

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

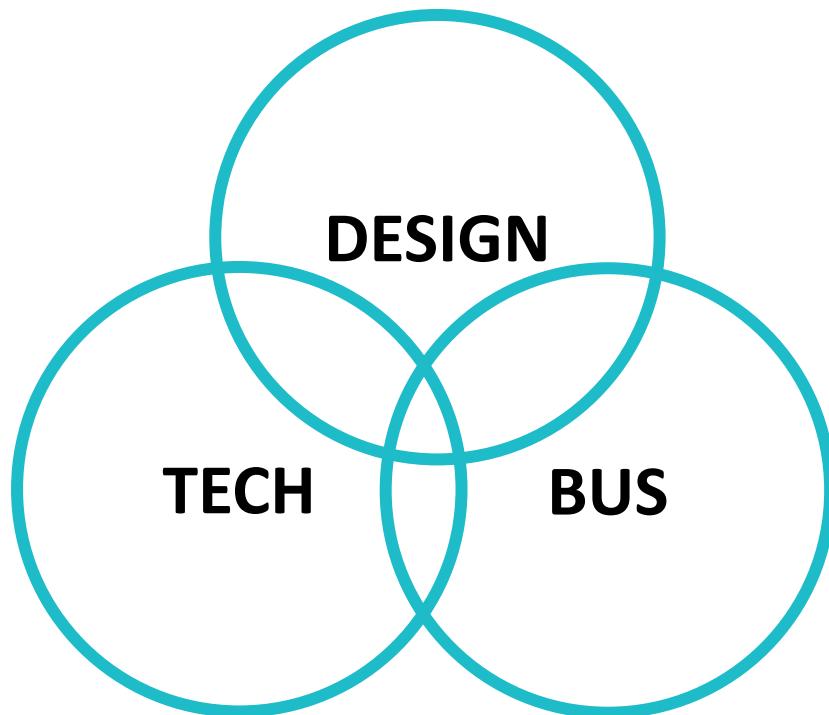
Nordic foundations for design

» 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

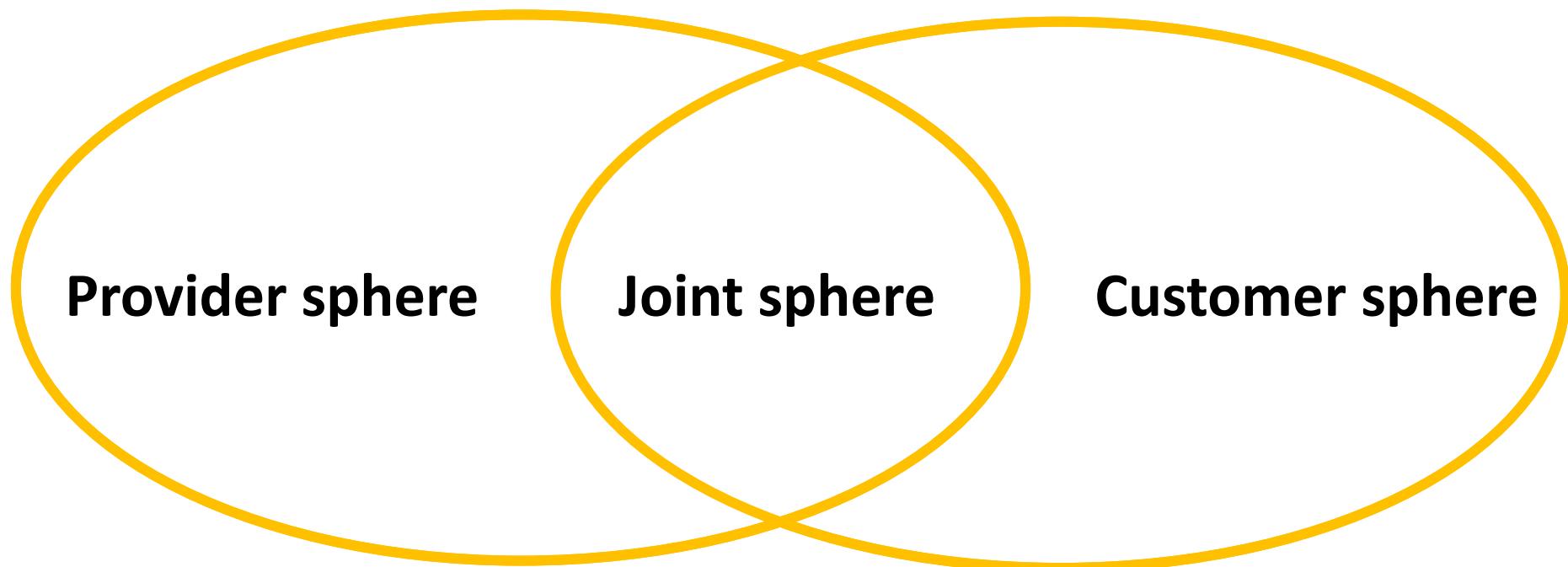
» Thus, the great economic law is this: services are exchanged for services. /.../ it is trivial, very commonplace; it is nonetheless, the begining, the middle, and the end of economic science. »

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 The traditional division between goods and services is long outdated.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



Customer's value creation
(customer in charge)

VALUE FACILITATION

(SUPPLIER by providing
goods and core
service offerings)

VALUE CO-CREATION

(CUSTOMER and SUPPLIER
together during interactions;
Joint Value Co-creation)

SOLE VALUE CREATION

(CUSTOMER alone)

Supplier's production process
(supplier in charge)

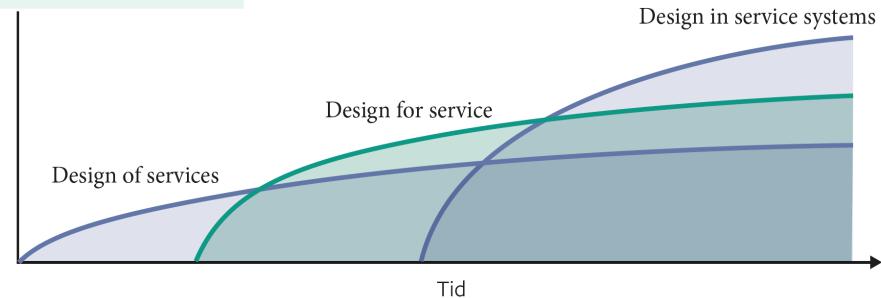
Customer's co-production
participation







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

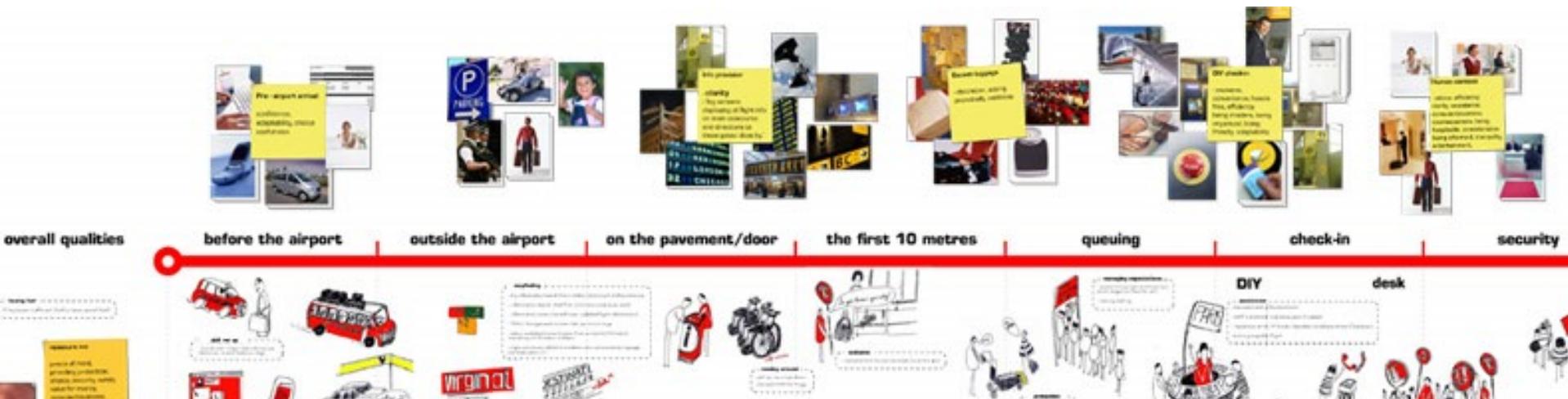


CONCEPTS

Concepts in service design

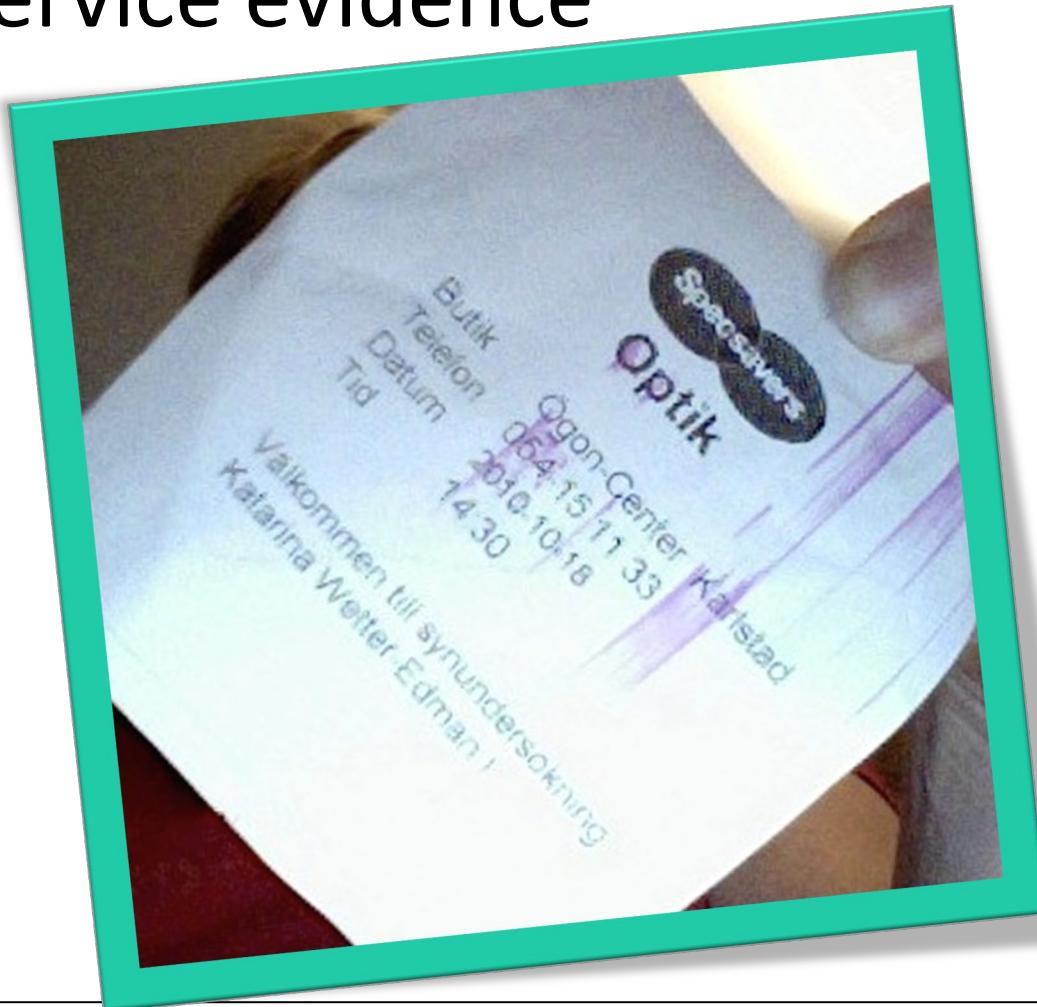
- Customer journey map
 - Touchpoint
 - Instances of direct or mediated contact with a service system
 - Service moment, service phrase
 - Evidence
 - Manifestations kept by a beneficiary that proves s/he has the right or has been part of the service
 - Service channel
 - The medium used
 - Service blueprint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

Customer Journey Map





Service evidence



NON-TRANSFERABLE
EXCEPT UNDER CONDITIONS PRESCRIBED



B10
NON-TRANSFERABLE
EXCEPT UNDER CONDITIONS PRESCRIBED BY THE SECRETARY OF

U.S.
5 DOLLARS
COUPON
OF 54
U.S. DEPARTMENT OF AGRICULTURE



NON-TRANSFERABLE
EXCEPT UNDER CONDITIONS PRESCRIBED BY THE SECRETARY OF

U.S. DEPARTMENT OF AGRICULTURE
FOOD COUPON

U.S. DEPARTMENT OF AGRICULTURE
FOOD COUPON
C11
DO NOT FOLD OR SPINDLE
5
VALUABLE
886467578M

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

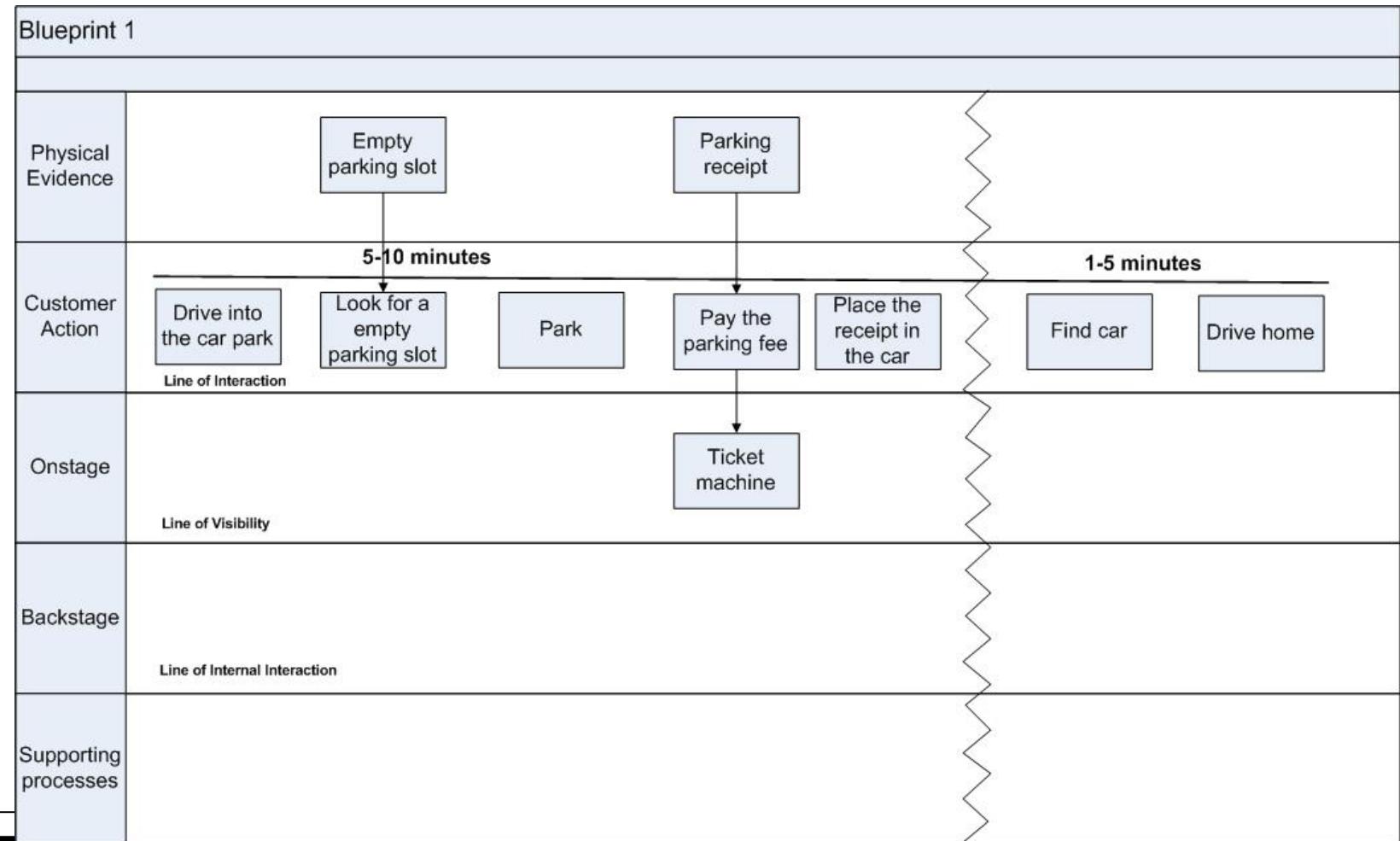
*Line of internal
interaction*

Support processes

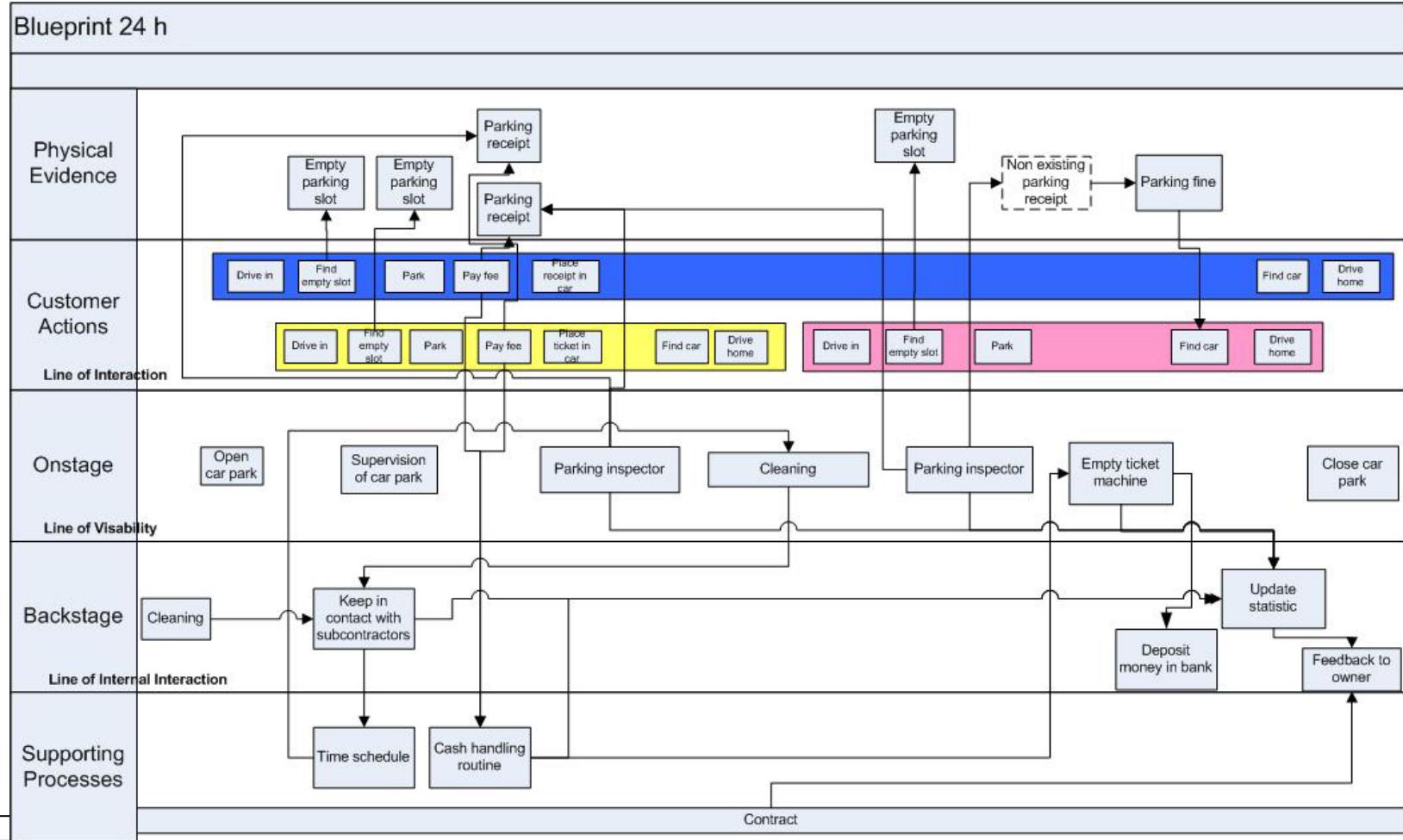
Line of implementation

Management activities

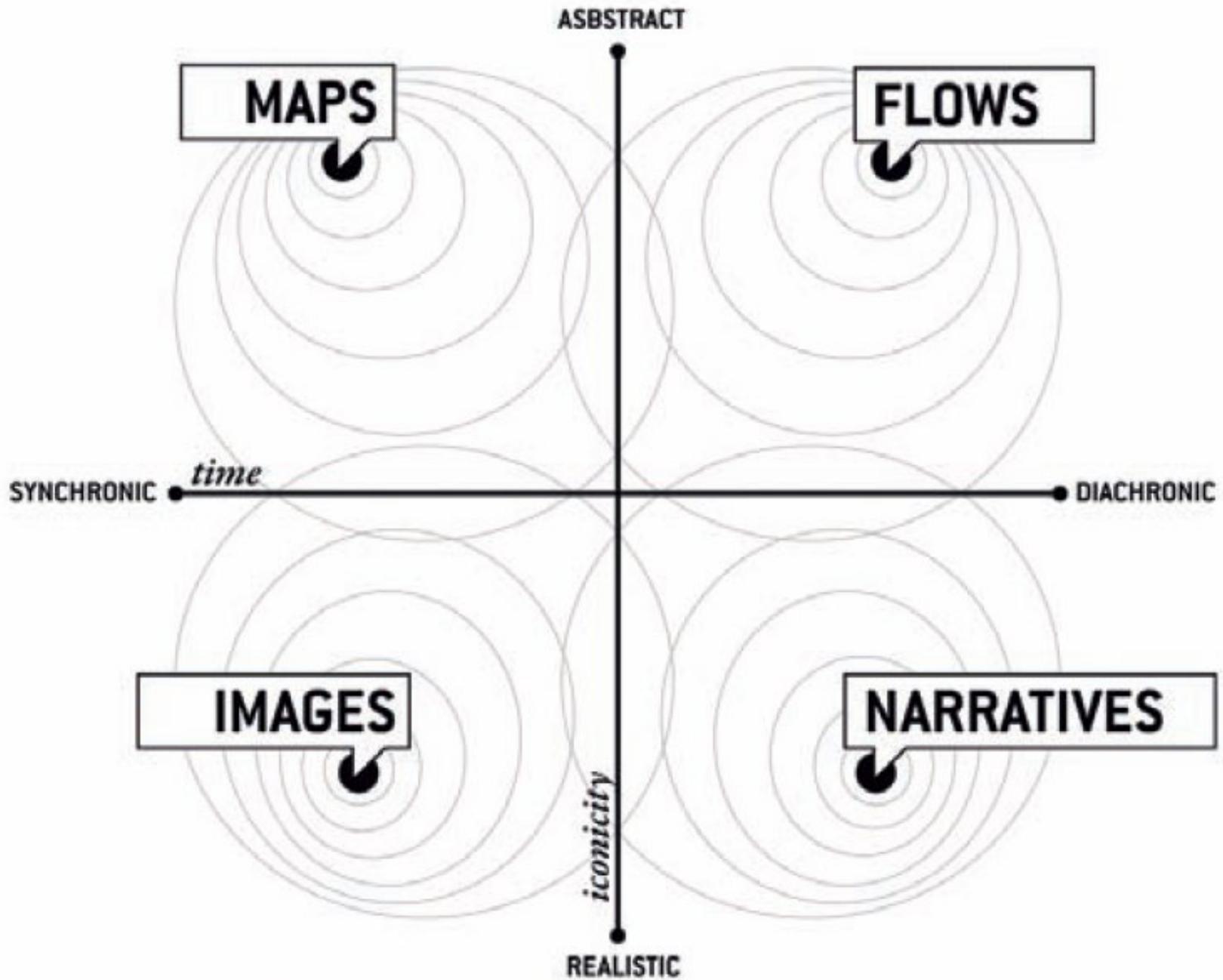
Service blueprint, example



Service blueprint, example

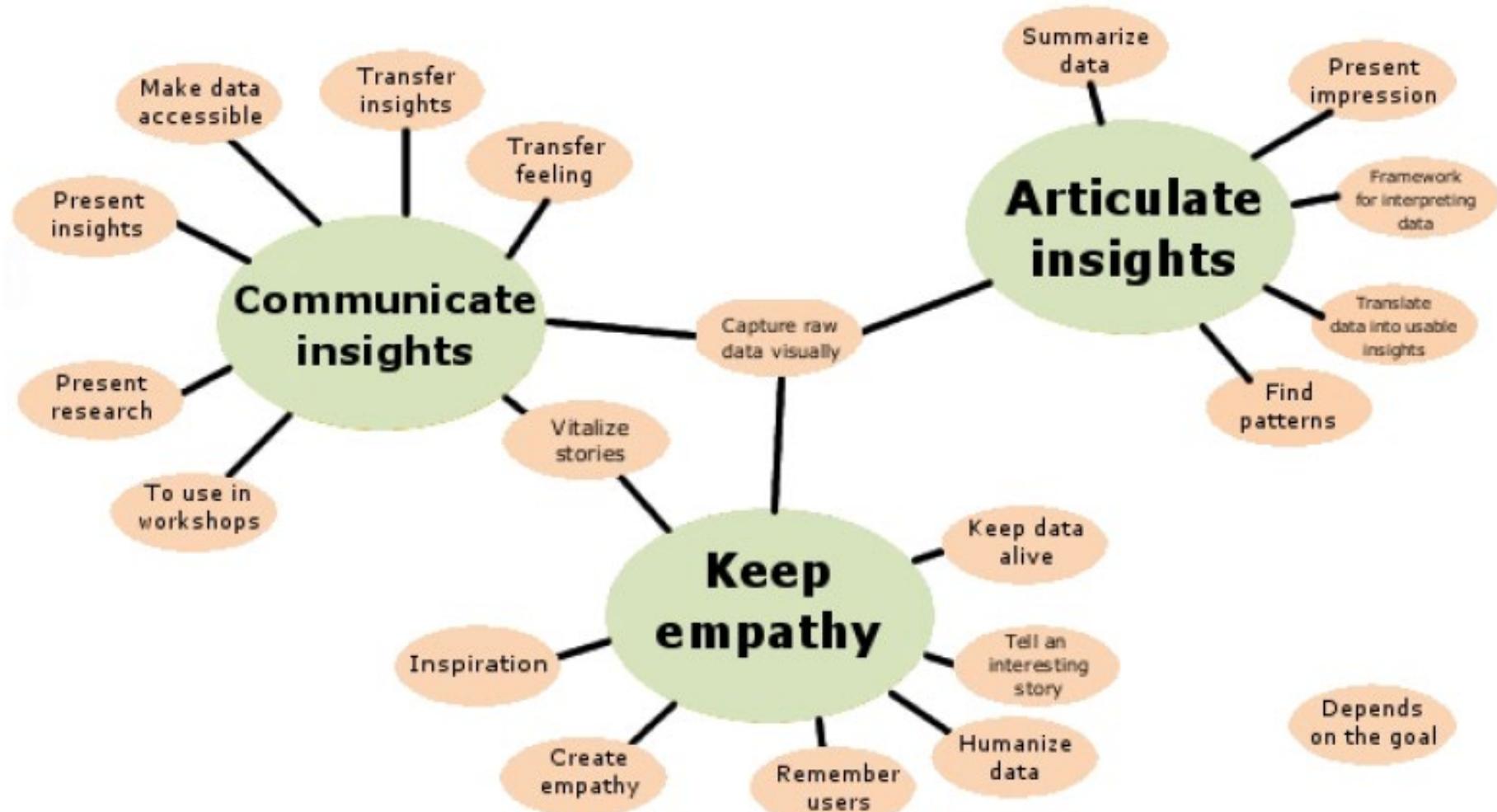


VISUALIZATIONS



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



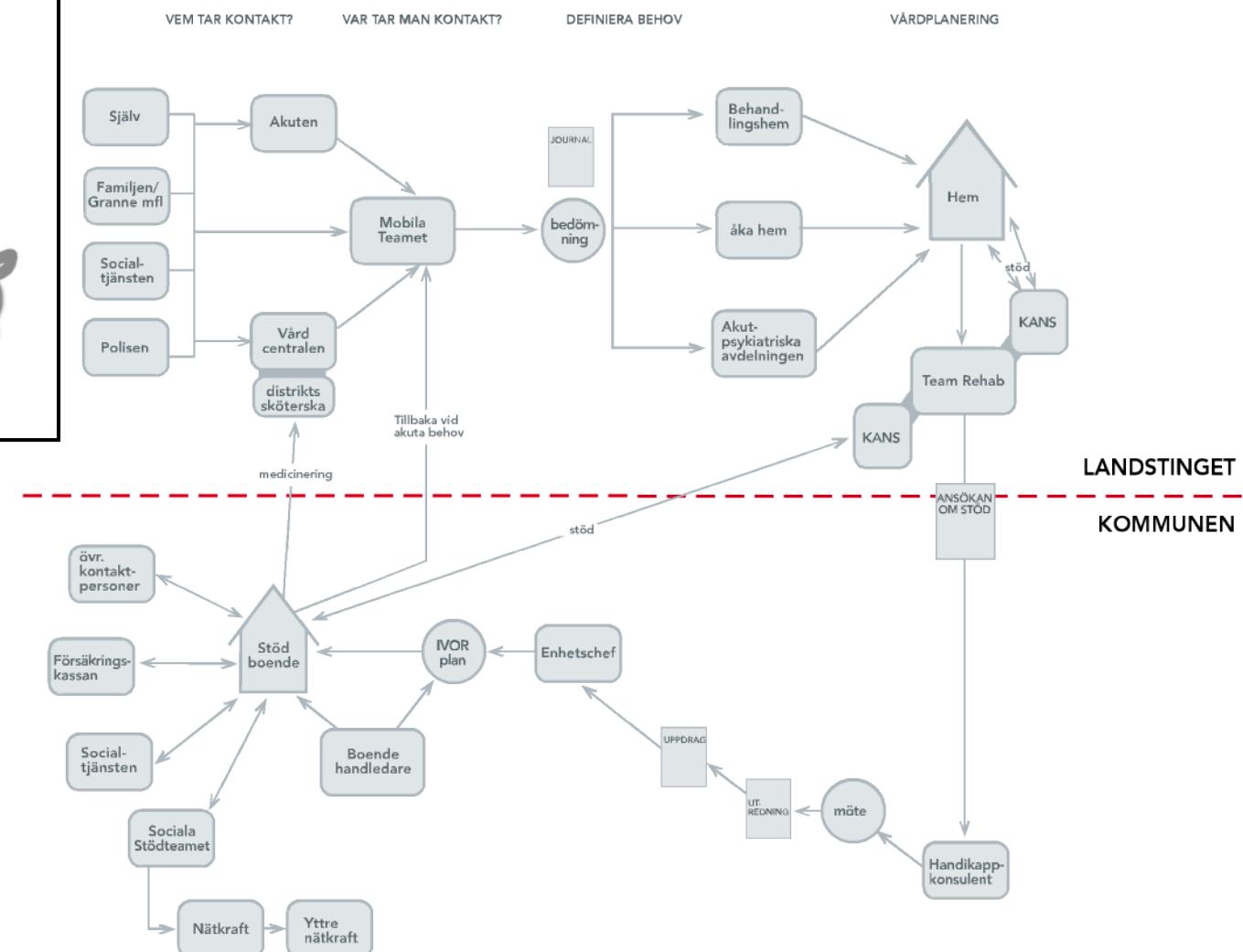
REFRAMING

Den psykiskt funktionshindrades väg genom vården

ETT SCENARIO IDAG



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

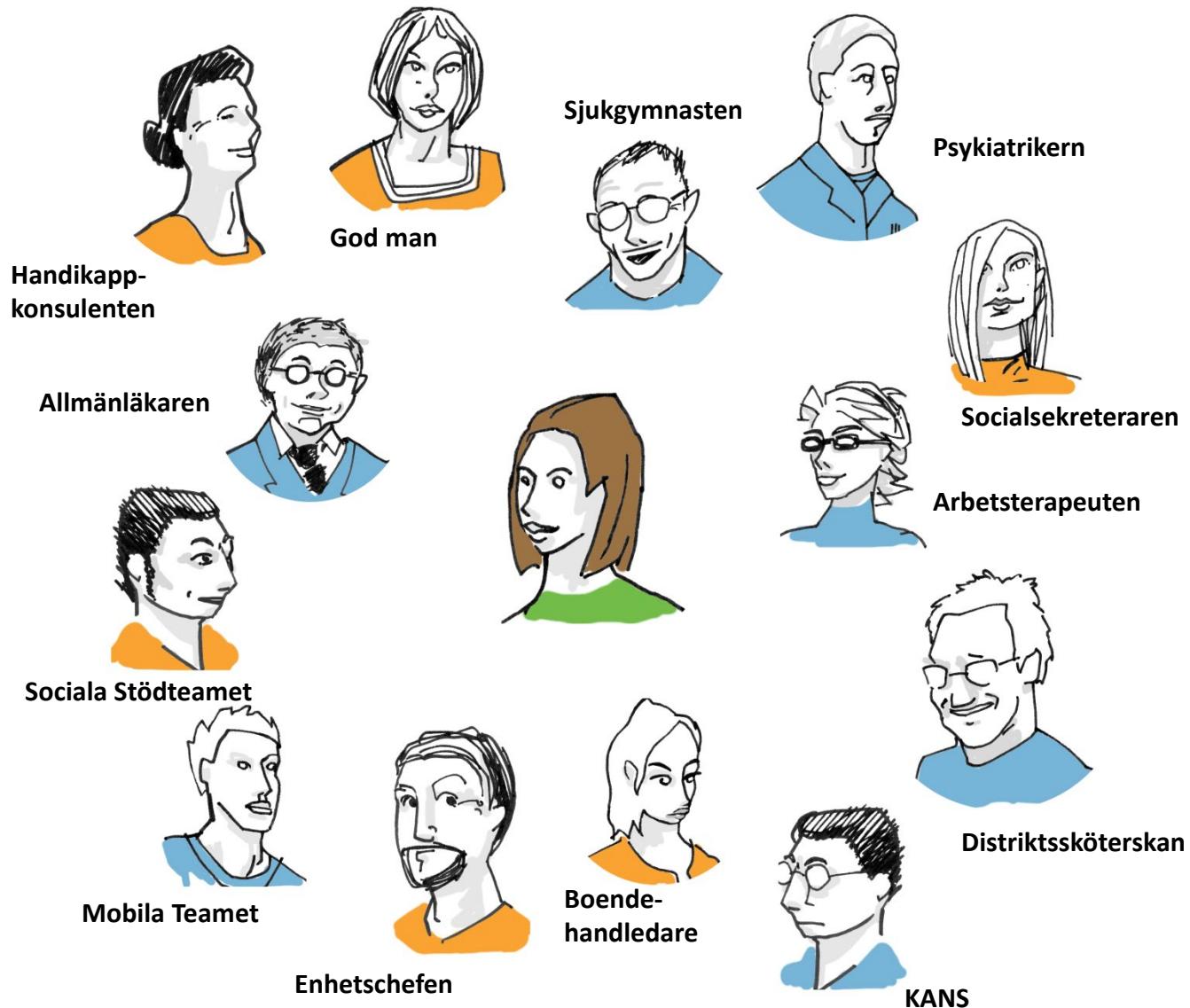


Den psykiskt funktionshindrades väg genom vården

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.



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

Sjuksköterska



Närstående



Boendehandledare
och socialt stöd



Kontaktpersonperson
och socialt stöd

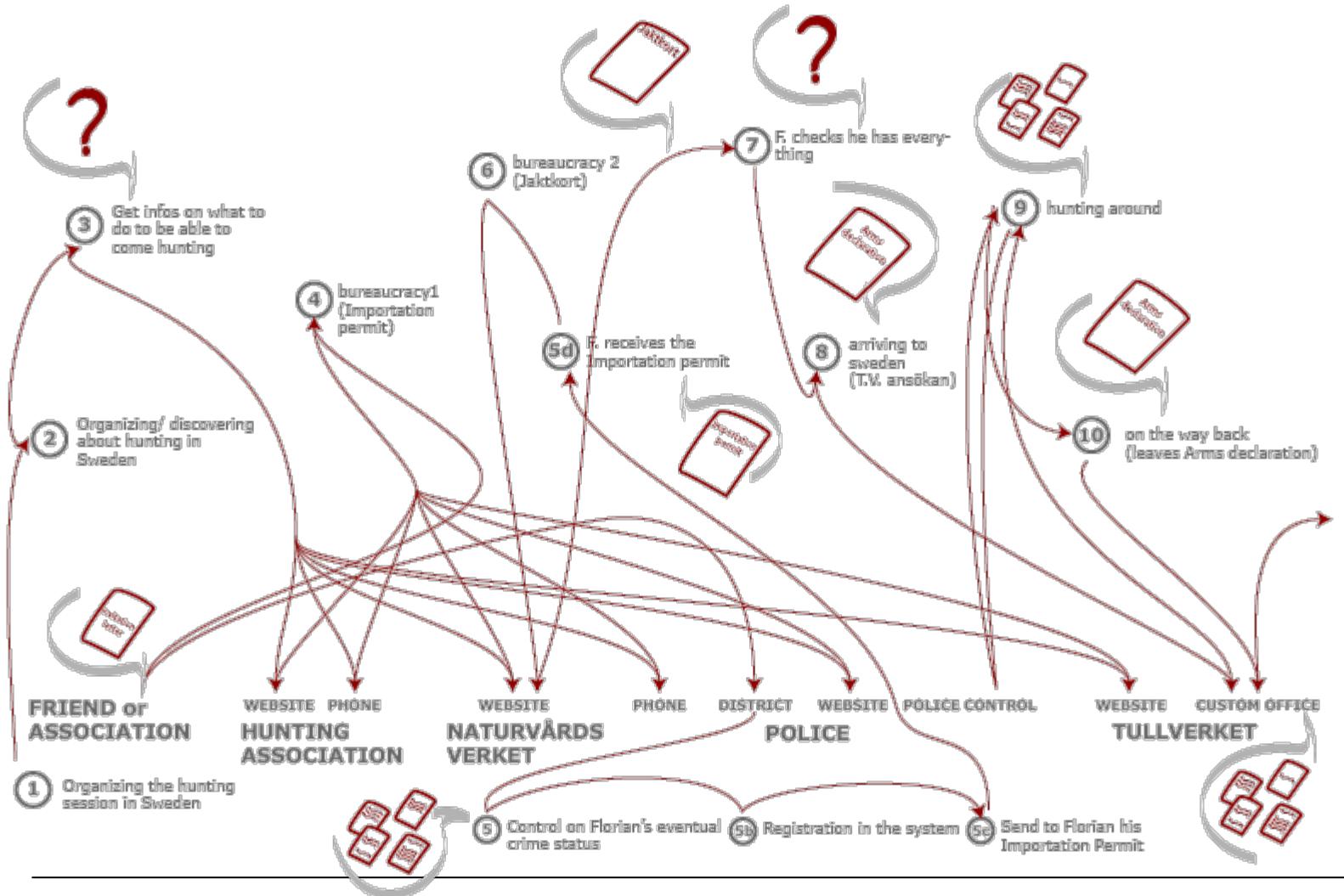


Psykiatriker



Sjukgymnast

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.

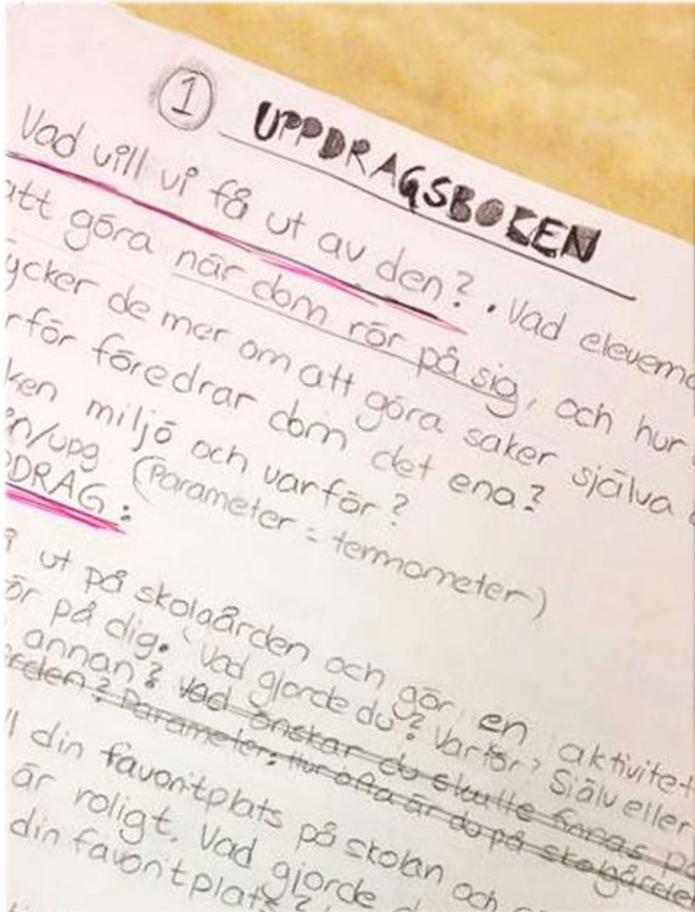
I find it
difficult to
get from
place to
place.

Shopping
for food is
hard.

Diabetes Self-Management Education and Support Program (DSME). They're part of a project by the American Diabetes Association, funded by the National Institute of Diabetes and Digestive and Kidney Diseases.

You can learn to manage your diabetes more effectively through DSME. To learn more about DSME, visit american-diabetes.org/dsme.















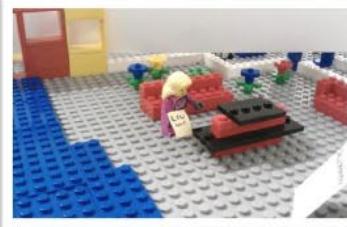
SERVICE PROTOTYPES

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 TRÄNDAR OFTA DÄR



HON TAR AV SIG SKORNA I ENTRÉN



EMILIA INREGISTRERAR SIG OCH FÄR EN PASSBILJETT

Hej emilia!
Campushallen

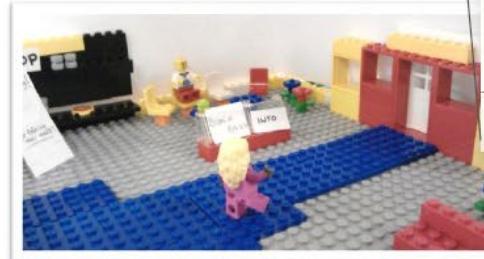
Bodenväg 60
12022 16:30 Sal A

Du har 80 poäng

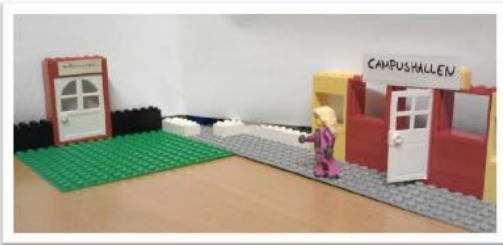
mer information på
www.campushallen.se



EMILIA UTREGISTRERAR SIG



INSTRUKTÖREN REGISTRERAR EMILIAS PASSBILJETT OCH INFORMATION SKICKAS TILL DATORSYSTEMET

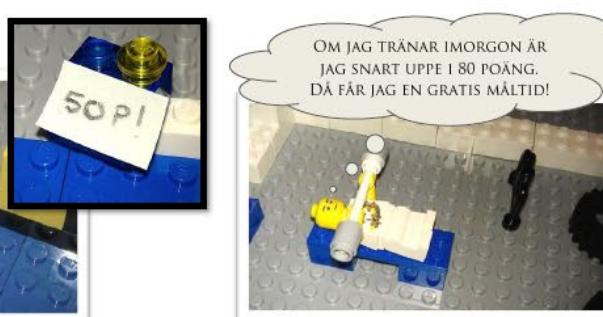


EMILIA GÅR TILL KÄRALLEN FÖR ATT ÄTA MAT

JAG VILL HA EN DAGENS NYCKELHÄLSMÄLTID, TACK!

HUR VILL DU BETALA?

MED MINA INSAMLADE TRÄNINGSPÖÄNG PÅ LIU-KORTET



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

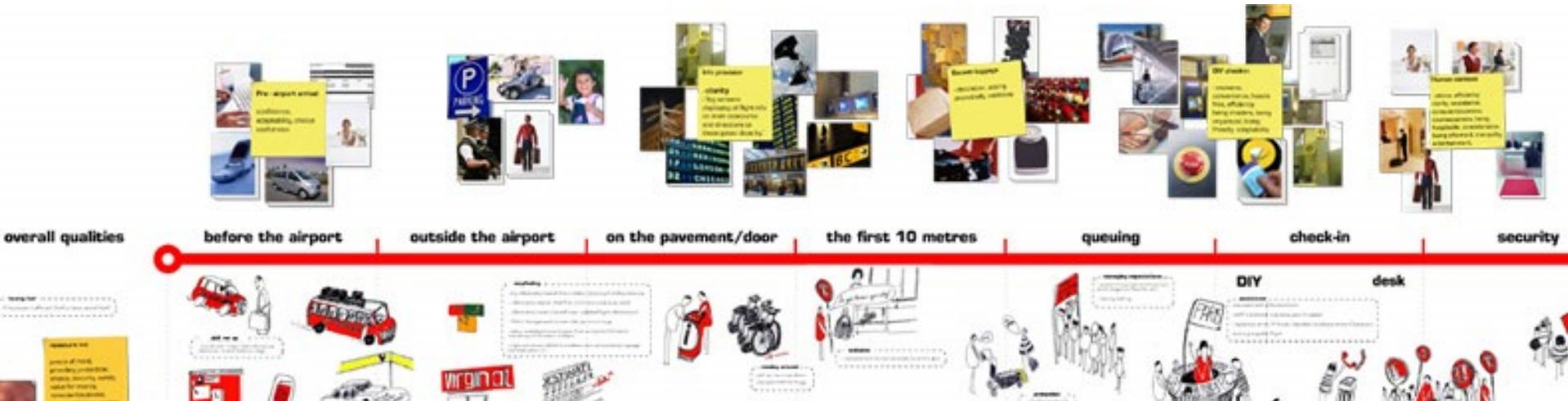


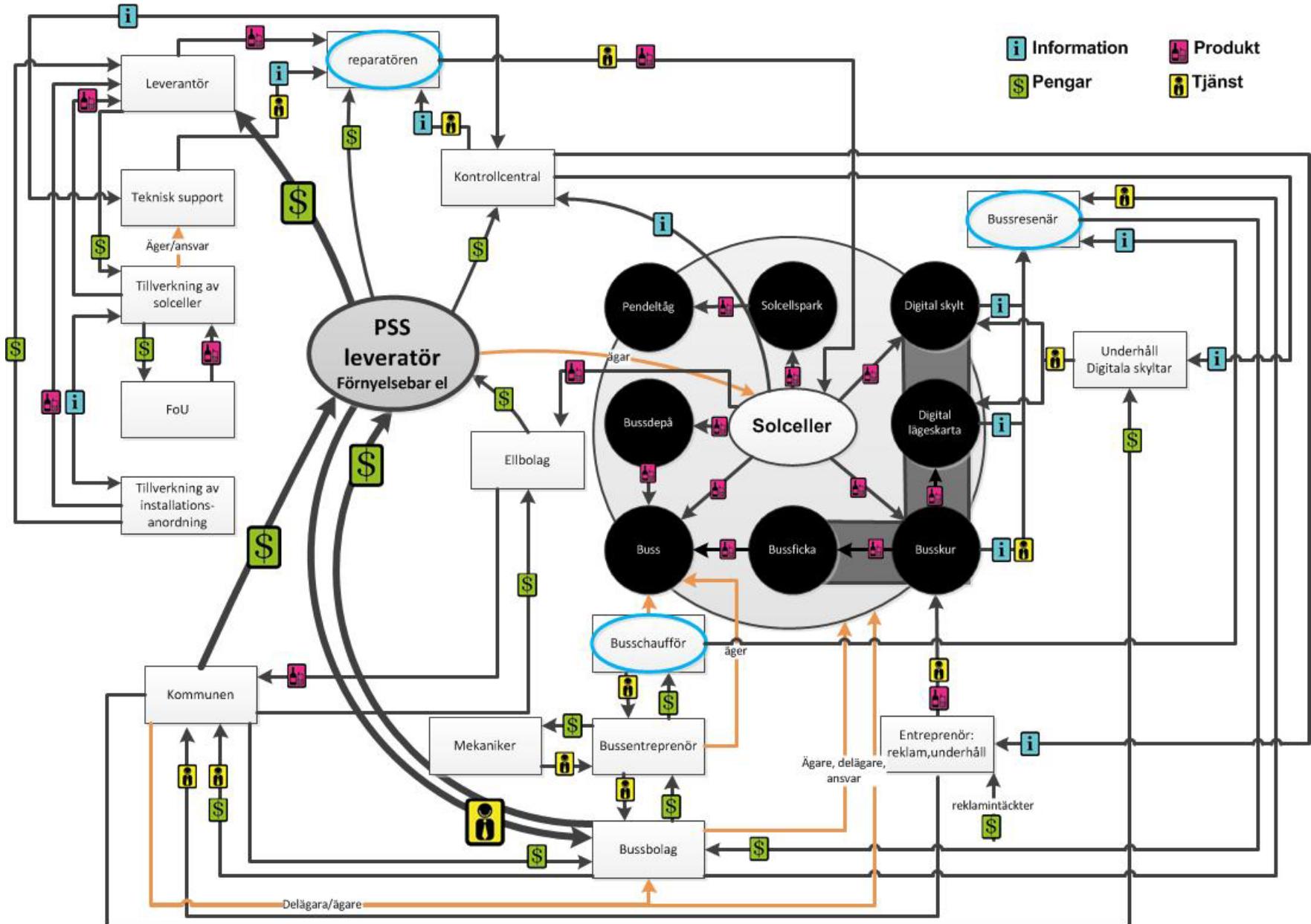
JOHAN SER HUR MÅNGA POÄNG HAN SAMLAT IN PÅ SKÄRMEN NÄR HAN REGISTRERAR KORTET

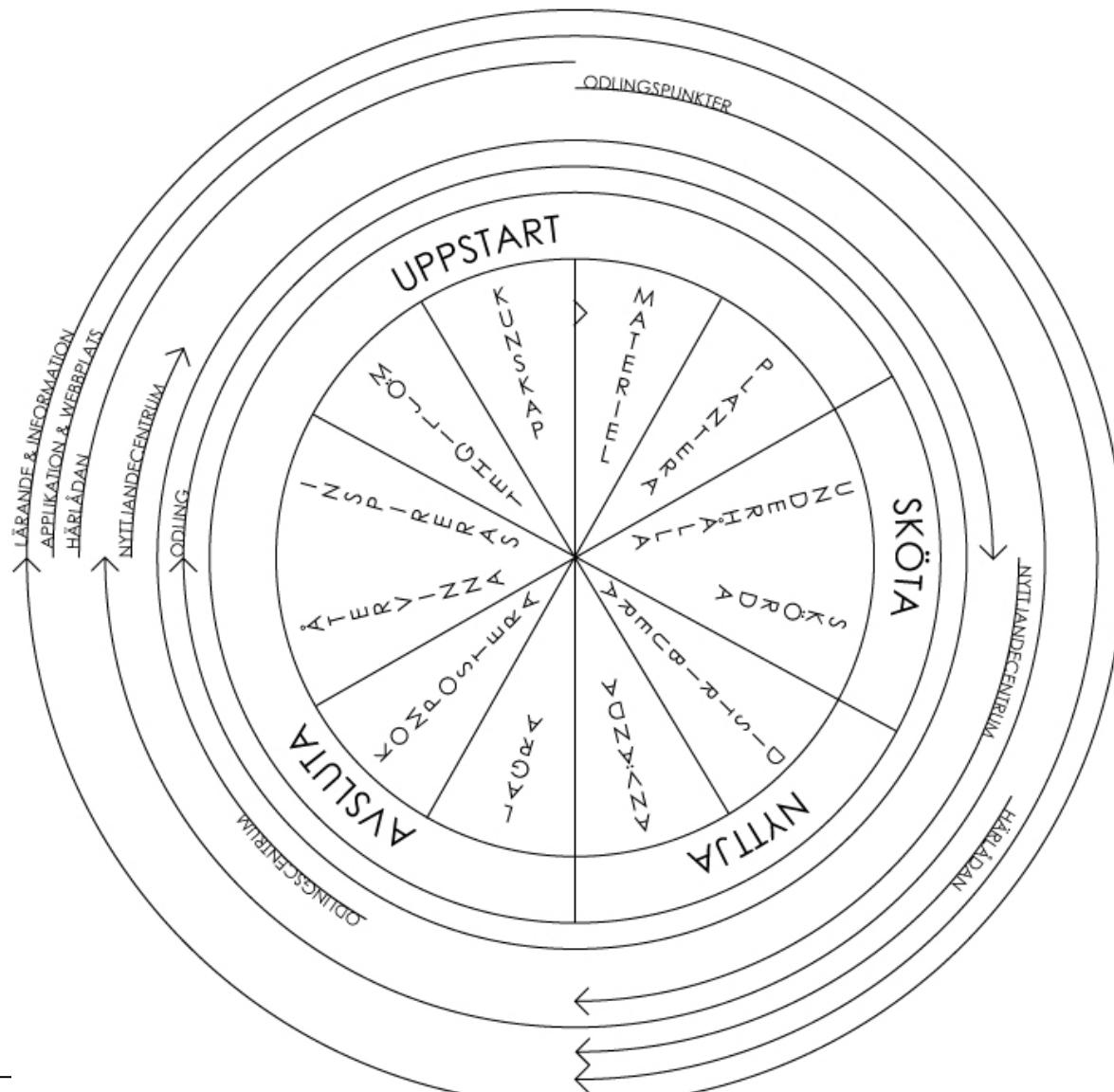


JOHAN BOKAR IN ETT PASS TILL IMORGON INNAN HAN GÅR HEM

Customer Journey





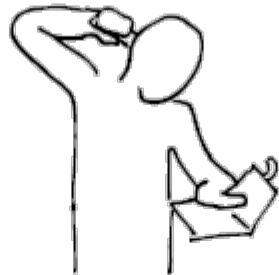




lunch!



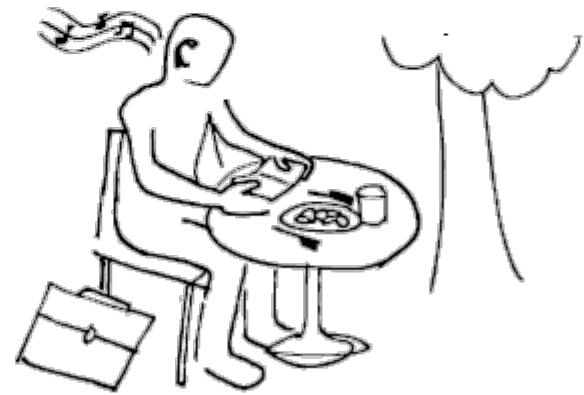
checka frillan...!



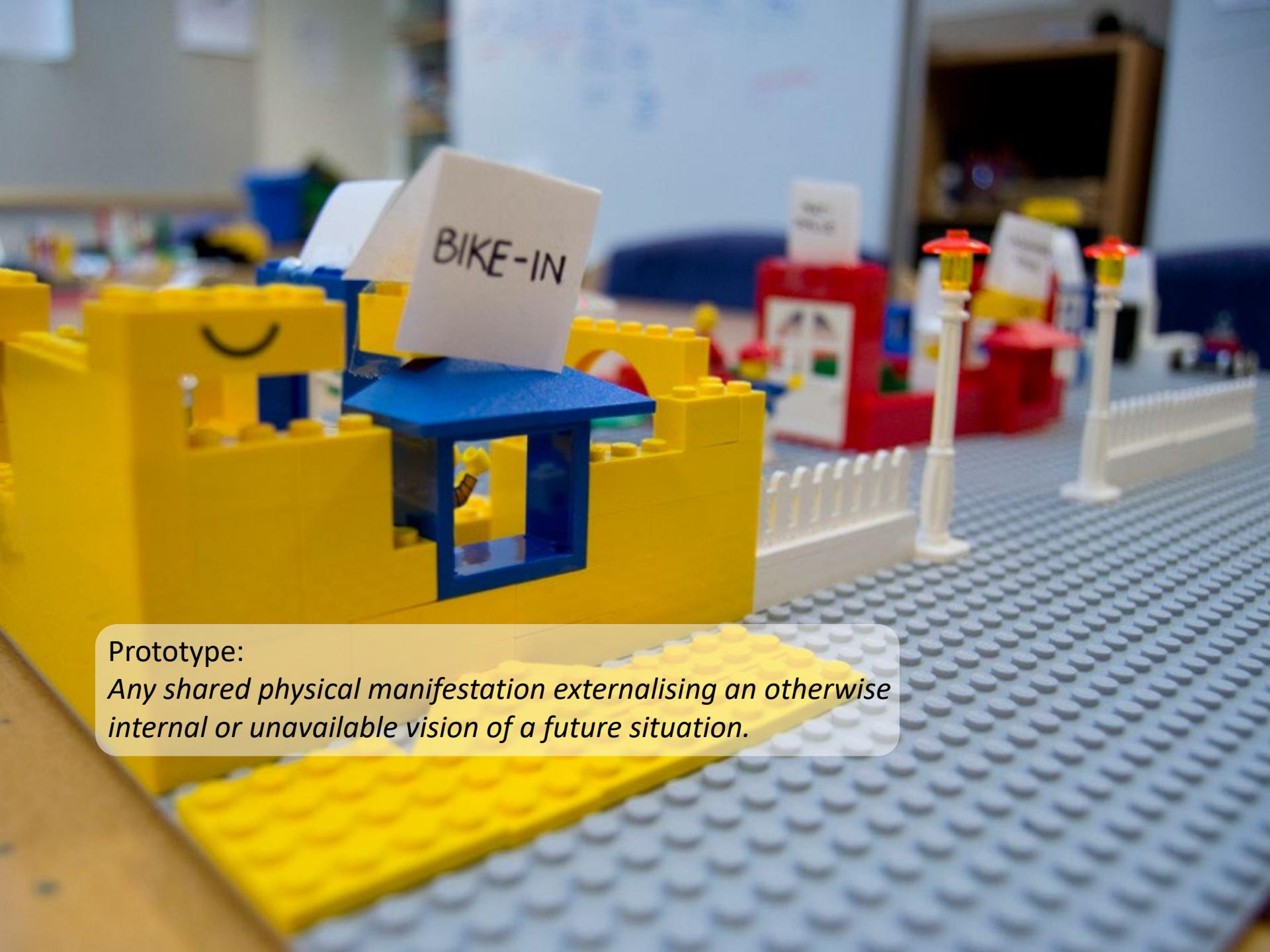
inkommande samtal...



hör och tal-slingan tas upp



lunch i solen med dagens aktiekurser...



Prototype:

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

Hej Emilia!

Campushallen

Bodydrive 60
120222 18:30 sal A

Du har 80 poäng

Här informasjon
www.campushallen.se



Välkommen
Åter!

50:-
Sista

100:-
Sista

HEJ!

Samla
poäng!

Mer träning
mer rabatt!

SHOP



Stefan Holmlid, @shlmlid

www.liu.se