Interaction Design

Chapter 12 (July 02, 2014, 9am-12pm):
IxD for Communities (Service Design Continued)
Recap Day 10:
People, Places, Products... 

source: [3]
Processes and Performance

source: [3]
Processes

- the process describes “how” the service is ordered, created and delivered to the user
- processes can change subtly or radically within the service through different environments and over time
- often there are multiple pathways and therefore processes through a service experience
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 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 indicate the following relationships:
- Service Medium → People (User) → Service Provider
- People (User) → Service Provider → Service Medium

Labels:
- **brand relationship**
- **meta design**
- **design**
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
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 visualising 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]
Time

Front Stage

User Touch points

User Journey

Entry

Provider Touch points

Support Processes

Back Stage

Exit

source: [2]
Interaction Design

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Mainstream media, often known simply as MSM, have not yet disappeared in a digital takeover of the media landscape. But the long-dominant MSM-television, radio, newspapers, magazines, and books-have had to respond to emergent digital media.

Newspapers have interactive Web sites; television broadcasts over the Internet; books are published in both electronic and print editions. In Designing Media, Bill Moggridge examines connections and conflicts between old and new media, describing how the MSM have changed and how new patterns of media consumption are emerging.

The book features interviews with thirty-seven people who have made significant creative contributions to the design and development of media, ranging from the publisher of the New York Times to the founder of Twitter. We learn about innovations that rely on contributions from a crowd (or a community), as told by Wikipedia's Jimmy Wales and Craigslist's Craig Newmark; how the band OK Go built a following using YouTube; how real-time connections between dispatchers and couriers inspired Twitter; how a BusinessWeek blog became a quarterly printed supplement to the magazine; and how e-readers have evolved. Ira Glass compares the intimacy of radio to that of the Internet; the producer of PBS's Frontline supports the program's investigative journalism by putting documentation of its findings online; and the developers of Google's Trendalyzer software describe its beginnings as animations that accompanied lectures about social and economic development in rural Africa.
Designing Media

• The Vision of Designing Media

• Designing for Communities

• Branding and Design
Paul Saffo

is a media futurist and professor at Stanford University
- shift from an information to a media world

- mass media to personal media

- towards participatory media > there is a need for participation

- economy where every single act is an act of creation
  > result

- this changes economy

- the amount of participation with media affects the economic situation

source: [1]
...different media invite different degrees of participation on the part of a person who chooses to consume a medium.

Marshall McLuhan
"Any hot medium allows of less participation than a cool one, as a lecture makes for less participation than a seminar, and a book for less than a dialogue."

Marshall McLuhan
Interaction Design Paradigms

A paradigm is an example that serves as a pattern for the way people think about something.

It is the set of questions that a particular community has decided are important. For interaction design there is often some confusion about what paradigm you are working with.

source: [3]
Designing Media

- The Vision of Designing Media
- Designing for Communities
- Branding and Design
“What is it that people are going to be doing that they’ll find fun, and how do we make it interesting?”

Jimmy Wales
- top down vs. bottom up approach

-don‘t design systems around the worst people

-design systems around the core of the good people

source: [4]
Expert Mindset
“users” seen as subjects (reactive informers)
- design-led with expert mindset
- research-led with expert mindset

Participatory Mindset
“users” seen as partners (active co-creators)
- design-led with participatory mindset
- research-led with participatory mindset

source: [6+7]
Proximity & Grouping
- small incremental changes
- maintain simplicity
- listen to people and do something
- provide good customer service
- enable volunteering
- increased service engagement

source: [4]
The LEAN Startup Approach
Designing Media

- The Vision of Designing Media
- Designing for Communities
- Branding and Design
- by providing the platform to the community individuals were able to create their own experiences

- content filtered through the community

- building trust through the interface design & branding

- branding as a success factor

source: [4]
Service as Design Triangle:

- Service Provider
- People (User)
- Service Medium

Arrows:
- Service Provider to People (User): brand relationship
- People (User) to Service Medium: meta design
- Service Medium to Service Provider: design
Recent work

Vitsœ
Website revamp for shelving systems company, Vitsœ.
-think about experiences rather than products

-only show people what they need to see

-think beyond the screen (e.g. return of the tangibility)

-add a “human touch” > be an advocate of the user
References (Books):