

"Service Design is a profession where the Service Designer sees an entire service, channel independent, from the end customers point of view. This is done to find areas where the service needs to be improved, even in areas where the customer is not directly interacting with the service. This is done through qualitative data collection directly from the end customers [users] to identify the problems causing dissatisfaction, and then developing concept solutions together with the end customers through an iterative design process. Service Designers don't ask the end customers [users] what they want, they **find the true needs** of the end customer [user] and operate based on those needs. This way, Service Design doesn't just treat a symptom of a problem, but creates recommendations **for how to cure the actual problem.**"

– @ERIKWESTERDAHL

SERVICE DESIGN

THE DESIGN PROCESS

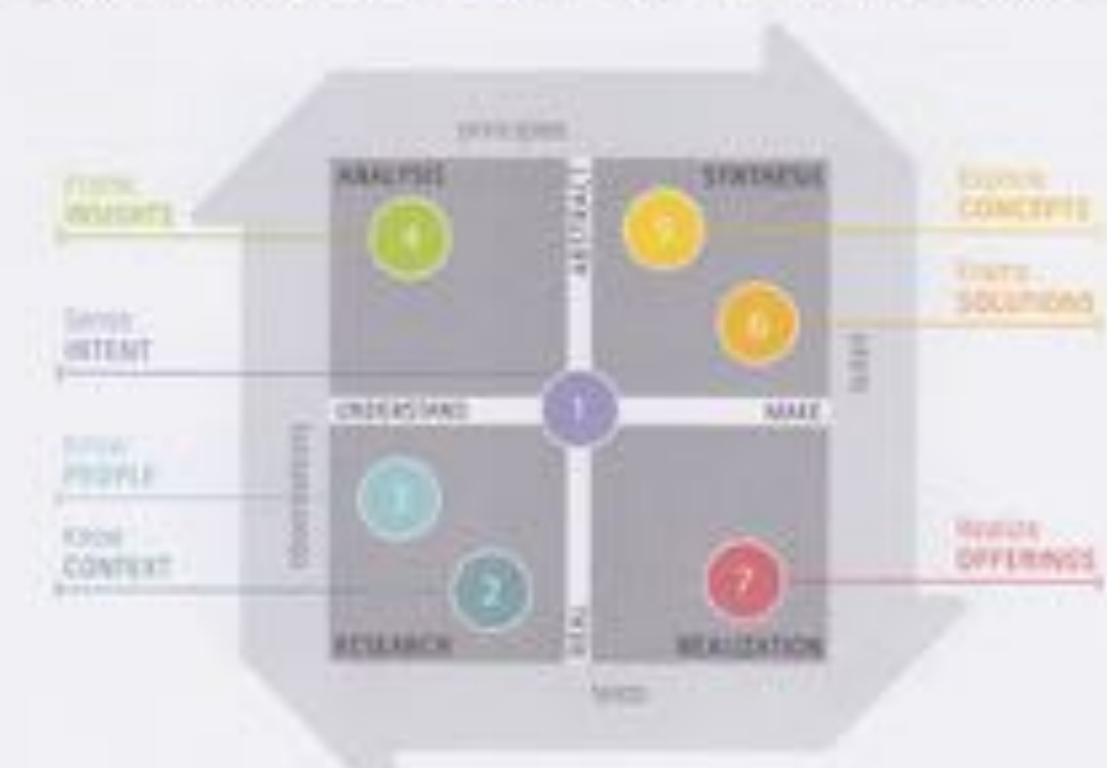
EVERY DESIGNER HAS A SLIGHTLY
DIFFERENT APPROACH & DIFFERENT
DESIGN SPECIALISMS ALSO HAVE
THEIR OWN WAYS OF WORKING

THERE ARE MANY APPROACHES, BUT THERE ARE COMMONALITIES...

Designers worked out for many years of studying cases of innovative projects and successfully applying the four core principles discussed earlier—building innovations around experiences, thinking in systems, cultivating an innovation culture, and adopting a disciplined process.

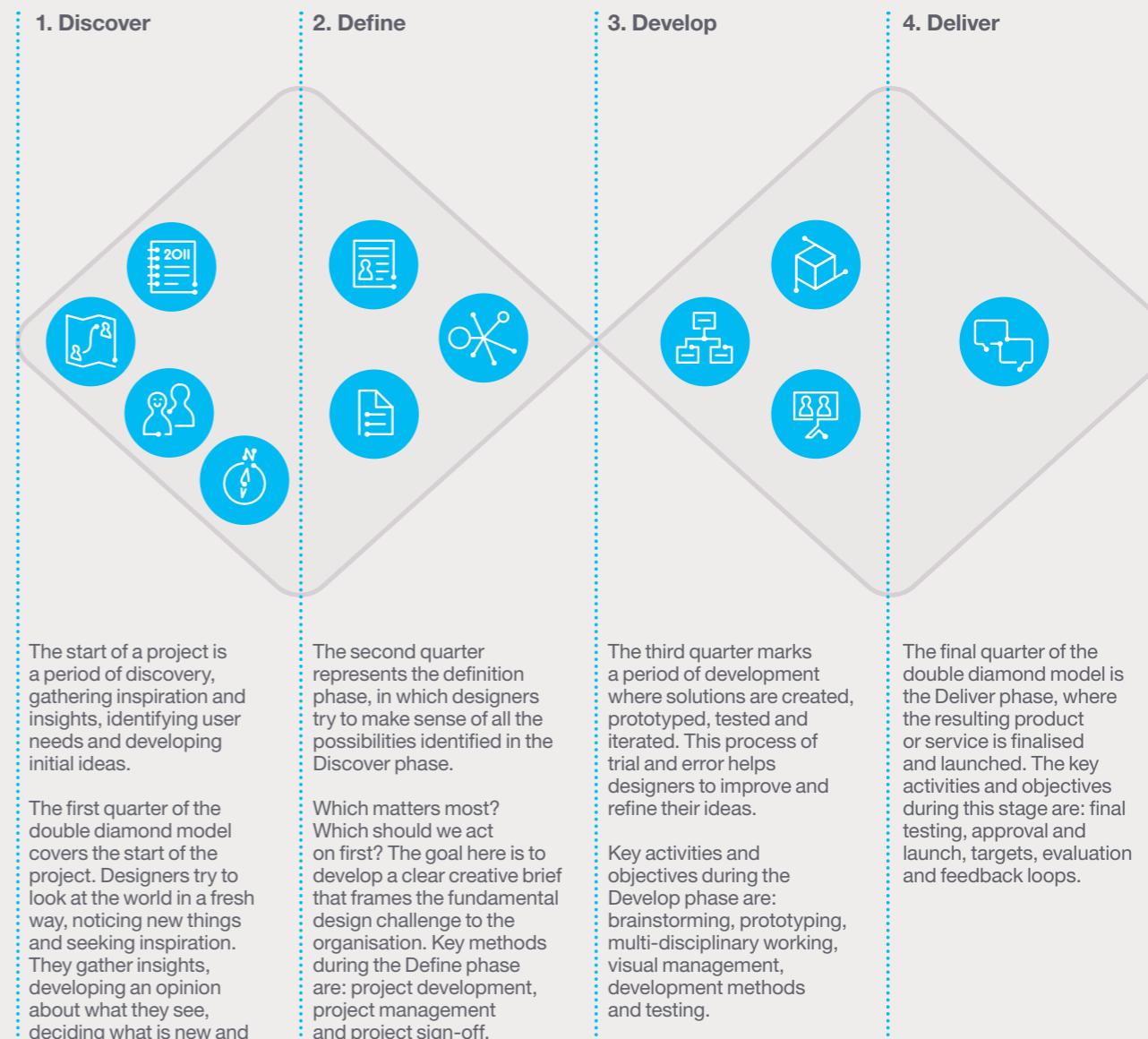
The Design innovation Process

The design innovation process starts with the need to observe and learn from the tangible factors from real-world situations. Then we try to get a full understanding of the real world by creating abstractions and



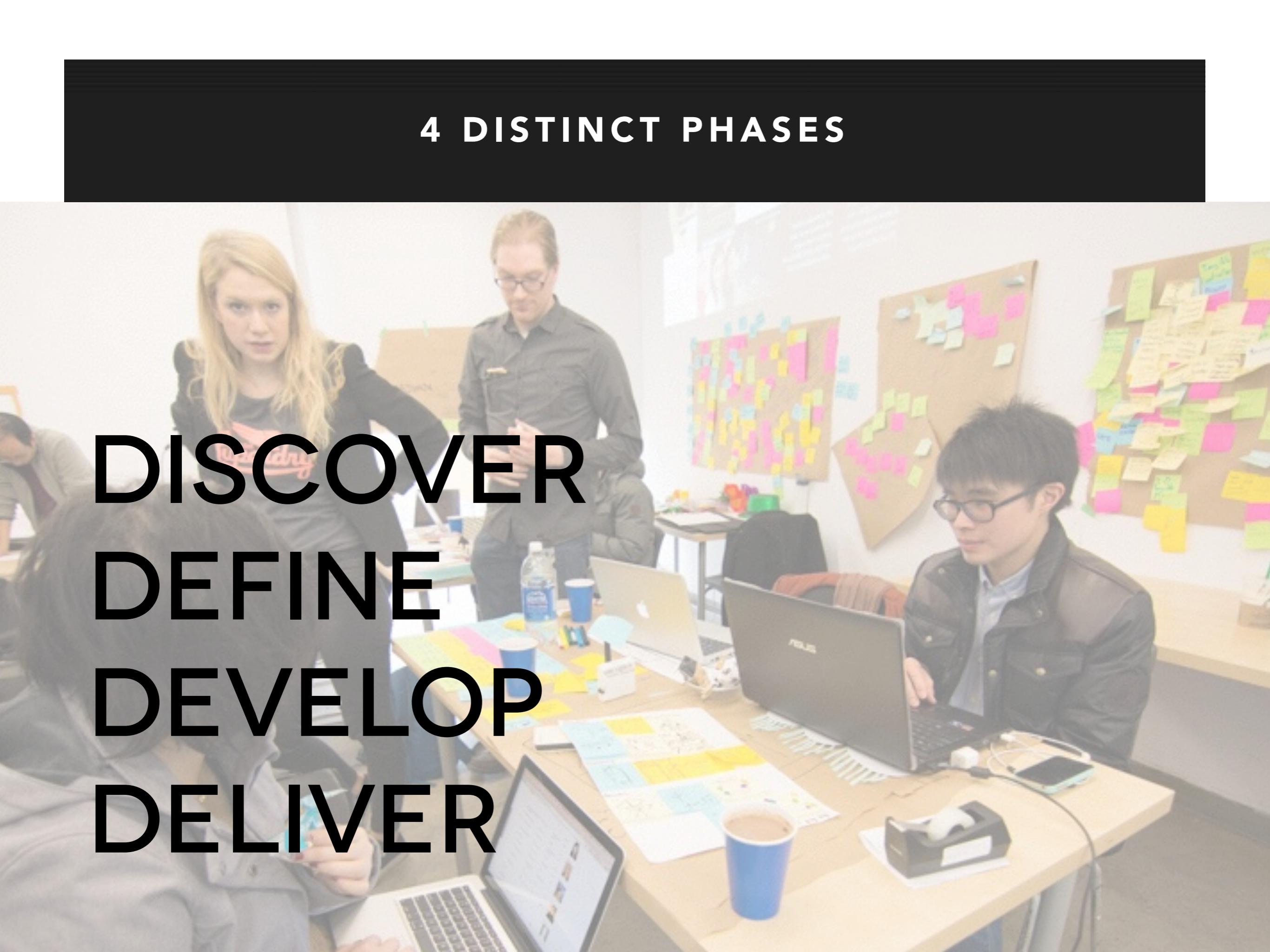
then to 'Analyze'—making the world more abstract. The lower-left quadrant represents 'Research,' about knowing people. The lower-right quadrant stands for 'Analysis,' since this is where we process the information about reality in abstract terms and try to come up with good mental models to drive innovation. The top-right quadrant is about 'Synthesis,' during which the abstract models developed during analysis are taken as a base for generating new concepts. And finally, the lower-right quadrant defines the 'implementation' of our concepts into implementable offerings. All these four quadrants—

The double diamond in more detail



4 DISTINCT PHASES

DISCOVER
DEFINE
DEVELOP
DELIVER



HOW DO THE 4 PHASES FIT IN?

THE DESIGN PROCESS



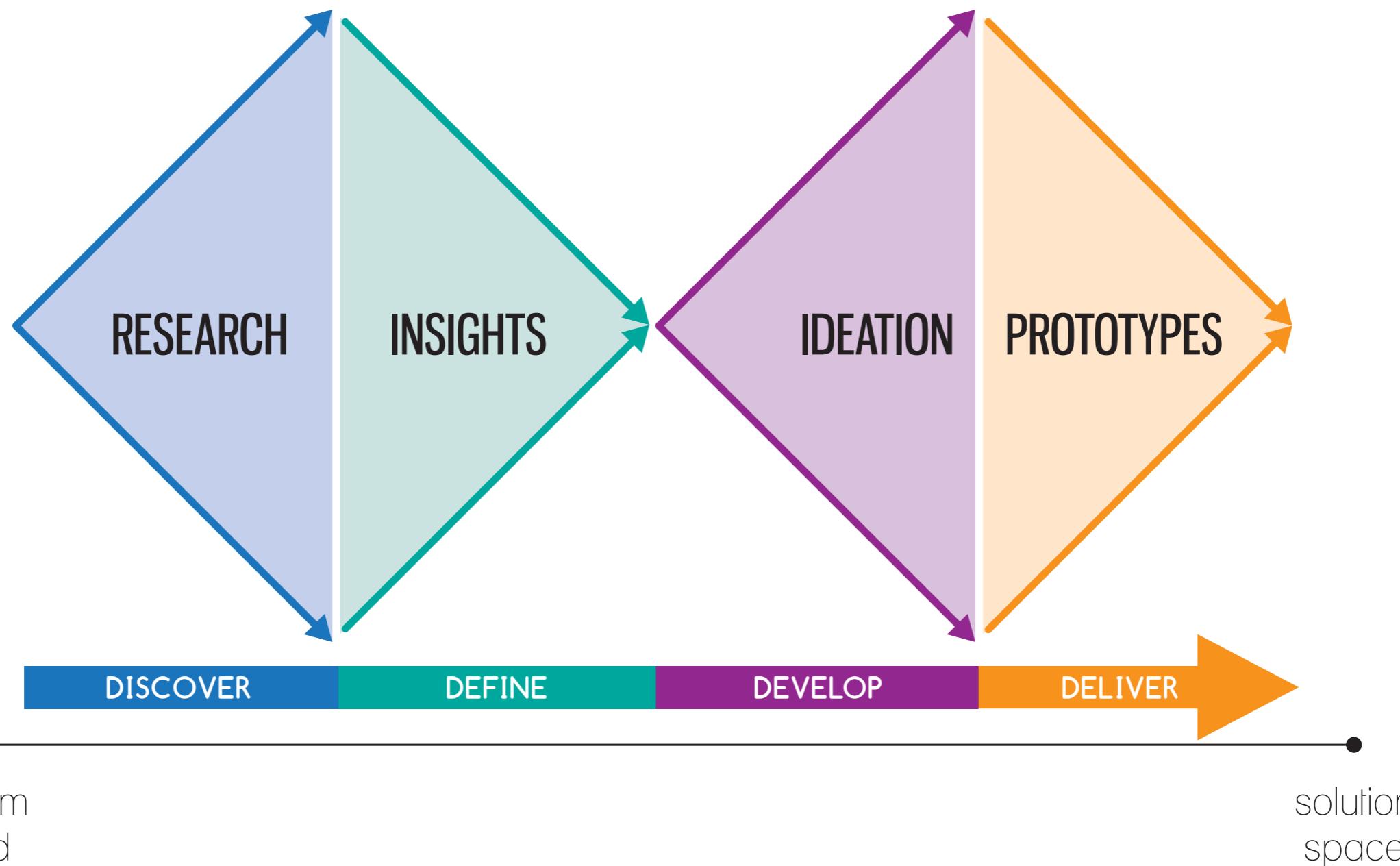
problem
stated

solution
space

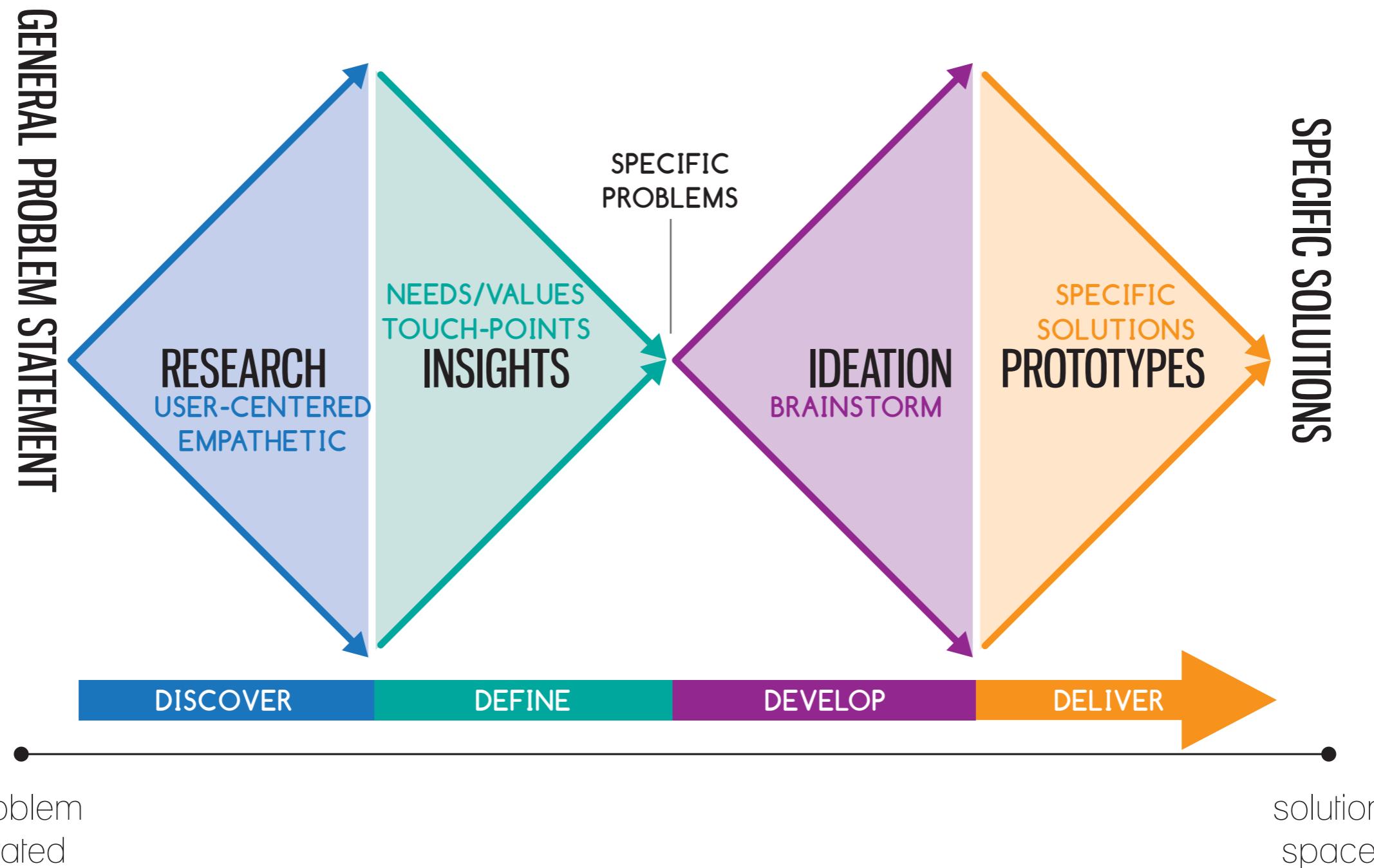
DESIGN PROCESS

THE DOUBLE DIAMOND

DOUBLE DIAMOND - SERVICE DESIGN PROCESS



DOUBLE DIAMOND - SERVICE DESIGN PROCESS



DISCOVER

A PERIOD OF DISCOVERY, GATHERING INSPIRATION AND INSIGHTS, IDENTIFYING USER NEEDS AND DEVELOPING INITIAL IDEAS.

USER SHADOWING



CONTEXTUAL INTERVIEWS



DISCOVER: KEY OBJECTIVES

- Identify the problem, opportunity or needs to be addressed through design
- Define the solution space
- Build a rich knowledge resource with inspiration and insights.

DISCOVER: KEY TOOLS/METHODS

STAKEHOLDER MAPS

CUSTOMER JOURNEY CANVAS (TOUCH POINTS)

USER SHADOWING

CONTEXTUAL IMMERSION

SERVICE SAFARI

CONTEXTUAL EXPERT & USER INTERVIEWS

FIVE HUMAN FACTORS

USER DIARIES/CULTURAL PROBES

THE FIVE WHYS

CULTURAL PROBES

REMOTE ETHNOGRAPHY

ANALOGOUS MODELS

COMPETITORS-COMPLEMENTORS MAP

DEFINE

MAKE SENSE OF ALL
THE POSSIBILITIES
IDENTIFIED IN THE
DISCOVER PHASE



DEFINE: KEY OBJECTIVES

- Analyse the outputs of the Discover phase
- Synthesise the findings into a reduced number of opportunities
- Define a clear brief for sign off by all stakeholders.

THE JOINING OF INFORMATION
PRIORTIZES THE HOLISTIC, **REAL STORY**.

THE RESULTS HIGHLIGHTS AREAS OF
IMPACT FOR ALL USERS, BUSINESS OR
CUSTOMERS.

DEFINE: KEY TOOLS/METHODS

INSIGHTS SORTING

INSIGHTS CLUSTERING

USER RESPONSE ANALYSIS

ERAF SYSTEMS DIAGRAM

VENN DIAGRAMMING

TREE DIAGRAMMING

ACTIVITY NETWORK

USER GROUPS DEFINITION

COMPELLING EXPERIENCE MAP

USER JOURNEY MAP

SUMMARY FRAMEWORK

DESIGN PRINCIPLE GENERATION

STORYBOARD

DEVELOP

SOLUTIONS ARE
CREATED, PROTOTYPED,
TESTED AND ITERATED.

THIS PROCESS OF TRIAL AND ERROR HELPS DESIGNERS TO IMPROVE AND REFINE THEIR IDEAS.



PAPER PROTOTYPE



DEVELOP: KEY OBJECTIVES

- Develop the initial brief into a product or service for implementation
- Design service components in detail and as part of a holistic experience. Alignment across all channels
- Iteratively test concepts with all user groups.

“It turns out that whilst design agencies are very good at providing advice on how to re-invent the customer journey, they are not so good at actually implementing the customer journey. Worse, the re-invented customer journey may not actually be implementable at all if the service providers internal operations cannot cope with the change.”

excerpt from: fivewhys.wordpress.com

IMPORTANT CONSIDERATIONS:

TOUCHPOINT ALIGNMENT

CROSS CHANNEL ALIGNMENT

IMPLEMENTABLE SOLUTIONS

DEVELOP: KEY TOOLS/METHODS

EXPLORE CONCEPTS:

PRINCIPLES TO OPPORTUNITIES

OPPORTUNITY MIND MAP

VALUE HYPOTHESIS

PERSONA DEFINITION

IDEATION/BRAINSTORM

CONCEPT METAPHORS & ANALOGIES

ROLE-PLAY/ACTING

CONCEPT DELIVERABLES:

PROTOTYPES (PHYSICAL AND MAPPING), SKETCHES,

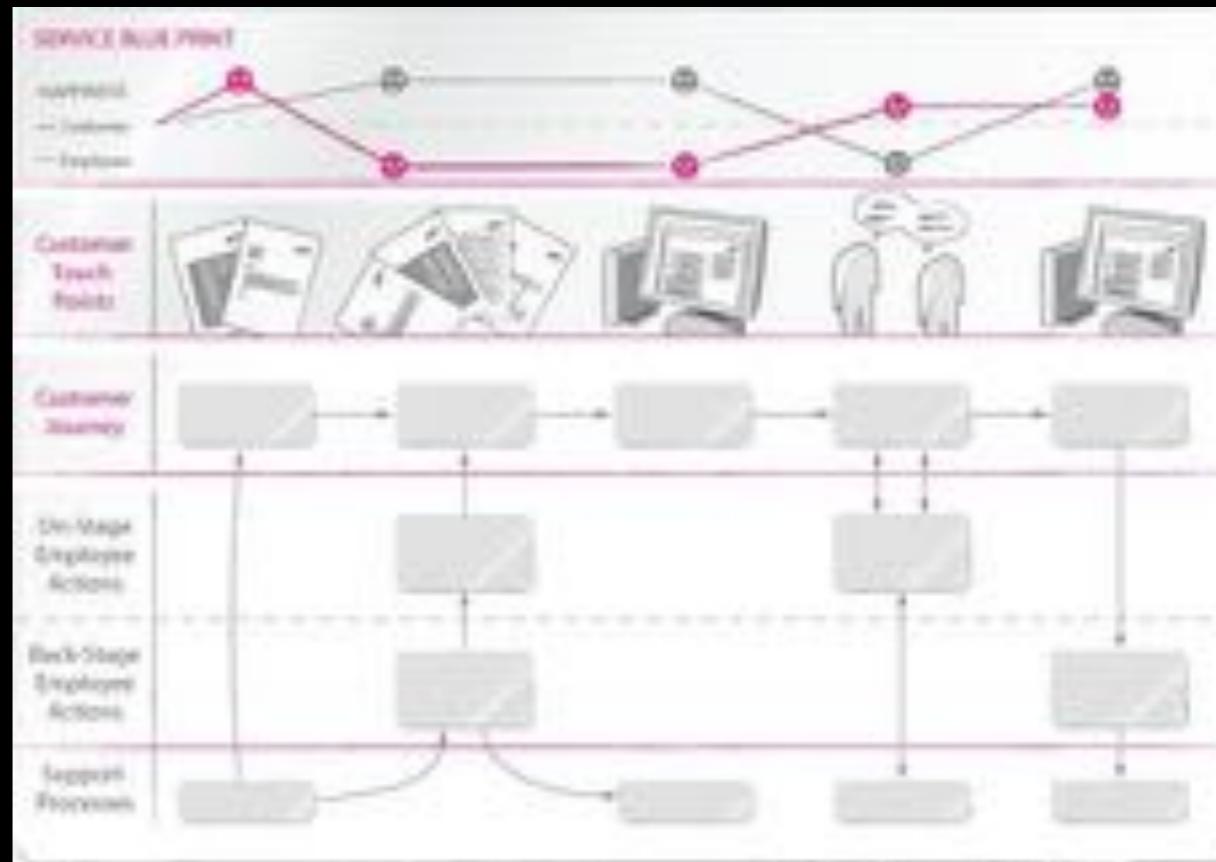
SCENARIOS, SORTING, CLUSTERING, CATALOGUE,

DELIVER

FINAL TESTING, RECOMMENDATIONS, AND APPROVALS.

IMPLEMENT LAUNCH,
TARGETS, EVALUATION
AND FEEDBACK LOOPS.

DIAGRAMMING



SCENARIOS



DELIVER: KEY OBJECTIVES

- Taking product or service to launch
- Ensure customer feedback mechanisms are in place
- Share lessons from development process back into the organisation.

DELIVER: KEY TOOLS/METHODS

FRAME SOLUTIONS

MORPHOLOGICAL SYNTHESIS

CONCEPT EVALUATION

CONCEPT LINKING MAP

FORESIGHT SCENARIO

SOLUTION DELIVERABLES:

DIAGRAMMING

(SERVICE BLUEPRINT, BUSINESS MODEL CANVAS,

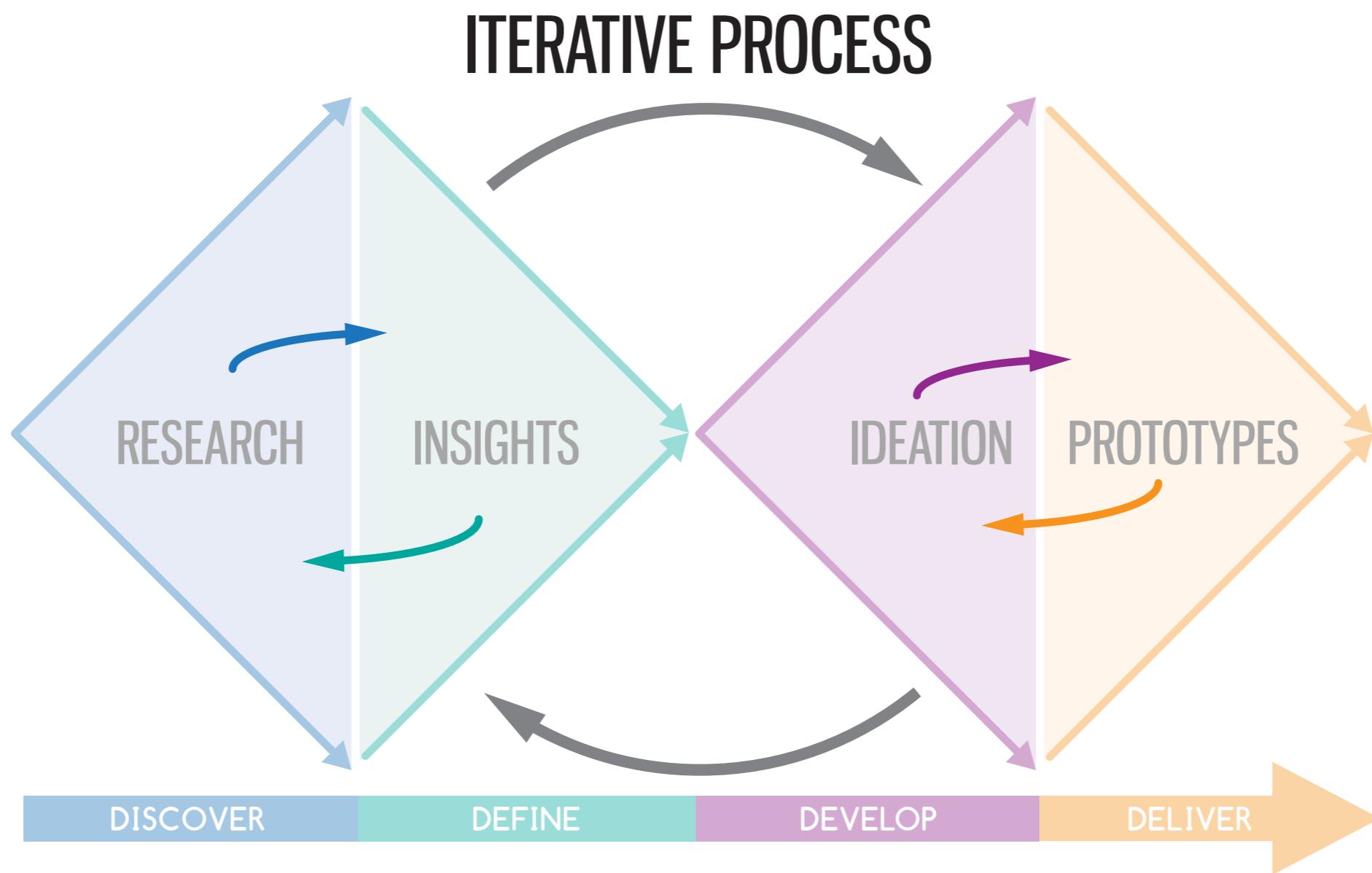
ALIGNMENT MAPPING)

STORYBOARD, ENACTMENT, PROTOTYPE, EVALUATION,

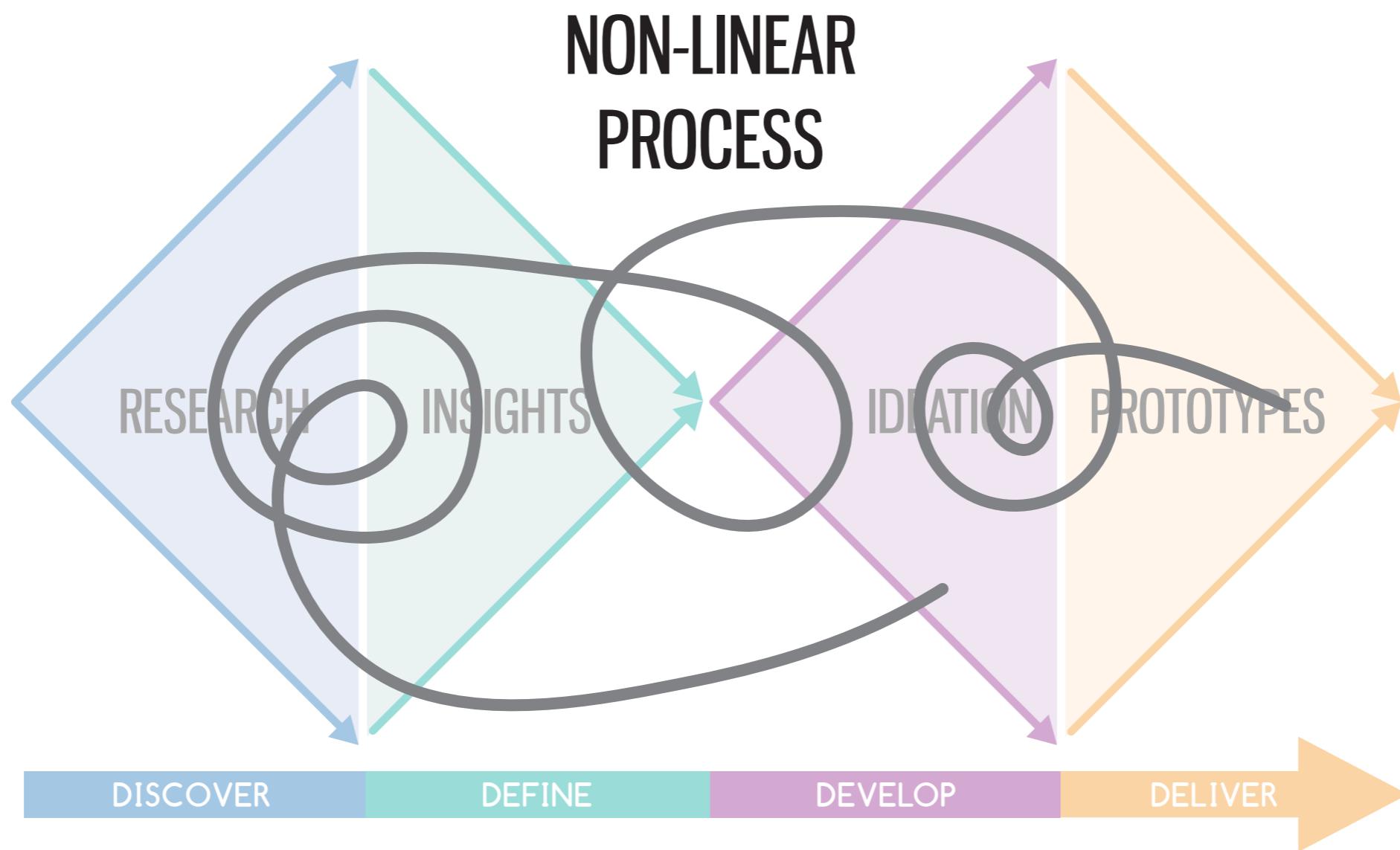
ROADMAP, DATABASE, WORKSHOP

THE PROCESS IS
ITERATIVE & ORGANIC

THE DESIGN PROCESS IS AN...



THE DESIGN PROCESS IS ALSO A...



CHANGE IS INEVITABLE,
SERVICES NEED TO ADAPT
STRATEGICALLY.

"The significant problems we face cannot be solved at the same level of thinking we were at when we created them."

- ALBERT EINSTEIN

A DESIGN JAM PROCESS ILLUSTRATES THE
NON-LINEAR NATURE DUE TO A FEW
CONSTRAINTS.

LET'S WATCH IT IN ACTION.



MATERIAL REFERENCES:

101 DESIGN METHODS

BOOK BY: VIJAY KUMAR

DESIGN METHODS FOR DEVELOPING SERVICES

HAND GUIDE BY: KEEPING CONNECTED - INNOVATEUK.ORG

THE DOUBLE DIAMOND DESIGN PROCESS DIAGRAM

BY: SERVICE DESIGN VANCOUVER

GLOBAL SERVICE JAM

GLOBALSERVICEJAM.ORG

VANCOUVER GSJAM 2015

THANK YOU. SEE YOU NEXT TIME!

Service Design Vancouver Meetup

The Proces Of (Service) Design: An Overview

Facebook Page - Share, Discuss, Peer Q&A

[Http://Www.Facebook.Com/Innov8Collective](http://www.facebook.com/Innov8Collective)

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