



# **APPLECARE SERVICE DESIGN**

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# PROBLEM SPACE

Our design focuses on applecare service system, which provides apple products repair services.

During our previous experience with applecare, we have realized it always takes customers more time if there is no apple store near them. They communicate with service providers through phone call. People who cannot express themselves well in English always struggle to understand and make people understand what their problems are rather than fixing the problems.

We are aiming to redesign an online service system for foreigners in The United States and who cannot request service through face-to-face communication.

# DESIGN PROCESS

## ROLE-PLAY

First, we conducted a role-play research, in which we replayed the last experience we had within appplecare service.

Our intention was to find out what the process was and where the problems were.

Two of our participants played this situation, which was from one people's real-life experience and we took notes. After the role-play, we analyzed and defined the problem space with more details.

### THE REAL-LIFE REPAIR PROCESS:

OBJECT: MAC CHARGER

1ST STAGE: online chat but be told to call the customer service number

2ND STAGE: call the number, be asked about series NO. and warranty, be asked about what the problem is, be asked to do some tests on the broken charger, be told will receive an email

3RD STAGE: receive an email, read the instruction (step one, step two, etc.), go to the link, login, enter the series NO.

4TH STAGE: receive the new charger, use the second label to free return the broken one (using the same box)

5TH STAGE: go back to the system and confirm, wait until there is a confirmation information shown on the system (need to check this by customer)

### THE PROBLEMS WE OBSERVED:

1. TIME-CONSUMING
2. INEFFICIENT COMMUNICATION WITHOUT FACE-TO-FACE CONTACT
3. MACHINE REPLY IS DISTURBING
4. LANGUAGE PROBLEMS



# DESIGN PROCESS

## INSIGHTS | CONCEPT

We interviewed the people who conducted the role-play and did some research on apple.com, to have a better understanding of the current problems.

### INSIGHTS WE GOT:

1. CUSTOMERS PREFER EVERYTHING HAPPENING ONLINE
2. CUSTOMERS DON'T WANT TO TOUCH THE TECHNICAL ISSUES
3. INSTEAD OF MACHINE RESPONSE, PREFER HUMAN RESPONSE

### CONCEPTS WE GOT:

1. EFFICIENT ONLINE CHAT/VIDEO CHAT
2. ONE-CLICK REQUEST SUBMISSION

# DESIGN PROCESS

## STORYBOARD | EMBODIED PROTOTYPING

Based on what we got, we created three scenarios and storyboards, with which we had an embodied prototyping.

We created screens and physical prototypes, which were used in our second role-play. This embodied prototyping method provided us with an opportunity to test our initial ideas.

### CRITIQUES:

1. ADD MORE INSTRUCTIONS ON THE MAIL LABELS
2. STILL DON'T KNOW HOW TO REPLACE THE BROKEN ONE
3. TEXT CHATTING IS NOT EFFICIENT
4. INSTRUCTION IS NOT VISUALLY APPEALING
5. NEED MORE FORMS OF INSTRUCTIONS



# DESIGN PROCESS

## FINAL CONCEPT

Based on the critiques we got, we redesigned our initial ideas and came up with a final concept, a blueprint and a customer journey map.

### FINAL CONCEPT:

1. LOGIN WITH SERIES NUMBER AND THE SYSTEM WILL GET CUSTOMER INFORMATION (DEVICE INFORMATION, UNDER WARRANTY OR NOT, ETC.)
2. ONE-CLICK REPAIR REQUEST IF CUSTOMER'S PROBLEM IS COMMON, AND THEY DON'T WANT TO TALK TO THE SERVICE PEOPLE
3. ONLINE CHAT SYSTEM (TEXT, AUDIO, VIDEO OPTIONS) WITH SUBTITLE (FOR AUDIO AND VIDEO)
4. AT MAXIMUM, CUSTOM WILL RECEIVE THREE TYPES OF INSTRUCTIONS: THROUGH CHATTING (IN-SITU), THROUGH EMAIL AND PAPER INSTRUCTION IN THE MAIL BOX
5. EMAIL INSTRUCTION AND PAPER INSTRUCTION SHOULD BE VISUALLY ATTRACTIVE, HAVING CLEAR VISUAL HIERARCHY

### SCENARIO:

Customer Yuri just came from Japan and will study in America for the following two years. She bought a new Mac Pro laptop when she got US. One day, her charger cannot work but Yuri doesn't know what the problem is. Yuri has had some bad experiences communicating with native English speaker through phone calls and it usually takes her more time on clarifying rather than solving the problems. The nearest apple store is 2 hours away, so Yuri opens apple.com to see whether she can ask for help through the internet.

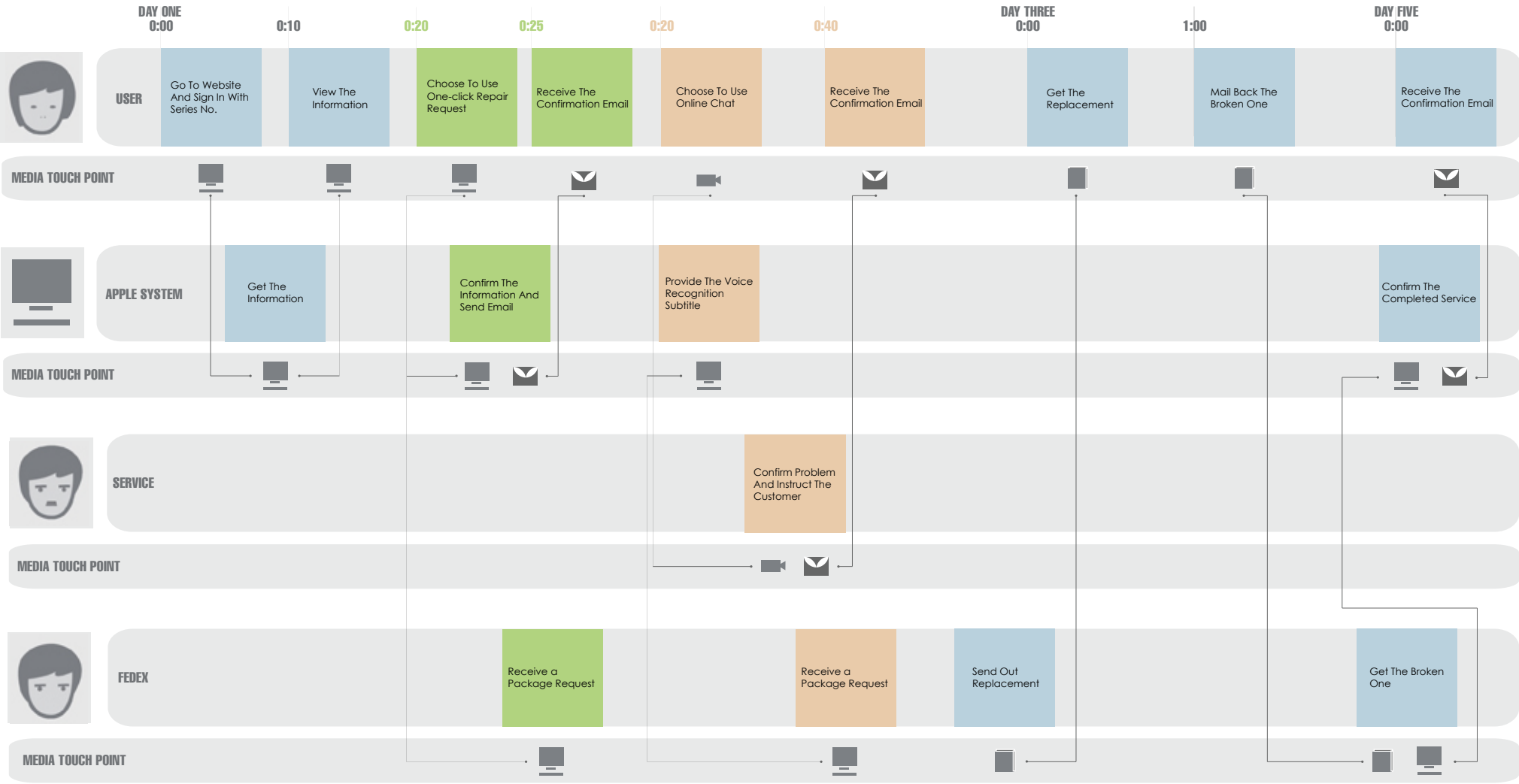
Yuri opens the service page, she login with the series number. After that Yuri finds the system has all the information of her and her device and she sees clearly her laptop is still under warranty. There is a "One-click repair request" drop-down menu, Yuri checks that, but since she doesn't know what the problem is with her charger, she decides to use online chat below the one-click repair request.

Yuri opens the video chat with translation subtitle, and when the system cannot recognize Yuri's voice, she can use text chat. Soon the service man decides that they should replace the broken charger for Yuri. He tells Yuri they will mail a new charger to Yuri with a free return label and a paper instruction in the mail box.

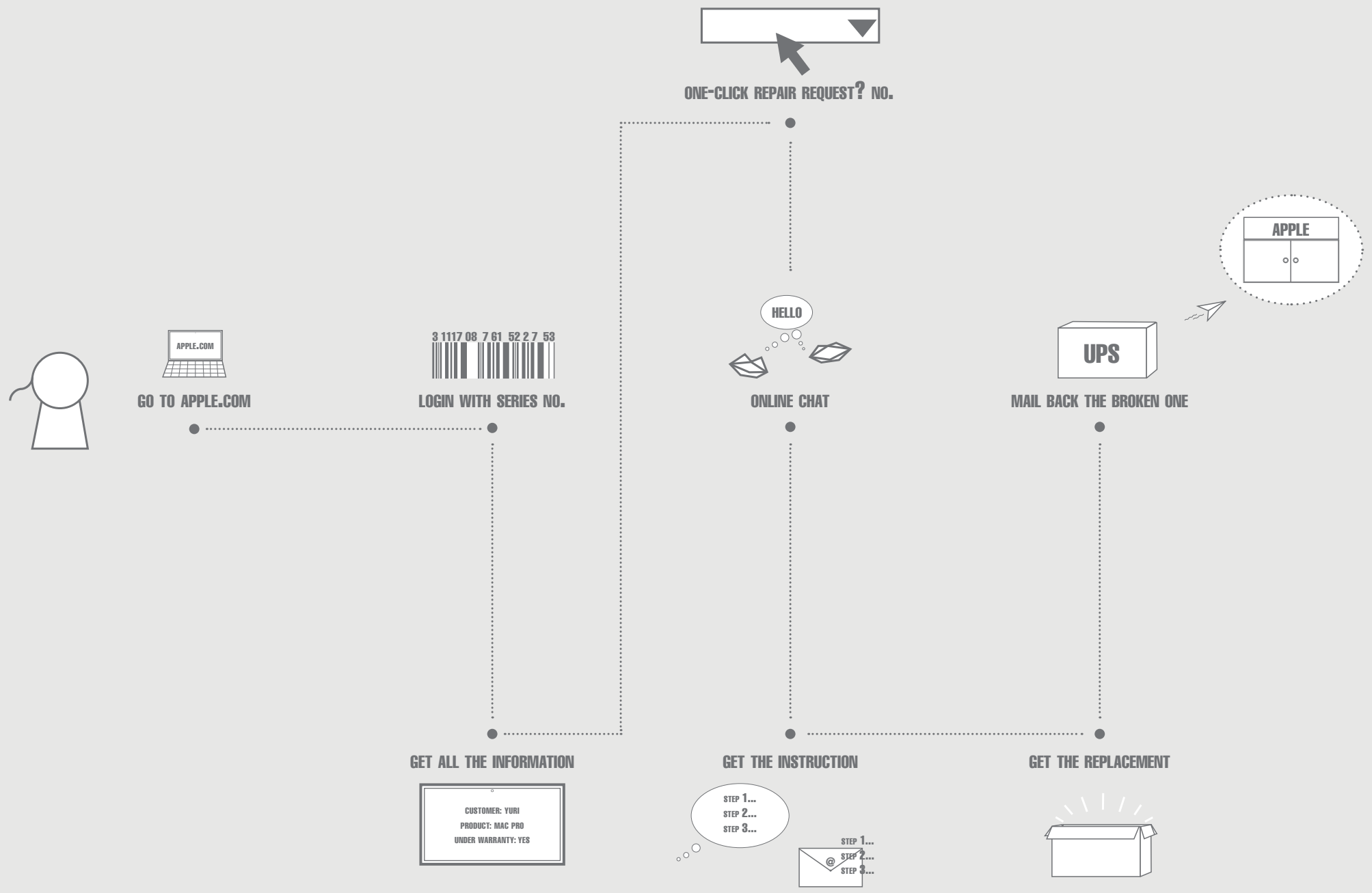
After Yuri receives the replacement she mailed back the broken one for free. When Yuri gets the confirmation email, this repair service will be done successfully.

# BLUEPRINT

- TASK TIMELINE\_ONE-CLICK REPAIR REQUEST
- TASK TIMELINE\_ONLINE CHAT



# CUSTOMER JOURNEY MAP





# DESIGN PROCESS

## VIDEO DEMO

We also created a video prototype as a demo of our design concept.  
Please check it here: <http://www.youtube.com/watch?v=-ymyczEjgr8>

# LESSONS LEARNT

1. DISCUSSING A REAL LIFE EXPERIENCE OF A TEAM MEMBER HELPS TO EASILY VISUALIZE THE SCENARIO AND FIGURE OUT DRAWBACKS OF THE SERVICE.
2. ENACTING THE SCENARIO HELPS TO EMPATHIZE WITH THE PERSON. IT HELPS TO EXPERIENCE THE IMPACT OF THE PROBLEM THROUGH A DIFFERENT PERSPECTIVE AND GET A GLIMPSE OF THE MENTAL STATE ONE WOULD BE IN IN SUCH A SITUATION.
3. ENACTING HOW THE CONCEPT WORKS IN DIFFERENT SCENARIOS HELPS TO KNOW THE MISSING STEPS OR THE LOOPHOLE IN THE IDEA.
4. HAVING A SCRIPT ACCORDING TO THE VIDEO WE WANT EASES MERGING AUDIO WITH VIDEO.



# CITATIONS

[HTTP://WWW.APPLE.COM](http://www.apple.com)

# THANKS TO

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