

 SERVICE DESIGN

TUTORIAL 6

Mini design challenge

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AIM OF THE TUTORIAL

- » Practice quick design work without real life constraints
- » Practice quick ideation of a new service, focusing on: service offering, user experience, touchpoints
- » Practice quick iterations of divergent and convergent thinking (double diamond)
- » Open up spontaneous creativity by not allowing time to think too much!



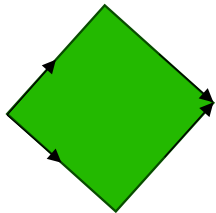
GROUP WORK

- » Work in your own group or form a new one or join another
- » Each group works around one table
- » You are going to work on two types of creative processes: brainstorming and 10 + 10 idea generation
- » The submission on Moodle will be done individually: you will submit pictures of the outcomes of your groupwork and you will individually write a short paragraph and answer questions I will ask you
- » If you are unable to work in a group because you are not in class today, you can do the exercise on your own and submit, but you will need to write an extra paragraph.



MINI DESIGN CHALLENGE: NORMAL BRAINSTORM

You are hired by the Finnish aviation company Finnair as service designers to develop a novel service experience for travellers.



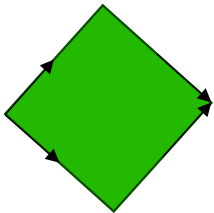
Step 1: Brainstorm for 20 minutes:

- » What kind of novel user experience you aim to deliver?
- » What would be the value proposition?
- » What would be the core service offering?
- Make use of your own experience in air travel or something you have heard or read about!
- It is Ok to go crazy with ideas!



MINI DESIGN CHALLENGE: NORMAL BRAINSTORM

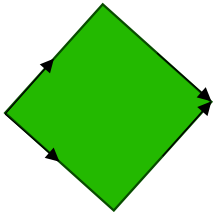
- » Step 2: Take 10 minutes to write down or draw on the provided A4 papers your value proposition, core service offering and service experience promise





MINI DESIGN CHALLENGE: 10+10 IDEATION

- » Take more A4 papers and markers
- » You will go through 8 steps facilitated by Joanna
- » Joanna will take time and will be very strict: when she say stop, you have to stop and move the next step! It is the point of the exercise!





MINI DESIGN TASK: 10 + 10

- » You are still hired by the Finnish aviation company Finnair as service designers to develop a novel service experience for travellers
- » You start with the value proposition, service offering and experience you ideated before
- » Now, you will individually ideate what touchpoints are needed to deliver the experience and value for the traveller



10 + 10 STEP 1

- » Each one of you takes one A4 paper and a marker
- » Quickly draw, individually and silently, one rough, simple sketch of a touchpoint idea for your group's new air travel experience for Finnair, on one A4 paper. → 2 minutes!
- » --- IT IS OK IF THE DRAWING IS UGLY! IT IS OK TO ADD SOME WORDS! DON'T OVER THINK IT---



10 + 10 STEP 2

- » Take another A4 paper and draw a NEW sketch of ANOTHER touchpoint idea for your group's new air travel experience for Finnair, → 2 minutes!
- » --- IT IS OK IF THE DRAWING IS UGLY! IT IS OK TO ADD SOME WORDS! DON'T OVER THINK IT---



10 + 10 STEP 3

- » In the next 10 minutes:
- » Put all your drawings in the center of the table
- » Take turns to each quickly explain your two ideas
- » After each explanation you can mark the drawing with a * to indicate whether it is INTERESTING. The idea does not need to be feasible and can indeed be completely mad!



10 + 10 STEP 4

- » In the next 4 minutes:
- » Decide together on one sketch you want to keep and put it at the center of the table
- » Choose the sketch because it can be further elaborated on, or because it is interesting, or fun, or just simply different!



10 + 10 STEP 5

- » In the next 2 + 2 minutes you will draw again!
- » Take one new A4 paper and draw a sketch that is a variation on the idea placed at the center of the table → 2 minutes!
- » --- IT IS OK IF THE DRAWING IS UGLY! IT IS OK TO ADD SOME WORDS! DON'T OVER THINK IT---



10 + 10 STEP 6

- » Take another A4 paper and draws A NEW variation on the idea placed at the center of the table → 2 minutes!
- » --- IT IS OK IF THE DRAWING IS UGLY! IT IS OK TO ADD SOME WORDS! DON'T OVER THINK IT---



10 + 10 STEP 7

- » In the next 10 minutes:
- » Put all your NEW drawings at the center of the table
- » Take turns to each quickly explain your ideas by showing your sketch and elaborating on it.
After each explanation you can mark the drawing with a * to indicate whether it has potential or is interesting



10 + 10 STEP (7+)

- » In the next 4 minutes:
- » Decide together if there is one sketch you prefer



10 + 10 STEP 8

- » You now have around 20 sketches (if you are a group of 5 – hence the name 10 + 10) of ideas related to a design challenge!
- » Each one of the group members choose their favorite idea and takes a picture of it

THIS TUTORIAL AND THE DOUBLE DIAMOND

- » 2 iterations of a “diamond” (the first one in the traditional DD model and the textbook one)
- » Diverging with brainstorming and exploring many ideas
- » Converging with choosing the best
- » But we did not move forward beyond the quick touchpoint ideas
- » And we didn’t do any research to start with!



SUBMIT TO MOODLE AS ONE PDF

Submit individually as a PDF to Moodle:

1. Your own text explaining the value proposition, core offering and service experience promise of your group's chosen proposed idea
2. Your picture of your favourite touchpoint explaining why you chose it
3. A short paragraph explaining which one of the two design methods did you prefer: normal brainstorming or 10 + 10? Why?

Note: if you did the exercise on your own because you were not in class today, write an extra paragraph reflecting on the challenges or benefits of ideating on your own.

Qantas seven-hour flight to nowhere sells out in 10 minutes

Francesca Street, CNN

Updated 5:47 AM EDT, Fri September 18, 2020



<https://edition.cnn.com/travel/article/flights-to-nowhere-qantas/index.html>

