

4. PROCESSES AND METHODS OF SERVICE DESIGN

SERVICE DESIGN

Prototyping - 3

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PROTOTYPING THIS WEEK

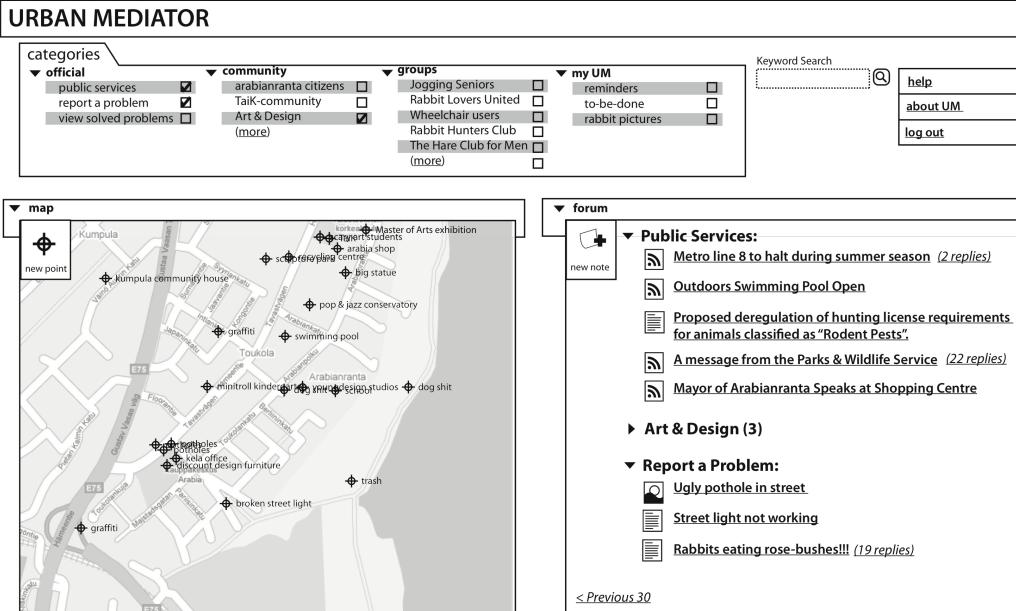
- » Today: Touchpoint prototype + in-group testing
- » Wednesday: Contextual prototype

- » ALL PROTOTYPES SHOULD BE REPORTED IN GP2 AND GR2!

Touchpoints → Wireframing

two-equal-column-view

URBAN MEDIATOR

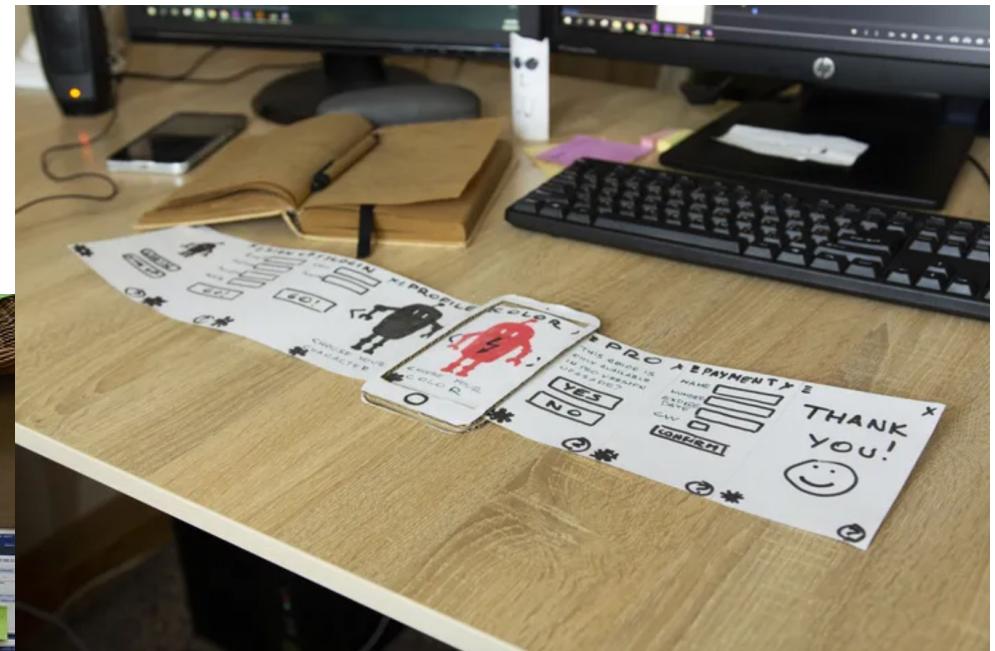
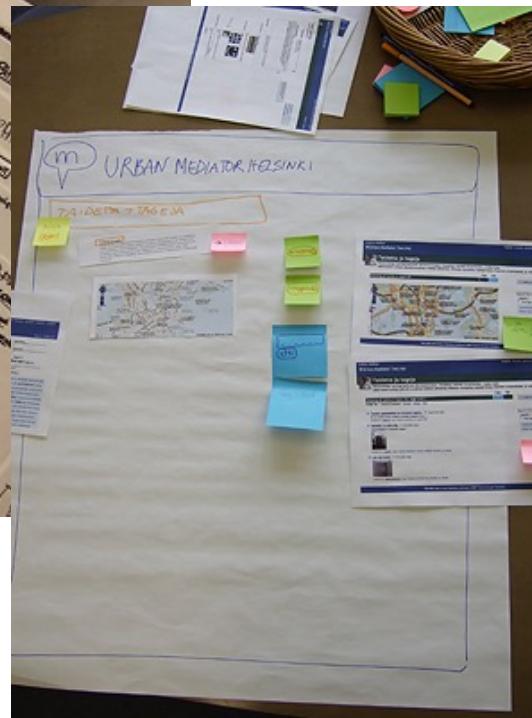
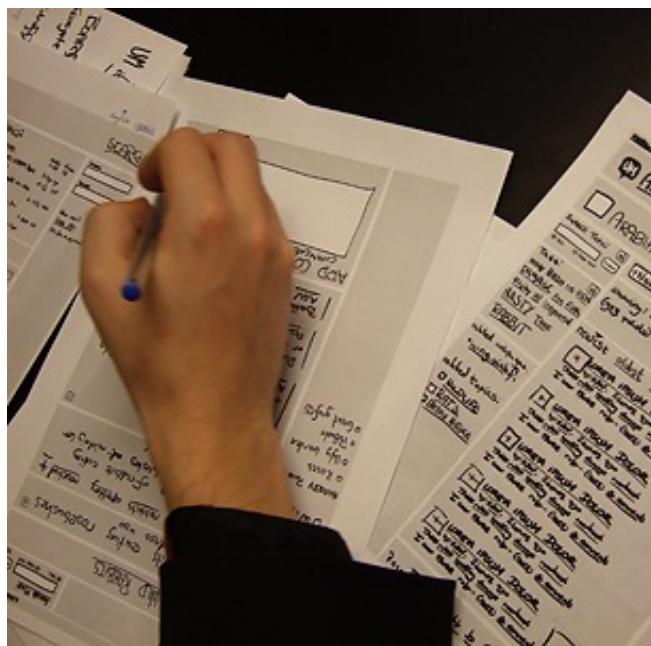


The wireframe illustrates a two-equal-column-view layout for the URBAN MEDIATOR application. The left column contains a map view showing various locations with icons and labels such as 'Kumpula', 'Toukola', 'Arabianranta', and 'Arabia'. The right column contains a navigation menu with sections like 'categories', 'map', and 'forum', along with content areas for 'Public Services', 'Art & Design', and 'Report a Problem'.



<https://www.thisisservicedesigndoing.com/methods/wireframing>

Touchpoints → Paper prototyping



<https://www.interaction-design.org/literature/topics/paper-prototyping>



Touchpoints →

Cardboard prototyping

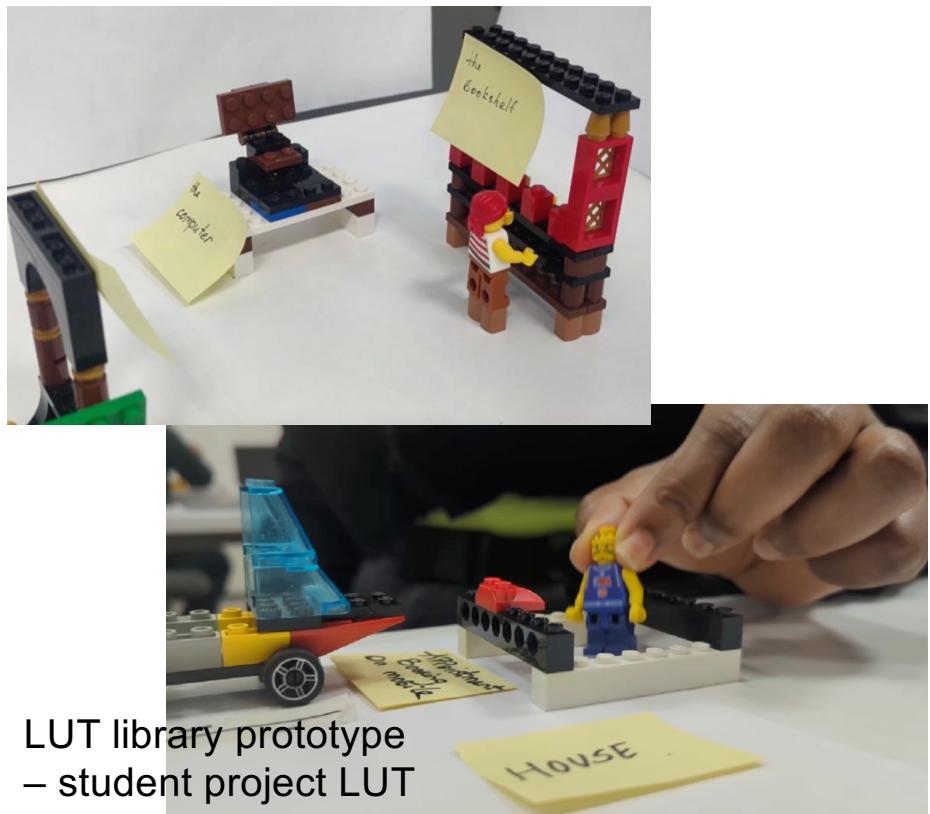


Full scale cardboard prototype
<https://medium.com/@jonbarnett/what-makes-service-prototyping-unique-8fa7d0af5149>



LUT library prototype
– student project LUT

Touchpoints →
LEGO prototyping



CHOOSING PROTOTYPE TYPES FOR TOUCHPOINTS

- » A **wireframe** is more detailed than a screen paper prototype for prototyping screen interactions. Keep in mind you are not focusing on the design of the UI in this course, so it is not relevant to focus on usability, but rather on the digital touchpoint as part of the whole service → **I WOULD NOT RECOMMEND DOING WIREFRAMES FOR THIS COURSE**
- » A **paper prototype** is easy and quick to do, and will enable you to do interactive clickable prototypes testing (next slides) → **RECOMMENDED IF YOUR KEY TOUCHPOINTS ARE SCREEN-BASED (APP, WEBSITE, E-MAIL MESSAGE...) OR 2D OBJECTS (POSTERS, BROCHURE...)**
- » A **LEGO** or **cardboard** prototype is also easy and quick to do, and will enable you to do desktop walkthrough testing (next slides) → **RECOMMENDED IF YOUR KEY TOUCHPOINTS ARE SPACES OR ARE 3D OBJECTS**
- » **Note:** you can combine paper, LEGO and cardboard prototypes together!
- » The key question is: **what do you want to learn from this so that you can improve the service you are designing?** Remember that you will ask others to test the prototype and their reactions and feedback will help you in your design.

COMBINING PAPER, LEGO, CARDBOARD



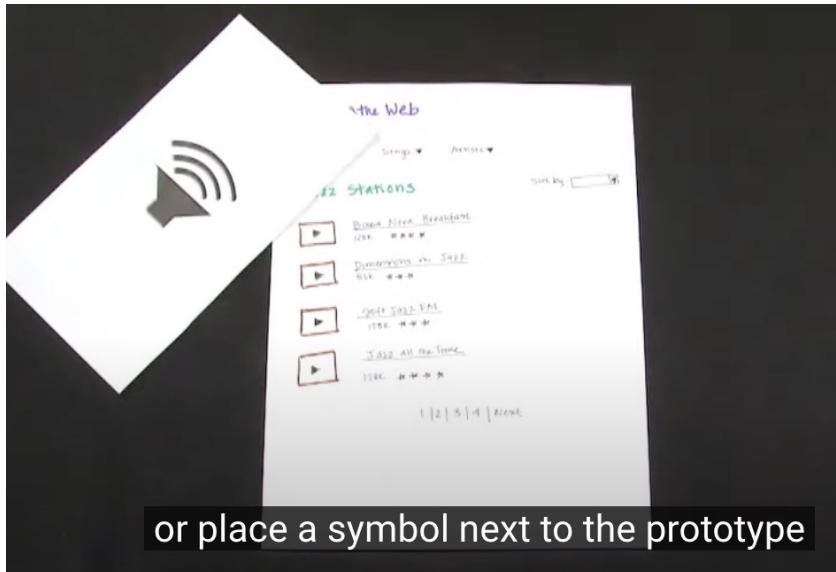
TESTING TOUCHPOINT PROTOTYPES

- » Inside design group
- » Recruiting “testers”

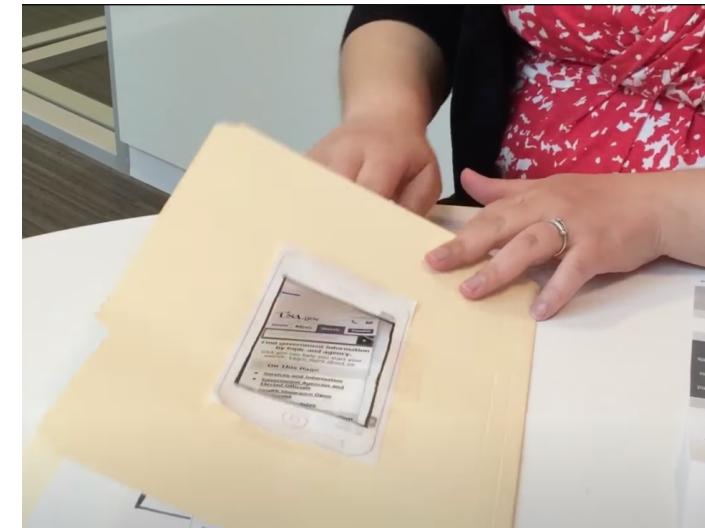
- » Interactive clickable prototypes → good for paper prototypes
- » Desktop walkthrough → suitable when testing interaction in a space (real or modelled) is important
- » It is possible to combine both!

CONTEXTUAL PROTOTYPING

INTERACTIVE CLICKABLE PROTOTYPES



NN Group: Paper Prototyping: How to Create & Usability-Test Simple UI Prototypes (40 min tutorial):
<https://www.youtube.com/watch?v=OlbdIXLunt4> → Chapter 4: @9:58



DigitalGov: How to Make a Mobile Paper Prototype
<https://www.youtube.com/watch?v=isKvctKuWFk>



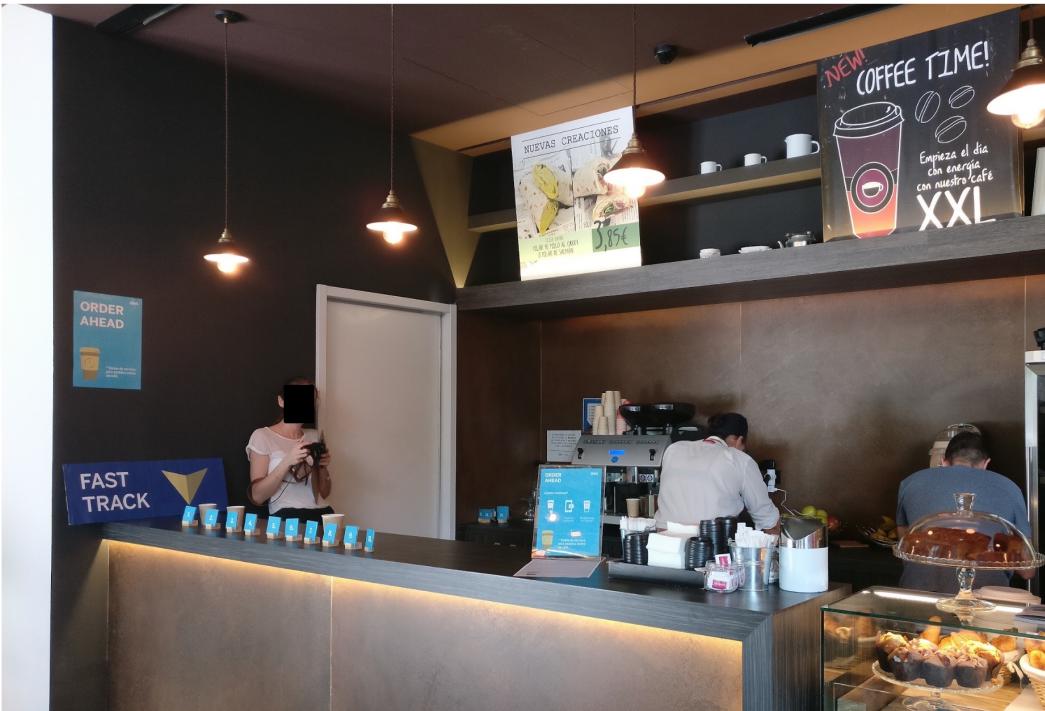


CONTEXTUAL PROTOTYPING

DESKTOP WALKTHROUGH

- » A desktop walkthrough helps the design team to quickly simulate a service
- » You are testing the prototype as part of a scenario: for example you can re-create your storyboard using the touchpoint prototypes
- » It is about testing your paper, LEGO, or cardboard prototype in a real-life space or situation, for example, if it is a library service, you will test in the space of the library.
- » If it is impossible to access the real-life space, you can use whatever you have at hand in the space you are (e.g. tables, chairs, pillows, paper etc... in a classroom, in your home, in your room...) to create a quick and dirty real size model of the space where the interaction with your prototype can take place

Touchpoints + service experience → Contextual prototyping, role playing, and bodystorming



Order Ahead prototyping in the coffee shop - Marcela Machuca



National University of Singapore, Service Design Lab;
<https://servicedesigntools.org/tools/role-playing>

TUTORIAL 1: CREATE A TOUCHPOINT PROTOTYPE

- » In your group: discuss and decide what is the most appropriate for your project, as a touchpoint prototype: a paper prototype, cardboard prototype, or LEGO prototype
 - » Ideally, how many touchpoints would you need to prototype? (one is enough for the course, but you need to argue why you have chosen this one specifically)
 - » Make use of your maps to help you decide, for example: what step or steps of the user journey does the touchpoint/s relate to? How does it relate to the backstage activities (see service blueprint)?
- Build the prototype by choosing the main features of the touchpoint that are used at one chosen step in the journey, keeping in mind what is required in the backstage to make them work

TUTORIAL 2: TEST BY YOURSELF

- » Test your prototype inside your group by using one of these approaches:
 - » Interactive clickable prototype (see next slides)
 - » Desktop walkthrough (see next slides)
 - » Combination of both

- » Remember to document and take pictures or videos!

INTERACTIVE CLICKABLE PROTOTYPE

- » Use paper and pen to draw a frame indicating your device of choice (e.g. laptop screen or mobile phone screen) – cut out an opening in it to allow for changing content
- » Draw on pieces of paper that fit the chosen screen size the user interface of your interactive system and its key features.
- » Draw what should be shown on the screen at different moments of user interaction – you should draw all the steps needed for a user to be able to perform a chosen task
- » Leave elements that users should fill blank (e.g. an empty square for checkboxes, empty circles for radio buttons, empty rectangles for text input boxes)
- » Fold papers to simulate expanding or contracting elements
- » Remember to indicate if a text is a link (different colors or underlined)
- » Use Post-its or small pieces of paper to simulate a drop down menu
- » Be creative!

Remember to document for GP2!

DESKTOP WALKTHROUGH

Remember to document for GP2!

1) Build the set and “actors”

- » Based on your storyboard, what locations are the most important in the service experience?
- » Would it be relevant to zoom in on certain locations for some part of the service experience?
- **Build a scale model** of the chosen location or specific zoomed in part using Legos. The model does not need to be realistic but should be recognisable as the chosen location if explained to someone.
- Create figurines of the key “actors” of your storyboard

2) Do the walkthrough

- » Decide on roles in your group: actors, note taker, photo/video taker
- » Play out your storyboard scenario by using the figurines and moving them on the scale model
- » Actors can improvise if new ideas come to mind. Also, don’t hesitate to modify the model
- » Discuss what worked out, didn’t work, new ideas and note them down



WEDNESDAY!

TUTORIAL 3: CONTEXTUAL PROTOTYPING

- » Choose 1-3 users from outside your group to test your touchpoint prototype in the real-life or model space: plan what to show them, in what order, what you explain and what you don't.
- » Use the methods of: Interactive clickable prototype, OR Desktop walkthrough OR Combination of both, but this time with people outside your group (your test users)

- » Take notes, document, and use the reactions and feedback of the testers to refine your prototype and your service idea. You might even refine the value proposition and to-be maps for the GR2 based on the outcomes of this testing

REFERENCES

- » Stickdorn et al. (2011) This is Service Design Thinking
 - Storyboards pp. 181-184
 - Desktop walkthrough pp. 186
- » <https://www.thisisservicedesigndoing.com/methods>

