



UCD Micro Workshop

**Service Design: Why we need it at
ALSAC?**



To understand Service Design, we first need to understand the basics:

- **Goods** – Things we buy and own.
- **Services** – Things we pay for but may not own.



Think:

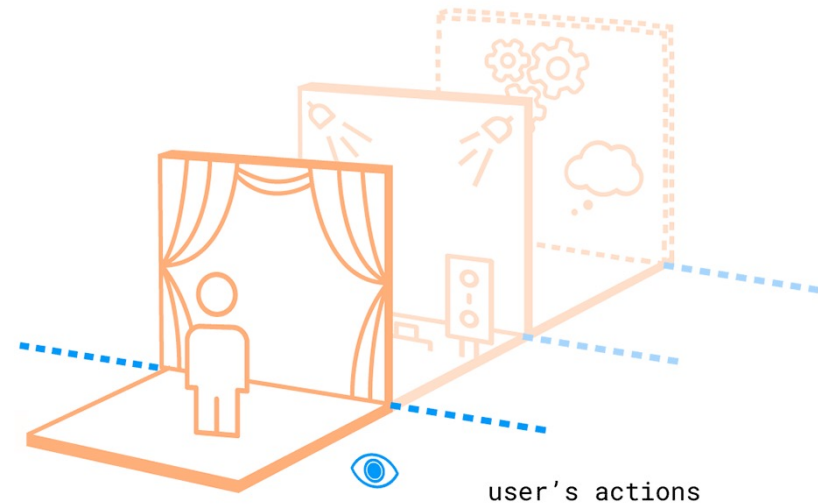
When was the last time you called a support hotline, gave your personal information, only to be transferred to another agent asking you to repeat the exact information you had already provided?

This is lack of Service Design



So, what is Service Design?

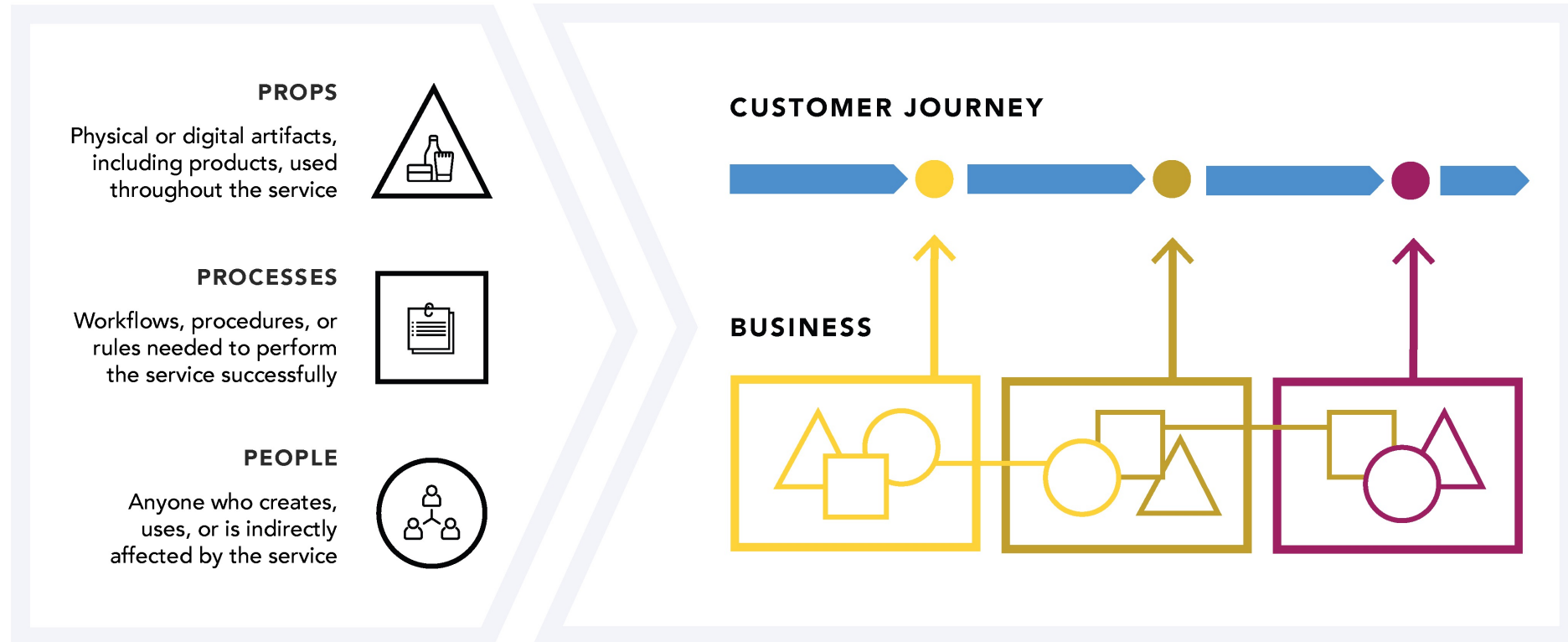
Service design as a practice results in the design of systems and processes aimed at providing a holistic service to the user by understanding their journey with our products.



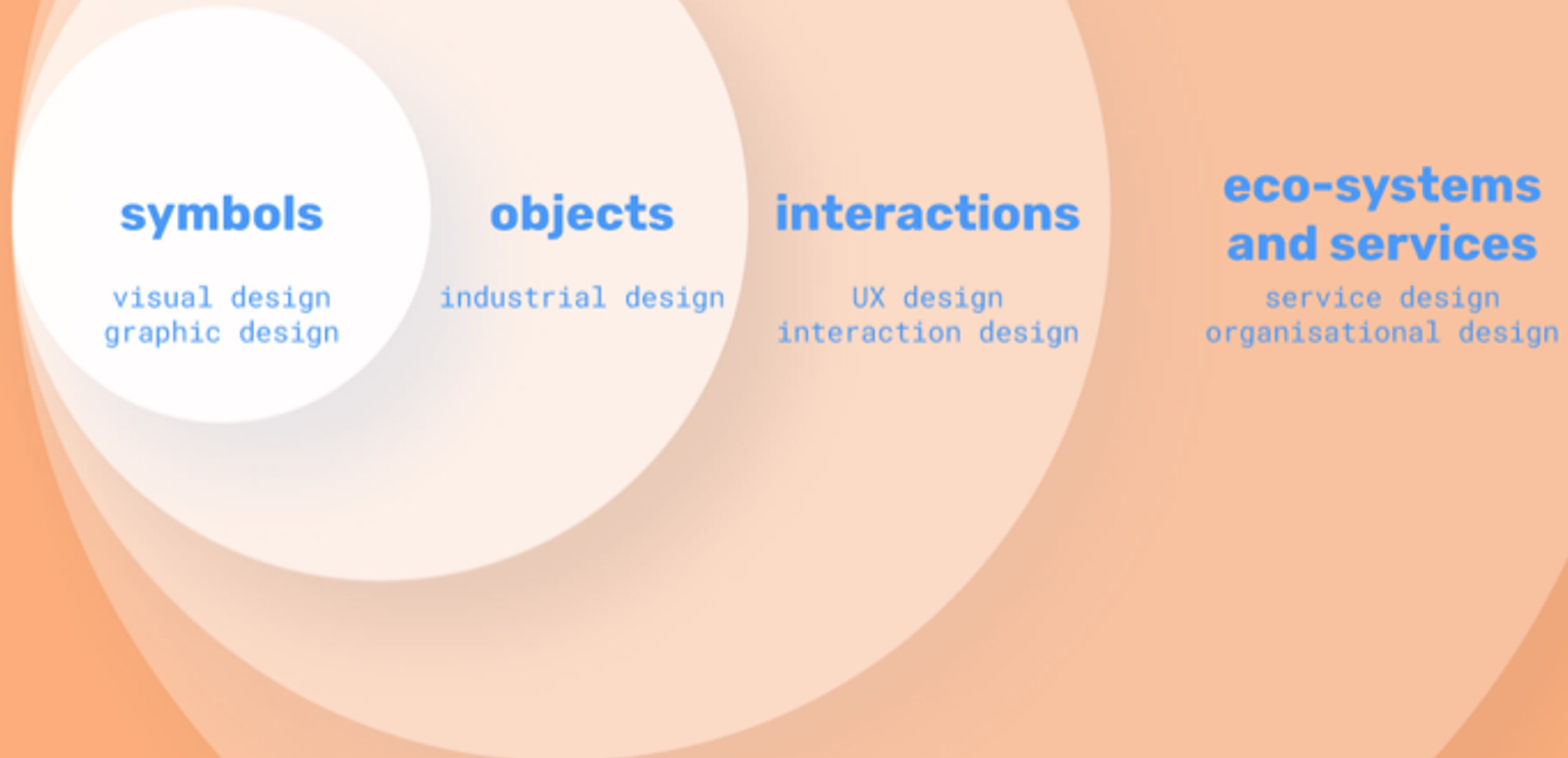
Consider the movie going experience



SERVICE DESIGN 101



How is Service Design different from User Experience Design?



Key Principles of Service Design

- **User-Centered:** People are at the center of the service design.
- **Co-Creative:** Service design should involve other people, especially those who are part of a system or a service.
- **Sequencing:** Services should be visualized by sequences, or key moments in a customer's journey.
- **Evidencing:** Customers need to be aware of elements of a service. Evidencing creates loyalty and helps customers understand the entire service experience.
- **Holistic:** A holistic design considers the entire experience of a service. Context matters.



What are some of the Service Design examples you have seen or used?



Why Service Design?

Service design is the activity of planning and organizing a business's resources (people, props, and processes) in order to:

1. Directly improve the employee's experience,
2. Indirectly, the customer's experience.



So, how does Service Design improve experiences?

- **Surfacing conflicts:** Service design triggers thought and provides context around systems that need to be in place in order to adequately provide a service throughout the entire product's life cycle
- **Reducing redundancies with a bird's-eye view:** This process helps pinpoint where duplicate efforts occur, likely causing employee frustration and wasted resources.
- **Forming relationships:** Service design helps align internal service provisions like roles, backstage actors, processes, and workflows to the equivalent frontstage personnel.

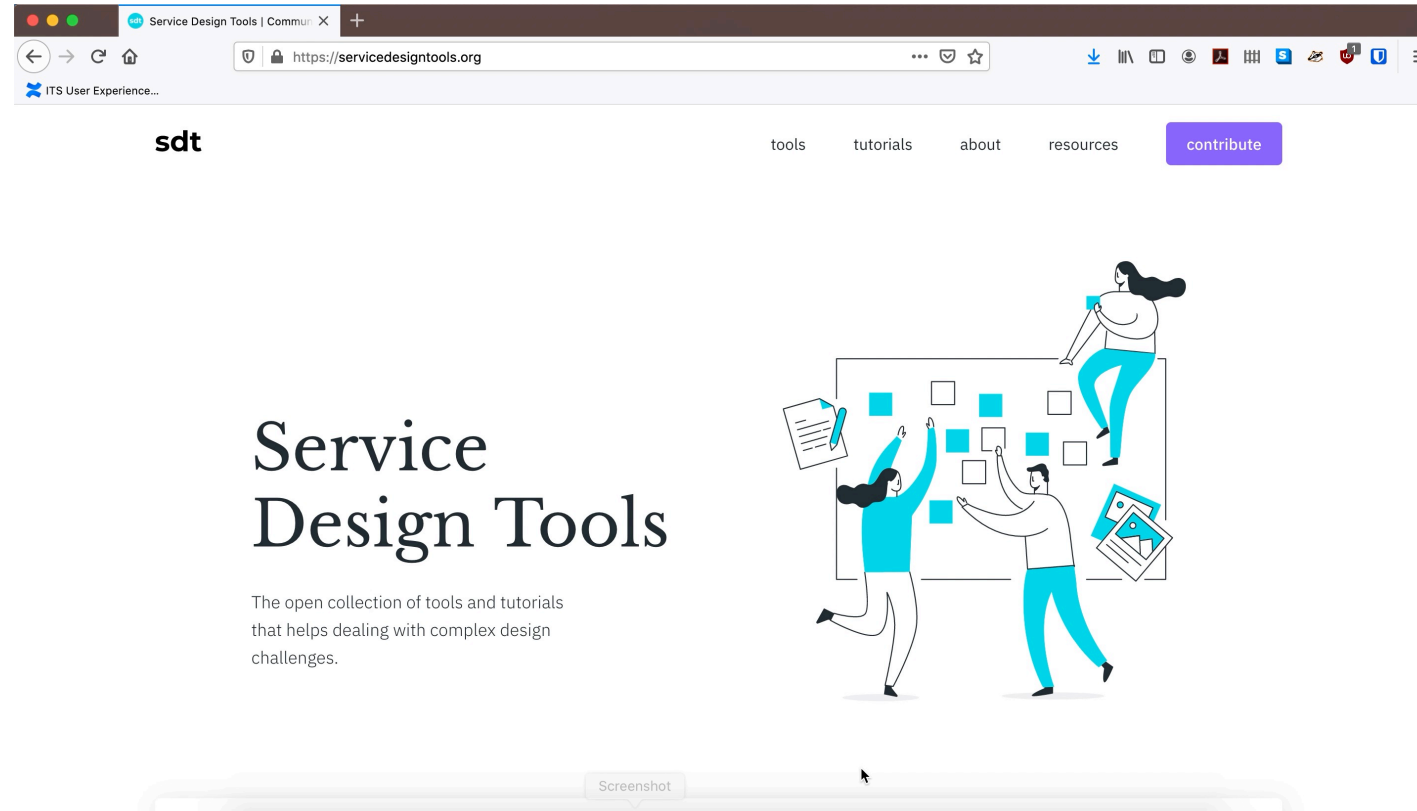


When to do Service Design?

The best time to take on the service project is early, before drafting a formal business case and requirements or undertaking a needs assessment. However, you can still start thinking of moving towards it at different stages of your project.



What tools do I need?



Next Steps for ALSAC



Think of how your work integrates into the big picture.



How Might We reduce the duplication in efforts of teams?



Learn about other parts in the ecosystem.



How Might We build better relationship among different departments?



Additional Readings

- [Uber Service Design Teardown](#)
- [Service Design Thinking](#)
- [Service Design Tools](#)

