

Service Design

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Nyfiken på mer?

Holmlid, S., Wetter-Edman, K. (2021). Tjänstedesign: Principer och praktiker. Studentlitteratur.

Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). This is service design doing: applying service design thinking in the real world. O'Reilly Media, Inc.

<https://www.thisisservicedesigndoing.com/methods>







Nordic foundations for design

» ... each thing must serve the purpose for which it was made. /.../ out of this vision will come a new way of life for each, and ultimately for all. »

From Ellen Key, 1913

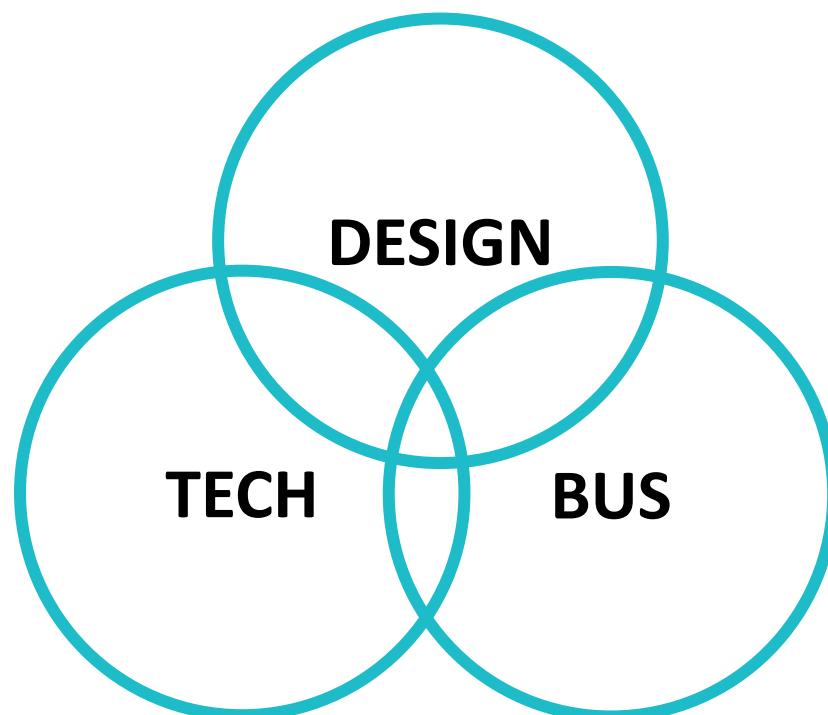
Nordic foundations for design

- » Only by clarifying the relationship between an artefact and the person who is going to use it, it is possible for me to form an understanding for the value of the artefact. »

Paulsson & Paulsson 1957

DESIGN ENGAGES AND EMPOWERS
MANY PEOPLE TO CHANGE
THEIR PRACTICES





DESIGN ÄR ATT
HUSHÅLLA MED
MÄNSKLIGA RESURSER

Tomas Edman, Landstinget i Värmland

DESIGN AND SERVICE

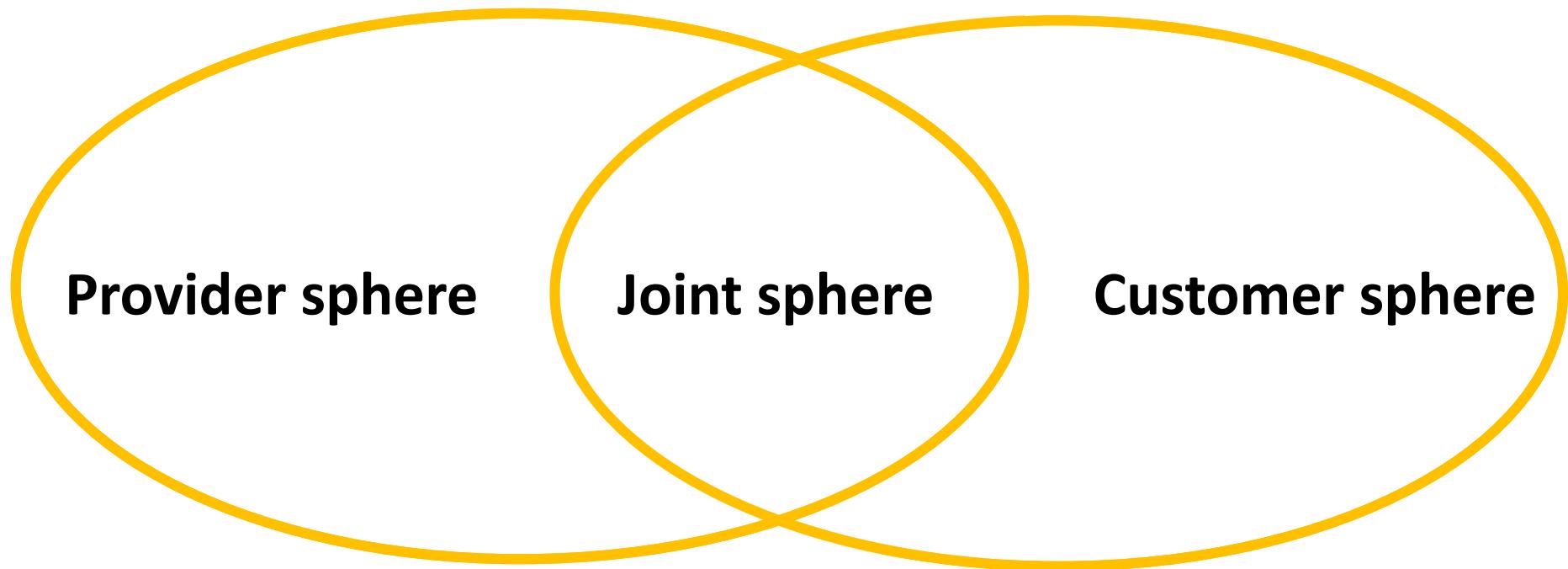
» Thus, the great economic law is this: services are exchanged for services. /.../ it is trivial, very commonplace; it is nonetheless, the begining, the middle, and the end of economic science. »

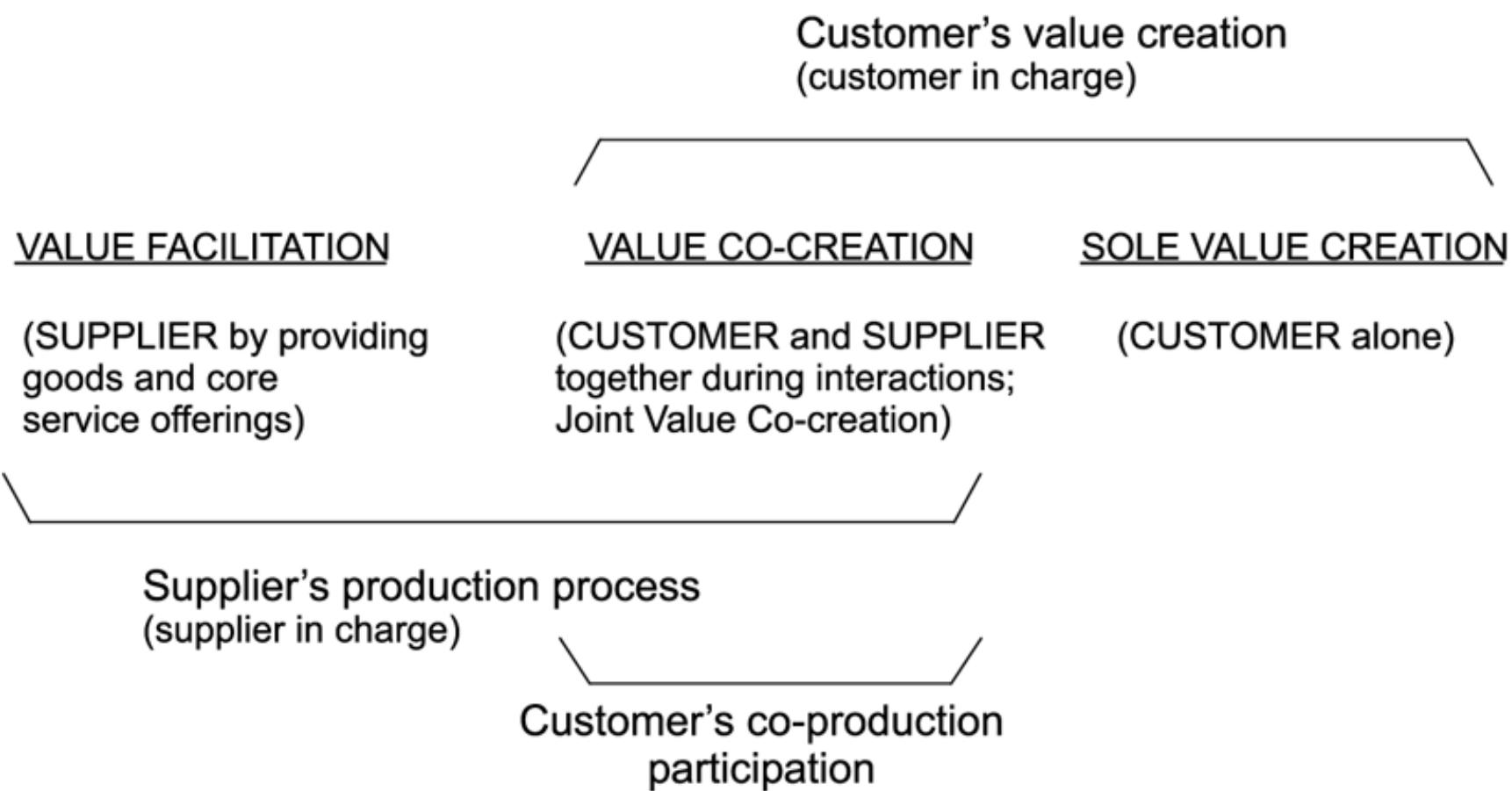
Frédéric Bastiat 1848

» Customers do not buy goods or services: [T]hey buy offerings which render services which create value.... The traditional division between goods and services is long outdated. It is not a matter of redefining services and seeing them from a customer perspective; activities render services, things render services. The shift in focus to services is a shift from the means and the producer perspective to the utilization and the customer perspective. »

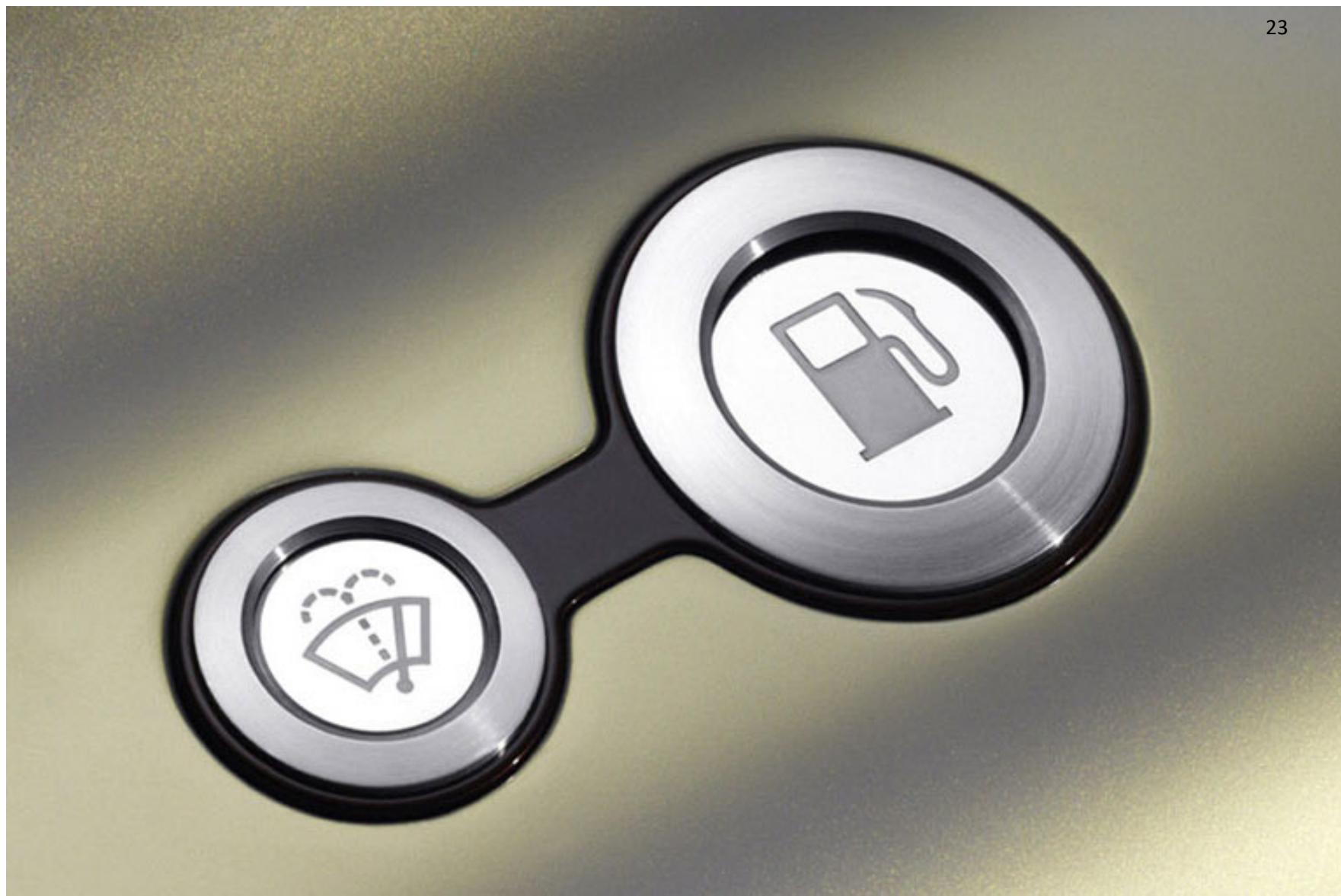
Gummesson, 1995

Service Logic, Grönroos



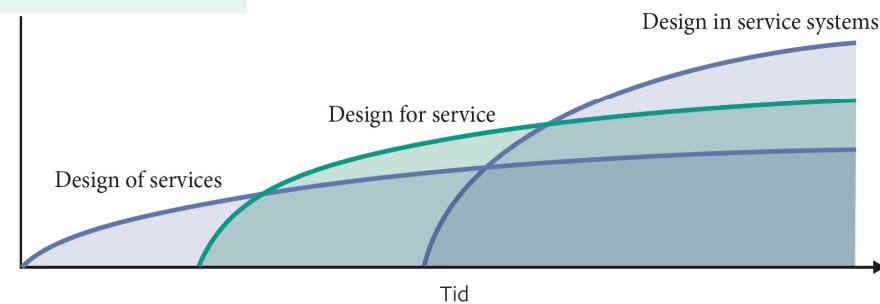








Conceptual Building Blocks of Service Design	Design of Services	Design for Service	Service Ecosystem Design
Purpose	Develop new service offerings to improve the customer experience	Create the conditions for novel forms of value cocreation	Facilitate the emergence of cocreated, multi-level wellbeing
Design materials	Touchpoints and interfaces	Socio-material configurations	Social structures and their physical enactments
Processes	A phase in new service development	Iterative process including designing in use	Embedded feedback loop of reflexivity and reformation
Actor involvement	Expert-driven approach led by managers and designers	Co-design with staff and service users	Collective designing by all actors

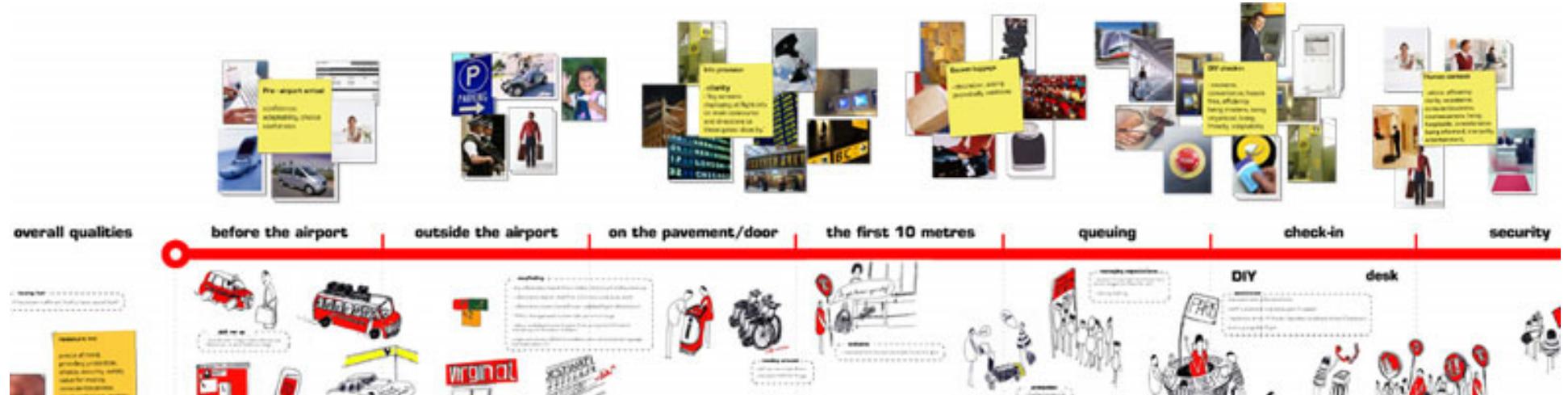


CONCEPTS

Concepts in service design

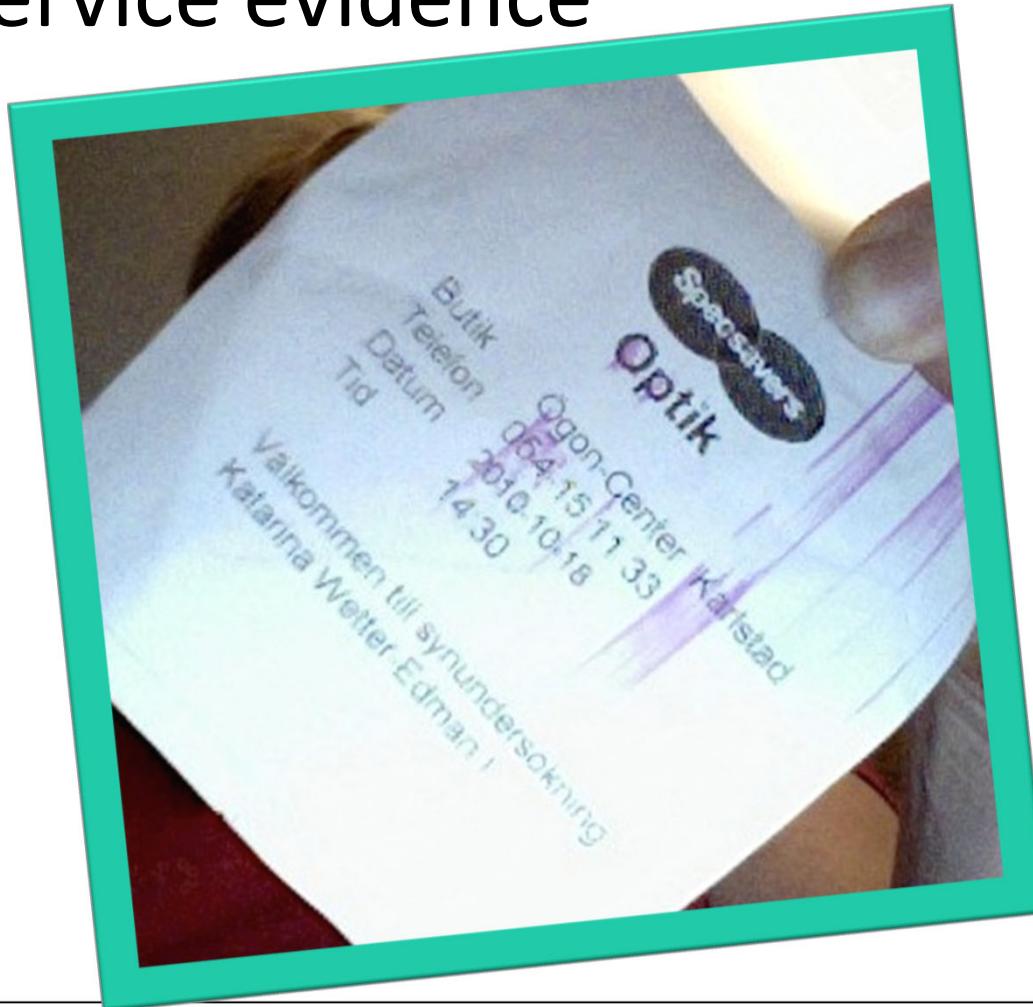
- Customer journey map
 - Touchpoint
 - Instances of direct or mediated contact with a service system
 - Service moment, service phrase
 - Evidence
 - Manifestations kept by a beneficiary that proves s/he has the right or has been part of the service
 - Service channel
 - The medium used
 - Service blueprint
 - Service prototypes
-

Customer Journey Map





Service evidence





Service blueprints

- Technical drawings for buildings
- First testrun from a lithographic film before making the printing plate
- Technical specification for a product
- These are needed for services and service offers
- BUT
- Are detailed descriptions of how the service process unfolds

Customer activities

Line of interaction



Onstage activities

Line of visibility



Backstage activities

*Line of internal
interaction*



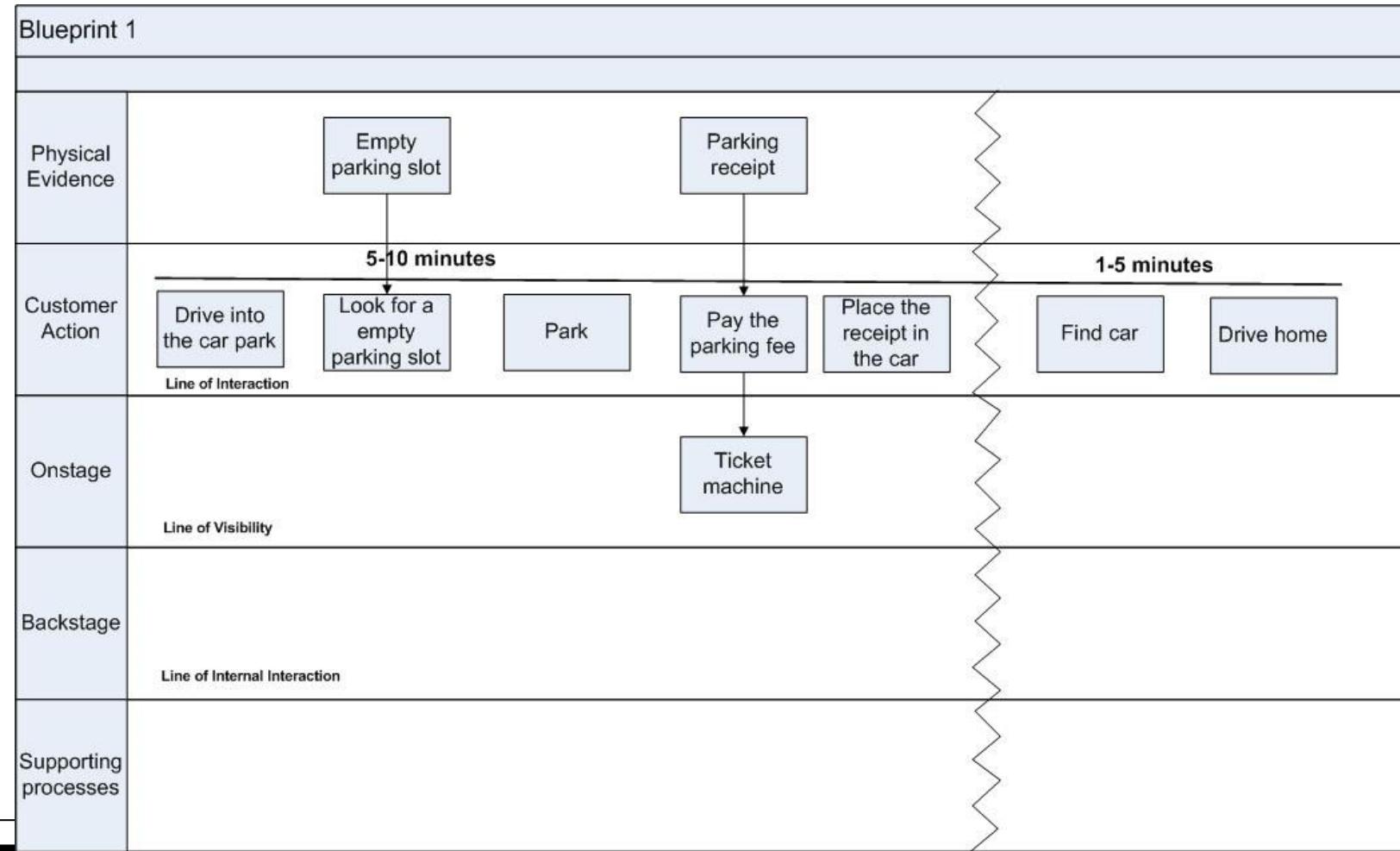
Support processes

Line of implementation

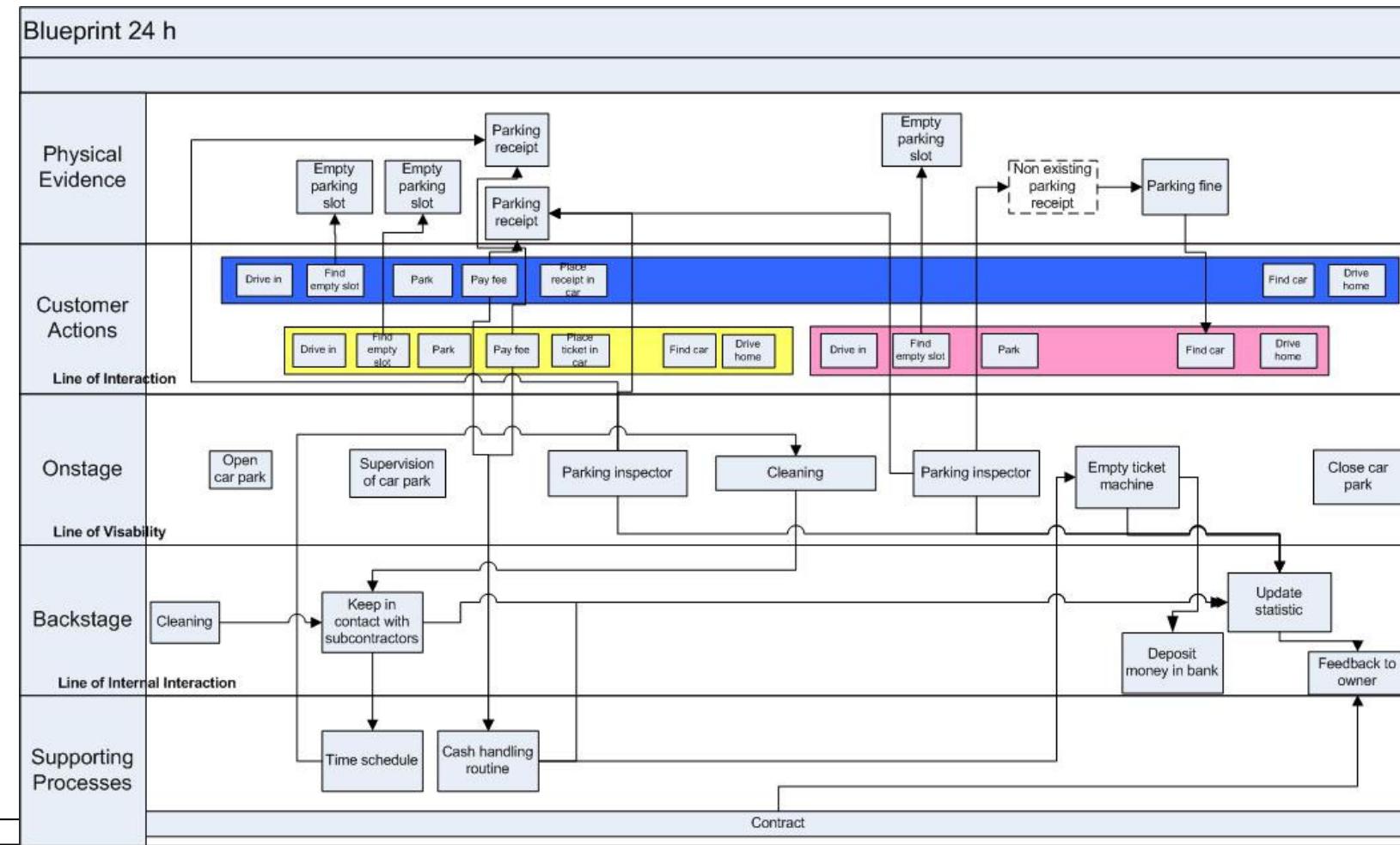


Management activities

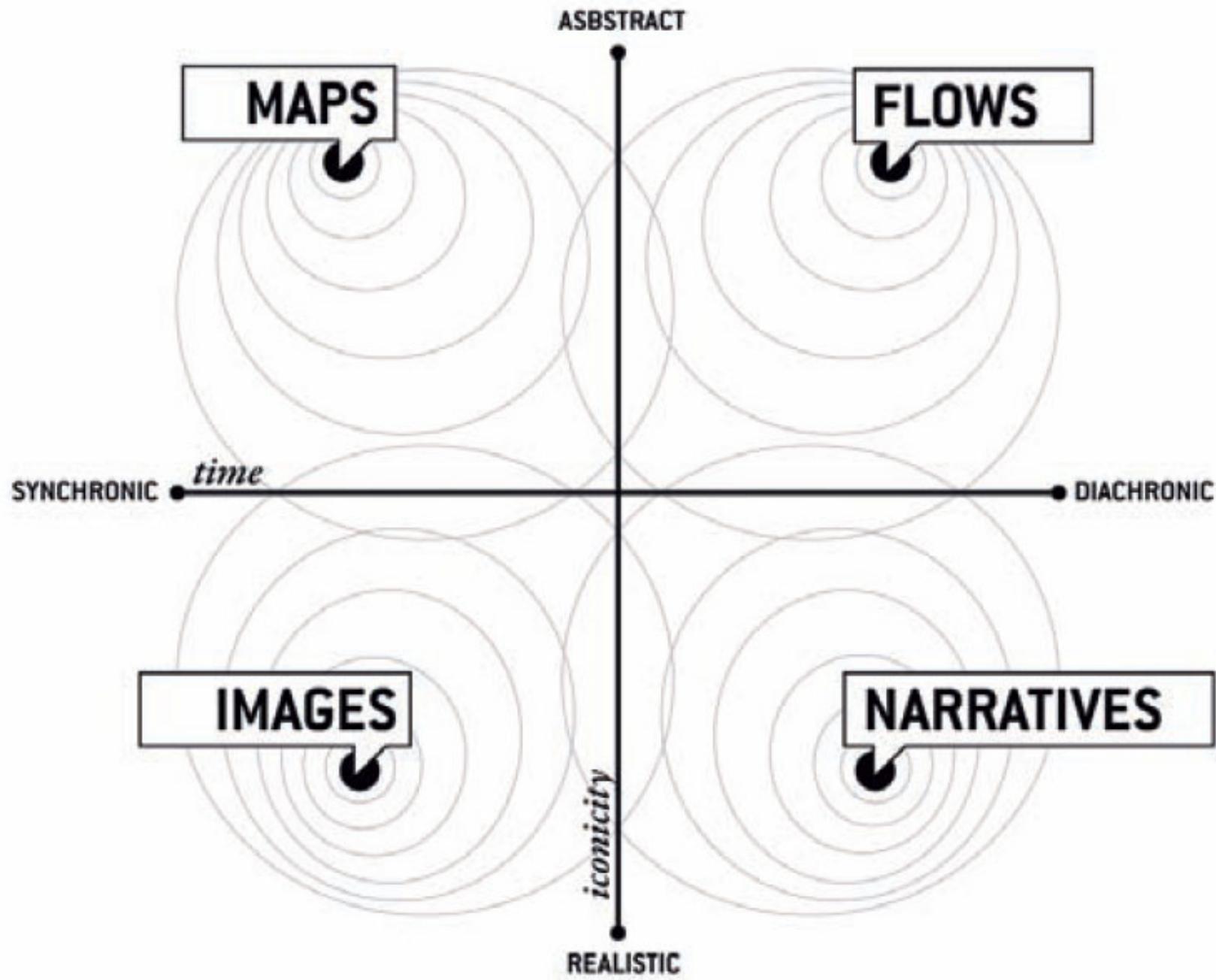
Service blueprint, example



Service blueprint, example

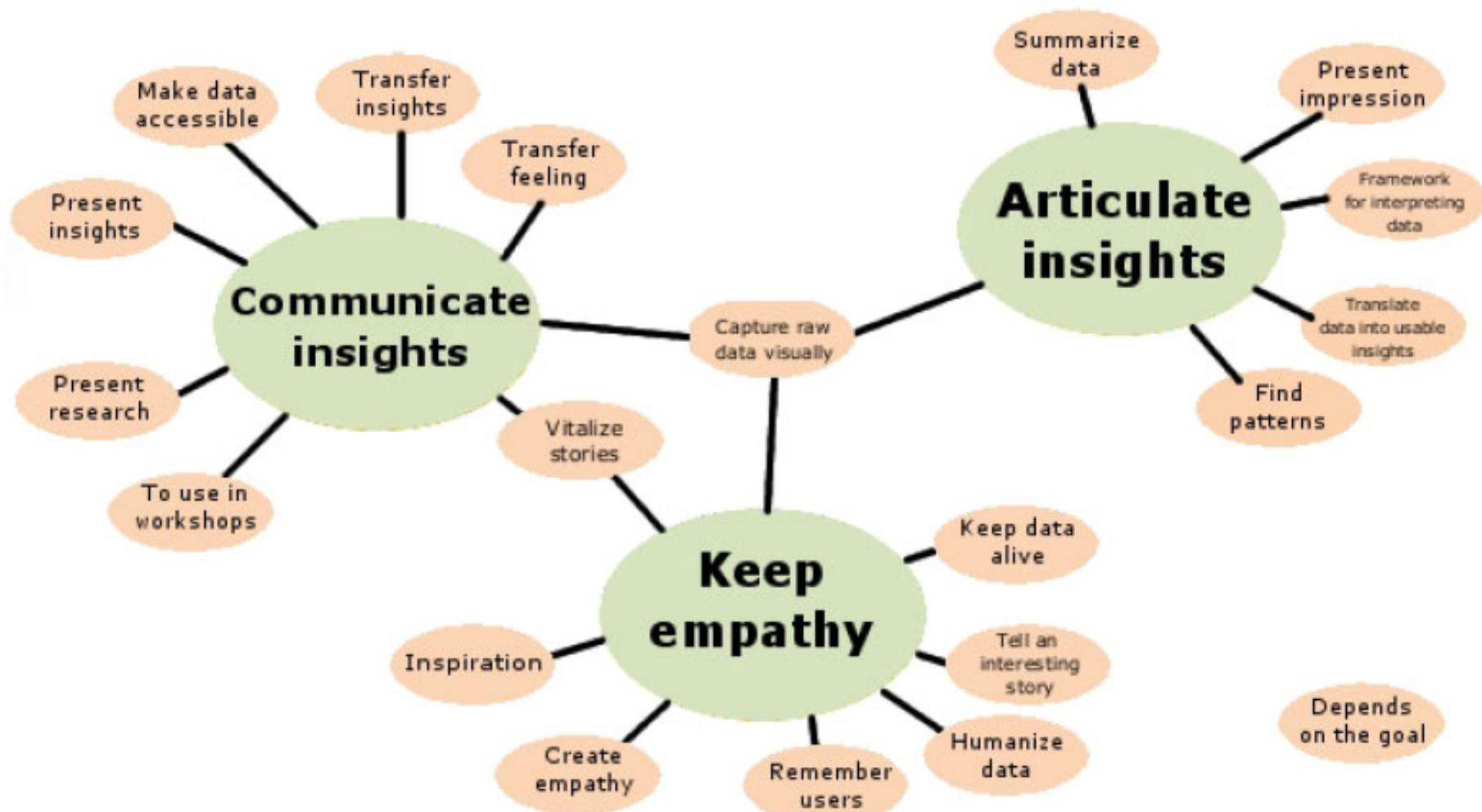


VISUALIZATIONS



A short note

- Synchron
 - Does not show how a process unfolds; maps, images
- Diachron
 - Shows how a process unfolds; process charts, flowcharts, blueprints, customer journey, storyboards

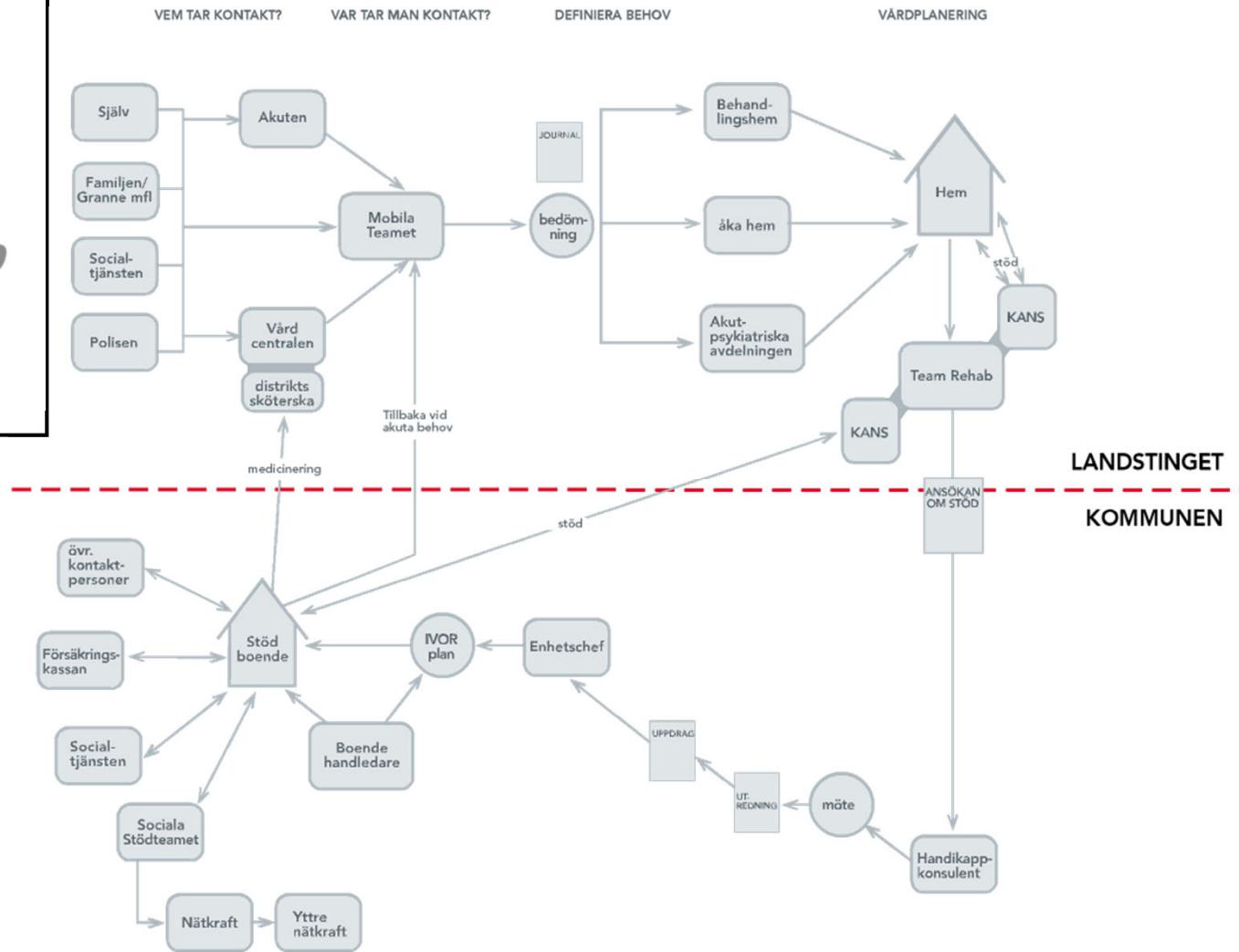


REFRAMING

ETT SCENARIO IDAG



Karina har under en längre tid mått dåligt. Hon har tappat greppet om verkligheten och känner sig ständigt förföljd.



Den psykiskt funktionshindrades väg genom vården

ETT SCENARIO IDAG

..som är involverade i Karinas vård.

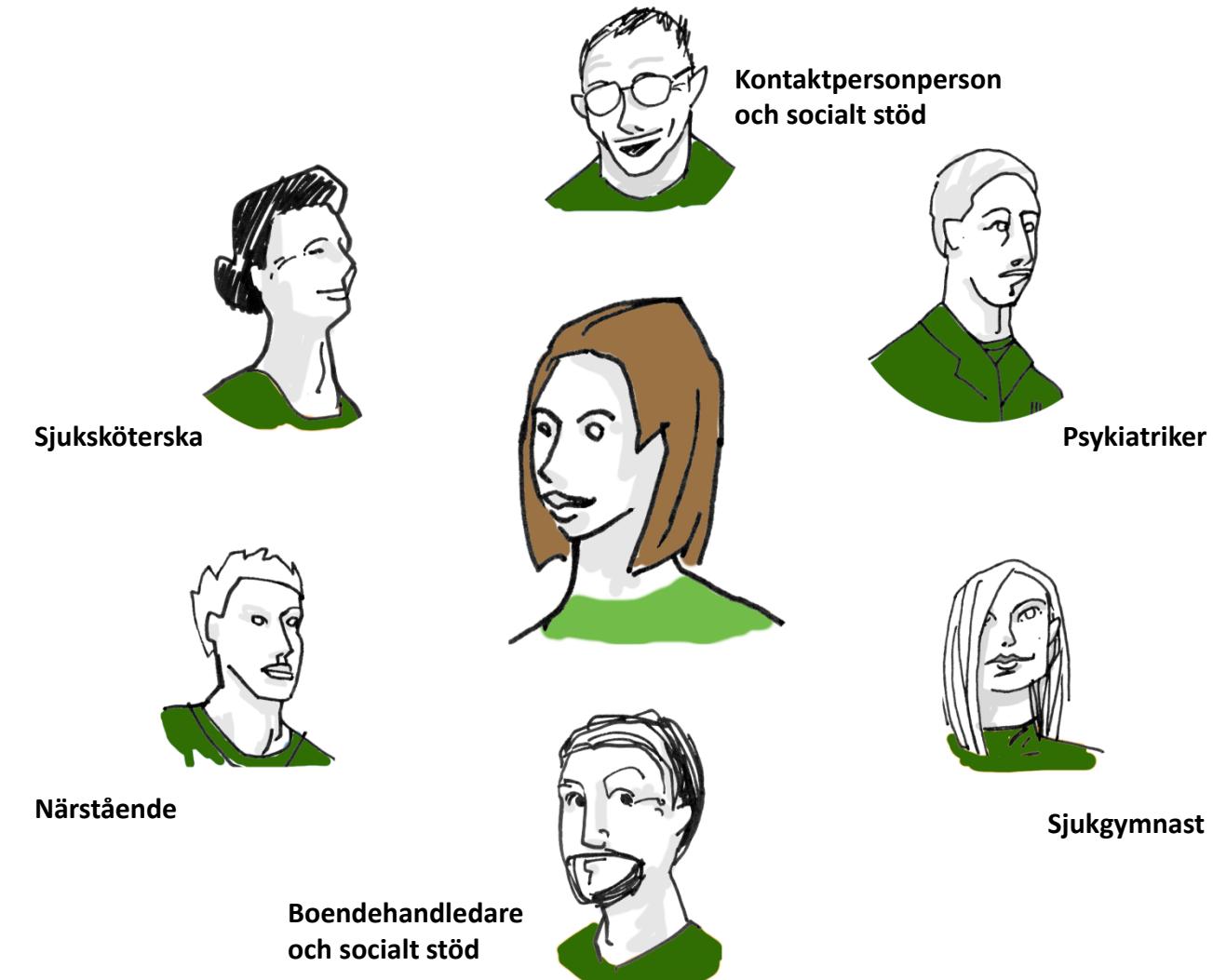
Karina har svårt att hantera kontakten med alla de personer som finns till hands för att ge henne hjälp och stöd.



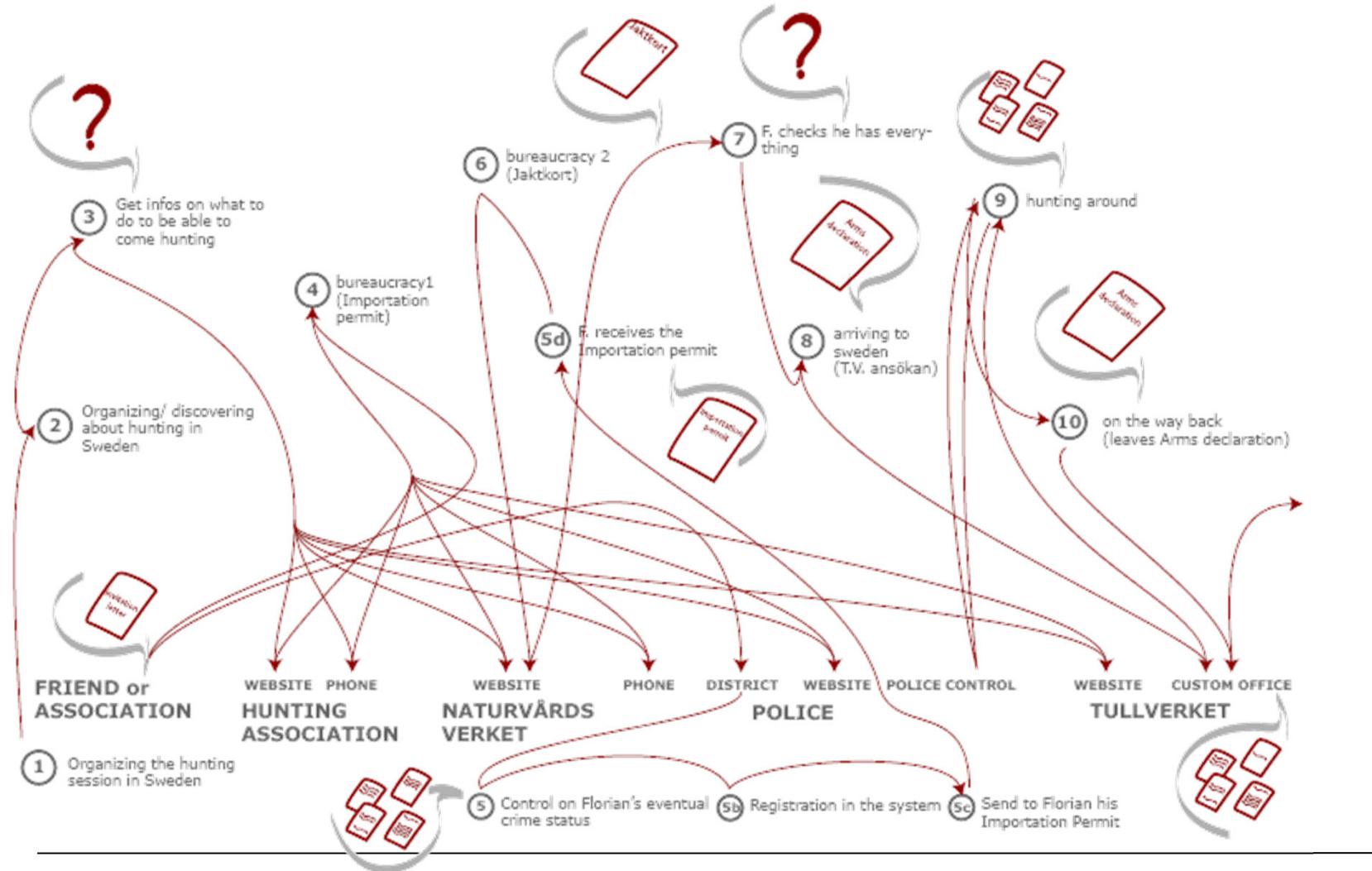
Den psykiskt funktionshindrades väg genom vården

EN VISION

Beroende på hur Karinas
vårdplan ser ut har hon
kontakt med ett begränsat
antal professionella som
ger henne stöd i vardagen.



FLORIAN the German hunter



STAKEHOLDER ENGAGEMENT

I still like to smoke.



I want to know more about diabetes.



I'd like to help other people with diabetes.



I find it difficult to get from place to place.



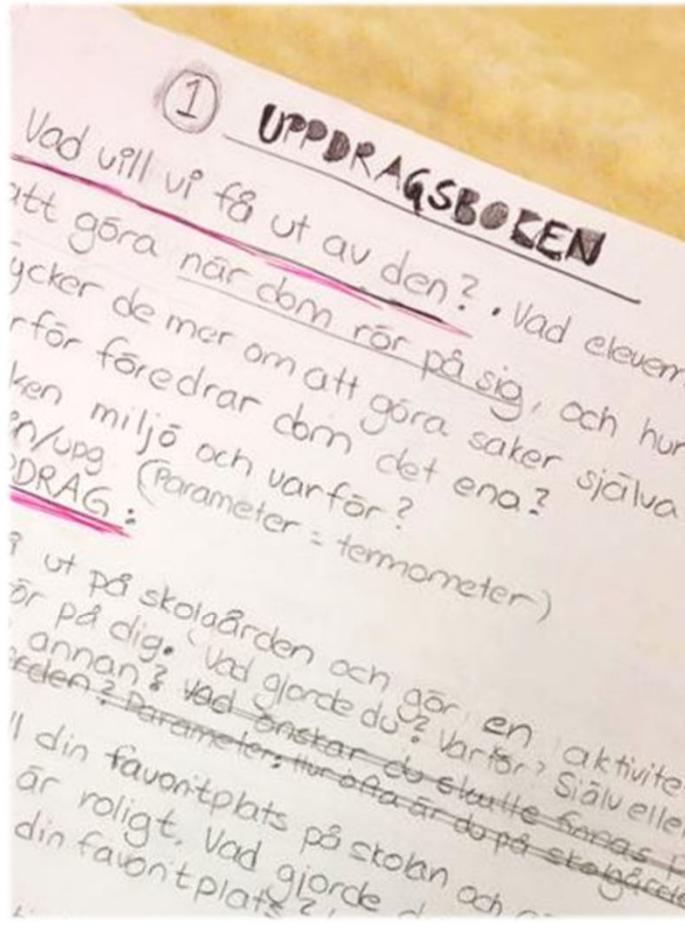
Shopping for food is hard.

Please note: These statements and conclusions regarding the Diabetes Toolkit are based on a synthesis of the Diabetes Toolkit and the Diabetes Prevention Program, developed by the National Institute of Diabetes and Digestive and Kidney Diseases.

You can begin to implement these concepts by identifying your strengths and weaknesses in the Diabetes Toolkit and then applying them to your own life.



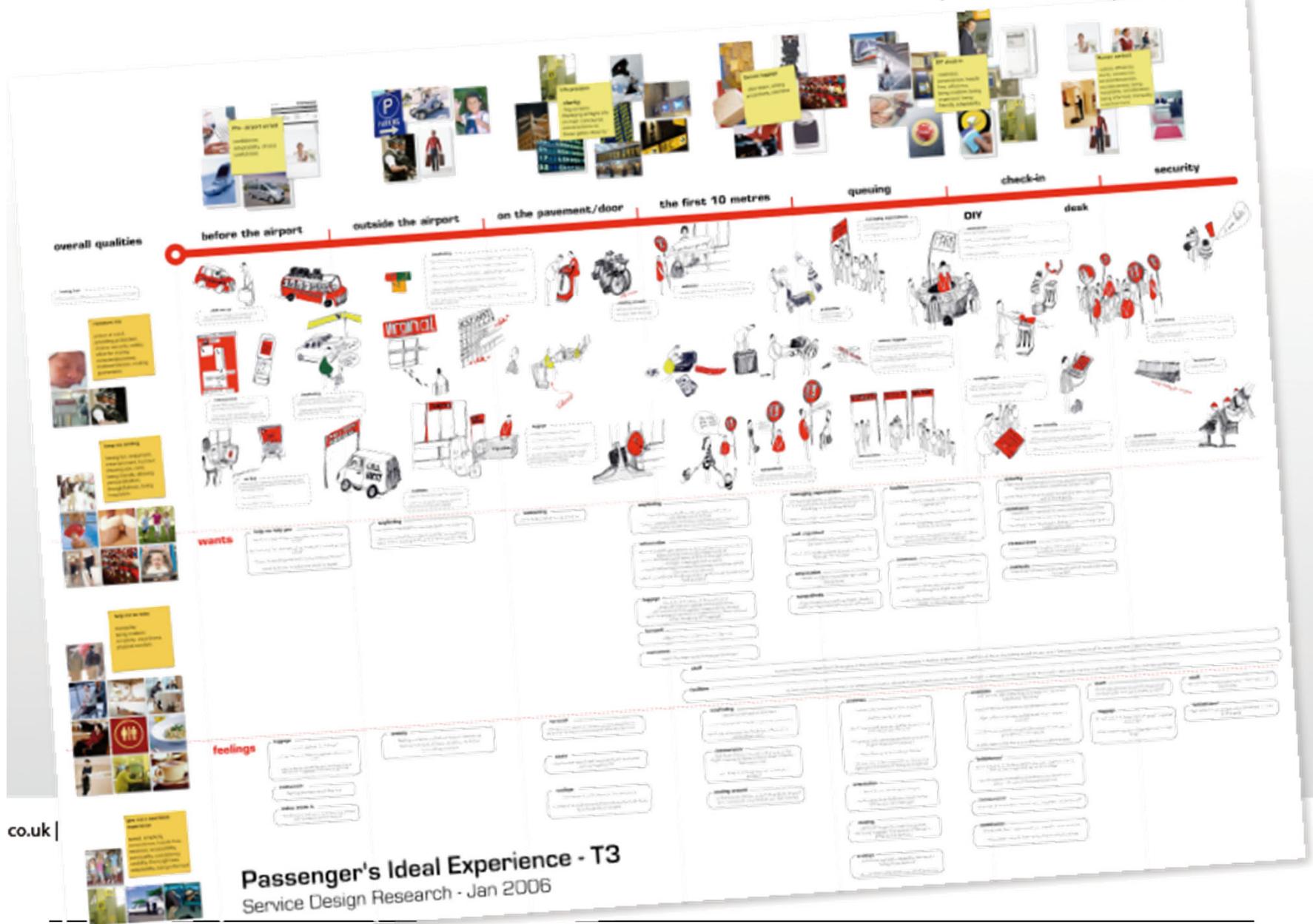














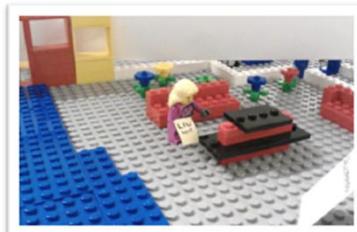
SERVICE PROTOTYPES

Prototypes

- Definite prototype
 - a representation that does not change in itself when a person engages with the representation
- Ongoing prototype
 - a representation that is hinged on the engagement of a person in the representation



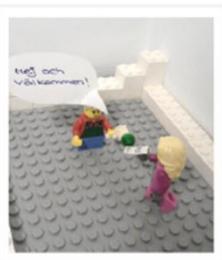
EMILIA HAR ETT PASSTRÄNINGSKORT PÅ CAMPUSHALLEN OCH TRÄNAR OFTA DÄR



HON TAR AV SIG SKORNA I ENTRÉN



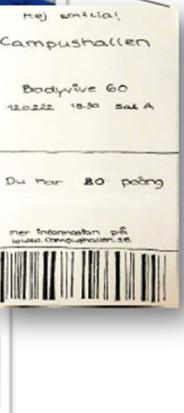
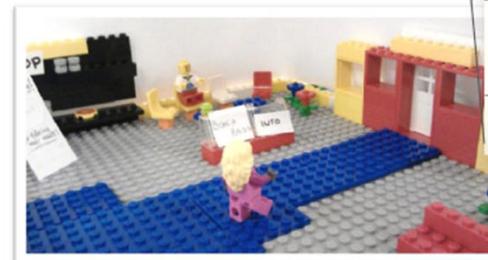
EMILIA INREGISTRERAR SIG OCH FÄR EN PASSBILJETT



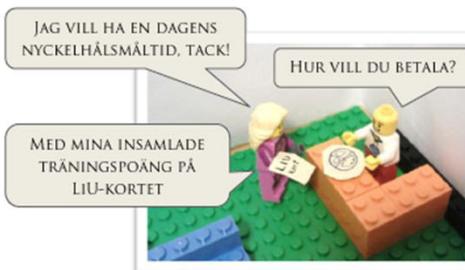
INSTRUKÖREN REGISTRERAR EMILIAS PASSBILJETT OCH INFORMATION SKICKAS TILL DATORSYSTEMET



EMILIA UTREGISTRERAR SIG



EMILIA GÅR TILL KÄRALLEN FÖR ATT ÄTA MAT



JOHAN HAR ETT GULDKORT PÅ CAMPUSHALLEN, HAN HAR INTÉ TRÄNAT PÅ ETT TAG

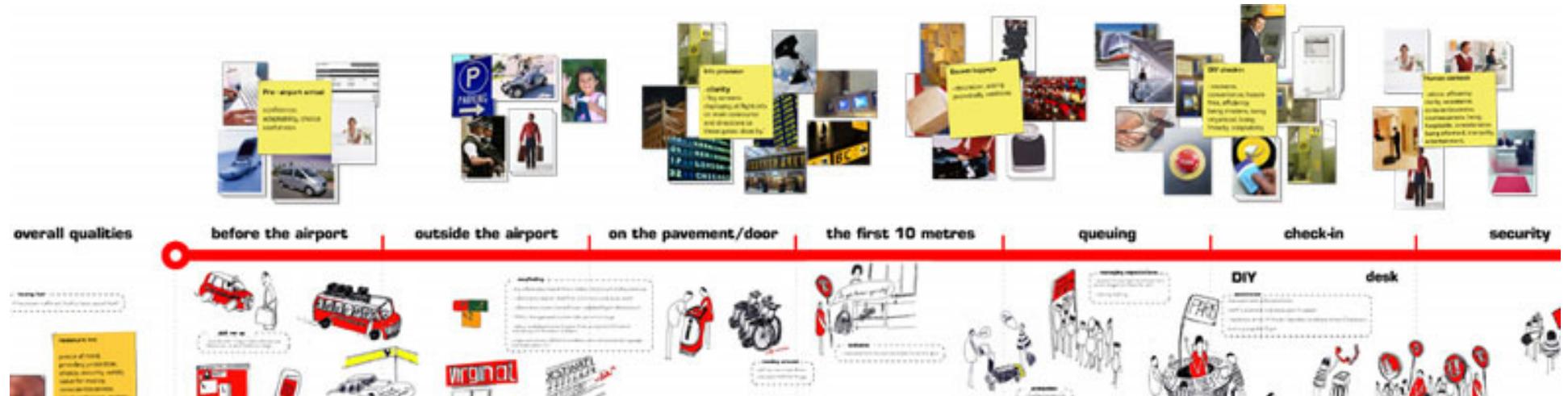


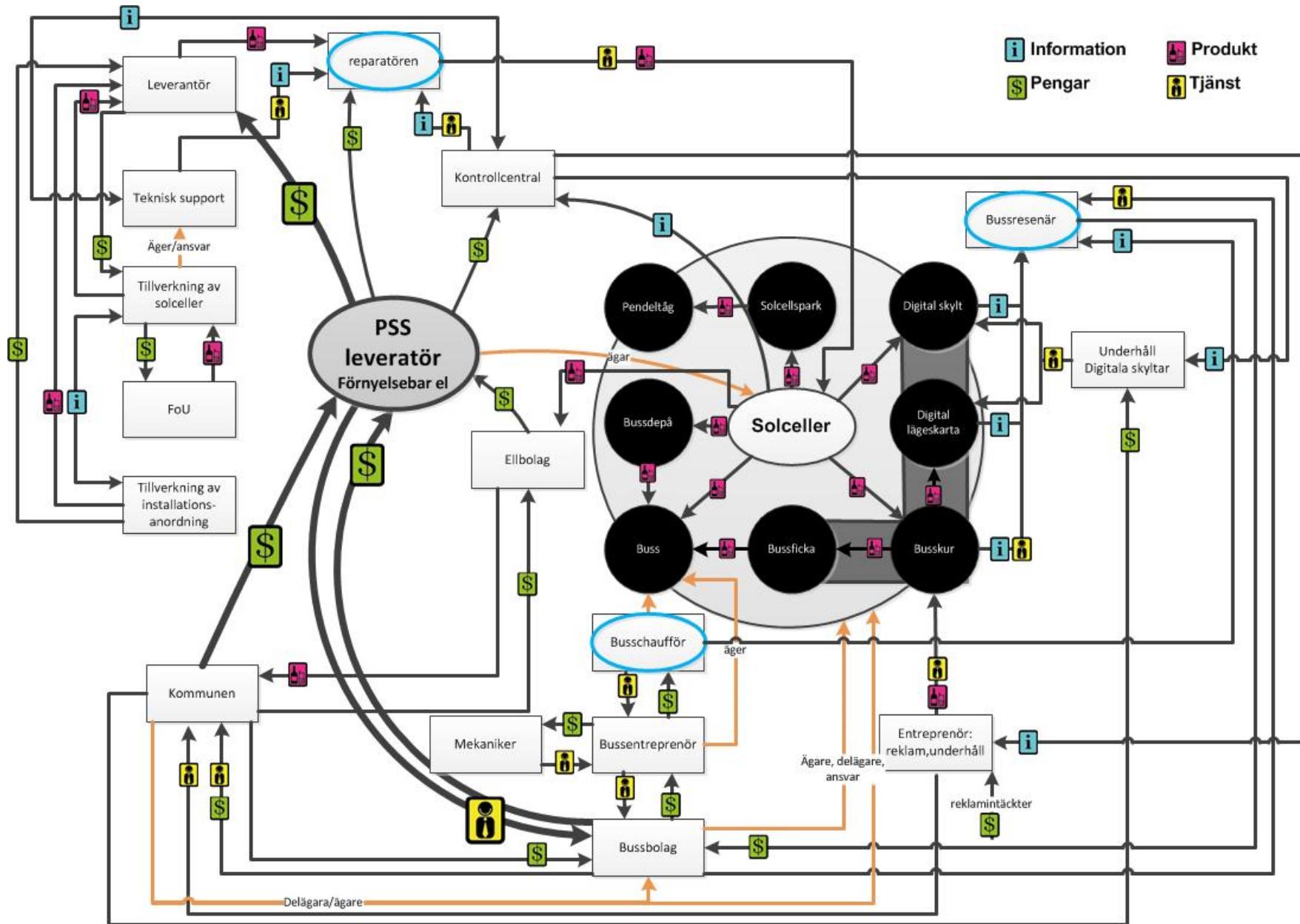
JOHAN SER HUR MÅNGA POÄNG HAN SAMLAT IN PÅ SKÄRMEN NÄR HAN REGISTRERAR KORETET

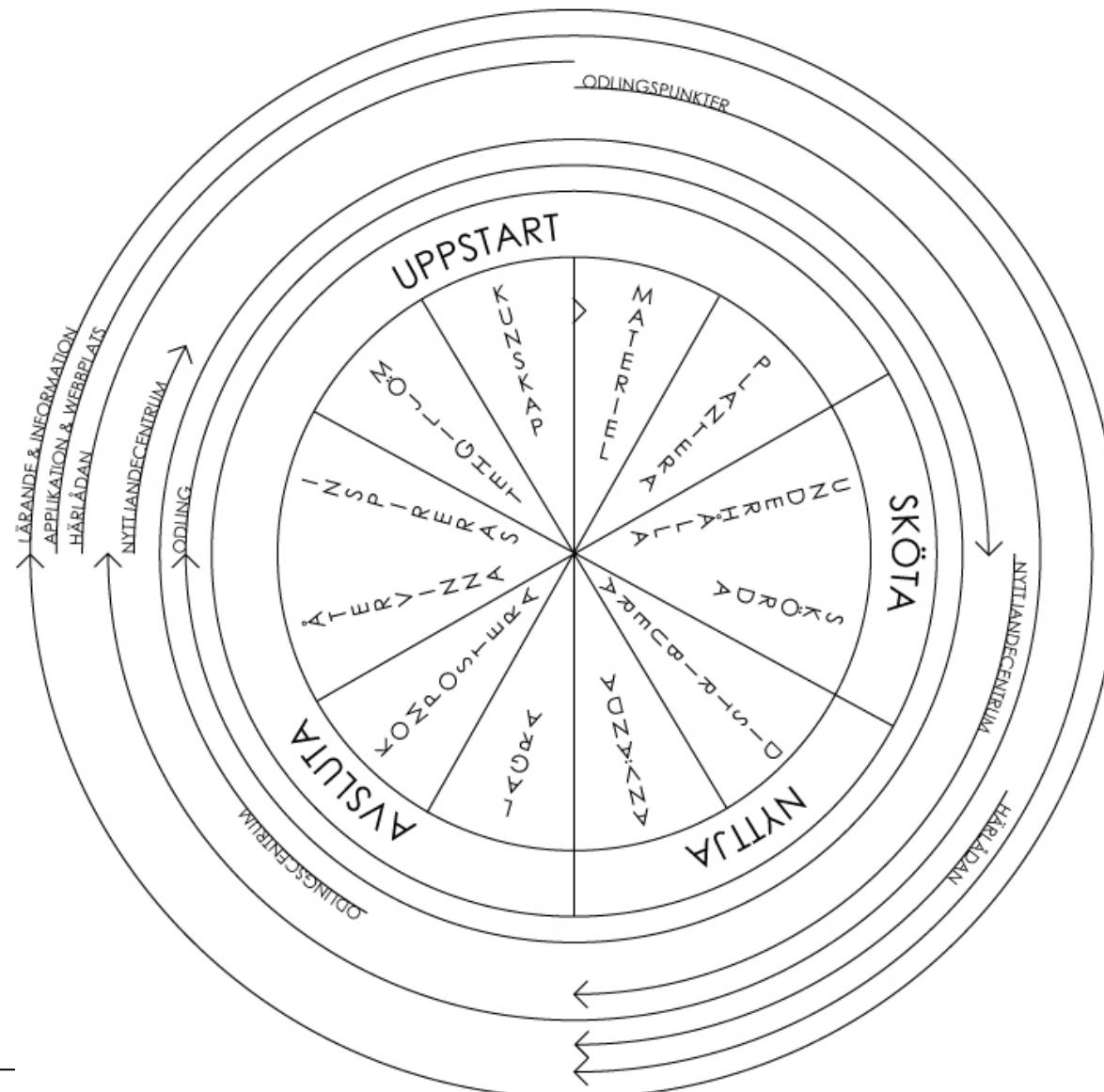


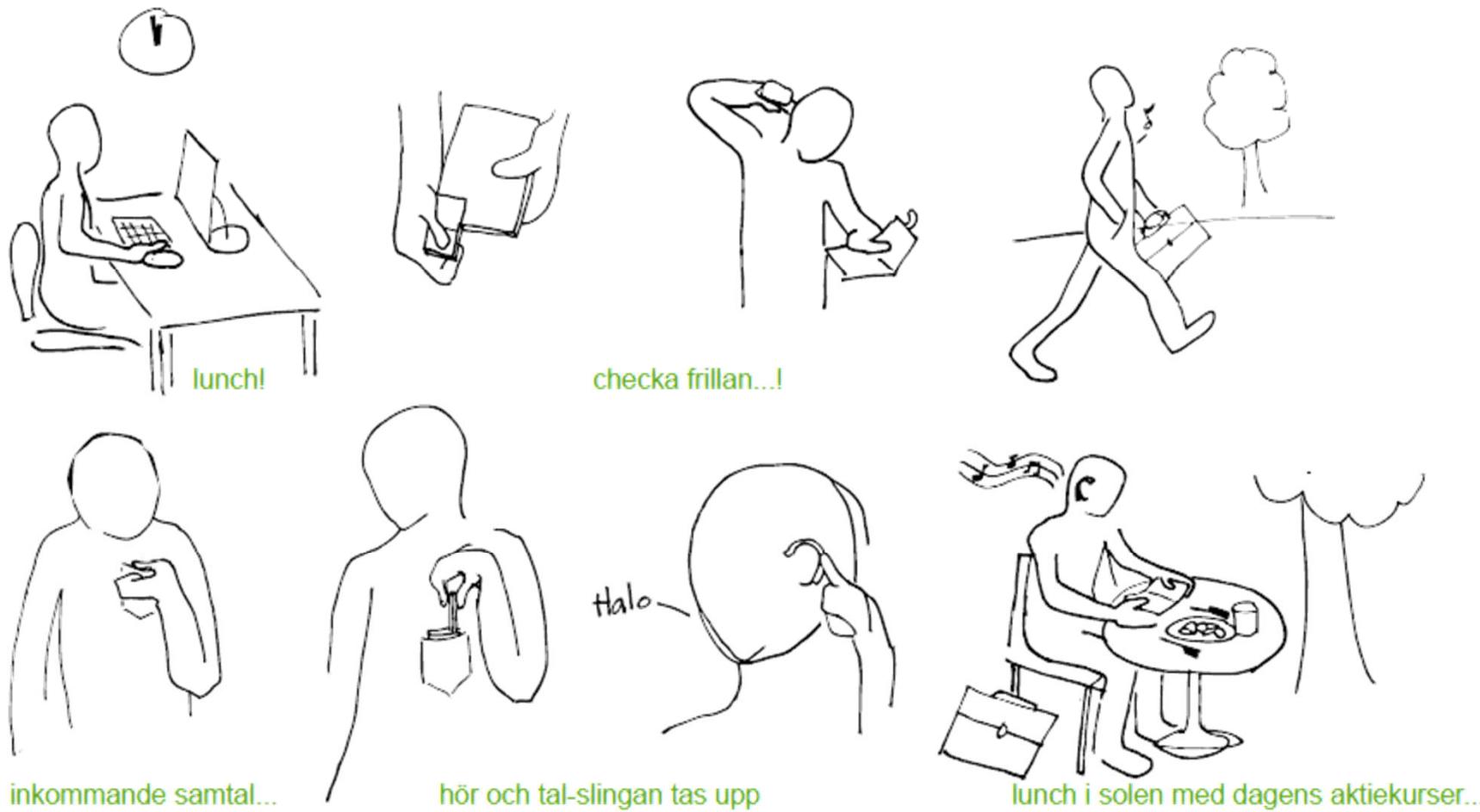
JOHAN BOKAR IN ETT PASS TILL IMORGON INNAN HAN GÅR HEM

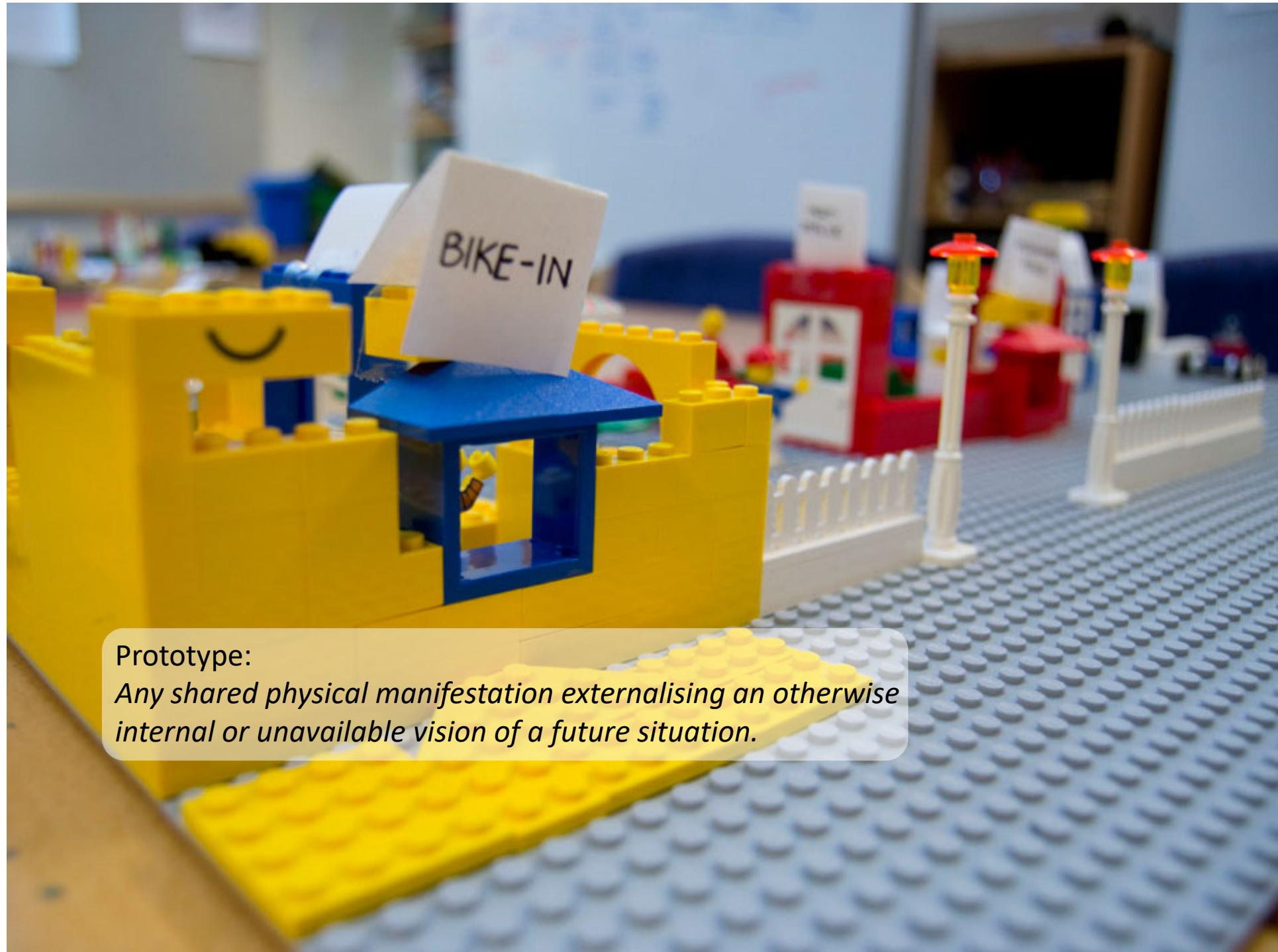
Customer Journey





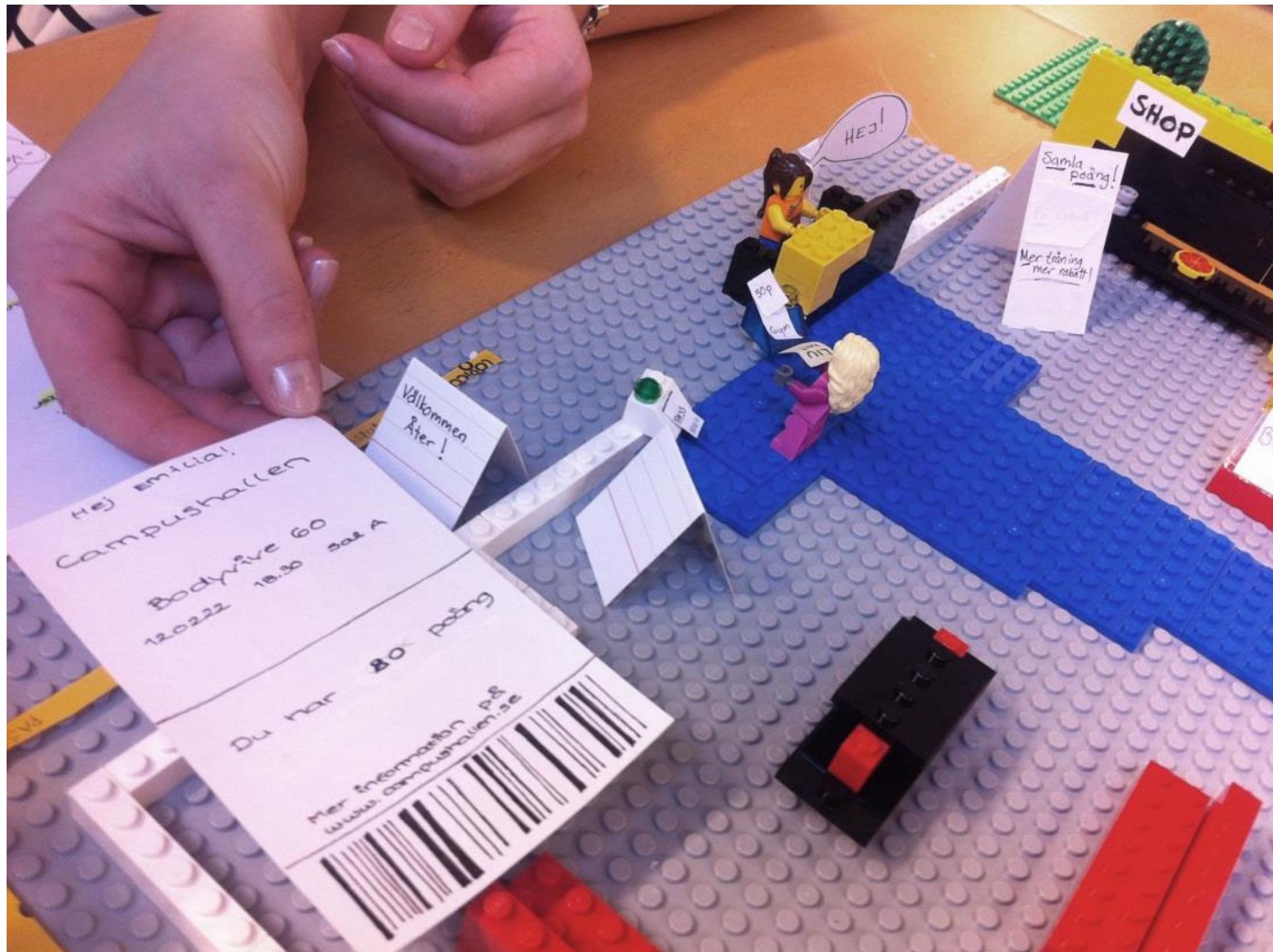


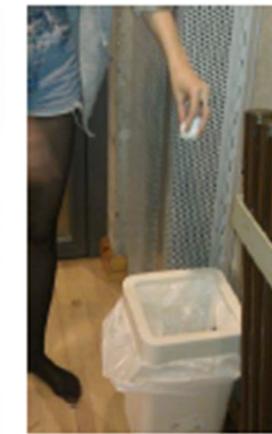




Prototype:

Any shared physical manifestation externalising an otherwise internal or unavailable vision of a future situation.





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