Interaction Design

Chapter 10 (June 27, 2012, 9am-12pm):
Service Design
Service Design

• What is a Service?
  • Characteristics of a Service
  • Elements of Service Design
  • Core Values of Service Design
  • Prototyping Service Design
  • Service Blueprints
“Someone calling themselves a customer says they want something called service.”
You are what you use...not what you own

Slogan From Live/Work
Front Stage
Back Stage
Phone Service

http://3.bp.blogspot.com/_Tjn2n1CMss0/TTsJZ_GCTII/AAAAAAAAFXI/QvUK4TfntBY/s400/telephone_operators_springfield_il_.jpg
People, Places, Products...
Processes...
Takeshi Natsuno

- works for NTT Docomo Japan
- developed the iMode Service
- drove the service to 32 million subscribers within 5 years

http://www.designinginteractions.com/interviews/LarryTesler

source: [3]
Traveling with an Airline
1998

go to travel agent

receive tickets by mail

go to the check in desk

receive boarding pass

check in bags

board plane

Today

go to airlines website

receive mobile boarding pass

drop bags at self check in

board plane
Service Design in a Nutshell

One (over-) view form a company called LiveIWork...
IF A COMMUNITY SHARES A CAR
IN A PARTICULAR LOCATION
THEN WHAT ACCESS MECHANISM
DO THEY USE TO GET INTO THE CAR?

- BY CAR
- COMMUNITY
- WHO?
- HOW?
- WHEN? - NOW
- WHERE?
- WHAT?
- IN CAR
- ACCESS
- SHARED LOCATION
Service Design

ensures that all the touchpoints work brilliantly...

source: http://www.livework.co.uk/
Service Design

ensures that the touchpoints work together to create wonderful experiences

source: http://www.livework.co.uk/
Service Design

involves people that use and provide the service

source: http://www.livework.co.uk/
Service Design

tests a new service with users to make sure all works

source: http://www.livework.co.uk/
Service Design

ensures that all parts work together throughout the **customer journey**

source: [http://www.livework.co.uk/](http://www.livework.co.uk/)
Service Example: Streetcar
Service Example: EasyJet
What is a service?

-a chain of activities that form a process and have value for the end user (customer journey)

-services affect our daily qualify of life (user experience)

-service design is somehow similar to systems design (Chapter 2) (service blueprints)

-service design focuses on the entire system of use (via touchpoints)

source: [5]
Service Design

- What is a Service?
- Characteristics of a Service
  - Elements of Service Design
  - Core Values of Service Design
  - Prototyping Service Design
  - Service Blueprints
1. Intangible

Although services are often populated with objects, the service itself is ephemeral, customers can´t see or touch the service itself-only the physical embodiments

source: [5]
2. Provider ownership

Customers who use a service may come away from it with an owned object such as a cup of coffee or used car, but they don´t own the service itself.

source: [5]
3. Co-created

Services aren´t made by the service provider alone; they require the involvement and engagement of the customers as well.

source: [5]
4. Flexible

Each new situation or customer requires that the service adapt to it

source: [5]
5. Time Based

Services take time to perform, and that time cannot be recovered if lost.

source: [5]
6. Active

Services a created by human labor and are thus difficult to scale.

source: [5]
7. Fluctuating demand.

Most services vary by time of the day, season, and cultural mood.

source: [5]
Service Design

• What is a Service?
• Characteristics of a Service

• Elements of Service Design
• Core Values of Service Design
• Prototyping Service Design
• Service Blueprints
Elements of Service Design:

Service design focuses on multiple “touchpoints” and the users interactions with these touch-points over time.

These touchpoints are typically places, products, processes and people.

source: http://www.livework.co.uk/
Touchpoints

some examples (but not limited):

- physical locations
- specific parts of locations
- signage
- objects
- web sites
- mailing
- spoken communication
- printed communications
- applications
- machinery
- customer service
- partners

.....

.....

source: [5]
Touchpoints

**Touchpoints** are the raw material interaction designers work with. Once a map of existing and potential touch-points is created designers can brainstorm on further details for each touchpoint.

source: [5]
In order to build on our strengths, we began to develop our new service around ten critical points of customer contact: steps on a passenger’s journey.

We designed our new service to blend those ten steps into one seamless experience. We call it the “endless journey.”

The journey begins when a traveler considers taking the train:

- CUSTOMERS can find out about the service.
- Customers can see advertisements in train stations and on trains.
- Customers can book tickets online or in travel agencies.
- Customers can find the right station for their destination.
- Customers can enter the station, which is equipped with modern technology.
- Customers can use the facilities, such as ticket offices and waiting rooms.
- Customers can board the train, which is designed for ease of use.
- Customers can enjoy services such as meals and seating.
- Customers can arrive at their destination, which is equipped with modern technology.
- Customers can continue their journey, which blends seamlessly into other services.

<table>
<thead>
<tr>
<th>Steps</th>
<th>Physical Aspects</th>
<th>Digital Aspects</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Learning</td>
<td>Advertising, Travel Agent, Word of Mouth</td>
<td>On-line, Phone info., Intranet</td>
</tr>
<tr>
<td>2. Planning</td>
<td>Station Staff, Travel Agent, Brochure, Phone</td>
<td>On-line, Phone info.</td>
</tr>
<tr>
<td>3. Starting</td>
<td>Other form of transportation</td>
<td>Radio – up to the minute info.</td>
</tr>
<tr>
<td>4. Entering</td>
<td>Station Architecture</td>
<td>Signage</td>
</tr>
<tr>
<td>5. Ticketing</td>
<td>Ticket Office, Travel Agent</td>
<td>On-line, Phone info., kiosks</td>
</tr>
<tr>
<td>6. Waiting</td>
<td>Waiting Room, Station Facilities</td>
<td>Signage, On-line services</td>
</tr>
<tr>
<td>7. Boarding</td>
<td>Doors and Luggage Storage</td>
<td>Auto Doors, Dynamic signage</td>
</tr>
<tr>
<td>8. Riding</td>
<td>Seats, Meal Services</td>
<td>Info., Media, Comms</td>
</tr>
<tr>
<td>9. Arriving</td>
<td>Station Architecture</td>
<td>Signage</td>
</tr>
<tr>
<td>10. Continuing</td>
<td>Other form of transportation</td>
<td>-</td>
</tr>
</tbody>
</table>

source: [3]
Place

-the settings for the service delivery
-the environment needs to provide the space necessary to perform the actions of the service
-it needs to tell the user cues for these actions such as signs, costumed menus or displays

source: [5]
Products

- artifacts that facilitate interaction
- products populate the environment (place)
- they provide the potential for users´ active participation
Processes

-the process describes “how” the service is ordered, created and delivered to the user
-processes can change subtle or radically within the service through different environments and over time
-often there are multiple pathways and therefore processes through a service experience

source: [5]
People

-through people services come alive, usually through complex choreography
-users and employees perform different parts of the service for achieving a particular result

http://www.flickr.com/photos/nivium/3857680299/

source: [5]
Service Design

- What is a Service?
- Characteristics of a Service
- Elements of Service Design

- Core Values of Service Design
- Prototyping Service Design
- Service Blueprints
Service Design leads to:

- better customer experience
- reduced costs
- increased return on investment
- great new opportunities

source: http://www.livework.co.uk/
Service Design....

-can lead to environmentally friendly solutions. (Car sharing service)
-can boost good business models: well designed and executed services will increase sales and helping tying users to a specific brand

The introduction of new technology (sensors, smart-phones) makes this discipline highly relevant for interaction designers as their expertise involves bridging the gap between technology and people.

Applying interaction design techniques to service design can lead to richer experiences.
Shelley Evenson

-teaches service and interaction design at CMU, Pittsburgh
-Co-founder of seeSpace and chief experience scientist for Scient
Service as design triangle

- Service provider
- Brand relationship
- People (user)
- Meta design
- Service medium
- Design

A 'service as design' triangle

interaction10
More on Interaction Design:

http://www.interaction-design.org/ (academic)

http://www.ixda.org/ (industry)
Service design can involve

**person2person interaction** = check in desk

**person2machine interaction** = self check in kiosk

**machine2machine interaction** = airport baggage system
Service as Design Triangle:

- **Service Provider**
- **People (User)**
- **Service Medium**

Arrows indicating relationships:
- **brand relationship** from Service Provider to People (User)
- **meta design** from People (User) to Service Medium
- **design** from Service Medium to Service Provider
Service design addresses the functionality and form of the service medium. The aim is to ensure that service interfaces are **usable** and **useful**, **effective** and **efficient**, **desirable** and **differentiated** from the provider and the persons point of view.

*after Birgit Mager*
Service Design

• What is a Service?

• Characteristics of a Service

• Elements of Service Design

• Core Values of Service Design

• Prototyping Service Design

• Service Blueprints
Prototyping services

-is different from prototyping products since services don't come alive until someone is using them
-involves creating scenarios based on the service moments and acting them out physically
Fran Samalionis

-is the service design lead at IDEO
-MA in ergonomics from UCL

http://www.designinginteractions.com/interviews/FranSamanionis

source: [3]
Validate Concepts

Research → Analysis → Concepts → Prototypes
<table>
<thead>
<tr>
<th>subjects</th>
<th>truth</th>
<th>inspiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>traditional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>market research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>empathic research</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

source: [4]
DREAMER | Long-term view | PATHFINDER

Low engagement | High engagement

ONLOOKER | Short-term view | ORGANIZER

source: [3]
Research → Analysis → Concepts → Prototypes

Validate Concepts
Research → Analysis → Concepts → Prototypes

Validate Concepts
Saving for your child's education

SPECIAL REPORT
Tax incentives and rising fees are spurring a new trend among parents. Saving for your child's education from their first birthday. Click to see how america is saving

- Reduce your %APR
Click for more info

- MCI bills go electronic
Click to sign up

- MCI bills go electronic
Click to read more

House Checking 2,000.00
Checking 3,000.00
IN 05/14/00 256.00
OUT 05/14/00 512.00
Mastercard -753.00
House Deposit (SA) 6,000.00
IN 05/14/00 1000.00
OUT 05/14/00
College CD 10,640.00
8.62% 12/12/00
Boat CD 6,120.00

Notifications
Today 2:15 pm: ATM/Debit Card "House Checking" is reported Lost/Stolen. Click to replace.

Monday 4:45 pm: Your PG&E bill is due. Click to Pay this Bill.

Monday 1:45 pm: Your Checking Account "House Checking" balance is below $500.00 OK

Friday 4:40 pm: Your Checking Account "House Checking" balance is approaching $500.00 OK

Wednesday 4:40 pm: "College CD" account (CD) has completed its term. Click to extend, or transfer.

05/12/00 9:00 am: Your Checking Account "House Checking" balance is approaching $500.00 OK

05/10/00 11:00 am: Your Checkbook "Checking" is running low. Click to Reorder.

source: [3]
Service Design

• What is a Service?
• Characteristics of a Service
• Elements of Service Design
• Core Values of Service Design
• Prototyping Service Design

• Service Blueprints
Definition

In the British Standard for Service Design (BS 7000 -3, BS 7000 -10, BS EN ISO 9000), blueprinting is described as the mapping out of a service journey identifying the processes that constitute the service, isolating possible fail points and establishing the time frame for the journey.

We interpret this in a much broader sense. We look at it as an experience map which covers both the service elements as well as the product interactions.
What is an Experience Blueprint?

An experience blueprint is a diagrammatic representation of the user journey that maps processes, touch points, people and support activities involved in creating the experience.

It helps in visualizing the correlation between the front stage (user end) and the back stage (provider end). It also helps to interconnect the tangible elements with intangible and deal with them more objectively.

source: [2]
Blueprinting services was pioneered by G. Lynn Shostack, former VP of Citibank, in the 1980’s as a way to plan the cost and revenue associated with operating a service.

Ever since it has been interpreted in many different ways and used by many leading design and management consultancies.
The image illustrates a user journey with touchpoints categorized into three stages: Front Stage, Back Stage, and Support Processes.

- **Front Stage**: Includes User Touchpoints and Entry/Exit points.

- **User Journey**: A sequence of time points along the timeline.

- **Back Stage**: Includes Provider Touchpoints and Entry/Exit points.

- **Support Processes**: Relevant activities behind the scenes.

Source: [2]
Sketching a Service Blueprint
Sketching a Stakeholder Map

source: [2]
SHAREWAY is a free and safe ride-sharing service offered to citizens by local authorities, with the help of other citizens willing to be useful. It provides people living in rural areas or small cities with a new form of mobility. SHAREWAY is designed to complement the public transportation system and to offer an attractive alternative to personal vehicles.

The goal is to make local travel easier and more flexible for citizens, both those who want a lift and drivers who suffer from current traffic congestion problems, giving and getting rides in total security. Therefore, we established strictly followed rules respecting privacy: to subscribe to the service both drivers and passengers have to register, filling the form with their personal data, and have a mobile phone.

This service provides the subscribers with a membership card and a blinking light. Drivers will display the light on their dashboard so that it is visible from the outside, showing their availability to give a ride. Passengers who wish to get a ride will wear the it.

When driver and passenger meet, they will show their cards to each other and will call the service free number to register the ride, dialing on their mobile phones the id numbers written on each card.

source: [3]
Refined Service Blueprint
Touchpoint Prototype
Acting Out a Service

source: [2]
References (Books):