Interaction Design

Chapter 10 (July 14, 2016, 9am-12pm):
Service Design
May       June       July

III Beyond the Desktop
Two fundamental questions...
What is a product?
What is a service?
GRAPHIC DESIGN

PRODUCT DESIGN

INTERACTION DESIGN

SERVICE DESIGN

2D

3D
+Z-axis
(spatial depth)

4D
+T-axis
(temporal dimension)

5D
+W-axis
(multi-local simultaneity)

Model: Benjamin N.N. Schulz; Icons: Dima Yagnyuk, Daphne Espinosa, George Agpoon / The Noun Project
A new marketing logic.

The day before yesterday

Yesterday

Today

Quelle: SinnerSchrader
What do they have in common?
Back Stage
You are what you use...not what you own

Slogan From Live/Work
source: [3]
People, Places, Products...

source: [3]
Processes and Performance

source: [3]
Content Provider

Hardware Manufacturer

Network Provider

Transport

Payment

Vending

iMode Service CORE Stakeholders
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
Urban Interfaces
Urban Interfaces
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?
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 (service blueprints)

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

source: [5]
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
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.

http://www.unicreditbank.cz/download/karty_obrazky/co_brand/Miles_More_gold.jpg

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.

http://www.fraport.com/cms/media/28/28788.flugzeug_mit_bodenstrom_cdu09.jpg

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]
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 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.
<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

source: [5]
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
People

- through people services come alive, usually through complex choreography
- users and employees perform different parts of the service for achieving a particular result
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) → design → service medium → meta design
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:
- 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
AN INTRODUCTION TO

SERVICE DESIGN

Veronika Ritzer
LMU München, 14.7.2016
SERVICE HAS ALWAYS BEEN THERE
SERVICE HAS ALWAYS BEEN THERE

TECH HAS CHANGED THE GAME
SERVICE HAS ALWAYS BEEN THERE

TECH HAS CHANGED THE GAME

PEOPLE’S EXPECTATIONS, NEEDS AND VALUES HAVE CHANGED
WHICH CHANGED BUSINESS
WHICH CHANGED BUSINESS
WHICH CHANGED BUSINESS
WHICH CHANGED BUSINESS
WHICH CHANGED BUSINESS

FROM A CAR TO MOBILITY
WHICH CHANGED BUSINESS

FROM A SNEAKER TO FITNESS
WHICH CHANGED BUSINESS

FROM A TRACTOR TO HARVEST
WHICH CHANGED BUSINESS

FROM AN ASSEMBLY MACHINE TO A PRODUCTION SYSTEM
THE ECONOMY HAS CHANGED FROM PRODUCT TO SERVICE THINKING
THE ECONOMY HAS CHANGED FROM PRODUCT TO SERVICE THINKING - AND DRastically INCREASED COMPLEXITY
THIS MASSIVE SHIFT AND ITS CHALLENGES REQUIRES A NEW THINKING FOR BUSINESSES:

1. A NEW APPROACH & METHOD
2. A NEW ORGANISATIONAL STRUCTURE
A NEW APPROACH & METHOD: SERVICE DESIGN
Stage 1
No Design
Design plays no role in product/service development

Stage 2
Design as Styling
Design is only relevant in terms of style

Stage 3
Design as Process
Design is integral to the development process

Stage 4
Design as Strategy
Design is a key strategic means of encouraging innovation

A NEW APPROACH & METHOD:
SERVICE DESIGN

WHY DESIGN?
• Balancing and aligning customer and business insights, creating customer satisfaction and business results
• Embracing complexity and interdisciplinary challenges
• Open end problem solving
• Human centric thinking
DriveNow
Car Sharing von BMWi, MINI und weitere Marken

MINI Cooper
Details ansehen
JETZT BUCHEN
87%
A NEW COMPLEXITY
PRODUCTS FOR THE (CONSUMER) MARKET ARE COMPLEX ECOSYSTEMS – CENTERING AROUND THE USER.
WE DON´T OWN ANYMORE – WE SHARE
WE ARE BUILDING A NEW IDEA OF STATUS SYMBOLS
WE DON´T NEED GAS STATIONS ANYMORE – WE CHARGE AT HOME
HOW CAN WE ANTICIPATE FUTURE NEEDS WHEN THEY ARE BUILT ON NEW LIFESTYLES AND CHANGING VALUES WE DON´T KNOW YET?
BY INCLUDING THE USER IN THE INNOVATION PROCESS RIGHT FROM THE START. WE CALL IT CO-CREATION.
SERVICE DESIGN CAN INVOLVE...

PERSON 2 PERSON INTERACTION  
= CHECK IN DESK

PERSON 2 MACHINE INTERACTION  
= SELF CHECK IN KIOSK

MACHINE 2 MACHINE INTERACTION  
= AIRPORT BAGGAGE SYSTEM
5 SERVICE DESIGN PRINCIPLES
1 - BE EMPATHETIC
PUT YOURSELF IN THE SHOES OF THE USERS
2 – INVOLVE ALL STAKEHOLDERS
LEARN FROM THE EXPERTS BY CREATING TOGETHER WITH THEM
3 – CONSIDER ALL TOUCHPOINTS

THE DIGITAL AND ANALOG ELEMENTS OF SERVICE DESIGN
TOUCHPOINTS ARE TYPICALLY PLACES, PRODUCTS, PROCESSES AND PEOPLE
4 – LEARNING BY PROTOTYPING
TEST THE EXPERIENCE AND ITERATE

4 – DESIGNING OVER TIME
START BEFORE THE BEGINNING, FINISH AFTER THE END
4 – THINK HOLISTICALLY

CONSIDER FRONT AS WELL AS BACK STAGE
SERVICE DESIGN TOOLS
HUMAN CENTERED SERVICE DESIGN - PROCESS

SOURCE: https://www.ixds.com/company/our_process.png
HUMAN CENTERED SERVICE DESIGN - PROCESS

SOURCE: https://www.ixds.com/company/our_process.png
IN-HOME INTERVIEWS
CULTURAL PROBES
HUMAN CENTERED SERVICE DESIGN - PROCESS

SOURCE: https://www.ixds.com/company/our_process.png
CUSTOMER JOURNEY MAP
What is an Experience Blueprint?

An experience blueprint is a diagrammatic representation of the user journey that maps processes, touchpoints, people, and support processes 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.

SERVICE BLUEPRINT

SOURCE: http://65.media.tumblr.com/tumblr_mbxb2phPRR1rh9ygro1_r1_1280.jpg
STAKEHOLDER MAP

SOURCE: http://payload194.cargocollective.com/1/9/316073/6187564/2%20stakeholder%20map.png
HUMAN CENTERED SERVICE DESIGN - PROCESS

SOURCE: https://www.ixds.com/company/our_process.png
LOW – TO HIGH-FIDELITY PROTOTYPING

PAPIER ODER PROGRAMMIERT? DIE PHASE IM PROZESS DEFINIERT DEN PROTotypEN

SOURCE: IXDS GmbH
WHAT’S IN IT FOR THE CUSTOMER?
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
- Saving time
- Saving money
- More fun using a service
- Allowing choice
- More practical
- Saving time
- Saving money
- More fun using a service
- Allowing choice
- More practical

- Sharing instead of owning
- New forms of living idealistic and activist ideas (urban gardening,...)
- Do it yourself culture
- Global thinking – being connected
- Open knowledge
- Empowered consumer
WHAT'S NEXT?
SELF-ACTUALISATION

LOVE, BELONGING, SELF-ESTEEM

FOOD, SHELTER, SAFETY

SURVIVE

SUCCEED

TRANSFORM
WHAT EXACTLY IS IN IT FOR BUSINESSES?
THE IMPACT OF SERVICE DESIGN

...better customer experience

...reduced costs

...increased return on investment

...great new opportunities

SOURCE: http://www.livework.co.uk/
OPPORTUNITIES WITH CONSEQUENCES
A NEW ORGANISATIONAL STRUCTURE:
CROSS-SILO COLLABORATION
It is not about designing an app – it is about the right solution that meets user AND business needs.
Organisational design and silos

- PRODUCT DEVELOPMENT
- DIGITAL SERVICES
- SALES
- MARKETING
Organisational design will define whether teams work towards a common goal & vision – and if interdisciplinary work can be lived in reality!
References (Books):