



LAND OF THE CURIOUS



 SERVICE DESIGN

GROUP REPORT 1

GR1

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DEADLINE

➤➤ Due date for GR1 and GP1 is 30.10.2024, 14:00 on Moodle



GROUP REPORT 1: ABOUT THE REPORT

- Write a short report (4-5 A4 pages incl. images) on the service safari you did
- Make use of the tutorial exercises from weeks 37 and 38 (you can edit and modify them)

GR1: CONTENT OF THE REPORT - PAGE 1

- Group number and name of group members
- Name of service explored in the service safari
- AI statement (not included in the page limit)
- 1) The service
 - Name of the service
 - Who is/are the service provider(s)?
 - What is the value proposition as presented by the service provider(s)?
 - What is/are the service offering/s as presented by the service provider?
 - Is the service offering focusing on Care, Access, Response?
 - Is the service a pure service or is it a service-product hybrid?
 - If it is a service-product hybrid, what kind is it (predominantly product? Half-half? Predominantly service?)? What are the main products involved?
 - Is the service a digitalized service? If so, what do you think it was before it was digitalized? What makes it a digitalized service?



GR1: CONTENT OF THE REPORT – PAGES 2-3

- » 2) The service safari
 - » What documentations methods did you use?
 - » Who was responsible for what in your group?
 - » What was your process of using the service?
 - » Would you say you were skilled users, normal users, special needs users during the safari?
 - » Add key documentation from your service safari with captions (e.g. choose pictures or screenshots you took, and write short explanatory text to accompany them) – remember to document how you started and ended your journey
 - » Highlight what worked well and what didn't work well

GR1: CONTENT OF THE REPORT – PAGES 4-5

» 3) Analysis of the service

- » Who are the key actors (people, things and technologies, organisations) involved in providing, delivering, and using this service?
- » Which actors do you directly interact with?
- » How are the actors involved in co-creating value? What resources skills or knowledge are they each bringing to the service?
- » What is the key interaction space for this service?
- » What happens in the Relationship, Matching, and Service layers of the interaction space?
- » Are Relationship value, Matching value, Service value high or low in your experience of the service and according to the service safari scenario?
- » What was your personal and subjective perception of the service? Did the value proposition match your needs?
- » Do a little online search: Do you find information on whether the service providers are using IaaS, PaaS, or SaaS for the technology used in the service provision?



GR1: CONTENT OF THE REPORT – PAGE 5 (1/3)

»» 5) Group reflection

»» Write a short reflection on what what you learned from using the service safari method to explore your service example and what you thought was missing in this method to best understand a service.



GR1: CONTENT OF THE REPORT – OPTIONAL

- » You are allowed to add extra content as an Appendix to your report, for example if you want to share more pictures or sketches from your Service Safari
- » Please note that you should not rely on Appendices for crucial information.
- » If you use an Appendix, remember to refer to it in the main report text if you want the reader to check it out. For example: When you write about your Service Safari, you will say: For more pictures from the Service Safari, please refer to the Appendix.
- » Remember to add the AI statement at the beginning of the report. Failure to do so will lead to failing of the report

CRITERIA FOR GRADING

Group Report 1 – graded using 1-5 scale

GR1	Submitted a report with all required parts	Appropriate length (4-5 A4 pages)	Answered all questions	Answered between half and all questions	General clarity of report
Impact on grade	+1	+1	+2	+1	+1

