Service Design Process & Methods

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Motivation

2020

Customer experience (CX) will surpass price and products as the key differentiator for companies

https://www.walkerinfo.com/knowledge-center/featured-research-reports/customers2020-1

89 %

of companies expect to compete mainly on the basis of customer experience

https://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/

Almost anyone can create functional and affordable products.

Desirable and meaningful experiences will dominate the markets in the future.

140 %

Customers who had the best past experiences of a service spend 140% more compared to those who had the poorest past experience.

https://hbr.org/2014/08/the-value-of-customer-experience-quantified

55 %

of customers are willing to pay more for improved customer experience.

https://www.salesforce.com/blog/2013/08/customer-service-stats.html

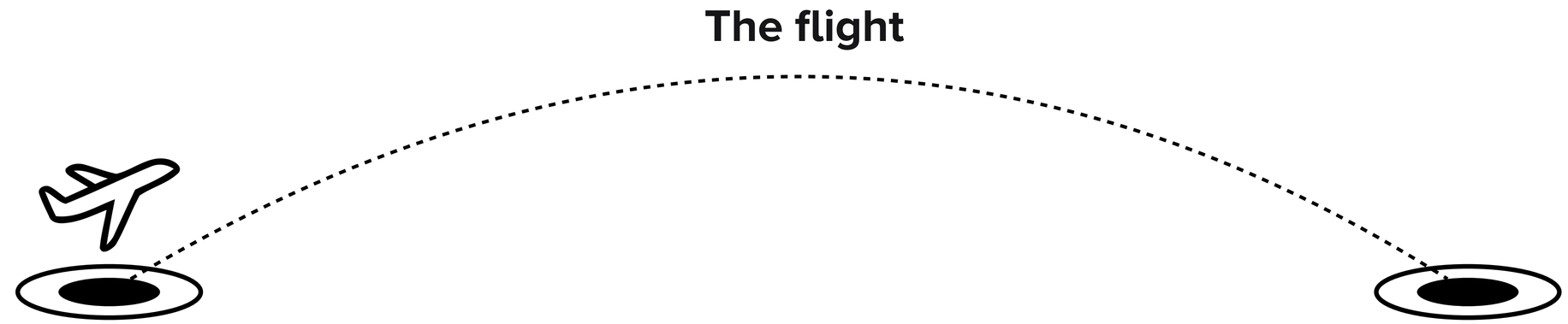
Evidently, a positive customer experience creates positive associations between an individual and an organization, resulting in additional revenue per customer

What is CX?

Customer experience results from an interaction between an individual and an organization.

It consists of both the service delivery and its end result.

CX in aviation



In addition, your flight experience includes booking your flight, travel to the airport, check-in (online or at the desk), safety check, having a cup of coffee (or a pint at Oak Barrel), checking the gate, waiting for your flight, boarding, off-boarding, baggage claim, waiting for a cab or public transport and travel from the airport etc.

Managing such a complex chain of experiences requires a holistic approach to design.

This is where service design comes to play.

Service Design

EVERYBODY KNOWS WHAT SERVICE DESIGN IS
NOBODY KNOWS WHAT SERVICE DESIGN IS

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

SERVICE
DESIGN

”is all about making the services we use usable, easy and desirable.”

UK Design Council

SERVICE
DESIGN

”aims to ensure service interfaces are useful, usable and desirable from the client’s point of view and effective, efficient and distinctive from the supplier’s point of view.”

Birgit Mager

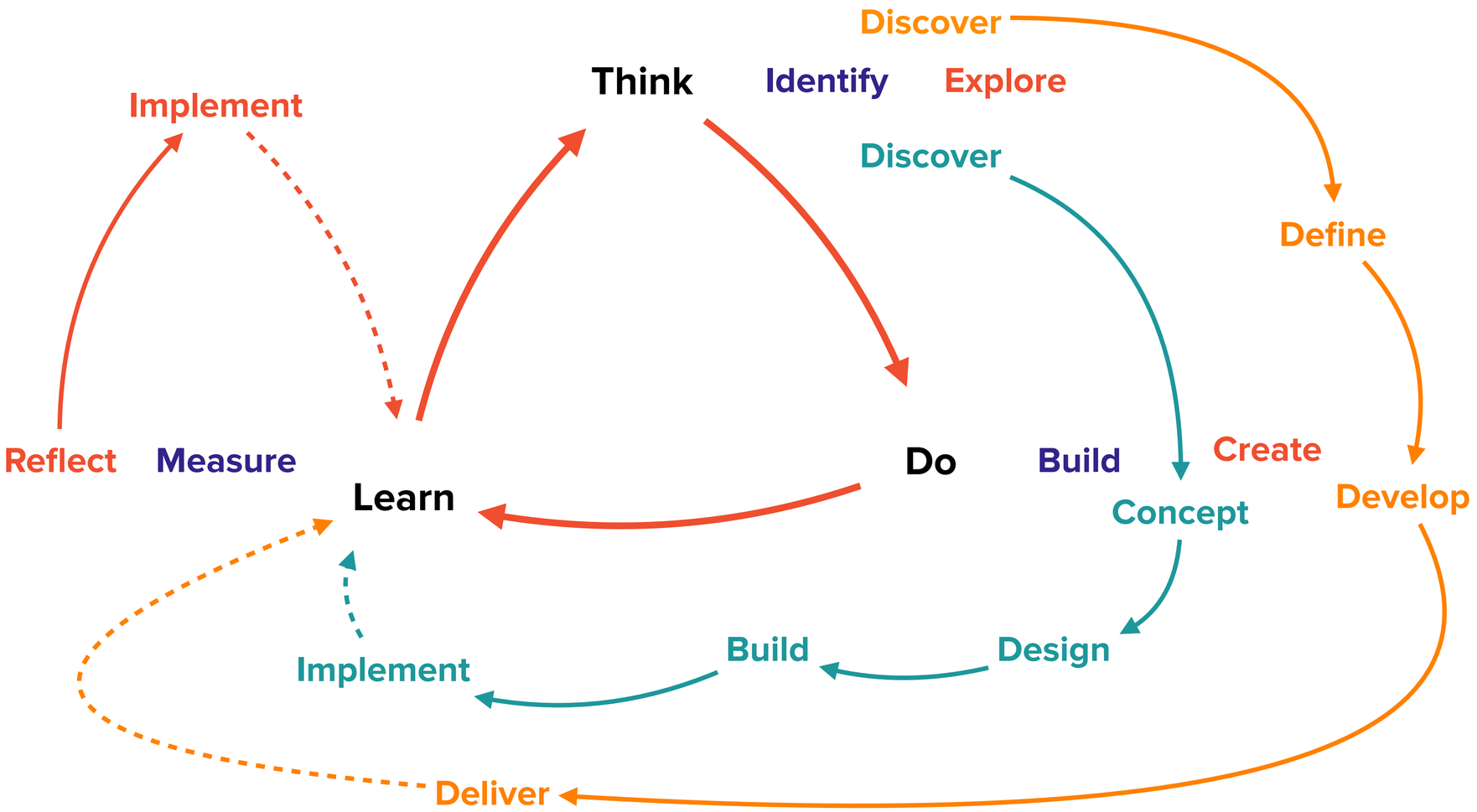
SERVICE DESIGN

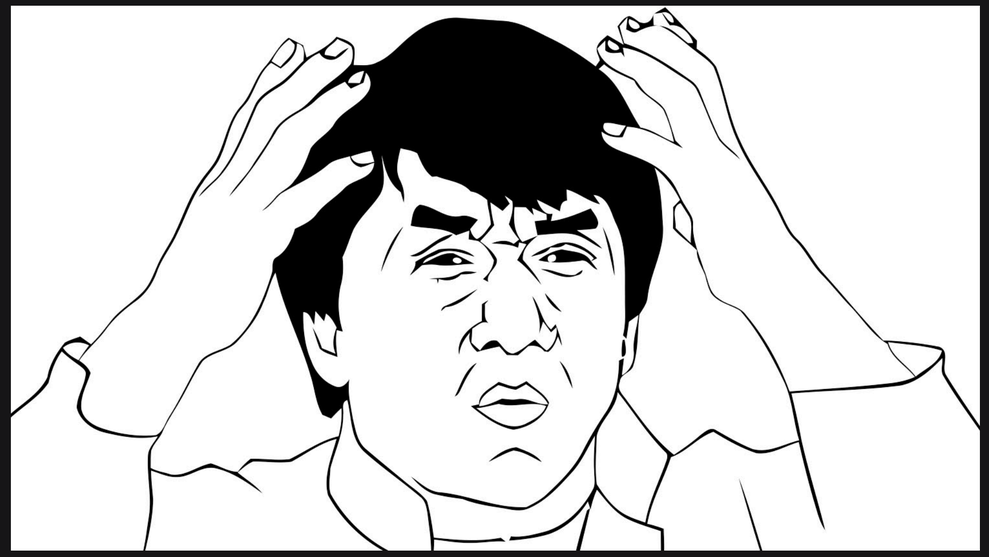
”is the activity of planning and organizing a business’s resources (people, props, and processes) in order to (1) directly improve the employee’s experience, and (2) indirectly, the customer’s experience.”

NN Group

COMMON
THEMES

1) customer centricity
2) supplier processes
3) holistic approach


Discover
Think
Identify
Explore
Implement
Discover
Define
Reflect
Measure
Do
Build
Create
Learn
Concept
Develop
Implement
Build
Design
Deliver



So what is service design?

SERVICE
DESIGN IS

being customer-centric by doing your research

designing complex systems based on insights

iterating on your ideas

Research

TOOLS

Interviews

Observation

Surveys

BUT REALLY
YOU NEED TO

Be inquisitive

Pay attention and be observant

Build empathy

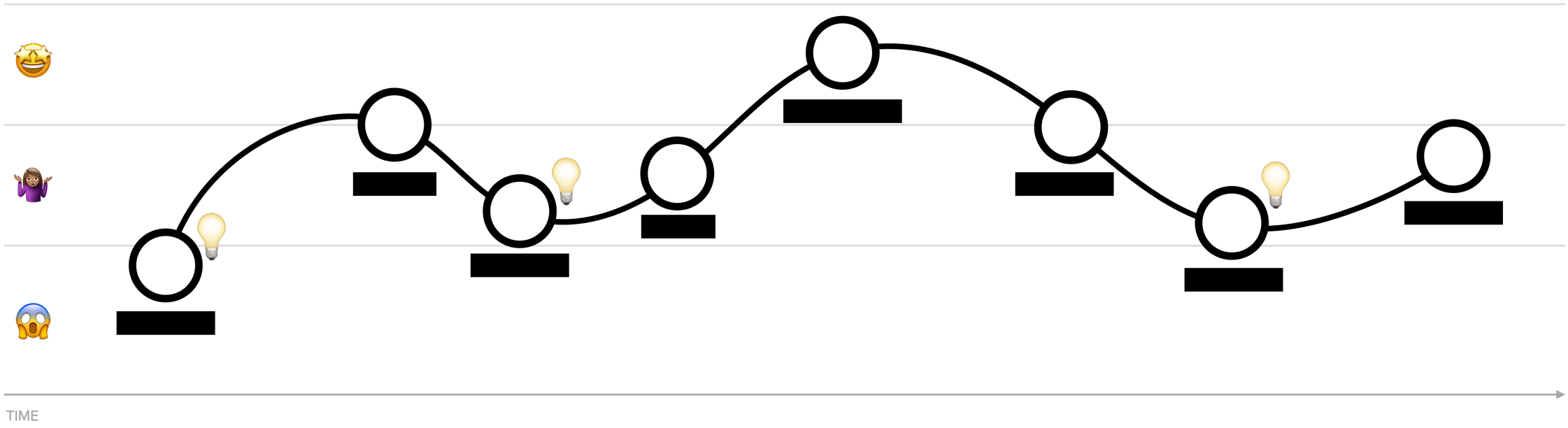
Exercise

How might we improve...

Divide into groups of four to six people

1) Each group should try to interview one to two people regarding their experience of traveling with the western extension of the metro. You may also reflect on your own experiences.
2) Identify key moments (or touchpoints) and main pain points in using the metro.
3) Group your findings and try to sketch a **journey map.**
4) Add pain points to the map.
5) Suggest some (preferably silly) improvements to the experience.

You mean what now?



Glossary

Artefact

Something created by humans

Affinity diagram

a method for organizing data, grouping individual findings into themes

Touchpoint

any interaction that the user has with the service (be it person-to-person, digital, physical space etc.)

Behavioral pattern

A recurrent way of acting

Persona

a profile representing a particular group of people

Journey map

a graph that connects the touch points in the order that the customer experiences them in time.

Thank you.