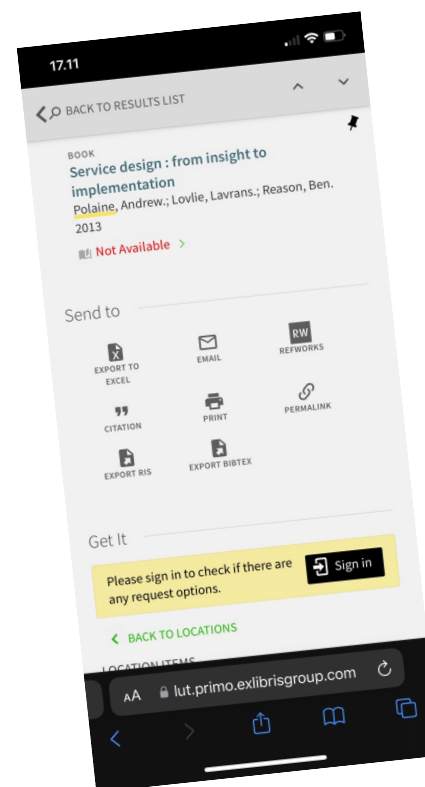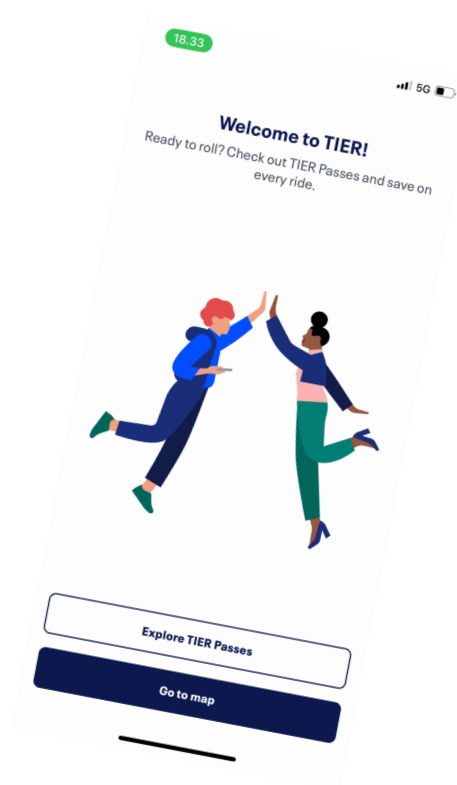SERVICE DESIGN

TUTORIAL 3

Identifying and mapping co-creation actors

18.9.2024

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SERVICE SAFARI EXPERIENCE!

DISCUSSION (15 MINS)

Team up with another group and discuss your service safari

- Each team shows the other team **their documentation slide from last week's exercise** and explain their process of using the service

- Is the documented process clear to understand for the other team? How to make the documentation and explanation clearer?

- Did anything unexpected or annoying happen in your use of the service? How did you document it? How could you express it better?

- What did you learn from the Service Safari exercise?

SHARE HIGHLIGHTS FROM YOUR DISCUSSION…

… with the rest of the class ☺

RECAP

- S-D logic

- Value co-creation

- Application of S-D logic to Information Systems: example of Value Interaction Model. Interaction space; Relationship, Matching, and Service layers → Relationship, Matching, and Service value

STEP 1: IDENTIFY CO-CREATION ACTORS

▸▸ You can use paper and pen or a Miro board (see Moodle for access to a Miro board for your group)

▸▸ USE YOUR SERVICE SAFARI EXPERIENCE FOR THIS EXERCISE – REMEMBER WHAT WAS THE TASK GIVEN IN THE SCENARIO

1. **Identify key actors** (people, things and technologies, organisations) involved in providing, delivering, and using the service (see example cards for inspiration, but you can have other ones)

2. **Write on one Post-It each:**

       a) the name of the actor

       b) the description of the actor

       c) the role they play

       d) their needs and/or skills and knowledge

EXAMPLE OF ACTORS, NEEDS, SKILLS/KNOWLEDGE

Actors

People
Adult
Child
Family member
Friend
Employee
Volunteer
Manager
Expert
By-stander
Person w. special needs
Others you can think of….

Technologies
Smartphone
Tablet
PC
Database
Software application
Sensor
Website
Mobile app
Application form
Poster
Retail outlet
Call centre
Web chat
Email
Package
Others you can think of….

Organisations
Large consumer org.
B2B org.
Non-profit org.
Community groups
Small business
Entrepreneur
Venture
Municipality
Local authority
Tech. provider
Government
University
Investor
Others you can think of….

Roles actors play

User
Customer Beneficiary
Creator
Resource provider
Infrastructure provider
Hub
Influencer
Connector Solution
Touchpoint
Others you can think of….

Needs or skills and knowledge

Knowing
Doing
Having
Relating
Earning
Connecting
Nurturing
Sustaining
Assembling
Creating
Resourcing
Providing
Others you can think of…

LUT University

EXAMPLE OF INFO TO PUT ON POSTIT NOTE

Remember my example of wanting to register to Finland?
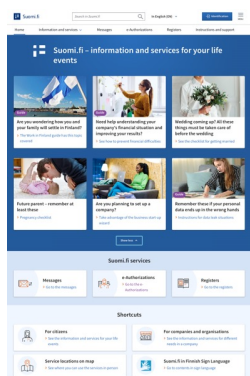
Actor name: Joanna

Description: Adult, Citizen, Finnish national

Role: User

Needs / Knowledge and skills: Registering to Finland / Expert of my own life, digital skills

Actor name: Suomi.fi

Description: Public organisation

Role: Resource provider

Needs / Knowledge and skills: Connecting, providing

And more…

BREAK

10 mins

STEP 2: MAP CO-CREATION ACTORS

▶▶ 1. **Draw** 3 concentric circles (draw big!)

▶▶ 2. **Map key actors** on the circles by placing the post-its you have filled inside the circles

　▶▶ Choose the actor(s) to locate at centre, they are the key ones (usually the user of the service, so "you" during the service safari)

　▶▶ You can also place key technologies at the centre as well

▶▶ 3. **Map the other actors**

　▶▶ Arrange other actors on other circles, in relation to the central one(s): the more important an actor is to how value is co-created, the closer it should be the the centre

　▶▶ Highlight the actors that the central actor directly interacts with

　▶▶ Highlight the actors that remain hidden but are crucial to the service (e.g. a database)

　▶▶ Which actors stay at the margins? Should they move closer?

　▶▶ Write what is exchanged between the actors? (Money? Data? Information?...)

EXAMPLE OF MAPPING
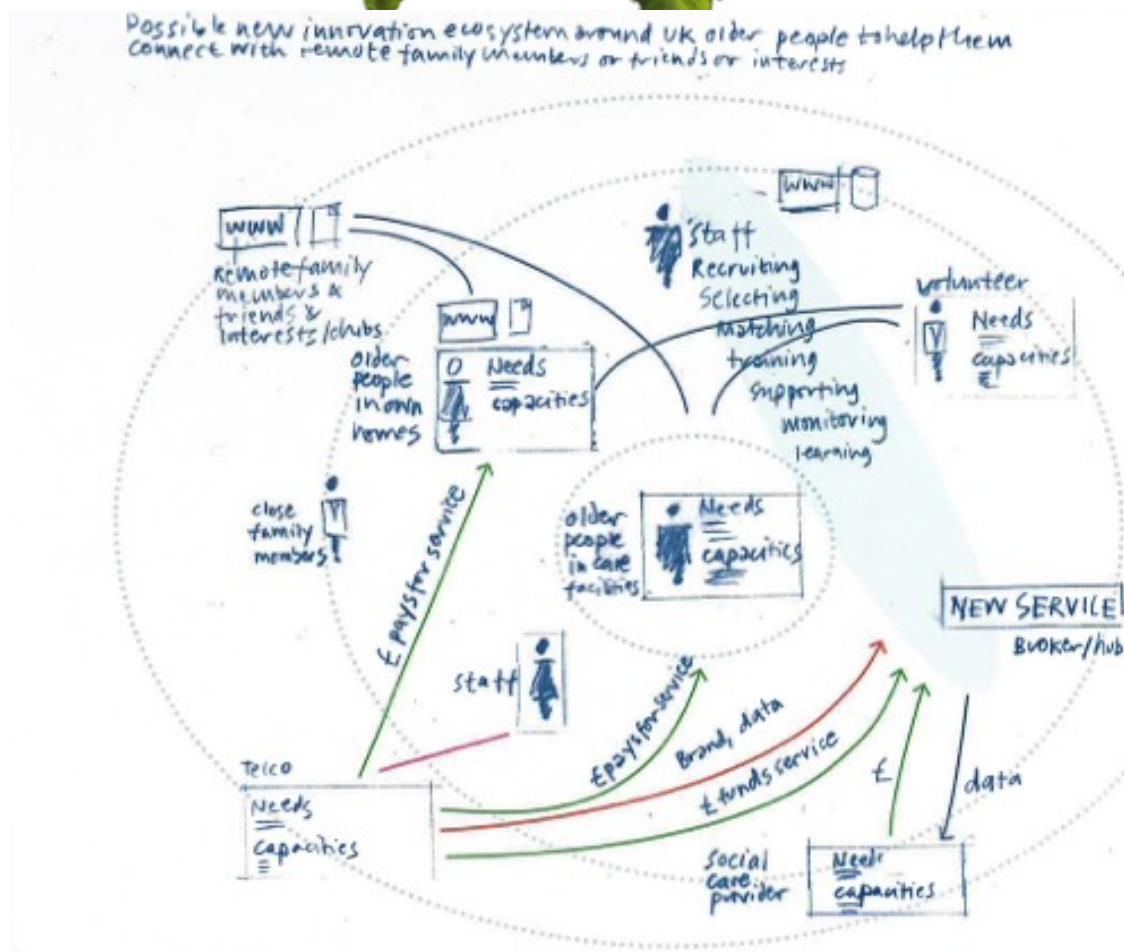
20 mins in your group

STEP 3: VALUE IN INTERACTION

➤ **Analyse the value in interaction of the service, from the perspective of your use during the service safari**

➤ What is/are the main interaction space/s?

➤ Who are the actors present in this space who are co-creating value?

➤ Look at the relationship, matching and service layers: are the relationship, matching, and service values high or low? Remember your own needs during the service safari!

SUBMIT

▸ Take a picture or screenshot of your map

▸ Prepare your submission document (can be 4 slides or a document with 4 sections)

1) Write your group number and names of the group members who have worked on this assignment

2) Write a short paragraph explaining your map

3) Write a short paragraph explaining the outcome of Step 3

4)Write a short paragraph explaining your main take aways from this exercise: What did you learn?

▸ Submit as one PDF to Moodle

▸ Deadline on 25.9 at 12:00