Service Design and Product Architecture

Jan 2022

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Case Discussion

- Learnings ?
- What were they doing wrong ?
- Why do you think they were doing it wrong ?
- What do you think led to the improvements ?
- How would you design something you use at work differently ?

Who is the service being designed for >

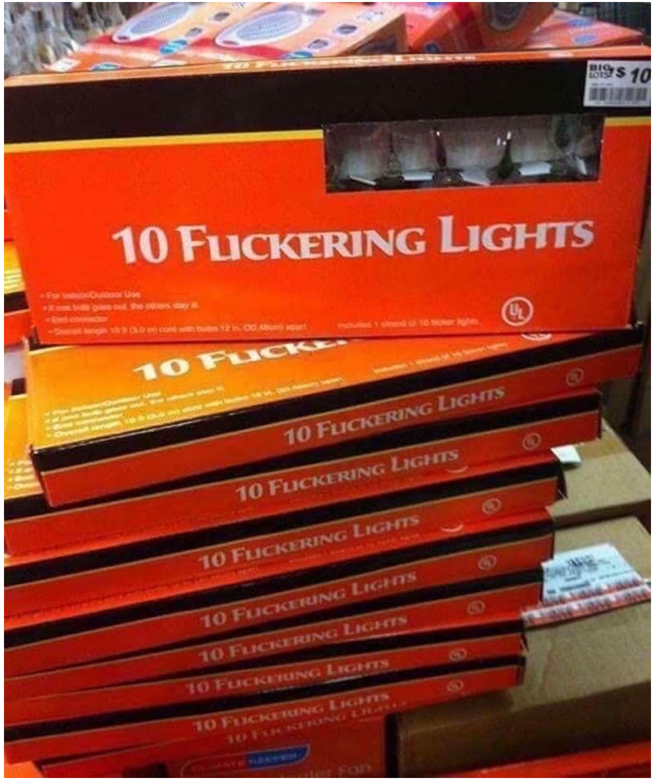
https://www.youtube.com/watch?v=NIRjYBX_9ls

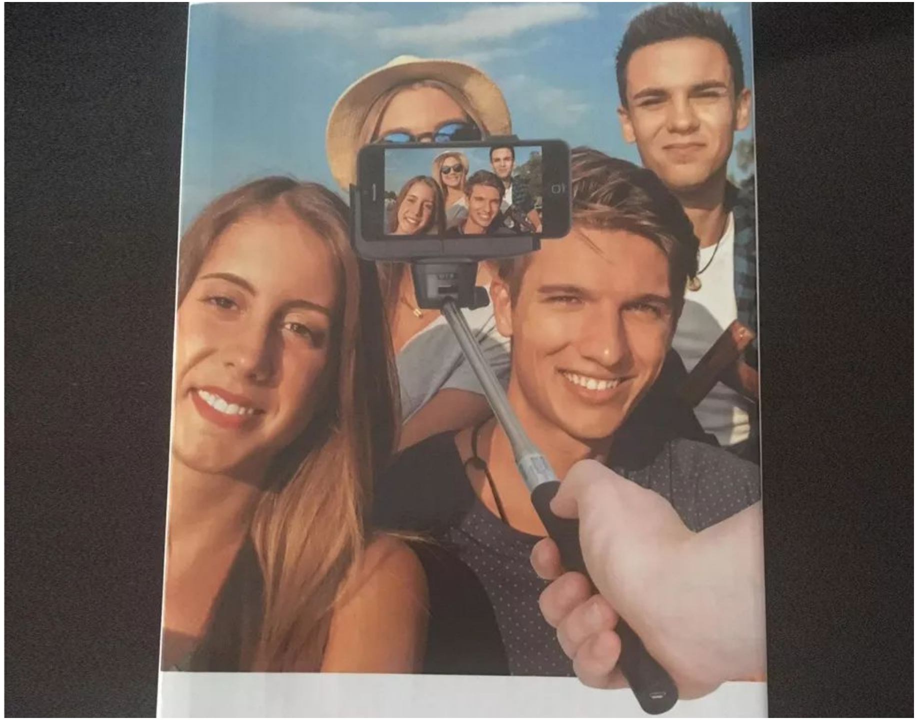
Team Exercise

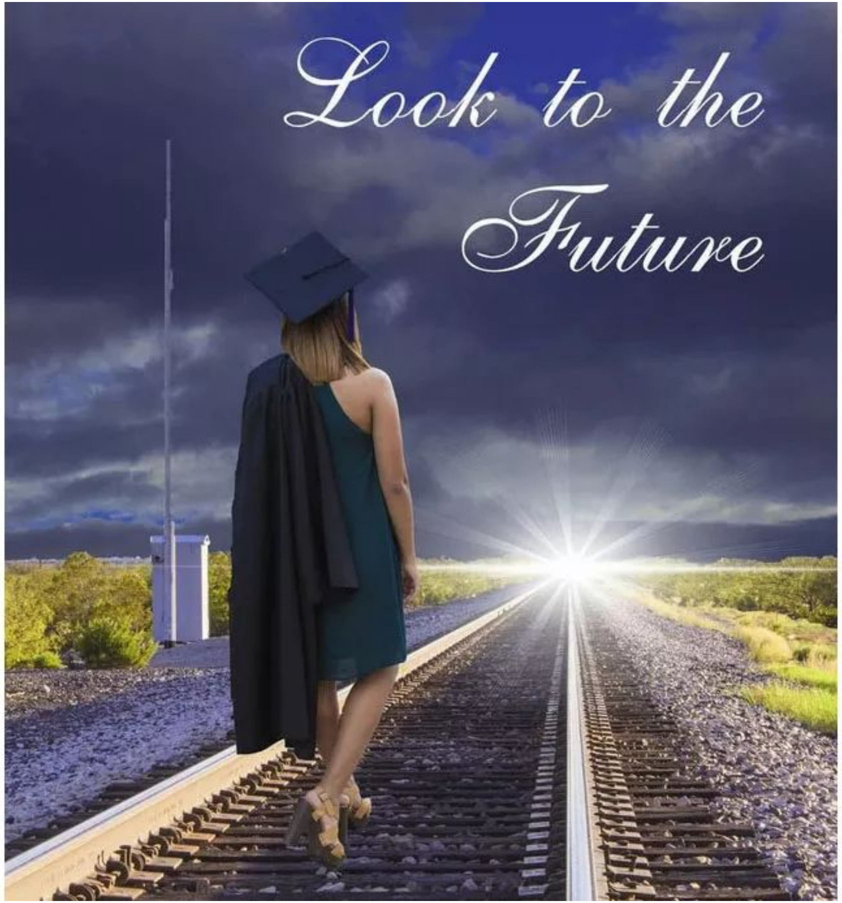
Find images of bad designs online, funnier, the better

8 Groups, 1 image each

CVS Health
chewable
hair, skin & nails
supports vibrancy & strength*
strawberry lemon flavor
dietary supplement
30 TABLETS


BIG LOTS! $ 10
10 FLICKERING LIGHTS




Look to the Future

What did we learn?

- Why did these bad designs happen ?
-

https://www.youtube.com/watch?v=RlQEoJaLQRA

Three levels of pain points

Interaction Level

Interaction-level experience is what is commonly understood as the focus of UX and is concerned with designing the experience of a single interaction that a user has with a company to perform a task. Most UX designers work at the interaction level: they design the interface for a website or an application. But interaction-level experience pertains not only to digital channels, but it can also apply to physical channels. Examples of interactions include:

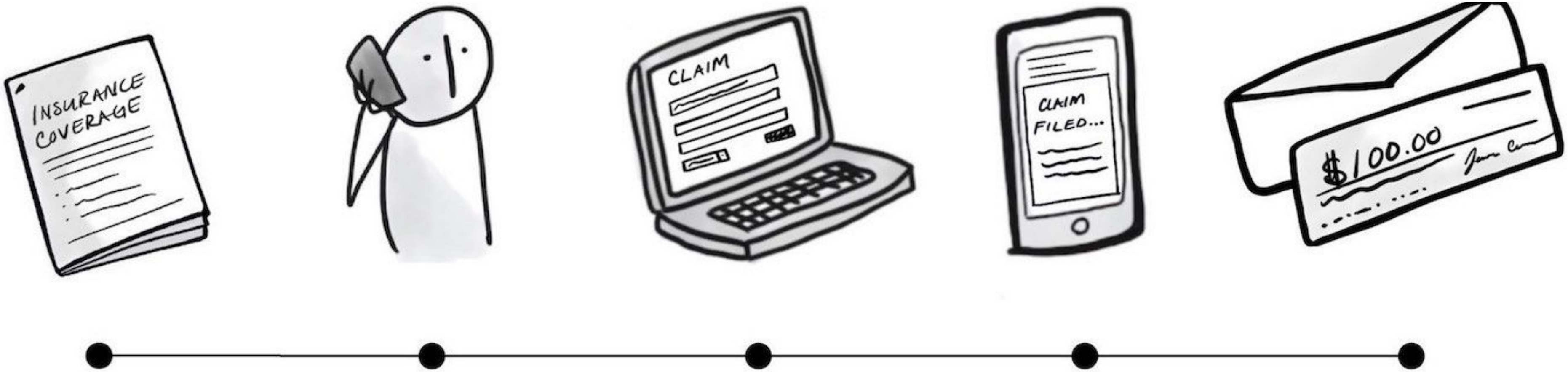
- Receiving support on the phone
- Getting money at a teller window in a bank
- Filing a claim on an insurance provider’s website

Each of these interactions has a specific experience that is just a small part of the relationship between the customer and the company. At the interaction level, we design using channel-specific principles, guidelines, and patterns.

Three levels of pain points

Journey Level

The next level of experience is the journey level. A customer journey is the end-to-end process that a customer goes through in order to complete a goal over time. This process may use multiple devices and interaction channels (e.g., web, desktop or mobile apps, email, online chat, phone). Customer journeys can technically consist of one interaction if a user goal is completed as a single task and no other related interactions take place. However, most journeys consist of a series of related interactions aiming to complete a single goal.

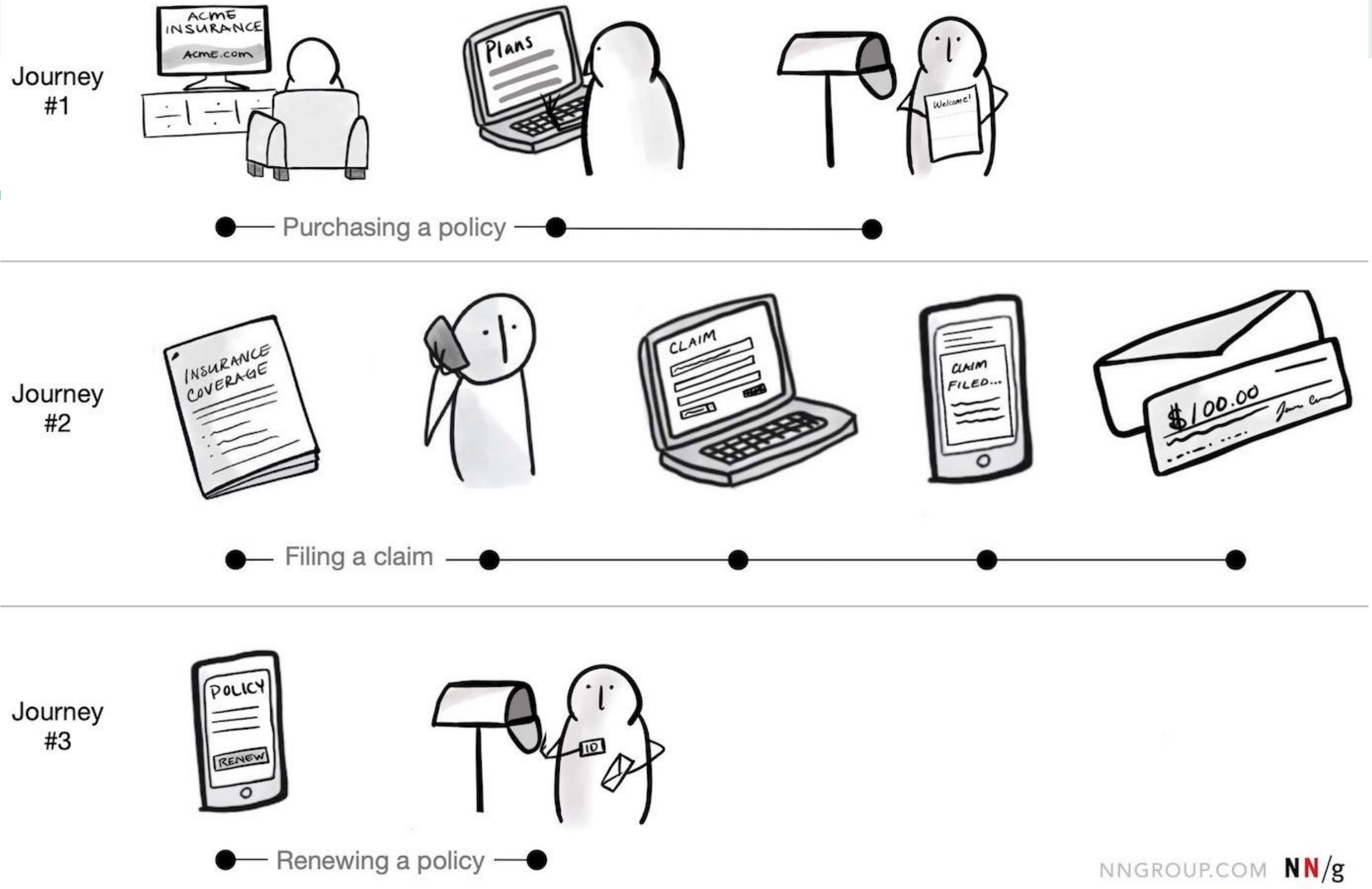

INSURANCE COVERAGE
CLAIM
CLAIM FILED...
$100.00

Three levels of pain points

Relationship Level

The widest scope of user experience is the relationship level (aka the customer experience). At the relationship level we focus on the lifetime experience that a person has with an organization and his cumulative impression as a patron of that organization. Rather than assessing the quality of one interaction or one journey, the holistic level is concerned with all interactions and journeys between that person and the company. Some examples include:

- The combined experience of researching, buying, using a product, and receiving support for that product
- The experience of subscribing to a software as a service platform, using it, troubleshooting issues, and receiving newsletters from the organization through termination of the account
- The combined experience of researching and buying an insurance policy, and interacting with the provider via phone calls, agents, and the website, throughout the life of the policy


ACME INSURANCE
Acme.com
Plans
Welcome!
INSURANCE COVERAGE
CLAIM
CLAIM FILED...
$100.00
POLICY
RENEW
ID

Journey #1

Purchasing a policy

Journey #2

Filing a claim

Journey #3

Renewing a policy

NNGROUP.COM NN/g

Be easy to find

The service must be able to be found by a user with no prior knowledge of the task they set out to do. For example, someone who wants to ‘learn to drive’ must be able to find their way to ‘get a driving licence’ as part of that service unaided.

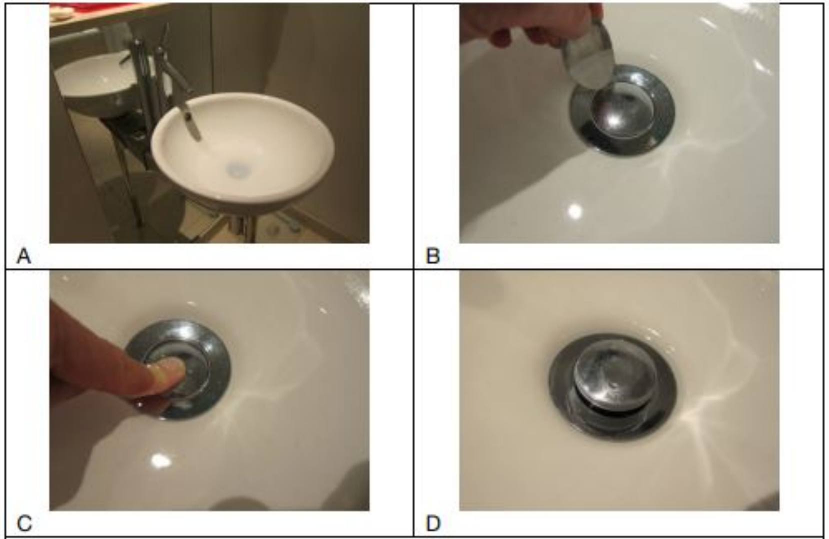


Figure 1. 4. The Sink that Would Not Drain: Where Signifiers Fail.

I washed my hands in my hotel sink in London, but then, as shown in A, was left with the question of how to empty the sink of the dirty water. I searched all over for a control: none. I tried prying open the sink stopper with a spoon (Photo B): failure. I finally left my hotel and went to the front desk to ask for instructions. (Yes, I actually did.) Push down on the stopper, I was told. Yes, it worked (photos C and D). But how was anyone to ever discover this? And why should I have to put my clean hands back into the dirty water to empty the sink? The problem here is not just the lack of signifier, it is the faulty decision to produce a stopper that requires people to dirty their clean hands to use. (Photographs by the author.)

2. Clearly explain the purpose of your service

The purpose of the service must be clear to users at the start of using the service. That means a user with no prior knowledge must understand what the service will do for them and how it will work

3. Set the expectations a user has of your service

A good service must clearly explain what is needed from the user to complete the service and what that user can expect from the service provider in return. This includes things like how long something will take to complete, how much it will cost or if there are restrictions on the types of people who can use the service

4. Enable each user to complete the outcome they set out to do

A good service helps the user to achieve a goal – be that start a business, learn to drive or move house – in as much of a seamless stream of events as possible. This starts from the moment that a user is considering doing something to the moment they have achieved their goal, including any steps needed to support the user after they have reached their goal

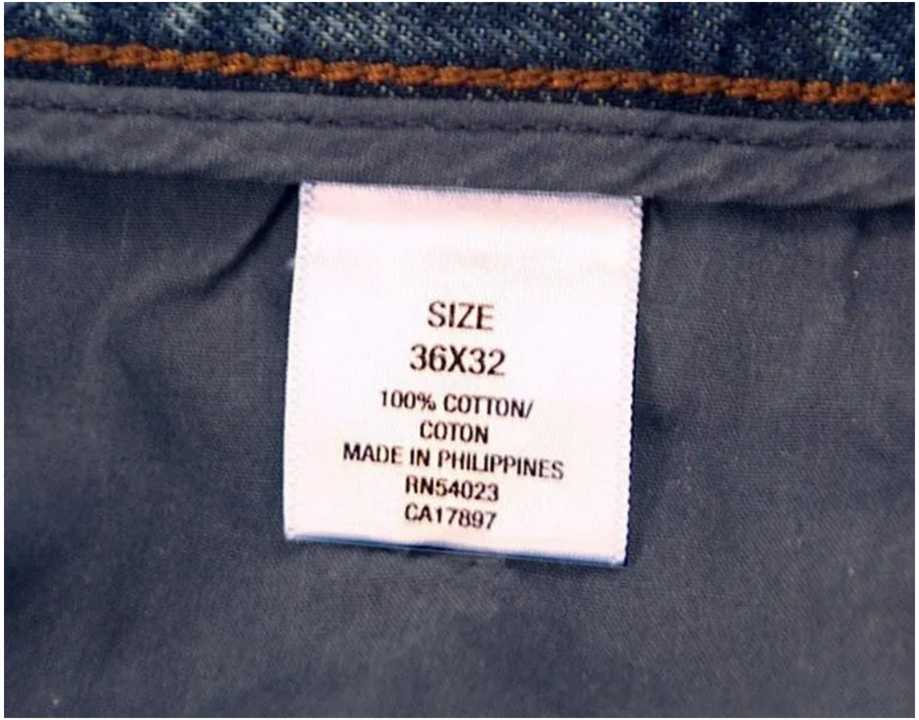
Work in a way that is familiar

People base their understanding of the world on previous experiences. If there’s an established custom for your service that benefits a user, your service should conform to that custom. But be mindful that not all customs benefit users – some have been put in for the benefit of the organisation running the service, rather than users. Avoid customs that negatively affect your user or those that are inefficient or outdated

Sensor 1250W
Popcorn
Sensor Reheat
Sensor Cook
Power Level (10 Levels)
Inverter Turbo Defrost
Keep Warm
Quick Min
Function
More/ Less
1
2
3
4
5
6
7
8
9
Timer
0
Clock
Stop/Reset
Start

Require no prior knowledge to use

A service should not work in a way that assumes any prior knowledge from the user


SIZE
36X32
100% COTTON/
COTON
MADE IN PHILIPPINES
RN54023
CA17897

7. Be agnostic of organisational structures

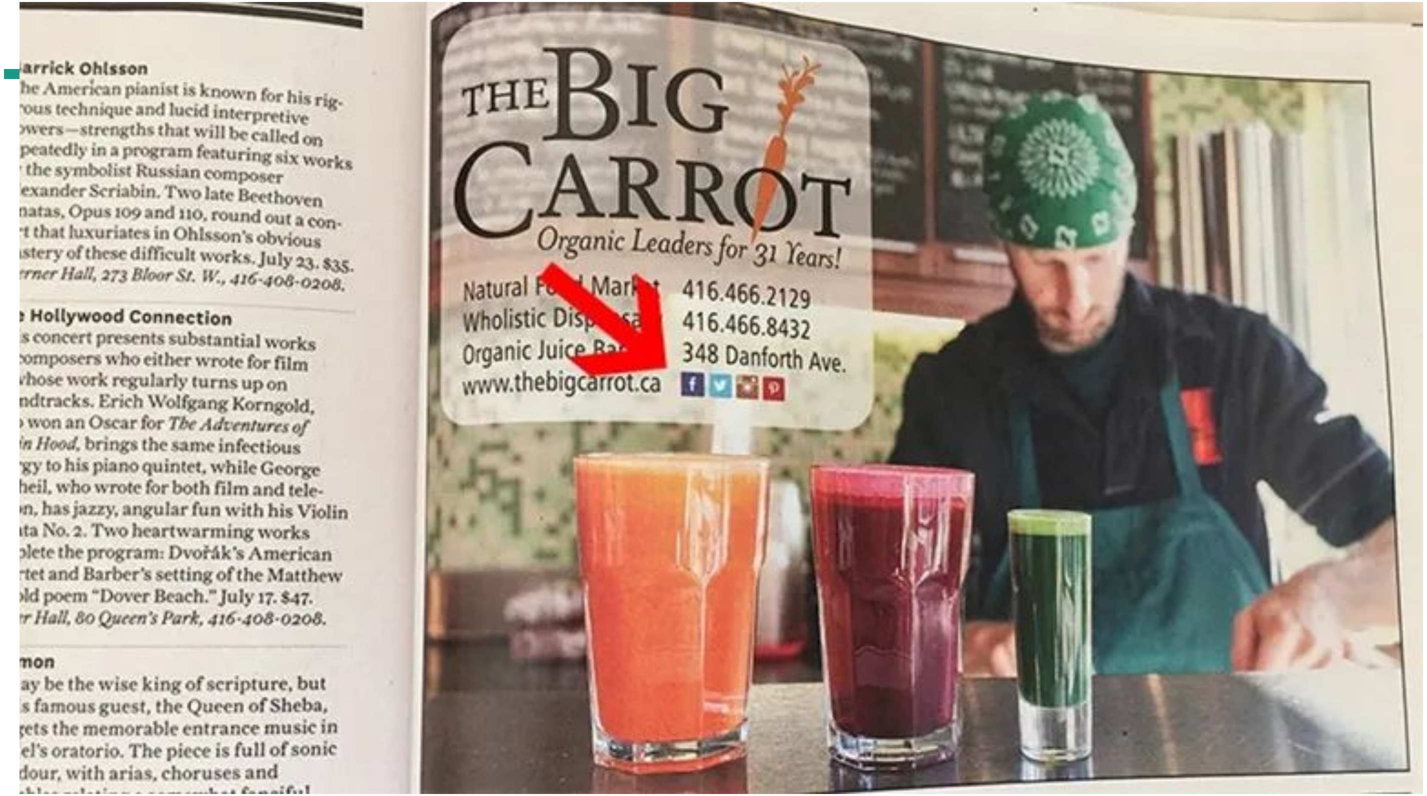
The service must work in a way that does not unnecessarily expose a user to the internal structures of the organisation providing the service

8. Require the minimum possible steps to complete

A good service requires as minimal interaction from a user as possible to complete the outcome that they’re trying to achieve. Sometimes this will mean proactively meeting a user’s needs without them instigating an interaction with your organisation. This may also mean occasionally slowing the progress of a service in order to help a user absorb information or make an important decision

Be consistent throughout

The service should look and feel like one service throughout, regardless of the channel it is delivered through. The language used should be consistent, as should visual styles and interaction patterns



arrick Ohlsson
he American pianist is known for his rig-
rous technique and lucid interpretive
wers—strengths that will be called on
peatedly in a program featuring six works
the symbolist Russian composer
exander Scriabin. Two late Beethoven
natas, Opus 109 and 110, round out a con-
t that luxuriates in Ohlsson's obvious
stery of these difficult works. July 23. $35.
rner Hall, 273 Bloor St. W., 416-408-0208.

e Hollywood Connection
s concert presents substantial works
composers who either wrote for film
whose work regularly turns up on
ndtracks. Erich Wolfgang Korngold,
o won an Oscar for *The Adventures of*
in Hood, brings the same infectious
rgy to his piano quintet, while George
heil, who wrote for both film and tele-
n, has jazzy, angular fun with his Violin
ata No. 2. Two heartwarming works
plete the program: Dvořák's American
rtet and Barber's setting of the Matthew
old poem "Dover Beach." July 17. $47.
r Hall, 80 Queen's Park, 416-408-0208.

mon
ay be the wise king of scripture, but
s famous guest, the Queen of Sheba,
gets the memorable entrance music in
el's oratorio. The piece is full of sonic
dour, with arias, choruses and

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Wholistic Disp[illegible] 416.466.8432
Organic Juice Ba[illegible] 348 Danforth Ave.
www.thebigcarrot.ca

Have no dead ends

A service should direct all users to a clear outcome, regardless of whether the user is eligible or suitable to use the service. No user should be left behind or stranded within a service without knowing how to continue

Sarah left her mobile phone in the back of an Uber on a night out. Realising immediately what she’d done, she tried to contact Uber to get her phone back by using her partner’s phone. Unfortunately, the only way to contact the driver was using the app and, after trying to log in using the back-up phone, Sarah realised she had two-factor authentication turned on, meaning that the only way to trace her phone was by using her phone to get into the app.

Be usable by everyone, equally

The service must be usable by everyone who needs to use it, regardless of their circumstances or abilities. No one should be less able to use the service than anyone else

Encourage the right behaviours from users and service providers

The service should encourage safe, productive behaviours from users and staff that are mutually beneficial. For users, the service should not set a precedent for behaviours that may put the user at harm in other circumstances – for example, providing data without knowing its use. For staff, this means they should not be incentivised to provide a bad service to users, for example, through short call- handling time targets https://www.youtube.com/watch?v=LjiO1Qo3ZFo&t=33s

13. Respond to change quickly

The service should respond quickly and adaptively to a change in a user’s circumstance and make this change consistently throughout the service. For example, if a user changes their phone number online, their new phone number should be recognised in a face-to-face service

14. Clearly explain why a decision has been made

When a decision is made within a service, it should be obvious to a user why this decision has been made and clearly communicated at the point at which it’s made. A user should also be given a route to contest this if they need to

15. Make it easy to get human assistance

A service should always provide an easy route for users to speak to a human if they need to