Lecture 10: Journey design & Design interventions

Wednesday 27.03

AALTO BA SERVICE DESIGN 2019

Nuria Solsona

What needs to be designed in a service?

What needs to be designed in a service?

Designing the right thing

Designing the thing right

What needs to be designed in a service?

Designing the right thing

Designing the thing right

Concept
'The service'

What needs to be designed in a service?
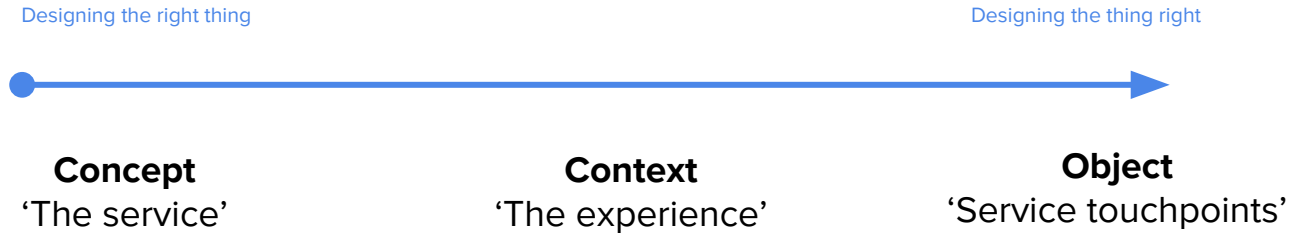
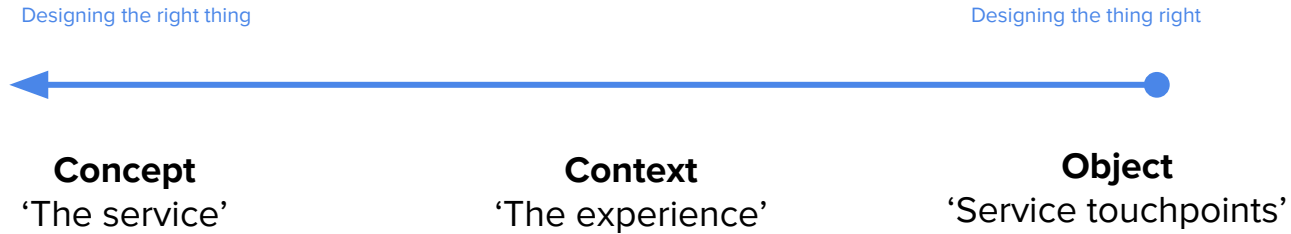Designing the right thing

Designing the thing right

Concept
'The service'

Context
'The experience'

What needs to be designed in a service?

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Object
'Service touchpoints'

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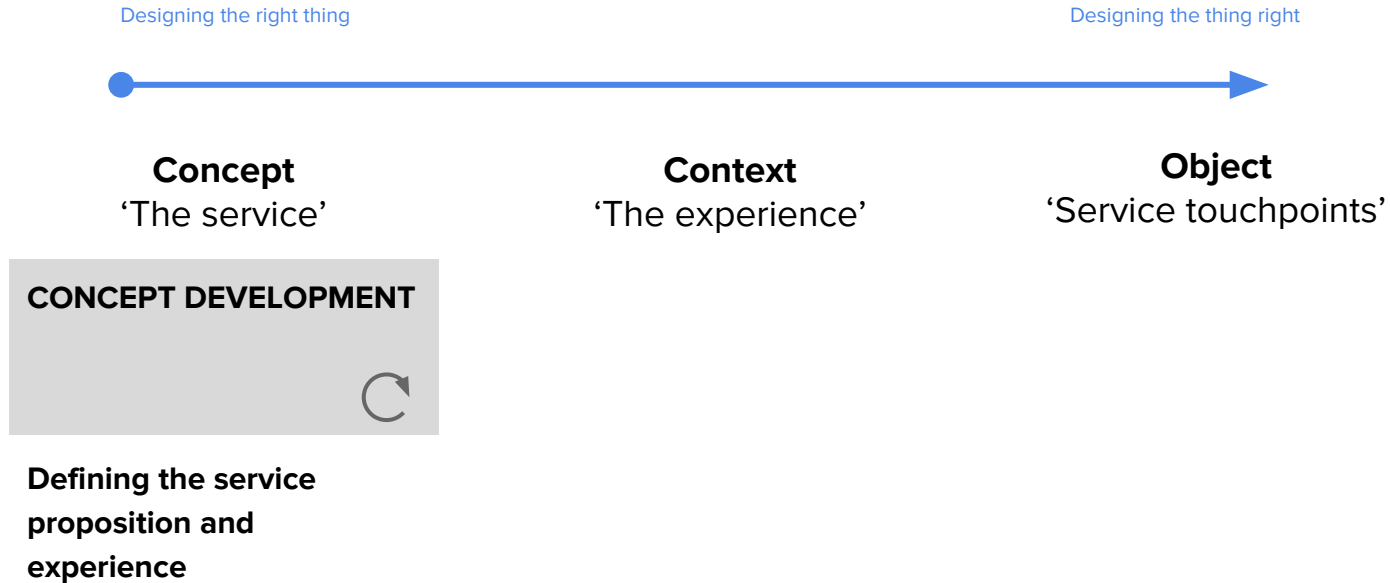'The experience'

Object
'Service touchpoints'

CONCEPT DEVELOPMENT

↻

Defining the service proposition and experience

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CONCEPT DEVELOPMENT

TESTING & PROTOTYPING

Defining the service proposition and experience

Testing the experience through a range of touchpoints or design interventions

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CONCEPT DEVELOPMENT

TESTING & PROTOTYPING

PRODUCT DEVELOPMENT

Defining the service proposition and experience

Testing the experience through a range of touchpoints or design interventions

Designing specific interactions and interfaces

Designing the context, process

1. Describe the end-to-end experience of the new service proposition	2. Imagine different contexts of use based on different behaviours	3. Define the key touch points needed in the experience	4. Prototype the experience to decide what needs to be designed

We create the service map as the vision of our future service. **The experience who aim to create of the whole service. 'The master design plan'**

By imagining the different situations in which the service is valuable we are able to identify the most relevant **interventions that need to be designed.**

Locate the touchpoints in the service experience, prototype to validate what are the most valuable interactions that
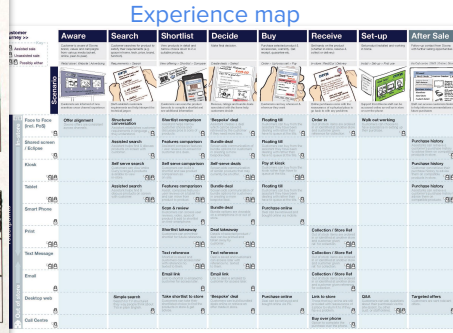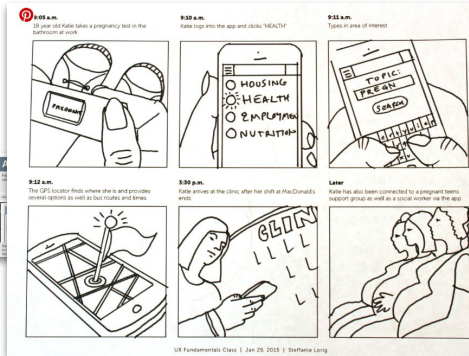
Testing a range of interactions across the experience in a real environment will inform about what are the most valuable interactions that need to be designed

Designing the context, tools & techniques

Use case, storyboard & Touchpoints

Experience map

Touchpoints prototypes

Experience map

1. Describe the end-to-end experience of the new service proposition

2. Imagine different contexts of use based on different behaviours

3. Define the key touch points needed in the experience

4. Prototype the experience to decide what needs to be designed

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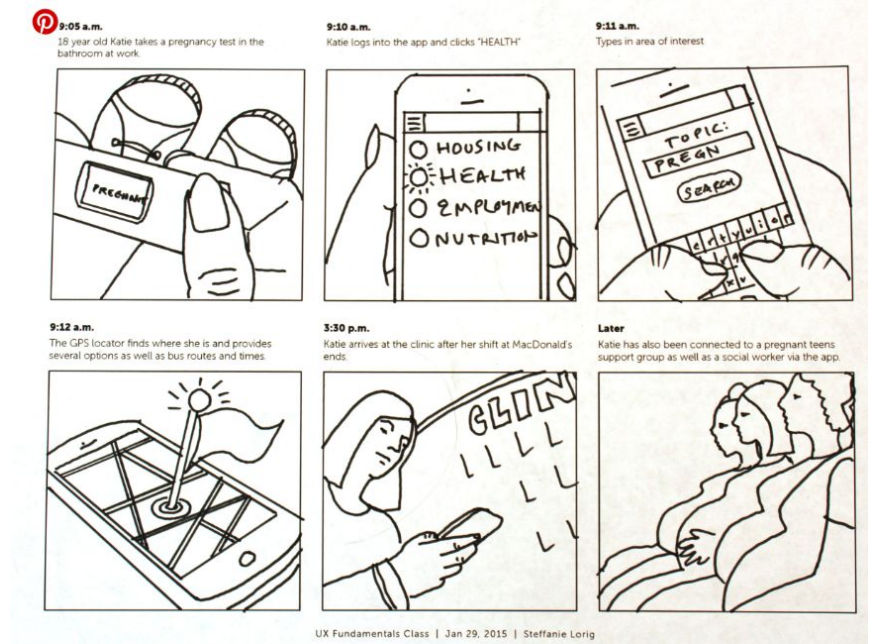
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Use case scenarios
User journeys & Storyboarding

Use case scenarios

- Use case scenarios describe individual users in individual usage situations, and are not meant to describe the whole functionality of a system.

- The purpose of scenarios is to show the value in context, for specific user groups and situations.

- Concepts describe the problem to solve whereas use cases help to define the solution to address that problem.

- Good scenarios illustrate different types of user behaviour, and the different outcomes that the service creates for them. How does the service solve their JBTD?

User journey (storyboard)

Images from Livework studio

Storyboard

Storyboard a use case scenario

BEGINNING (2 scenes)
Describes the entry point, what triggers this person to start this journey? What is the problem in their life they are trying to solve?

MIDDLE (2 Scenes)
The usage situation, how this person interacts with the service

INCIDENT (1 Scene)
Something unexpected happens! How does the service responds to that?

END (1 Scene)
The result of the service in user's life. What have they accomplished as a result of using this servcie?

BEGINING...

MIDDLE...

(INCIDENT)

END.

2019 AALTO BA SD Storyboard

Assignments

	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**

Service Experience map

Experience map: Complete part 2

Map tochpoints to the service experience map

Select your key touchpoints (from sketching exercise)

Add the selected touchpoints names organised by channels.

NOTE: You can also organise them by user type and colour code touchpoints

SERVICE EXPERIENCE MAP

| PHASES | | | | | | |

| EXPERIENCE | | | | | | |

TOUCHPOINTS						
Face to face	Face to face	Face to face	Face to face	Face to face	Face to face
Email	Email	Email	Email	Email	Email
Digital	Digital	Digital	Digital	Digital	Digital
Web	Web	Web	Web	Web	Web
Space	Space	Space	Space	Space	Space

2019 AALTO BA SD Service experience map   ☐ Typology ------------   ☐ Typology ------------   ☐ Typology ------------   ☐ Typology ------------
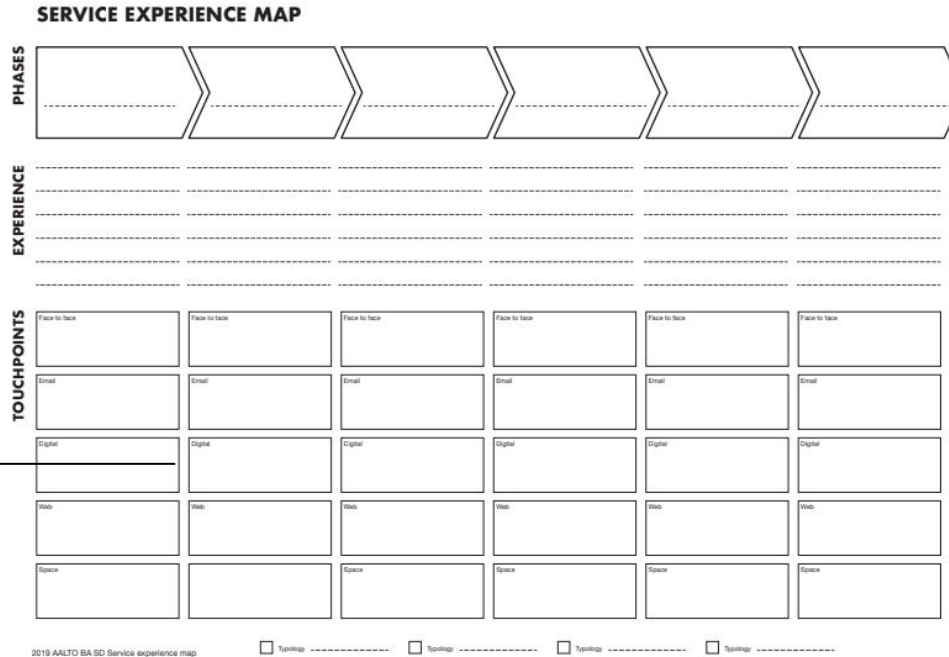
Prototype plan

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

In traditional design...
1. We prototype when we know enough
2. We test solutions

When prototyping services...
1. We prototype to find out what we don't know
2. We test the experience to decide what needs to be designed

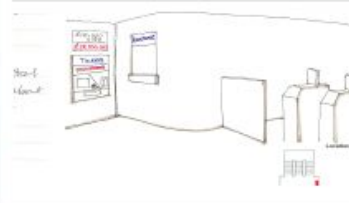| Types of testing	Concept validation	Experience prototyping	Usability testing
Design phase	Defining the problem	Defining the solution	Designing the solution
Purpose	Early validation of propositions with key stakeholders	Test interactions and key experience moments	Evaluate interfaces and performance of specific user tasks
Focus on	Do people want it?	Do people want it like this?	Can people use it?
Design materials & techniques	Low fidelity E.g. Early sketches	Low-med fidelity E.g. Paper prototypes	High fidelity E.g. User interface

2a.1 Customer arrives at gateline	2a.2 Receives error notification	2a.3 Seeks assistance	2a.4 Situation resolved	2a.5 Customer continues journey
Scenario				
Passenger approaches the gateline and inserts ticket / taps card.	Passenger notified that ticket is not valid.	Passenger is offered assistance.	Additional payment is made.	Passenger is free to continue their journey.

Prototypes

Future Gateline & Oyster tech Visual of future technology - to be provided by Elmarie. Ref no.	**Gateline screen notification** Improved level of detail (what problem is). Indication of where to go for help. Audible alert to attract attention of staff. Ref no. 2a.2.01	**Assistance area** Designated area on paid side of barriers for passengers who require assistance to wait for help. Ref no. 2a.3.01	**Escorted to unpaid side** Customer is taken to the unpaid side of the gateline to pay excess/ resolve ticket journey issue. Ref no. 2a.4.01	**Info about auto top-up** Where relevant customers are provided information about auto top-up as a way to avoid negative Oyster Card balance. Ref no. 2a.5.01
Customer Types:	**Handheld device gateline control** Staff able to open gateline via handheld device control screen. Ref no. 2a.2.02		**Paid side POM** Available for Oyster Card top-ups / excess fair payments. Ref no. 2a.4.02	
Customer A. Turns up at the gateline with a national rail ticket saying they have arrived from Brighton and only have a paper ticket.				
Customer B. Has run out of PAYG money and can't get through the gateline they are in negative balance.			**Hand-held payment terminal** Hand-held terminal for Oyster Card top-ups / excess fair payments (payment via card / mobile NFC). Ref no. 2a.4.03	
Customer C. Has a season ticket for national rail but it doesn't include the tube.				
Scenario Variations:				
Version 1. Passenger on paid side.				
Version 2. Passenger on unpaid side.				

Example of prototype plan from London Underground

Images by Liveworkstudio

Examples of testing lab from London Underground
Images by Liveworkstudio

**Experience phase
Or journey phase of
Your service**

PHASES or JOURNEY STEP

**Sketch sheet
touchpoint**

TOUCHPOINT NAME:

**Research questions.
Known unknowns,
what do you aim to
learn from testing
this touchpoint with
users?**

WHAT DO YOU NEED TO LEARN? QUESTIONS YOU HAVE ABOUT THE EXPERIENCE

WHAT NEEDS TO BE DESIGNED FOR THE TESTING LAB?

PROTOTYPE SKETCH IN THE TESTING LAB SCENARIO

**Drawing of
your prototype
in the testing
lab**

DESIGN ASSETS: PROTOTYPE, SPACE, FEEDACK...

**Plan for your
Testing lab day.
Everything you
need to have**