


Product Service System Innovation:

Prime Watch Party



Table of Contents



1-4	Researching 3 different Product Service Systems: Uber, Starbucks, Watch Party
5-7	Designing Presentation and Movie for Watch Party
8-10	Learnings and Takeaways

Introduction

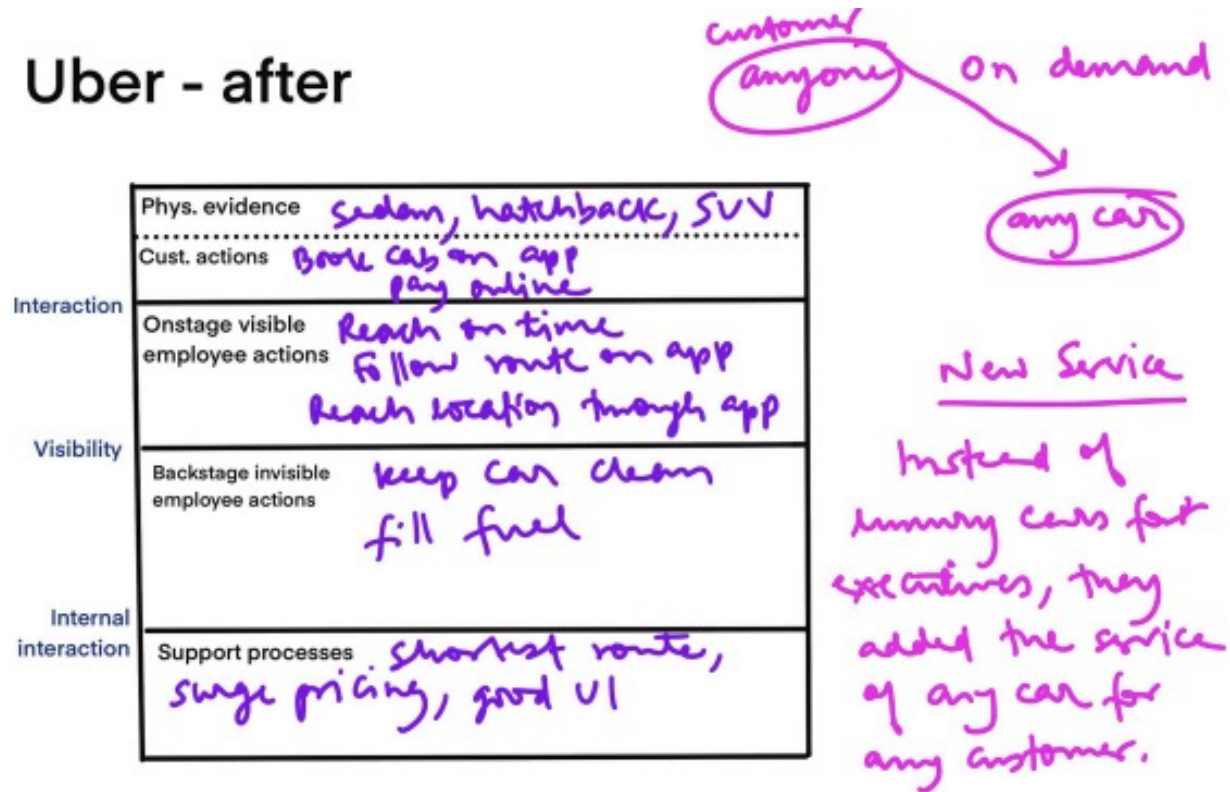


For iteration 1, I started out with 3 companies from different industries to understand my own inclination and understanding of how the industry works.

I was able to show depth in understanding these PSS and how services/ products were used to create value. However, I got a helpful comment from Raelin while grading the assignment, where she asked me to think more visually.

Uber

Uber - after

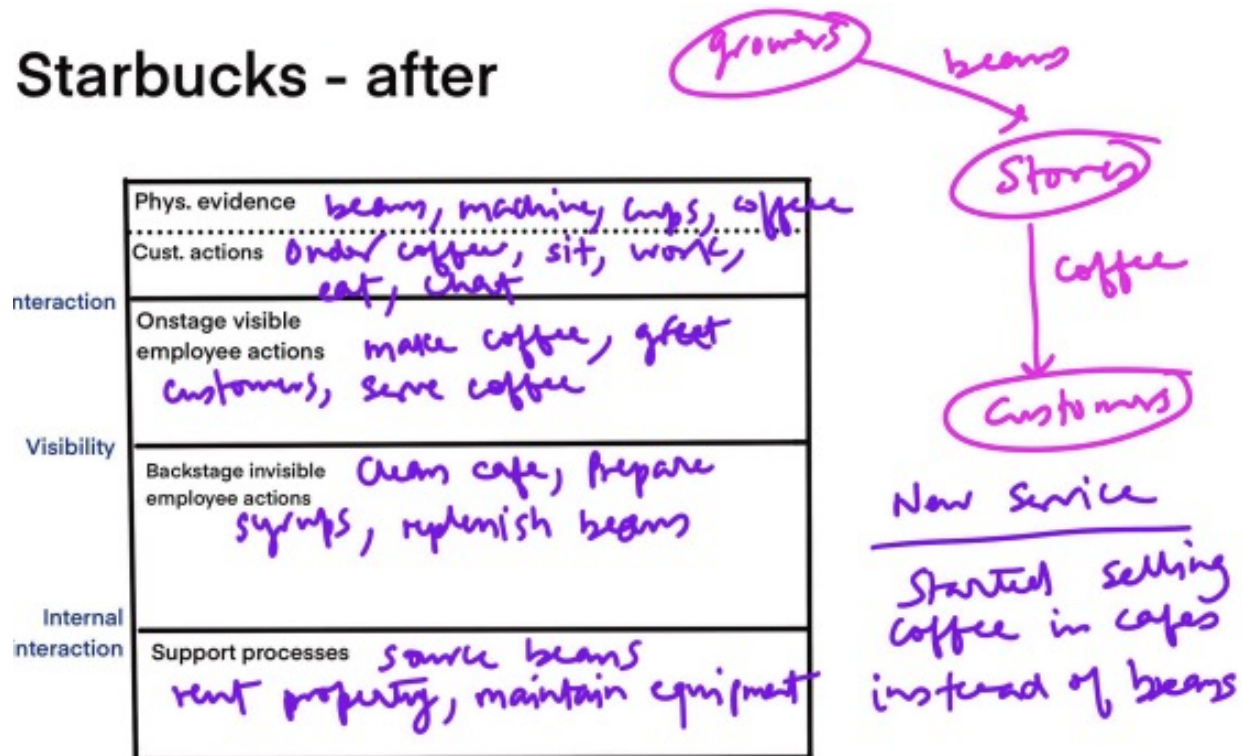


I started with deconstructing Uber's service to identify how it disrupted its industry by adding a cab service for all (from previously just black limousines for executives).

It helped introduce the [access](#) service value to its customers.

Starbucks

Starbucks - after

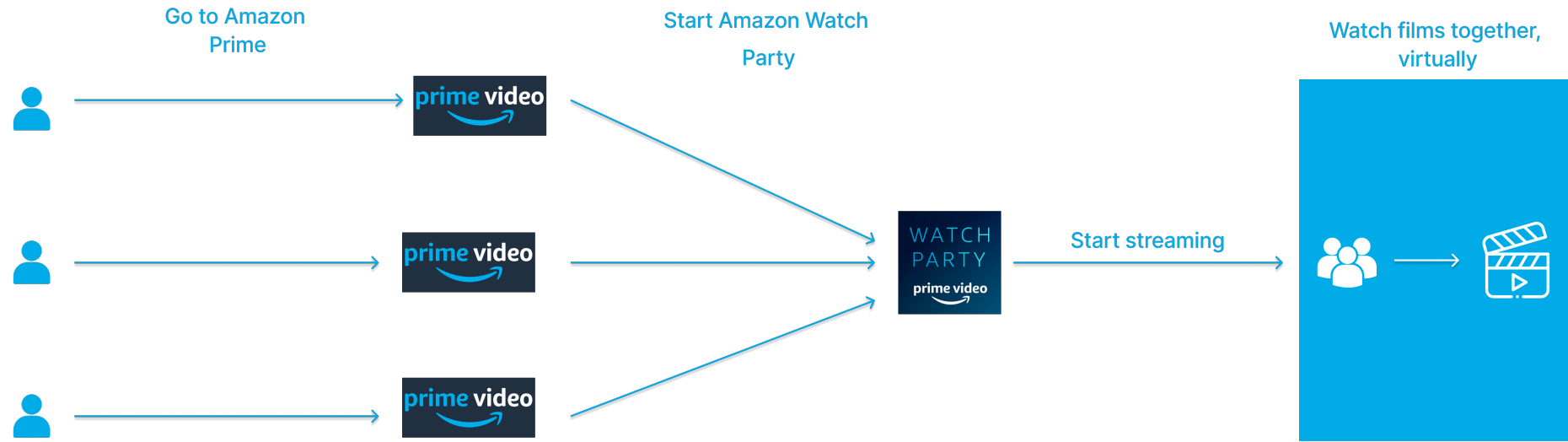


When Starbucks decided to add the service of selling brewed coffee apart from coffee beans in its stores, it led to a massive change in the industry itself.

It helped Starbucks get larger margins, but also helped customers get readily available coffee with a curated ambience.

The dominant service value here is again [access](#), but also [care](#). Access was present in the form of readily available coffee for customers, and the care showed in how the employees treated customers and with peripheral evidence like coffee cups with names of customers.

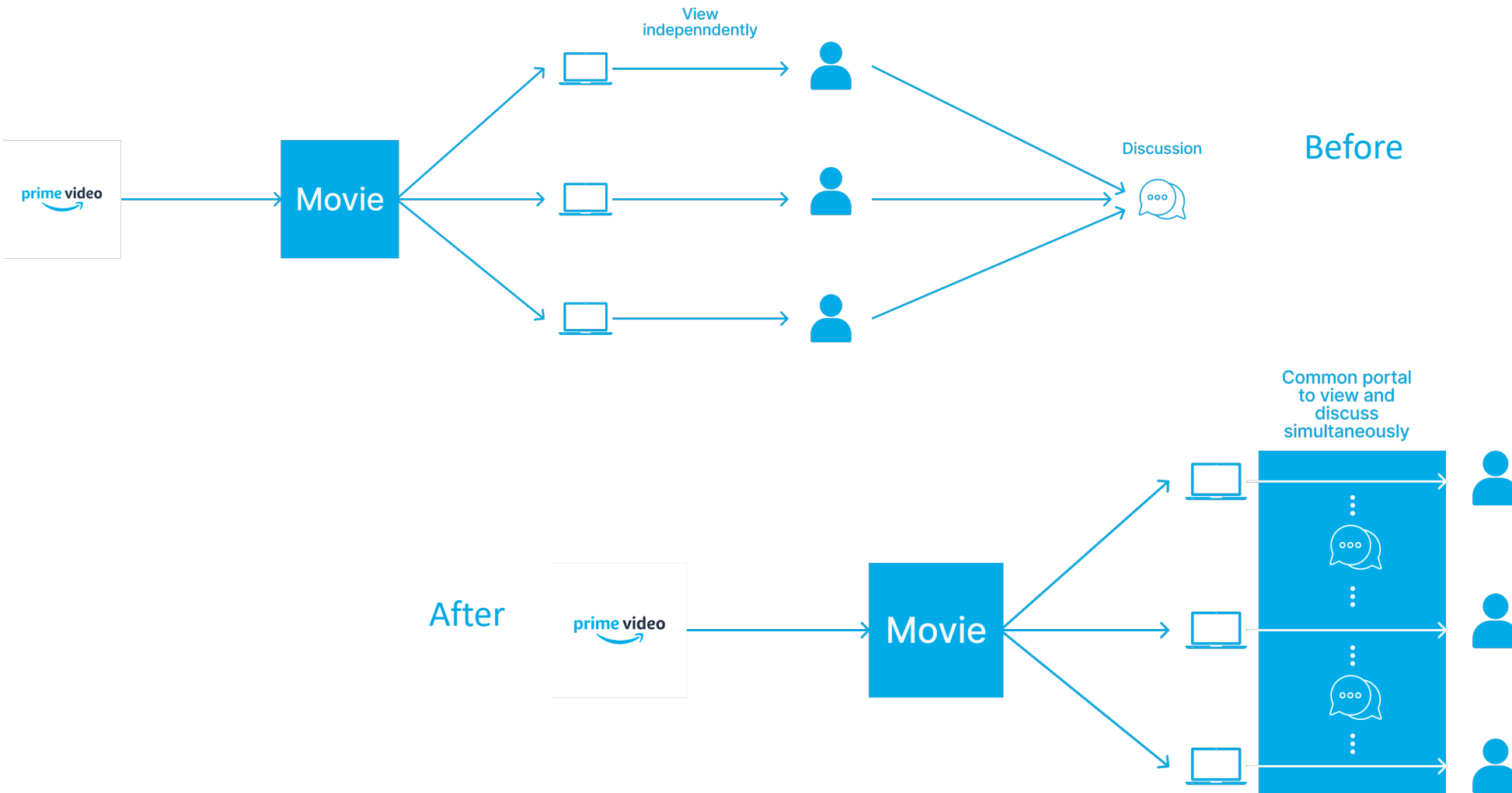
Prime Video- Watch Party



Previously, there were only 2 major ways of watching a movie with friends. The first one was to meet friends and then go to a theater to watch a movie. The 2nd way was to meet friends at a place and then watch a movie on a streaming service like Prime Video together.

However, covid changed the industry heavily and the activities highlighted in red became extremely difficult to perform. One could no longer meet with friends to watch a movie in theaters or stream it together. This made it quite difficult to have the same social experience of movie viewing as we used to pre-covid.

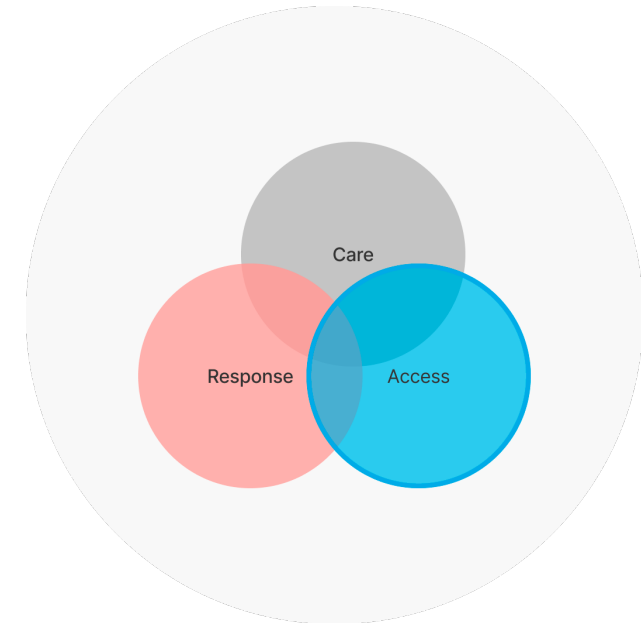
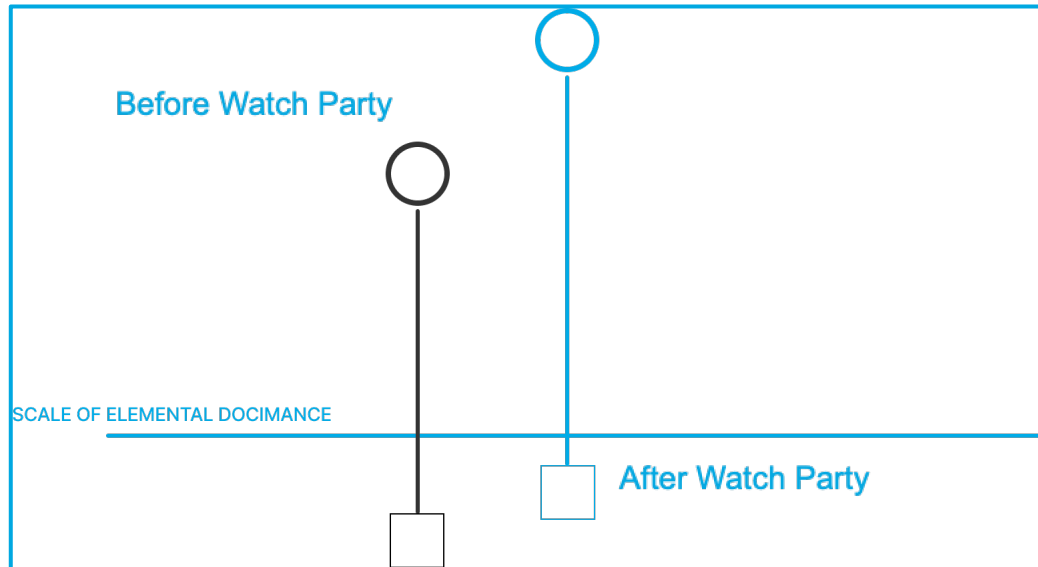
Streaming: Before and After



Previously, the user had to login to Prime Video, start the movie and independently view the whole movie. Only after that could they discuss the movie with their friends.

After Watch Party, the experience has **dematerialized** a lot as there is no longer the need to physically meet with friends to enjoy their company while viewing movies.

Shostack and Polaine's POV



Before Watch Party, Prime Video still had a large service component in the form of the movie viewing experience during online streaming. It did have a relatively small **physical component** with its Prime firestick and the remote. Interestingly, the firestick and remote also act as **peripheral evidence** for the movie streaming service. Other items like the laptop or TV itself add to the physical component. After the launch of Watch Party, the **elemental dominance** further shifted towards the service side, with the added experience of virtually viewing movies along with friends (image 2).

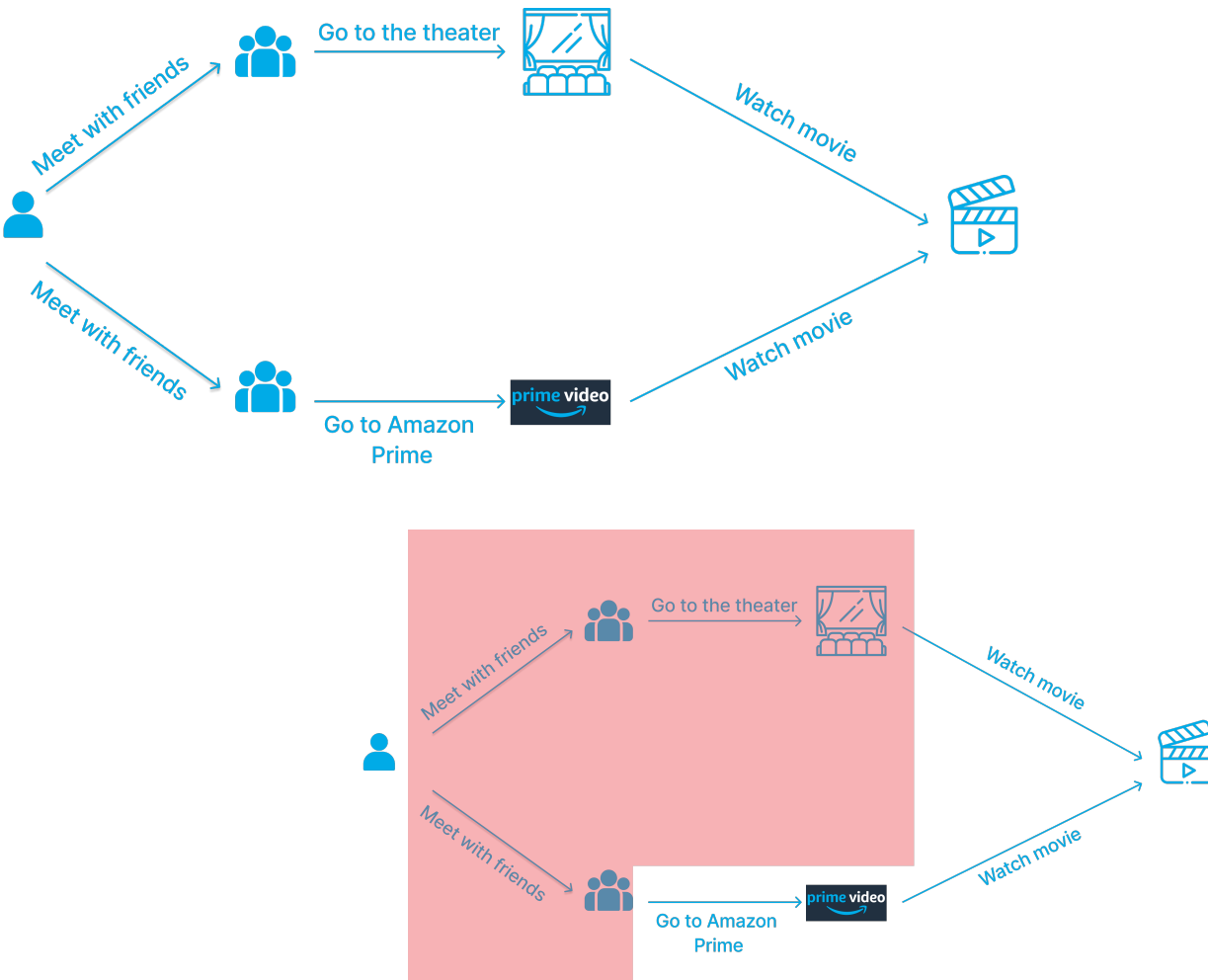
Looking at the same scenario through Polaine's lenses (image 2), we are able to identify which service value is dominant. We can tell that Watch Party as a service was more about providing **access** to users to a movie viewing experience with their loved ones.

The Presentation Process



Presenting the idea was a good exercise. Trying to express complex ideas and models in 3 minutes required clarity and helped me understand the context even better. Multiple iterations of recording improved communication as well as made me think deeply about what the most important attributes were in every model.

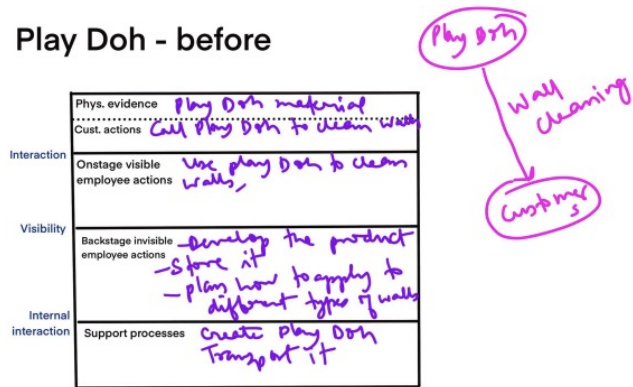
Adding more visuals



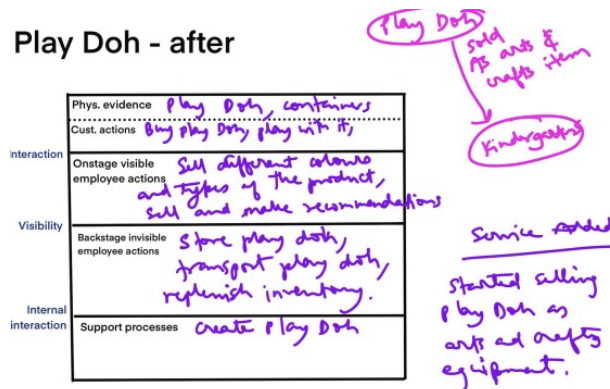
On the suggestion of Raelin and as a feedback from the critique sessions, I decided to make my models more visual. I tried covering the same aspects but represented them pictographically.

Bitner's Helping Hand

Play Doh - before



Play Doh - after



Reading articles by Bitner helped understand insightful deconstruction of a PSS. It helped understand which areas to focus on while looking at the value-creating service/ product that was added.

Physical evidence, Customer Actions and Employee Actions were important aspects to analyze while looking at how a new service not just added value, but also changed dynamics in customer-employee interactions.

Example showed on the left is a sample for one of the PSS I considered while working on this assignment.

Presentation Slides

