User Experience Design I (Interaction Design)

Day 9 (July 5, 2018, 9am-12pm):
Service Design Beyond the Desktop
Two fundamental questions...
What is a product?
What is a service?
What do they have in common?
Back Stage
SERVICE FIRST, PRODUCTS SECOND

Product-dominant logic

- 1950s

Transition

1950–2000+

Service-dominant logic

today & tomorrow

Quelle: SinnerSchrader
A new marketing logic.

The day before yesterday

Yesterday

Today

FOCUS: SALES

FOCUS: ADVERTISING

FOCUS: PRODUCTS & SERVICES

Quelle: SinnerSchrader
IDENTIFY A RELEVANT INSIGHT

People don't want to buy and own cars, but drive and experience integrated mobility.

Quelle: SinnerSchrader
CREATE A DIGITAL PLATFORM

- Marketing built-in
- Beautiful & easy to use
- Data-driven
- Ubiquitous Touchpoints

Quelle: SinnerSchrader
What if someone is changing the game?
Disruptive Innovation

….an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leading firms, products, services and alliances…

Clayton M. Christensen
Designing technology enabled services is nothing new...
Telephone Service

http://3.bp.blogspot.com/-TehrOq0qTTN/Z_O7EuWXXXXXXXXY/-h0JfBf8MwI/AAAAAAAAFXI/s400/telephone_operators_springfield_il_.jpg
Service Design

ensures that all parts work together throughout the customer journey.

A customer journey describes the way from an entry point to an exit point of a service.

source: http://www.livework.co.uk/
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]
Some Key-Characteristics of Service:

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.

3. Co-created

Services aren’t made by the service provider alone; they require the involvement and engagement of the customers as well.

4. Flexible

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

source: [5]
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 (IoT, Sensors, AR, VR, etc.) makes this discipline highly relevant for UX/interaction designers as their expertise involves bridging the gap between technology and people.

Applying UX/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

A 'service as design' triangle
Service design can involve

\textit{person2person interaction} = check in desk

\textit{person2machine interaction} = self check in kiosk

\textit{machine2machine interaction} = airport baggage system
Service as Design Triangle:

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

Arrows indicate:
- Brand relationship
- Meta design
- Design

LMU München – Medieninformatik – Alexander Wiethoff – UX1 - 2018
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 person's point of view.

after Birgit Mager
References (Books):