

# Service Design

User Experience Design I (Interaction Design)  
SoSe 2018

# Service Design

## Goals for Today:

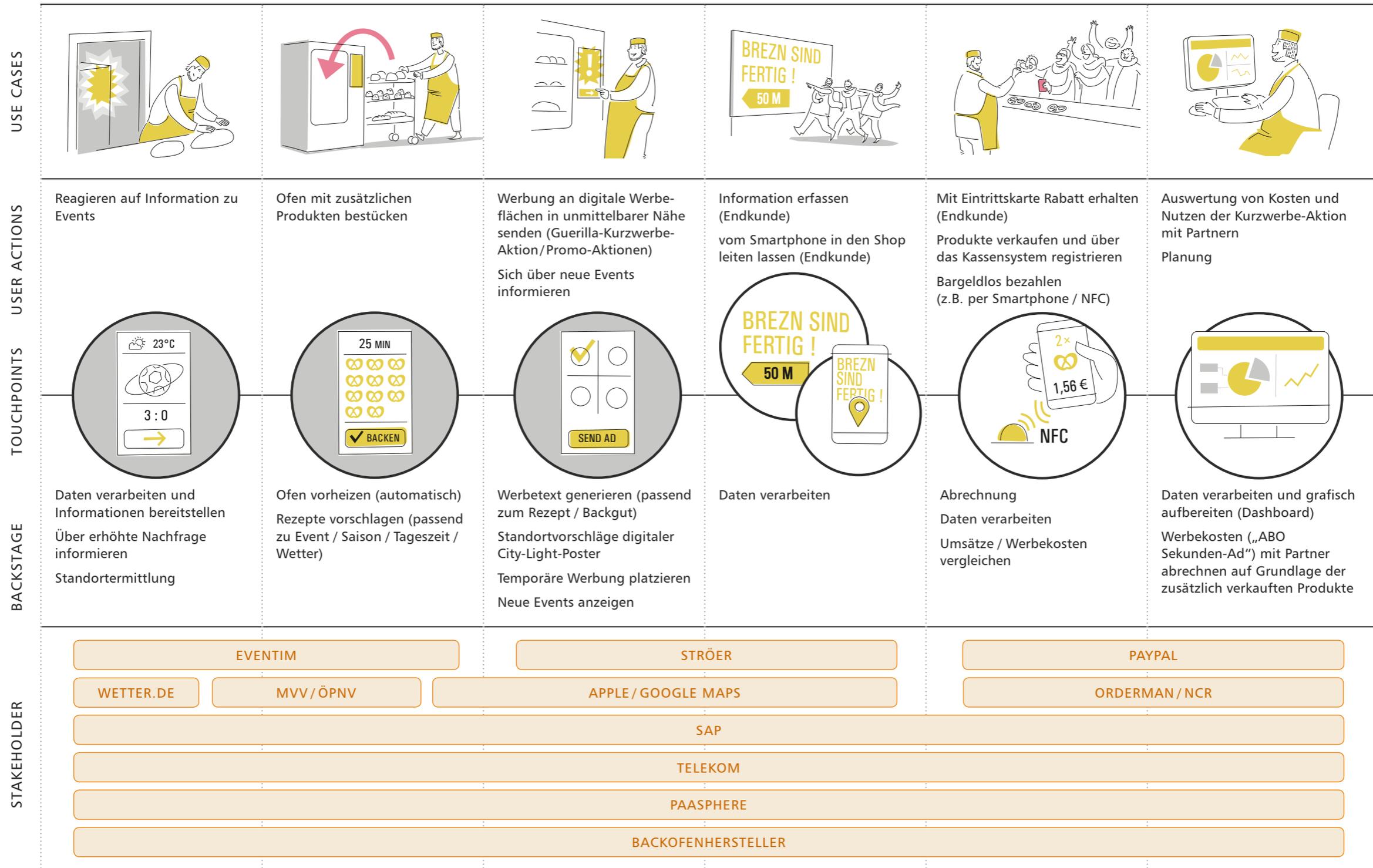
1. Get a recap on Service Design Blueprints
2. Create a Service Design Blueprint for your own project

# Service Design

IMAGO DESIGN

EXPERIENCE BLUEPRINT

## FOODSENSE®



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IMAGO DESIGN

EXPERIENCE BLUEPRINT

## FOODSENSE®

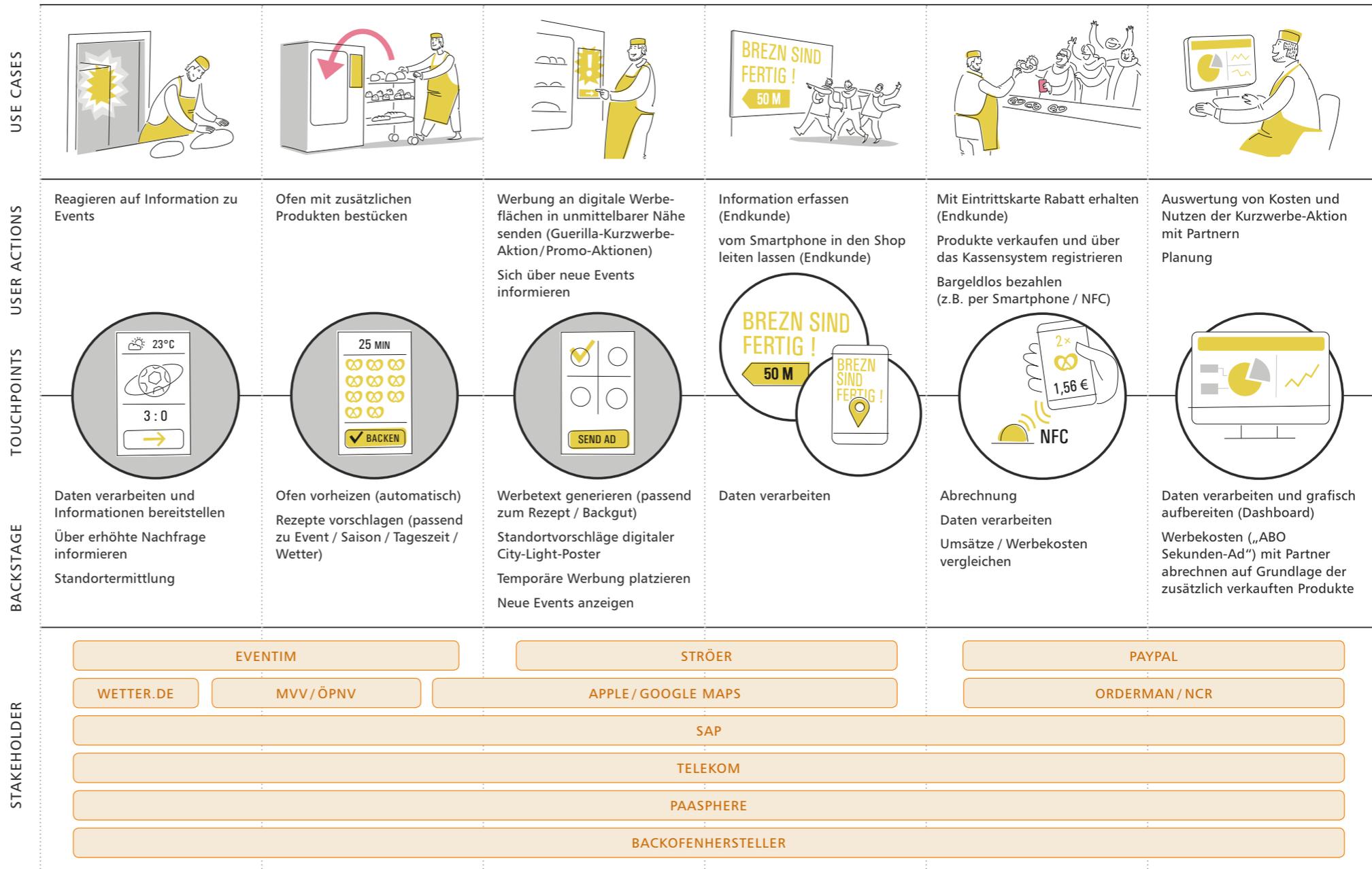
User story visualized step by step as e.g. Storyboard, Text, or Icons...

Basic actions of the user during the flow

Specific user actions with the system

What is triggered by the user interaction in the system

Involved parties (companies who offer services or products) in specific stages



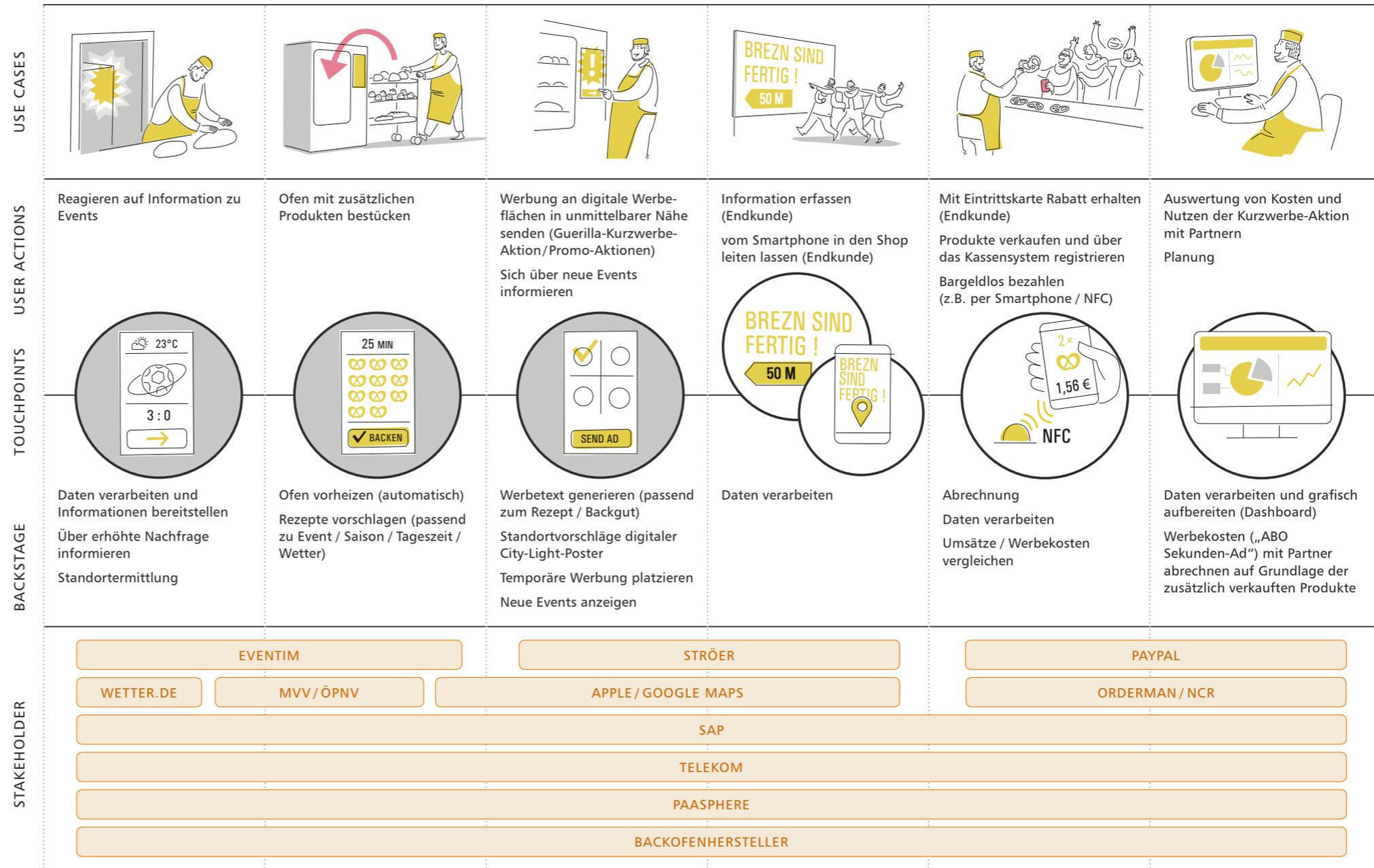
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IMAGO DESIGN

EXPERIENCE BLUEPRINT

## FOODSENSE®

What means „line of visibility“ and where in this example could this line be?



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## TODO

Create a Service Design Blueprint for your own project

## HOMEWORK:

Finish your Blueprint and send it to me until Wednesday 27.06.2018

Please download JustInmind until Thursday 28.06.2018 and bring your laptop with you.