

Services are...

- **intangible** - services cannot be seen, felt, tested or touched in the same way as goods
- **heterogeneous** – the quality of service may vary, depend on situation & stakeholders
- **inseparable** - most services require presence of customers for service production
- **perishable** – most services can't be stored, therefore demand and supply has to be in balance

(Lovelock and Gummerson, 2004 in Marroni & Sangiori – Design for Services, 2011)

Reading 1 & Answer Questions

Basic

- Mager Birgit (2009) Service Design as Emerging Field, in Designing Services with Innovative methods: Perspectives on Service Design, Ed. Satu Miettinen, Mikko Koivisto, pp. 28-43

Question: What are for you 3 the most important statements about service design?

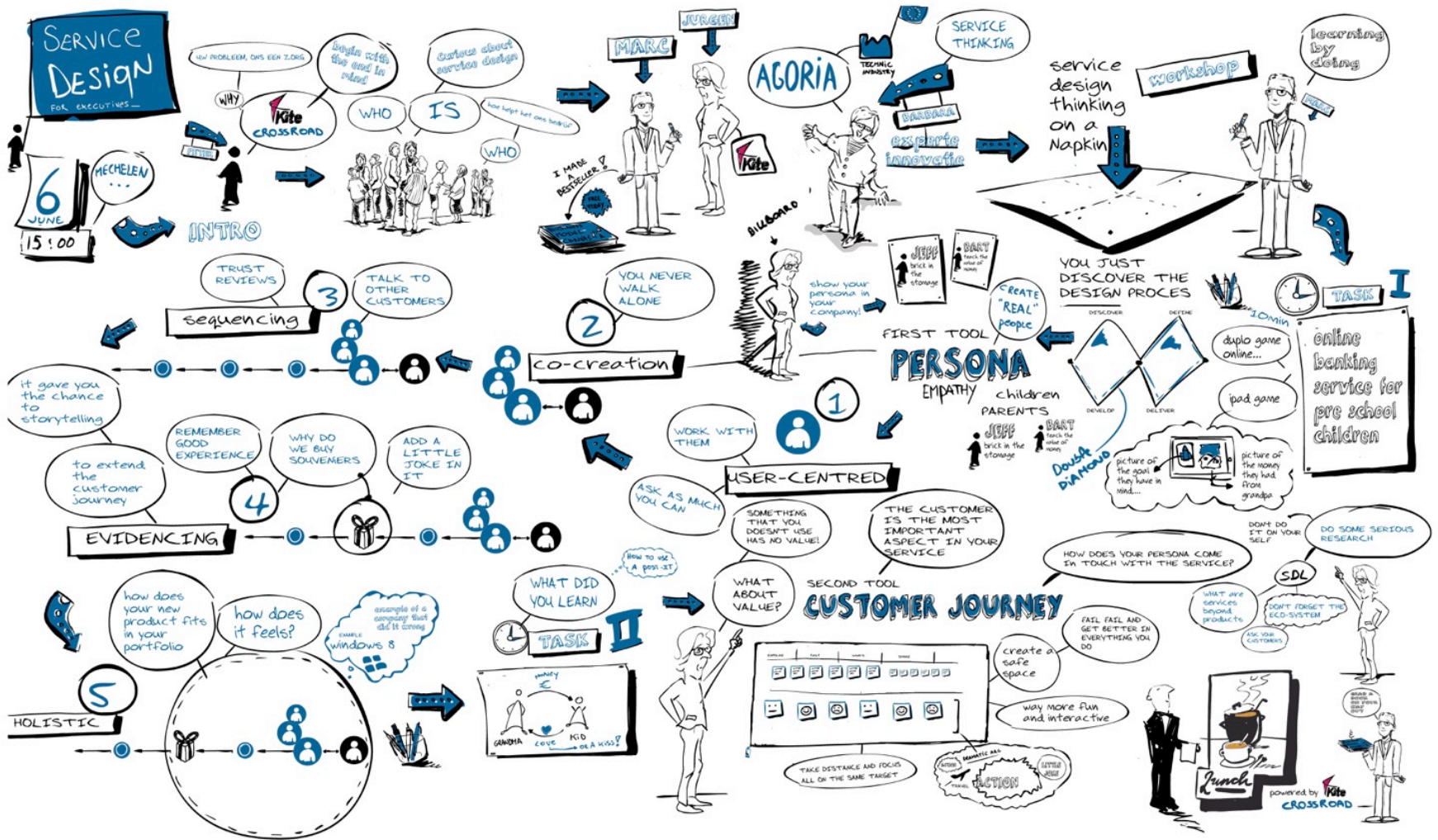
Extra

- Kimbell, L., (2011) Designing For Service As One Way Of Designing Services. International Journal of Design, no. 5, vol. 2.

Question: What are the main differences between company A, B and C in their service design process?

Task: Write down all terminology that you didn't understand.

Service Design Tools



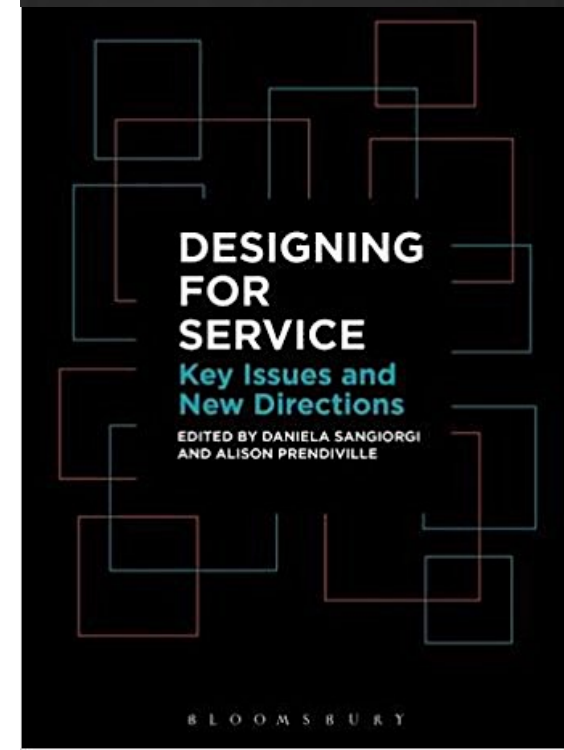
dr. Helena Sustar, helena.sustar@aalto.fi
 website <https://sustarhelena.wixsite.com/platform>
 26/05/21

Intended Learning Outcomes

- Recognise 10 service design tools in the service design process
- Adopt service design tools in the realistic case

Content

- Part 1
 - Services
 - Design Process
 - TEMWISIT project
 - Reading & Homework
-
- Part 2
 - 3 Tasks
 - Cardboard Hospital



Part 1

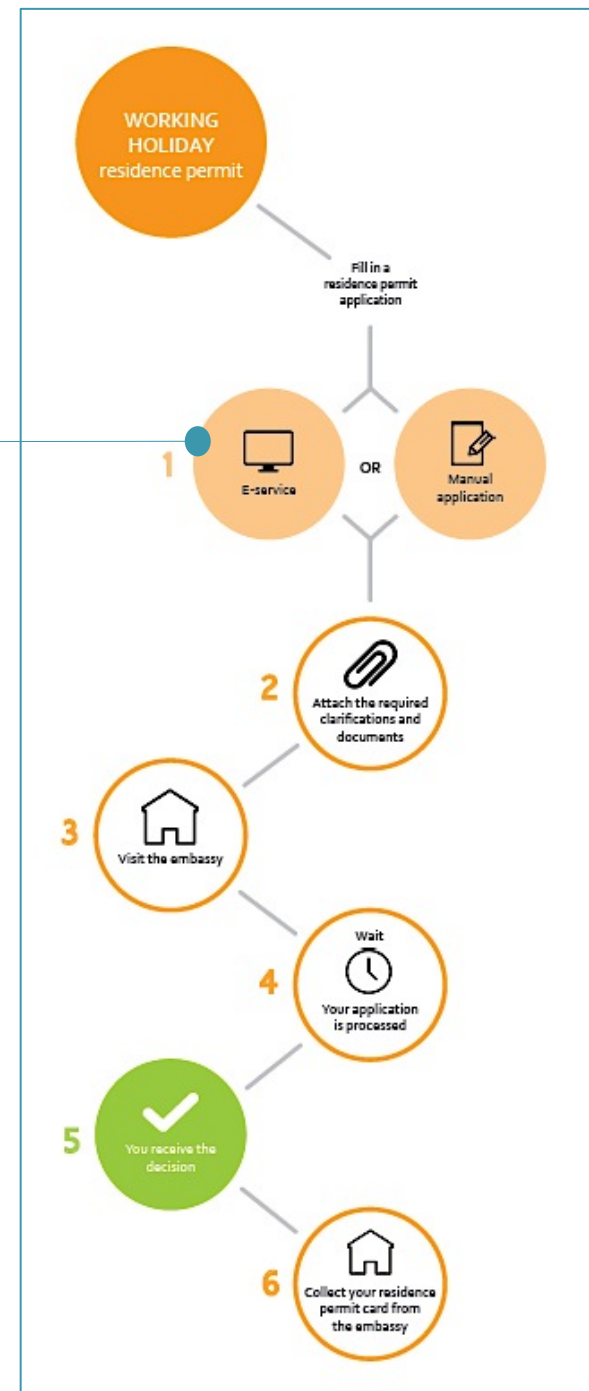
Terminology

Touchpoint

kontaktipiste/ toimintapiste/ kohtaamispiste

A touchpoint describes the interface, product, service or brand with customers/users, employees and other stakeholders, before, during and after a transaction.

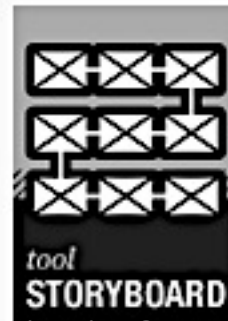
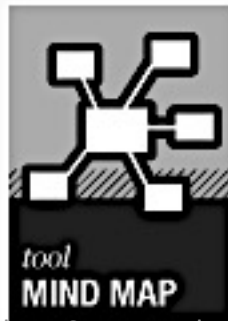
Touchpoint could be environment, objects, people or processes and interactions.



Design Process & Service Design Tools

design activity

CO/DESIGNING



Rules of service design tools use

- There is no rules
- The only rule is – what I want to get out of a particular service design tool

What are my research objectives?

What is my research question?

The Design Process Stages (make notes in pairs)

Discover

Discover stage focuses on gathering information, insights & identify user needs & opportunities.

Define

Define stage aims to identify & analyse problems and to define & create creative brief.

Develop

Develop phase develops idea from Define stage. The goal here is to explore many ways to solve problem and testing potential solutions.

Deliver

Deliver stage tests service solutions and ensures that different service components works & it launches the project.

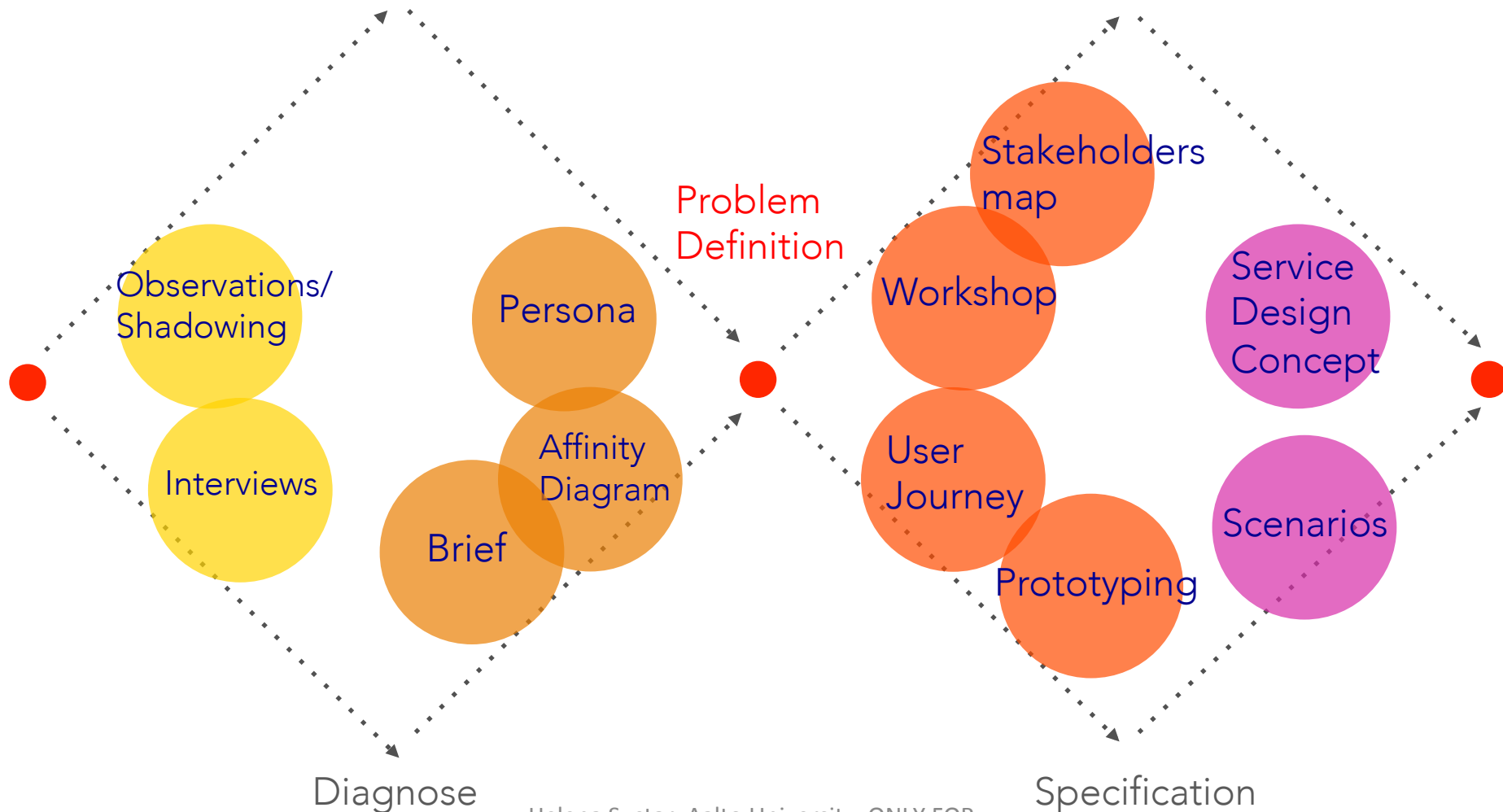
The Design Process - Tools

Discover

Define

Develop

Deliver



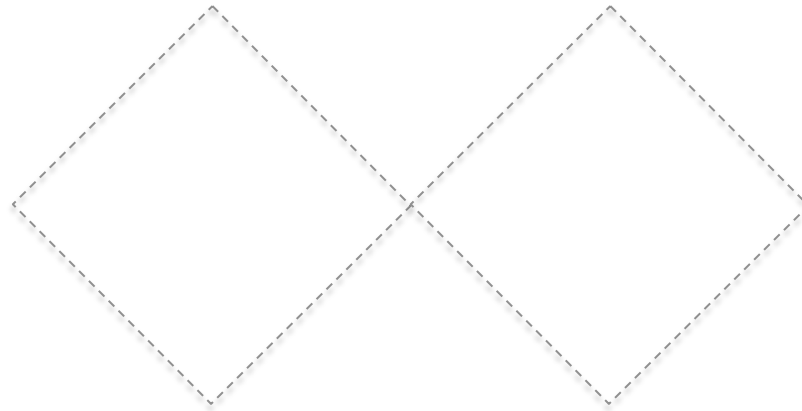
I will not talk about

Systemic tools

- 3 H
- Rich Picture
- Giga map

Envisioning methods

- Science Fiction
- Design Fiction
- Speculative design



Reading 2 & Answer Questions

Basic

Reading 2

Sustar, H., & Mattelmäki, T. (2017). Whole in One: Designing for Empathy in Complex Systems. In DESIGN+POWER: No 7 (2017): Nordes 2017 (DESIGN+POWER; Vol. 2017, No. 7). Nordes.org.

Question: What would you do differently? Make a plan/ visualise e.g. mind map.

Case

April 2015 - April 2016 / Research Project

TEMWISIT

Developing a website visualising the immigrant service journeys for better sense-making for both immigrants and civil servants providing services for immigrants.

Researcher In Charge: Prof. Tuuli Mattelmäki

Designated Researcher: Helena Sustar, PhD

Concept & UX Design: Juha Johansson

Facilitation & Co-Design: Helena Sustar

Juha O. Johansson, Netta Korhonen, Sonja

Meriläinen **Photos & Assistance:** Shi Di

A” Aalto University
School of Arts, Design
and Architecture

Kotouttaminen.fi
Integration.fi



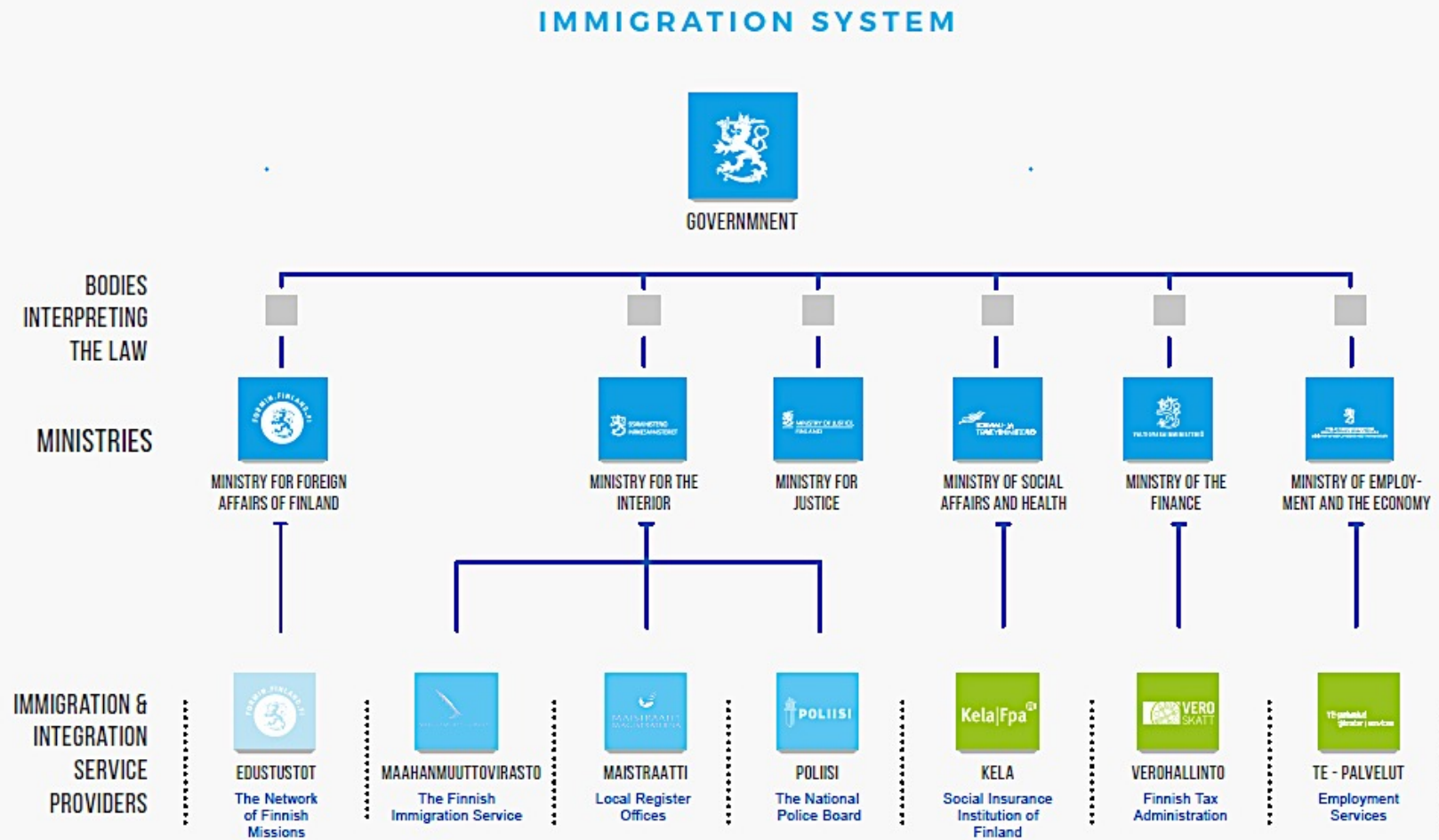
TVÖ- JA ELINKEINMINISTERIÖ
ARBETS- OCH NÄRINGSMINISTERIET
MINISTRY OF EMPLOYMENT AND THE ECONOMY

Sustar, H., & Mattelmäki, T. (2017). Whole in One: Designing for Empathy in Complex Systems. In DESIGN+POWER: No 7 (2017): Nordes 2017 (DESIGN+POWER; Vol. 2017, No. 7). Nordes.org.

Objectives

- 1 Outline the 'big picture' to unite different service providers
- 2 Create & communicate an understanding of service providers, processes & systems
- 1 Engage immigrants & service providers in co-design activities to develop & evaluate future service design concepts and with user profiles better understand procedures & communicate user needs

Immigration system in Finland



TEMWISIT / 2016

4
MINISTRIES

96
PEOPLE
ENGAGED
IN THE
PROCESS

2
WORKSHOPS
& DEVELOPMENT
MEETINGS

6
STEERING
GROUP
MEETINGS

6 CITIES
END USERS /
IMMIGRANTS 33

39
INTERVIEWS

17 TABLES OF
CUSTOMER JOURNEYS

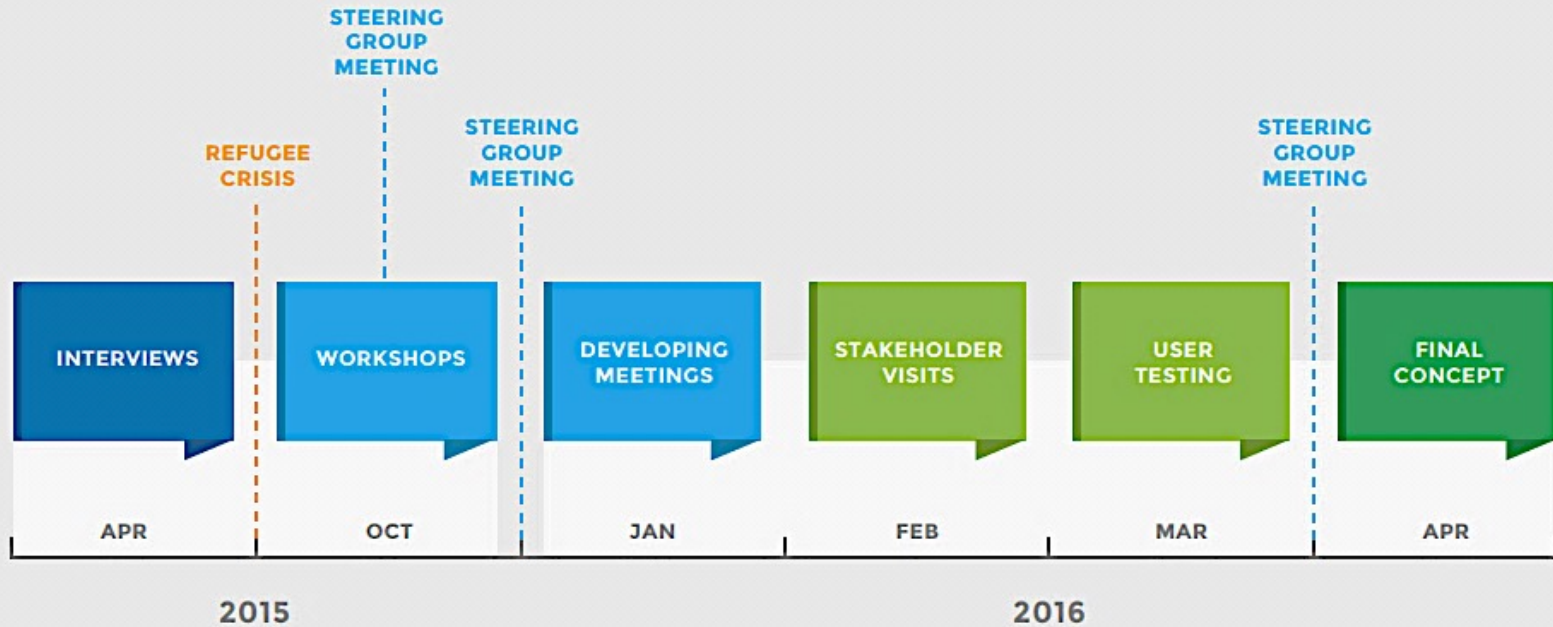
51
HOURS OF
INTERVIEW
MATERIAL

Photo: Shi Di

TEMWISIT / 2016

Design process

PROJECT TIMELINE



TEMWISIT / 2016

Interviews (1 Discover)

Questions:

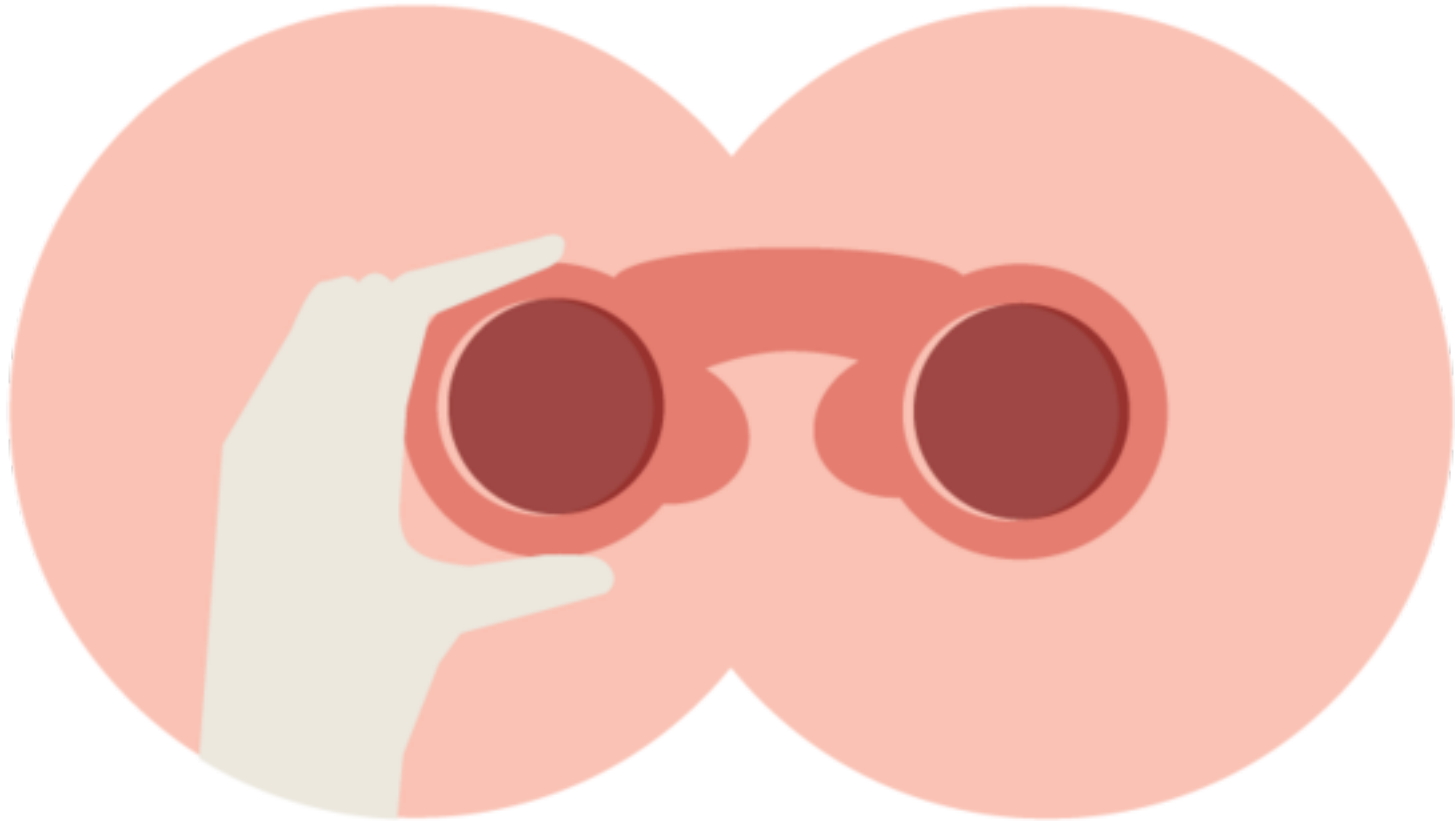
- Immigrant's service journey & touchpoints
- Organisational Collaboration
- Future immigrant services

To whom?

- Front-end employees & advisers
- Decision makers & back-end employees
- Management



Homework



Homework Individually/ in pairs

Go to the place where services are happening e.g. Posti cafeteria, tax office, bank, S-Market, old fish market, petrol station and observe the tilt, customer behaviour for 30 minutes.

Make a notes, take a photos (but ask before if people are happy with that), draw a space. Observe in the light of questions in the second slide. I also added in the folder a short guided instructions by MindLab.

You will need to report about the task at the next week lecture.

More detail instructions at My Courses.

Shadowing/Observations (1- Discover)

- What different stages make up the service?
- What people are involved in delivering the service and what they do?
- What objects they use or interact with?
- What spaces the service takes place in?
- What information is available to people?
- How people involved in delivering the service contribute to the experience?



Design Brief (2 Define)

GENERALIZE THE SERVICE AND IMPROVE EFFICIENCY

Save time and resources

Remove double work

Generalise services in Finland

Harmonise the complex information

EMPOWER & MAKE THE CUSTOMER MORE PROACTIVE

Prevent conflict situations

Minimize customer frustration

Customer understands consequences

Independent immigrant customer

GIVE SUPPORT TO THE SERVICE PROVIDERS & ADVISORS

Help for advisors to advice

Improve service quality

Understand situation of the human

BRING TOGETHER CURRENTLY SEPARATE SERVICE PROVIDERS

Make collaboration more fluent

Low-barrier communication

Establish stakeholder network

Make the journey easier

Service Design Concept Values

**SUPPORT, PREVIOUS
EXPERIENCES &
SECOND OPINIONS**

**ACCESSIBILITY &
EASY CONTACT**

EMPATHY

**CONSTANTLY
DEVELOPING THE
CUSTOMER JOURNEY**

**GENERAL INFORMATION
TO BENEFIT THE MOST
PEOPLE**

**INTUITIVE
& EASY TO USE**

**ACCURATE &
TRUSTWORTHY
INFORMATION**

**NEWS - UP-TO-DATE
INFORMATION OF NEW
REGULATIONS**

Co-Design Workshops (3 Develop)

Objectives

1. Identify customer profiles
2. Defining actors & customer profile actions in customer service journey
3. Identify the service design concept values & solutions

Participants at the workshop were experts in:

- delivering services or using immigration & integration services
- giving advice to customers
- having a bigger picture on immigrant issues

Workshop 1 – Persona/User profile



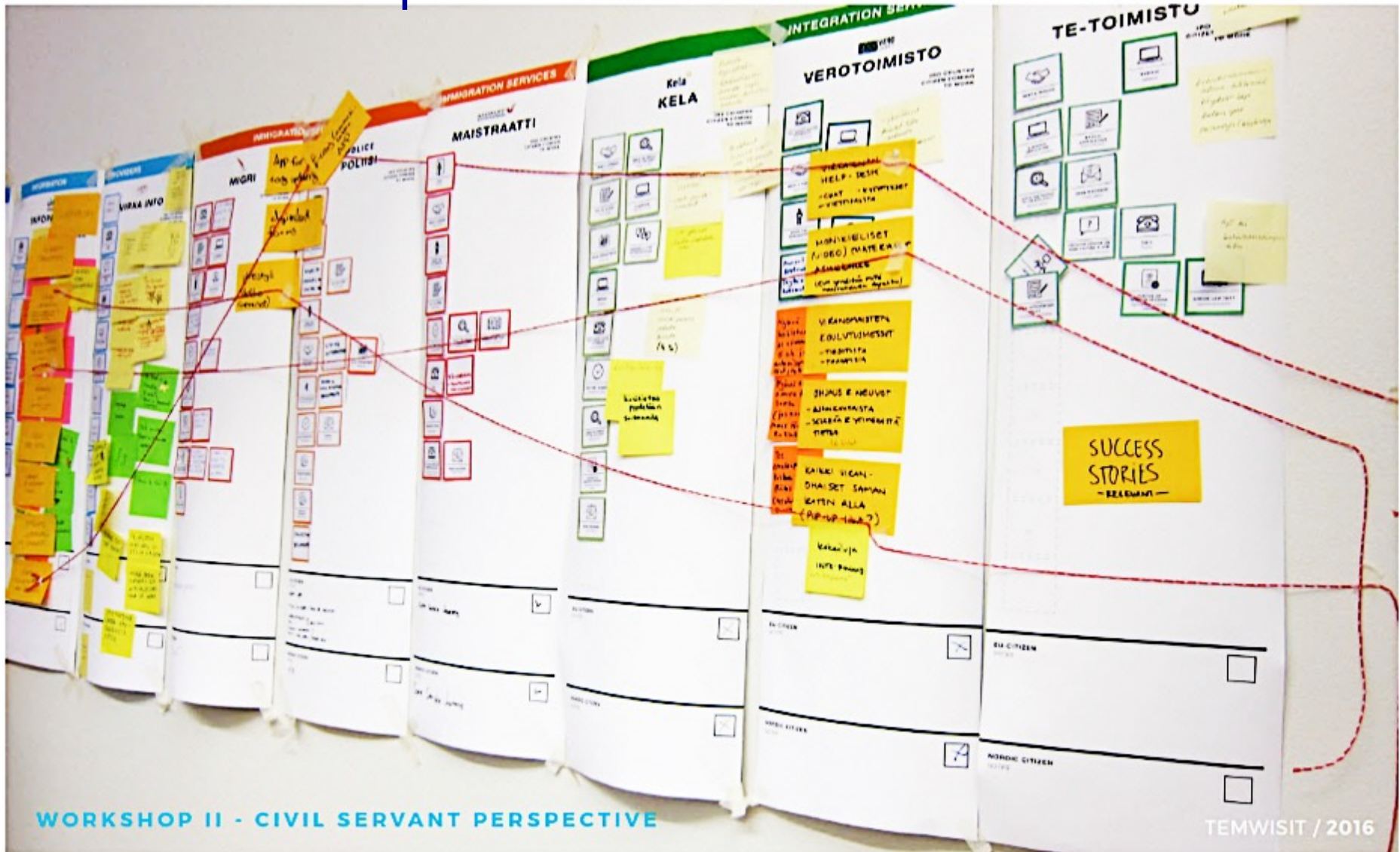
WORKSHOP 1 - IMMIGRANT PERSPECTIVE

TEMWISIT / 2016

Workshop 2



Workshop 2



WORKSHOP II - CIVIL SERVANT PERSPECTIVE

TEMWISIT / 2016

Service Design Concept (4 Deliver)



+ MORE ADVANCED



NEWS CHANNEL



ACTIVE IMMIGRANT



HELPING HAND



EMOTIONAL INTELLIGENCE



LIVING BLUEPRINT

Service Design Concept

BASIC

CONCEPT 1

OPEN CUSTOMER JOURNEY

This Concept is valuable for the immigrant service providers at the beginning of immigration process in order to understand the whole immigrant service journey

OBJECTIVES:

- To help service providers to advise the most appropriate customer journey
- To harmonize information
- To generalize the immigrant services across the entire Finland
- To simplify the move to Finland by providing a checklist

SITUATION

Persona (2 Define)

Personas is archetype built based on pre-collected data representing the potential users. It represents attributes of group that it represent: social, demographic characteristics, needs, desires, habits or cultural background.

Maarit works at the Finnish Embassy in Kairo. Immigrant service providers at the first stages of the immigrant customer journey can adopt the website tool to help to explain the journey to the immigrant.



SITUATION



Maarit uses publicly open to the website tool to explain the **immigrant its service journey**.

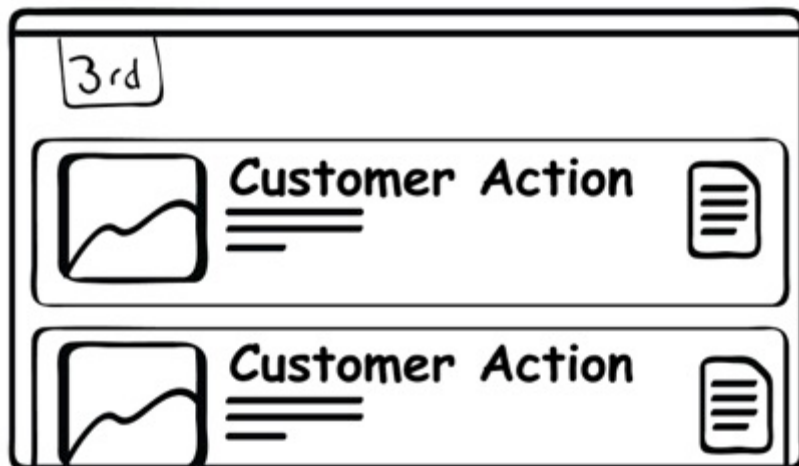


Maarit uses the website tool to **combine a personalized journey** to the specific of the immigrant with family ties.



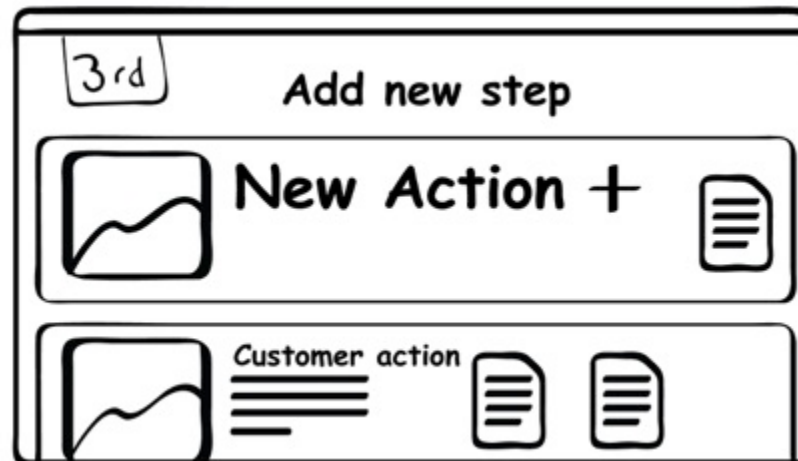
Maarit prints out information of the steps and checklists of documents that immigrant has to bring to different points of its immigrant customer journey. **This info is accessible the website tool.**

FEATURES



Required customer actions categorized to third country, EU and Nordic immigrants profiles.

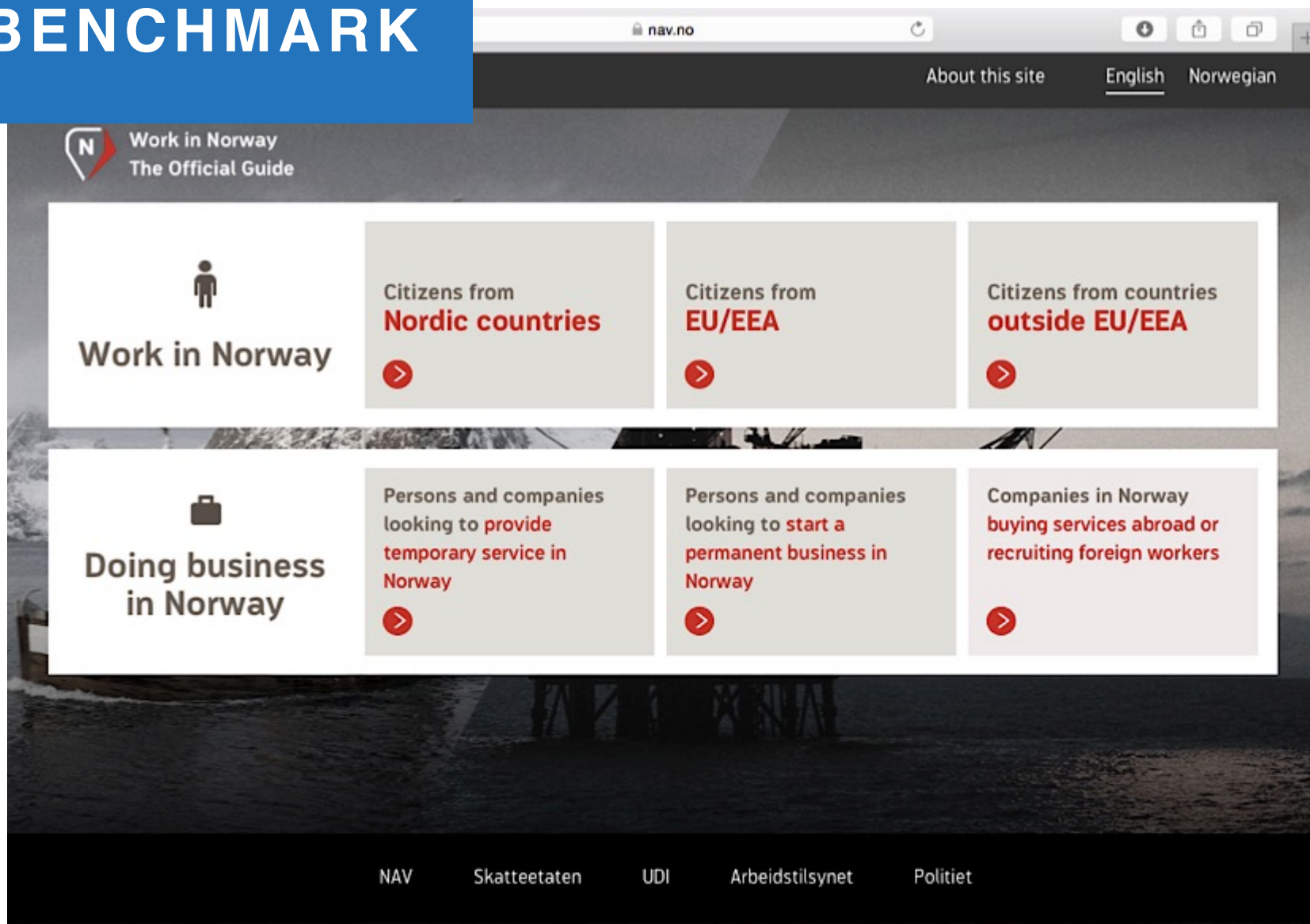
Task list includes also documents to bring or pre-fill for the meetings



Possibility to add and tailor new customer journeys for special needs

- + Unified language
- + Printable/sharable content

BENCHMARK



Work in Norway: <https://www.nav.no/workinnorway/en/Home>

26/09/17

Helena Sustar, Aalto University, ONLY FOR
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Storyboard/Scenario (4 Deliver)

Sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production.

Marit has a customer who needs to visit police but marit doesn't know when or how.



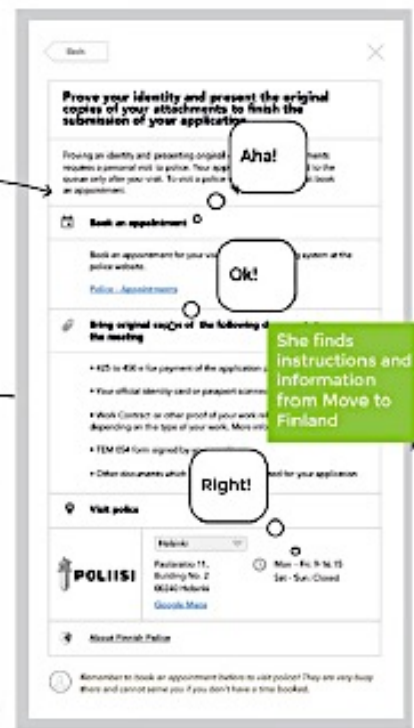
Marit, 40, Civil Servant, KELA

Marit has been working at Into Finland for two years, where immigrant customers are able to obtain a Finnish ID number, tax card and health insurance.

She is responsible for KELA health insurance. Customers will ask her about visiting the police and the local register office.

she is able to show them the *Move to Finland website*, where all customer actions and procedures are explained.

She can use the same website to check on the newest regulations related to health insurance.



Marit knows that the information on Move to Finland is constantly updated and she can trust it when guiding immigrants

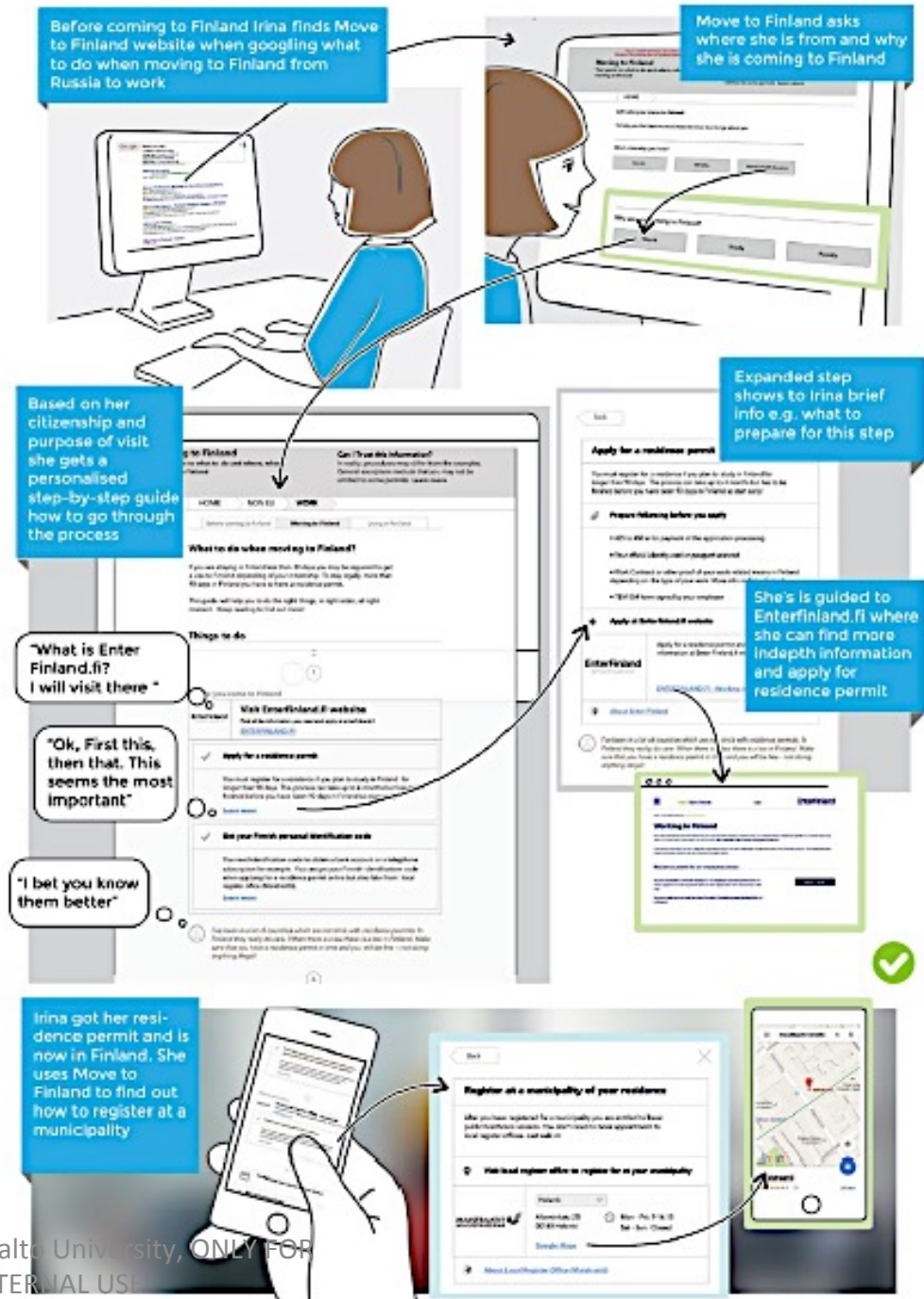


Irina, 33, work, Russia

Irina came to Finland to find a job as a nurse. When she was applying for a residence permit, it was suggested that she use the *Move to Finland website*, which explained to her

- what procedure to follow,
- what actions to take,
- what documents to bring and
- where to go.

She started her customer service journey at the Enter Finland website. For more detail information, she checked Infopankki.



Task

- 20 min in pairs
- Think how you will improve service that you observed for Homework 1.
- Chose 3 possible improvements.
- For visualisation of these improvements use a storyboard service design tool.

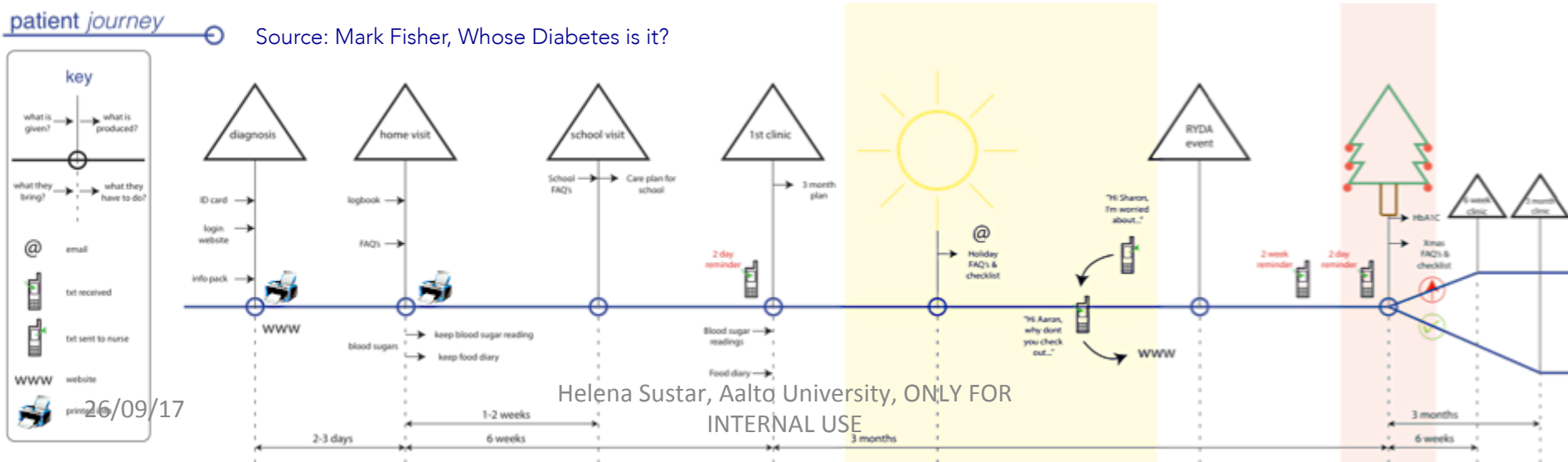
Other important tools

Part 2

Customer Service Journey/map

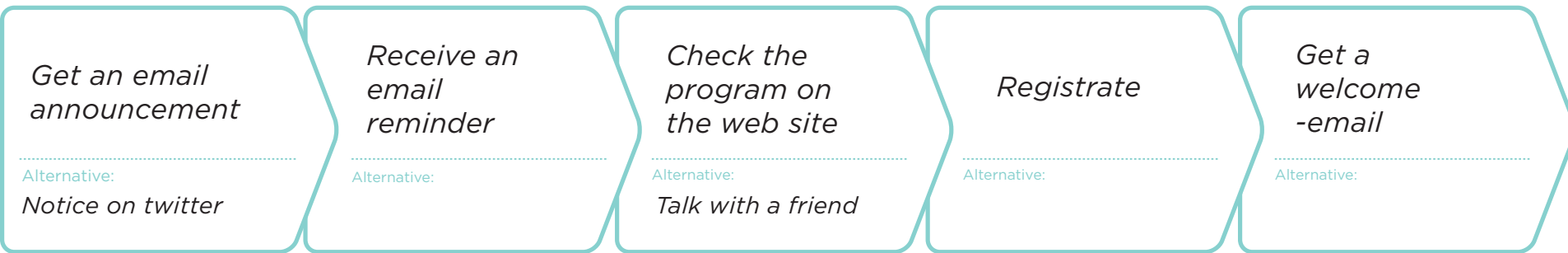
1. Illustrates how customers perceive and experience the service over time
2. Also considers the phases before and after actual interaction with the service
3. Mapping current and/or potential future service encounters and touchpoints

The customer journey is a visual representation that describes the journey/path of a user/customer by representing the different actions and touchpoints that characterize its interaction with the service.

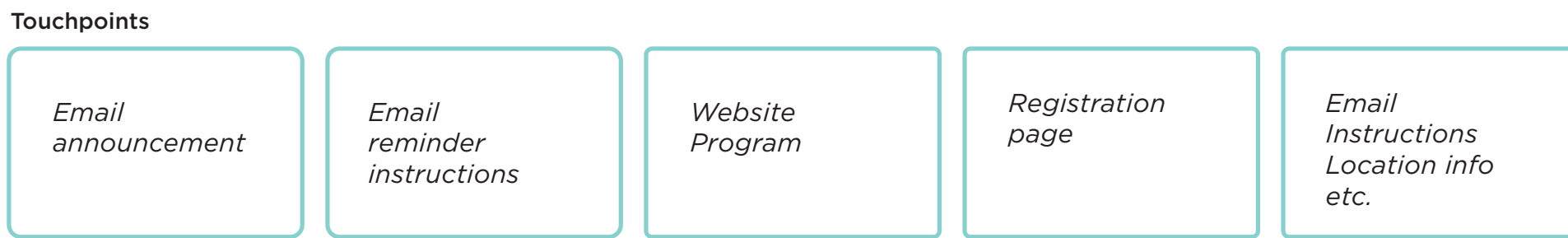


BLUEPRINT - BEFORE THE SEMINAR

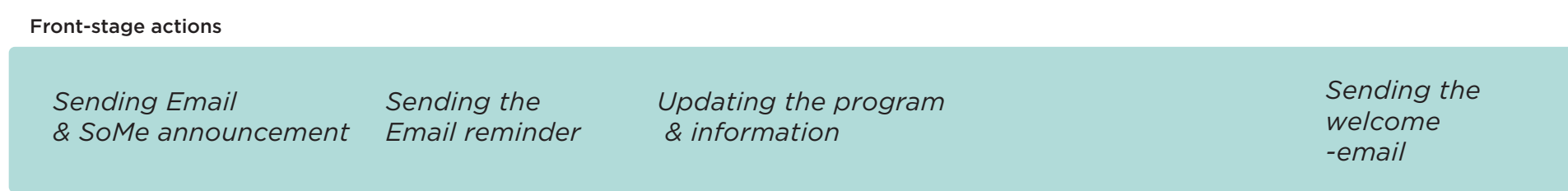
Netta Korhonen



Line of interaction



Line of visibility



Front Stage: the environment, objects, people

The time and place in which customers come in contact with the service, for example, the website, the person serving you at the restaurant, etc.

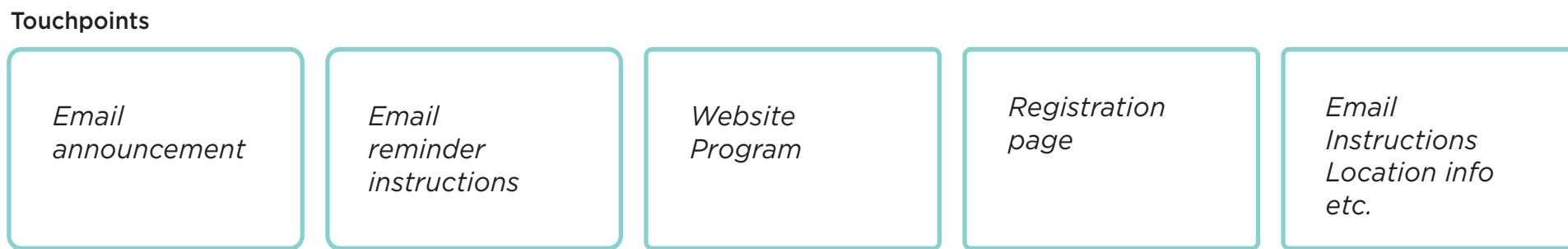
(Morell 2002)

BLUEPRINT - BEFORE THE SEMINAR

Netta Korhonen



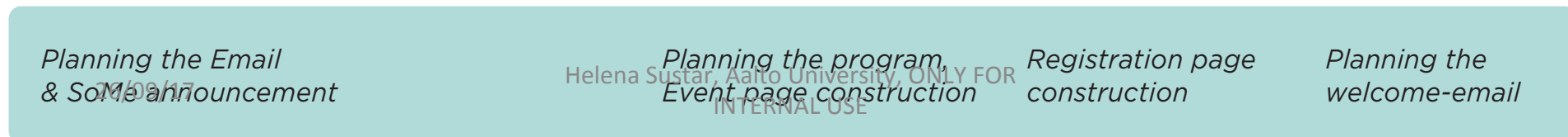
Line of interaction



Back stage: the processes, physical and IT infrastructure, management, HR

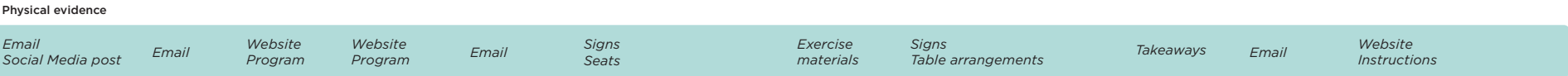
How services are facilitated inside the organisation: e.g. the food production chain inside the restaurant not visible to the customer. The design of the service may involve a re-organisation of these back stage activities performed by the service provider. (Morelli 2002)

Back-stage actions



SERVICE BLUEPRINT

Netta Korhonen



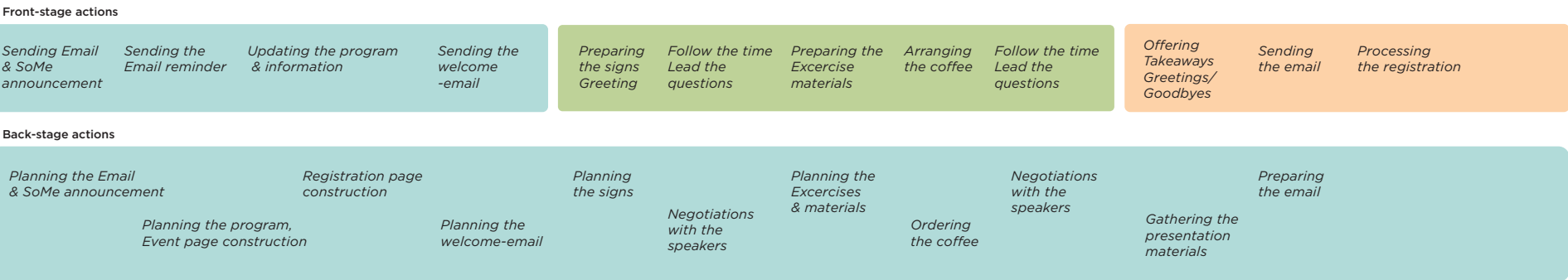
Customer Journey



Line of interaction



Line of visibility



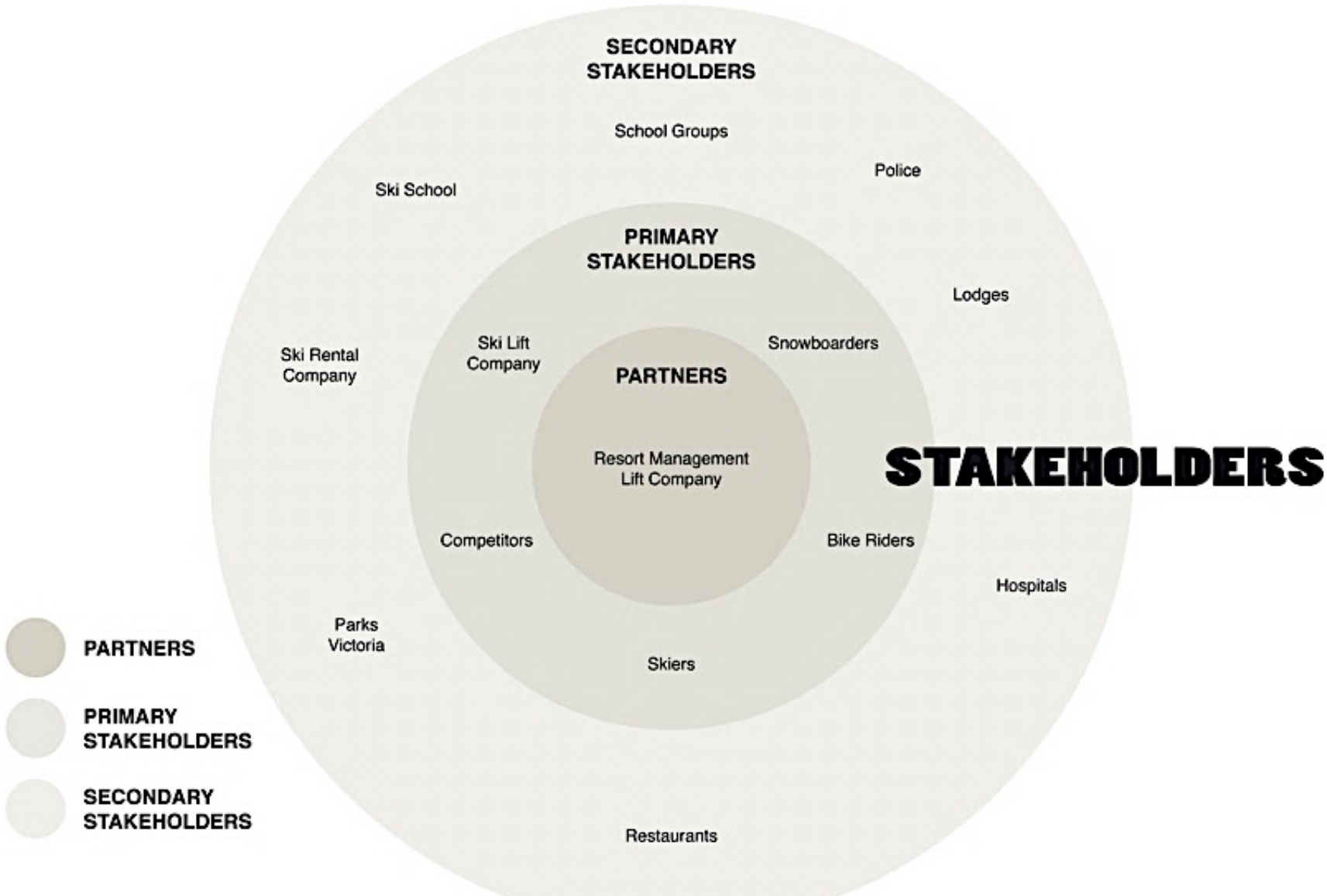
Service blueprint visualizes the service journey simultaneously from customer's and service providers perspectives.

Visualize current or test potential future service process.

Communication map/ Stakeholders map/ Actors map

1. To map service actors & stakeholders
 2. To investigate relationships that are part of or affect the service
 3. To generate new service concepts by reorganizing how actors work together
- Actor interact with the system e.g. a person sitting at the computer.
 - Stakeholder have some interest in the system e.g. company officers who invest in a system, partners

Stakeholders map





02:43



In a group of 4 people

10 min

Task 1: Individually Read text about the tool (e.g. persona)

Read scenario and complete exercise

CLAIRE COOK

Bubbly Energetic Curious

Goals

- Try out new things.
- Support the community.
- Be a good mother.
- Develop new recipes.

Frustrations

- Dislikes people disregarding each other.
- Sometimes finds it hard to find ways to help.
- Feels that she doesn't always have enough time to do everything she would like to do.
- Doesn't feel like cooking every day.

Bio

Claire loves cooking and trying out new recipes from time to time. She found out about Casserole Club in a community meeting and decided to give it a try. Since then she has cooked a meal for Danny once a week. She really likes listening to the stories that Danny tells him about his life. Recently Claire has started to give Danny tips about cooking better meals. Sometimes she even takes her kids with her to say hello to their new friend.

Personality

Introvert Extrovert

Conservative Liberal

Passive Active

Motivations

Helping

Worry

Achievement

Learning new skills

Impact

Social

"I love giving back to my community and meeting new people."

Age: 34
Work: Teacher
Family: Married, 2 kids
Location: Leeds, UK

Persona

A persona is archetypes built after an exhaustive observation of the potential users. Each persona is based on a fictional character whose profile gathers up the features of an existing social group. In this way the personas attributes of the groups they represent: from their social and demographic characteristics, to their own needs, desires, habits and cultural backgrounds.

Course: www.servicedesigntools.org

Scenario

You are a service designer working at the *Akendi* service design agency.

Japanese airline **JAL** will open a new destination from Helsinki to Osaka. You are asked to design a new service design concept for this new destination.

When designing a new passenger destination is important to know who will be the potential passengers? Create a persona of a passenger who will be flying at this destination. This could be a family with children, business man or a disable person.

Task 1:

Scenario

You are a service designer working at the *Akendi* service design agency.

Japanese airline *JAL* will open a new destination from Helsinki to Osaka. You are asked to design a new service design concept for this new destination.

When designing a new passenger destination is important to know who will be the potential passengers? Create a persona of a passenger who will be flying at this destination. This could be a family with children, business man or a disable person.

Methods

1. Scenario
2. Persona
3. Customer service journey
4. Blueprint
5. Stakeholders map

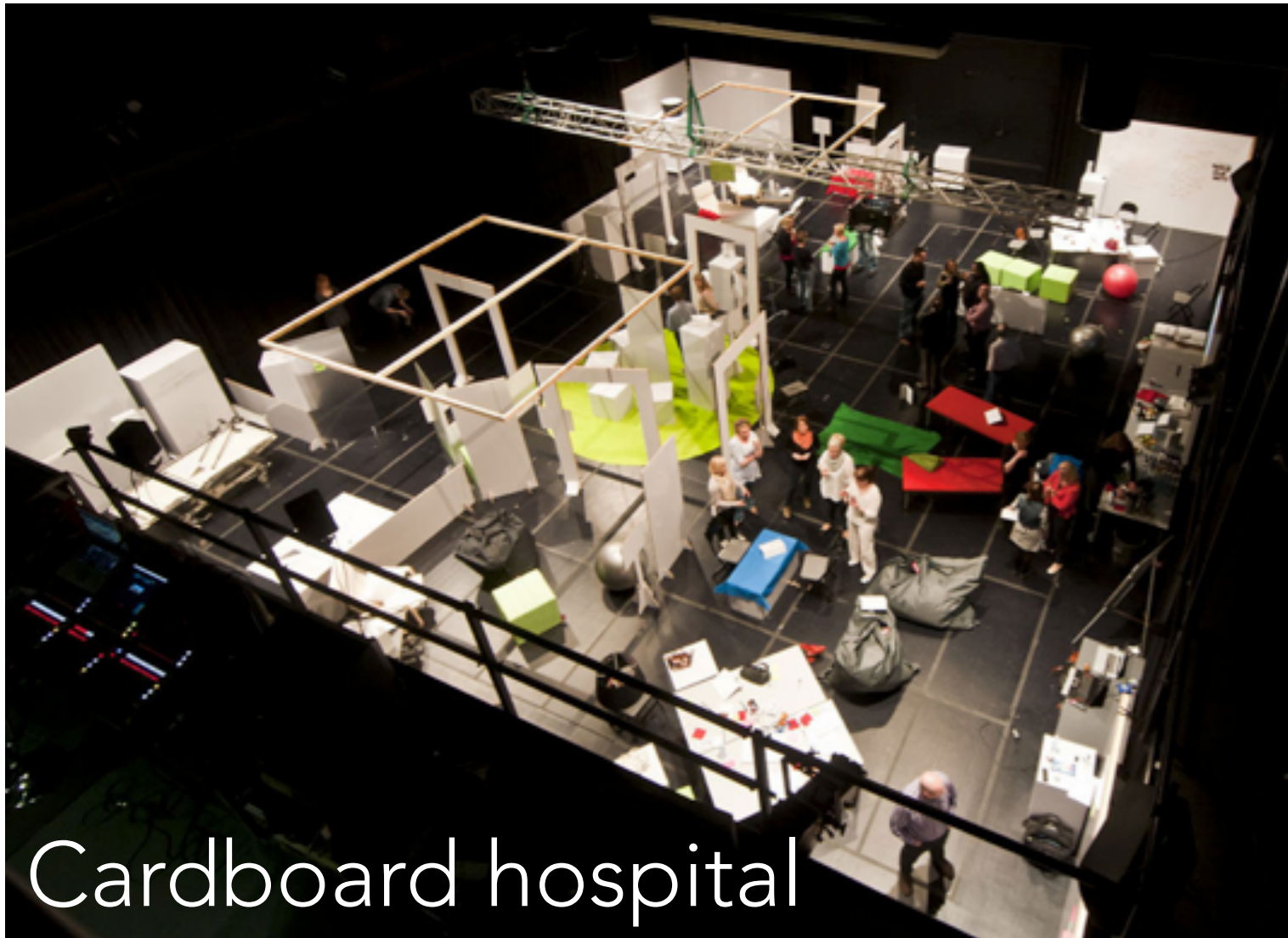
Task 2: In pairs: 10 min

Explain the tool to another person & complete the task with your pair

Task 3: In a group: 10 min

Share learning(s) from different exercises

3. Develop – the solution



Cardboard hospital

<https://vimeo.com/46812964>

26/09/17

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Summary

List 5 service design tools

Reading

Bitner, M. J., Ostrom, A., & Morgan, F. (2008). Service blueprinting: A practical technique for service innovation. *California Management Review*, vol. 50, no. 3, pp. 66-94.

Question: What are the benefits that companies in the ceases achieved when implementing Blueprint?

Part 3

SD Literature

- Service design tools
- <http://www.servicedesigntools.org>
- www.bsbd.org.uk
- <http://www.nesta.org.uk/publications/creative-enterprise-toolkit>
- Touchpoint cards and related materials <http://www.service-innovation.org/tab2/>
- Atlas game <http://atlas-research.fi>
- Cookbook - Extreme Service Design Methods <http://www.hiit.fi/files/admin/publications/other/eXdesignreseptikirja.pdf>
- Moritz, Stefan (2005) Service Design – Practical access to an evolving field (<http://stefan-moritz.com/Book.html>)

- Other materials
- Ethnography field guide <http://www.helsinkidesignlab.org/pages/ethnography-fieldguide>
- Examples of service prototyping (<http://designresearch.aalto.fi/groups/encore/2012/10/service-prototyping-seminar/>)
- Cardboard hospital video (<http://vimeo.com/46812965>)

- Videos
- What is the Value of Service Design? (<http://vimeo.com/74102483>)
- Resonance: Getting to the right idea (<http://vimeo.com/74102483>)

<http://www.servicedesignbooks.org/>

Service Design –
From Insight to
Implementation



Palvelumuotoilu – uusia
menetelmiä käyttäjätiedon
hankintaan ja hyödyntämiseen



This is service
design thinking.



Touchpoint -lehti



Palvelumuotoilu