

4. PROCESSES AND METHODS OF SERVICE DESIGN

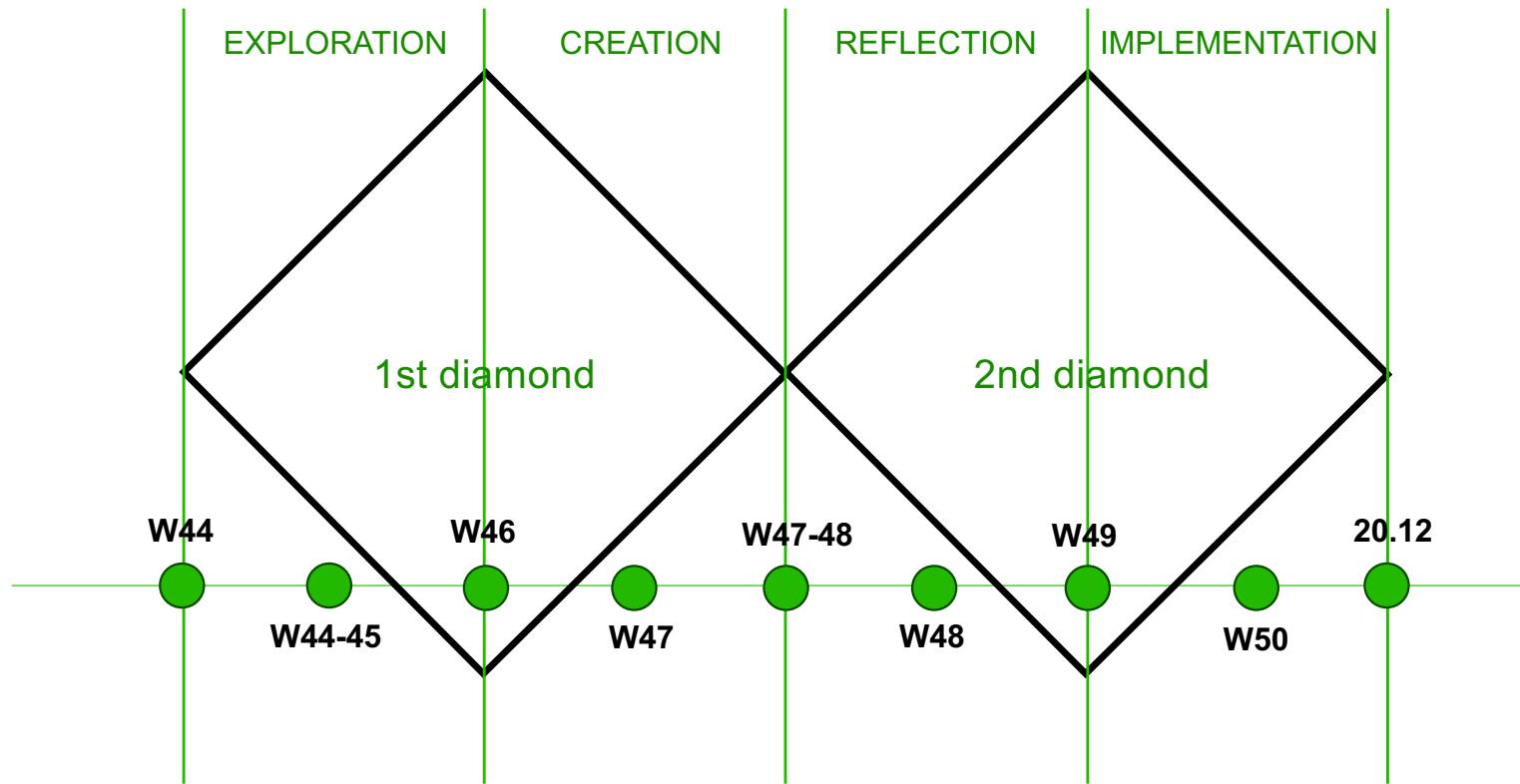
SERVICE DESIGN

Categorizing and analyzing data

Joanna Saad-Sulonen

05.11.2024

PROCESSES AND METHODS OF SERVICE DESIGN

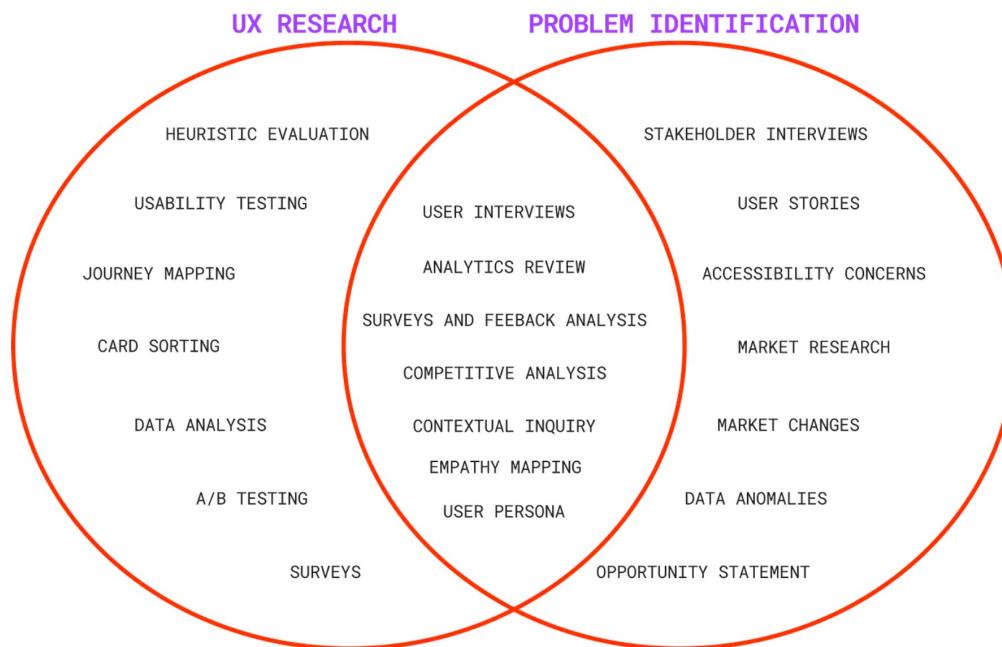


RECAP FROM LAST WEEK

- » Course project:
 - » Study and analyse an existing service, focusing on a specific user group and specific backstage actors or processes
 - » Propose improvements to the service or propose a new service that competes with or complements the studied service, based on your study and analysis
- » Follow DD model
- » Started with EXPLORATION (first divergent phase) → research
- » Remember NOT to start with a design solution! You start with a problem that is presented as a design challenge

DEFINING THE RIGHT PROBLEM TO SOLVE

- It takes time and possibly some iterations

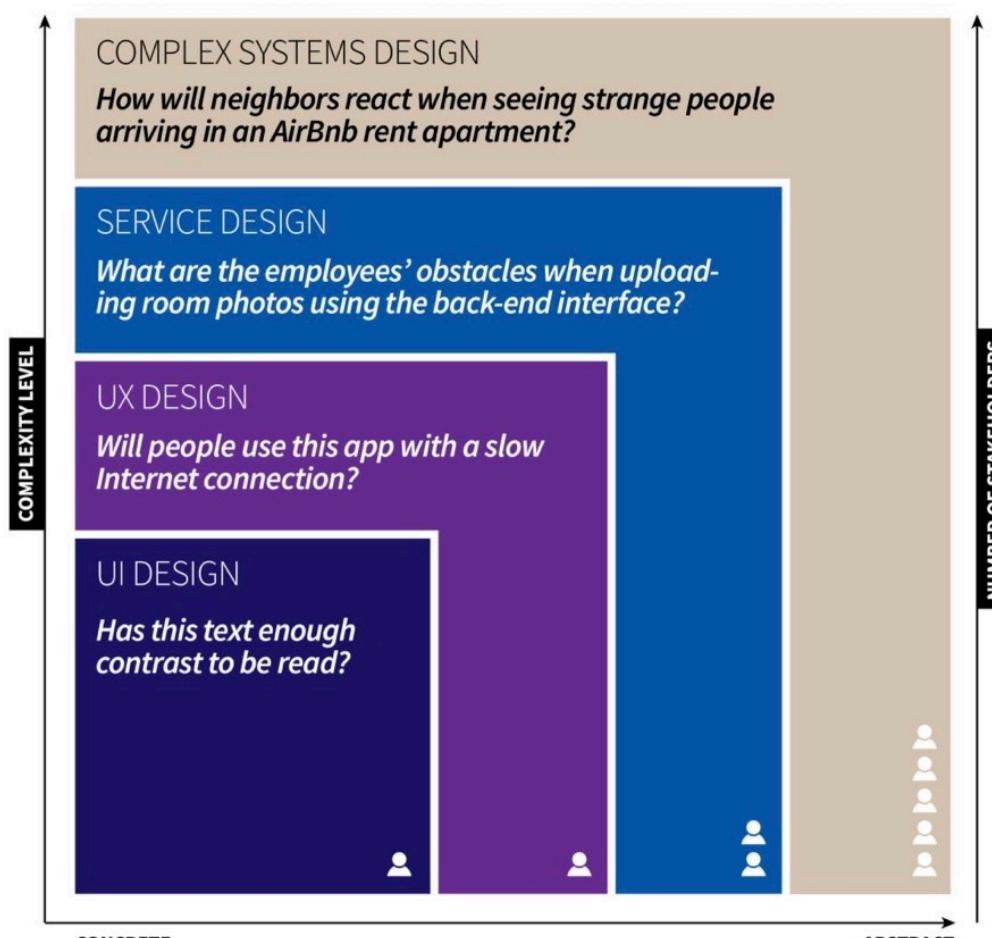


Read this short piece on Moodle!

Sharma (2023)

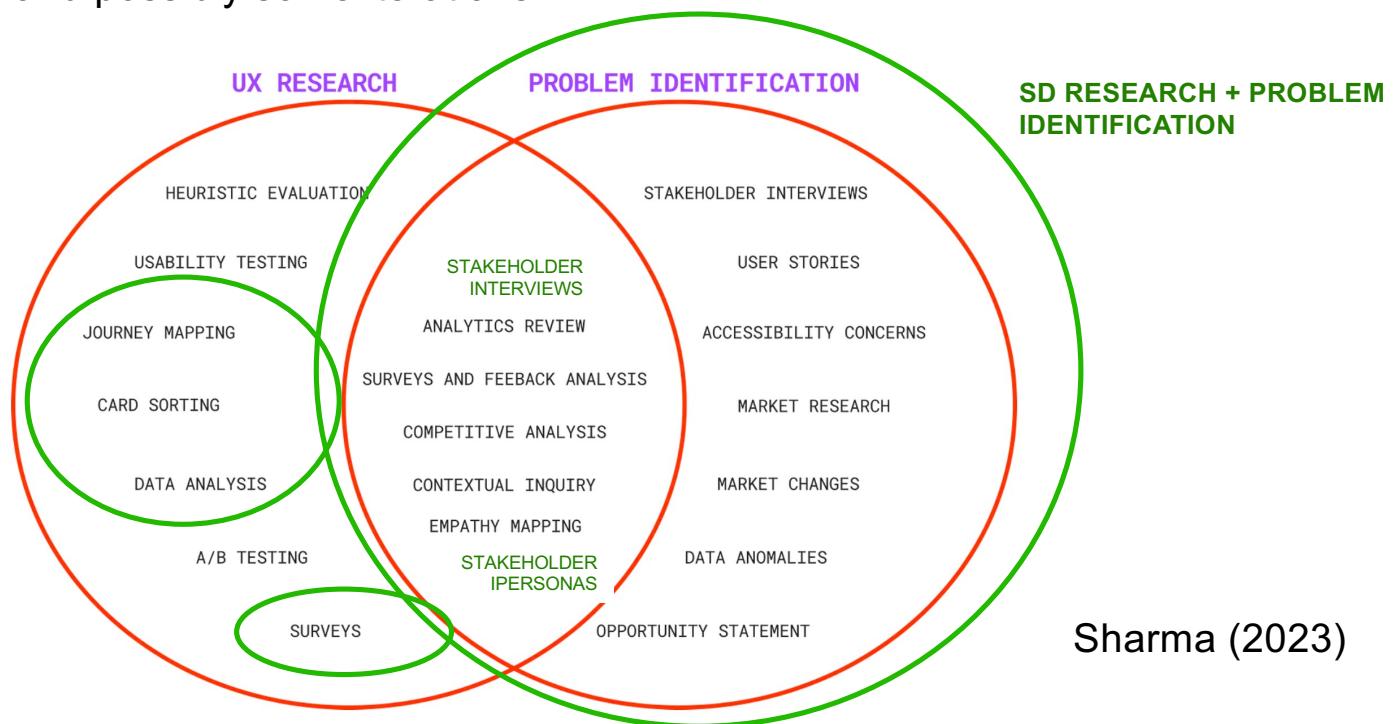
LEARN THE DIFFERENCE

UI DESIGN UX DESIGN SERVICE DESIGN COMPLEX SYSTEMS DESIGN



DEFINING THE RIGHT PROBLEM TO SOLVE

- It takes time and possibly some iterations



1ST DIAMOND

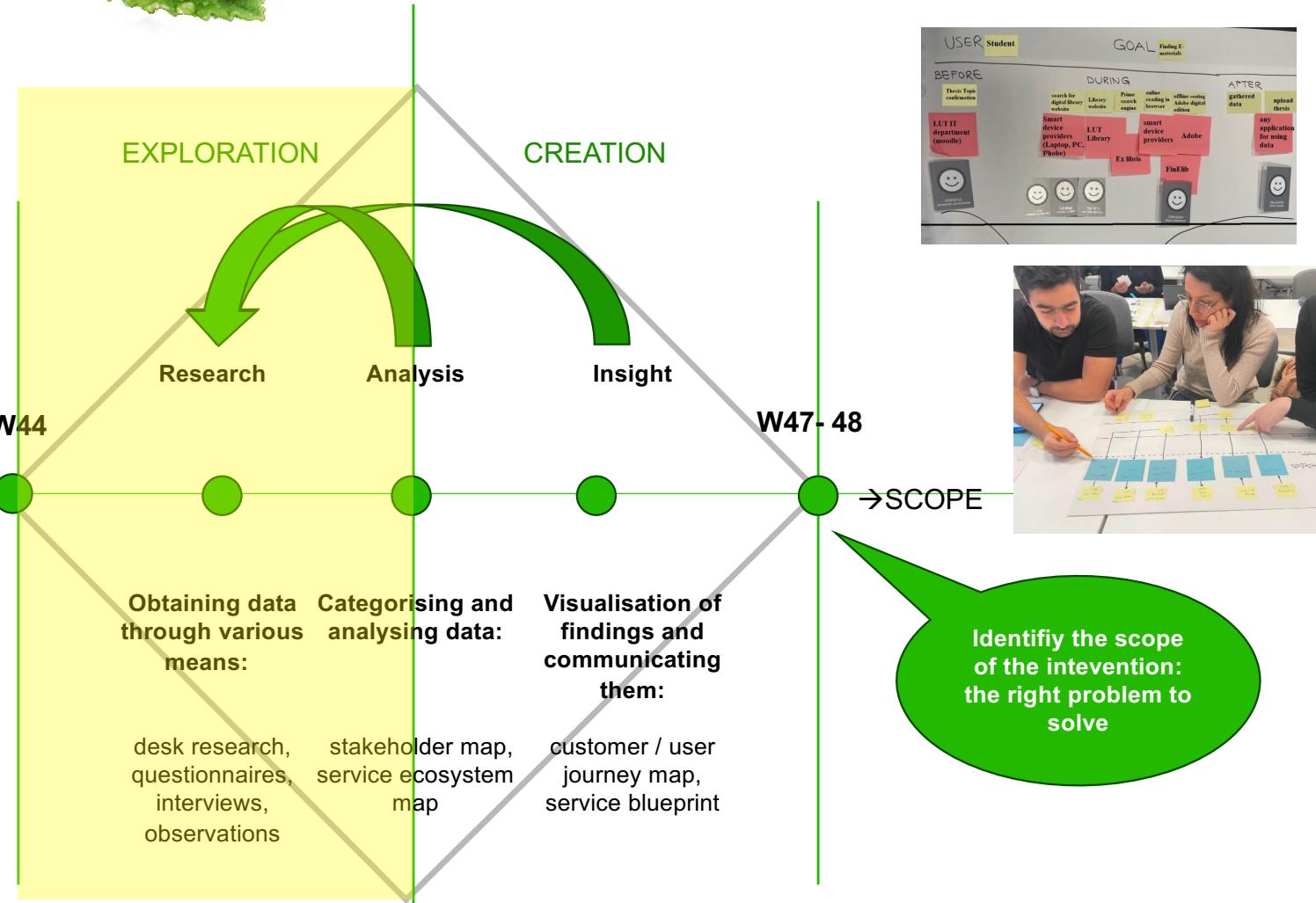


Photo credits: students of Autumn 2023

MORE DETAILS ON METHODS

- » Stickdorn et al., 2018; This Is Service Design Thinking → How does service design work?
(→ Tools for EXPLORE)
- » <https://www.thisisservicedesigndoing.com/methods>
- » <https://servicedesigntools.org/>
- » IDEO's Field Guide to Human-Centered design: <https://www.designkit.org/resources/1.html>

- » Remember also to use your knowledge on ethnographic research and qualitative methods
gained from Research Design & Methods course or other course!

ANALYSIS: CATEGORIZING + ANALYZING DATA

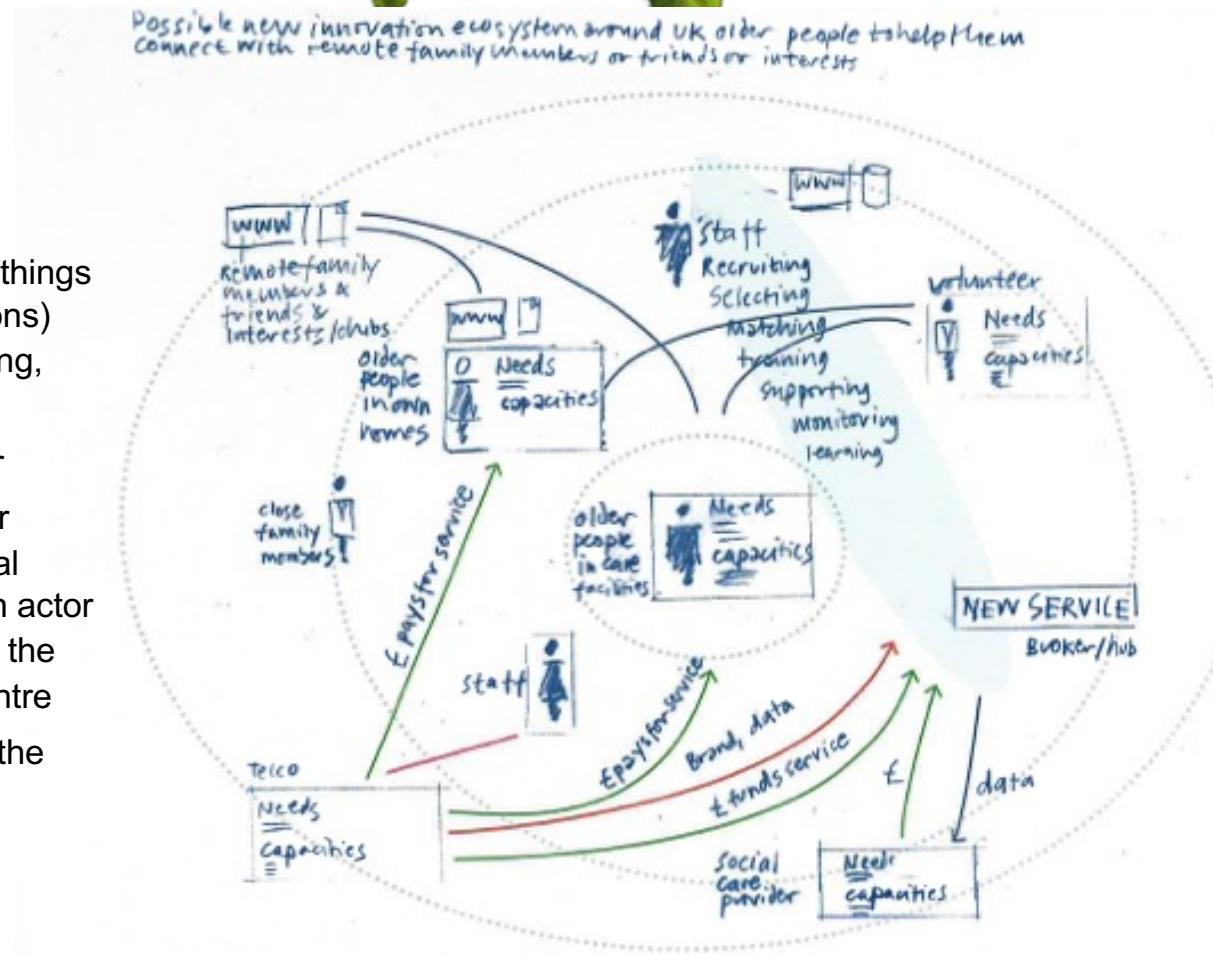
- » You will still continue doing research, but...
- » ... you will also start using data categorization and analysis tools and methods
- » Today you will be introduced to 2 tools that allow you to synthesize your research data
- » They are variations on the value co-creation actors maps you ave done earlier
- » As with all the tools we will use, you need to continuously iterate on them , taking into consideration your advancement in research – these tools are a “living” tools
- » All tools we will use can also be used to analyse and visualise the service “as-is” as well as “to-be”.

STAKEHOLDER MAPS

- Similar to the maps of value co-creating actors
- Many variations possible
- Key use of this tool: to visualise the stakeholders (those who have a stake in the service) and possibly, the relations between them
- Stakeholders can include human and non-humans stakeholders (animals, nature, AI)... though it is more rarely seen – non-human stakeholders are usually included in service ecosystem maps

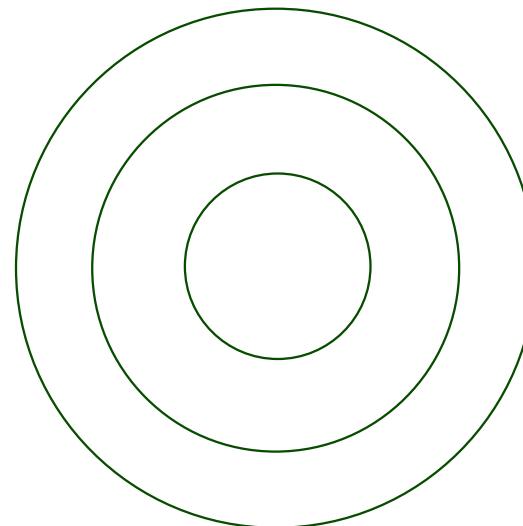
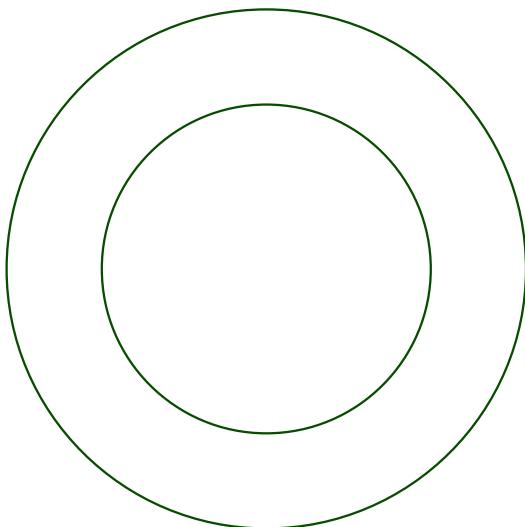
W38 TUTORIAL 3

- **Identify key actors** (people, things and technologies, organisations) involved in providing, delivering, and using the service
- **Map key actors** at the center
- **Map the other** actors on other circles in relation to the central one(s): the more important an actor is to how value is co-created, the closer it should be to the center
- What is exchanged between the actors?



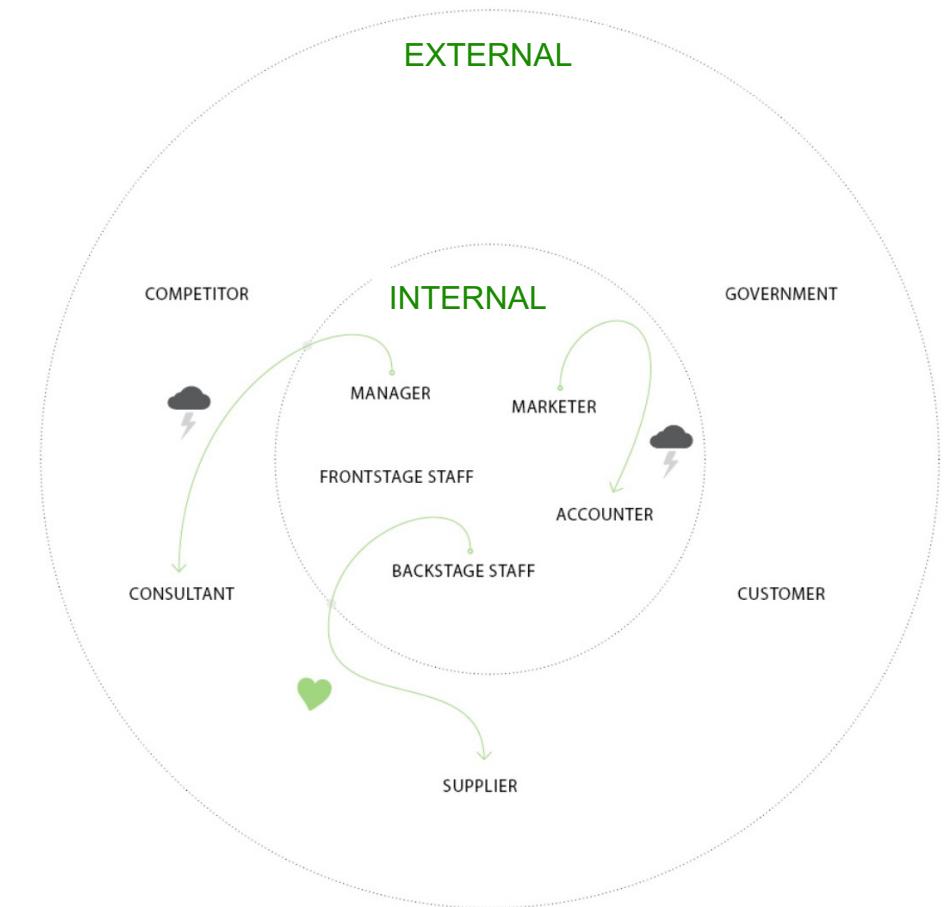
CONCENTRIC CIRCLES

- » Stakeholder maps often make use of the concentric circles template (2 or 3 circles)
- » These circles can mean different things and be labelled differently





INTERNAL / EXTERNAL STAKEHOLDERS



MARKETER — ACCOUNTER

The marketer feels overheard by the accounter.



MANAGER — CONSULTANT

The manager thinks that the consultant does not understand the company's culture.



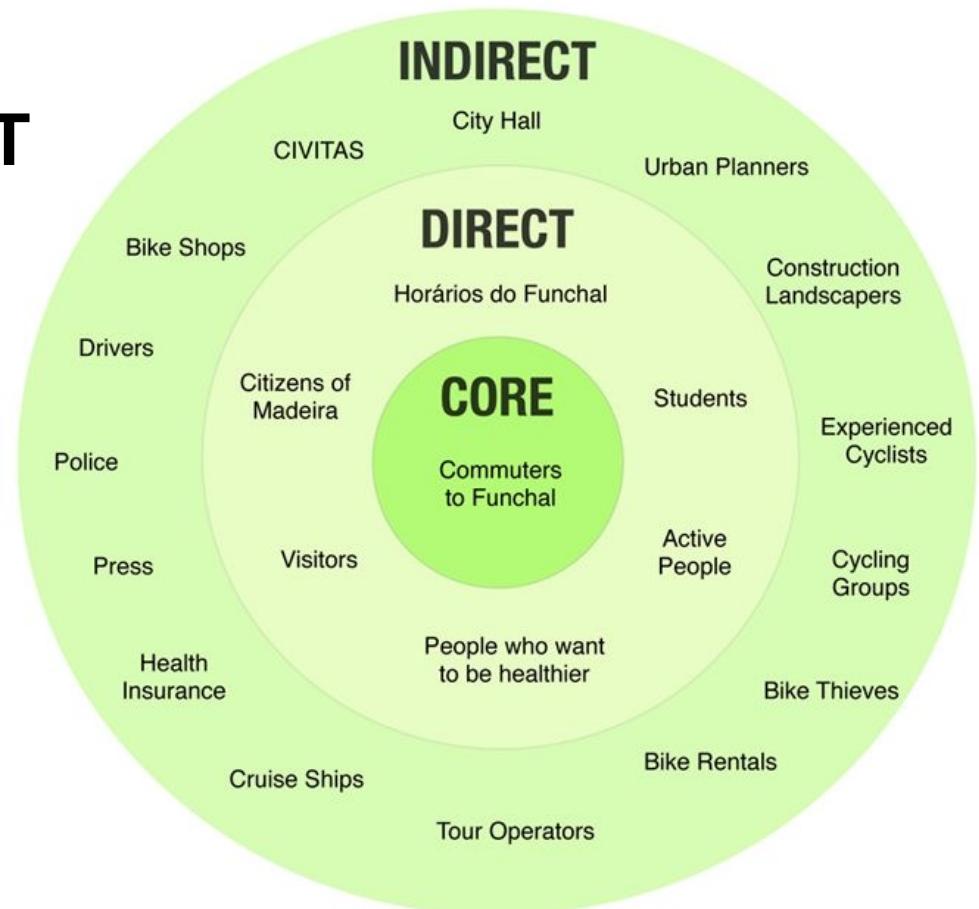
BACKSTAGE STAFF — SUPPLIER

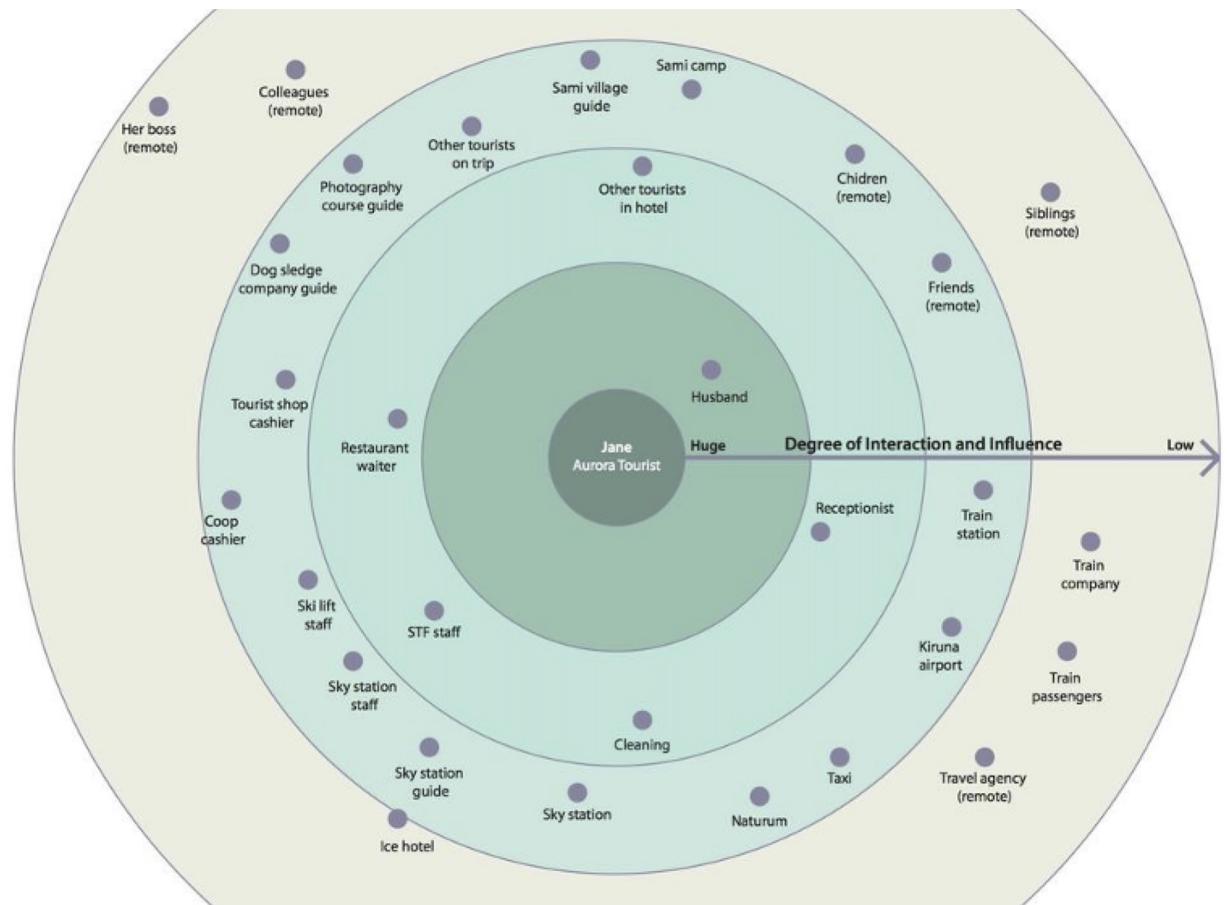
Backstage staff has a good relationship with the supplier.

This Is Service Design Thinking, pp.143-145

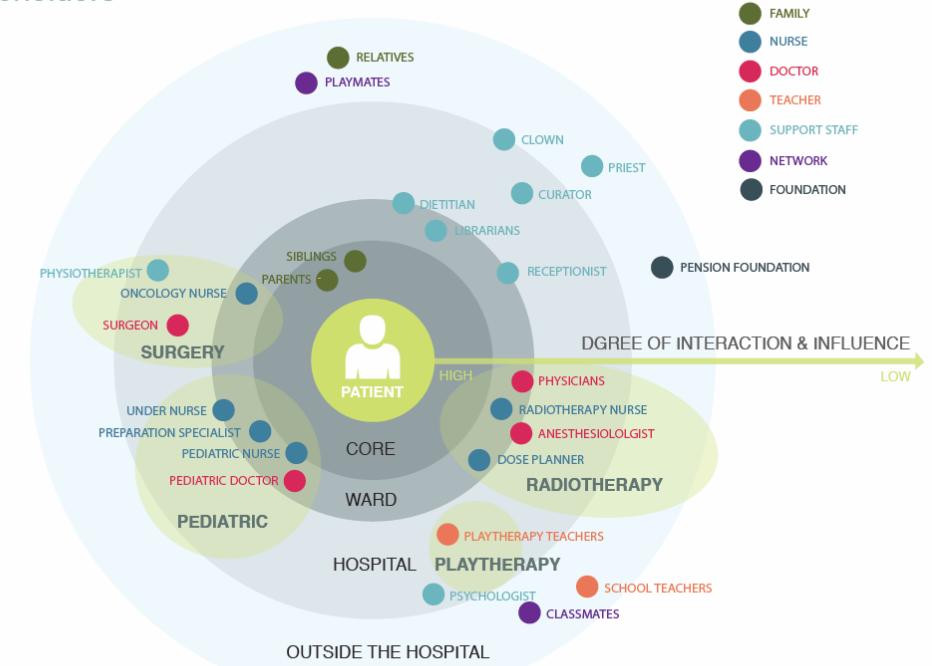
CORE / DIRECT / INDIRECT STAKEHOLDERS

A kind of map that indicates hierarchy in relations

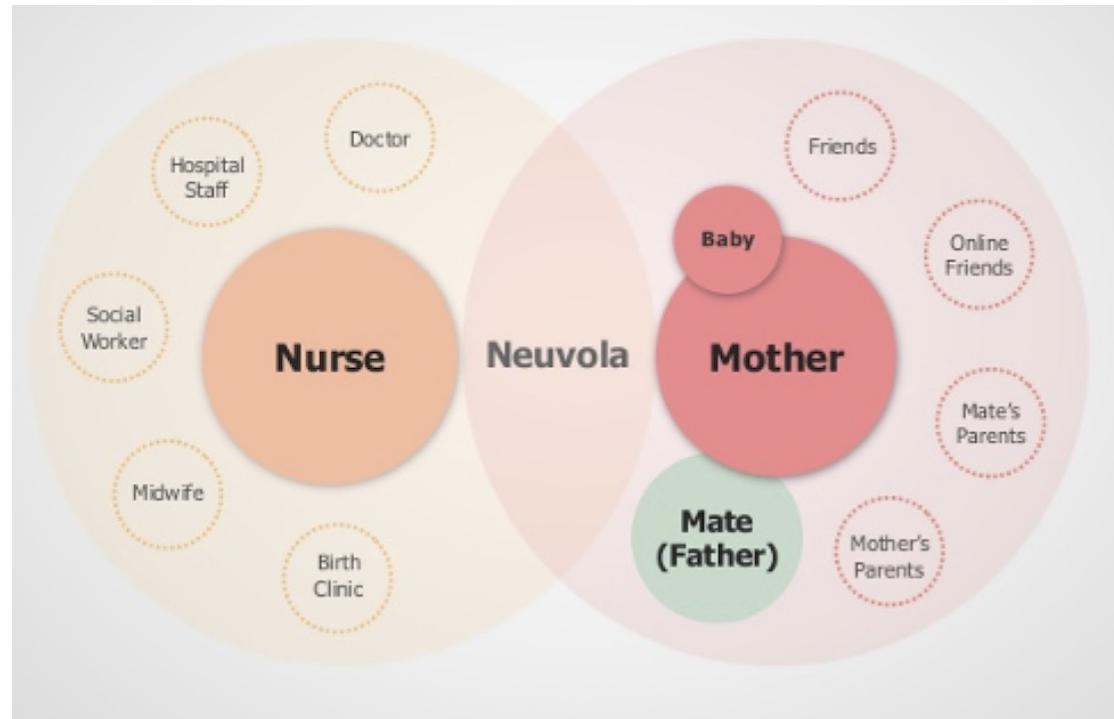




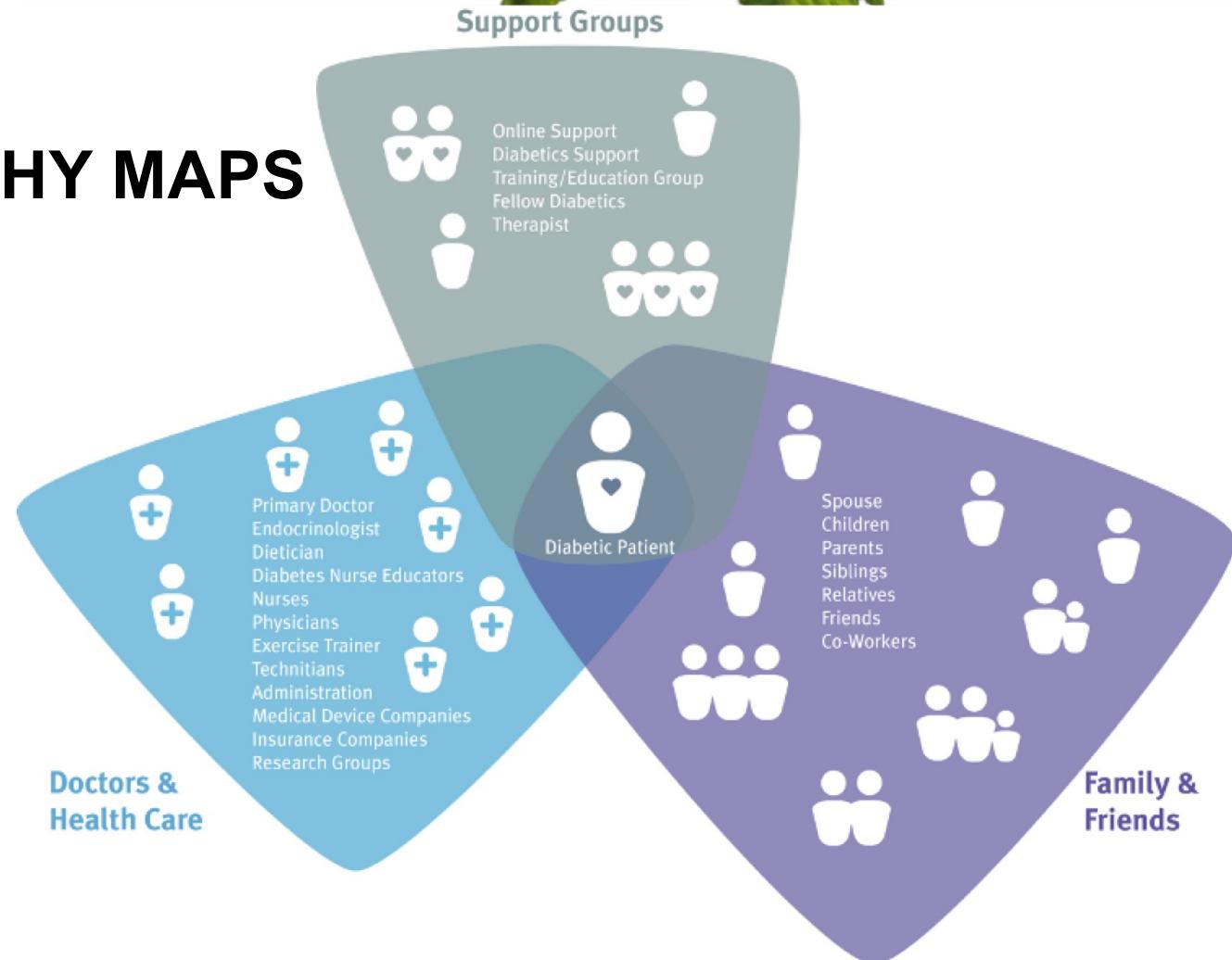
Stakeholders



DOUBLE CORE



NO HIERARCHY MAPS



SERVICE ECOSYSTEMS

- Human actors: people, roles
- Organizational actors: organizations, departments
- Technology: touchpoint technologies, delivery platforms, data storage and transfer, etc.
- Data and information: raw data, laws, vocabulary, etc.
- Other service ecosystems
- Infrastructure and facilities
- Keep in mind: ...service ecosystems are dynamic and evolve with time

EXAMPLE OF ACTORS, NEEDS, SKILLS/KNOWLEDGE

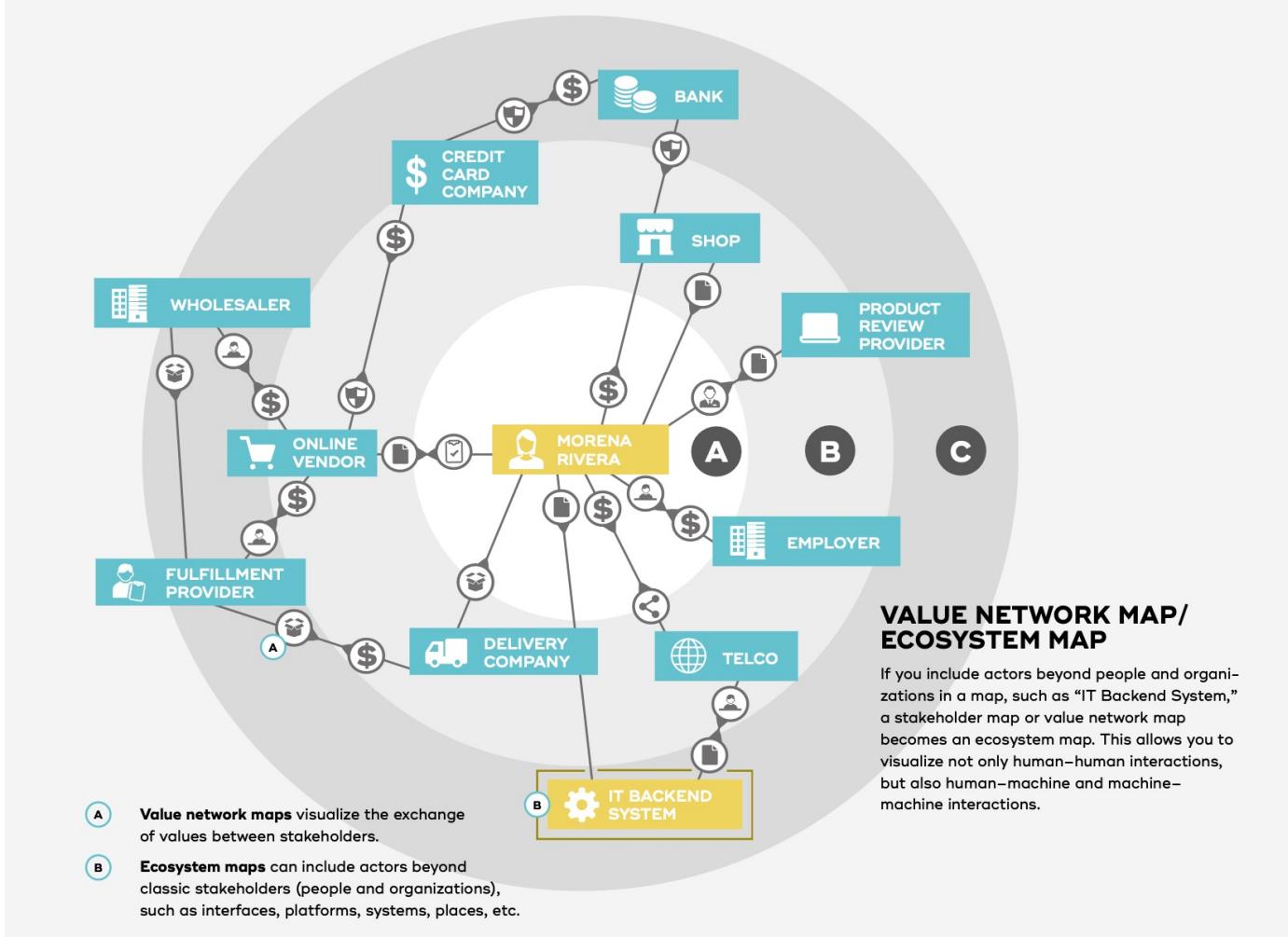
| Actors | | |
|--------------------------------|--------------------------------|--------------------------------|
| People | Technologies | Organisations |
| Adult | Smartphone | Large consumer org. |
| Child | Tablet | B2B org. |
| Family member | PC | Non-profit org. |
| Friend | Database | Community groups |
| Employee | Software application | Small business |
| Volunteer | Sensor | Entrepreneur |
| Manager | Website | Venture |
| Expert | Mobile app | Municipality |
| By-stander | Application form | Local authority |
| Person w. special needs | Poster | Tech. provider |
| Others you can think of.... | Retail outlet | Government |
| | Call centre | University |
| | Web chat | Investor |
| | Email | Others you can think of.... |
| | Package | |
| | Others you can think of.... | |

| Roles actors play |
|--------------------------------|
| User |
| Customer Beneficiary |
| Creator |
| Resource provider |
| Infrastructure provider |
| Hub |
| Influencer |
| Connector Solution |
| Touchpoint |
| Others you can think of.... |

| Needs or skills and knowledge |
|----------------------------------|
| Knowing |
| Doing |
| Having |
| Relating |
| Earning |
| Connecting |
| Nurturing |
| Sustaining |
| Assembling |
| Creating |
| Resourcing |
| Providing |
| Others you can think of... |

SERVICE ECOSYSTEM MAPS

- Can be an expanded stakeholder map:
 - that goes beyond human stakeholders and consider varied actors like non-human ones (technologies, organisations, interfaces, systems, platforms, places, natural or artificial elements...)
 - with the added illustration of relationships and interdependencies between these actors
- Can become very messy, keep a clear focus – if needed, make several maps instead of trying to fit everything into one
- Think carefully what you place at the center and what you decide to show or not: this is related to your analysis of collected data and the insights you are gaining



IN SUMMARY

- » 2 tools for analysis: stakeholder maps + service ecosystem maps
- » You will use them during this week's tutorial
- » Next week, we will tackle another tool for analysis and collecting insights: user journey maps

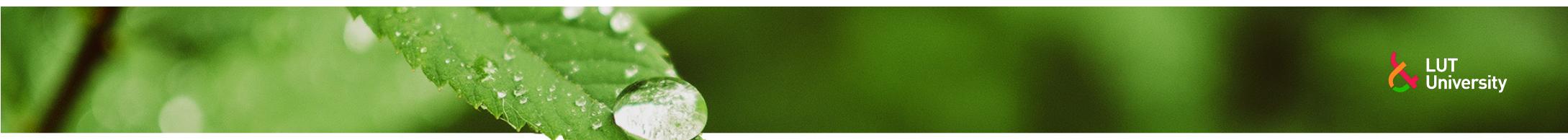
KEEP IN MIND WITH MAPPING TOOLS

- » As research is iterative, you will continuously adjust stakeholders and ecosystem maps as you move forwards with your research and analysis
- » They are continuously in the making!
- » These maps can be **partly** co-created or edited with interviewees during interviews
- » They are analytical and visualisation tools: how you fill them is part of **your insight** gained from your data collection

DELIMITATION AND FOCUS: YOUR RESPONSIBILITY

- Who/what should be in the centre?
- What belongs in service ecosystem – what is left outside?

→ Your decisions are not neutral! As designers, you are shaping the world.



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OBS: SMS'en kan ikke besvareres

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“I can't even drink water because I have to go to the toilet, and it ruins my efficiency numbers”
Nemlig worker, Politiken*

*: Politiken is a leading Danish daily broadsheet newspaper who interviewed nemlig.com workers for an investigative piece

CRITICAL CARDS

- » I will show you 3 “critical card3” until the end of the semester, with links to related materials that trigger critical thinking on the week’s tools and methods or the double diamond process. You will choose one to expand upon in Individual Report 2 (DL 20.12)
- » Please always check the Critical Card file on Moodle for each week – some weeks have the same card
- » The file contains readings + other materials + Miro board for discussion





**IS IT ENOUGH TO DO QUICK ETHNOGRAPHIC
AND QUALITATIVE RESEARCH IN SERVICE DESIGN?
WHAT IF IT IS NOT RIGOROUS OR SCIENTIFIC?**



TAKE A FEW MOMENT TO DISCUSS IN YOUR GROUP HOW DOES RESEARCH IN SERVICE DESIGN RELATE OR NOT TO WHAT YOU HAVE LEARNED IN THE RESEARCH METHODS & DESIGN COURSE?

ADD YOUR THOUGHT ON THE MIRO BOARD:
ACCESSIBLE VIA MOODLE + HERE ----->



PEER EVALUATIONS OF GROUP PRESENTATIONS

- » Take an evaluation form and fill each row after the video of the group in question ends
- » Do the evaluation individually
- » When we have watched all the videos and done all the evaluations, you will be able to vote using menti

MENTI VOTE

- » Rank the best presentations in order from best to worse!

ON THURSDAY

- » You need to continue working on your data collection (using the methods of your choice) to have some kind of insights by Thursday
- » You will work on data analysis of your data and insights using the Stakeholder mapping and Ecosystem mapping tools
- » Your Stakeholder and Ecosystem mappings will showcase the service "as-is"
- » Later, you can make new maps for the service "to-be", so your propose improvement or new service
- » If you have not yet watched the video on Marc Stickdorn, please do! It is in Moodle → W44

