

 SERVICE DESIGN

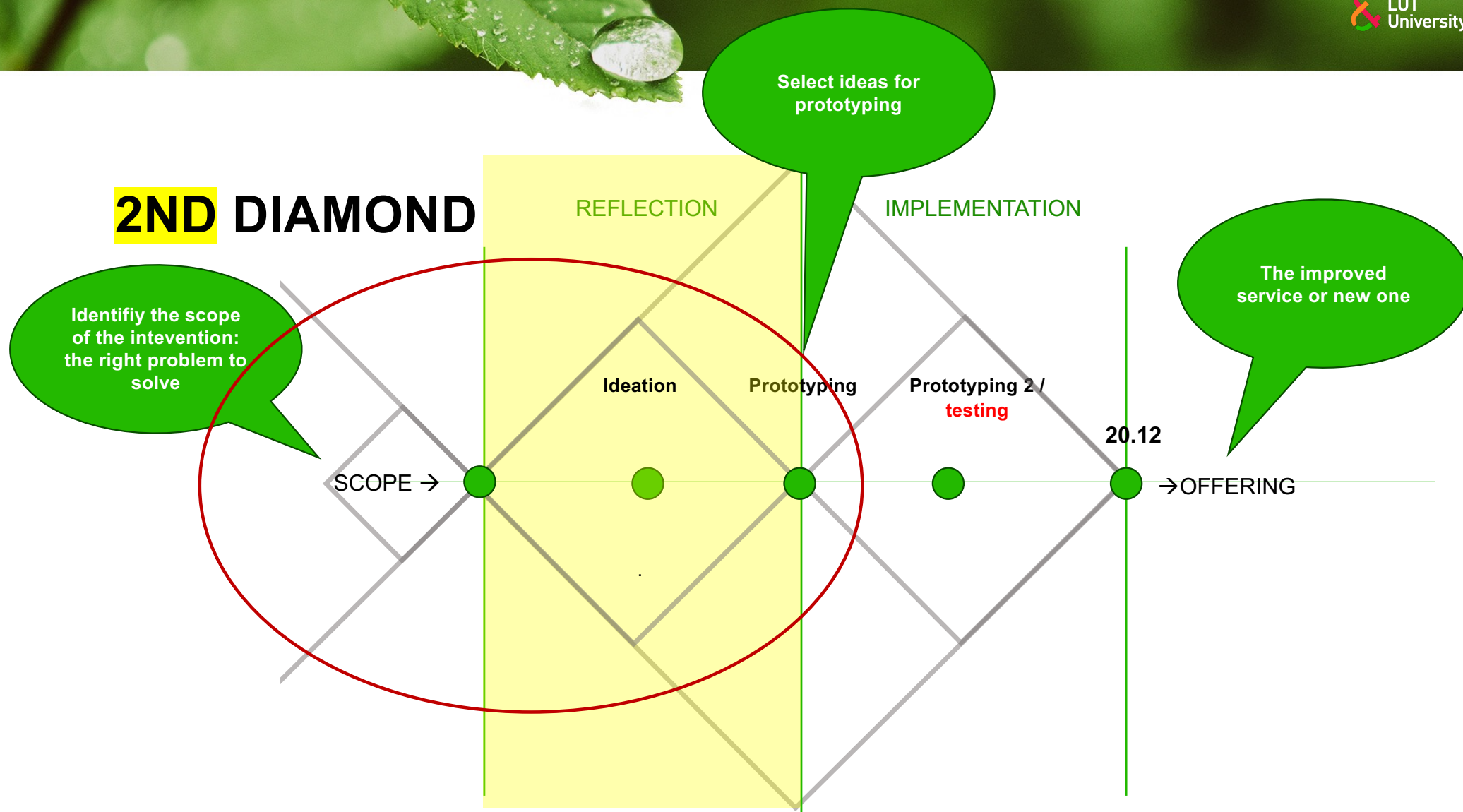
TUTORIAL

Reflection: ideation

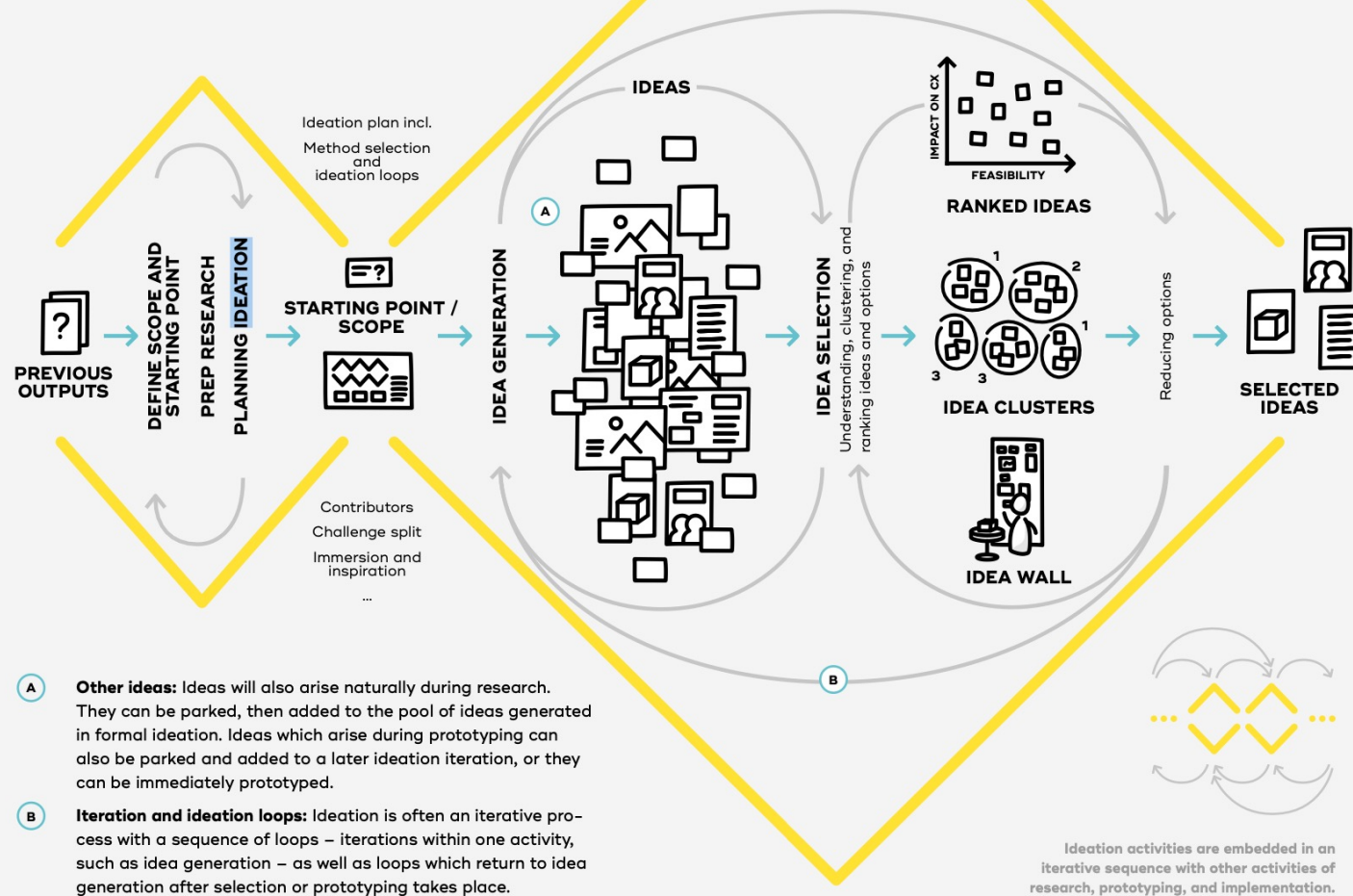
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2ND DIAMOND



THE BASIC PROCESS OF IDEATION





TAKING PICTURES!

- » Today, take a picture during each activity, as you are working on it (your group in the process of ideating)
- » At the end of each activity, take a picture of the outcome

IF YOU DIDN'T DO THE HMW ON MONDAY:

PRE-IDEATION: HOW MIGHT WE (HMW)? (10 MINS)

- Starting with your insights, convert each into trigger questions that start with “How might we...?” and write each on a Post-It note
- Avoid suggesting a solution in your HMW question*
- You can try “lateral thinking”** to think outside the box
- Sort and group the questions into useful clusters as “opportunity areas”
- Decide which is your most important cluster and ideate around the questions in this cluster
- Note down the most promising ideas (or if you have no time, note down the most important HMW questions in this cluster) on your IDEAS paper

*: <https://www.nngroup.com/articles/how-might-we-questions/>

** : <https://www.interaction-design.org/literature/topics/lateral-thinking>

IDENTIFY YOUR SCOPE – 1ST ITERATION (10 MINS)

- » Based on your work on the HMW questions, what do you think is the right problem to solve?
- » Think in terms of the service as a whole, not in terms of one touchpoint, or one technology only
- » Maybe one of your HMW questions would be the problem to solve: should you tweak the question a bit?
- » Write down the problem you are going to solve, in big, on an A4 paper
- » Decide if you can commit to it for now or should it still be tweaked a bit?
- » If you tweak it, write it again on another A4
- » Take a picture!

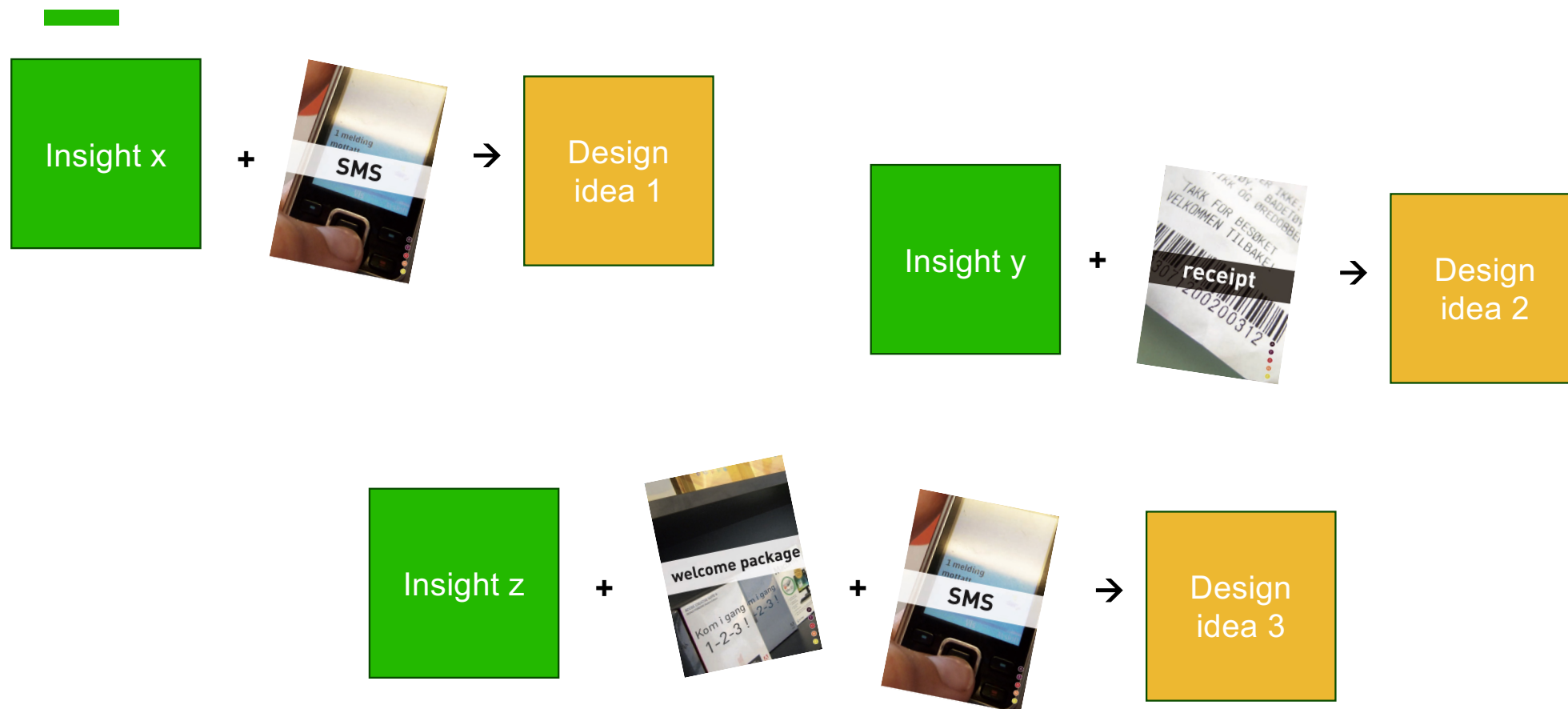


IDEATION: AT-ONE CARDS TOUCHPOINTS (15 MINS)

- » This exercise is based on Tool 7 of the AT-ONE card deck: Forced Associations
 - » It helps you to generate service ideas using the forced association method, taking touchpoints are the starting point. It is about lateral thinking (thinking outside the box).
1. Gather all the touchpoint cards (not the emotions cards)
 2. Put them face down on the table
 3. Pick two cards and create a service for your project based upon just these touchpoints
 4. Note down the idea on your ideas IDEAS paper
 5. Return the cards, mix them, and pick two and create another idea based upon just these touchpoints, then note the idea
 6. Repeat a few times until you have a bunch of ideas written down
 7. Take a picture!

IDEATION: INSIGHT COMBINATION (20 MINS)

- » This exercise adapted from the insight combination method using insights and design patterns: see https://amp.ubicomp.net/wp-content/uploads/2019/02/AC4D_designlibrary_worksheet_InsightCombination.pdf and Kolko (2010)
- » The adapted version helps you link your own insights with existing types of touchpoints, allowing you to generate new ideas (abductive and lateral thinking)
- 1. Copy each of your insights from the INSIGHTS paper onto a Post-It (use same color Post-its)
- 2. Gather all the touchpoint cards of the AT-ONE card deck
- 3. Mingle the insight Post-Its and the touchpoint cards, moving them around physically, and actively reflecting on potential combinations of one insight Post-It and one touchpoint card.
- 4. Force each combination of an insight Post-It and a touchpoint card into a design idea. You might also combine several touchpoints with one insight.
- 5. Write down the ideas on your IDEAS document. Different ideas may be combined into one bigger one.
- 6. Take a picture!





REVIEW YOUR PROBLEM/SCOPE (2ND ITERATION)

- » Based on your ideations, do you keep your defined problem as it is or change it?
- » If you change it, write it down again in big on a new A4
- » Take a picture!



IDEA SELECTION: CLUSTER & RANKING (20 MINS)

- » Collect all your promising ideas from the "IDEAS PARK" paper you have
- » Decide on two variables as your criteria: e.g. "feasibility" and "impact on user experience"
- » Draw a table with the names or drawings of the ideas on the left and the two variables, each as one column
- » Go through each idea and assign it points, on a scale of 0-10, for each of the two variables, marking the points on the related column
- » Discuss your results: often the ideas with high impact and high feasibility are the most interesting
- » Take a picture!



CHECK IDEA AGAINST YOUR MAPPING (15 MINS)

- » Bring up your "as-is" Stakeholder, Service Ecosystem, User Journey maps, and Service Blueprints
- » Taking one map at a time, how does your idea impact the maps you have? Does it address key painpoints? Does it strengthen relationships between stakeholders or facilitate exchanges? How? If not, should the idea be tweaked?
- » Highlight the areas on these maps that require change through your design intervention and note down
- » Take a picture!



SUBMIT ON MOODLE + KEEP MATERIAL!

- » Submit your pictures as one PDF on Moodle
- » Write a short text explaining each picture taken: what is it representing?
- » Remember to write captions to each picture
- » Keep all your material and bring it on Monday! Don't throw anything yet, even if you took pictures 😊



NEXT MONDAY

- » You will learn about prototypes and start prototyping!
- » Some prototyping work will be done during the lecture sessions

REFERENCES + TECHNIQUES

References

- » Stickdorn et al. (2018). This is Service Design Doing
- » Interaction Design Foundation - IxDF. (2016, November 26). What is Lateral Thinking?.
<https://www.interaction-design.org/literature/topics/lateral-thinking>
- » Kolko, Jon (2010), "Abductive Thinking and Sensemaking: The Drivers of Design Synthesis". In MIT's Design Issues: Volume 26, Number 1 Winter 2010.

Techniques and methods

- » "How Might We": <https://www.nngroup.com/articles/how-might-we-questions/>
- » "Six Thinking Hats": <https://www.debonogroup.com/services/core-programs/six-thinking-hats>
- » This Is Service Design Doing methods library: <https://www.thisisservice.designdoing.com/methods>
- » IDEO's design kit: <https://www.designkit.org/>

