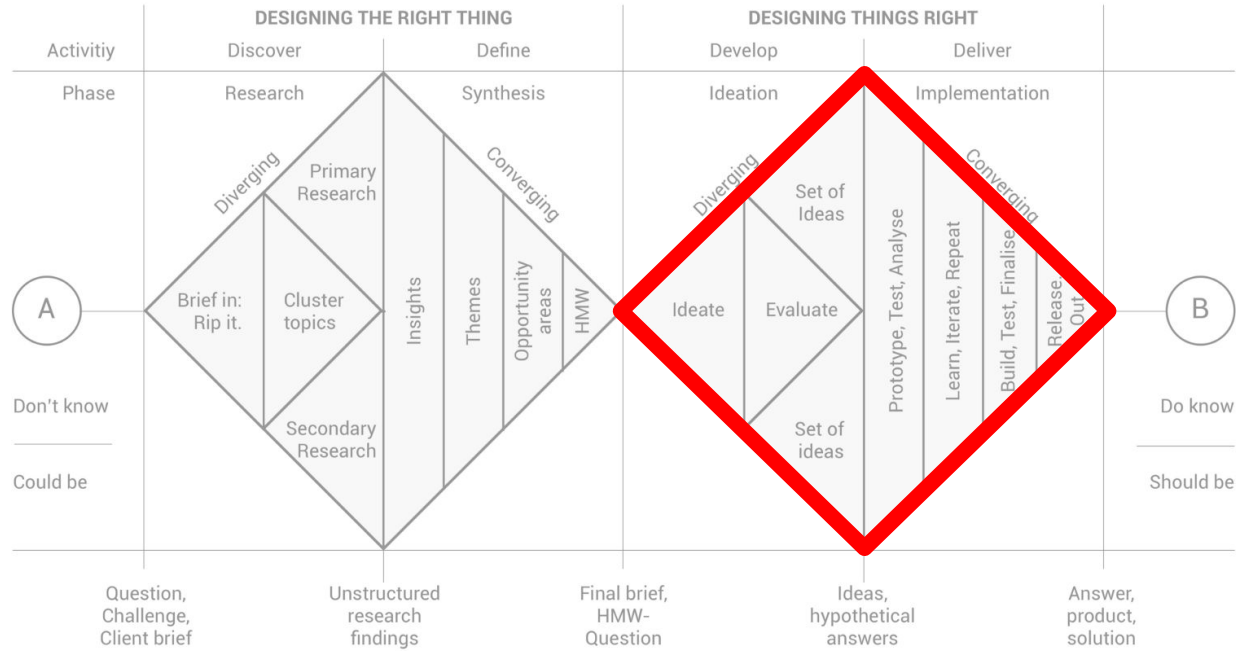


Lecture 9: Journey design & Design interventions

Monday 25.03

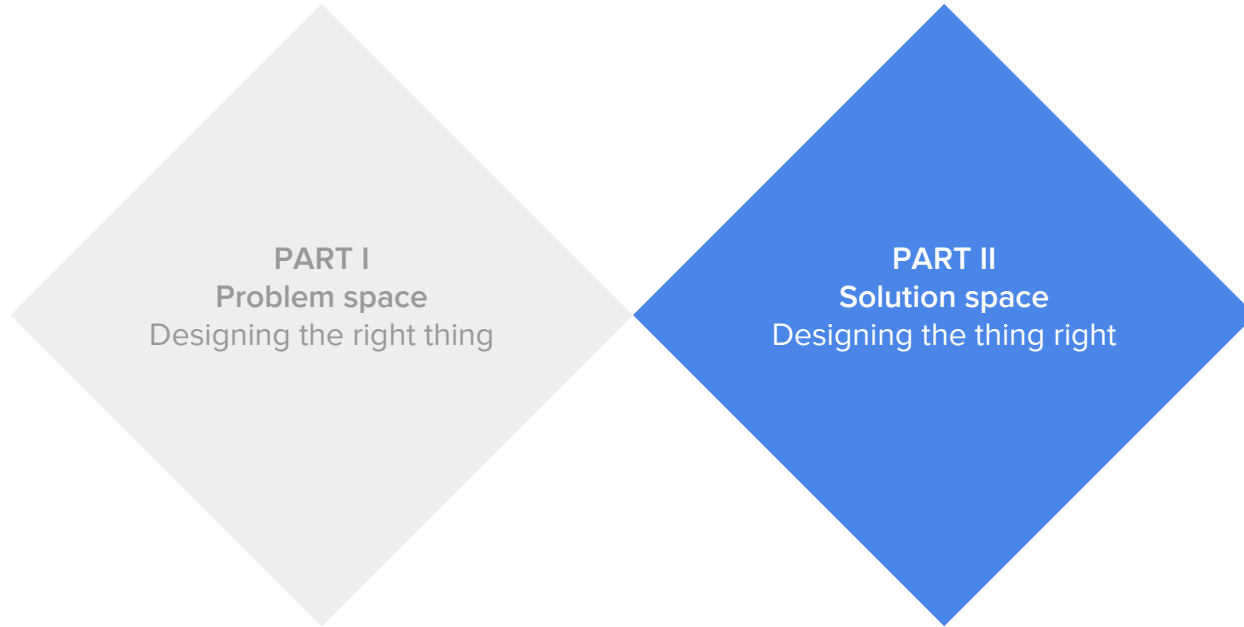
AALTO BA SERVICE DESIGN 2019

Nuria Solsona



Double diagram Dan Nessler

Course structure



Course structure: Part II

PART II: Defining the solution		
W5	W6	W7
Journey Design & Design interventions	Prototype & Iterate	Test & Final presentation
How will people access, receive and interact with the new service?	Prototype the experience of the service interactions	Present the final concept and the key service interactions

Testing lab 8th April

Testing labs are environments designed to simulate a future experience. Multiple touchpoints or service interactions are then tested with real users in their context.

A real or simulated context helps users immerse themselves in a future scenario and be able to provide precise feedback on early stage prototypes – low-fidelity work in progress. The idea is to get early feedback on what service interactions are valuable before making any decisions of what should be designed.

**AALTO SERVICES TESTING LAB
MONDAY 8th APRIL:
Space (TBD)**

**Three teams at the time
Slot 12 - 15
Slot 15 - 18**

**A photographer will be taking pictures of
your prototypes**



Examples of testing lab from London Underground
Images by Liveworkstudio

	Assignments	Description	Due date
W5	Service experience map (Part 1)	Define the service experience phases of your concept and describe the experience of each phase. (Use the template provided)	Wednesday 27.03 Bring to class
W5	Service experience map (Part 2)	Define the touchpoints needed for the service experience (Use the template provided)	Monday 01.04 Bring to class
W5	Prototype plan	What service interactions would you like to test? Plan what needs to be designed to test your experience	Monday 01.04 Bring to class
W6	Build experience prototypes	Build your prototypes to test the experience with users at the testing lab	Monday 08.04 TESTING LAB DAY
W6	TESTING LAB Test your experience prototype	Test your experience prototype with users	Monday 08.04 TESTING LAB DAY
W7	Iterate concept	Iterate the selected concept based on feedback from mid-term review and users. Improve the visualisation	Thursday 11.04 FINAL PRESENTATION

Deliverables

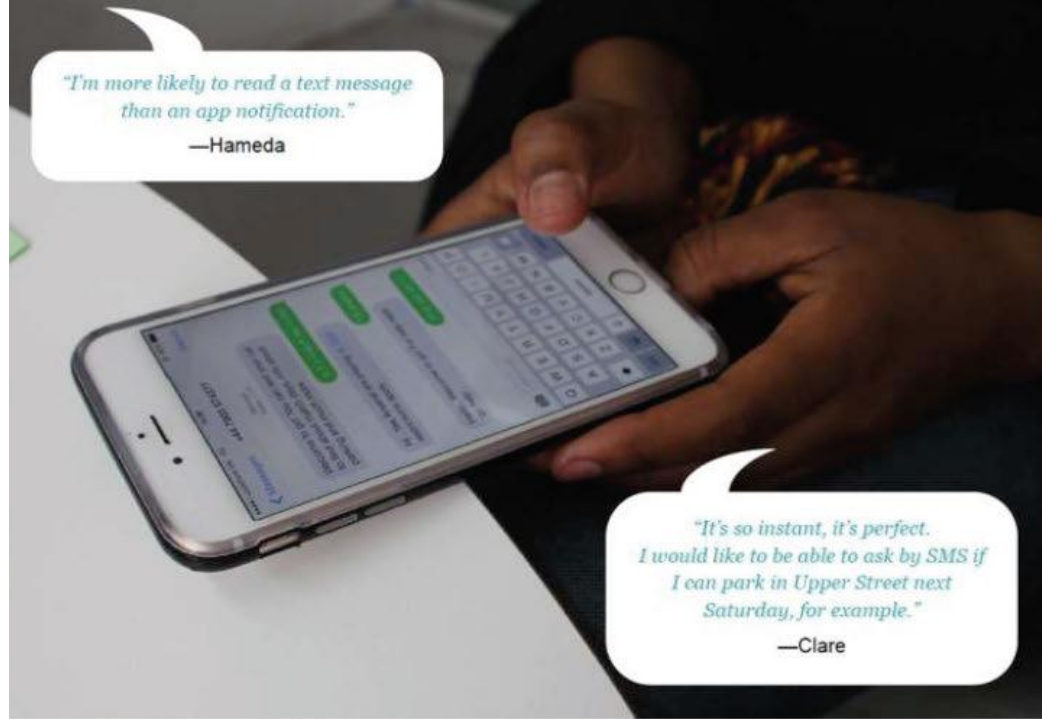
SERVICE INTERACTION PROTOTYPE

Due 11.04 Final presentation

How can the new service be accessed and assisted?

Design of the key digital or non-digital touchpoints that are critical to the experience of the new service.

Service interactions focuses on what is needed for the service to work, the outputs.



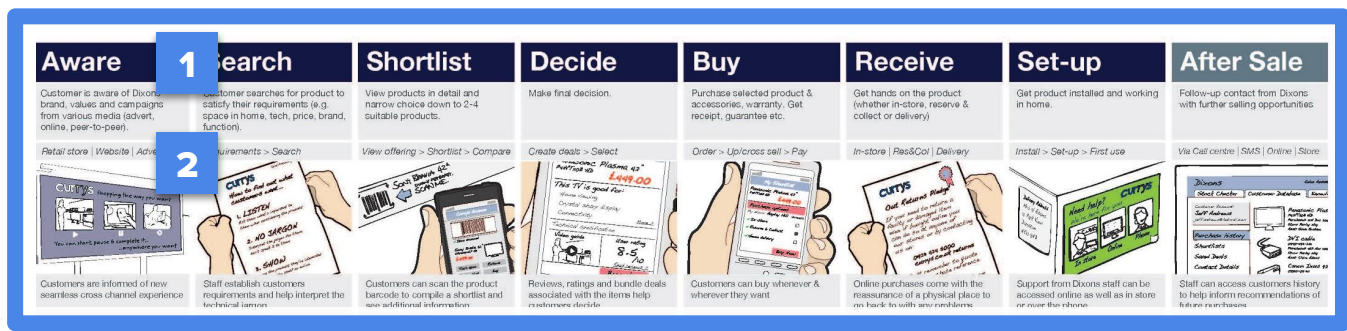
Type of journey maps

Customer Service Journey/map

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

Aware	Search	Shortlist	Decide	Buy	Receive	Set-up	After Sale
Customer is aware of Dixons brand, values and campaigns from various media (advert, online, peer-to-peer).	Customer searches for product to satisfy their requirements & a space in home, tech, price, brand, function).	View products in detail and narrow choice down to 2-4 suitable products.	Make final decision.	Purchase selected product & accessories, warranty, Get receipt, guarantee etc.	Get hands on the product (either in-store, reserve & collect or delivery).	Get product installed and working in home.	Follow-up contact from Dixons with further calling opportunities.
Retail store Website Advertising	Requirements > Search	View offering > Shortlist > Compare	Create deals > Select	Order > Up/over sell > Pay	In-store Res&Col Delivery	Install > Set-up > First use	Via Call centre SMS Online Store
Customers are informed of new seamless cross channel experience	Staff establish customers requirements and help interpret the technical jargon	Customers can scan the product barcode to compile a shortlist and see additional information	Reviews, ratings and bundle deals associated with the items help customers decide	Customers can buy wherever & whenever they want	Online purchases come with the reassurance of a physical place to go back to with any problems	Support from Dixons staff can be accessed online as well as in store or over the phone	Staff can access customers history to help inform recommendations of future purchases

Touchpoints	In-store	Face to Face (incl. PoS)	Offer alignment	Structured conversation	Shortlist comparison	'Bespoke' deal	Floating till	Order in	Walk out working	
		Dixons offers are consistent across channels.	Assistant establishes customer requirements in language they understand.	Assistant helps narrow customer choice and discusses pros & cons of products.	Assistant creates a deal which can be saved & retrieved by the customer if they need more time.	Out of stock items are ordered in or identified at another store and customer given reference for collection.	Customers can choose to have assistance in setting up their purchase.			
		Shared screen / Eclipse	Assisted search	Features comparison	Bundle deal	Floating till	Order in	Purchase history		
		Kiosk	Self serve search	Self serve comparison	Self-serve deals	Pay at kiosk	Customers can buy from the kiosk rather than have to queue at the tills.	Customer can retrieve their purchase history to advise them on compatible products in store.		
		Tablet	Assisted search	Features comparison	Bundle deal	Floating till	Customers can buy from the assistant they have been dealing with rather than have to queue at the tills.	Customer can retrieve a customer's purchase history to advise them on compatible products.		
		Smart Phone	Scan & review	Scan & review	Bundle deal	Purchase online	Deal can be retrieved and bought online via mobile.			
		Print	Shortlist takeaway	Shortlist takeaway	Deal takeaway	Collection / Store Ref	Out of stock items are ordered in or identified at another store and customer given ref. for collection.			
		Text Message	Text reference	Text reference	Text reference	Collection / Store Ref	Out of stock items are ordered in or identified at another store and customer given ref. for collection.			
		Email	Email link	Email link	Email link	Collection / Store Ref	Out of stock items are ordered in or identified at another store and customer given reference for collection.			
		Desktop web	Simple search	Take shortlist to store	'Bespoke' deal	Purchase online	Deal can be retrieved and bought online via PC.	Link to store	Q&A	Targeted offers
		Call Centre				Buy over phone	Option to complete the purchase over the phone.			



Touchpoints	In-store	1 EXPERIENCE PHASES (OR JOURNEY STEPS)								
		Face to Face (incl. PoS)	Shared screen / Eclipse	Kiosk	Tablet	Smart Phone	Print	Text Message	Email	
		Offer alignment Dixons offers are consistent across channels	Structured conversation Establish customer requirements in language they understand	Assisted search Staff assist with product requirements on screen with self serve search	Self serve search	Shortlist comparison Assistant helps narrow customer choice and processes price & date of product	'Bespoke' deal Customers create a deal with their own choice followed by the customer if they need more time	Floating till Customers can buy from the assistant they have been dealing with before their float is up at the till	Order in List of items are ordered in or identified at another till and customer given reference for collection	Walk out working Customers can choose to have assistance waiting for their purchase
						Features comparison View reviews & prices for other products	Bundle deal Recommendation of bundle options for customers	Floating till Customers can buy from the assistant they have been dealing with before their float is up at the till		Purchase history Assistants can retrieve a customer's purchase history to advise them on compatible products in store
						Self-serve search	Self-serve deals	Pay at kiosk		Purchase history Customer can retrieve their purchase history to advise them on compatible products in store
						Features comparison View reviews on screen and user reviews on a tablet to find and compare items	Bundle deal Recommendation of bundle options for customers in creating a make a choice with the items	Floating till Customers can buy from the assistant they have been dealing with before their float is up at the till		Purchase history Customer can retrieve their purchase history to advise them on compatible products
						Search & review	Bundle deal	Purchase online		
							Deal takeaway Product - deal can be printed and taken away by customer		Collection / Store Ref Deal identified in or identified at another store and customer given ref. for collection	
							Text reference Deal is saved and customers can access later with reference link	Text reference Deal is saved and customers can access later with reference link to item	Collection / Store Ref Deal identified in or identified at another store and customer given ref. for collection	
							Email link Link is emailed to customer for access later	Email link Link is emailed to customer for access later	Collection / Store Ref Deal identified in or identified at another store and customer given reference for collection	
								Purchase online Deal can be reviewed and bought online via PC	Link to store Those that buy online are also provided with reassurance of a physical product if they have a problem	Q&A Customers can ask questions about their purchases on the site, online, by other staff or staff online
									Buy over phone Customers can purchase over the phone	Targeted offers Customers are sent relevant offers

1

EXPERIENCE PHASES (OR JOURNEY STEPS)

The key moment of the end-to-end service experience, before, during and after using the service

2

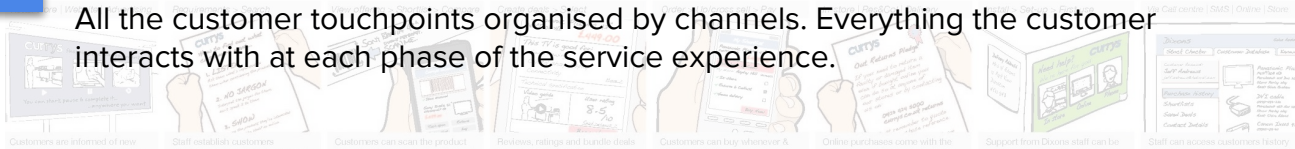
EXPERIENCE DESCRIPTION

Description of the experience of each phase, describes what the customer is experiencing at this phase

Aware Search Shortlist Decide Buy Receive Set-up After Sale

3 FRONT-END INTERACTIONS

All the customer touchpoints organised by channels. Everything the customer interacts with at each phase of the service experience.



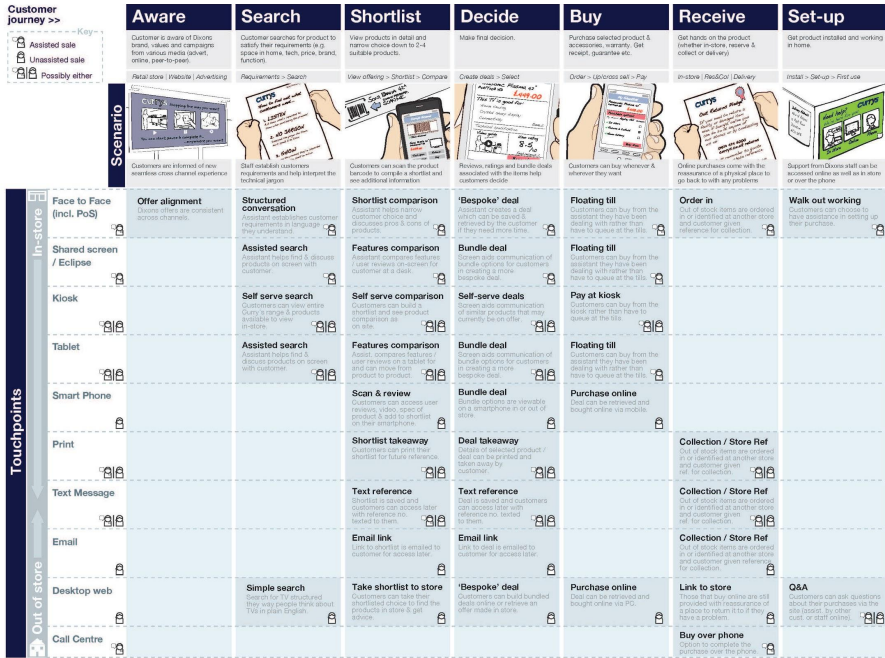
In-store	Face to Face (incl. PoS)	Offer alignment Dixons offers are consistent across channels.	Structured conversation Assistant establishes customer requirements in language they understand.	Shortlist comparison Assistant helps narrow customer choice and discusses pros & cons of products.	'Bespoke' deal Assistant creates a deal which can be saved & retrieved by the customer if they need more time.	Floating till Customers can buy from the assistant they have been dealing with rather than have to queue at the tills.	Order in Out of stock items are ordered in or identified at another store and customer given reference for collection.	Walk out working Customers can choose to have assistance in setting up their purchase.		
	Shared screen / Eclipse		Assisted search Assistant helps find & discuss products on screen with customer.	Features comparison Assistant compares features / user reviews on-screen for customer at a desk.	Bundle deal Screen aids communication of bundle options for customers in creating a more bespoke deal.	Floating till Customers can buy from the assistant they have been dealing with rather than have to queue at the tills.		Purchase history Assistants can retrieve a customer's purchase history to advise them on compatible products in store.		
	Kiosk		Self serve search Customers can browse entire Gury's catalogue available in-store.	Self serve comparison Customers can build a shortlist and see product comparison as on site.	Self-serve deals Screen aids communication of similar products that may currently be on offer.	Pay at kiosk Customers can buy from the kiosk rather than have to queue at the tills.		Purchase history Customer can retrieve their purchase history to advise them on compatible products in store.		
	Tablet		Assisted search Assistant helps find & discuss products on screen with customer.	Features comparison Assist. compares features / user reviews on a tablet for and can move from product to product.	Bundle deal Screen aids communication of bundle options for customers in creating a more bespoke deal.	Floating till Customers can buy from the assistant they have been dealing with rather than have to queue at the tills.		Purchase history Assistants can retrieve a customer's purchase history to advise them on compatible products.		
	Smart Phone			Scan & review Customers can access user reviews, video, specs of product & add to shortlist on their smartphone.	Bundle deal Bundle options are viewable on a smartphone in or out of store.	Purchase online Deal can be retrieved and bought online via mobile.				
	Print			Shortlist takeaway Customers can print their shortlist for future reference.	Deal takeaway Details of selected product / deal can be printed and taken away by customer.		Collection / Store Ref Out of stock items are ordered in or identified at another store and customer given ref. for collection.			
	Text Message			Text reference Shortlist is saved and customers can access later with reference no. texted to them.	Text reference Deal is saved and customers can access later with reference no. texted to them.		Collection / Store Ref Out of stock items are ordered in or identified at another store and customer given ref. for collection.			
	Email			Email link Link to shortlist is emailed to customer for access later.	Email link Link to deal is emailed to customer for access later.		Collection / Store Ref Out of stock items are ordered in or identified at another store and customer given reference for collection.			
	Out of store	Desktop web		Simple search Search for TV structured the way people think about TVs in plain English.	Take shortlist to store Customers can take their shortlisted choice to find the products in store & get advice.	'Bespoke' deal Deal can be retrieved and bought online via PC.	Purchase online Deal can be retrieved and bought online via PC.	Link to store Those that buy online are still provided with reassurance of a place to return to if they have a problem.	Q&A Customers can ask questions about their purchases via the site (assist. by other cust. or staff online).	Targeted offers Customers are sent relevant offers.
		Call Centre						Buy over phone Option to complete the purchase over the phone.		

Types of journey maps

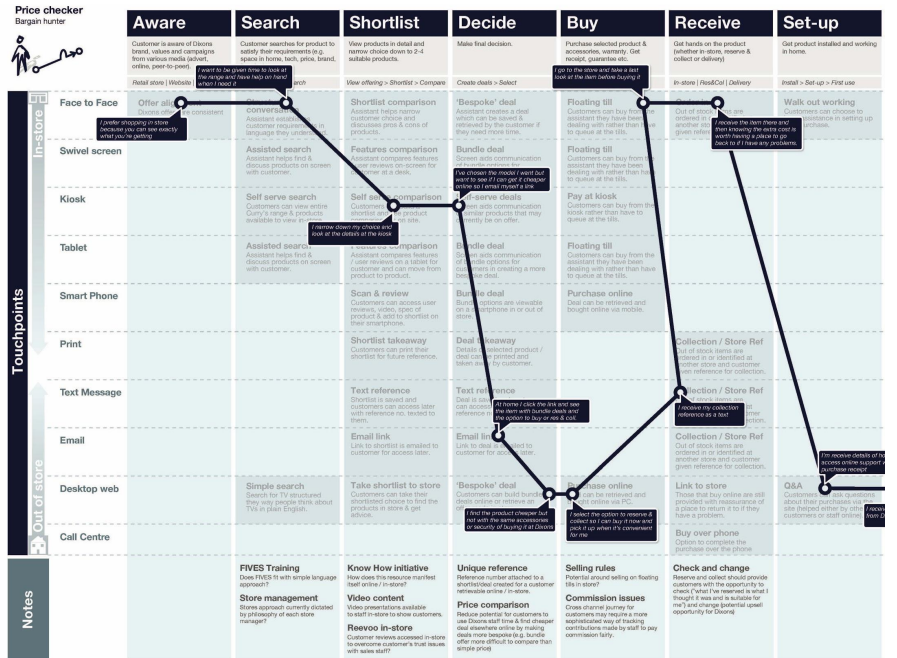
Service experience map	Scenario-agnostic and channel-agnostic. The generic end-to-end experience of the service through many touchpoints . Describes the <i>customer</i> relationship.	Defining the solution SD
User journey maps & Storyboards	Illustration of one specific user typology experiencing the end-to-end service or one phase of service through many touchpoints	Defining the solution SD/UX
User flows, User stories & storyboards	Channel-specific or Use-case scenario specific. The user flow of using one touchpoint .	Designing the solution UX/UI

Types of journey maps

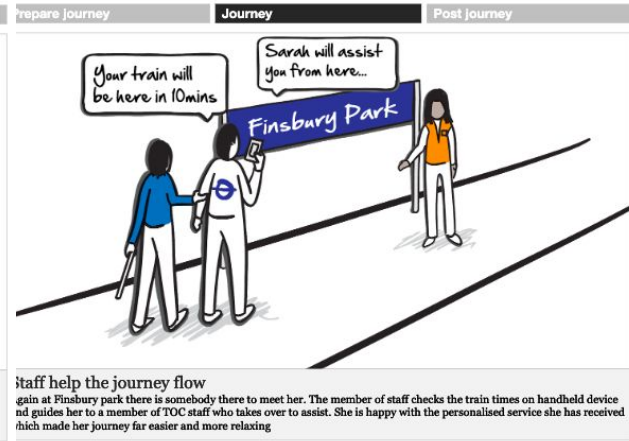
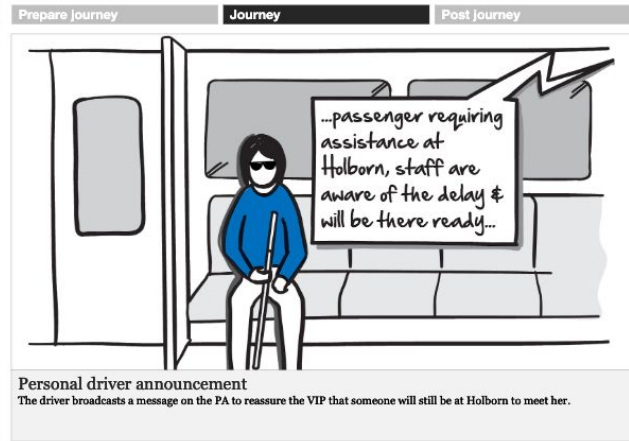
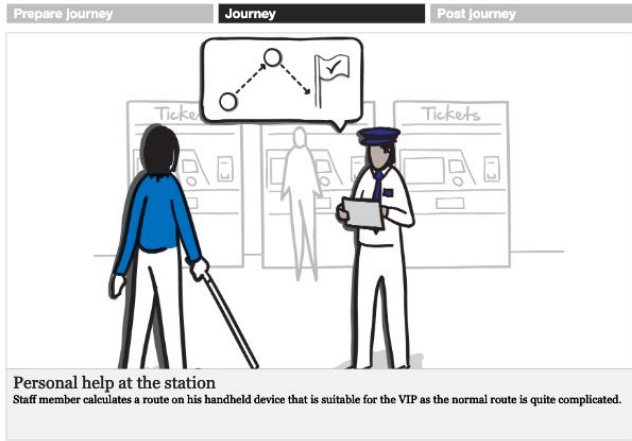
Service experience map



User journey (layer)



Types of journey maps



User journey (storyboard)

Images from Livework studio

Types of journey maps

9:05 a.m.
18 year old Katie takes a pregnancy test in the bathroom at work.



9:10 a.m.
Katie logs into the app and clicks 'HEALTH'



9:11 a.m.
Types in area of interest



9:12 a.m.
The GPS locator finds where she is and provides several options as well as bus routes and times.



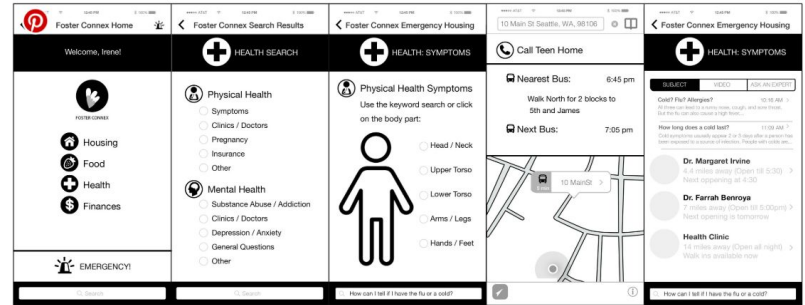
3:30 p.m.
Katie arrives at the clinic after her shift at MacDonald's ends.



Later
Katie has also been connected to a pregnant teens support group as well as a social worker via the app.



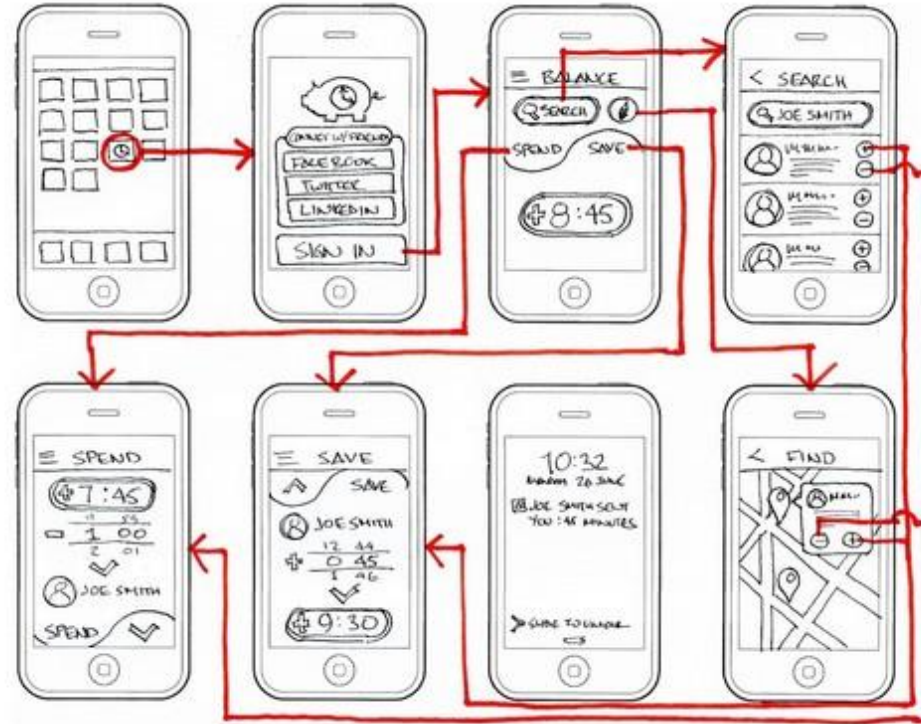
UX Fundamentals Class | Jan 29, 2015 | Stefanie Lorig



User stories

Images from: <http://www.steffanielorig.com/ux-design>

Types of journey maps



Type of journey steps

Types of journey steps (lenses)

The customer experience across all service offerings (the entire service organisation)

SD

Airline service experience



The user experience of one service moment – or service offering

UX

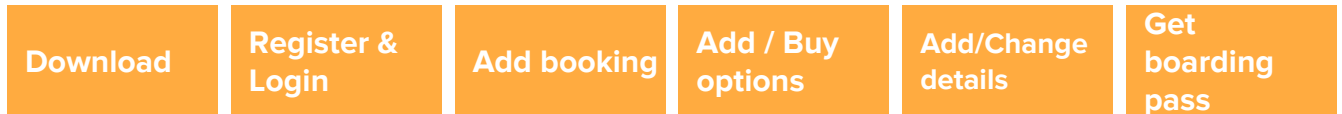
Check-in experience



The user interface steps of using one touchpoint

UI

Check-in experience via App



Types of journey steps (lenses)

- Journey steps or phases are the events or episodes that must happen for a service to create an outcome, e.g. Airport check in.
- Phases should be generic, not channel specific nor use case specific.
- Phases are service moments not processes. Phases are moments experienced by the customer. It takes into account that customers are not only following the process that the service provider suggests: they also make their own choices. E.g. ‘Wait’ vs ‘Check-in’
- Phases are cyclical and not necessarily linear. The purpose is to compress the end-to-end service experience into high-level stages – not user steps. Better 7 than 11 stages.