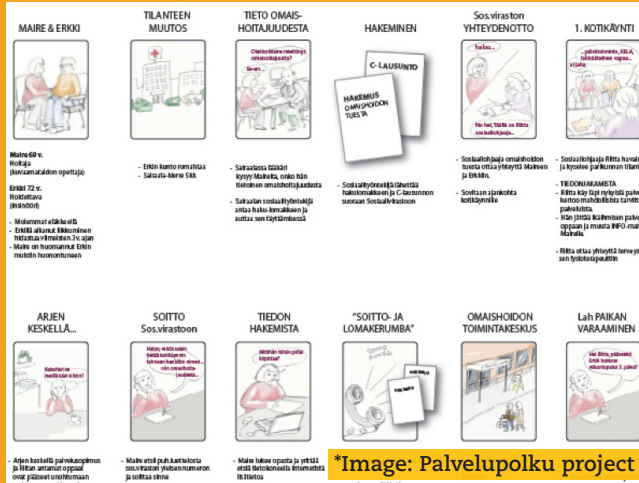


Customer Journey



*Image: Palvelupolku project

Visualizes a service journey from customer's point of view, including customers' interactions with various touchpoints through several paths and their emotions

- Helps to understand sequential actions of customers through the service path and their emotions
- Can be used as a discussion tool to improve the service

Design Probes



*Image: Palvelupolku project

A package consisting of various open-ended tasks and documentation tools, e.g. disposable camera, diary, workbook, visual mapping exercise, collage, postcard etc.

- Users receive the probe package and document their experiences, opinions and ideas to various tasks in their own environment.
- Designers can have an access to users' personal experiences through their language and perspective.

Design Game



*Image: Palvelupolku project

Co-design activities built on the game structure and rules for providing a make-believe setting and a playful atmosphere

- Helps out-of-box thinking, negotiation and decision-making for participants from different backgrounds
- Understanding different perspectives from the participants in a playful and tangible way
- A design game workshop can combine various techniques, e.g. role-playing or participatory 3D modeling.

Personas



*Image: VisciTools project

Portrayals of user characteristics

- Visual images with textual descriptions about a profile, situations, behaviors, needs, frustrations and values of users
- Can be used for understanding experiences and characteristics of a user group
- Can be used in co-design workshops to introduce users' perspectives

Process Simulation

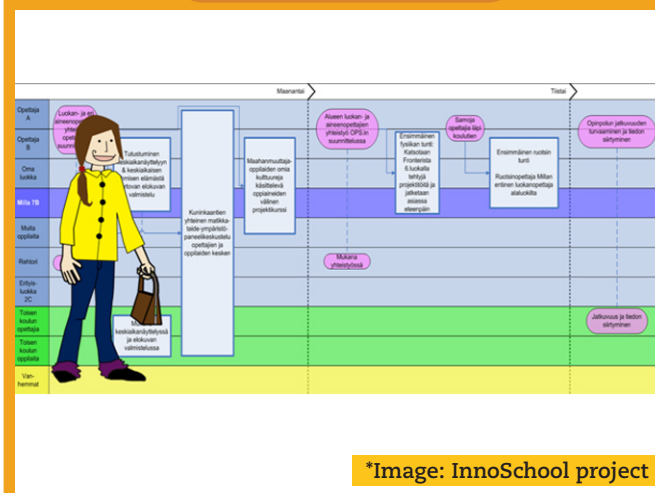


*Image: SimLab Process Simulation. InnoSchool project

A simulation workshop where participants discuss about the visual process models and create new ideas

- The visual process models are created based on stakeholder interviews beforehand

Future Recall



*Image: InnoSchool project

Participants create a common vision of an ideal future through discussion and formulate the future story; then they recall the steps that are taken on the way to that future.

- Helps to set a mutual vision of desired future and to identify concrete steps to reach it.

Acting and Drama



*Image: Spice project

Role-playing as users and service providers in service scenes

- Helps to understand how users experience the service through bodily and social actions
- Helps to identify problems of the future service; Can be used to test new services before launching

Scenarios



*Image: Active@work Konkari project

Scenarios illustrates a future service concept by visualizing scenes, paths, interactions and customers' experiences through cartoon-like stories or videos.

- Can be built on interviews and observations.
- In co-design sessions, scenarios can help participants describe their visions of the future and build a future service concept together.

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Service Blueprinting

Physical evidence&outputs	Concrete outputs of the service for a customer
Customer: preparatory actions	
Customer: face-to-face actions	
Employee: front-office actions	
Employee: back-office actions	
Development needs in the service process	

Steps in the service delivery process

Visually clarifies the path of the customer in line with the internal process of the service provider

- Enables service process simulation and testing
- When tested with customers, can reveal weaknesses of teh current service processes

Storytelling/Narratives



Engaging participants to share their experiences through stories

- Stories enable an empathic approach and imagination.
- Stories are easy to remember and share

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