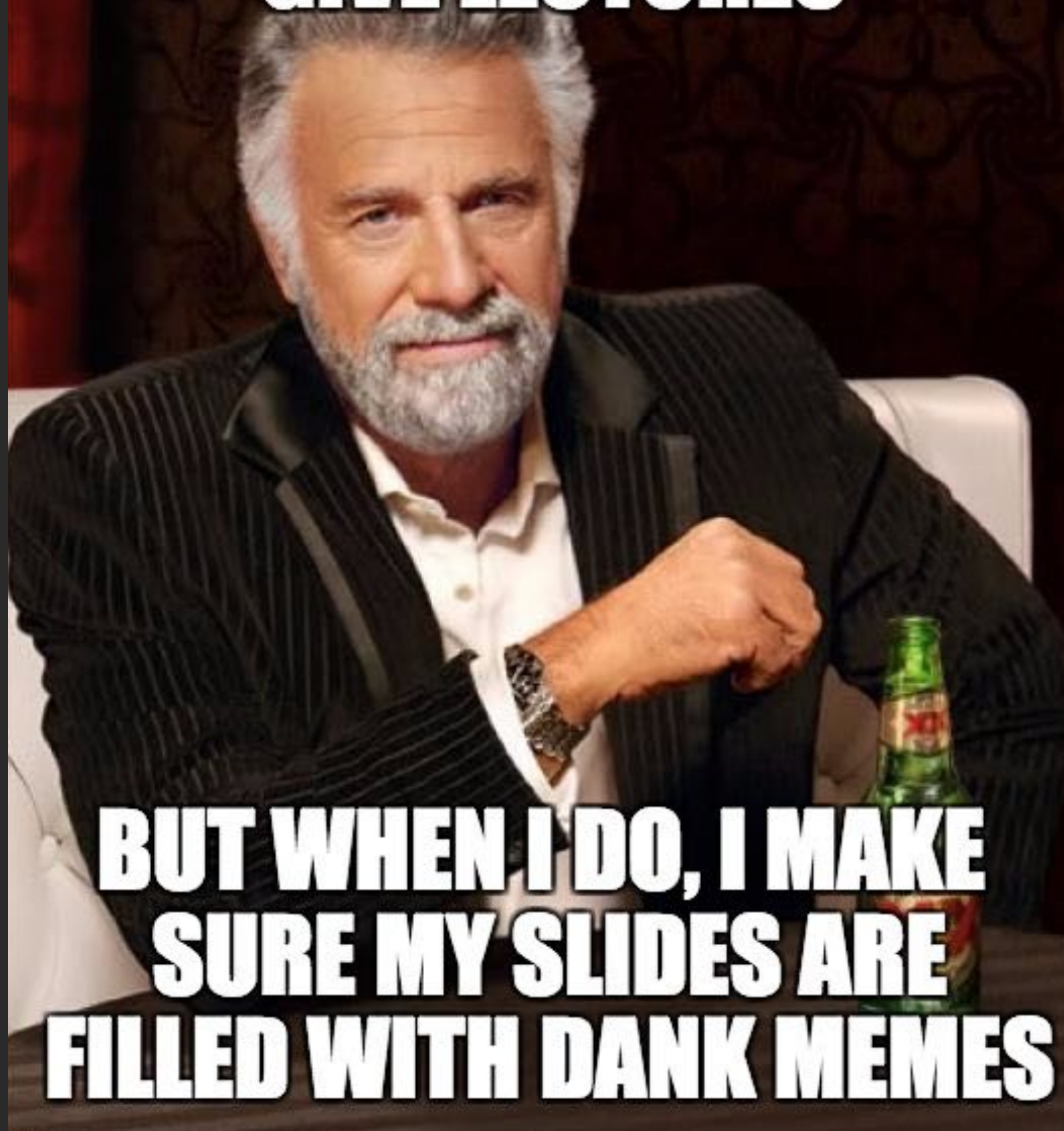


# **Service Design Process & Methods**

Jan Nikander, Designer

**VINCIT**

**I DON'T ALWAYS  
GIVE LECTURES**



**BUT WHEN I DO, I MAKE  
SURE MY SLIDES ARE  
FILLED WITH DANK MEMES**



# **Product vs. Service**

## PRODUCT

Exists before purchase

Easy to replicate

What we designed for  
centuries

## SERVICE

Takes form as it is provided

Unique or difficult to replicate

We just recently realized services  
need a separate school of design

## **PRODUCT**

Product may be a part of  
providing a service

## **SERVICE**

Providing a product is a  
service

# **Service Design**

**I DON'T KNOW WHAT  
SERVICE DESIGN IS**



**AND AT THIS POINT  
I'M TOO AFRAID TO ASK**



**EVERYBODY KNOWS WHAT  
SERVICE DESIGN IS**



**NOBODY KNOWS WHAT  
SERVICE DESIGN IS**



”The application of established **design process and skills to the development of services**. It is a creative and practical way to improve existing services and innovate new ones.”

- Stefan Moritz, Veryday



”Methodology to help improve or innovate service experiences that result in more **satisfied customers and profitable enterprises.**”

- Stefan Moritz, Veryday



”The activity of planning and **organizing a business’s resources** (people, props, and processes) in order to (1) directly improve the employee’s experience, and (2) indirectly, the customer’s experience.”

- NN Group



”The activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the **interaction between service provider and customers**. The purpose of service design methodologies is to design according to the **needs of customers or participants**, so that the service is **user-friendly, competitive and relevant** to the customers.”

- Wikipedia

**SERVICE PROVIDER  
(INTERNAL)**

People

Communications

Material components

Processes

Infrastructure

**CUSTOMER  
(EXTERNAL)**

Problems

Real-life needs

Personal qualities



”Facilitating a dialogue between a organization and a customer fulfilling specific **purpose**. Service design addresses how an organization gets something done efficiently.”

- Me





# **Tools of the trade**

## RESEARCH TOOLS

Interviews

Observation

Surveys

## OUTCOMES

Findings

Affinity diagrams

Personas

## IDEATION TOOLS

Workshops

Sketching

Prototyping

## OUTCOMES

Prototypes

User journeys

Service Blueprints

**Let's try this out**

# **Suggested themes**

Food as a Service

Improving the experience of traveling from Otaniemi to Helsinki

Making the school cafeteria experience better

# Unfamiliar terms?

**Artefact** = something created by humans.

**Behavioural pattern** = a recurrent way of acting.

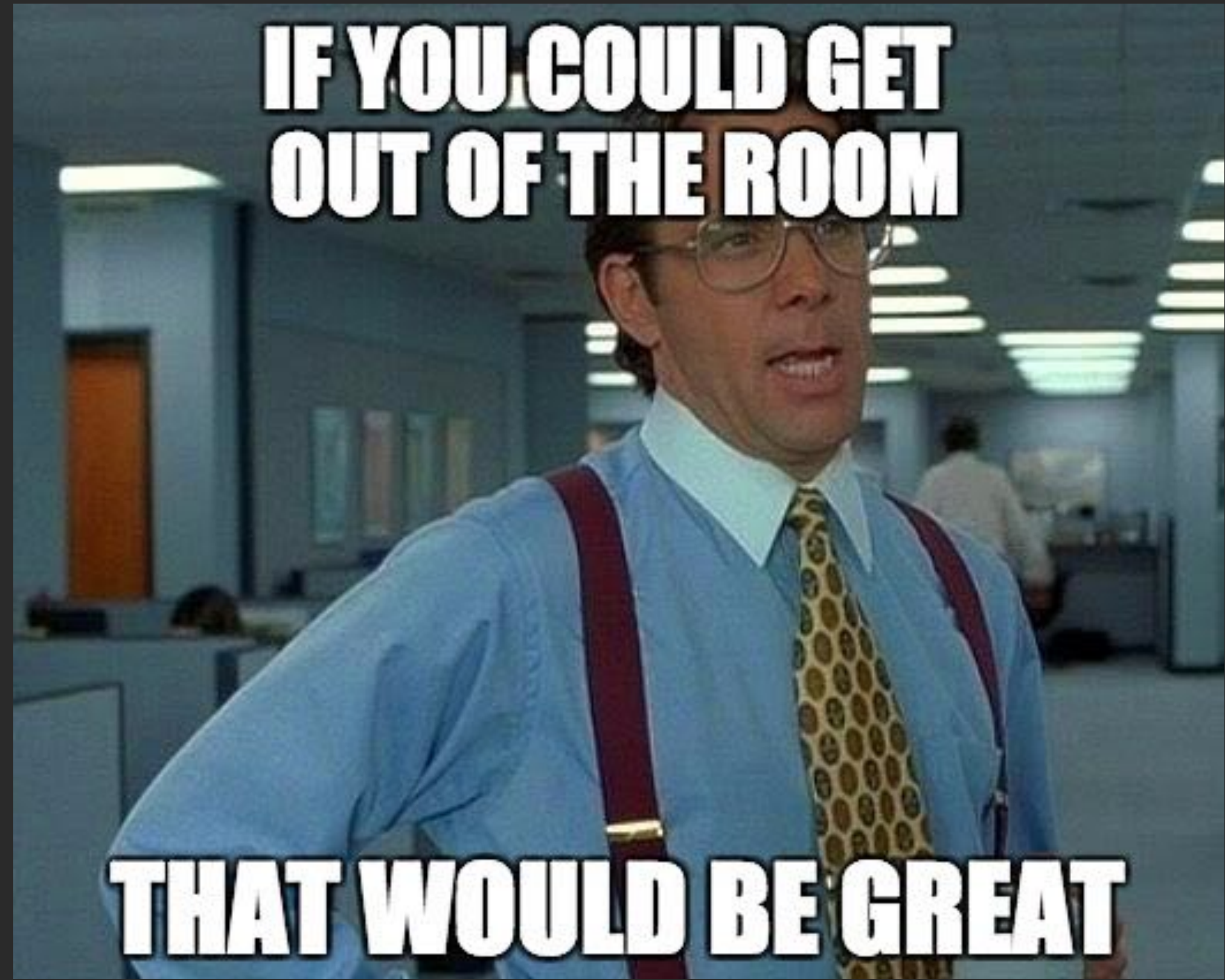
**Affinity diagram** = a method for organising data.

# Unfamiliar terms?

**Persona** = a profile representing a particular group of people.

**Touchpoint** = any interaction that the user has with the service (person-to-person, digital, physical space...).

**Journey map** = a graph that connects the touch points in the order that the user experiences them in time.



**IF YOU COULD GET  
OUT OF THE ROOM**

**THAT WOULD BE GREAT**



**Have fun!**