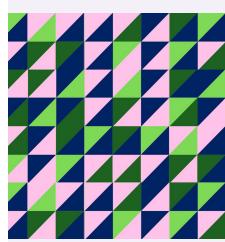


# WELCOME TO DAY 5,

**SERVICE DESIGN TRAINEES!** 





### WHAT TO EXPECT

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5

Share information from the Field Research.

Understand the service process journey and experience of SR & SP. Discover the opportunities to improve the service for SR & SP. Simplify the service process for SR & SP.

Prototype and review of the final service design.

### WHAT TO EXPECT

DAY 1

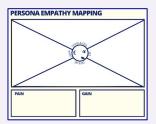
DAY 2

DAY 3

DAY 4

DAY 5

PERSONA EXPERIENCE MAP



SR & SP PROCESS JOURNEY MAP

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EXPERIENCE MAP



INSIGHTS & DESIGN PRINCIPLES



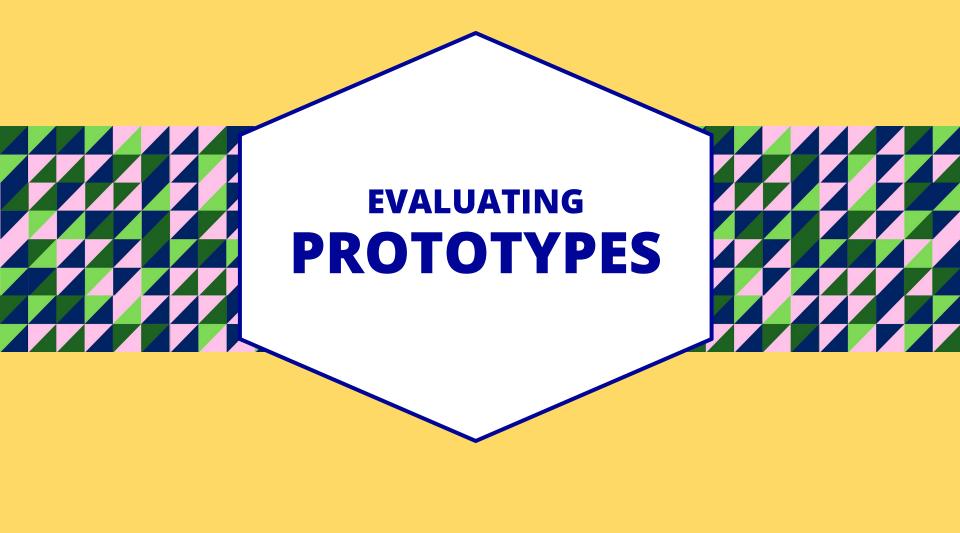
SERVICE PROCESS SIMPLIFICATION

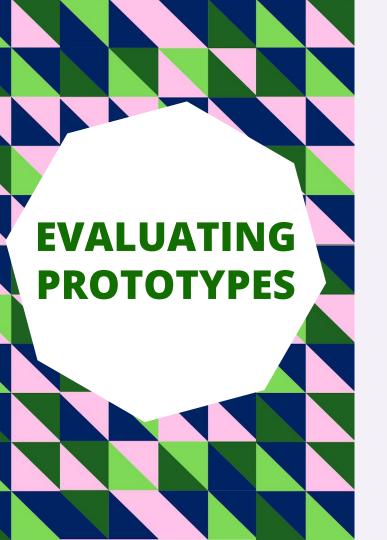
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PROTOTYPING &
FINAL SPS
GRADUATION!









We will test for **USABILITY**.

What do you want your user to do or accomplish?

We will ask the user to do TASKS.

Observe what the user is **DOING** (less of what they are saying).



#### You would like to:

- 1. Register on the website.
- 2. Find out what the <mark>latest events</mark> are.
- Find out requirements for applying for eligibility.
- 4. Submit your documents.
- Log out.



- Define the TASKS what you want the user to do.

  Make a list of what they need to accomplish.
  - Number each task for your observation notes.
  - Deploy the tasks one at a time: Give task observe & note give next task.



- Define the TASKS what you want the user to do.

  Make a list of what they need to accomplish.
- Observe what the user is doing. Do not tell them what to do.
  - How are they interacting with the interface?
  - Note their movements, points of apprehension.



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- 3. **Note your <mark>observations.</mark>**



- 1. Define the TASKS what you want the user to do.

  Make a list of what they need to accomplish.
- Observe what the user is doing. Do not tell them what to do.
  - How are they interacting with the interface?
  - Note their movements, points of apprehension.
- 3. **Note your <mark>observations.</mark>**
- 4. Do a post-test interview:
  - What did you like?
  - What would you improve?
  - Is there anything you wish it had?



- Define the TASKS what you want the user to do.
   Make a list of what they need to accomplish.
- Observe what the user is doing. Do not tell them what to do.
  - How are they interacting with the interface?
  - Note their movements, points of apprehension.
- 3. **Note your <mark>observations.</mark>**
- 4. Do a post-test interview:
  - What did you like?
  - What would you improve?
  - Is there anything you wish it had?
- 5. Capture the feedback in terms of :
  - LIKES
  - CRITICISMS
  - QUESTIONS
  - IDEAS





## We'd love to hear your feedback!



https://tinyurl.com/ LeAPSDSDL3Batch4 FeedbackForm



## We'd love to hear your feedback!



https://tinyurl.com/ LeAPSDSDL3Batch4 FeedbackForm



# **CONGRATULATIONS!**

YOU'RE A SERVICE DESIGNER!