



4. PROCESSES AND METHODS OF SERVICE DESIGN

SERVICE DESIGN

Prototyping - 2

Joanna Saad-Sulonen

4.12.2024



RECAP

- >> Prototype as "first or early form" of something
- >>> Prototyping: verb/process
- >> Possible to prototype many things in service design, for different purposes, and with different levels of fidelity



TODAY AND NEXT WEEK

- >> Service advertisement
- >> 1 storyboard (quick sketches) OR 1 storyboard (generative AI) with details
- >> Test service advertisement and storyboard prototype
- >> On Monday: Touchpoint prototype
- >> Next Wednesday: Contextual prototype
- ➤ There is one assignment only for all prototypes see Moodle W50 DL 18.12
- >> ALL PROTOTYPES SHOULD BE REPORTED IN GP2 AND GR2!



SERVICE ADVERTISEMENT

Service advertisements are prototype advertisements that allow you to (re)focus on your core idea and test the desirability and perceived value of a new offering. Like simple advertisement posters, they use concise slogans, engaging visuals, and text to sell the new offering. Later, service advertisements can be created as online ads, web landing pages, or TV or video advertisements (including in-depth documentary-style variants).

Use the Value Proposition statement you have articulated in the previous exercise. The service advertisement poster will focus on this value proposition.



Value proposition → Service advertisements



https://www.thisisservicedesigndoing.com/methods/service-advertisement



Surprise me!

– student project ITU



SERVICE ADVERTISEMENT - 15 MINS

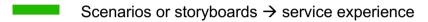
- 1. Choose an audience: Who is the target audience for this advertisement?
- 2. Briefly review scope and clarify prototyping questions: What is your scope? What do you want to learn? Do you want to test the concept or just a part? Which part are you most interested in? Also think about the context: in which step of the customer journey will the advertisement play a role?
- 3. Brainstorm potential content: Do a brief brainstorming on ideas for emotional hooks and factual content as input for the poster. Could you use quotes from the people you have interviewed?
- 4. Sketch out an advertisement on a big paper. Alternatively, use AI image generation or other tools (remember to note down what your prompts were and report them in the assignment and Group Report

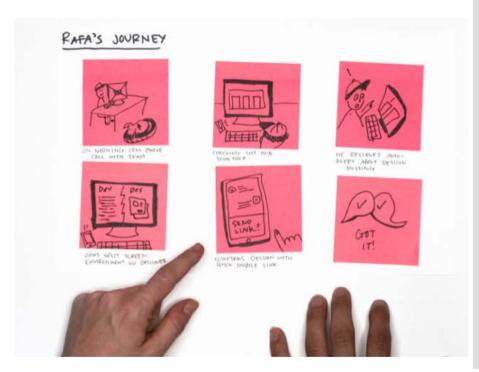


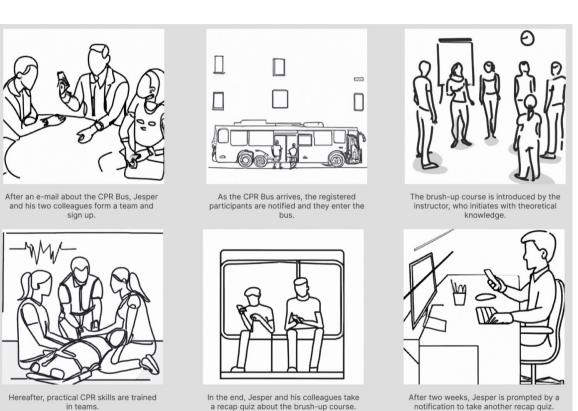
SERVICE ADVERTISEMENT TESTING – 20 MINS

- >> Show your service advertisement protoype to another group in class and collect their feedback
- >> Do they understand what your proposition is? Do they have comments or suggestions?
- >> Now switch and give feedback to the other group
- >> Revise your own service advertisement based on the feedback you have received
- Take pictures!









https://www.ibm.com/design/thinking/page/toolkit/activity/storyboard

CPR bus - student project ITU



STORYBOARD (30 MINS)

Remember to document for GP2!

- Bring up your user journey map, service blueprint, ideation outcomes and value propositions as reference material
- >> Decide on a representational user(s) of the user group you are focusing on in your solution
- >> Create a storyboard that takes this user(s) on a journey of interacting with the service improvement or new service you have ideated previously
- >> The storyboard should have at least 6 key moments these can be the before-during-after moments of interaction with the service

If you use sketches	If you use generative Al
Draw the storyboard using quick stick figures and simple doodles, write short explanations under each sketch	Create a prompt for each key moment and generate the image – try different takes to get best outcome, write short explanations under each sketch
Remember to indicate context (where the user is situated, what other people are around, what time of the day/night it is, if outdoors indicate the weather etc.)	





REFINING THE STORYBOARD (20 MINS)

Remember to document for GP2!

- >> Review your first storyboard by role playing the actors (decide first who plays what role). You can make use of bodystorming techniques of wizard of Oz techniques* too.
- Discuss what works, what doesn't, new ideas that come up as you are protoyping pay special attentions to details you have missed to add in your storyboard
- >> Create a second verion of your storyboard and show it to another group or to your friends you don't know: ask them to read it and to give you feedback on it. Note down their feedback.
- If working with AI, re-write your prompts to address what didn't work or was missing
- >> Create a second version of the AI generated storyboard and show it to someone you don't know: ask them to read it and to give you feedback on it. Note down their feedback.

https://www.thisisservicedesigndoing.com/methods





NEXT WEEK

- We will work on prototypes on Monday and Wednesday
 - >> On Monday: Touchpoint prototype
 - >> Next Wednesday: Contextual prototype
- Those who come to class can use the material I bring (paper, post-its, LEGOs etc...)

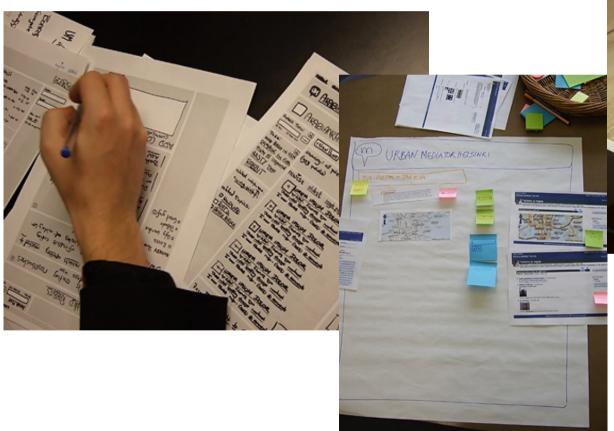


LAST ASSIGNMENT DL 18.12 - SEE MOODLE / W50

- >> Submit images (pictures or screenshots) of all prototypes you have done. You should have:
 - One image of the Service Advertisement (see instructions on slides of Monday 2.12 and Wednesday 4.12)
 - One image of the Storyboard prototype (see instructions on slides of Wednesday 4.12)
 - One image of one touchpoint prototype (see instructions on slides of Monday 9.12)
 - One image of the contextual prototype (see instructions on slides of Wednesday 12.12)
- >> Remember to write captions for each image. No need to write explanatory paragraphs this time!



Paper prototyping → touchpoints





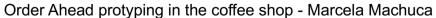
https://www.interaction-design.org/literature/topics/paper-prototyping





Contextual prototyping, role playing, and bodystorming → service experience + touchpoints







National University of Singapore, Service Design Lab; https://servicedesigntools.org/tools/role-playing



REFERENCES

- >> Stickdorn et al. (2011) This is Service Design Thinking
 - → Storyboards pp. 181-184
 - → Desktop walkthrough pp. 186
- https://www.thisisservicedesigndoing.com/methods

