

 SERVICE DESIGN

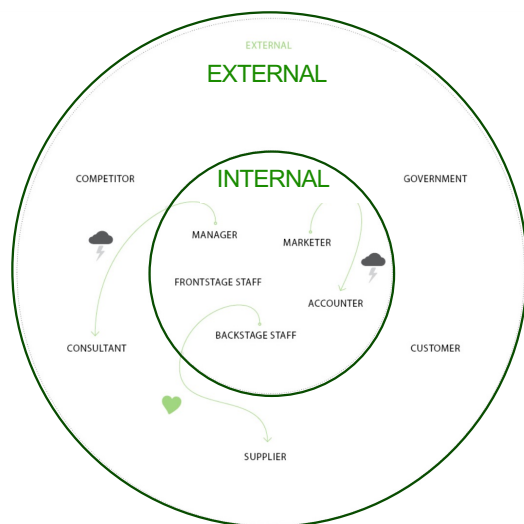
TUTORIAL 10

Explore: analysis: categorizing and analyzing data

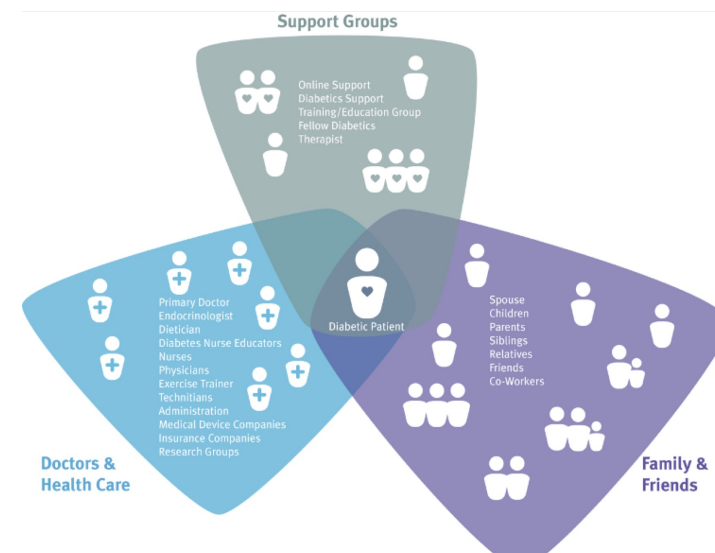
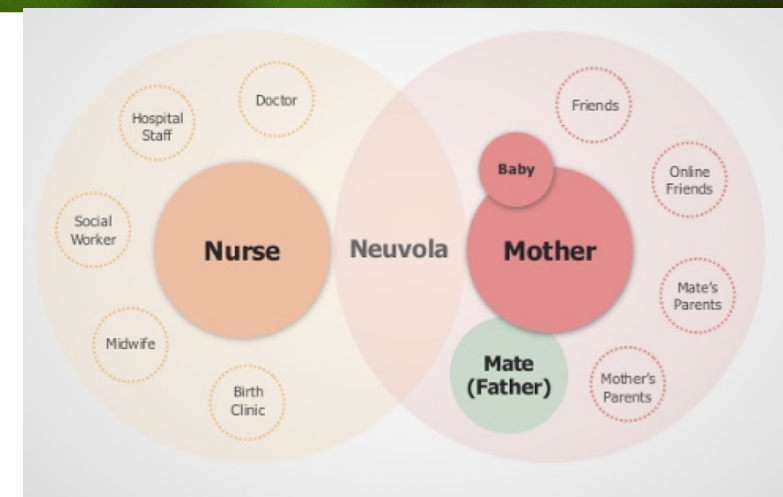
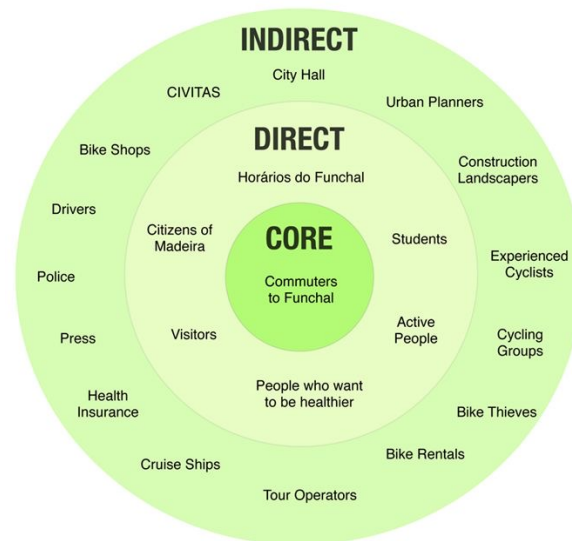
07.11.2024

Joanna Saad-Sulonen

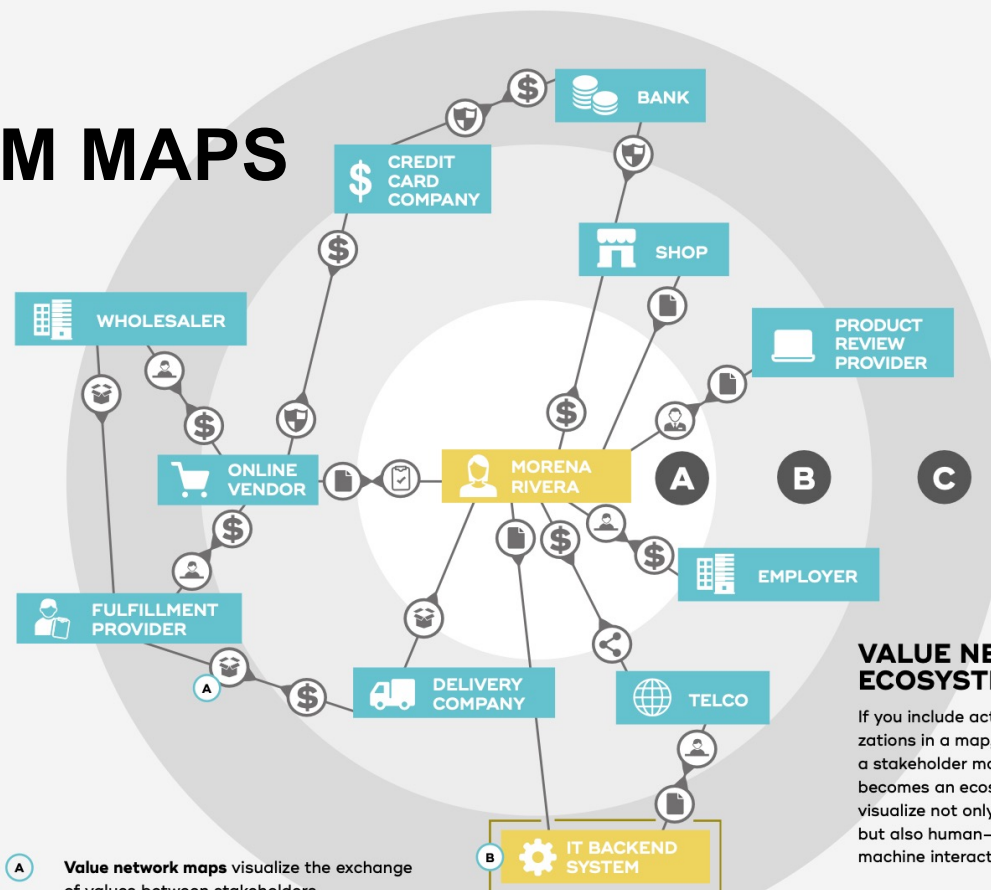
STAKEHOLDER MAPS



- MARKETER — ACCOUNTER**
The marketer feels overheard by the accountant.
- 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.



SERVICE ECOSYSTEM MAPS



VALUE NETWORK MAP/ ECOSYSTEM MAP

If you include actors beyond people and organizations in a map, such as "IT Backend System," a stakeholder map or value network map becomes an ecosystem map. This allows you to visualize not only human-human interactions, but also human-machine and machine-machine interactions.

- A** Value network maps visualize the exchange of values between stakeholders.
- B** Ecosystem maps can include actors beyond classic stakeholders (people and organizations), such as interfaces, platforms, systems, places, etc.

Stickdorn et al. This is Service Design Doing

TODAY'S WORK

- » You will continue working on your data collection (using the methods of your choice) and on data analysis using the Stakeholder mapping and Ecosystem mapping tools
- » You will create one Stakeholder map and one Service Ecosystem map about your chosen service for the group work – this time around focusing on the service "as-is"
- » I will be in the classroom: you can work in the classroom and ask me questions if you need to. You can also choose to leave if you need to do contextual research during this time.



STAKEHOLDER + SERVICE ECOSYSTEMS MAPS

- » Choose the type of stakeholder and service ecosystem maps that make sense for your own project work: look at the examples from the lecture or find relevant ones online
- » Consider when you choose a type of map:
 - What is important to explore and study in your case? Not all map templates let you focus on the same things (e.g. a stakeholder map showcasing internal/external stakeholders is different from one showcasing core/direct/indirect stakeholders)
- » You can start with a stakeholder map, then use it as a base for the service ecosystem map
- » If you are using the same service as the. Service safari, start your maps by expanding on those you did in Tutorial 3 (W38)



REMEMBER TO SUBMIT ON MOODLE DL 14.11

- » Your “as-is” stakeholder and service ecosystem maps
- » Your maps do not have to be polished but should showcase what you have done so far and indicate the challenges you are encountering (if any)
- » If you have worked with paper and pen, take pictures of what you have done and include them in your submission document, together with short explanatory texts explaining what each map is showing
- » If you have worked online, take screenshots or provide public links to your work and include them in your submission document, together with short explanatory texts

