

A photograph of a group of people lying on a grassy field, smiling and laughing. In the background, a yellow banner with the word "Designit" is visible.

Hello...

We are Designit!

We are super happy to be
part of the FED network!

We are...



Burcu Arsoy
Senior Designer, User Experience

We are...



Adriana Contopoulos
Design Intern, Service Design

01 Designit

02 Process

03 Keep in mind

04 Workshop :)

About Designit

325+

Designits worldwide

32

Nationalities

28

Educational backgrounds

New York

London

New Designit offices



What we do

We're a global strategic design firm.
We design product-service experiences,
making business transformation happen.

We drive growth and change by designing new
experiences for humans, enabled by technology.

We believe that design can change the world.
Together, we design a better future for everyone.

For Designit video

<https://designit.com/approach>



L'ORÉAL

Gigaset

Vestas



Schneider
Electric



Telefonica

Panasonic



Boston
Scientific



harman/kardon®

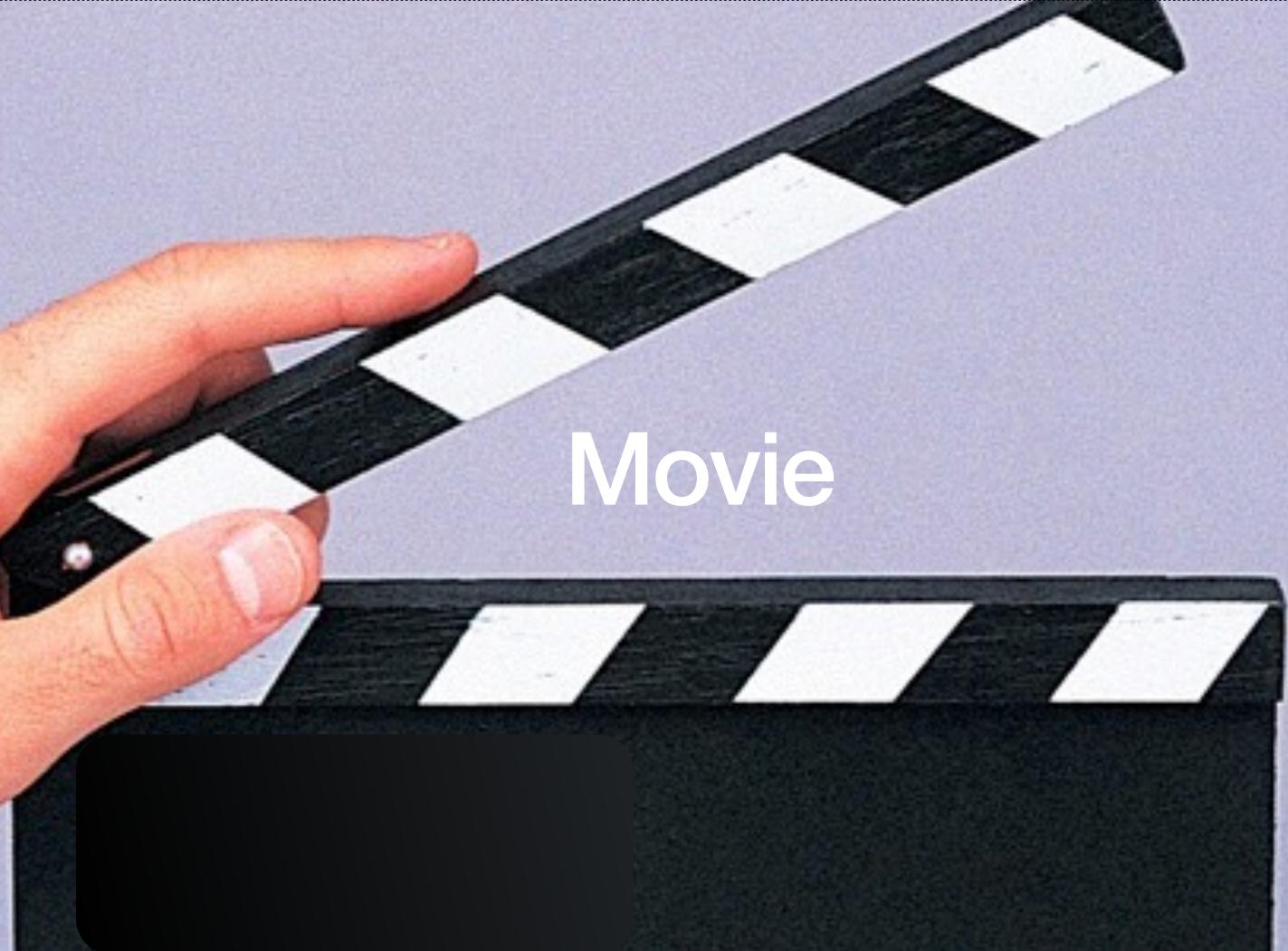


We know what
we want

We know how to do it



We don't know
what we want



We don't know how to do it

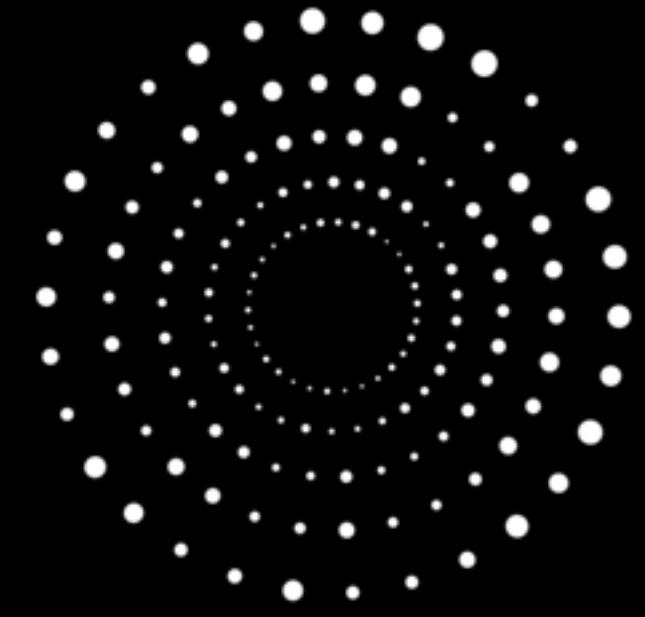


Fog

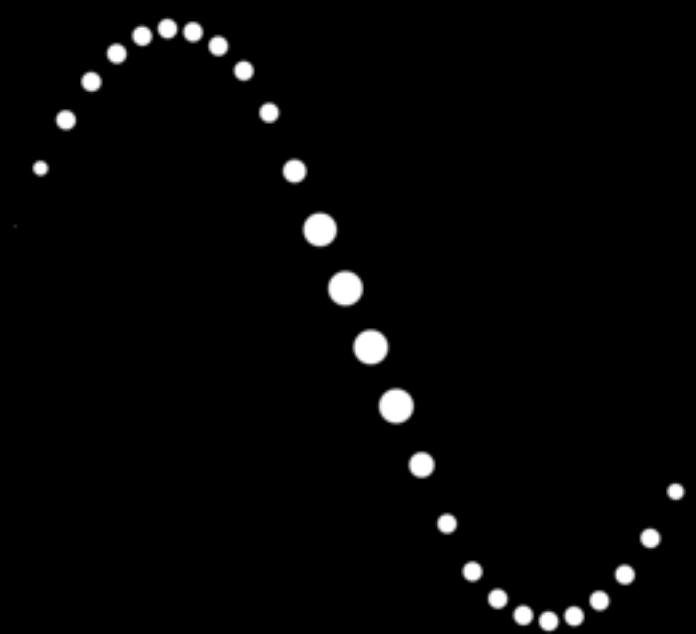
- 01 Designit
- 02 Process
- 03 Keep in mind
- 04 Workshop :)



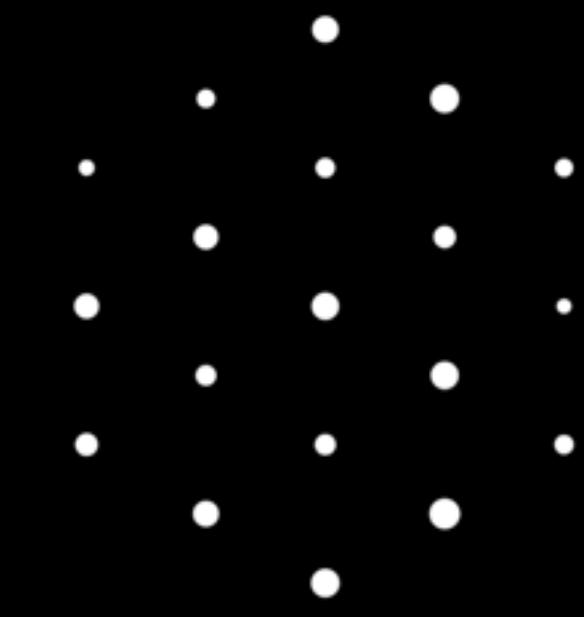
**Disruptive
insights**



**Future
vision**



**Experience
roadmap**



**Experience
design**



**Continuous
delivery**

For strategic design process video please visit

<https://designit.com/approach>

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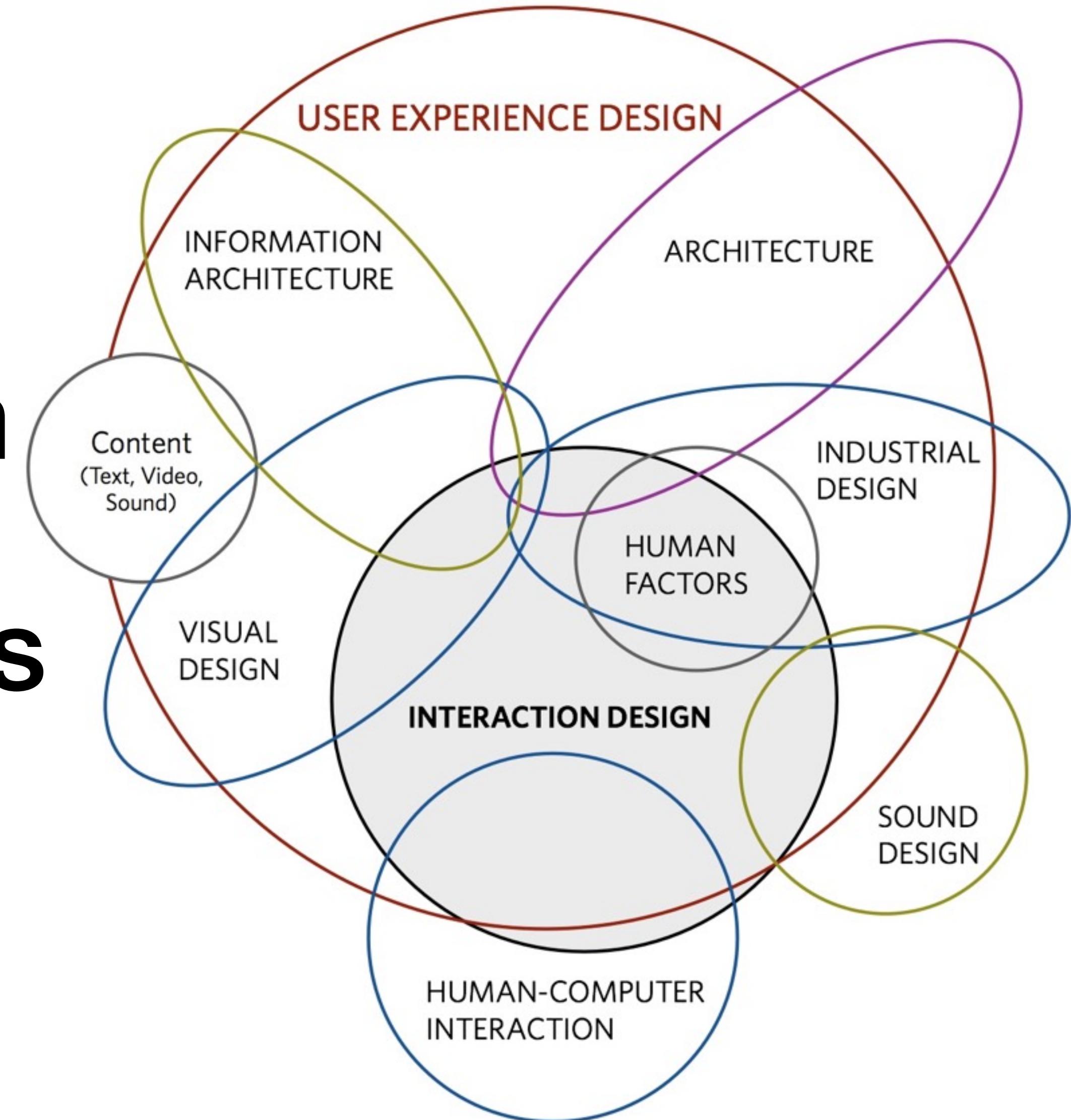
01



Design is not beautification.
It's strategic foundation.

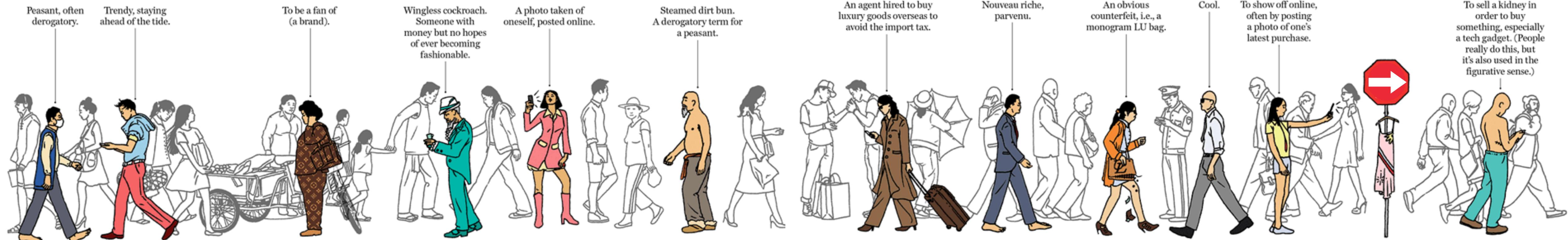
02

User experience is the sum of all experiences users have across all touch points over the duration of the relationship with your brand.



03

The user is not you, so don't design for yourself.



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01 The Challenge

02 Needs & Pain Points (15 min)

03 Opportunities and the Concept (20 min)

04 User Journey Mapping (25 min)

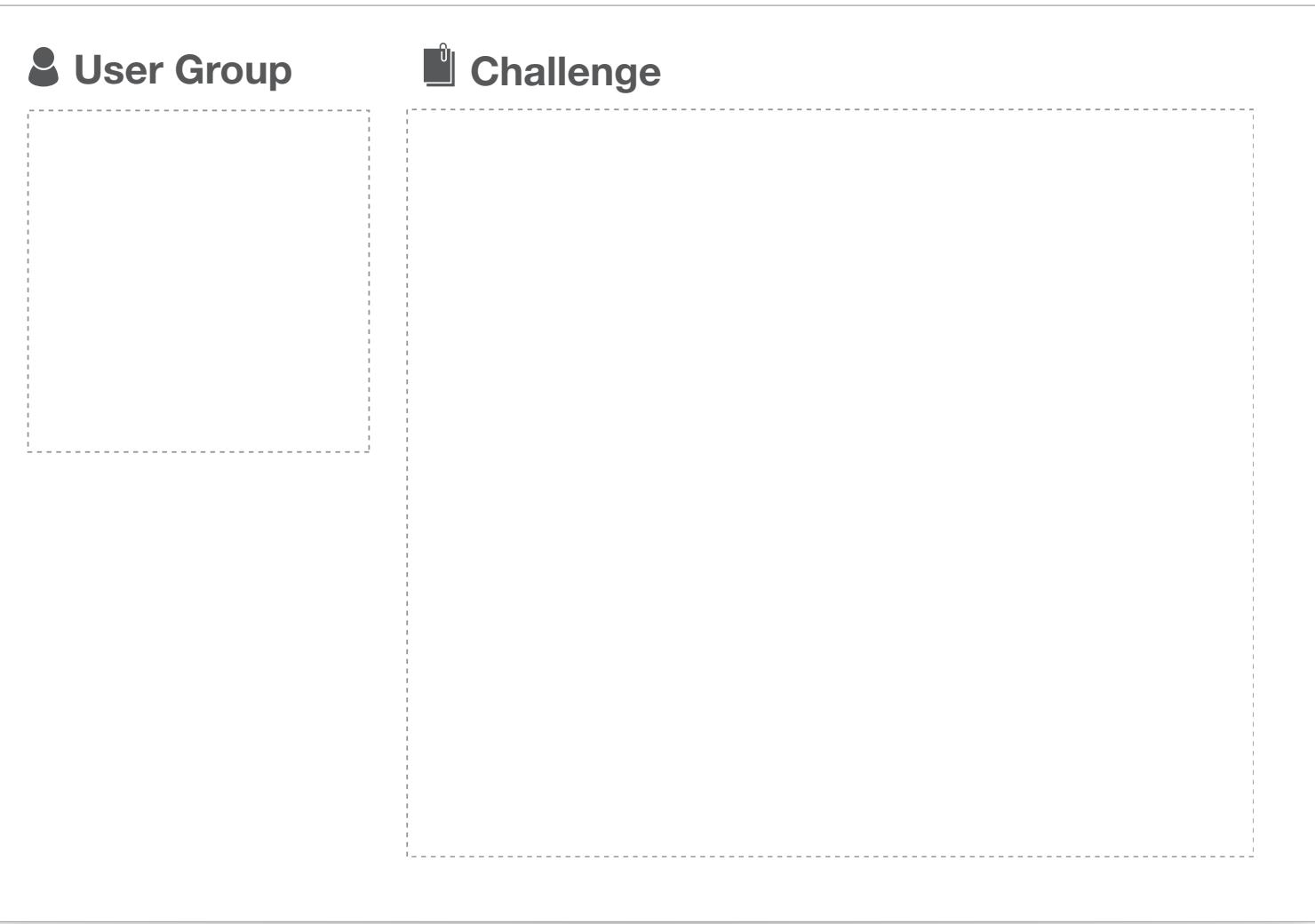
Rethink Public Transportation in CPH!

Transportation infrastructure and complex systems that involve various public and private actors create fragmented and problematic experiences in people's lives. Currents solutions fall short in utilising existing resources and addressing people's different needs.

- What if public transportation was not only about getting you from A to B but also providing you with a first class service experience?
- What if public transportation included all possible kinds of vehicles like private cars, bikes, baby carriages, airplanes?
- ▲ What if public transportation was powered by Apple or Google?

Rethink the public transportation experience in Copenhagen to better utilize existing resources and to design a better service experience!

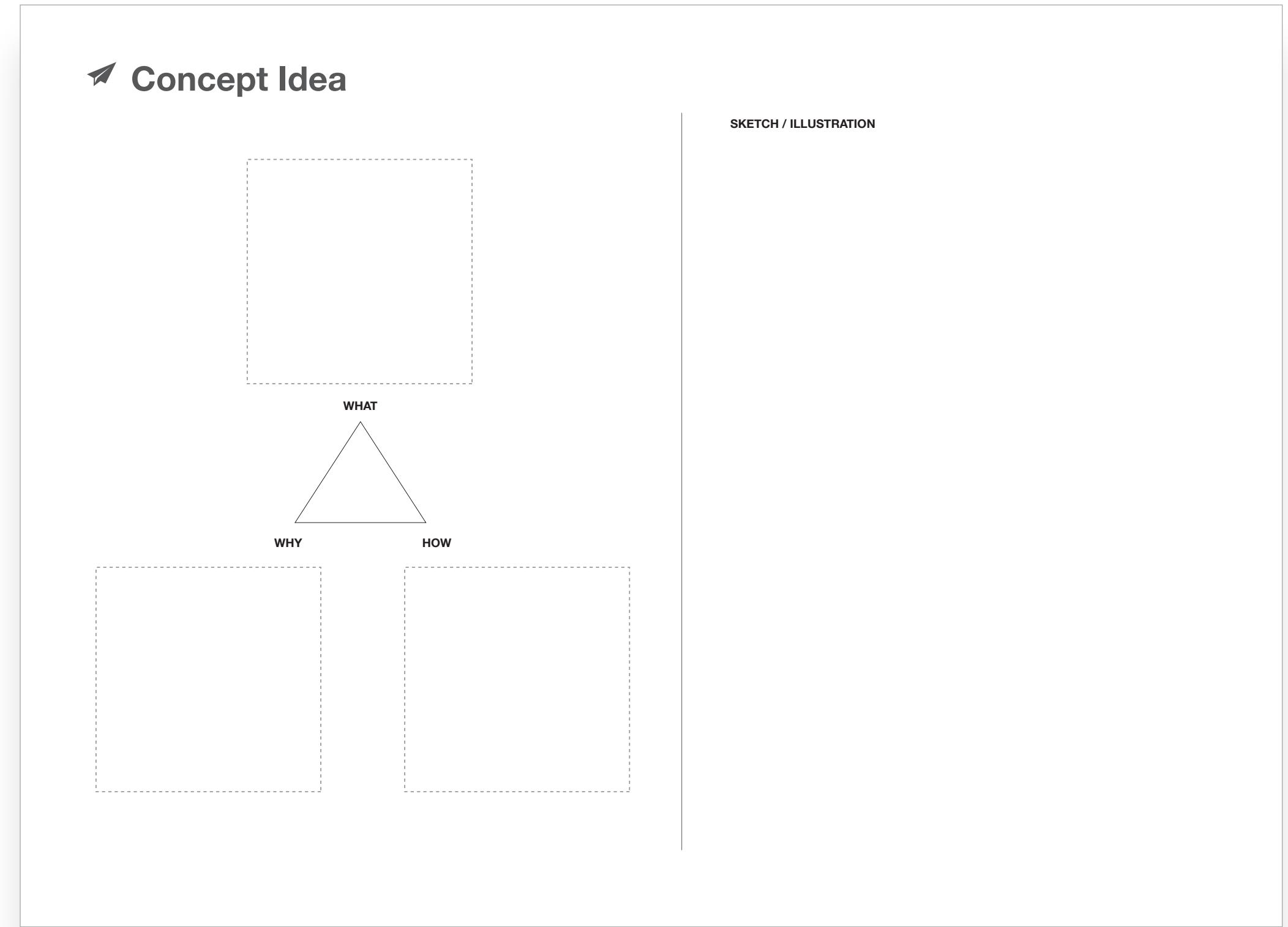
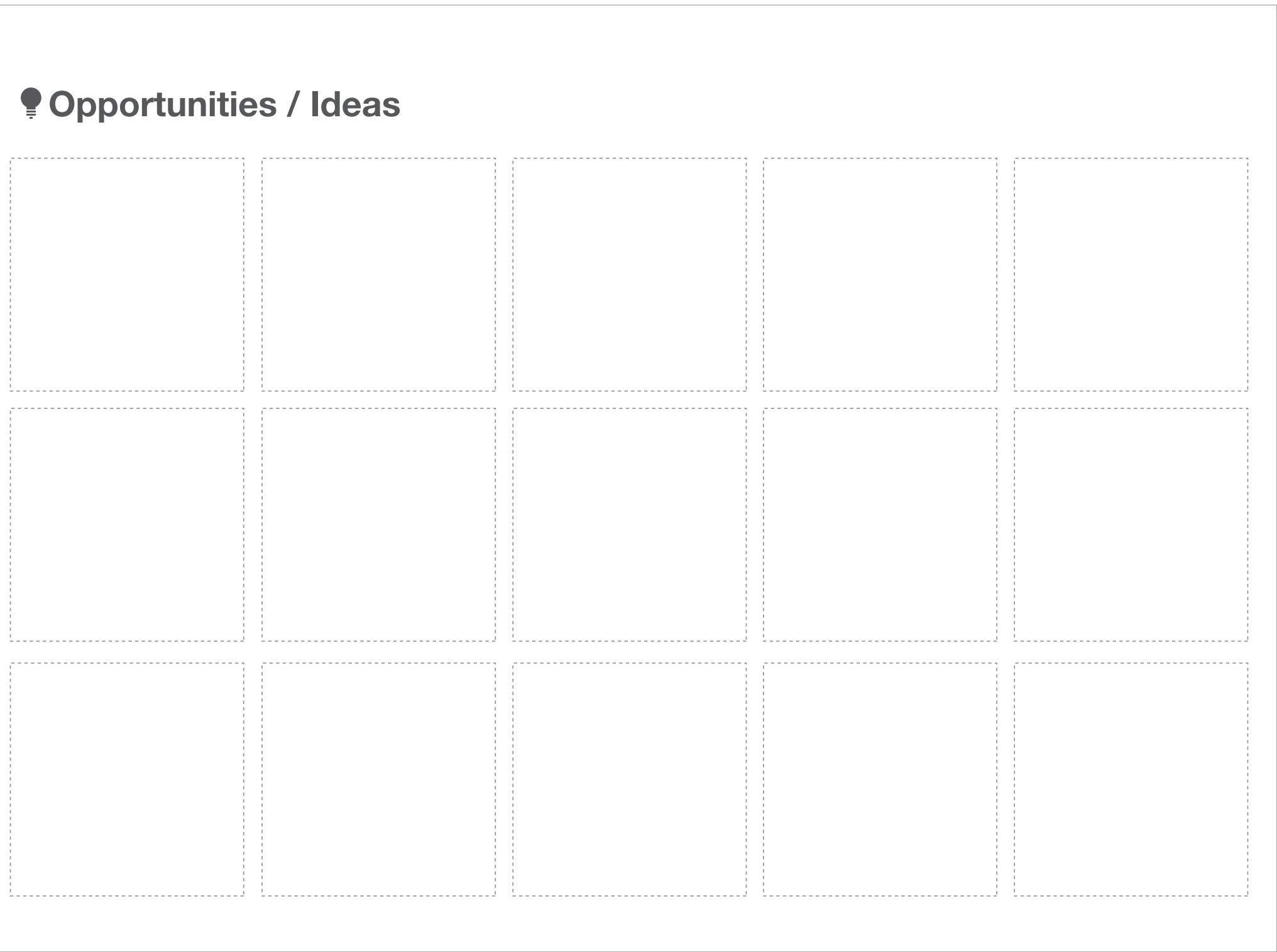
- 01 **The Challenge**
- 02 **Needs & Pain Points (15 min)**
- 03 **Opportunities and the Concept (20 min)**
- 04 **User Journey Mapping (25 min)**



⚡ Pain Points				

👀 User Needs				

- 01 **The Challenge**
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What is a touchpoint?

“ A touchpoint is a point of interaction involving a specific human need in a specific time and place. ”



EXPERIENCE

To buy a coffee

specific need at this time and place

Get in line

specific need at this time and place

Decide what to have

specific need at this time and place

Order

specific need at this time and place

Pay

specific need at this time and place

Receive order

What is a user journey map?

“ A customer journey map tells the story of the customer’s interactions. ”

What are the core elements?

- Users
- Actions
- Touchpoints
- Time frame
- Channels

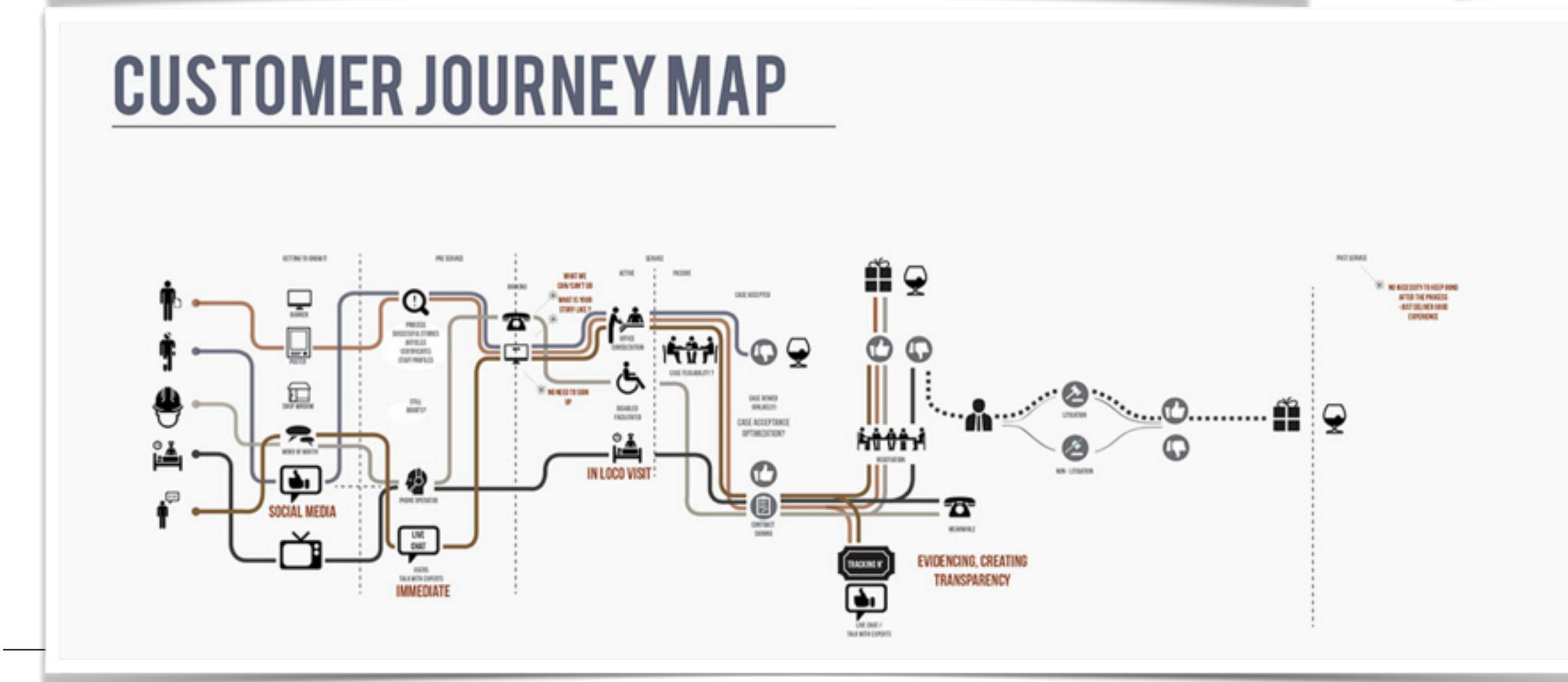
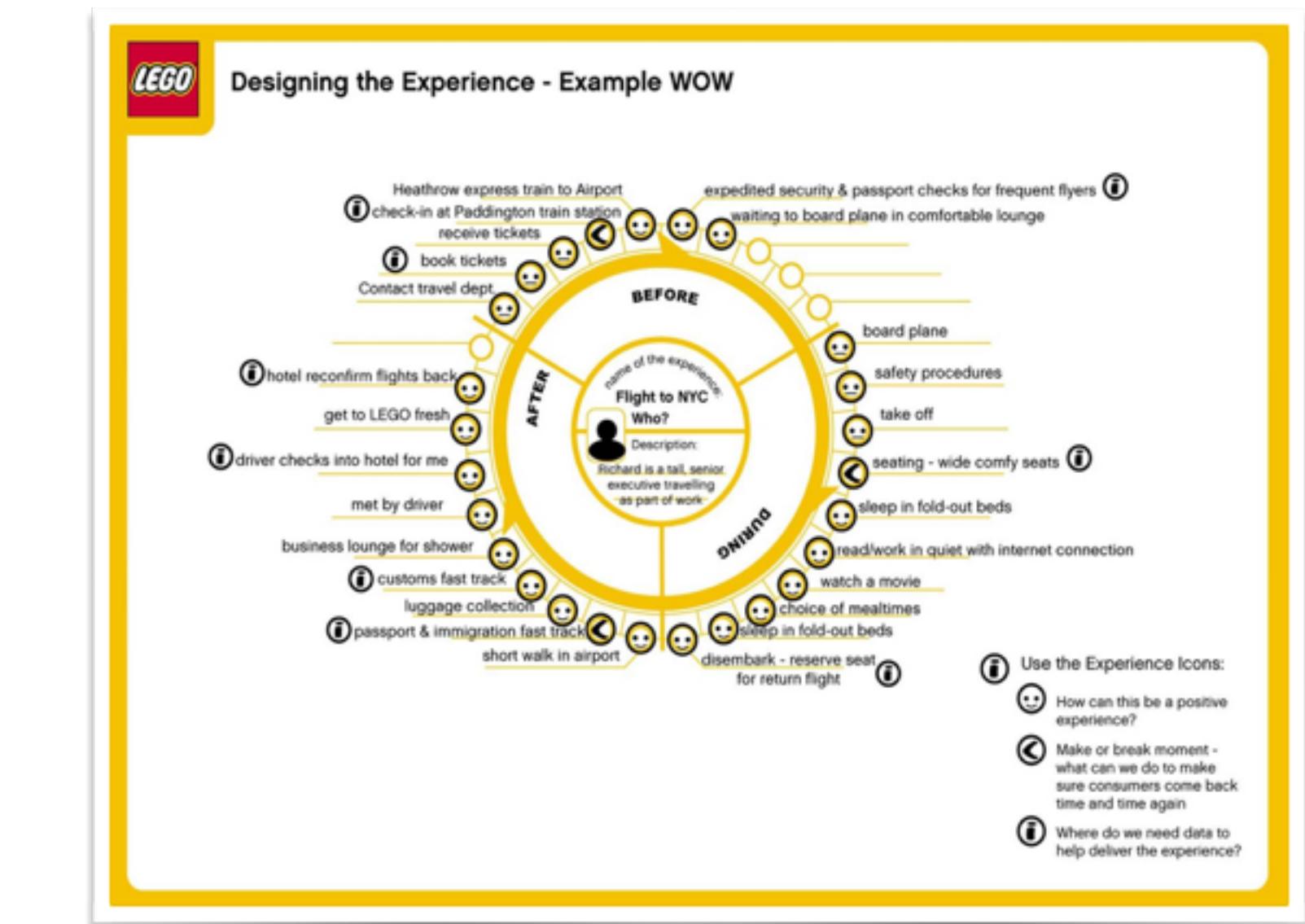
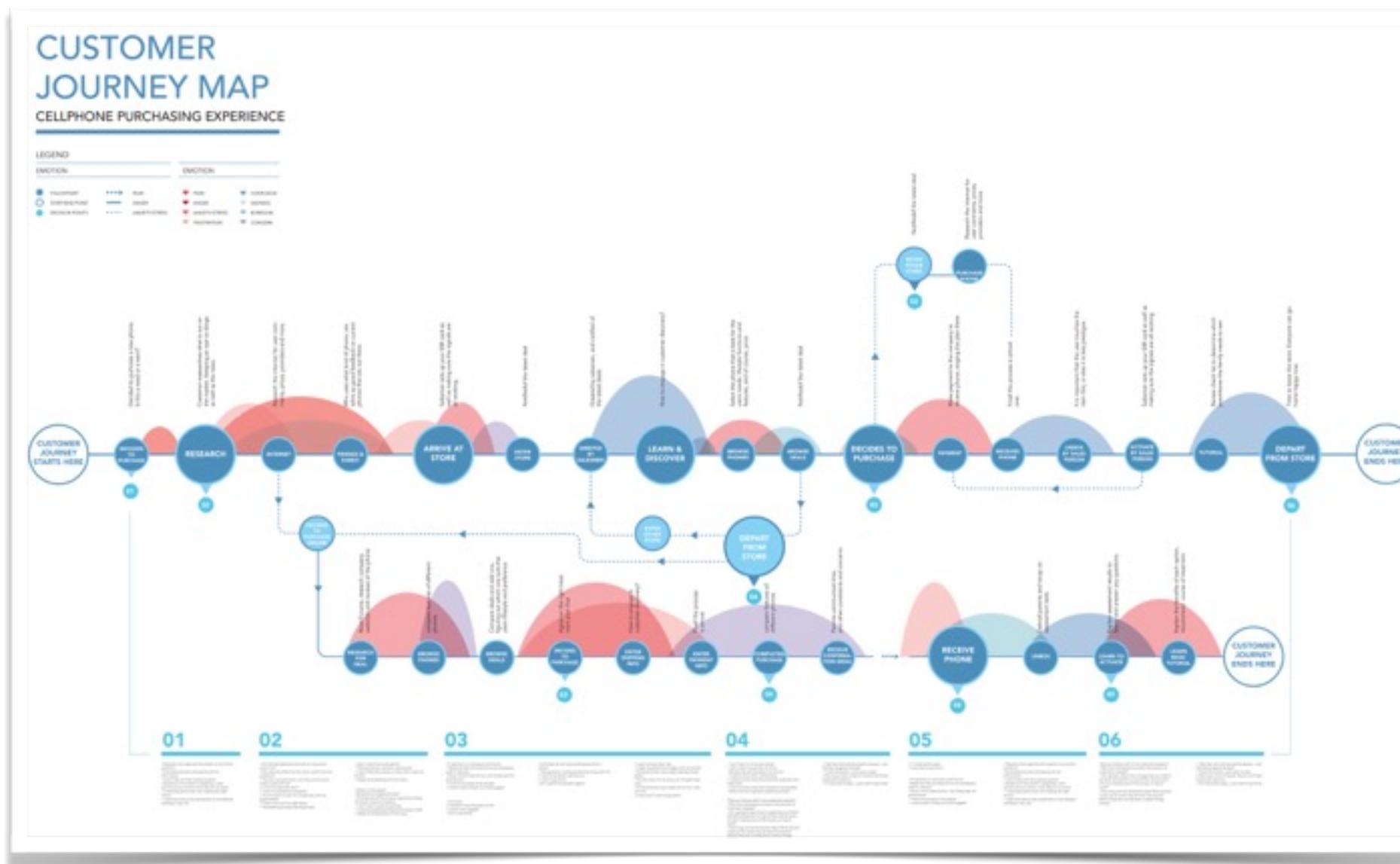


What are some optional layers you might consider?

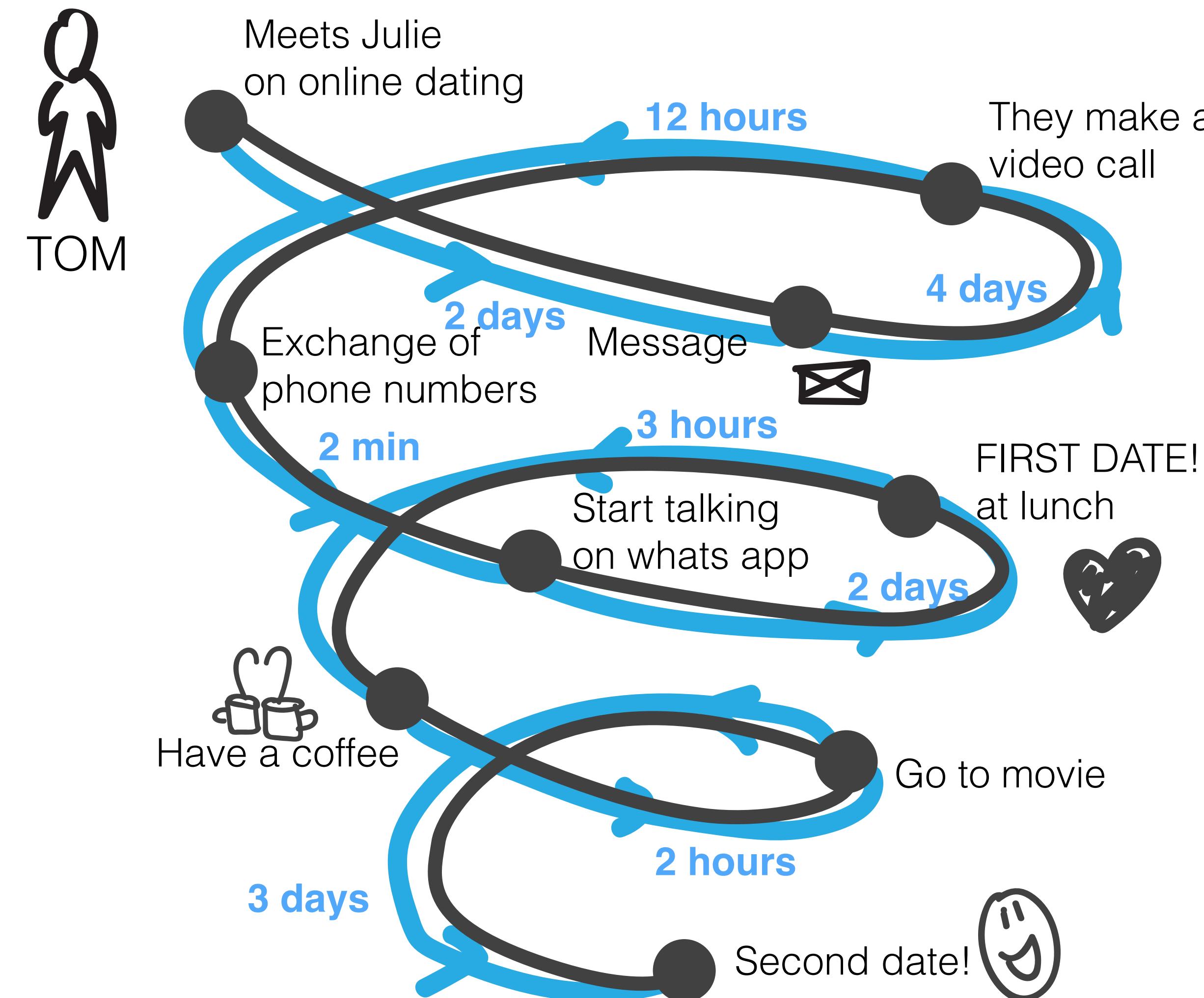
- Thoughts/emotions
- Quotes
- Expectations
- Key insights
- Contexts



The format?



Journey Map of First Date



Thank You!