

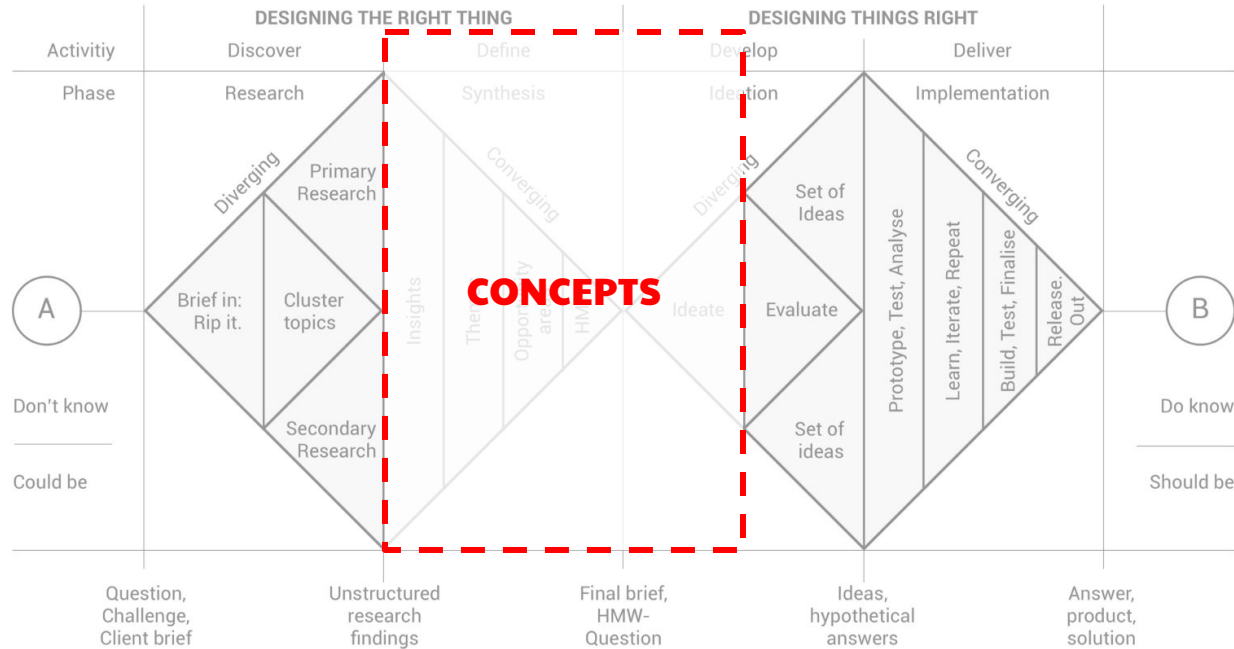
Lecture 6: Service propositions

Monday 11.03

AALTO BA SERVICE DESIGN 2019

Nuria Solsona

Concept development

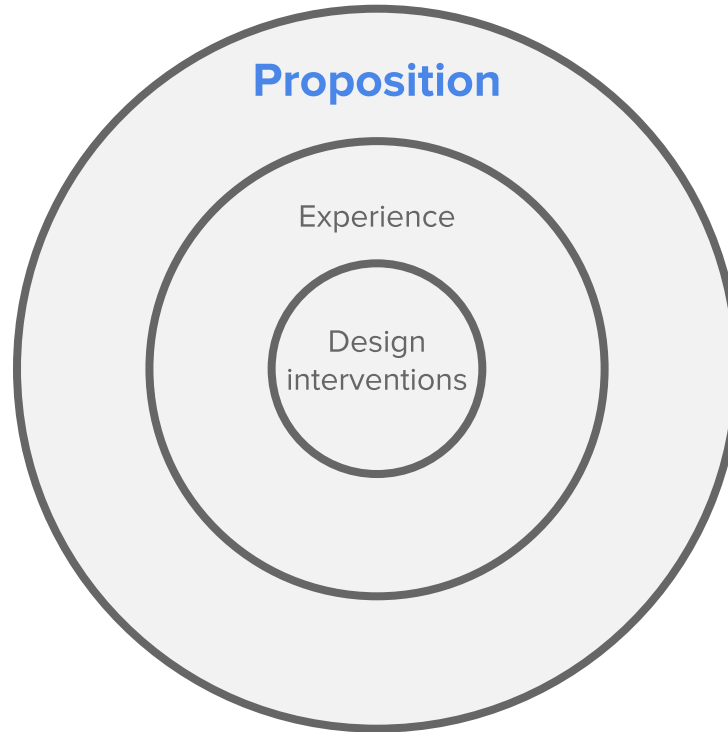


Double diagram Dan Nessler

Course structure: Part I

PART I: Defining the problem			
W1	W2	W3	W4
Introduction to the brief	Research & Analysis	Service propositions	Validate & Iterate
Deep dive into the topic and get familiar with the current service	Identify the relevant pains that exist today in the service ecosystem	Define concepts that turn pains into opportunities for a better future	Get early feedback and choose one concept

Designing at different levels



Proposition level: ‘the service’

*The most strategic “product” of service design, the **service offering**, is ultimately what the service is all about, the delivered result, the value that is co created between the service provider and the service user.*

*The service offering is **a value proposition the service provider makes to users**. To be successful, it must have a compatible value recognized by users and providers. As such, it needs to emerge from research on users, their context, as well as the service organisation and the way it functions.*

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

	PROPOSITION <i>What type of new services are needed to help students achieve their goals?</i>	EXPERIENCE <i>How will students access, receive and interact with the new service?</i>
Service ecology perspective	ZOOM OUT the service ecosystem in the wider context society/market	ZOOM IN one the service
Actors	USERS, PARTNERS & PROVIDERS Service providers, partners and people (life stage)	END-USERS, USERS & OTHER SERVICE ACTORS Actors interacting and delivering the service (e.g. staff)
Focus area	WHAT & WHY Why it is relevant? the problems it solves What value it creates for people? the outcome What value it creates for the organisation? the biz. goals	HOW How does it work in practice? The experience of using the service
Visualisations & Tools	Service concepts, Scenarios	Journey maps, storyboards, user stories experience prototypes

What makes a good service concept

- It is clear and easy to understand proposition
- Benefits are clear, 'I know what I am getting out of it'
- It explores preferred futures
- It solves a job to be done, an everyday challenge, – or improve business productivity (B2B)
- It is a win-win for both service provider and service user, with each side providing value to the other

Proposition examples

Rent a Finn

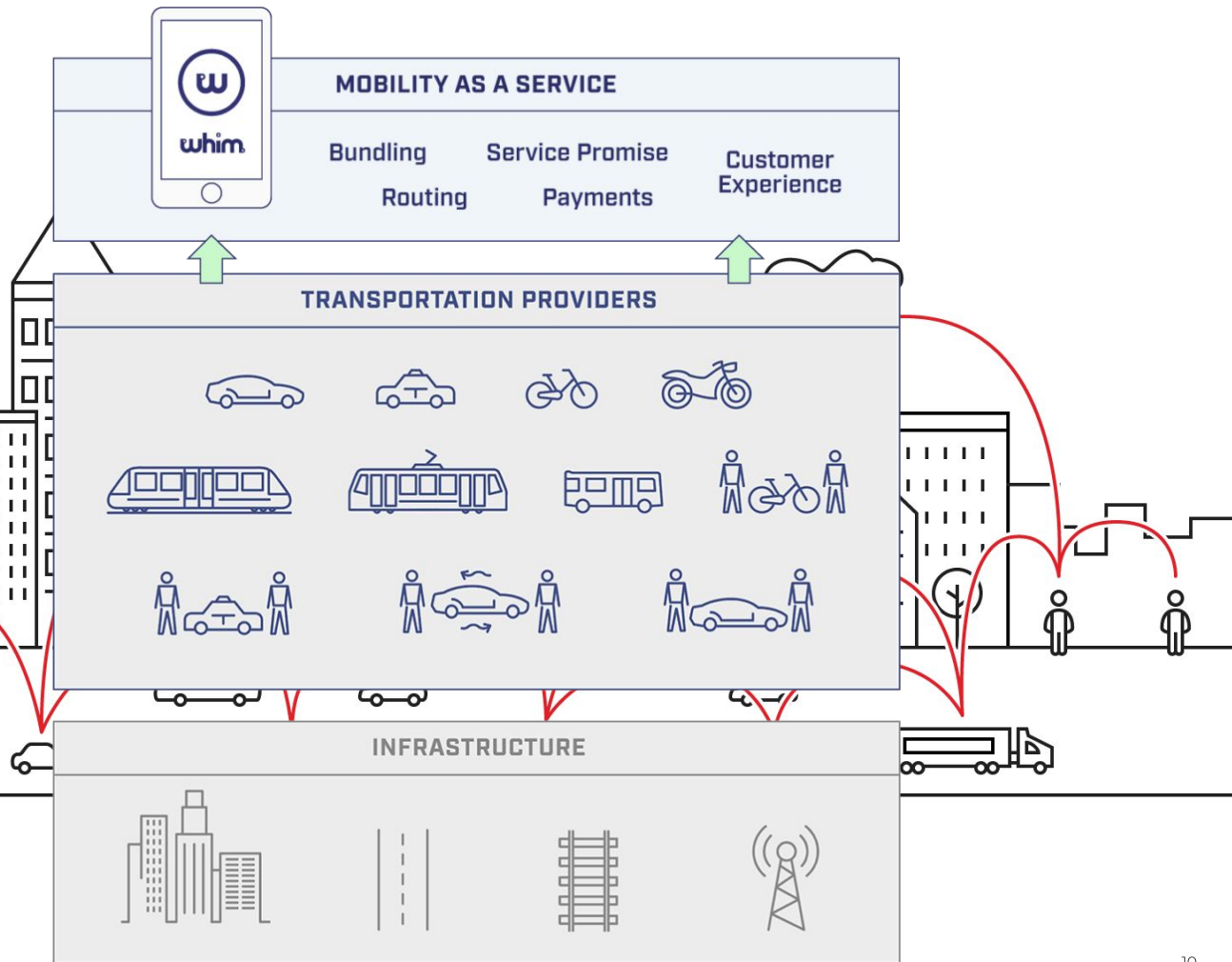
Finland is the happiest country in the world. Now it's time everyone had a chance to learn from the best. That's why ordinary Finns are opening their homes and lives and welcoming visitors to learn how to reconnect with nature. Finnish nature with a local guide is the perfect way to find your calm. That's what Rent a Finn is all about.

<https://rentafinn.com/>



Whim

We believe owning a car doesn't make much sense anymore for most people. Whim is a more affordable alternative for car ownership without all the hassles. Every journey is covered – whether it's taxi, public transport, a car service or a bike share. Simply pay as you go or travel even smarter with a monthly plan.



Nest

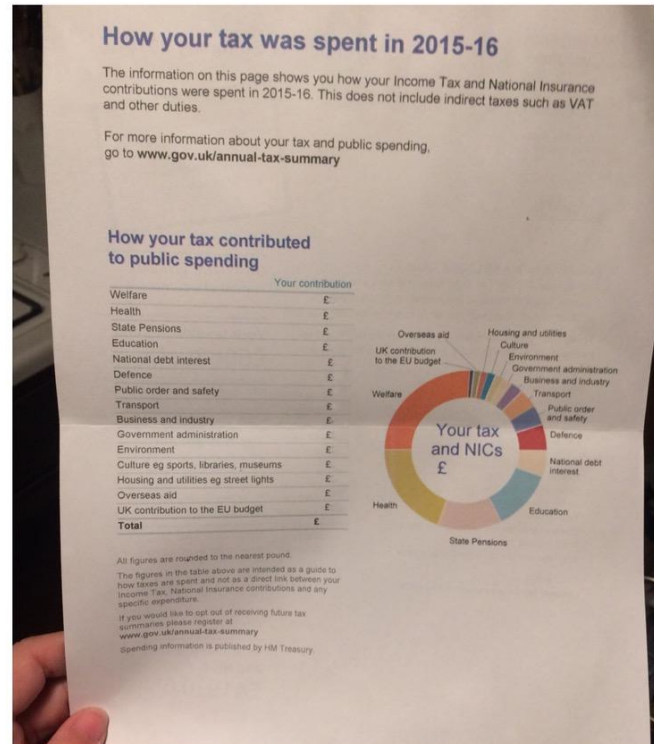


Experience examples



LECTURE 6: SERVICE PROPOSITIONS





February 2018 Nuria Solsona

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Service concept template

<p>SERVICE CONCEPT Give it a punchy name!</p> <p>-----</p>	<p>INSIGHT</p> <p>-----</p>
<p>WHO IS THIS FOR? Describe the user type or organisation this aimed at</p> <p></p> <p>-----</p>	<p>SKETCH</p> <p>Illustrate the value it would create for users In-context. Consider the wider ecosystem and service organisations Choosing a few key touchpoints that express the core of the service</p>
<p>WHY IS THIS RELEVANT? Describe the pain it addresses from your research findings</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	
<p>WHAT'S THE OUTCOME? Describe the results. What can people achieve now?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	
<p>WHAT GOALS DOES IT ADDRESS? What are the benefits for Aalto</p> <p>-----</p> <p>-----</p> <p>-----</p>	

Brainstorming rules

Encourage wild ideas.

Even if an idea doesn't seem realistic, it may spark a great idea for someone else.

Stay focused on The topic.

To get more out of your session, keep your brainstorm question in sight.

Be visual.

Draw your ideas, as opposed to just writing them down. Stick figures and simple sketches can say more than many words.

Go for quantity.

Set an outrageous goal — then surpass it. The best way to find one good idea is to come up with lots of ideas.

Build on the ideas of others.

Think “and” rather than “but.”

Defer judgement.

There are no bad ideas at this point. There will be plenty of time to narrow them down later.

One conversation at a time.

All ideas need to be heard, so that they may be built upon.

NO TALKING UNTIL YOU HAVE SOMETHING TO SHOW

This is not yet the time for discussions – only speak when you have drawn an idea.

Service concept steps

- 1. Choose an insight**
- 2. Turn it into a proposition: Describe and sketch**
- 3. Share with your team**
- 4. Share with the other team and get feedback**
- 5. Iterate**

Six thinking hats

Managing Blue – what is the goal? Can look at the big picture.

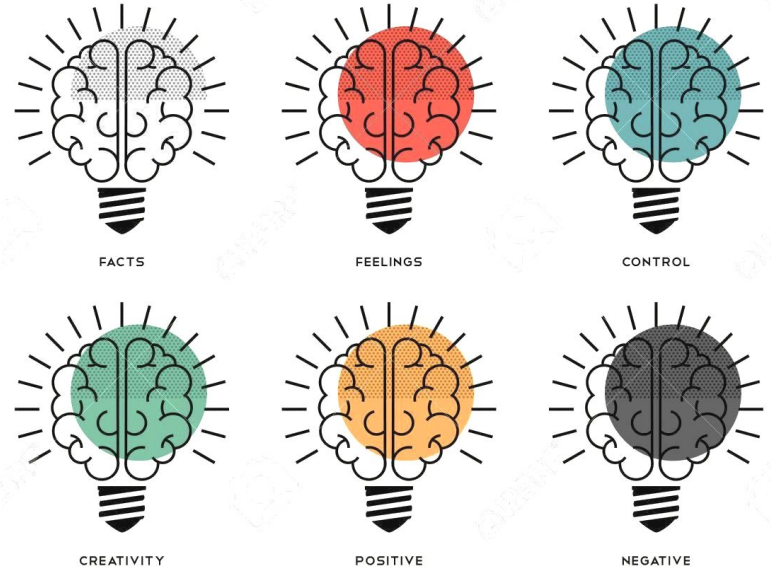
Information White – what are the facts?

Emotions Red – intuitive or instinctive gut reactions

Discernment Black – Cautious and conservative

Optimistic response Yellow – benefits, seeking harmony.

Creativity Green – statements of provocation. Thinks creatively, outside the box.



'Six thinking hats' by Edward de Bono (1985)

Mid-term review

Mid-term review

15 min PRESENTATIONS

1. LIFE STAGE 1 Slide

Introduce your life stage and the focus of your research

2. INSIGHTS 1 Slide per insight (?)

Introduce your top insights illustrated with fieldwork research, e.g. quotes, pictures,...

3. USER TYPOLOGIES 1 Slide

Introduce your user typologies with a brief description

4. 2-4 SERVICE CONCEPTS DESCRIPTIONS 1 Slide per concept

Description + Visualisation of service concepts connected to insights

5. REFLECTIONS & QUESTIONS

Assignment: Insights & Typologies

Wednesday 13.03

Submit Online by 13.3. at 13.00

- Initial insights word/pdf document:

Each Insight Statement should include: description, evidence (quote, picture...)

- Define 4 User typology categories from your research, describe each typology (1 page word or pdf)

- Write 4 persona/user profiles that tells the story of a user archetype for each typology (1 page per persona/archetype on word or pdf)