

■ SERVICE DESIGN

TUTORIAL 2: SERVICE SAFARI!

First step towards GR1 and GP1!

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WHAT IS A SERVICE SAFARI?

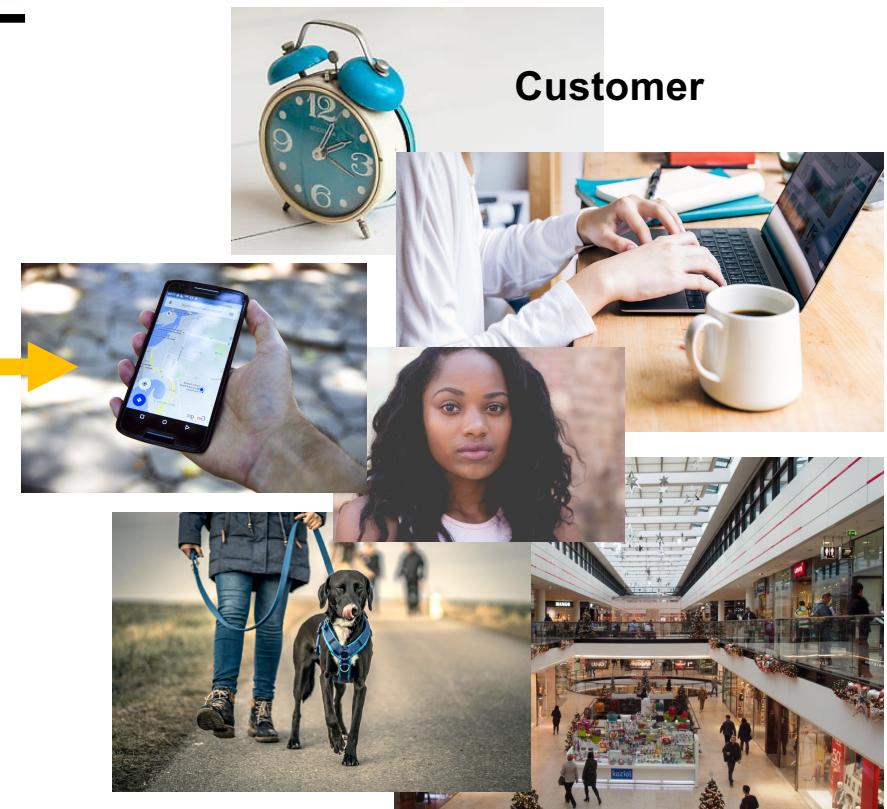
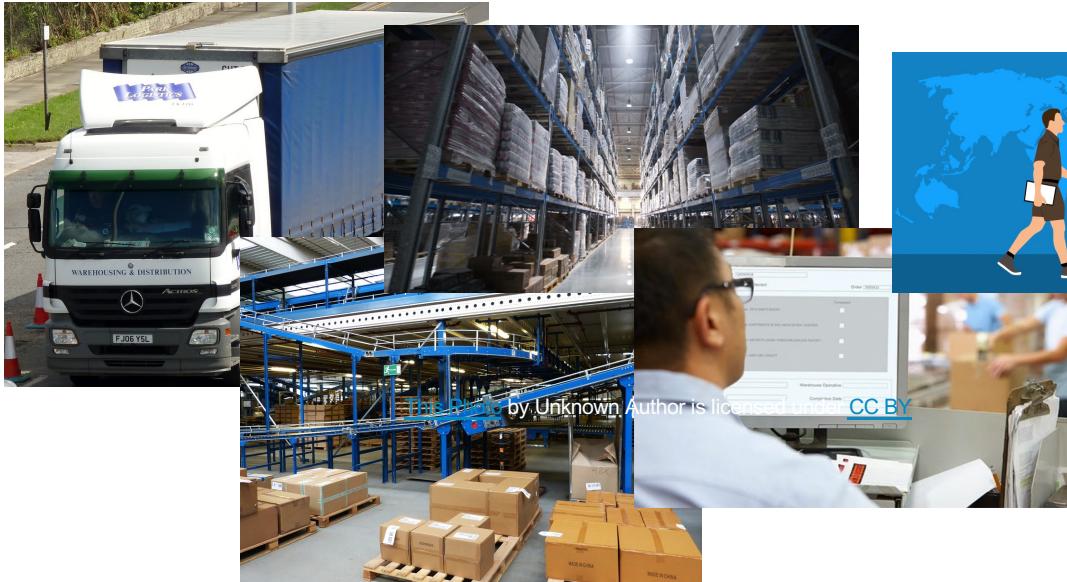
- » A service safari is a service design method for understanding services. By visiting a service and using it (taking the role of a user) you will be able to understand how that service works and what the experience of using it is like.
- » A service safari can be used to find out information about **a specific service** (for example online ordering supermarket service), **a type of service** (supermarkets) or **a wider range of services** (services where I can buy food).

WHY A SERVICE SAFARI AS EXERCISE?

- » Purpose: To explore and experience a service as a customer, identify and understand underlying problems, and get inspiration for possible improvements.
- » You will use the service safari, together with exercises given next week, as a base for GR1 and GP1
- » You are also strongly encouraged (but not obliged) to use the same service during *Topic 4. Processes and Methods of Service Design*, which will be the basis for GR2 and GP2.

BACKSTAGE AND FRONTSTAGE

Provider



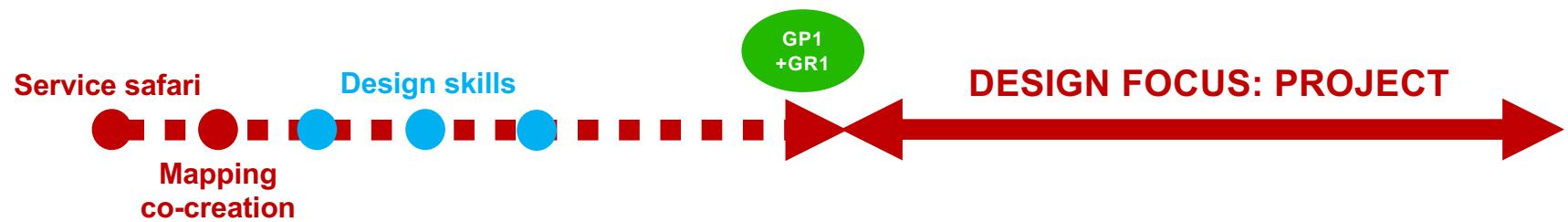
SUBMISSIONS RELATED TO THE SERVICE SAFARI

- » Tutorial group exercise: you do it today and submit it on Moodle – counts as part of the 12 tutorial exercises of the semester
 - » Group Report 1 (GR1): 5 pages report on the service safari (what you did, your documentation, analysis of the service, group reflection)
 - » Group Presentation 1 (GP1): max. 5 minutes video presentation using the service you have explored in the service safari as an example to answer the question: What is a service?
- You will later receive more detailed instructions for GR1 and GP1
- Remember to document intensively today! You will need this documentation for the above graded assignments!

STRUCTURE OF THE COURSE + GRADED ACTIVITIES

W36 2.9 + 4.9	W37 9.9 +	W38 16.9 +	W39 23.9 +	W40 30.9 +	W41 7.10 +	W42 14.1 0 +	W43 Exam week	W44 28.10 +	W45 4.11 +	W46 11.11 +	W47 18.11 +	W48 25.11 +	W49 2.12 +	W50 9.12 +

Topic	1. Principles and theories of services			2. Principles and theories of design		3. Principles and theories of service design		NO class	4. Processes and methods of service design						
Sub-topic	Introduction to the course and what is a service?	Value in the context of services	Digitalisation of services	Demystifying design	Design thinking and collaboration in design	Service design	Service design thinking and processes		Research	Mapping stakeholders and ecosystems	Journey maps, touchpoints, and service moments	The service blueprint	Ideation	Prototyping	Prototyping
Tutorial exercises graded submissions	✓	✓	✓	✓	✓	✓	NO	NO	✓	✓	✓	✓	✓	NO	✓



SERVICE SAFARI

Info about assignment and
submission



OPTIONS: MOBILITY OR LIBRARY SERVICES IN LAHTI



Step 1

EACH GROUP CHOOSES ONE SERVICE SAFARI!

- » 2 service safari possibilities under the topic of MOBILITY SERVICES IN LAHTI
 - » 3 service safari possibilities under the topic of LIBRARY SERVICES IN LAHTI
 - each group chooses one possibility either in mobility or library
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- » If you are not in Lahti, it is possible to do a service safari on mobility or library where you are located – this is only allowed for exceptional circumstances, so please let me know

MOBILITY SERVICE SAFARI SCENARIOS

You arrived in Lahti this morning. It is your first time here ever. The head of your master's programme sent an email asking all students to meet at Sibelius hall in 45 minutes for an informal gathering in a nice location. You need fresh air but it is too far for you to walk. With 2 or 3 other students you decide to go together from Mukkulankatu campus to Sibelius hall. You decide to use one of these options (choose only one for your group!):

- 1. The Lahti city bikes Mankeli** → Use the service to meet the scenario's need and document the service experience
- 2. The Tier electric scooters** → Use the service to meet the scenario's need and document the service experience

NOTE: If you are not yet in Finland, do the service safari on your own, by testing and documenting a mobility service of your choice where you are (e.g. e-scooter, shared bike, Uber, bus etc.)

LIBRARY SERVICE SAFARI SCENARIO 1

- » During the first Service Design course lecture Joanna referred to a book by Andy Polaine and his co-authors entitled **Service Design. From Insight to Implementation**. This book has a few pages on the primary spheres of service offerings: Care, Access, Response. This really triggered your interest, and you really want the book to prepare for the graded reports! You have no money to buy it and you are strongly opposed to using pirated copies one might find online! You decide to check if LUT Academic Library has it. Choose one of the 2 options for your group:
 1. Your eyes are very tired from staring at screens all day and **you want a good old paper version**. Nothing else will do! → Use the LUT library service to meet the scenario's need and document the service experience
 2. **You like to read on your tablet or phone** and want an online or digital version → Use the LUT library service to meet the scenario's need and document the service experience

NOTE: : If you are not yet in Finland, you can easily choose option 2 above.

LIBRARY SERVICE SAFARI SCENARIO 2

- » You have just arrived in Finland and in Lahti and you are feeling a little bit lonely and bored. Your friend back home told you that they have just read a wonderfully uplifting book entitled "Poppy's Recipe for Life" by Heidi Swain. You have no money to order it from Amazon but you have read that Finland has a great system of public libraries. A quick Google search informs you that the closest public library is Mukkulan kirjasto, located on Tuhtokatu 2a.
 - Go to the Mukkulan kirjasto library and find the book
 - Borrow the book! (Figure out how this can be done – don't steal it! - and remember to eventually return it!)
 - If the book is not available, look for another interesting book and borrow it

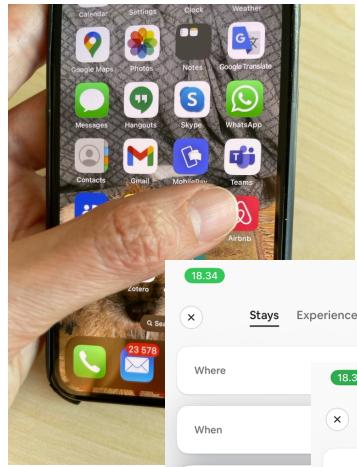
Remember to be polite with the staff there and ask permission if taking photos! Also stay quiet so as to not disturb others ☺



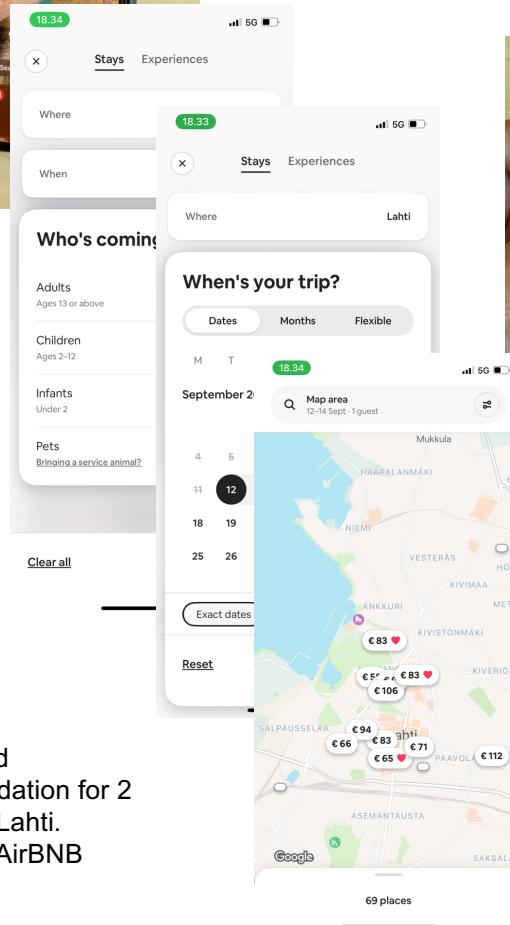
DOCUMENTATION IS KEY!

- » Take photos and screenshots all through the process!
- » Take notes all through the process!
- » Draw sketches when relevant
- » Decide in your group, before starting, who is responsible for using the service on their devices, who will be taking the screenshots, who will be taking the photos, who will be taking notes and making sketches
- » Remember to look around: where are you when you are using the service? What is around you? Who is around you? Is there relevant information in the physical space you are in? Document this too!
- » Things are not working? You are lost? Document this too!

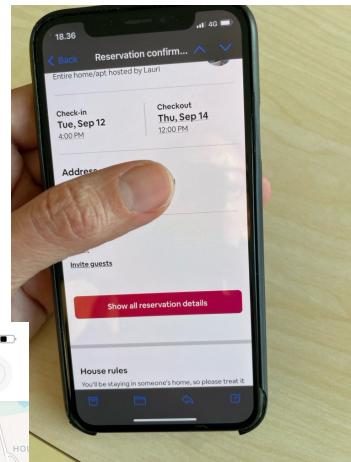




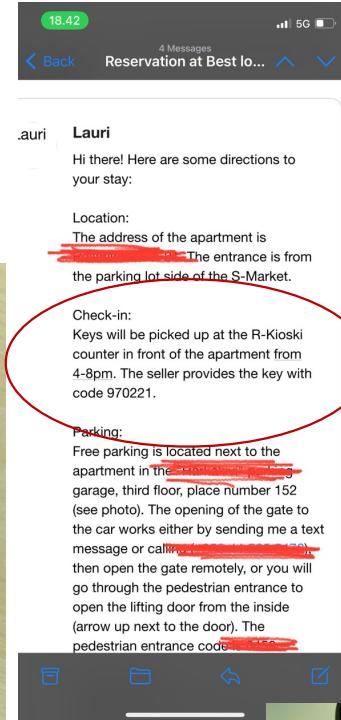
1) I need accomodation for 2 days in Lahti. I check AirBNB



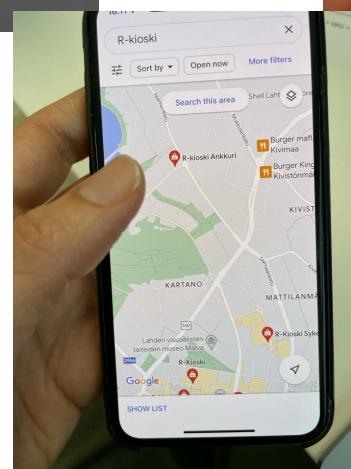
2) I try the cheapest one



3) Reservation confirmed!



4) One day before my trip I receive instructions by e-mail. I have to get the key from the closest R-Kioski which is open until 8pm.



5) I check where the R-kioski is on Google map



6) This is the R-kioski. I gave them the code I received and they gave me a little package to my name



7) I got the key and I enter the apartment!

Step 2

MARK DOWN YOUR CHOICE

Mark down which service safari you are doing here:

https://docs.google.com/spreadsheets/d/1xWdGOeM0-nmEoZCk7fMV8BdEddT8Ty41B5naft9RB_A/edit#gid=0

Maximum 2 groups can take the same service!

Step 3

DO THE SERVICE SAFARI AND DOCUMENT IT!

Embark on a **service safari**, where you will explore a service and document your experience.

As in real life, **things do not always go according to plan**. Relax, and move on. The service might also have problems or be badly designed, making it difficult to use, so be prepared and take a deep breath and figure out how to move forward ☺

Document as much as possible! **Documentation means taking photos, screenshots, notes, and sketches. Assign responsibilities** for the various tasks.

!!! Always ask for permission before taking photos of people!!! Or else, only take the photo with people showing “from the back” so that they are not recognizable

Step 4

SUBMIT DELIVERABLE IN MOODLE AS PDF

The PDF should contain 3 slides.

Slide 1: Name of the service, your group number, and your names

Slide 2: Choose your key documentation (the photos, screenshots, notes, and sketches) that make most sense to explain how you used the service **and make a collage of them** on Slide 2. You can add some text if you want to clarify things. Keep it simple for now. You will use more of the documentation for GR1, so save it!

Slide 3: Fill in the following

1. What is the value proposition presented by the provider (or what do you think it is in case it is not explicitly stated by the provider)? Did the value proposition match your needs in the service safari scenario?
2. What worked well and what didn't work well?
3. What products and services (including other than the chosen one) did you have to use? Was the switch from one service to another easy or cumbersome?
4. What actors could you identify as contributing to value co-creation? What was their contribution?

LAST POSSIBILITY TO SUBMIT IS ON 19.09 AT 12:00



Go for it!

