



Delight READ Model to Design Remarkable Services

By Mr. Anshuman Sharma

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 120 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. The most important aspect for developing new ideas about services and subsequently designing it requires a proper methodology, which is generally simple but effective. Every successful company has their set of methods to design the services but the fundamental ideas remain same. This book tries to reveal the effective but simple methodology of designing the great services. The methodology discussed in the book has four segments and is called READ Technique. READ stands for Research, Experience, Analyze and Discover. Research segment focuses on capturing and analyzing the information available in the market, Experience segment focuses on checking out the views and ideas generated, Analyze Segment focuses on observing the aspects for service and Discover Segment focuses on surveys and interviews. Each of the four segments has several devices and methods specified in this work which would help the professionals in designing great and winning services. To design a great service the designers need to focus on a specific area of the design process. The specified segments and devices in the book would serve the designers by focusing their...



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