

 SERVICE DESIGN

TUTORIAL 11

Explore: insight: visualizing findings and communicating them

14.11.2024

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TODAY'S WORK

- » You will create a journey map for your course project
- » You will use the AT-ONE card deck as these cards help think about touchpoints and emotional reactions: two key components of journey maps



Touchpoint Cards



Emotions Cards



ANALOGUE OR DIGITAL

- » You can do the tutorial exercises by using the printed cards you have received on Monday. Additionally, you will need a big paper and a marker. Try to find them in the classroom: there usually is a flapboard there and there are some markers on the desk teachers use.
- » If you have not taken a printed cards on Monday, you can take a set for your group from the info desk on the group floor.
- » You can also do the tutorial exercises digitally. You will need to download the PDF folder from Moodle (AT-ONE card deck in W46) and take screenshots of the cards you will decide to use for your journey map and add them to your digital journey map on the program of your choice.



AT-ONE: SERVICE INNOVATION THRU TOUCHPOINTS

- » A - New combinations of ACTORS who together can provide improved services
- » T - Orchestration and development of TOUCH-POINTS to provide innovative services
- » O - Developing new OFFERINGS that are aligned to brand strategy
- » N - Understanding customer NEEDS and how new services can satisfy them
- » E - Designing customer EXPERIENCES that wow the customer

SIMPLE JOURNEY MAP

USER

GOAL

BEFORE

DURING

AFTER

Service moments, encounters



Touchpoints



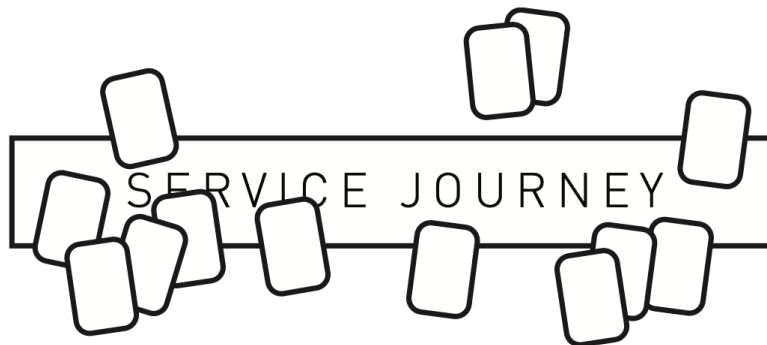
CREATE A SERVICE JOURNEY MAP (15 MINS)




- » You should work on your course project
- » Decide on a user representative based on your data collection (alternatively you can decide to do a journey map for another stakeholder instead of a user)
- » Take a big paper from the classroom and create a journey map “base” with user info, user goal, and Before, During, After areas
- » Roughly mark down key steps of the user journey (service encounters/moments) under the Before, During, After areas. Base these on your data collection and research. If you don’t have data for every moment, put a question mark.

USER		GOAL					
BEFORE		DURING				AFTER	

AT-ONE CARDS: TOOL 1: MAPPING TOUCHPOINTS (15 MINS)

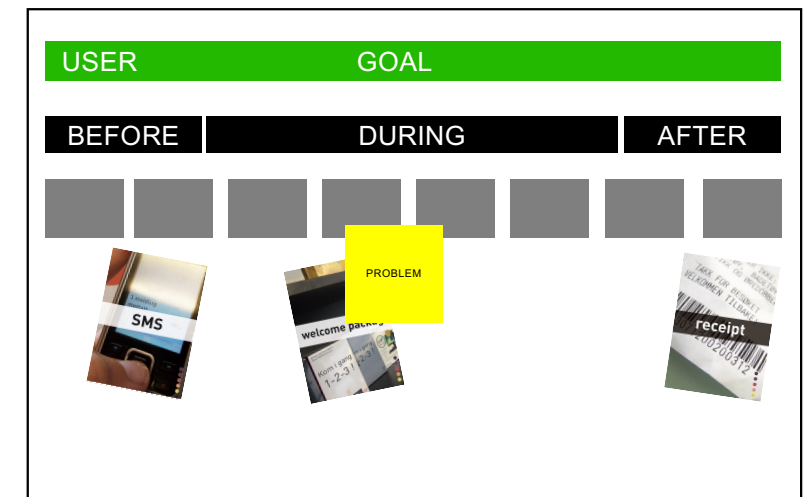
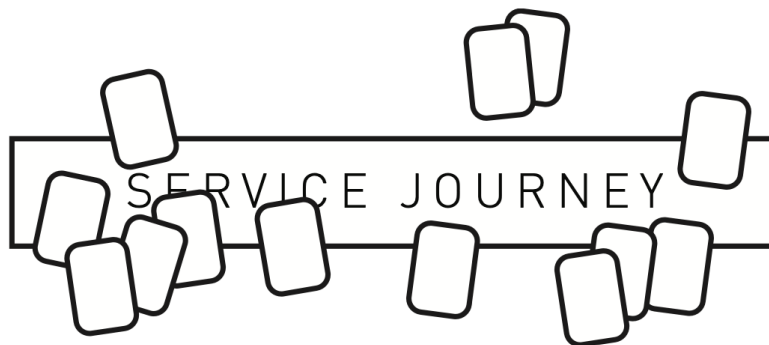
- » Take the Touchpoint cards from the AT-ONE deck (the ones with images NOT the ones with smileys)
- » Select the ones that are used (or could be used) in your service case.
- » Discuss together whether you should do more research to find out if some of these touchpoints are used or not in the service. Or maybe they are used by a competing service?
- » Place the selected touchpoint cards at the relevant spots underneath the service moments/encounter



USER		GOAL					
BEFORE		DURING				AFTER	
							

AT-ONE CARDS: TOOL 1: MAPPING TOUCHPOINTS (10 MINS)

- » Identify problems users might face with the touchpoints you have selected, inconsistencies in touchpoint design, tone of voice, differences between touch-points etc.
- » Write down the problems on a Post-It or paper and paste at the correct spot on the map
- » If you have no Post-Its, you can write directly on the map





**TAKE A PICTURE OF YOUR MAP WITH THE TOUCHPOINT CARDS!
WE WILL USE THE TOUCHPOINT CARDS FOR SOMETHING ELSE NOW**

**IF YOU HAVE TIME, TRANSFER THE TOUCHPOINT NAMES
FROM THE CARDS TO POST-ITS AND REPLACE EACH CARD
WITH A POST-IT OR WRITE DIRECTLY ON THE MAP**

TOOL 4: WHOSE TOUCHPOINT IS IT? (15 MINS)

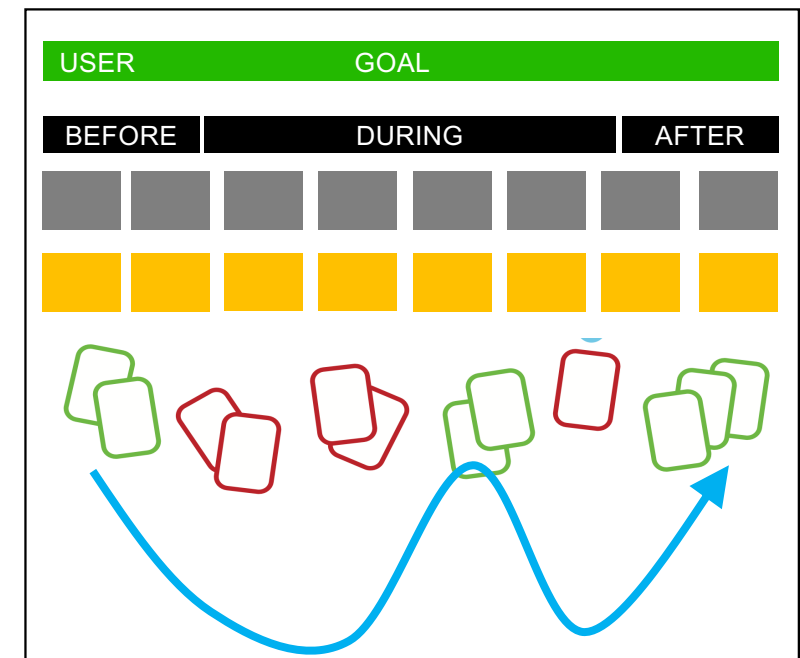
- » Go through the touchpoints you have chosen and sort the touchpoint cards in terms of which actors are responsible for each touch-point
- » Discuss together:
 - » Are these actors from different organisations? Which ones?
 - » Are they from different units in the same organisation (e.g. the service provider)?
- » Go back to your stakeholder and ecosystem maps: are these actors visible there? If not, add them! Also, refine your stakeholder and ecosystem maps to show the organisations to which these actors belong to
- » Take notes: what research do you still need to do to answer questions that have arisen?

TOOL 5: HOW DOES IT FEEL? (20 MINS)

- » Go back to your journey map
- » This time take the emotion cards from the AT-ONE deck (the ones with smileys, both red and green)
- » For each step of the service journey, choose the emotion card that describes how the user feels at this stage
- » Discuss these emotions: do you know from your research if these take place? Do you need more research?
- » Place the relevant emotion card at the related spot on the map. If unsure, Add a question mark
- » Identify pain points and to draw **an emotional curve** along the service journey.

TAKE A PICTURE OF YOUR MAP WITH THE EMOTION CARDS!

If you have time, transfer emotions names and emoticons from the cards to Post-its and replace each card with a Post-It or write directly on the map





SUBMIT ON MOODLE + KEEP MATERIAL!

- » Collect the photos you have taken of the journey maps of all the exercises done today (Tool 1, Tool 4, Tool 5), with the different cards (Touchpoints and Emotions) into one document and submit to Moodle (Tutorial 11)
- » Write a caption for each photo in the document and explain what the image shows
- » Keep your group's card deck safely and use them in the ideation phase
- » You will continue developing your user journey map next week, together with the service blueprint so bring it next Monday for the lecture!

