

Lecture 2: Services & Experiences

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AALTO BA SERVICE DESIGN 2019

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Services are experiences over time



SERVICE SAFARI EXERCISE

- **How many service providers are involved?**
- **How many touchpoints? How many channels?**
- **What key moments can you identify at each stage?**

SERVICE SAFARI RECAP

- Services exist **before, during and after** using the actual service. Most services tend to focus on the during part and very little on the after part, e.g. Airlines luggage claims (after).
- There are **many service providers involved in one service**. For example, we don't experience metro alone, but in combination with other transport modes and city services.
- We interact with many **touchpoints** (service interactions) across many channels, digital and non-digital, to help us perform the many different service tasks involved.
- At each phase there are many **moments or steps**. These can be cyclical and not necessarily linear throughout the service.
- Every experience has a **start and an end**. It starts with a need and it ends with a final outcome

BASIC TERMS

- **SERVICE:** A set of activities or transactions provided by a service provider (e.g. driving license), which result in a valuable outcome for users (e.g. learning how to drive)
- **SERVICE EXPERIENCE:** Perceptions that users have over time of their interactions with the service. Experiences start with a need and end with an outcome.
- **SERVICE MOMENTS OR EXPERIENCE MOMENTS:** The service experience is made of a series of moments. Events or episodes that must happen for a service to create an outcome, e.g. Airport check in. Customers are not only following the process that the service provider suggests but they also make their own choices based on their needs and behaviour.
- **SERVICE INTERACTIONS OR TOUCHPOINTS:** Touchpoints are the material face of services and comprise the artifacts that support the service's interactions across channels (digital and non-digital). The user becomes a co-creator as it participates as an active actor when using these touchpoints.

Sources: Penin, Lara. An Introduction to Service Design: Designing the Invisible . Bloomsbury Publishing. Kindle Edition.

The Object of Service Design by Fernando Secomandi, Dirk Snelders (2011)

GDS: <https://gds.blog.gov.uk/2018/04/04/what-do-we-mean-when-we-talk-about-services/>

**Services are experiences over time,
that help us to achieve something at the end**



Service ecologies

SERVICE AS AN ECOLOGY

- As designers, we look at services primarily as **human experiences**, not necessarily as separate business or organisational entities.
- We understand services as **an interrelation of many factors and actors** that create an experience.
- We adopt **a systemic perspective to visualise that complexity**.
- Our **point of view is from the outside-in**, as it is experienced, instead of an inside-out perspective, as it is seen from the organisational – siloed perspective
- It challenges the traditional market-driven perspective and it offers **a new approach to innovation that is defined by experiences instead of industries**.

SERVICE AS AN ECOLOGY



The experience from moving from A to B, mental image from the user perspective

SERVICE AS AN ECOLOGY

Business perspective

Lens: A zoom into one single service

View point: Inside-out: a view from the organisation structure, operational perspective.



Drivers shifts
Ticket fares
Route planning
Fleet operations

SERVICE AS AN ECOLOGY

Experience perspective

Lens: The wider context

View point: Outside-in. The human experience from moving from A to B



SERVICE AS AN ECOLOGY

1. Frame the service ecology as an experience

What is the experience we are designing for?

2. Map the service components and define the boundaries

What are we designing with(in)?

Ecology map

ECOLOGY MAP

1. Analyse all the **factors and actors** involved in your service experience
2. To investigate relationships that are part of or affect the service and understand how different services are **interrelated**.
3. To generate new service concepts by reorganizing how actors work together. It helps to **make connections** between different services that would normally have been overlooked.
4. Explore the **boundaries of the ecosystem**; the level of zoom from which to view your ecosystem. Ultimately the zoom level is a judgment call based on your strategic focus.

WARNING: This is only a tool. It is important not to fall in love with the mapping exercise itself.

Source: Service Design From Insight To Implementation (2013). Polaine, A, Løvlie, L and Reason, B

Exercise

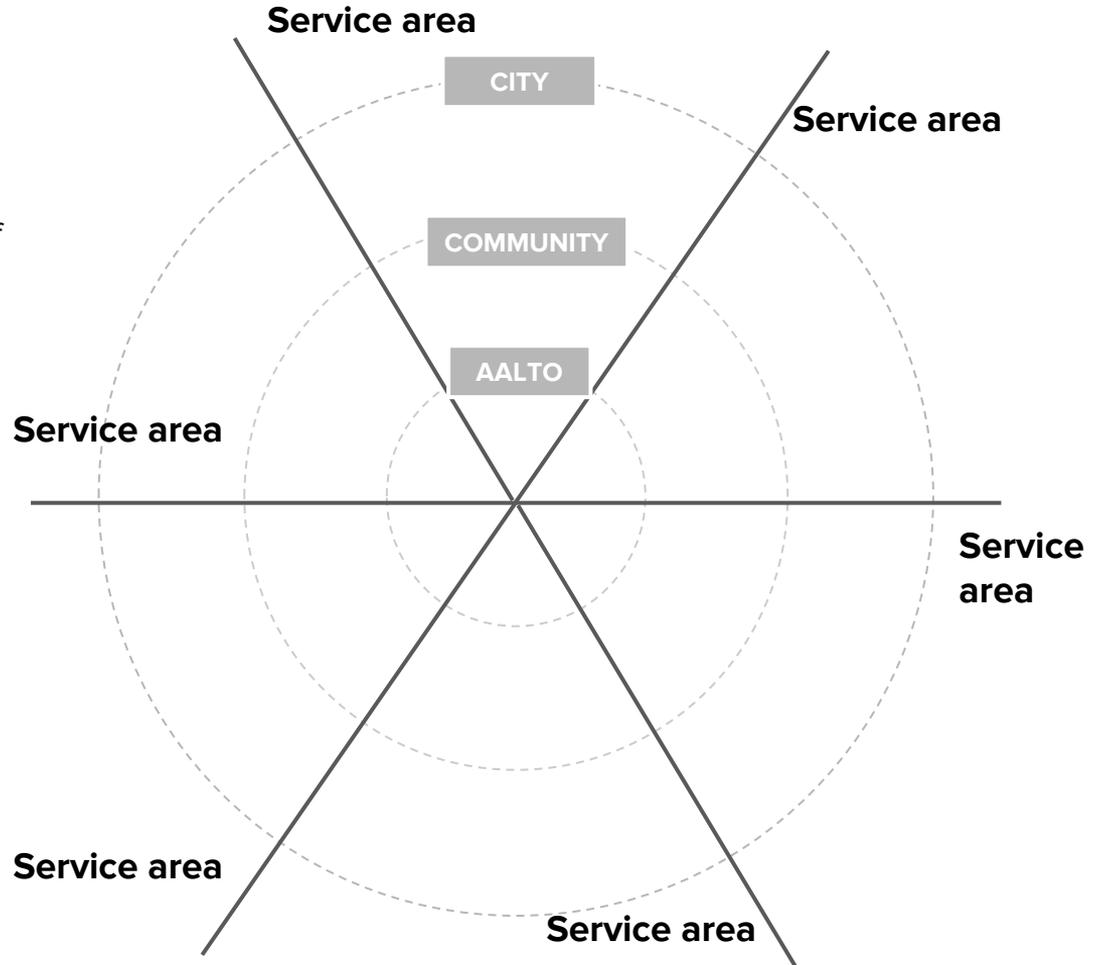
Map your service ecology

SERVICE ECOLOGY

Map the service ecology of the experience of *Learning across different life stages*.

1. Define 6 Service areas, e.g. Finance
2. Map the actors & factors following these categories:

1. Student Services (Aalto or not)
2. People: Users, Staff
3. Places & Spaces
4. Infrastructure & Technologies
5. Organisations & Authorities



Assignment:
Bring the ecology map tomorrow!