SERVICE DESIGN

TUTORIAL 9

Explore: research: data collection

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1ST DIAMOND

EXPLORATION

CREATION

Improve existing service or design new one (competing or complementing existing one)

Research — Analysis — Insight

W44

CHALLENGE →

→SCOPE

W47- 48

Identifiy the scope of the intevention: the right problem to solve

Obtaining data through various means:

desk research, questionnaires, interviews, observations

Categorising and analysing data:
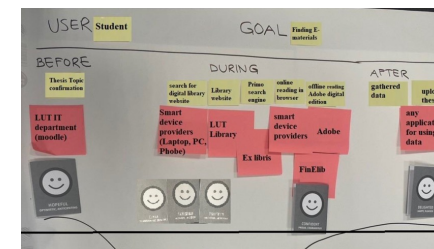
stakeholder map, service ecosystem map

Visualisation of findings and communicating them:

customer / user journey map, service blueprint

Photo credits: students of Autumn 2023

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PLAN FOR TODAY

» Decide on your project topic, i.e. your design challenge

» Review your service safari outcomes (if relevant)

» Choose research methods

» Plan and divide tasks

» Start doing the research

» Submit assignment (DL 7.11)

PLANNING AND DOING RESEARCH

1. If you haven't done so already, discuss with your group and decide what will be the topic of your group project (the design challenge), for example:

   - Improving the service you have explored during the service safari?

   - Improving another service?

   - Design a new service, either compltely new or as competition to an existing service (keep in mind the time you have!

Group work

USE THE SERVICE SAFARI YOU HAVE DONE…

2. go to the mapping exercise done in W38 (Tutorial 3) of the co-creation actors

▶▶ What more data would be useful for your project? What people do you need to approach to get to know more about the service and how it is used?

   ▶▶ Users: Which users? A specific group?(e.g. general users, edge users, specific age group, specific socio-economic group users, users with diabilities, …)

   ▶▶ Other stakeholders: Which ones? Employees as service touchpoints? Employees in backstage? Managers? Technical staff? Legal people?...

Nina Alli
@headinthebooth

Sometimes we forget who our user is

17.26 · 03/02/2019 · Twitter for iPhone

5 015 Retweets 11,2K Likes

METHODS

3. Review the different methods for doing research in SD and choose 3 that you will use:

>> Service safari → DON'T do it again if you are working on the same service for which you did a service safari at the start of the semester

>> Desk research → recommended

>> Surveys

>> Observations (non-participant or participant) → recommended

>> Shadowing

>> Contextual interviews → recommended

>> A day in the life

>> Mobile ethnography

READY, STEADY, GO!

4. Bring up your calendars and decide who does what and when – remember doing all the research might take 4 weeks (or more)

5. Divide tasks!

6. It is good practice to start with desk research to understand more about the service as well as e.g. competing services

7. Start doing the reseach now – it doesn't help to wait

SUBMIT ON MOODLE

» Group submission DL 7.11 at 12.00

» One PDF containing:

   » Your group number

   » Name of the group members who worked on this assignment

   » You choice of project topic (the design challenge you are going to undertake)

   » List the research you have done so far (e.g. desk research, first observations or interview...)

   » List the initial insights of the first research you have done