

HOW TO DESIGN BETTER SERVICES

Intro

Customers experience services through touch-points. Designers work to ensure consistent experiences across multiple touch-points, innovate through new touch-points, and on the design for the customer experience of a single touch-point.

We have designed these cards to help you think about touch-points during the design process.

If you like them, please tell us. If you don't like them, please tell us too.

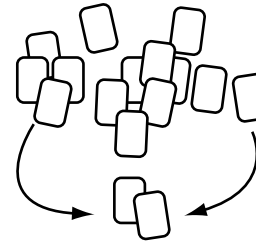
From the AT-ONE project. www.service-innovation.org



Tool 1: Forced association

This helps you to generate service ideas using the well known forced association method. Its simple, fun and forces you to think in a different way.

Put all cards face down on the table. Pick two cards and create a service for your project based upon just these touch-points.

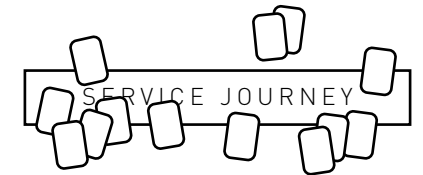


For all ages. 1-10 players

Tool 2: Mapping touch-points

Create a service journey. For each step of the service journey, choose the touch-point cards from the pack that the customer encounters.

This mapping can be used to then identify problems customers might have along the service journey, consistency of touch-point design, tone of voice differences between touch-points etc.

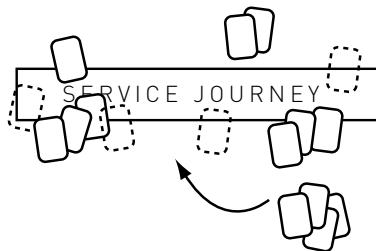


For all ages. 1-10 players

Tool 3: Touch-point take away

This helps you to renew touch-point thinking in a project.

Map the touch-points as described on tool 2. Identify the 2 most important touch-points at each step and replace them with alternatives. What does this add to the customer experience?

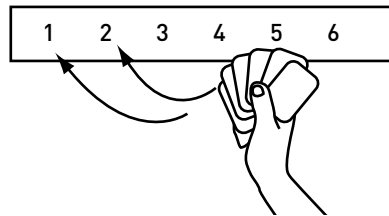


For all ages. 1-10 players

Tool 4: Can I use it here?

This helps you to renew touch-point thinking in a project.

Create a service journey for your project. For each step of the service journey, go through the touch-point cards and envisage how the touch-point could create value at this particular step.

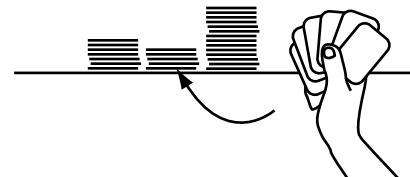


For all ages. 1-10 players

Tool 5: Whose touch point is it anyway?

This helps you to identify if your organisation has a fragmented touch-point approach.

Sort through the touch-point cards in terms of who is responsible for the touch-point content and form within your organisation. Discuss in the group, how, and how well these different departments work together to create a consistent customer experience.



For all ages. 1-10 players





newspaper



bill/invoice



receipt



SMS



self-service

letter

app/widget

sponsorship





lassering av tekststørrelser opptil 50% av logoens høyden på pil-elementet angir også minimumsavstanden som skal benyttes i

logo



smartphone



contract



instructions



mobile phone



community



log-in



blog



community



log-in



blog



community



log-in



radio



give-away



viral



signage



web-site



packaging



event



wayfinding





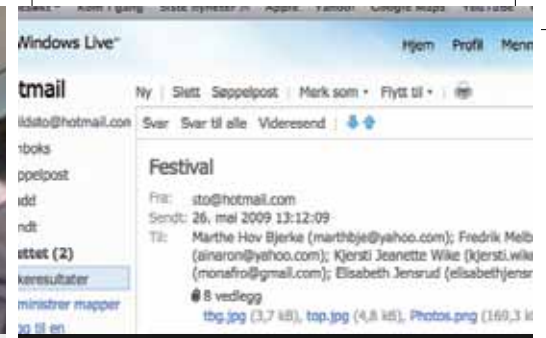
advertising



interior fittings



queue



e-mail



employees



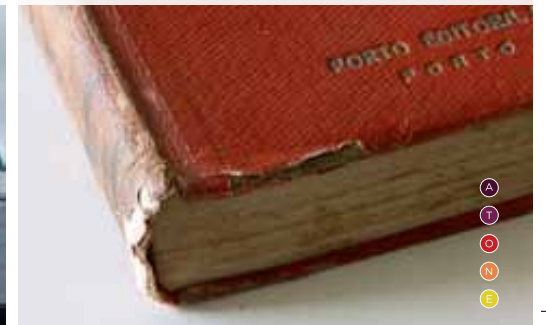
phone



building



myths





business card



call-centre



point of sale



friends/family



word of mouth



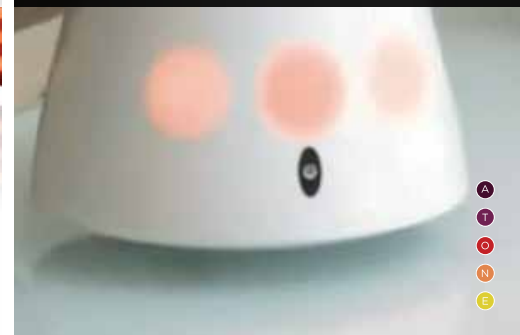
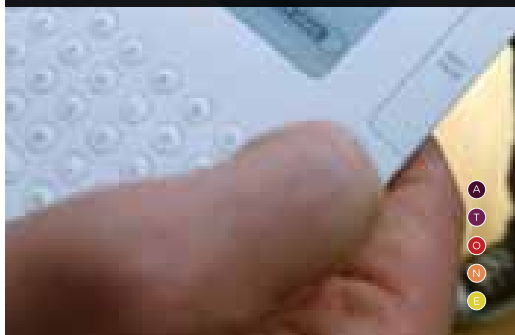
service as a product



service as a product



service as a product





TV



iPad/tablet



Video call/conference



ambience-smell



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interactive table/surface



Chat/IM



ambience-sound



credit/debit card



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welcome package



Touchpoint missing?
Draw or write it, and tell us about it!

Touchpoint missing?
Draw or write it, and tell us about it!

Touchpoint missing?
Draw or write it, and tell us about it!

Touchpoint missing?
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