

SOCIAL MEDIA FEEDBACK SYSTEM

Qiying Cheng s134577
Coach: dr.ir. J.B.O.S.Martens

M11 Project: Service 2.0
Duration: 8 weeks (9.2013-1.2014)

Introduction

Content

Introduction	3
Final Design	4
Design Process	10
General Ideation	11
Field Research	12
General Concept	16
Detailed Concept	20
User and Client Test	24
Final Concept	26
Conclusion	30
Acknowledgements	32

• My understanding of service design

After the study of this semester, Through reading the related literatures, e.g. "This Service Design Thinking"¹, the service design cases from Engine ². I have a better understanding of service design. It is known to all that service design does not have an exact definition. As far as I am concerned, service design is about efficiently planning and organizing all the elements in a certain service, in order to improve user experience and service quality. There are two vital points, one is user experience centered in every step of the design. The other one is to bring the design into practice.

• Client Background

The client for this project is ING (International Netherland Group), a Dutch multinational banking and financial services corporation headquartered in Amsterdam. Its primary businesses are retail banking, direct banking, commercial banking, investment banking, asset management, and insurance services.¹ ING's mission is to set the standard in helping our customers manage their financial future. ING aims to deliver its financial products and services in the way its customers want them delivered: with exemplary service, convenience and at competitive prices.³

• Social Media Platform

This project works on a social media platform, and one of the most popular social media, Facebook is a trial in the project for this semester.

1. Thomas Lockwood, "Design Thinking," Allworth Press (2010).

2. "Engine", <http://enginegroup.co.uk/>.

3. "ING", http://en.wikipedia.org/wiki/ING_Group.

4. "ING mission", <http://www.ing.com/Our-Company/About-us.htm>.

Final Design

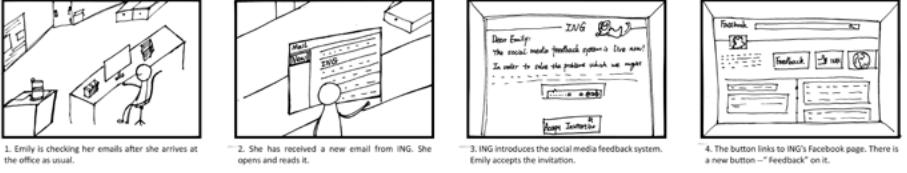


Aligned with the needs of customers and the client (ING), this project designs a social media feedback system for ING.

The goal of this project is to give customers the impression that their feedback is valued and appreciated by the bank, and meanwhile help the bank make efficient use of the feedback from customers. The storyboard and system structure clearly demonstrate the final design of the Social Media Feedback System.

Storyboard

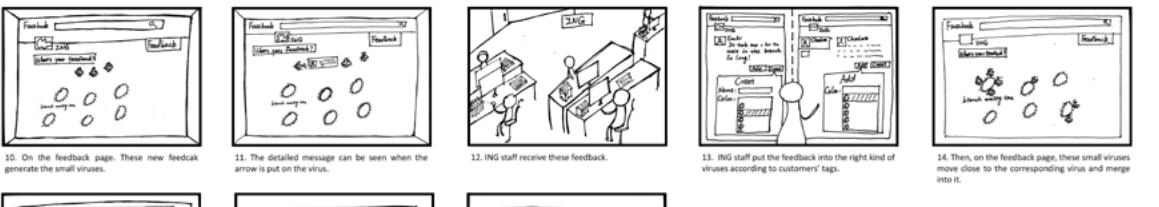
1. ING sends customers an email about the new feedback system.



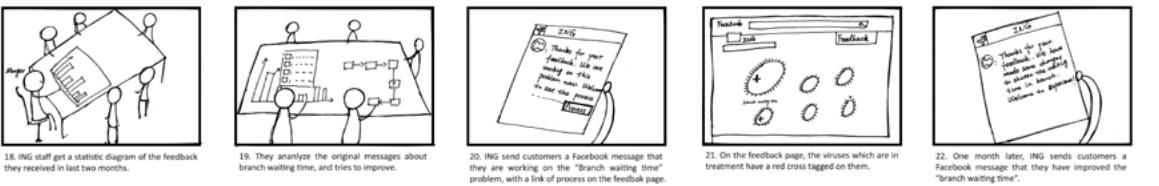
2. Emily uses this new system to complain about the waiting time in ING branch.



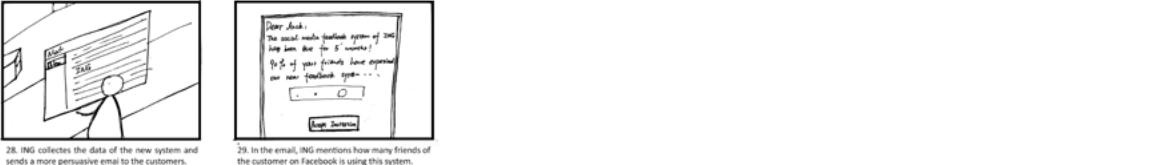
3. The feedback from customers generate viruses.(dynamic)



4. ING improves "Branch waiting time". The big virus gradually shrinks into a small one. (dynamic)

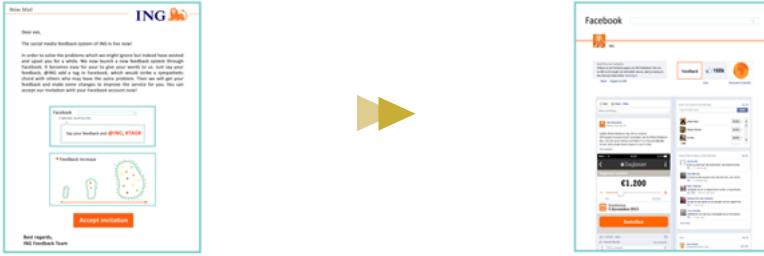


5. ING sends customers a more persuasive email.



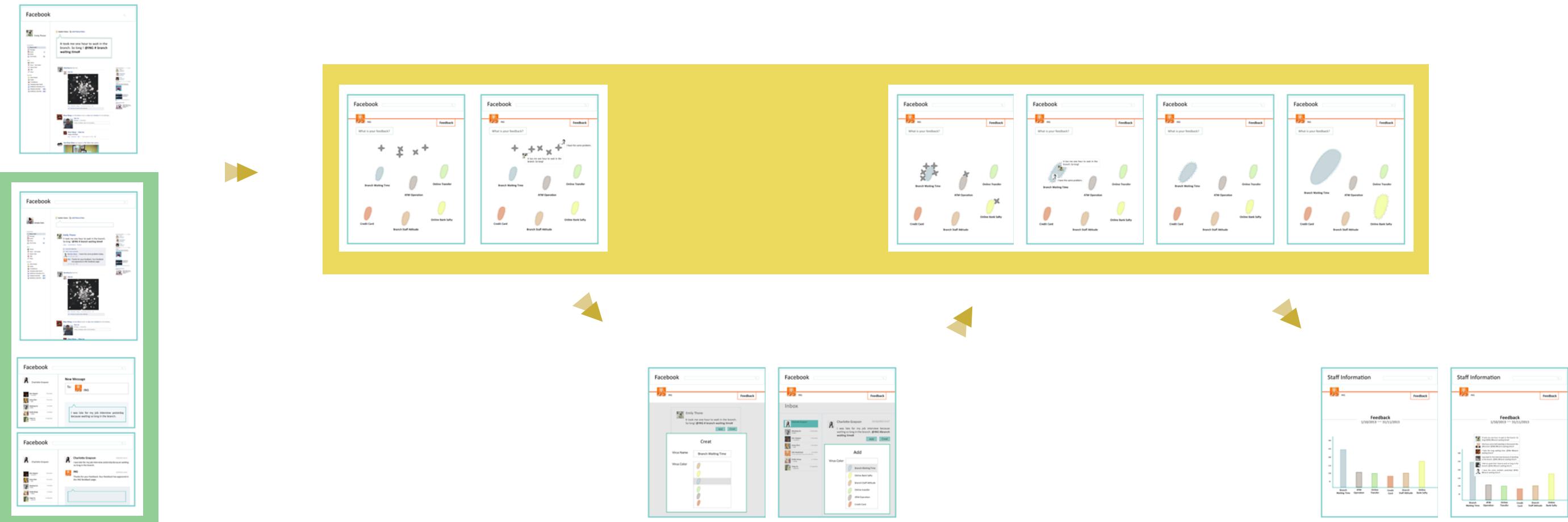
System Structure

1



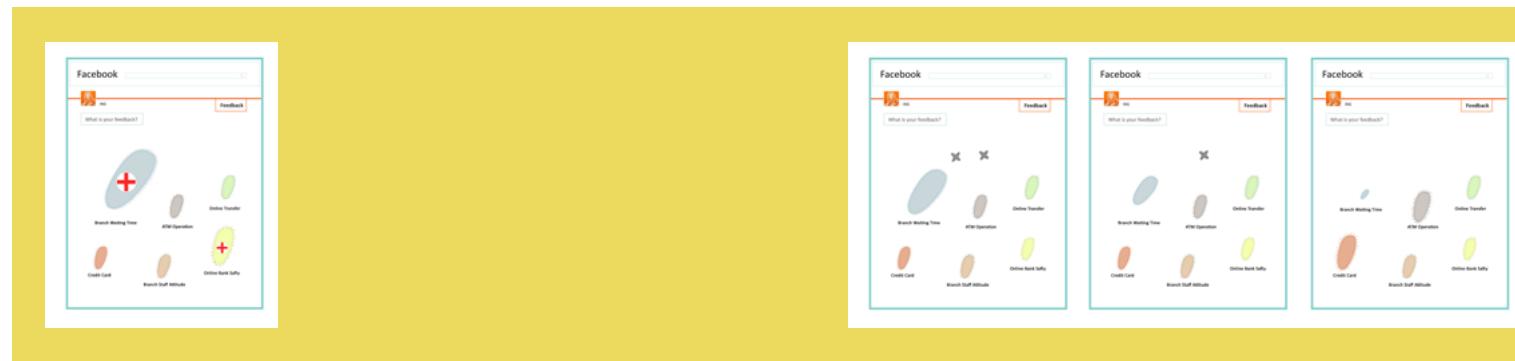
Email introduction

2



The feedback from customers generate into viruses (dynamic)

3



ING works on the feedback and the virus shrinks (dynamic)

4



2nd email introduction

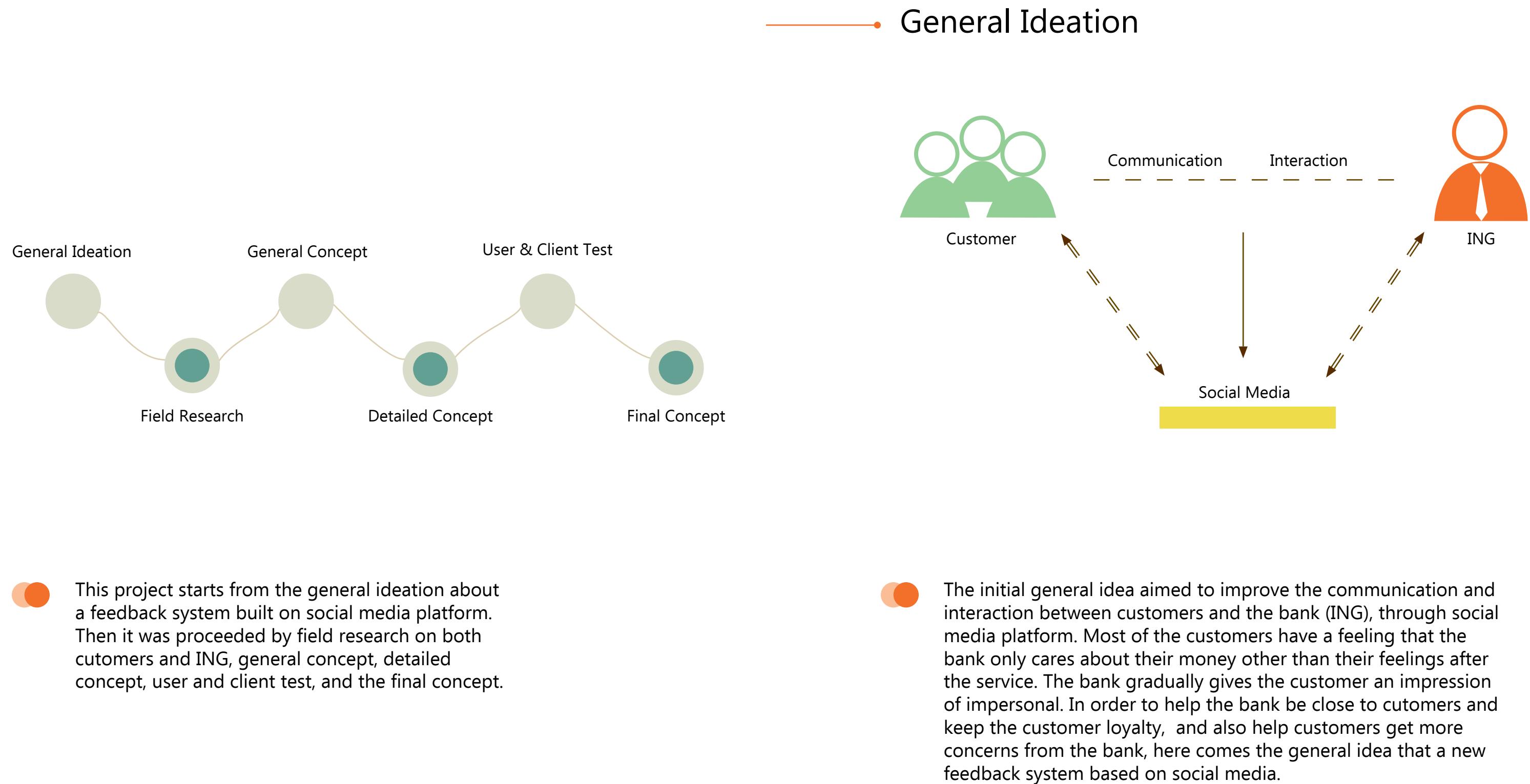


These are replies of three different stages from ING on customers' feedback, which tempts to make customers feel like involved in the process of feedback dealing.

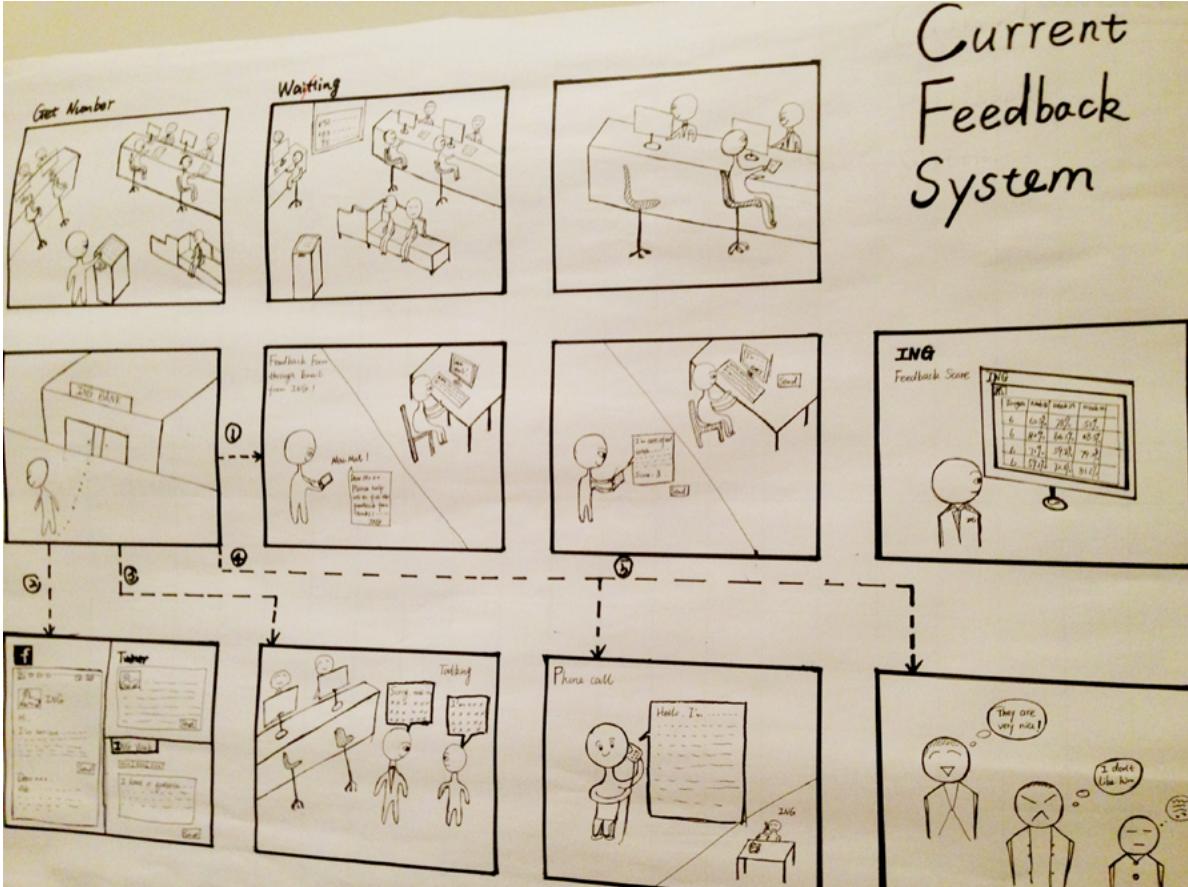


This part is the dynamic process of feedback generating, being dealt with and decreasing. Biomimicry design method has been used to visualize the whole process. Every small grey virus represents one customer's feedback on one particular aspect. Every bigger colored virus represents one category of the feedback.

Design Proces

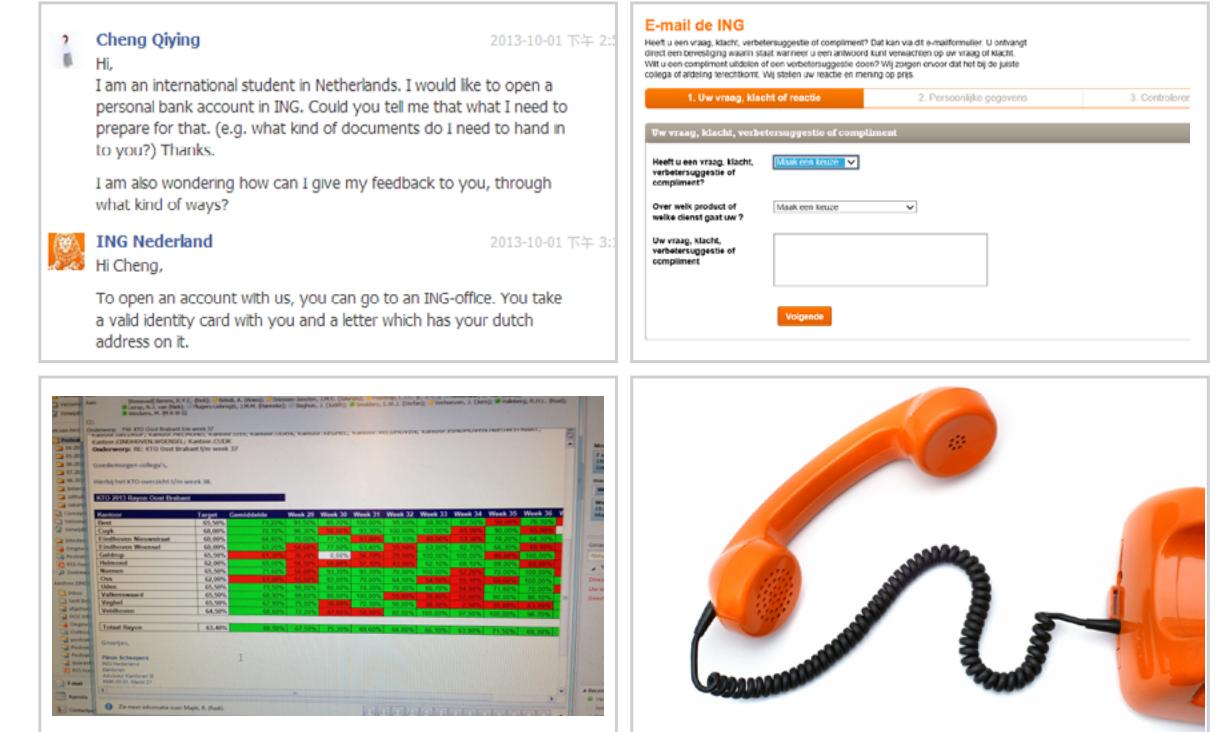


Field Research



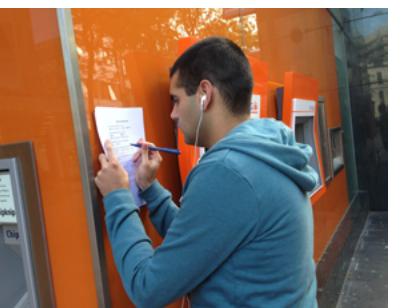
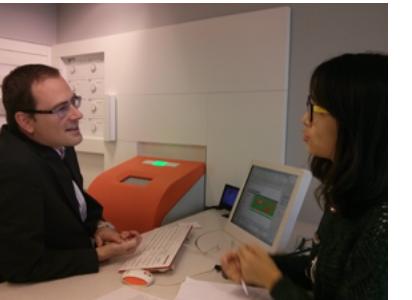
Storyboard of current feedback system

Through the research on ING, it could be concluded that in the current feedback system of ING, there are four main ways for the customers to give their feedback to the bank: Facebook message, ING web, email and phone call. As for the dealing method of these feedback, ING usually gets a score about their service from customers in the email questionnaire. Then they calculate the average score every week for evaluation their services and products.



Current ways to give feedback to ING

From the perspective of customers, these approaches are usually used when they have emergent problems, for instance the card is retained by the ATM machine. When the customers encounter some problems and opinions which are not emergency, they would not like to take these ways to tell the bank. Therefore, the bank can not perceive these. However, for ING, these feedback could be the key points to improve the services and products.



Field research

ING User Questionnaire

1. How long have you been an ING customer?
 0-1 year 2-4 years 5-8 years >8 years
2. Are you satisfied with ING's service till now?
 Very Basically
 A little bit dissatisfied Totally dissatisfied
3. Will ING take the initiative to ask for your feedback?
 Yes No
4. How do you share your feeling after using the ING service?
 Talk to people Post blog on website None
 Others _____
5. Do you want ING to know your feelings?
 Yes No
6. If you want ING to know your feelings, what kind of ways do you choose?
 Talk to the staff Social media
 Email Phone call I don't know
7. How do they reply to your feedback?
 Quickly and nice Slowly but nice
 Quickly but bad manners Slowly and bad manners

User questionnaire

Customer's need

We need a more handy and convenient way to express our feelings. We want to know what would happen after we give our feedback.

ING's need

We need customers' feedback to improve and deliver a better service for them, and we want to be close to users and maintain the customer loyalty.

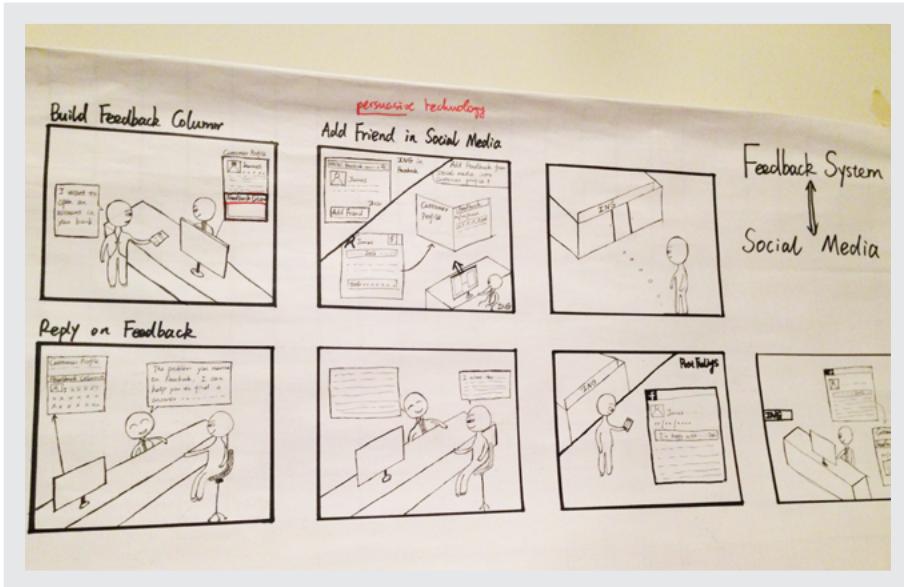
Service Vision

Create an easier way for customers to give feedback. Design a more efficient way for ING to collect feedback and also make customers interested and feel valued.

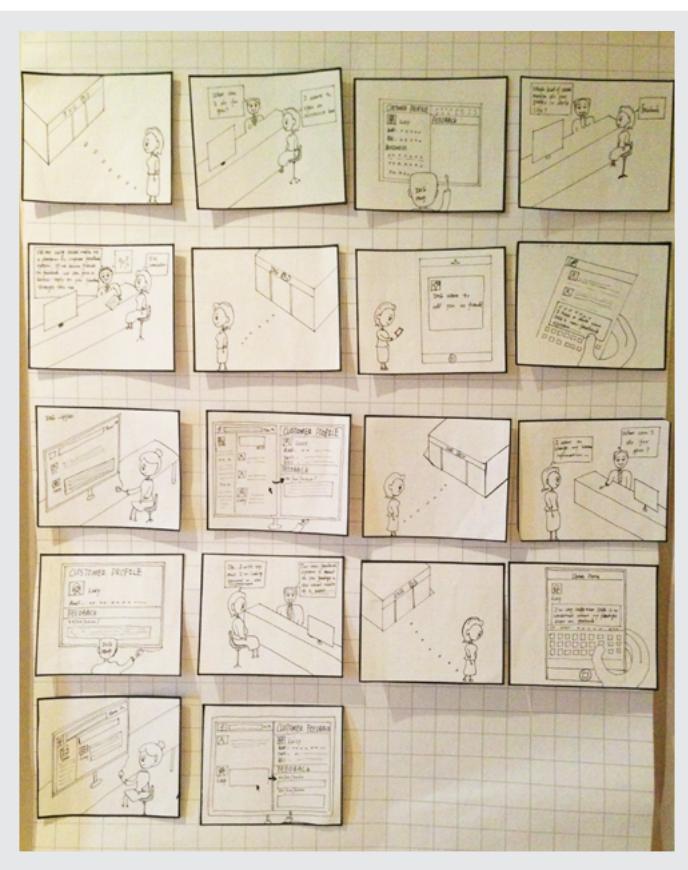


In order to identify the needs of customers, I designed a user questionnaire for the customers to find out their attitudes towards giving feedback and the bank's reply on their feedback. In the meantime, I took an interview with the ING manager of the branch in Eindhoven to find out the bank's attitudes to the current feedback system.

• General Concept



1st storyboard

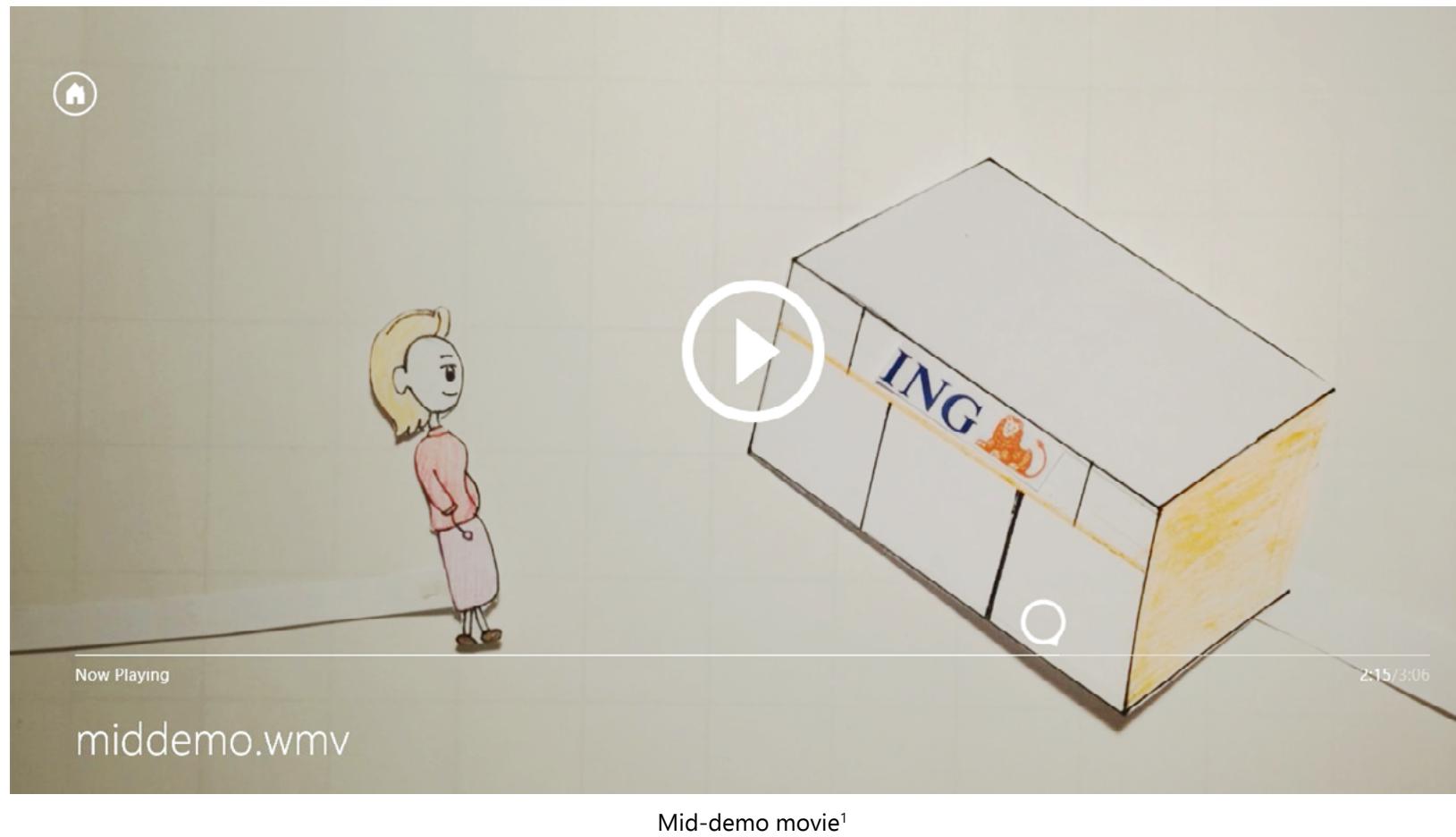


2nd storyboard

The Concept

- ING adds the feedback column when building the customer profile.
- ING sends Facebook friend request to customers.
- Customers can express their feelings about ING's service on Facebook.
- ING collects customer's feedback on Facebook, and put them into feedback column of customer profile.
- ING responses to customers when they come to the branch next time.
- Customers get reply and explanation. ING puts the replies and customers' replies into feedback column.

In this section, I presented the general concept of social media feedback system by two storyboards. The first one explains the holistic process of the feedback system. The second one adds more details and a certain specific context for the concept, which makes the concept more understandable.



Reflection on Mid-demo

The project in the former half semester focused on user and field research, which helped in the ideation section. The general concept is surely not specific in details of the key aspects. For the next step, more consideration of the user group should be taken while thinking about the solutions. I expected to break through in the dealing method of feedback compared with the traditional approaches.

Pros

- 1. The idea to make customers feel that their feedback is valued is a very important approach for an another participation in giving feedback to the bank.

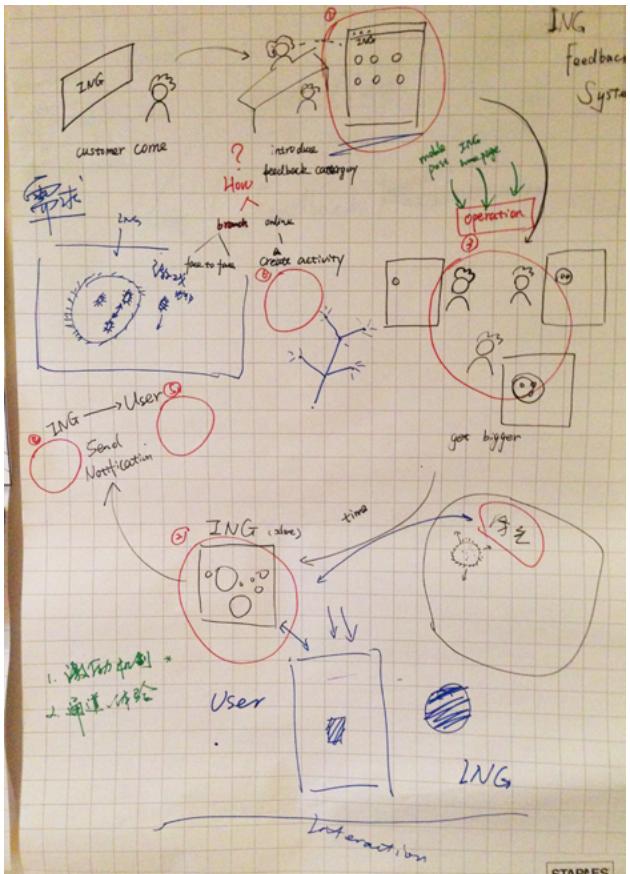
Cons

- 1. Those who do not go to the branch should also be taken into consideration.
- 2. There would be a challenge for the bank to deal with the quantitative feedback.

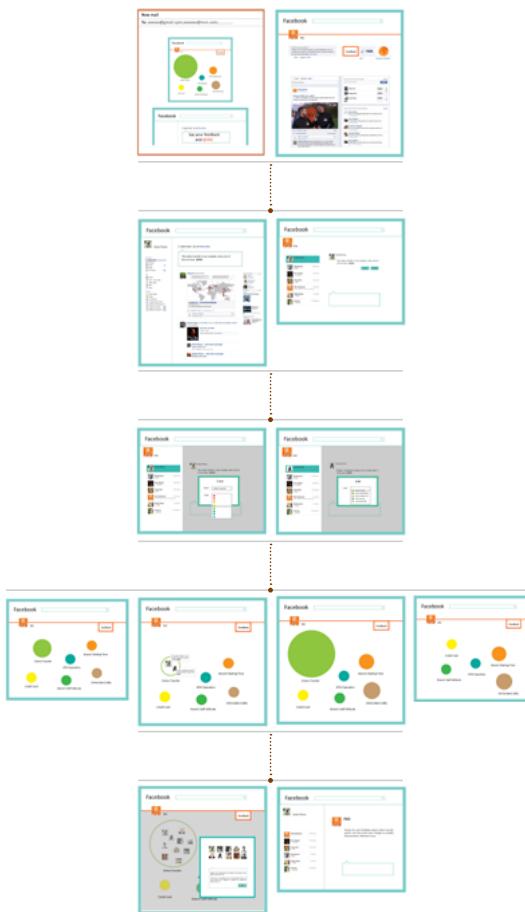
In addition, for a more clear expression of the concept, I made a movie related to the storyboard. And this movie was used to get feedback in mid-demo.

1. "Mid -demo movie", <https://vimeo.com/80252837>

Detailed Concept



Analysis of the general concept



1st detailed concept

The Concept

- ING first creates a feedback page on Facebook.
- ING sends an email to the customers about the new feedback system.
- Customers can express their feelings about ING's service by posting a Facebook and @ING .
- ING sorts out the feedback by transforming the texts into visualized circles on the feedback page.
- The circles can grow with the feedback coming in. The biggest circle indicates that the problem it represents is the most serious one.
- ING would easily be aware of this situation by the visualized feedback page, and make changes.
- Customers who have given the feedback in the biggest circle would receive replies from ING.

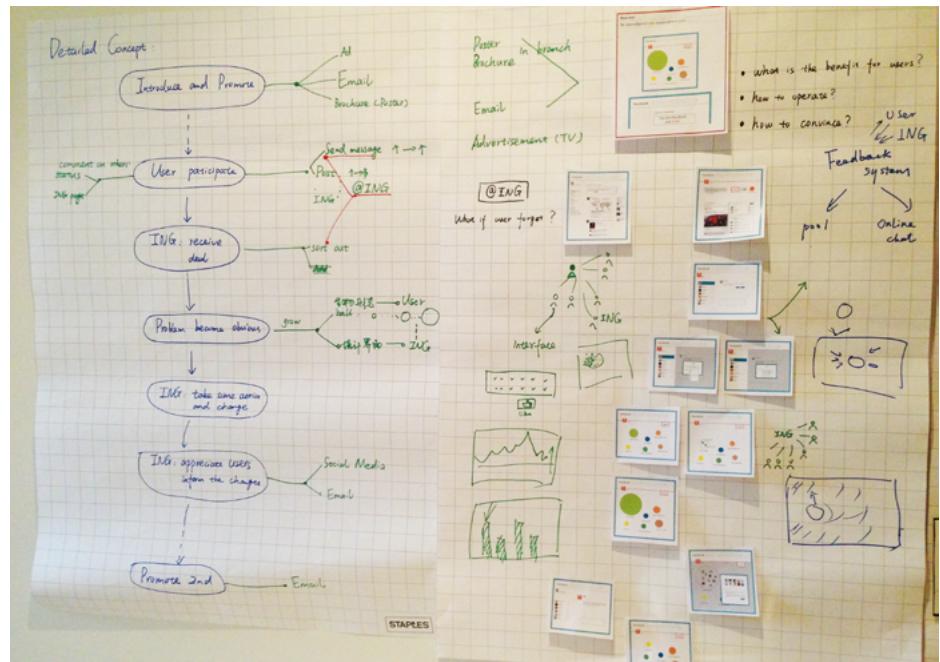
Analysis of The General Concept

Before starting the next iteration of the design, I looked back on the general concept, and analyzed the structure, motivation, usability of the concept. I found that the idea of building customer column in the customer profile was not innovative enough from the perspective of customer and the bank. The creative service model should be attractive to customers so that they would be willing to participate in.

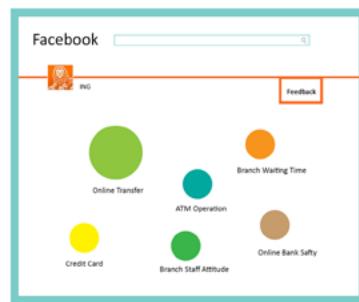
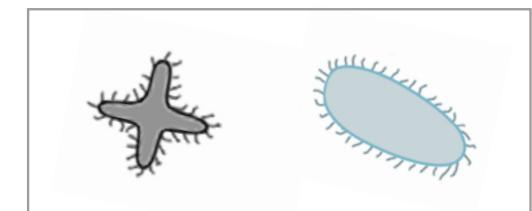
Therefore, I conducted another brainstorming about the innovative ways to deal with the customer feedback. The idea of visualizing the feedback came out of my mind as picture always speaks louder than text. I started the first solution which took circle as the main visual symbol.

Email Introduction

In the concept of this stage, I chose email as the main way to introduce the new feedback system to customers. Brochure and advertisements are also included. In the second email, ING would mention the number of the customer's friends who are using the system on Facebook as a more persuasive introduction.



Analysis of the 1st detailed concept



Analysis of The 1st Detailed Concept

By communicating with my coach and fellow students, I got the feedback that the ideal of visualization is appealing, but the visual symbols could be improved. More details needed to be added in the process of feedback receiving and dealing.

I summarized the main struture from the 1st detailed concept and fulfilled every step of the system from the aspects of customers and the bank. In terms of the visualization method, I got inspiration from the thesis of Carolin Horn, which demonstrates the natural metaphors for information visulization. In some sense, it is a kind of biomimicry design method. So, I stared to figure out antother solution which took virus as the visual symbol in the feedback system.

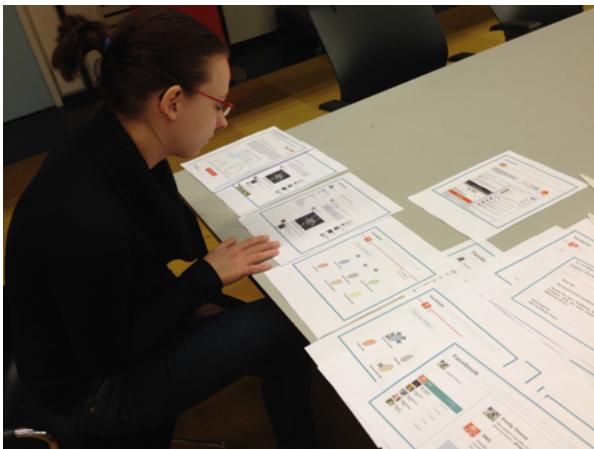
- 

After discussion about the detailed concept with my coach and other students, I got some advice. Therefore, I tried another solution to visualize the dynamic process by using the virus to represent the feedback. Besides, I added more details into the concept and made it complete.

The Improved Concept

- Customers can express their feelings about ING's service by posting a Facebook, sending a Facebook message, commenting on friends' statuses and posting on ING's Facebook feedback page .
 - These feedback can generate into small grey viruses on the feedback page.
 - ING sorts out the feedback into the corresponding categories.
 - The grey viruses merge into the corresponding colorful viruses.
 - These colorful viruses can grow with the feedback coming in. The biggest viruses indicates that the problem it represents is the most serious one.

User & Client Test



User test



In this section, I took the user test with the ING customers. And the I asked for the client, ING's feedback from Jorge. Alves. Lino who is a representer of ING in this project.

Reflection on Improved Concept

It could be summed up from the user and client test. The holistic concept suited the needs of both customers and the bank. Concerning the advice from users and client, there were still some details could be improved, like the dynamic process after ING have improved the service, the interface for ING staff to check the initial information etc. Before going to the final concept, more attention should be paid on this points.

Feedback from customers

Pros

1. The idea to visualize the textual feedback is interesting. It can simplify the quantitative feedback.
2. The vivid dynamic process can bring more customers to participate in the process.
3. To introduce the new system by two emails is a persuasive strategy. It can help to convince the customers.

Cons

1. Replies to customers are also needed after customers post the feedback and when ING starts to put efforts on the problems. This would bring more involvement of customers.

Feedback from client

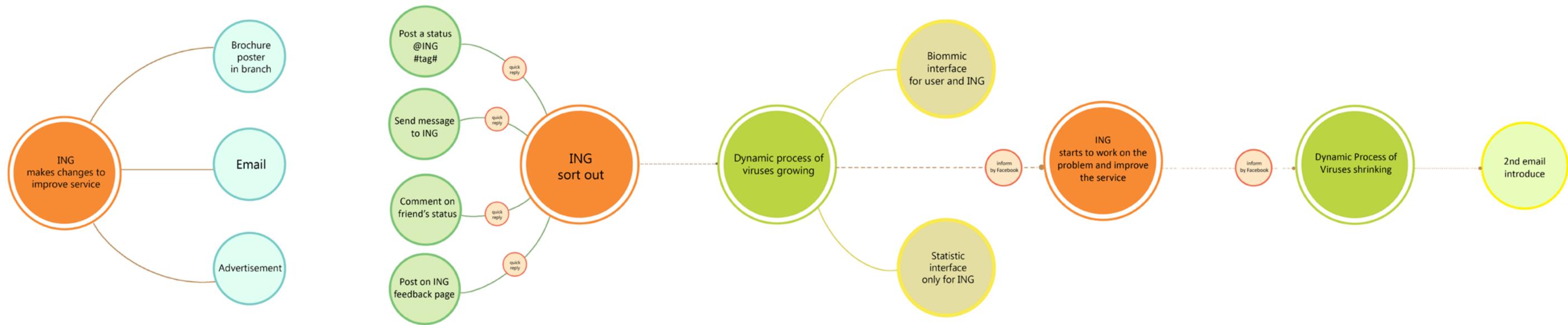
Pros

1. The dynamic process is very attractive and it creates an access for customers to see the process of feedback dealing.
2. The growing virus is beneficial for the customers to speak their opinions out.
3. The idea of social media platform provides customers a more handy way to express.
4. The message for informing improved service indeed makes customers feel valued.

Cons

1. The dynamic process needs to be continued after ING have improved the service.
2. The work to categorize the feedback is still huge for ING staff. It may be better if the customers could sort out the feedback when they post.
3. A statistical interface of the feedback would be better for the ING staff to work on the problems.

Final Concept

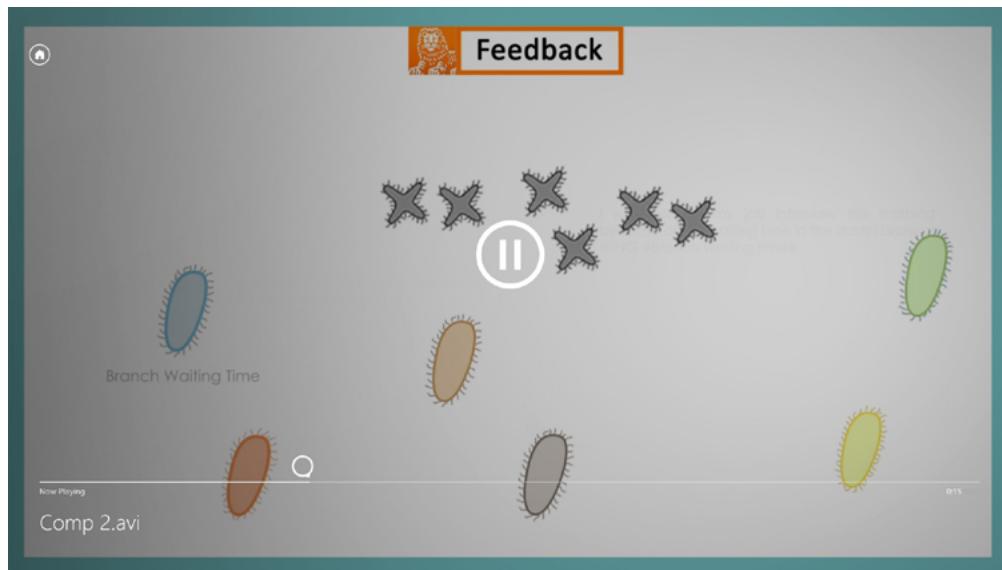


Analysis of Improved Concept

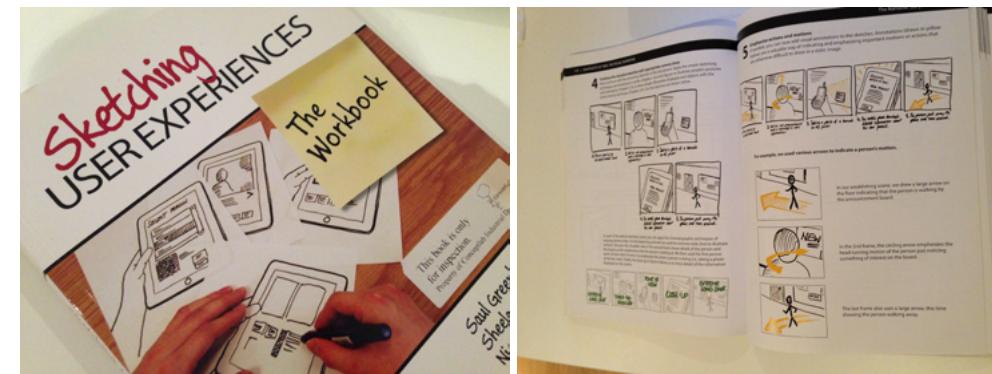
The main structure of the concept has already formed. In order to consummate the final concept, the lacking details were listed and solution would be worked out in the section of final concept. There is still possibility to extend the dynamic interface after the service has been improved by the bank. Thinking about the feedback from users and the client, a few details would be added in the final concept to make it completed in this stage.

The Concept

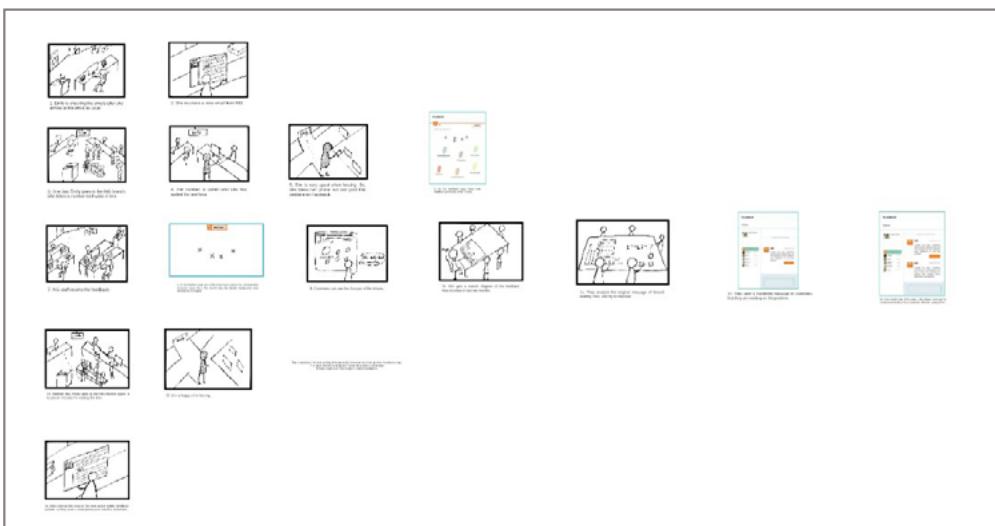
- Besides @ING, Customers need to add a tag in the status when expressing their feelings about ING's service by posting on Facebook.
- ING sorts out the feedback according to the tags in customers' statuses.
- The dealing process of feedback is also visualized on the feedback page.
- ING would get a statistical diagram of the feedback so that the staff can have access to the original message.
- ING would give a quick reply on the feedback when they come. Customers can also receive messages when ING starts to work on the problem and after the service has been improved.



Animatcion¹



Storyboard method



Prezi²

Storyboard

The story is used to show the feedback system in one certain context for a better understanding of the concept. A list of camera shots are used in the storyboard, e.g. extreme long shot, long shot, medium shot, over- the- shoulder shot, point of view shot and closed up shot.

Animation

The animation presents the dynamic process of how the feedback generates the viruses, how the viruses grow and are treated and then shrink.

- After the user and client test, I made some improvements of the concept according to the feedback I got. In the final exhibition, I prepared a storyboard, a holistic prezi and an animation of the dynamic process to present my project.

Prezi

The storyboard, interfaces and animation are integrated in a prezi, to show the complete idea of the project. Audience can interact with the system to experience the this new service.

1. "Animation", <https://vimeo.com/82233369>

2. "Prezi", http://prezi.com/hqbu38kggrid/?utm_campaign=share&utm_medium=copy

Conclusion

Approved by the users and ING representer of this project, the Social Media Feedback System brings customers a more handy way to express their feelings, and in the process of feedback dealing, they can clearly feel that the feedback is valued. In the meantime, it is an innovative system to deal with the feedback for ING. The dynamic and visualized method not only helps ING shape the image of being energetic for being close to customers and maintain the customer loyalty, but also provides a more efficient way to deal with the quantitative and various feedback.

Features of this project

1. Visualized the textual feedback to simplify the feedback interfaces both for the customers and ING.
2. The dynamic process of feedback generating and being dealt with by using the biomimicry design method, creates an attractive effect and provides customers an access to what would happen after they give the feedback.
3. Customer can feel the feedback is valued by receiving the quick reply and informing messages in the process of feedback dealing.
4. The two emails sent to customers follow a gradually persuasive introduction way, to convince more customers to engage in the system.

What needs to be improved

There are a few points to be improved of the system. The promotion section at the beginning is a key step for the whole system. As ING referred to, there should be more various ways to spread the new system in order to attract more attention. The focus on email promotion is a good way but not the only way. To be integrated with the Mobile Bank is another possible solution for the first promotion.

Future step

This social media feedback system has some aspects to be considered in the future plan if this system would be further developed.

1. Cooperating with the social media platform is a risk for the bank to expose all the feedback information to the public, including the competitors. The most appropriate cooperation way with social media platform needs to be explored.
2. Social media is a big word. There are various kinds of social media in customer's daily life. Currently, Facebook is taken as a trial in this project. Besides Facebook, the rest of social media is also a big potential to dig out.

What I have learned

Design method

Iterative design method played a crucial role in the whole process of my project. Especially for service design, it helps to try out the concepts and fix it in time. The tools of service design I used in this project are storyboard and stakeholder map. Stakeholder map analyzes the needs and relations between every stakeholder, and storyboard is a suitable way to specify the idea in one context.

Service design

Have gone through this project of service design, I've indeed had a better understanding of service design. As far as I am concerned now, there are two key points in service design. The one is user experience centered in every step and the other is bringing design into practical context. Also, I learned the service design thinking. Think from perspectives of different stakeholders in design process to get more insights. Think about alternative options for the solution, because only one solution is limited for getting feedback from stakeholders.

Acknowledgement

Reference

- Firstly, I want to thank my coah, Jean Bernard Martens, for his insightful suggestions, constructive feedback and consistent support. I also want to thank Jorge Alves Lino as a representer of ING in this project. With his generous help, I have the chance to hear opinions from ING about my concept. The ING branch in Eindhove provides me the opportunity to do the field research, I need to thank all the staff and customers there. Apart from that, I want to thank all the testers for their precious advice.

1. "Natural Metaphors for Information Visualizations". Carolin.Horn, 2007.
2. "The Social Banker". KPMG, April 2012.
3. "How Do You Talk To Your Customer". EXROX.
3. "Building trust in retail banking-the critical role of customer communications management". <http://www.thunderhead.com/wp-content/uploads/2013/02/WhitePaperBuildingTrust.pdf>.
3. "User-centric Performance Analysis". Brent N Chun and David E. Culler, 2002.