Introduction to Service Design Thinking

Nourhan Hegazy, Design Advisor at Treasury Board Secretariate and Digital Academy Fellow at Canada School of Public Service

Hello, I'm Nourhan

Design Advisor
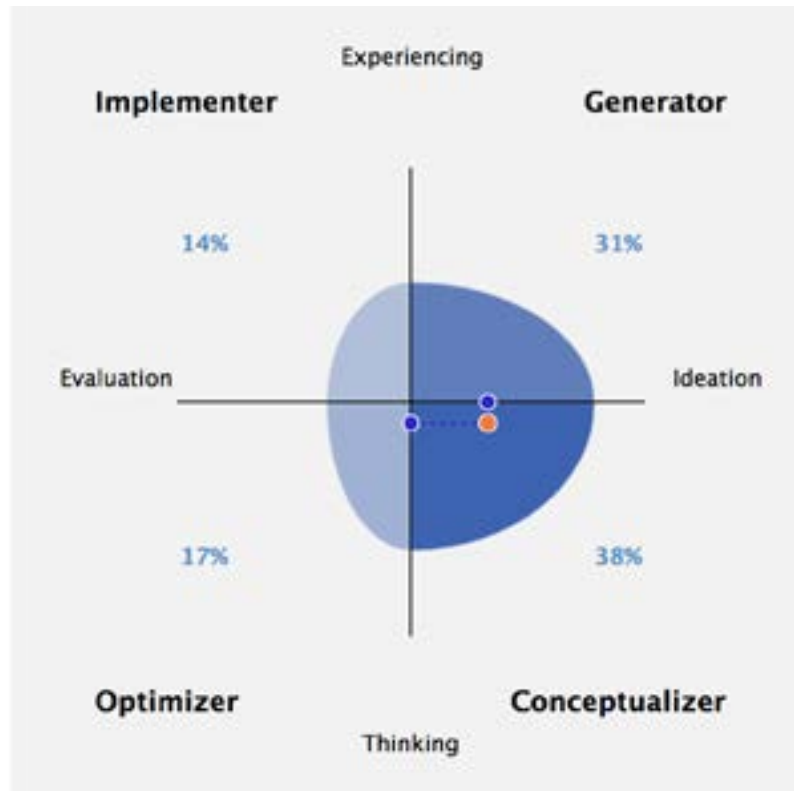Centre for Gender Inclusive Services
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Nourhan's Basadur Profile

Conceptualizer

Likes to visualize the "big picture"

Reluctant to move ahead until problem is well defined.

Connects seemingly unrelated observations into an integrated explanation.

High sensitivity and appreciation of ideas, less concern with moving to action.

Doesn't like proceeding until situation is fully understood.

Dislikes being told "how to do it".

Wants the theory to be sound and precise.

Prefers not to have to prioritize among good or not fully understood alternatives.

Icebreaker: Basadur Profile Trading Cards

Guide

1| Draw your basadur profile on one side of a paper and a self portrait on the other. Give your portrait a title or nickname.

2| Walk around the room sharing and discussing your profiles and portraits.

3| When I signal, pick a person to trade your card with.

4| Share each others cards that we traded and ask the person one question.

Agenda

Photo by rawpixel on Unsplash. Retrieved from: https://unsplash.com/photos/GYQBryEWh0Y

Today

Intro: Service Designthinking

Mindsets & Methods

CaseStudies

Next Week

Intro: Design Research

More Methods

Worksession

What is Service Design Thinking?

What happens when we Design *without* thinking about people...

taken byash kyd. retrieved from: https://www.flickr.com/photos/ashkyd/6191097965/

People create their own desire paths...

Caminito de deseo_desire path_Girona . https://www.flickr.com/photos/felixphs/40188739700/in/pool-desire_paths/

"We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it."

– Dr. Prabhjot Singh, Director of Systems Design at the Earth Institute

Where Does Designthinking Come From?

1960s
Computer scientist Herbert A. Simon mentions design as a science or thinking in his book, Sciences of the Artificial

1980s
Nigel Cross discusses "Designerly ways of knowing" in his paper

Urban Planner Peter Rowe publishes book on Design Thinking.

1990s
IDEO showcases its design process modelled on the work developed at the Stanford Design School

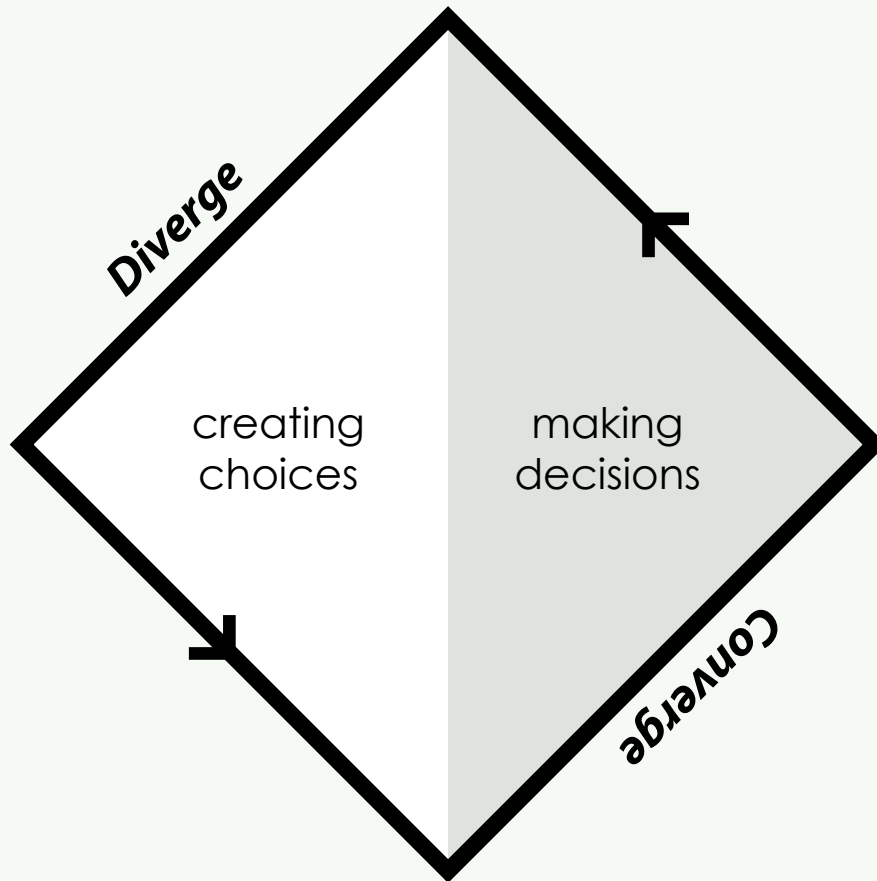Richard Buchanan publishes "Wicked Problems in Design Thinking"

2005
Design Thinking is taught at the Stanford School of Design

Dam and Siang (2019) Designthinking: Quick overview of history. Retrived from: https://www.interaction-design.org/literature/article/design-thinking-get-a-quick-overview-of-the-history

Designthinking Embraces Divergence

Diverge

creating choices

making decisions

Converge

DIVERGENCE IS ABOUT CREATING CHOICES.

Use your creativity
Defer judgement
Quantity
Express your ideas freely
Create without constraints

CONVERGENCE IS ABOUT MAKING DECISIONS.

Use logical thinking
Introduce critical judgement
Quality
Evaluate ideas against criteria
Turn ideas into reality

Client Experience Branch at IRCC's Design Thinking Process

DISCOVER
Diverge / *Converge*
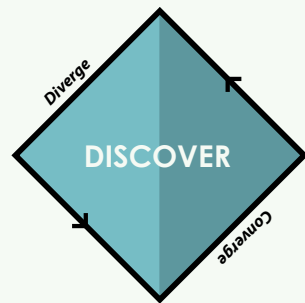
What difficulties do people face and what do they need?

KEY GOALS
Context and insight

KEY ACTIVITIES
Personas
Journey maps
Pain points

KEY OUTCOME
How might we questions

GENERATE
Diverge / *Converge*
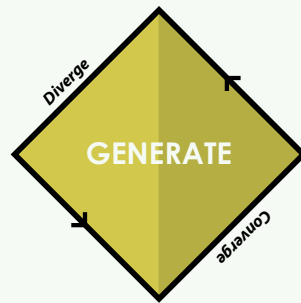
How can you make their experience better?

KEY GOALS
Ideas and prototypes

KEY ACTIVITIES
Ideation
Rapid prototyping
Service blueprints

KEY OUTCOME
Service pitches

SHARE
Diverge / *Converge*
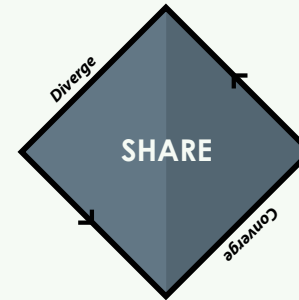
How do you communicate your improvements?

KEY GOALS
Engagement and culture

KEY ACTIVITIES
Storyboards
Videos
Placemats

KEY OUTCOME
Visualization

TEST
Diverge / *Converge*
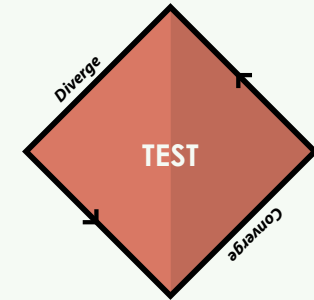
How can you tell if the change you made helped?

KEY GOALS
Results and metrics

KEY ACTIVITIES
Randomized control trials (RCTs)
A/B testing
Guerrilla usability testing

KEY OUTCOME
Impact measurement

Image Source: Service Insights and Experimentation Design Toolkit at Immigration Refugees and Citizenship Canada (IRCC)

Design Council's Designthinking Process
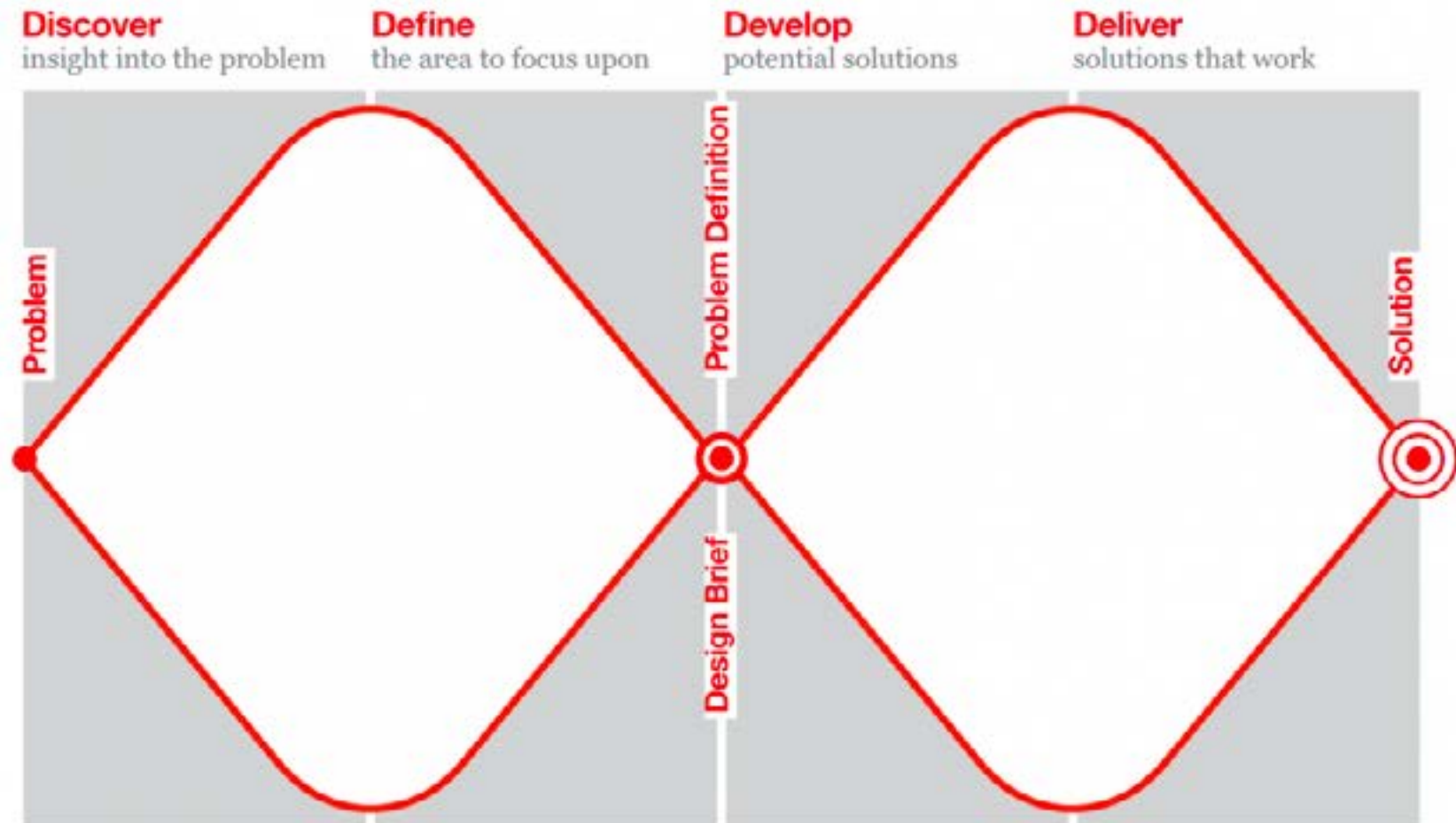
Stanford D. School Design Thinking Process
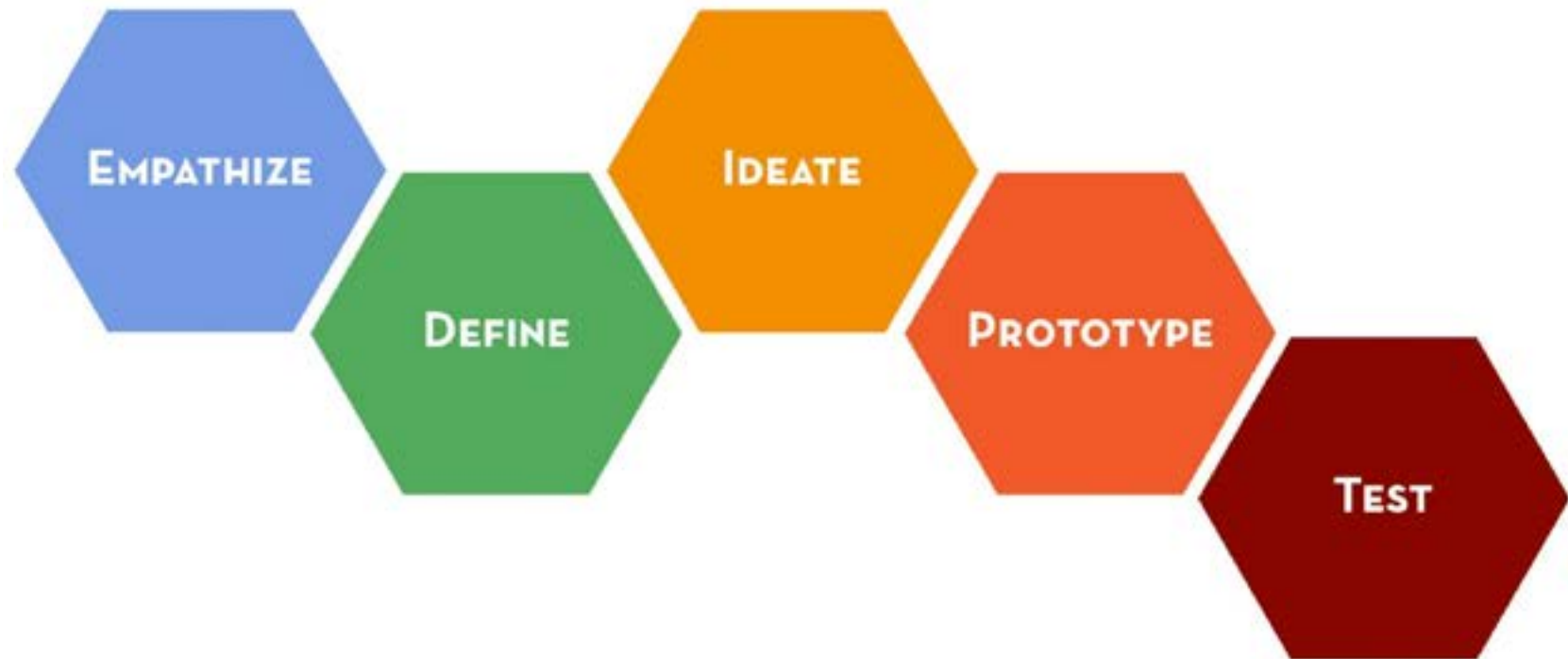
Designthinking Mindsets

An approach to creative problem solving

Human-Centred

Human-Centred Design (HCD) is a process that starts with building deep empathy with people and uncovering needs.

Collaborative

Collaboration brings different perspectives around the table to ensure holistic and inclusive outcomes.

Iterative

Iteration acknowledges that we won't get it right the first time, but rather by continually testing with people.

Designthinking Contexts

Digital Design

Digital includes UX/UI. UX ensures a product makes sense to the user follows a clear path, while UI visually communicates each page effectively.

Service Design

The activity of organizing people, communication and infrastructure to improve relationships between service providers and their customers.

Organizational Design

The activity of mobilizing people to create transformational change. This can include building new business models or integrating new tech.

Icons created by Tempa, Nawicon, Best Design Market from Noun Project

Service Design gives shape to relationships between people and the services and products they use.

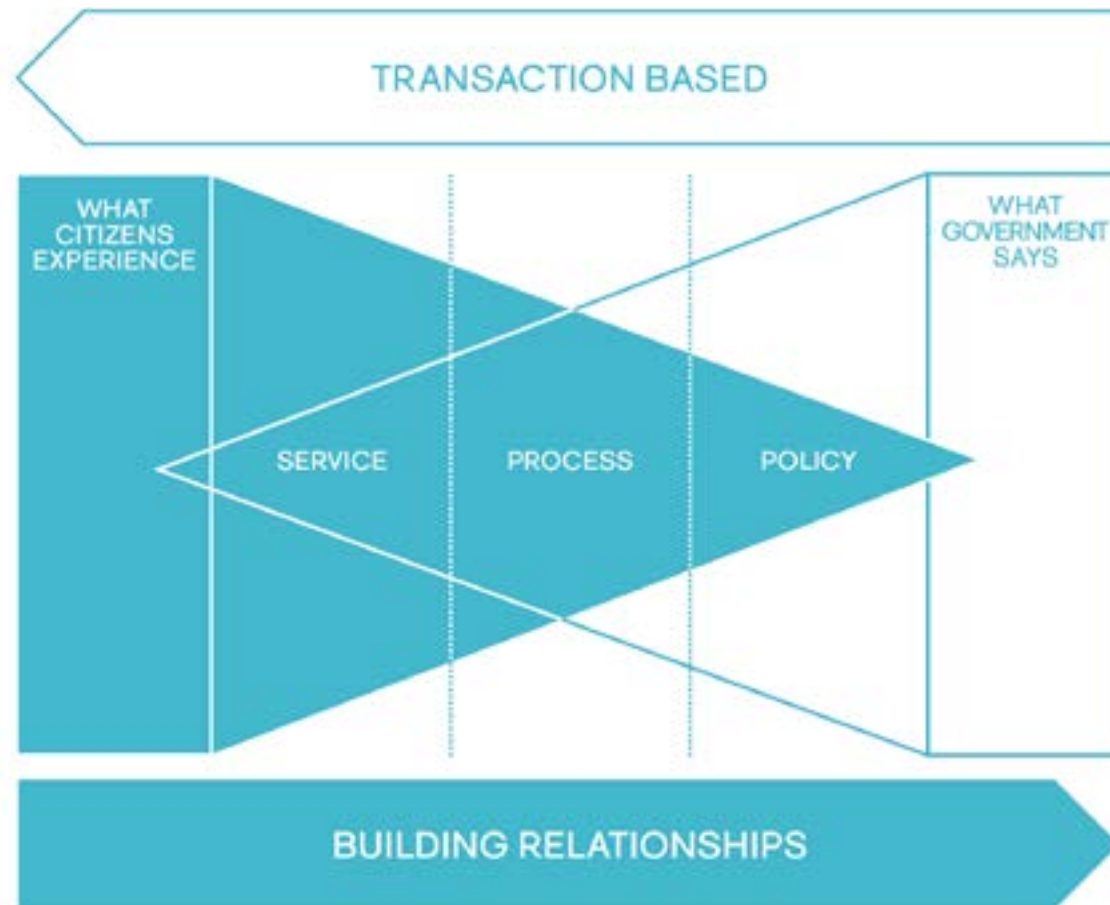*– Nancy Birkhölzer*

Why *Service* Designthinking in Government?

Figure: Designing For Public Services. Retrived from: https://media.nesta.org.uk/documents/nesta_ideo_guide_jan2017.pdf

"Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan."

– Eliel Saarinen

Activity: Roleplay Service Utopias and Dystopias

Form groups of 3-4 people

5min | individually think of your best or worst service experience

5min | share and discuss your experiences with your group

15min | choose one interaction or "moment" from your experience to focus on and develop a roleplay around

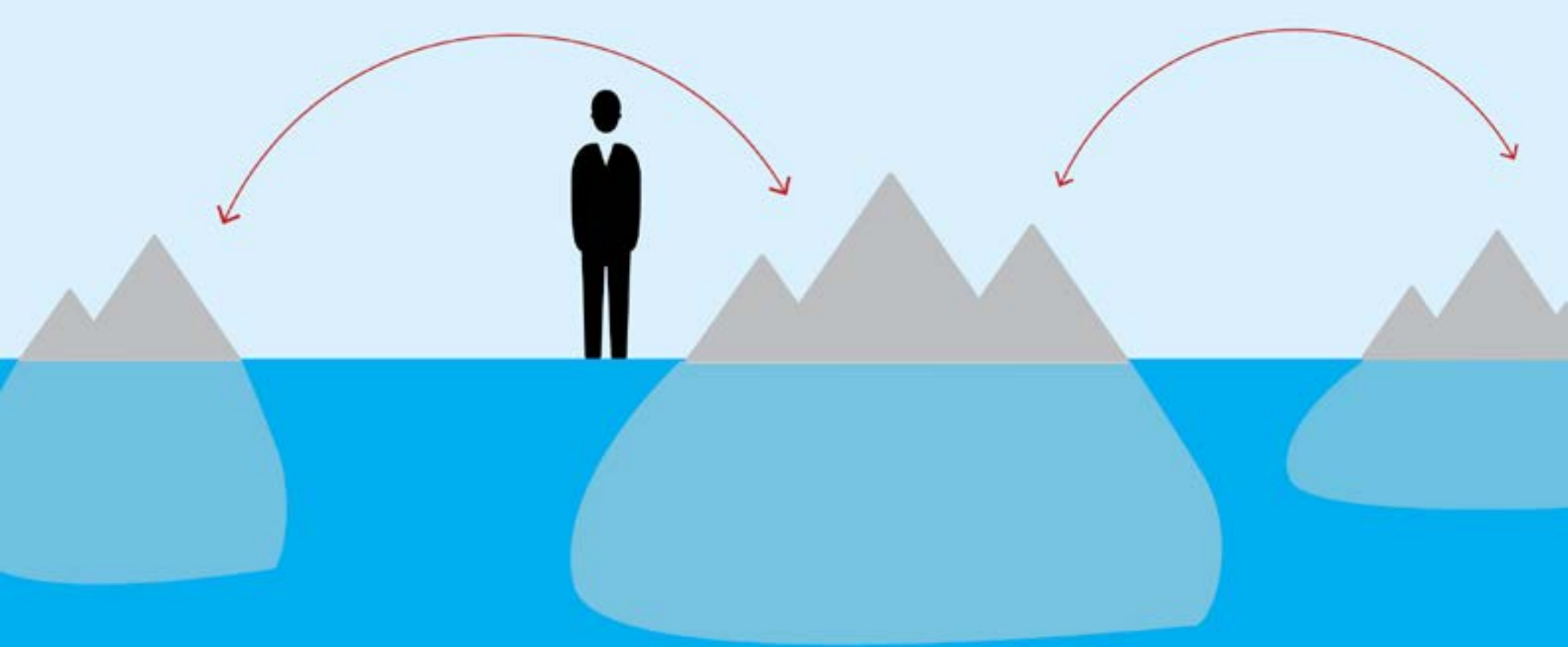**Each group has 5min to perfom their roleplay**

What is a ServiceTouchpoint?

"Customers interact with services through touchpoints. A touchpoint is any "moment of truth" in which the customer has "contact" with the service. This might be staff in a store, a car on parking lot or a mobile phone app for checking available cars nearby. Designing a consistent experience across all these touchpoints is a challenge that many services face."
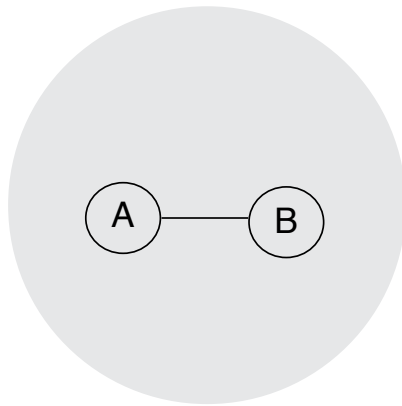
– Nancy Birkhölzer, IXDS CEO

Invisible Service suppport mechanisms

Supply Chain

Organization

Marketing

Finance

Logistics

Service touchpoints are supported by invisible mechanisms...

Services are part of a wider ecosystem...

Service Design Perspectives

End to End

Instead of focusing and redesigning one interaction, end to end service design considers the entire client journey including what happens before they access the service, during and after. Client journey's are often used as a tool to demonstrate this.

Front to Back

To design effective services, one must consider both client and employee needs and how they engage through the service. Service blueprints are common tools used to map both front (client facing) and back (employee facing) components of a service.

Cross Channel

Most services today operate across online and offline channels. Maintining channel consistency as well as ensuring accessibility across are important considerations when design across channels to improve service quality.
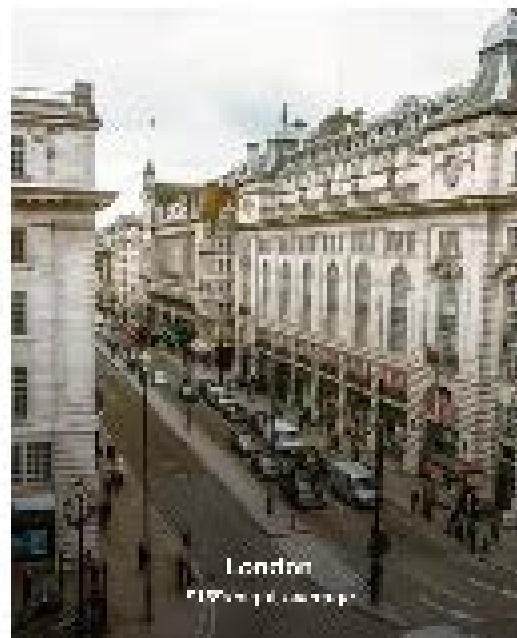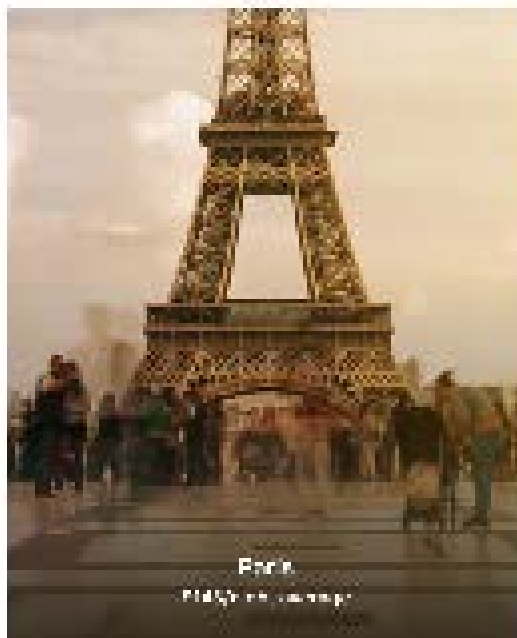
Explore Airbnb

 Homes

 Experiences

 Restaurants

Introducing Airbnb Plus

A new selection of homes verified for quality & comfort

△ Plus

EXPLORE HOMES

Recommended for you

Paris

Tokyo

London

Los Angeles

GOV.UK

Design

312 agencies and government organisations moved to GOV.UK
685 website domains and subdomains were closed
150,000+ pages published to GOV.UK

Capacity

1,200+ people trained in how to write clear English
500+ people trained in how to write user journeys
150+ users to research with and countless field visits
15 research labs

Impact

19% decrease in call centre volumes
17% decrease in emails

retrieved from GOV.UK Blog at https://insidegovuk.blog.gov.uk/2014/12/19/300-websites-to-just-1-in-15-months/

What is Service DesignThinking?

Thank You
Questions?