

REQUIRES:
UNDERSTANDING
CUSTOMER'S
POINT OF VIEW

TEAMS
 EXPERIENCE IN DESIGN RESEARCH + PEOPLE WHO DESIGN FOR PEOPLE + PEOPLE TRAINED TO OBSERVE
INTERACTIONS
 (touch points)
 VIDEO EMBEDDING DESIGN THINKING P



60-80%
= service design

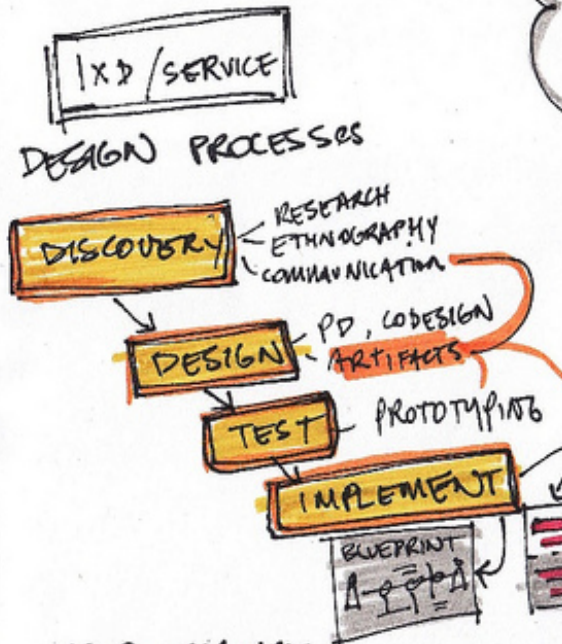
EFFICIENT
EFFECTIVE
DISTINCTIVE

80% of companies think they offer a superior service

8% of their customers agree

MIND THE GAP!

THE SERVICE DELIVERY "GAP"



USEFUL
USABLE
DESIRABLE



ALL ABOUT A
POSITIVE
EXPERIENCE

* SERVICE = INTANGIBLE PRODUCTS



IXD can think about this well, because they share foundations, process, methods

AA 3

NHS, M,
COUNCILS (CITIZENS)

FOR EXAMPLE:
B of A
"KEEP THE CHANGE"
IDEO

VIRGIN ATLANTIC
T3 check-in

SERVICE DESIGN HUB.com.au

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