



Module 3

Design for future needs



Class 9

Multidisciplinary Design

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Multidisciplinary Design

Design is for everyone

Service Design

Design and policymaking



“design has become
too important to be
left to designers”

Tim Brown, “Change by Design”

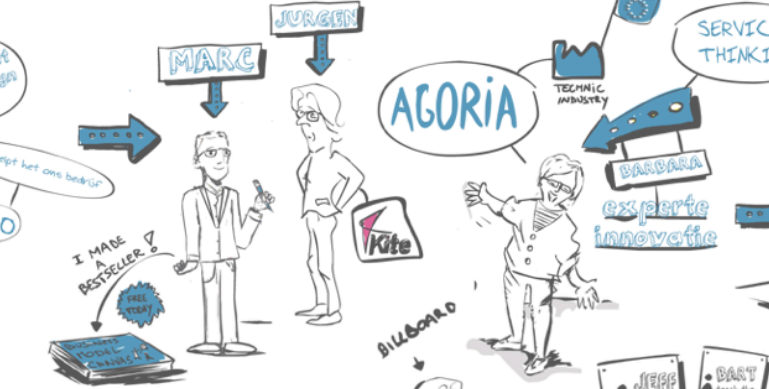


Multidisciplinary Design

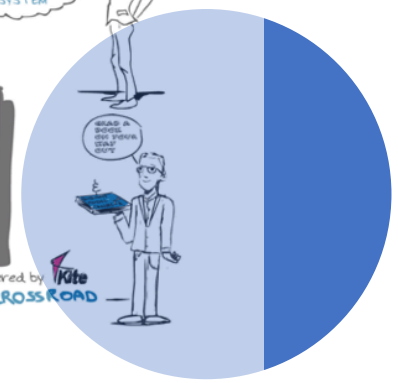
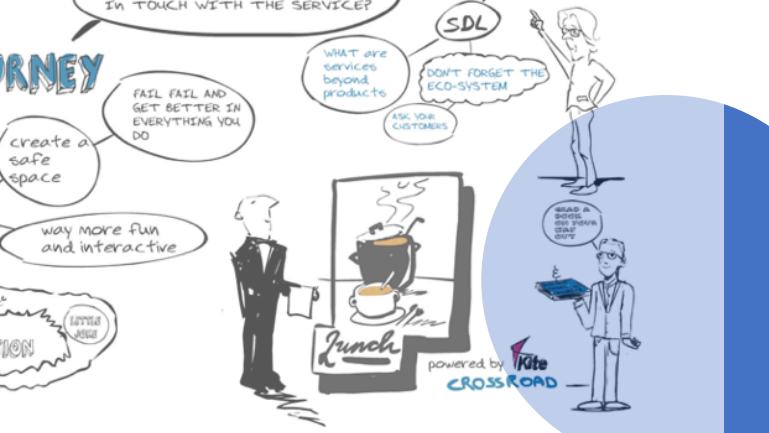
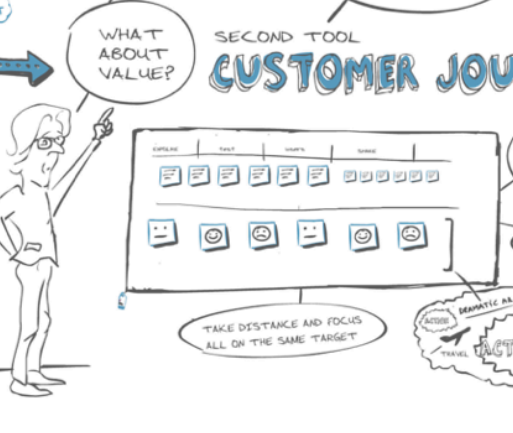
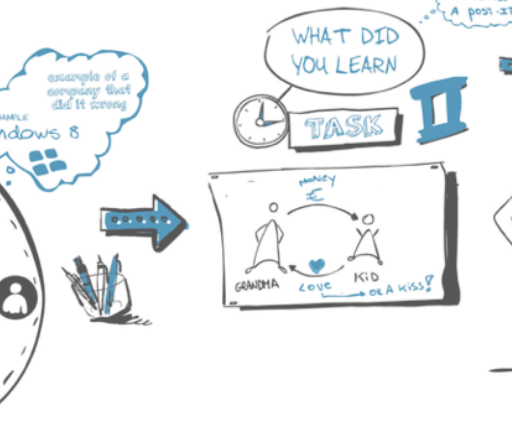
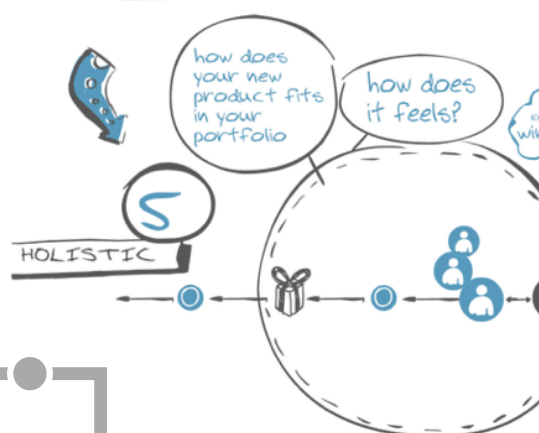
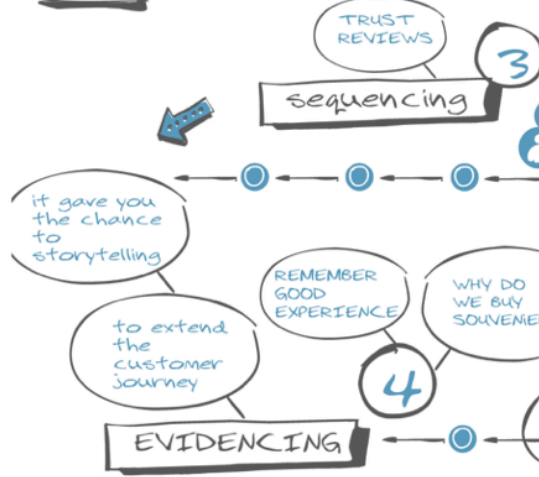
Service Design
for executives

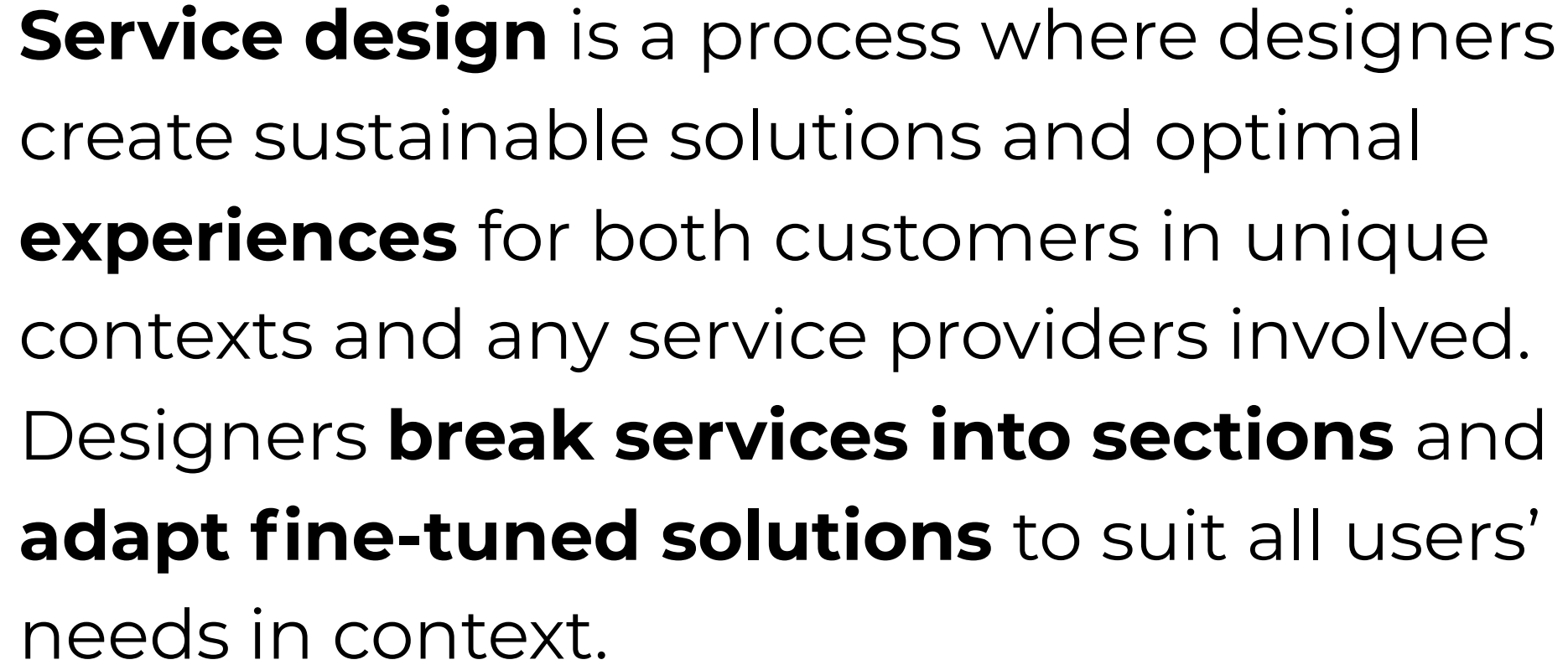
6 JUNE
15:00

MECHELEN



Service Design





Service design is a process where designers create sustainable solutions and optimal **experiences** for both customers in unique contexts and any service providers involved. Designers **break services into sections** and **adapt fine-tuned solutions** to suit all users' needs in context.

Interaction Design Foundation

We are creating experiences for people, thus we need to have consider their needs when design a product or service.



Experiences add value to commodities



60 kg
US\$ 120



250 g
US\$ 8



30 g
US\$ 4

1

2000



YOU ARE VIEWING:

All tools

SORT BY: [WORKFLOW](#)
[ALPHABETICAL](#)



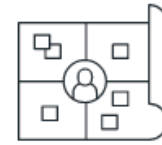
DIARY STUDY



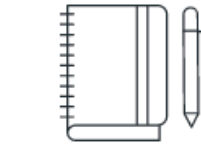
ECOSYSTEM MAP



EMOTIONAL JOURNEY



EMPATHY MAP



ISSUE CARDS



JOURNEY MAP

<https://servicedesigntools.org/tools/emotional-journey>



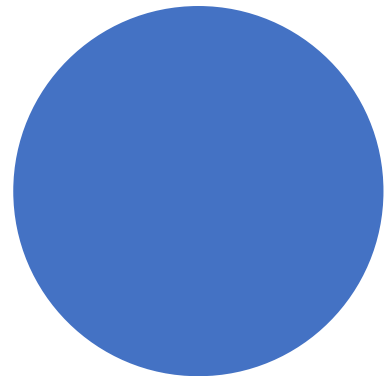
Service Design

A few tools that we
can use in our
projects

Personas

Journey Maps

System Maps
(Stakeholder maps)



Personas

A persona is a profile representing a particular group of people, such as a group of customers or users, a market segment, a subset of employees, or any other stakeholder group.

PERSONA TEMPLATE



Jennifer D. Gephart

Age 32
Occupation Finance Project Manager
Education MBA
Location Austin, TX
Status Single

Interests

Cycling, kayaking in Lake Travis, comedy shows, fine dining with friends, volunteering at the local animal shelter.

Goals

Better communication across various departments

Clear, defined due dates and accountability for tasks

Do more with less money

Motivations

Recognition from board, supervisors and peers

Personal reward from successful deals

Opportunity for raise or promotion

Satisfying clients and delivering optimal results

Challenges

Increase revenue fast

Increase sales team productivity

Delays or slow communication

Technology & Social Media

She uses Apple devices

Browses on her phone but makes more action decisions on her desktop

Uses Instagram, Facebook, LinkedIn, and Twitter

Content-Type Preferences

Wall Street Journal
Forbes
Fortune
Business Week
The Economist
Trade Publications
Bloomberg
New York Times



Aspirations

"I love making things that people feel connected to; and it's a bonus that I can get paid for it."

Business

Selling arts and crafts (soap, cards, candles, etc.)

Business Growth Drivers

WOM | Family|Friends | Craft Fairs

Mindset

"Making a website isn't something I've ever thought about doing myself. I don't even know where to start."

Confidence Building a Website

- 5 Very High
- 4 High
- 3 Medium
- 2 Low
- 1 Very Low**

Needs for a Website

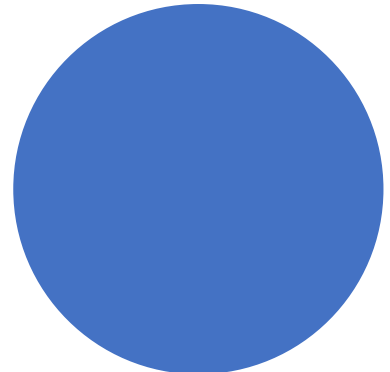
"My daughters keep telling me I have to have a website and I want to start selling outside of craft fairs"

Hesitations

"The technology is intimidating. I've tried designers in the past and don't want to go down that road again. Plus, I don't have a big budget for this."

How Weebly Uniquely Serves

1. Gives her confidence that even she can do it
2. Offers affordable and approachable tools for first-time website and business owners
3. Saves time so she can focus on hobbies and doing what she loves





CHARLOTTE WALKER

27, Los Angeles

UX DESIGNER

• STATUS
SINGLE

• SALARY
\$50k

• TIER
MID-LEVEL

• ARCHETYPE
PERFECTIONIST

PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding

BIO

Charlotte recently started a new job as a UX design in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.

Motivations



Goals

- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

“I want to help my team deliver great user experiences”

Behavior

Overseeing builds

Writing specs

Dripping features

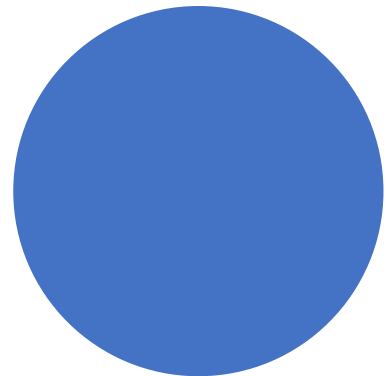
Meetings

User testing

Influences

- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY
- UX TRENDS

Frequently used apps



Nurse

Anne David | 26 yrs



Daily Routine



Cook



Work



Socialize



Walk



Volunteer

Goals & Aspirations

Prevention of illness
Social networking
Exercising discipline

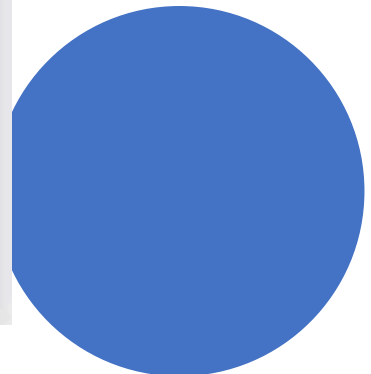
Prevention of illness
Social networking
Exercising discipline

“ I love serving people in whatever way i can. My job doesn't end at work, I also volunteer after work. ”

Likes & Dislikes

Food
Service to mankind
Social networking
Exercising

Food
Service to mankind
Social networking
Exercising



Persona 1: name



Quote

E.g. "We're reaching the limits of what we can achieve in certain areas, and I need a serious consultancy to step in and help us take things to the next level. Something's not right, and we need external help to come and fix it."

Demographic information

- location
- age
- education .

Goals

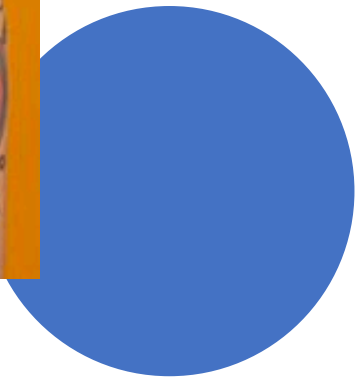
- what are their primary and secondary goals?
- what are their challenges?
- what are their objections?
- what can we do to help achieve their goals?
- what can we do to overcome their challenges?

Psychographic information

- hobbies and interests
- likes and dislikes
- lifestyle
- attitude
- fears
- values
- spending habits

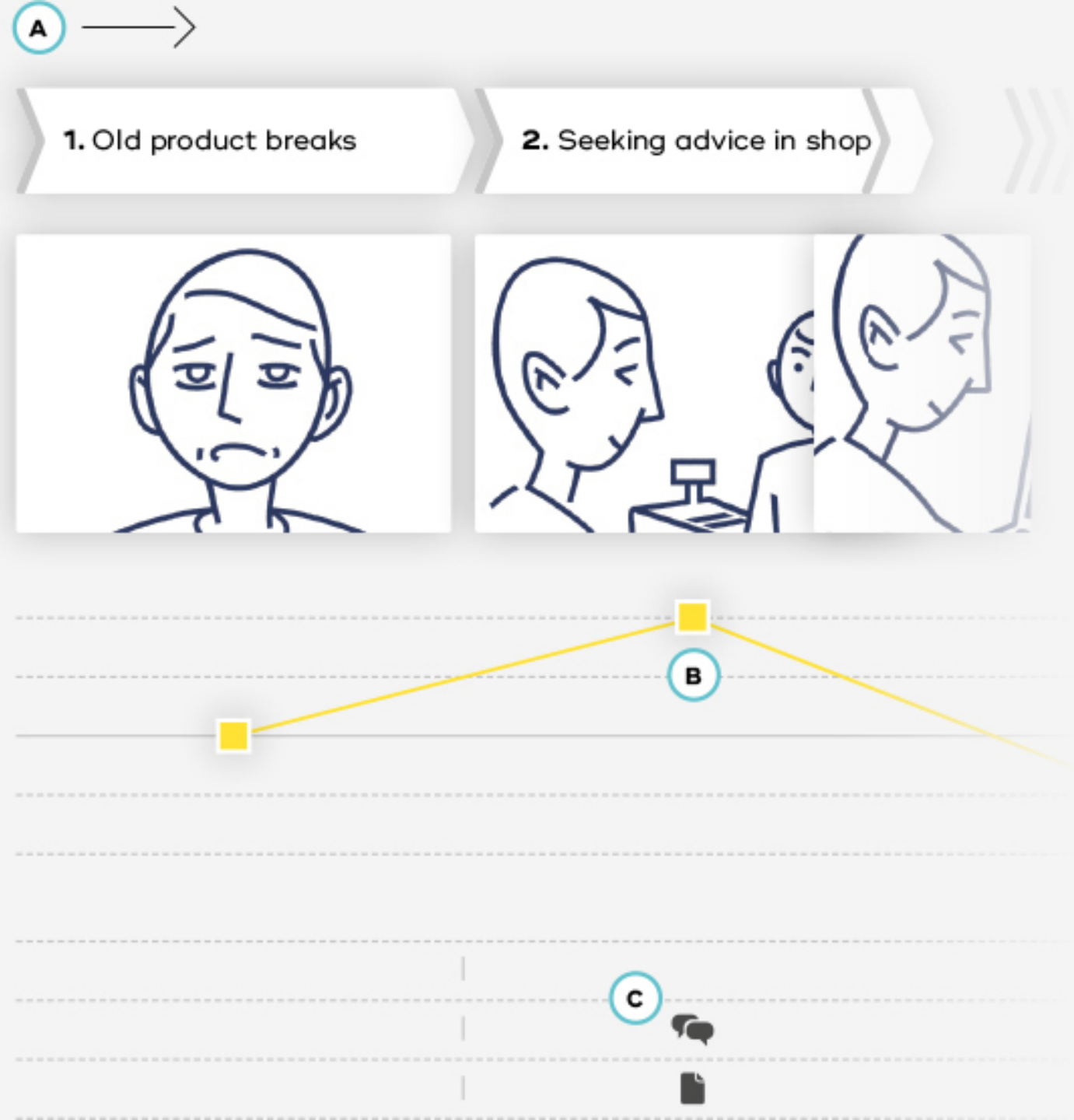
Marketing messaging

- keywords
- channel
- language
- call to action



Journey Maps

A journey map allows us to visualize the experience of a person over time, interacting directly or indirectly with the product or service



B

Information phase

Purchase

Usage and change

A



C

1. Old product breaks

2. Seeking advice in shop

3. Purchasing online

4. Waiting for delivery

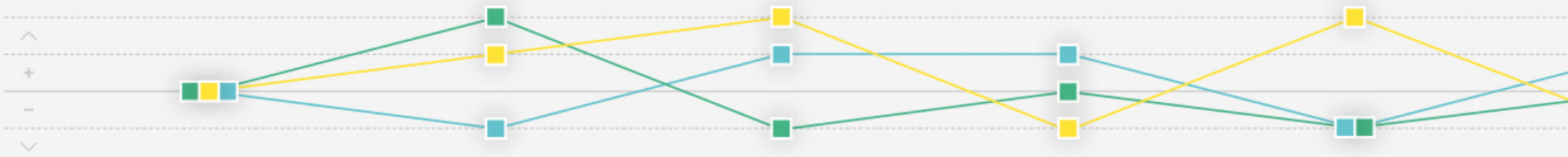
5. Setting up product

6. In

D



E



F



G



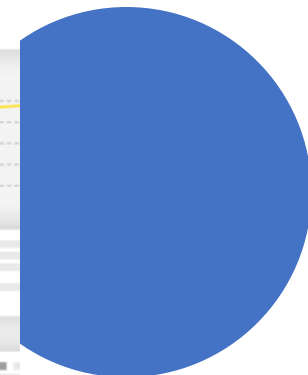
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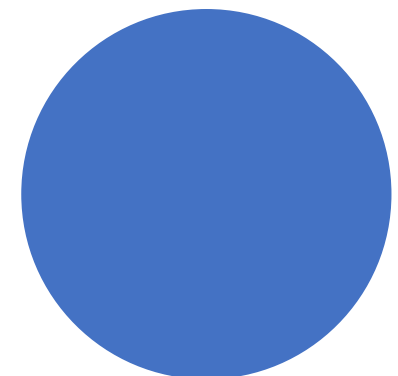
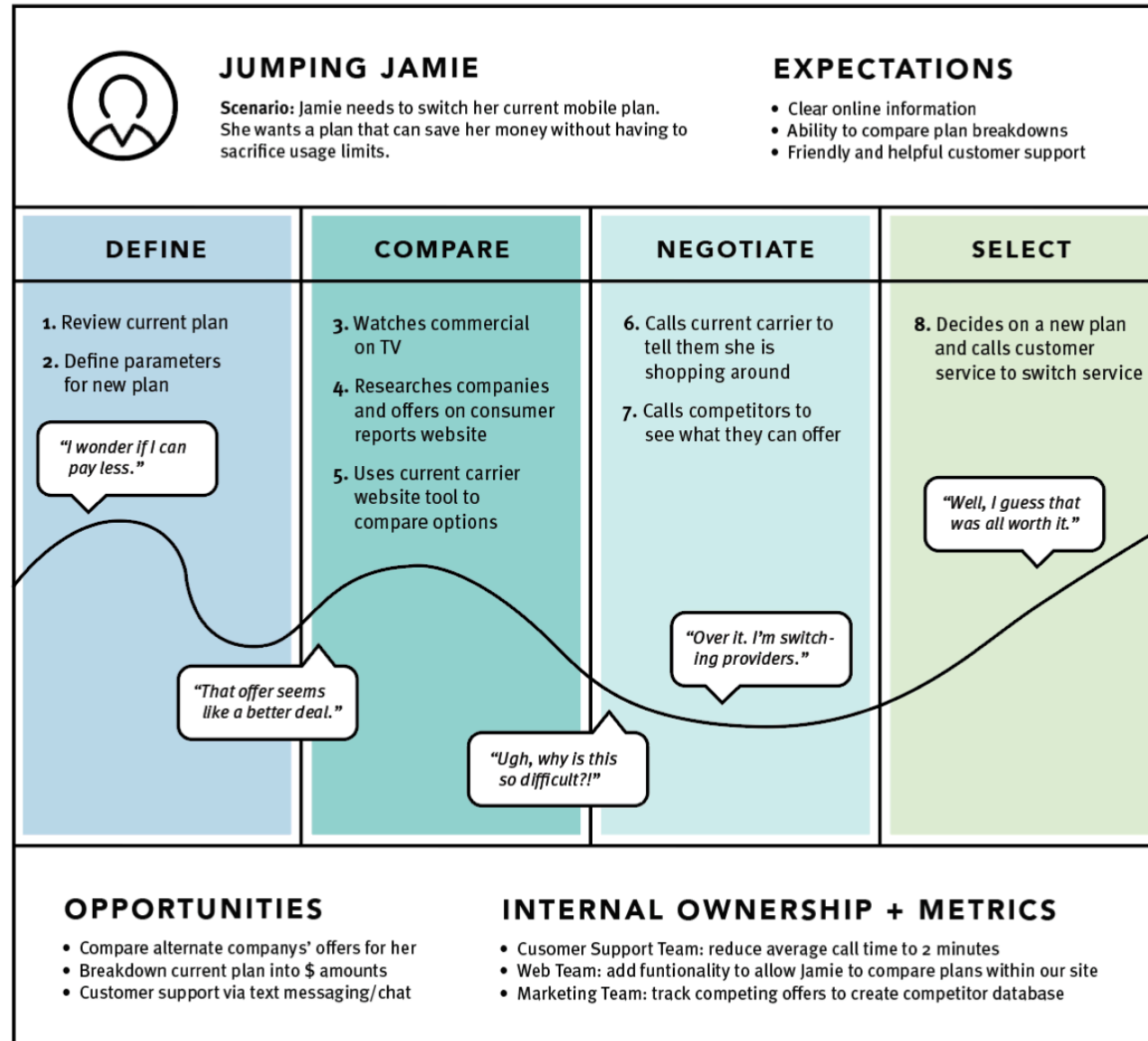
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J



CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*



WHAT IS A TOUCHPOINT?

It is a point of contact that translates interactions between human-human, human-system or system to system.

PEOPLE



Employees and other customers encountered while the service is produced

PLACE



The physical space or virtual environment through which the service is delivered

PROP



The objects and collateral used to produce the service encounter. Forms, products, signage, etc.

PARTNER



Other businesses or entities that help to produce or enhance the service encounter

PROCESS



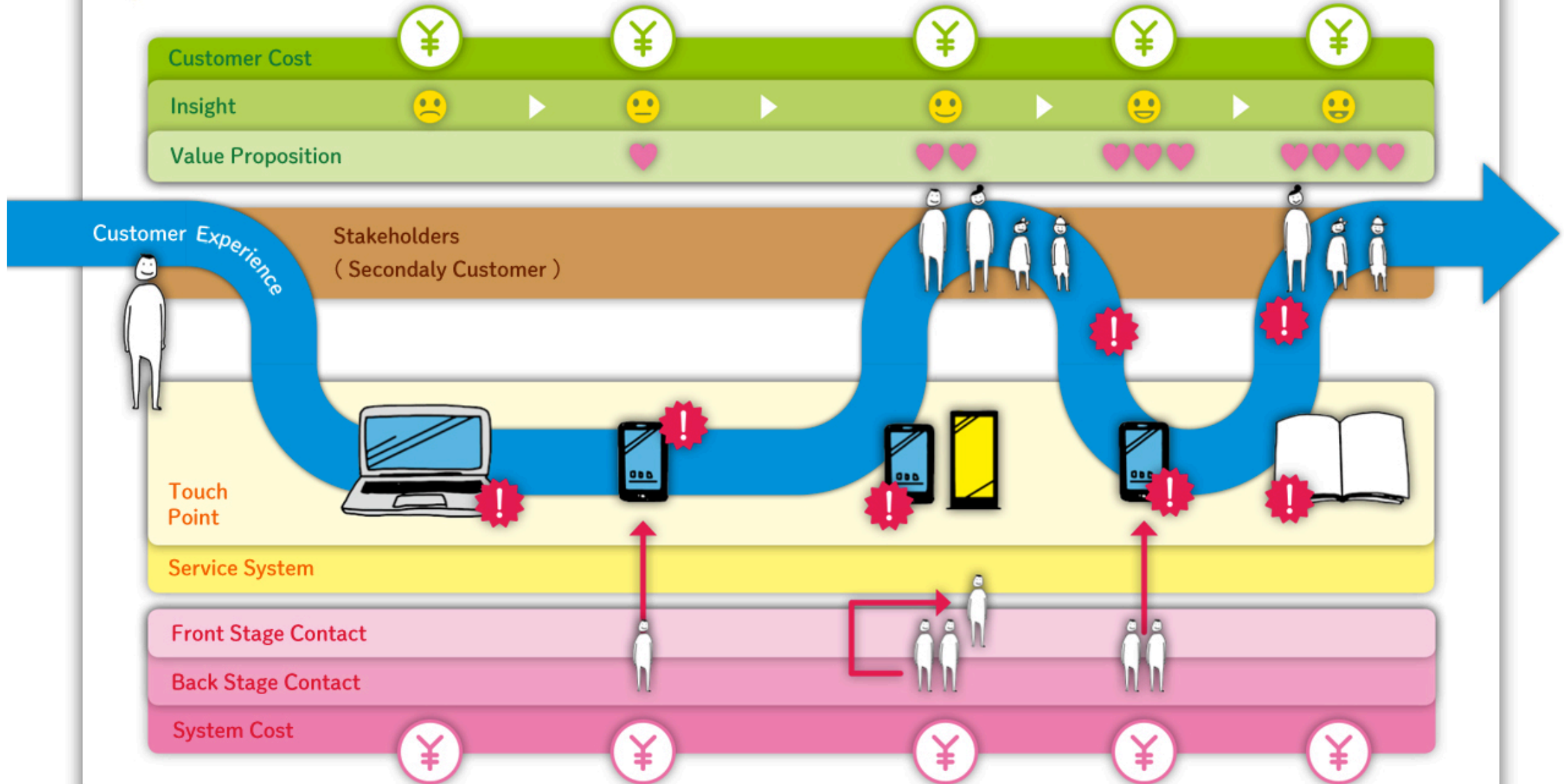
Workflows and rituals that are used to produce the service encounter. Relates the people, place, props & partners.

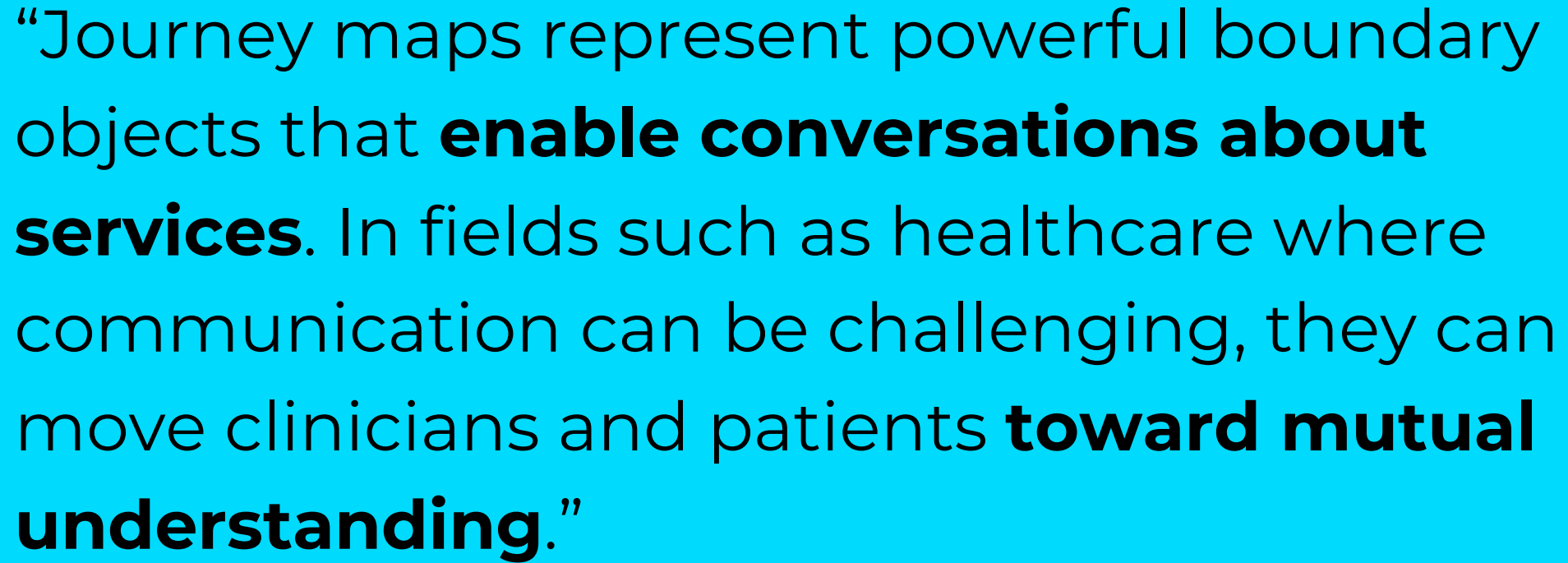


STAGES	RESEARCH	BOOK APPOINTMENT	ARRIVE AND CHECK IN	WAIT DURING SERVICING	CHECK OUT	FOLLOW-UP
DOING						
THINKING	<ul style="list-style-type: none"> • How much will this cost? • What's near me? • How can I contact them? • Why Green Garage? 	<ul style="list-style-type: none"> • Are they flexible? Can I just show up? • What's the fastest way to book an appointment? • Can I cancel or reschedule? How? 	<ul style="list-style-type: none"> • Is it easy to find and get there? • Where do I park? • Where do I go? Who do I talk to? • How long will the wait be? • How much will this cost? 	<ul style="list-style-type: none"> • What can I do while I wait? • Would I rather wait here or come back later? • Will it be done on time? How will I know? • Can I watch what they are doing to my car? • How is my service eco-friendly? 	<ul style="list-style-type: none"> • Will a mechanic tell me exactly did they did? • Will I understand what s/he is telling me? • What is the cost breakdown? • Are there other tips for maintaining my car? 	<ul style="list-style-type: none"> • Where is my car? Is it in the same spot? • When will I need to bring my car in again? • What requires mechanic, and what can I do on my own?
FEELING	<ul style="list-style-type: none"> • Apprehensive - Don't want to spend a lot. • Annoyed - Car trouble is inconvenient. • Clueless - I'm clueless about cars. • Skeptical - Will this really help the planet? 	<ul style="list-style-type: none"> • Frustrated - don't want to jump through so many hoops just to get an appointment. • Hopeful - I hope I got the time I want • Relieved - now that the appointment is set 	<ul style="list-style-type: none"> • Anxious - If I'm late, will they still take me? • Uncertain - Am I in the right place? This looks different than other auto shops. • Annoyed - Car trouble is inconvenient, but it has to get done. 	<ul style="list-style-type: none"> • Surprised - It's spacious and comfortable. • Bored - No magazines/TV? But there's WiFi. • Skeptical - Is all this green stuff for real? • Impatient - how much longer will this take? 	<ul style="list-style-type: none"> • Relieved - It's finally done! • Relieved - The cost is as expected. • Disappointed - Didn't meet my mechanic? • Clueless - Don't understand what they did. 	<ul style="list-style-type: none"> • Hopeful - Will my car run better? • Optimistic - Does my car feel any different? • Cautious - Are they going to spam my inbox?
CUSTOMER EXPERIENCE	<p>There's lots of competition so knowing who to trust is important.</p> <ul style="list-style-type: none"> • Site is overwhelming and hard to navigate • Broken links • Outdated info 	<p>Appointments can be booked by phone or online but it's tedious either way.</p> <ul style="list-style-type: none"> • Online form asks for a lot of information • Broken credit car image at the top is alarming • Online booking still requires email and phone. • Friendly attendant on the phone, but have to go through automated voice first. 	<p>Check-in is fast and friendly but it doesn't feel like the car is getting hugged.</p> <ul style="list-style-type: none"> • No acknowledgement of first-time customer • Phone ringing constantly and loudly • Customer not informed that check-up is included with oil change, until he asked. 	<p>Waiting area is more comfy than most but reading product and green facts gets old fast.</p> <ul style="list-style-type: none"> • Artifacts are not relevant to my service • No indication of my estimated completion • No entertainment • No acknowledgement from staff 	<p>Checkout is fast and painless but it doesn't inspire a huge desire to return.</p> <ul style="list-style-type: none"> • Knowledge and passion only came after prompting. • No clear breakdown of what was done, how it saves money, or the planet • No reason to stay connected between visits 	<p>GG is on social networks but there's no reason to stay connected between visits.</p> <ul style="list-style-type: none"> • Need better reminder than a sticker • Emailed receipt is a dead end. • Nothing to share or connect with my newly green-tuned car
OPPORTUNITIES	<ul style="list-style-type: none"> • De-clutter the website • Concise messaging • straight-forward navigation. 	<ul style="list-style-type: none"> • Streamline appointment form and process • Customer profiles so repeat appointments are easier to set • Use phone for gathering additional details: <ul style="list-style-type: none"> -> Is visit required? -> What is going on with the car? 	<ul style="list-style-type: none"> • Display signage for parking. • Identify if customer is new or returning (for rapport). • Acknowledge green thinking in conversation. • Provide a menu of services with prices. • Acknowledge both local amenities. Maps would be helpful. 	<ul style="list-style-type: none"> • Provide status updates. • Simplify the display of the artifacts. • More staff interaction. It's good to hear from staff who are passionate about sustainability. • Space is too open - differentiate between public and private spaces. 	<ul style="list-style-type: none"> • Give highlights and direct them to their profile for more details about what was done • Empower customers to visit the site to increase their smilago. • Show price comparisons for different parts: GG vs. average auto shop. 	<ul style="list-style-type: none"> • In the car service documentation, include diagrams and user-friendly forms. • Follow-up and build a relationship: how customer helped the environment with Green Garage, tips for the car, reminders, and invitations to special events. • Customer profile for long-term relationship, and record keeping, and easier appointments

Experience Journey Map

! = Interaction





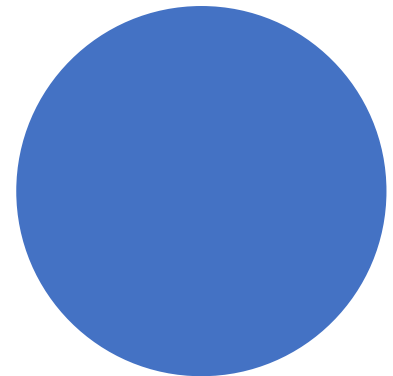
“Journey maps represent powerful boundary objects that **enable conversations about services**. In fields such as healthcare where communication can be challenging, they can move clinicians and patients **toward mutual understanding.**”

— Mike Press

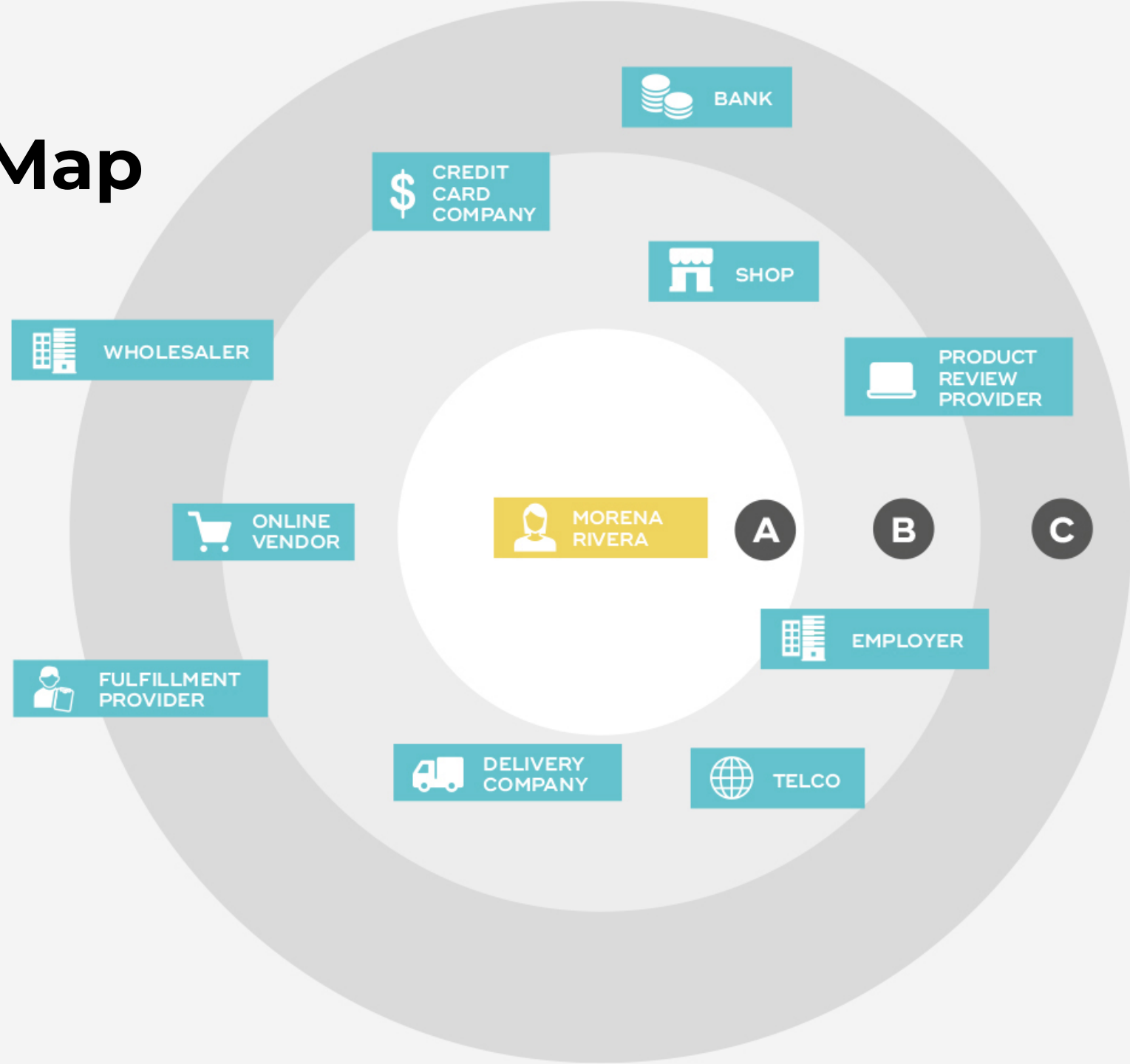
System Maps

A system map is a visual or physical representation of the main constituents of the system in which an organization, a service, or a digital/physical product is embedded.

- Stakeholder map
- Value network map
- Ecosystem map

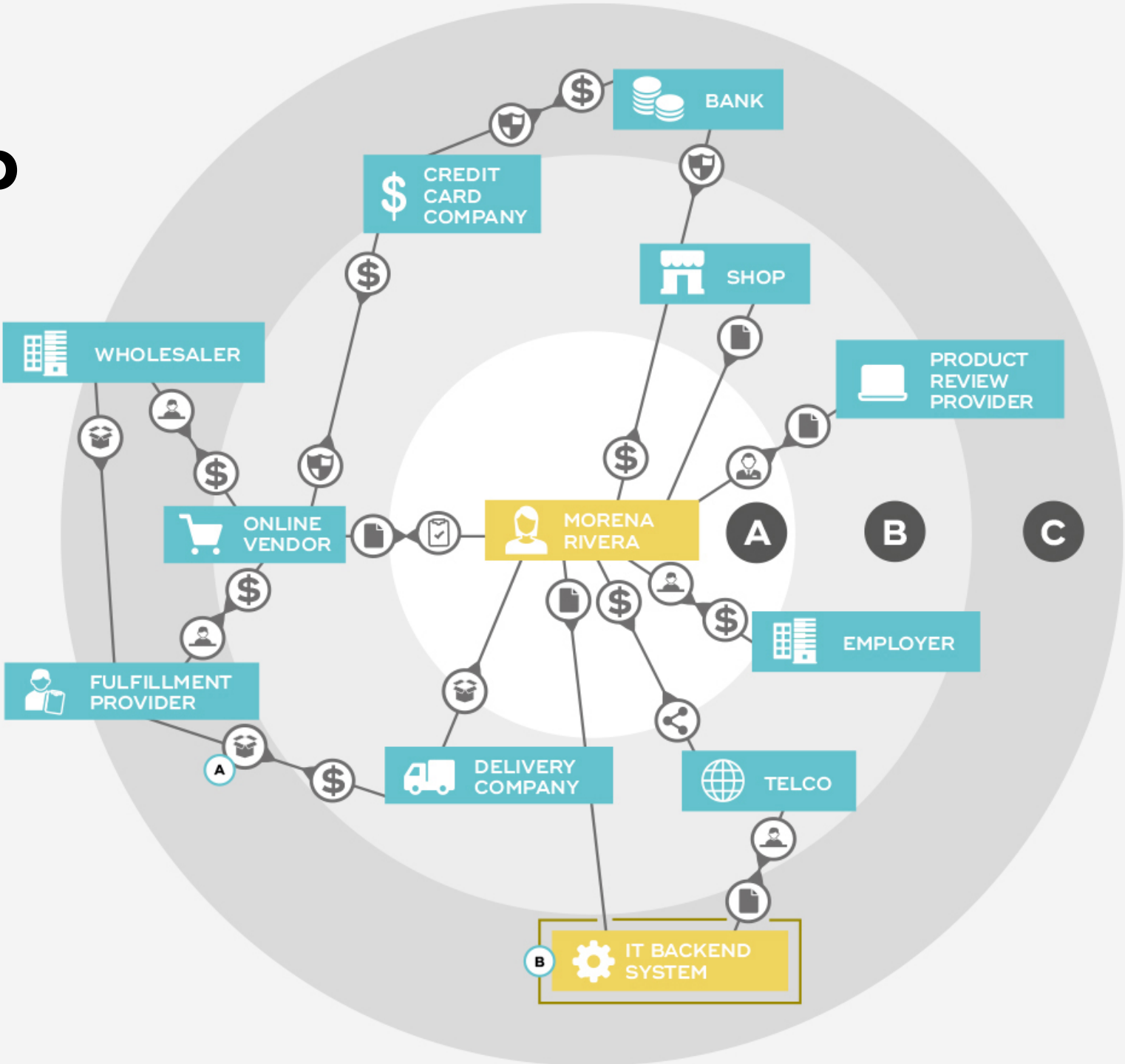


Stakeholder Map



Ecosystem Map

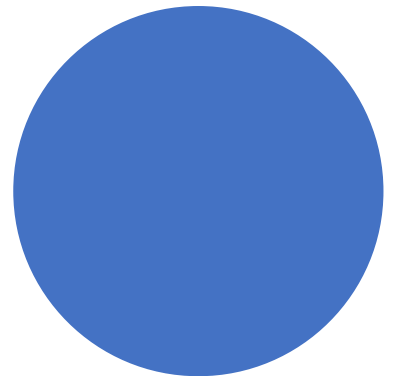
- Sectors
- Actors
- Relationships



from "This Is Service Design Doing"
published by O'Reilly Media, Inc., 2018

Summarizing the concepts

- Design is for everyone
- Service Design
- Personas
- Journey Maps
- System Maps

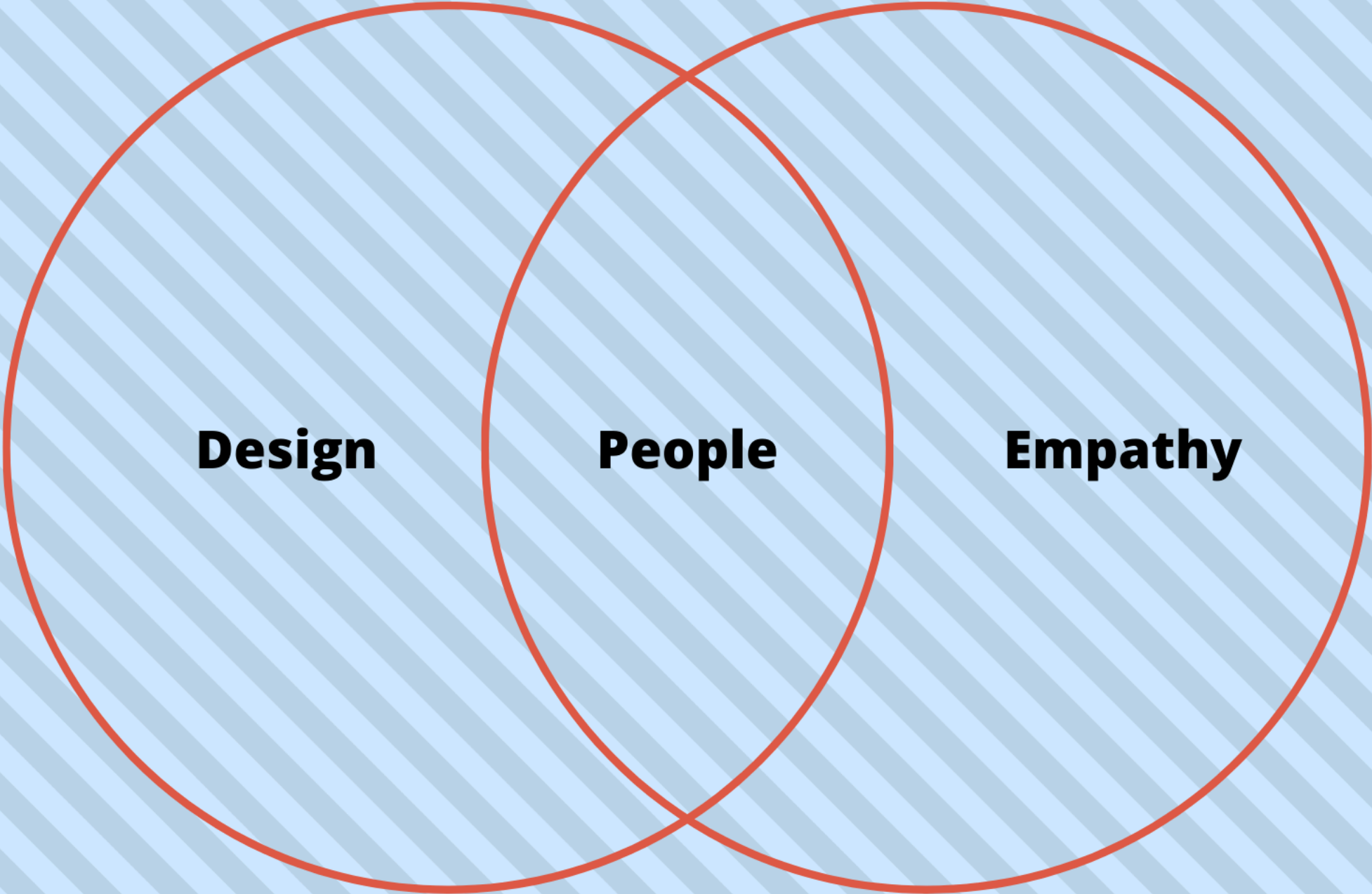


Design and policy-making

Design and policy-making

Public policy is difficult or rather it's complex. It can be extremely challenging to accommodate people's rights, needs and duties.

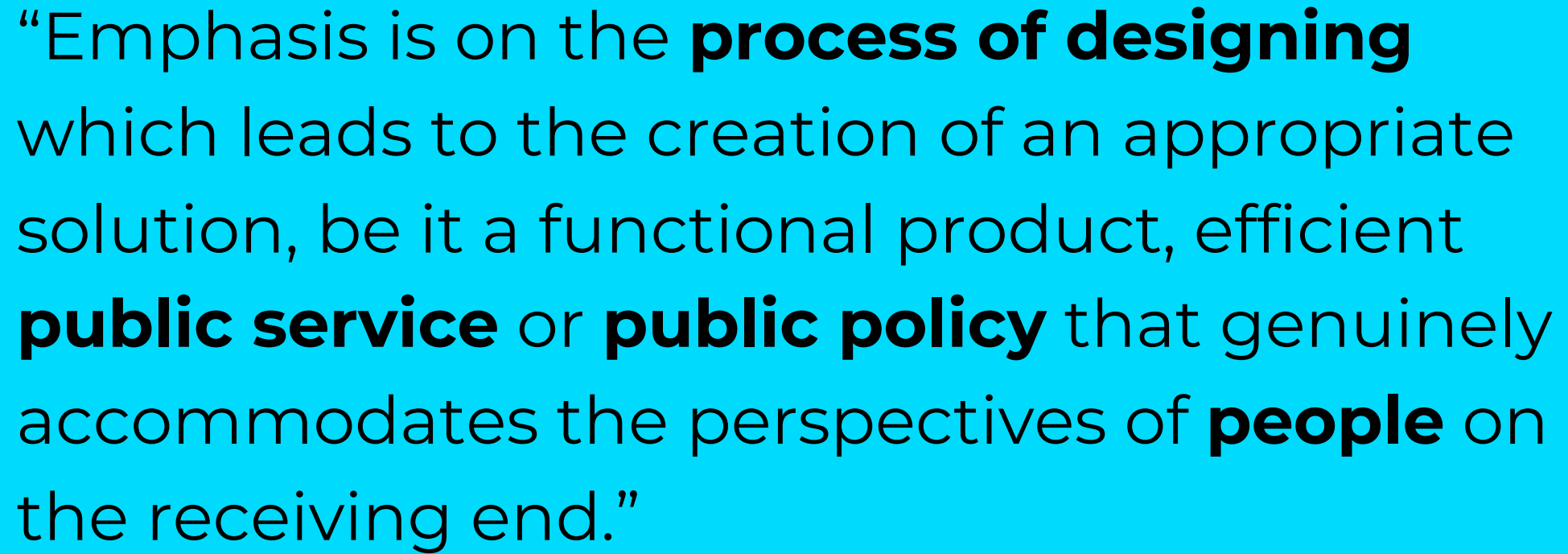




Design

People

Empathy



“Emphasis is on the **process of designing** which leads to the creation of an appropriate solution, be it a functional product, efficient **public service** or **public policy** that genuinely accommodates the perspectives of **people** on the receiving end.”

— Design Council

We Need to change our
Metrics to include

HUMAN
EXPERIENCE

BUT they
DON'T measure
PEOPLE'S
EXPERIENCES,
How THE SERVICES
affect their LIVES

Governments
typically look
here to evaluate
their
POLICY-
MAKING

Outcome

Output

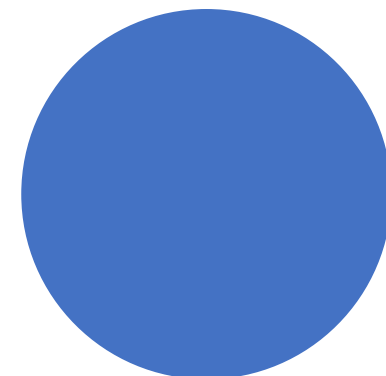
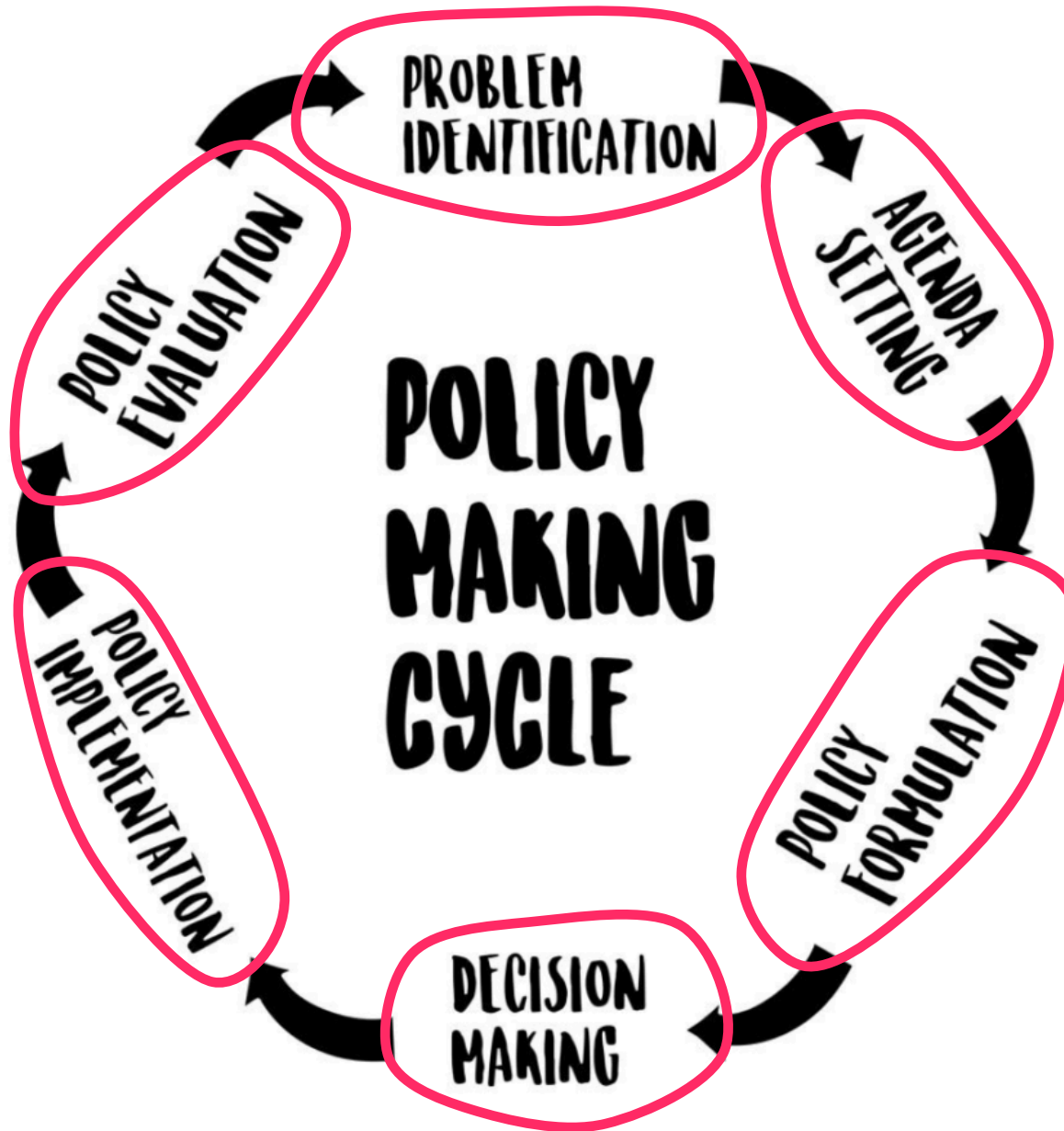


Making products for policymaking: the value of user experience

Verena Kontschieder

Design, Policy & Innovation practitioner & Researcher

Calls to make public policy more 'agile' through innovation spaces, design thinking or policy labs are omnipresent. But these initiatives frequently remain siloed, without the required strategic momentum for an experience-led policy design at scale. We can find inspiration in product development processes, which hint at how policymaking approaches might be reinvented.

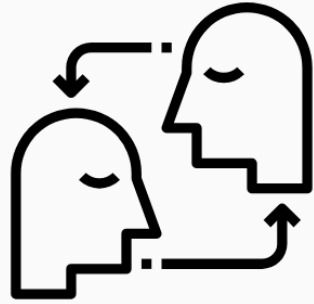


“Making products for policymaking: the value of user experience”
by Verena Kontschieder

How to use Design in Policy-Making?



User research



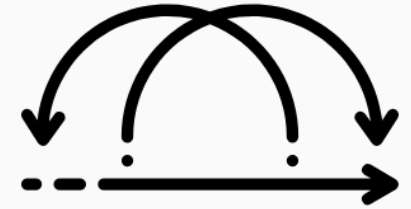
Build
empathy



Collaborative
working



Visualization and
Shared understanding



Iterative
work