

4. PROCESSES AND METHODS OF SERVICE DESIGN

SERVICE DESIGN

Ideation

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25.11.2024

IR1

- » Academic references → check library link:
<https://libguides.lut.fi/citingelectronicdocuments/welcome>
- » If directly quoting from a text, use “text here” – don’t take screenshots of text and use them as quotes in the form of images
- » A report is not bullet points
- » Use of ChatGPT or other AI systems only for improving readability or grammar: you still have to write down the prompts you have used in the AI statement!
- » Many of you forgot the 2nd part of title...

WHAT DIFFICULTIES ARE YOUR ENCOUNTERING...

... with your group project?

Go to menti.com, code: 3660 7524 or use QR →



IF YOU CHOSE “OTHERS”

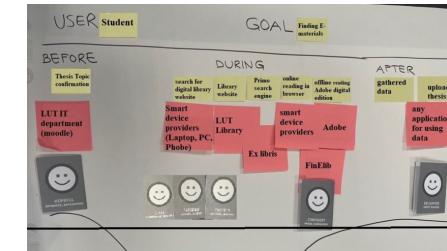
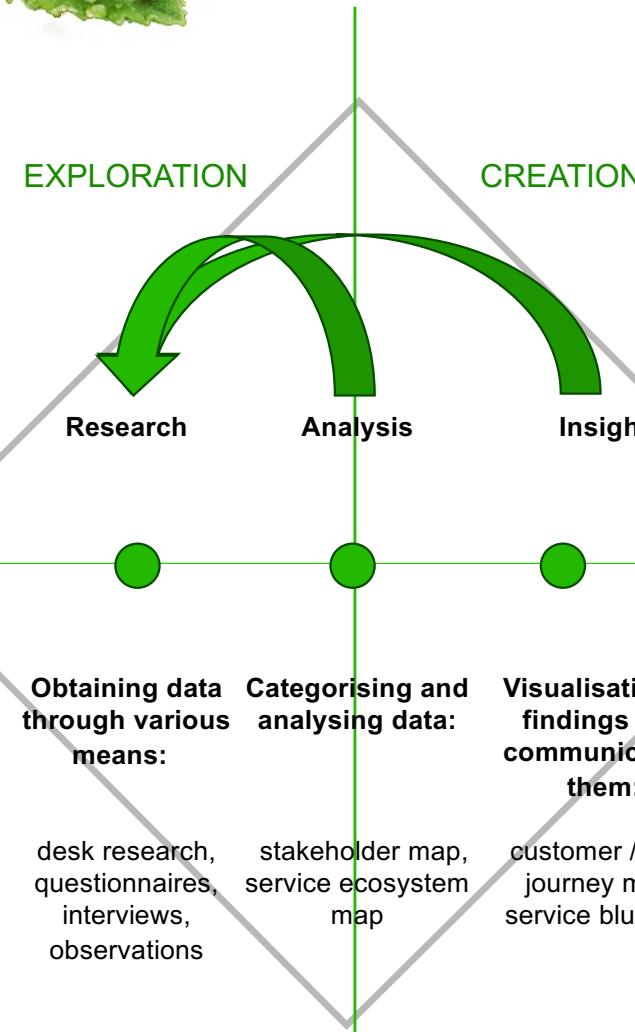
- » Then give some details about the other types of difficulties you have encountered
- » Go to menti.com, code: **8335 9668** or use QR →



RECAP

- » From journey maps to service blueprints
- » Service blueprints: focus on the backstage, while keeping the link to the frontstage, touchpoint by touchpoint

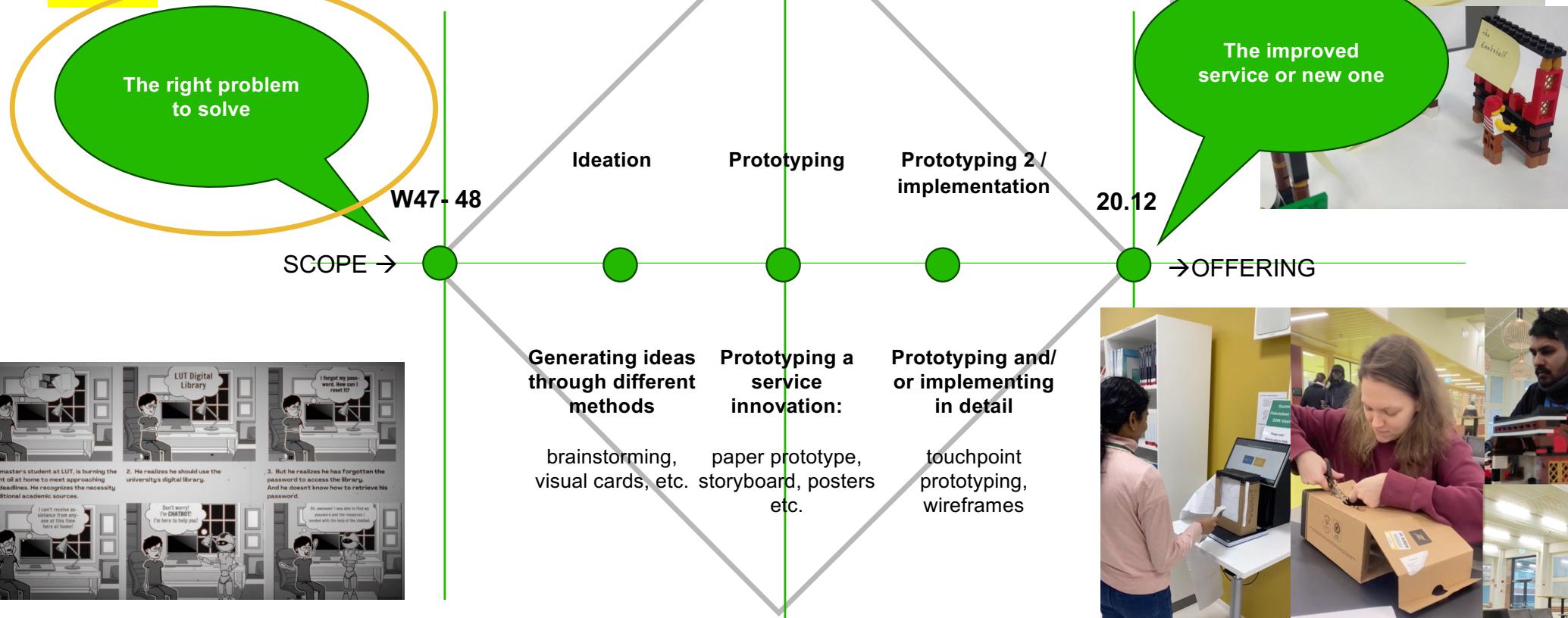
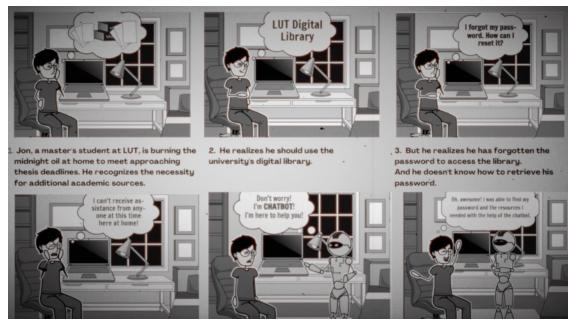
1ST DIAMOND



Identify the scope of the intervention: the right problem to solve

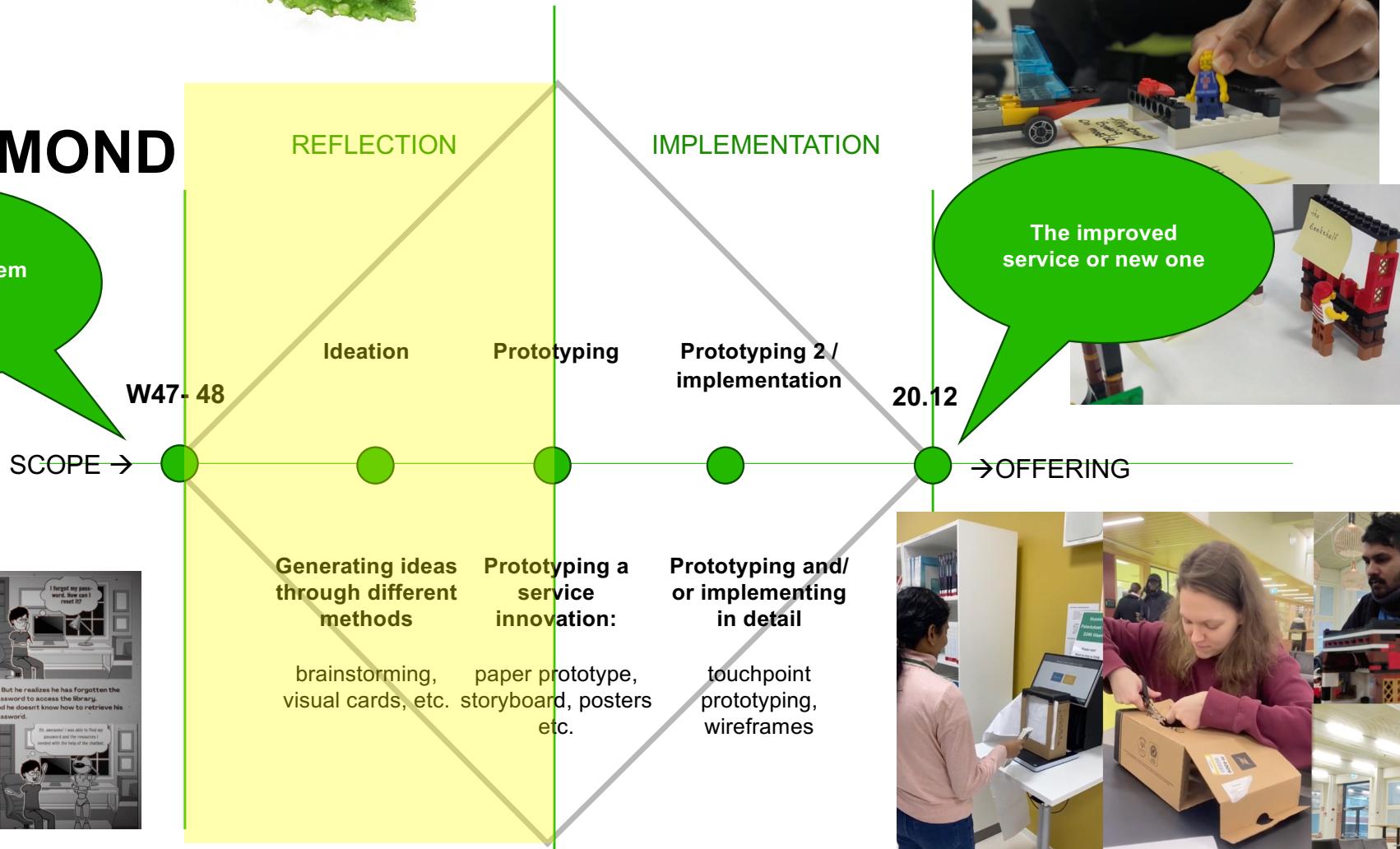
Photo credits: students of Autumn 2023

2ND DIAMOND



2ND DIAMOND

The right problem
to solve



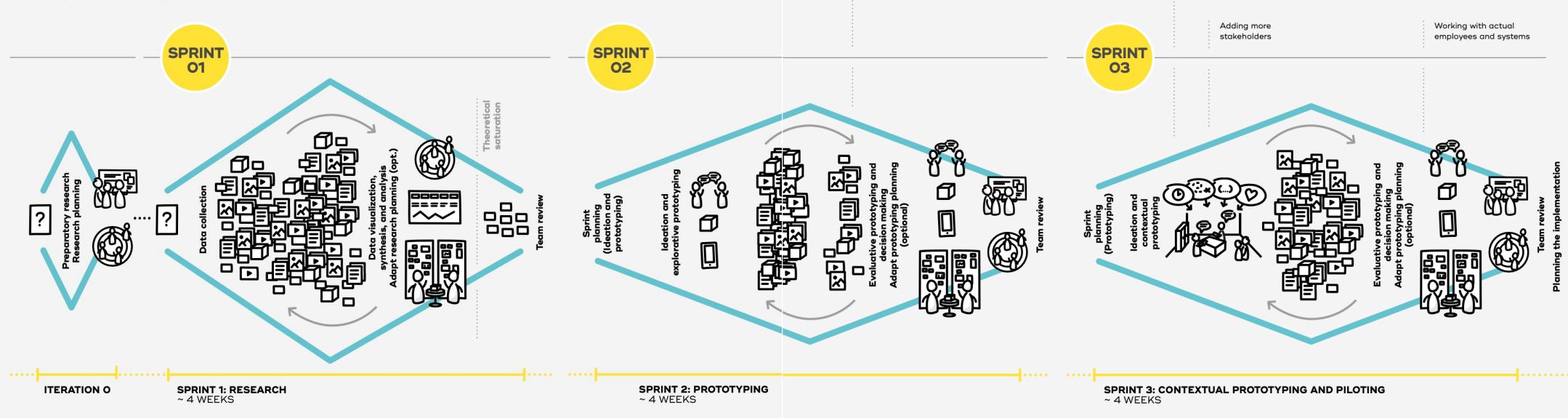
Stickdorn et al., This Is Service Design Doing

THE DD CAN BE USED IN DIFFERENT TIME FRAMES

THREE-MONTH STRATEGIC SERVICE DESIGN PROJECT

Your planning and timing will vary, depending heavily on the actual brief, your stakeholders, strategic perspectives, previous projects, etc. Managing longer design projects requires experience and expertise with the design approach, the ecosystem you are working in, and the subject matter.

For a model of ongoing development, also see 12.4, Design sprints.



2ND DIAMOND

Identify the scope of the intervention:
the right problem to solve

Select ideas for prototyping

The improved service or new one

REFLECTION

IMPLEMENTATION

Ideation

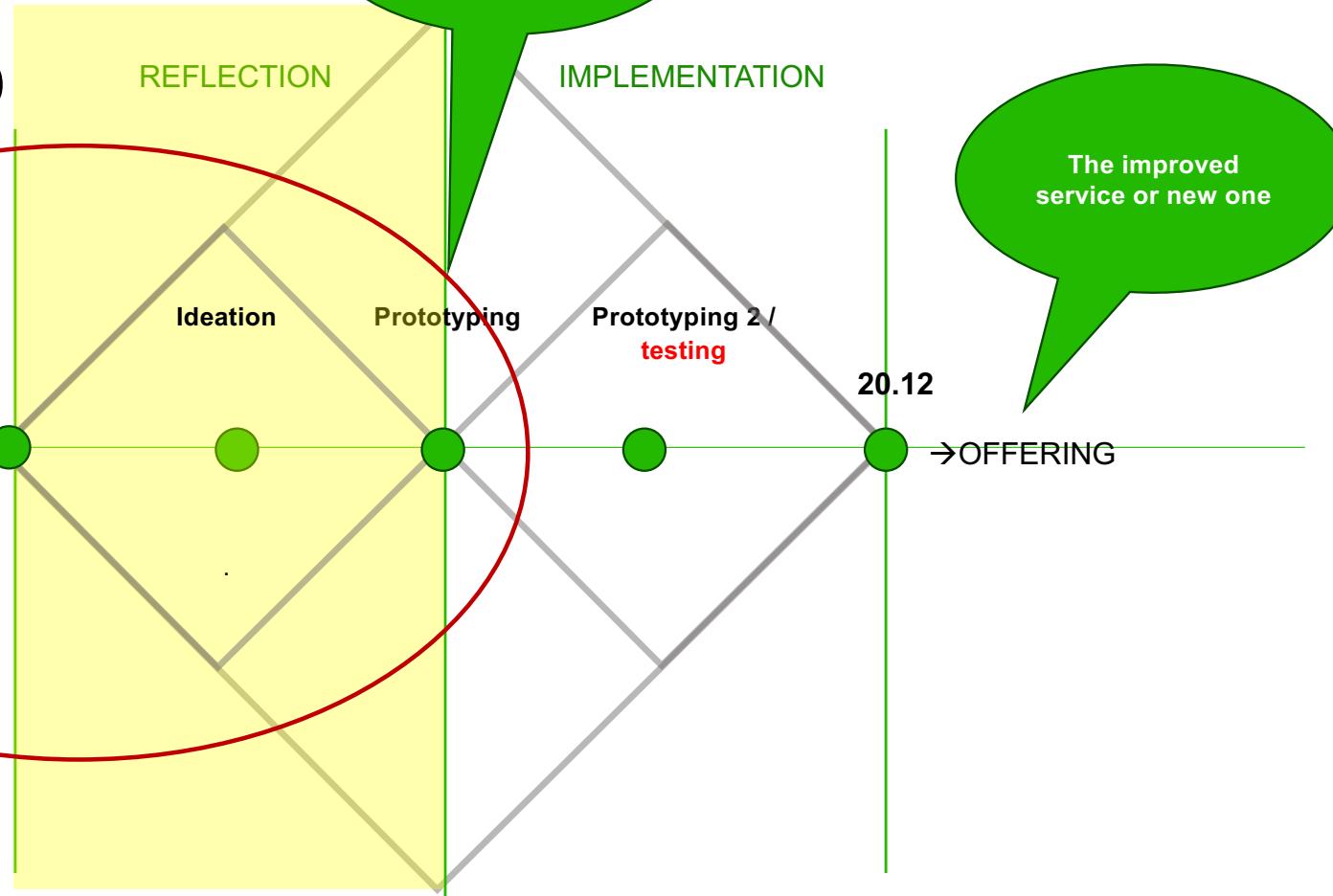
Prototyping

Prototyping 2 /
testing

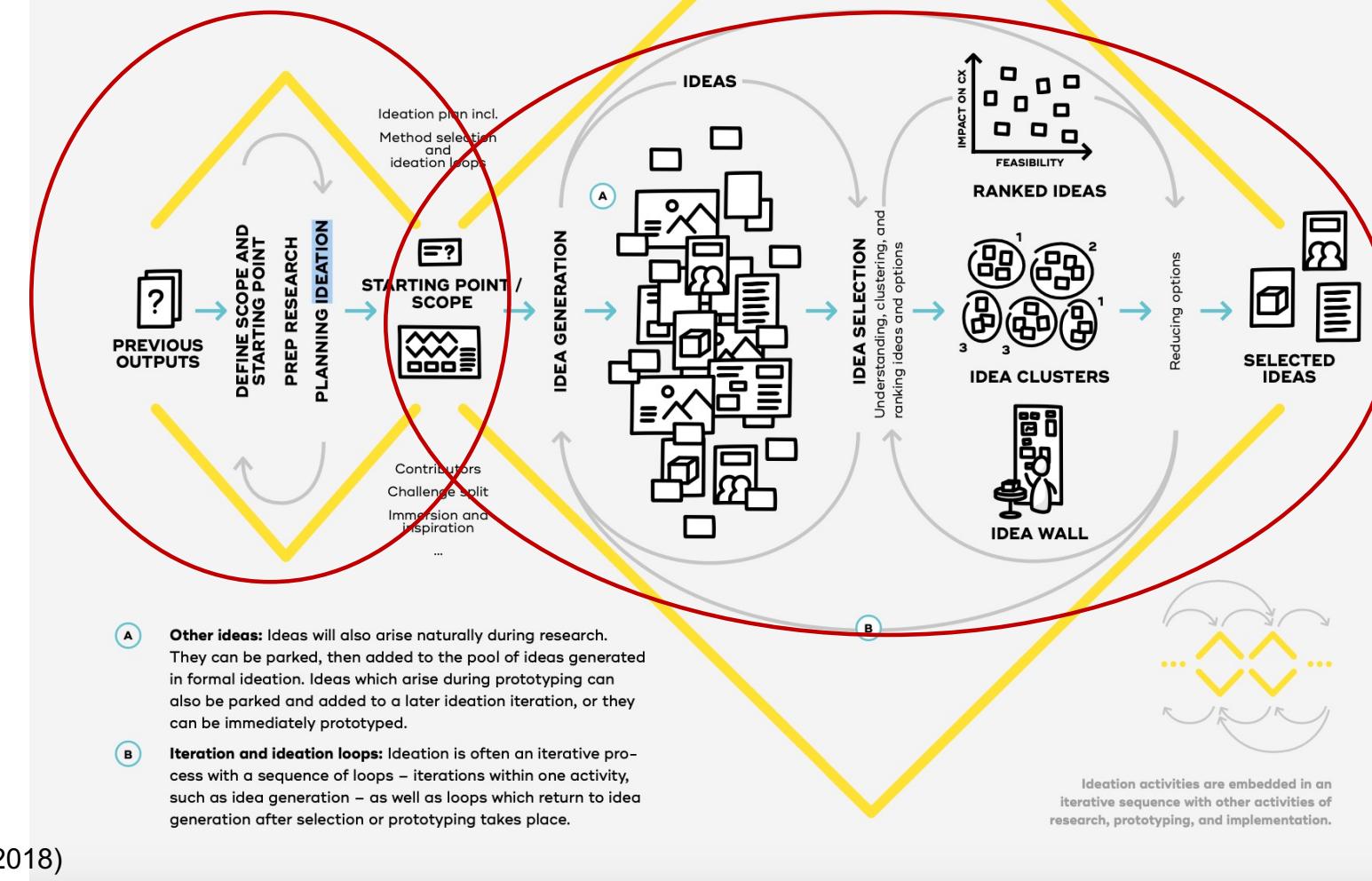
SCOPE →

20.12

→OFFERING



THE BASIC PROCESS OF IDEATION



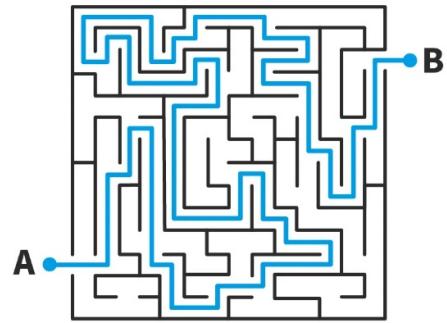
RESEARCH MATERIAL AND ANALYSES

- » Your research material: collected data (notes, photos, videos, recordings, sketches etc...)
- » Your maps (stakeholder, ecosystem, journeys, blueprints)
- » Have 3 places (digital documents or pieces of paper of any size) to:
 - » collect research insight
 - » “park ideas” for later
 - » collect pre-ideation insight, ideas, questions

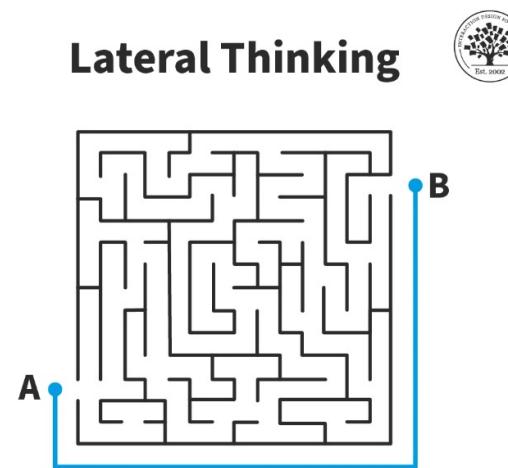
LATERAL THINKING

- Using reasoning that is disruptive: thinking outside the box and see problems from a new angle

Linear Thinking



Lateral Thinking



Interaction Design Foundation
interaction-design.org

<https://www.interaction-design.org/literature/topics/lateral-thinking>

CREATIVITY TECHNIQUES

» 4 known techniques are:

- » **Provocation:** This involves disrupting conventional thinking patterns with unusual ideas.
- » **Challenge:** The challenge is about questioning the status quo. It's about looking at things as if they might be wrong, even if they seem right. This approach encourages deeper analysis and alternative viewpoints.
- » **Random Entry:** This technique generates new ideas using a random word or idea as a starting point. It creates connections that may not be immediately noticeable.
- » **Alternatives:** It focuses on shifting thinking patterns by exploring various directions and possibilities.

<https://www.interaction-design.org/literature/topics/lateral-thinking>

PROVOCATIONS

Problem:

- Educating kids is expensive, labor-intensive, time-consuming and
- hard to forecast a good curriculum for in a volatile job market.

Provocations:

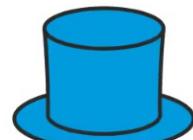
- Just let them read textbooks at home and evaluate/grade/mark their own work.
- Invent computer biochips that contain everything they'll need to know and surgically implant these in their heads.
- Ask them what career they want when they're 5-year-olds and guide their studies so they can start (e.r.) technical college as 10-year-olds.

<https://www.interaction-design.org/literature/topics/lateral-thinking>

DEBONO'S 6 THINKING HATS



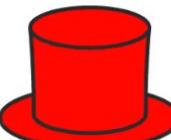
Facts and
Information



Planning and
Process



Creativity
and innovation



Emotions
and feelings



Optimistic and
positive



Critical
Judgement

Interaction Design Foundation
interaction-design.org

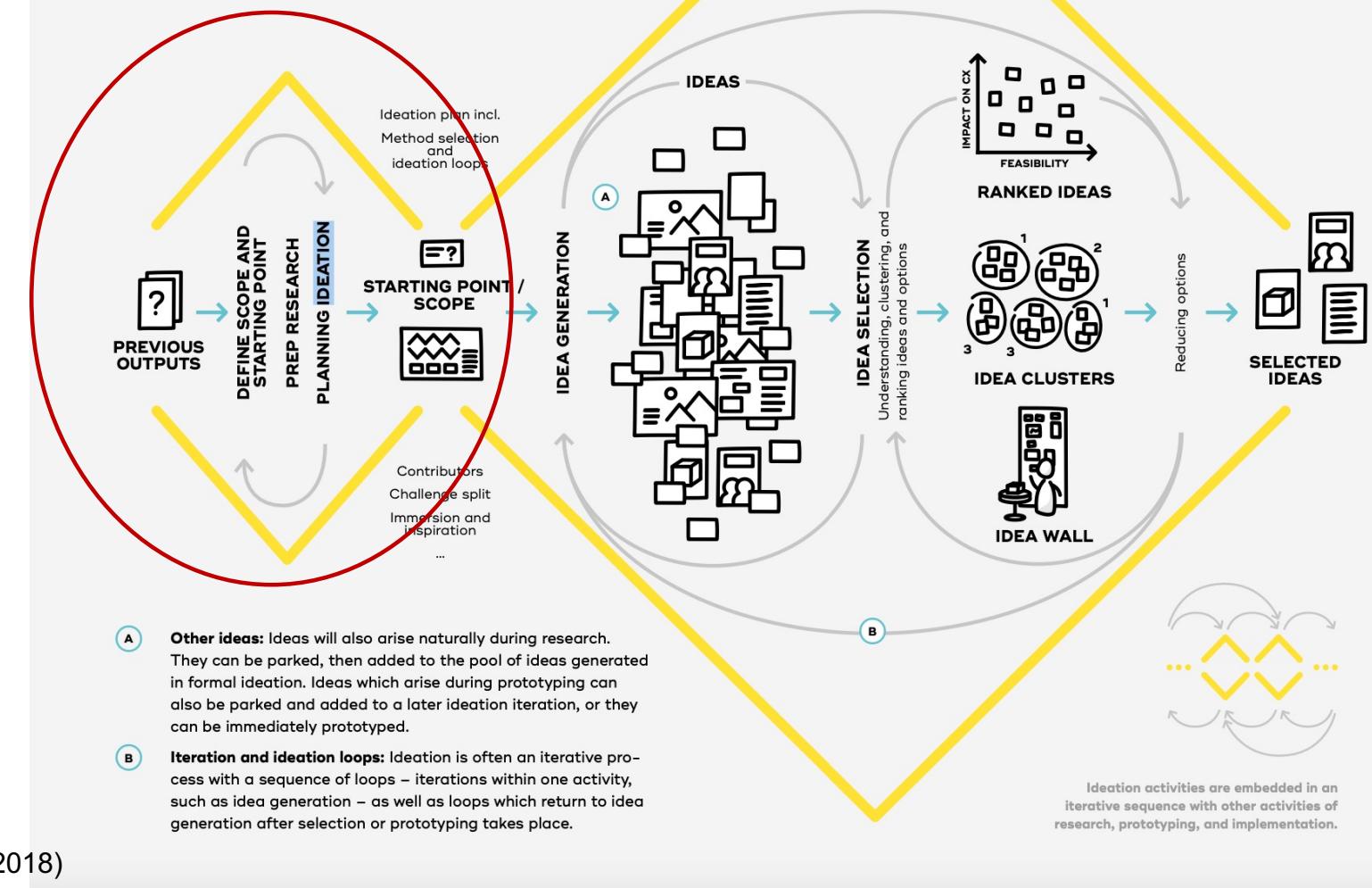
<https://www.interaction-design.org/literature/topics/lateral-thinking>

ABDUCTIVE THINKING

- » The “logic of what might be”
- » It is not about what is “right”, but what is “probable” and “possible”
- » Data from research combined with intuition
- » Abduction as an act of insight
- » Different than deductive or inductive reasoning, but close to inductive
- » “Best guess” leaps – conclusions from abduction might turn out false

Stickdorn et al. (2011); Kolko (2010)

THE BASIC PROCESS OF IDEATION



REVIEW YOUR RESEARCH (15 MINS)

- » Take 2 papers, give one the name INSIGHTS for one, and IDEAS PARK for the other
- » Immerse yourself in the research you have done: bring out all the documentation you have (notes, photos, videos, recordings, sketches etc...)
- » Remind each other what you have done and the data you collected, and also discuss what has inspired you or you feel is interesting and promising to explore in the research done, encounters you had, and collected data: **note these down on the INSIGHTS paper**
- » If you already had initial design ideas that have already appeared during research, note them down too , but “**park them**” by writing them on the IDEAS PARK paper.

PRE-IDEATION: IDEAS FROM MAPPING (15 MINS)

- » Bring up your "as-is" Stakeholder, Service Ecosystem, User Journey maps, and Service Blueprints
- » Taking one map at a time, highlight opportunity areas (usually painpoints, but also opportunities for strengthening relationships between stakeholders, facilitate exchanges)
- » How would the service work if some elements in these maps would be removed, added, or changed?

- » Note down your insights on the INISGHTS paper and ideas on the IDEAS PARK paper

“HOW MIGHT WE” TECHNIQUE

- » Creativity technique
- » Helps frame the problem(s) by working on coming up with questions that start with “How might we”
- » Examples:
 - » How might we ensure more people pay their taxes before the deadline?
 - » How might we help employees stay productive and healthy when working from home?
 - » How might we make customers feel that their information is safe and secure when creating an account?
- » Tips on how to create good HMW questions: <https://www.nngroup.com/articles/how-might-we-questions/>

PRE-IDEATION: HOW MIGHT WE (HMW)? (20 MINS)

- » Starting with your insights, convert each into trigger questions that start with “How might we...?” and write each on a Post-It note
- » Avoid suggesting a solution in your HMW question*
- » You can try “lateral thinking”** to think outside the box
- » Sort and group the questions into useful clusters as “opportunity areas”
- » Decide which is your most important cluster and ideate around the questions in this cluster
- » Note down the most promising ideas (or if you have no time, note down the most important HMW questions in this cluster) on your IDEAS paper

*: <https://www.nngroup.com/articles/how-might-we-questions/>

**: <https://www.interaction-design.org/literature/topics/lateral-thinking>

IDENTIFY YOUR SCOPE (10 MINS)

- » Based on your work today, what do you think is the right problem to solve? → Note the most promising options down on a third paper entitled PROBLEM TO SOLVE
- » Tomorrow, you will go through an ideation process of the problem you have decided to focus on, using tools like 10+10 and AT-ONE cards - can you commit to it?
- » You will also rank and select ideas that you will then prototype in the last 2 weeks

BRING TOMORROW

- » ALL YOUR MAPS FROM THE PREVIOUS WEEKS
- » ALL YOUR PAPERS FROM TODAY
- » THE AT-ONE CARD DECK

- » Tomorrow, you will go through an ideation process of the problem you have decided to focus on, the AT-ONE cards
- » You will also rank and select ideas that you will then prototype in the last 2 weeks



WHAT ABOUT ABDUCTIVE THINKING AS SENSEMAKING IN DESIGN?
HOW IS IT DIFFERENT THAN INDUCTIVE AND DEDUCTIVE THINKING IN RESEARCH?
DOES IT ALLOW US TO BE LESS RIGOROUS IN RESEARCH OR NO?



**TAKE A FEW MOMENT TO DISCUSS IN YOUR GROUP AND ADD NOTES TO THE
ABDUCTIVE THINKING BOARD IN MIRO**

**ADD YOUR THOUGHT ON THE MIRO BOARD →
ACCESSIBLE VIA MOODLE**



Independent study:

→ go to Moodle > W48 > Critical card: Abductive thinking in design

- Kolko, Jon (2010), "Abductive Thinking and Sensemaking: The Drivers of Design Synthesis". In MIT's Design Issues: Volume 26, Number 1 → ACADEMIC ARTICLE

FOR TOMORROW

- » Remember to bring with you all your material (research, maps, insights, parked ideas, pre-ideation outcomes, potentials problems to solve)
- » **VERY IMPORTANT:** Bring your AT-ONE card deck!
- » Remember to check the Critical Card reading

REFERENCES + TECHNIQUES

References

- » Stickdorn et al. (2018). This is Service Design Doing
- » Interaction Design Foundation - IxDF. (2016, November 26). What is Lateral Thinking?.
<https://www.interaction-design.org/literature/topics/lateral-thinking>
- » Kolko, Jon (2010), "Abductive Thinking and Sensemaking: The Drivers of Design Synthesis". In MIT's Design Issues: Volume 26, Number 1 Winter 2010.

Techniques and methods

- » "How Might We": <https://www.nngroup.com/articles/how-might-we-questions/>
- » "Six Thinking Hats": <https://www.debonogroup.com/services/core-programs/six-thinking-hats>
- » This Is Service Design Doing methods library: <https://www.thisisservicedesigndoing.com/methods>
- » IDEO's design kit: <https://www.designkit.org/>

