
Intro to Service Design

Girl Develop It

July 2022

LaRia Rogers

Course Topics

- I What is Service Design?
- II What is a Service Designer?
- III What are Service Design Methods & Processes
- IV Resources

Meet the instructor

LaRia Rogers (She/Her)

Role: Senior Business Designer at FJORD DC

Background: Product Management and UX

Fun facts:

- Part-time in higher education
- Dog mom
- MD native and resident



I What is Service Design?

**what is a
Service?**

In the chat, describe your definition of a Service.

I What is Service Design?

Defining a Service

In exchange for their money, time, and effort, customers obtain value from gaining access to information, goods, labor, facilities, environments, professional skills, networks, and systems without taking ownership of any of the physical elements involved.

- Lovelock & Wirtz

I What is Service Design?

Defining a Service

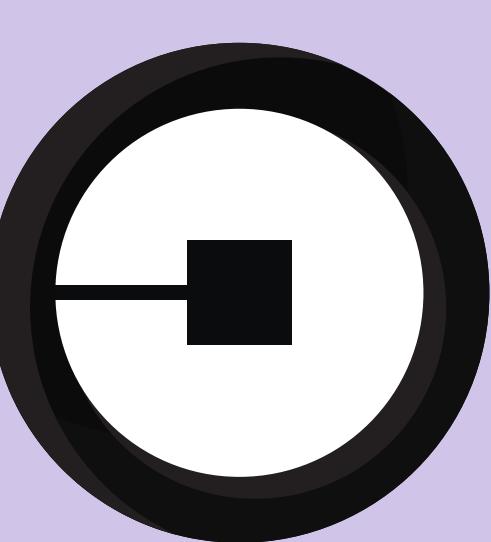
| | People | Assets |
|--------------------|---------------------------------------|-----------------------------------|
| Tangible Actions | People - processing services | Possession - processing services |
| Intangible Actions | Mental stimulus - processing services | Information - processing services |

I What is Service Design?

Defining a Service

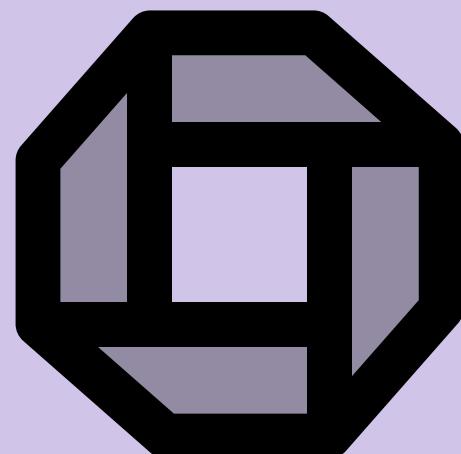
Tangible
Actions

People



Intangible
Actions

Assets



I What is Service Design?

Defining Service Design

A **holistic and highly collaborative approach** to generate value for both the service user and the service provider **throughout the service's lifecycle**.

In practice, service design helps to **choreograph the processes, technologies and interactions** driving the delivery of services, using a human-centered perspective.

- The Service Design Network (SDN)

I What is Service Design?

Defining Service Design

Service Design helps to innovate (create new) or improve (existing) services to make them **more useful, usable, desirable** for clients and **efficient** as well as effective for organizations. It is a new holistic, multi-disciplinary, integrative field.

-Stefan Moritz, 2005

Service design is all about making the service you deliver **useful, usable, efficient, effective and desirable**.

-UK Design Council, 2010

I What is Service Design?

Service Design



Designing a service

II What is a Service Designer?

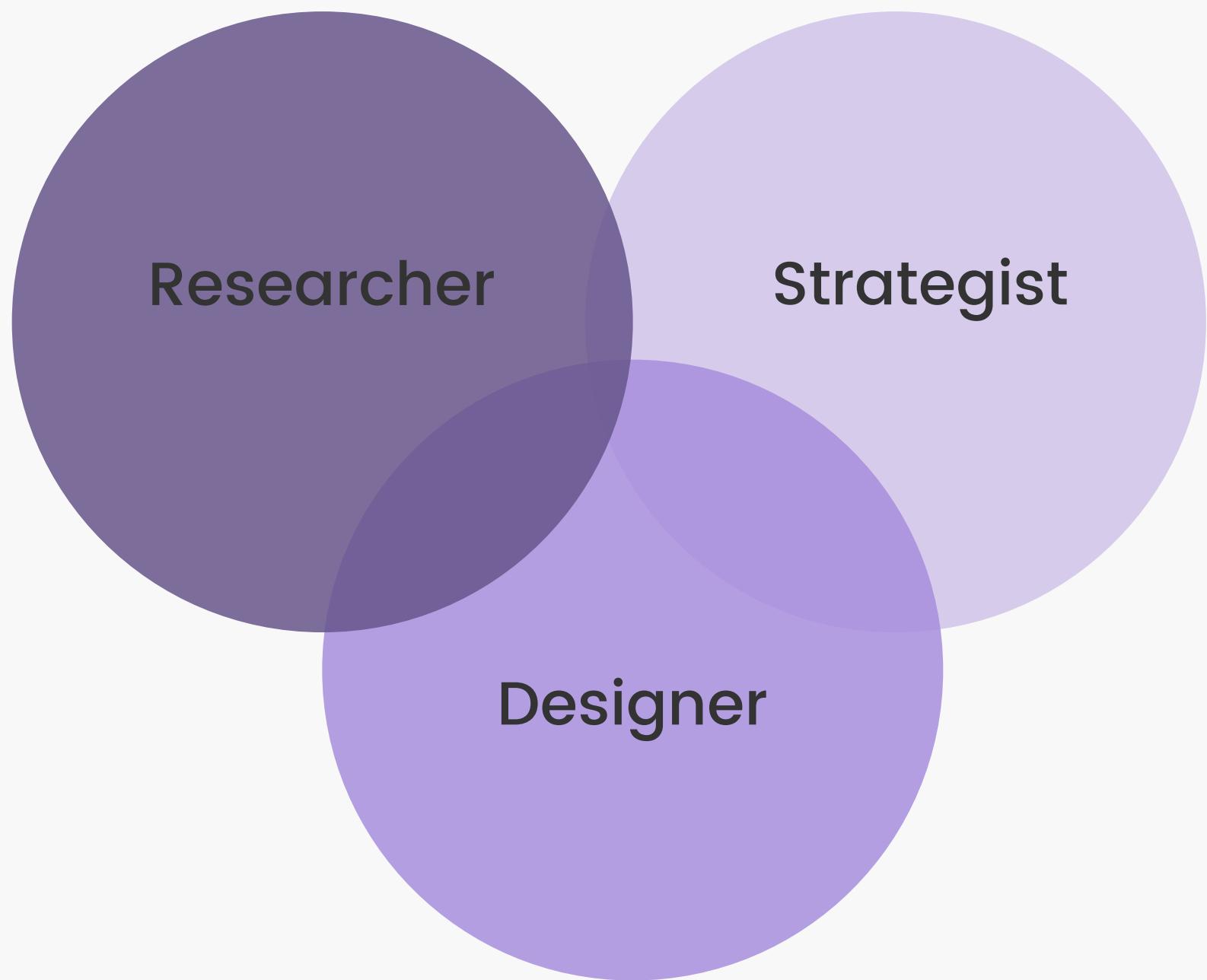
Definition of a Service Designer

A human-centered designer and systems thinker who improves the experience of both employees and customers by focusing on direct and indirect interactions between customers and the businesses they purchase products or services from.

- Job description

II What is a Service Designer?

The Three Roles of a Service Designer



II What is a Service Designer?

The Researcher

Empathizer:

- Understanding of
 - Complex systems and problems
 - Organizations and competitive landscapes
 - Actors and activities in context

Sensemaker:

- Ability to
 - Uncover and contextualize insights across all research methods and sources
 - Framing/reframing assumptions, hypotheses, problems and opportunities
 - Defining possible service outcomes/future

Storyteller:

- Ability to
 - Crafting, dramatizing and telling the right stories (to create shared meaning and drive action)
 - Collecting, curating and sharing the right stories
 - Defining and developing the right ways to engage and interact with audiences

II What is a Service Designer?

The Strategist

Navigator:

- Taking the lead to:
 - Set strategic directions and create strategic platforms
 - Define, track, and evaluate business and stakeholder impact
 - Identify roadblocks, define requirements, and mobilize resources for implementation and sustained success

Servant Leader:

- Ability to
 - Plan, facilitate and lead innovation and collaborative practices
 - Direct, lead and empower innovation and design teams
 - Define and build organizational, team and individual capabilities

Storyteller:

- Ability to
 - Crafting, dramatizing and telling the right stories (to create shared meaning and drive action)
 - Collecting, curating and sharing the right stories
 - Defining and developing the right ways to engage and interact with audiences

II What is a Service Designer?

The Designer

Creator:

- The ability to:
 - Generate ideas and design concepts for behaviour change
 - Generate ideas and design concepts for tools, products and services
 - Screen and assess ideas and concepts for desirability, feasibility, viability sustainability, diffusibility and social impact

Maker:

- Ability to
 - Design, execute and interpret experiments
 - Prototype, validate and refine concepts
 - Build, launch and refine pilots

Storyteller:

- Ability to
 - Crafting, dramatizing and telling the right stories (to create shared meaning and drive action)
 - Collecting, curating and sharing the right stories
 - Defining and developing the right ways to engage and interact with audiences

II What is a Service Designer?

Core roles & responsibilities

The Researcher

Understanding
People in Context

Understanding
Complex Systems
& Problems

Understanding&
Envisioning the
Future

The Strategist

Identifying
Opportunities &
Reframing
Problems

Developing Viable
Strategies & Plans

Identifying &
Overcoming
Innovation
Roadblocks

The Designer

Generating,
Screening &
Visualizing ideas

Developing,
Prototyping &
Validating
Concepts

Facilitating
Collaborative
Processes

II What is a Service Designer?

Core roles & responsibilities

The Researcher

The Storyteller

The Strategist

**Creating Compelling Narratives
to Share Insights & Pitch Ideas**

The Designer

II What is Service Design?

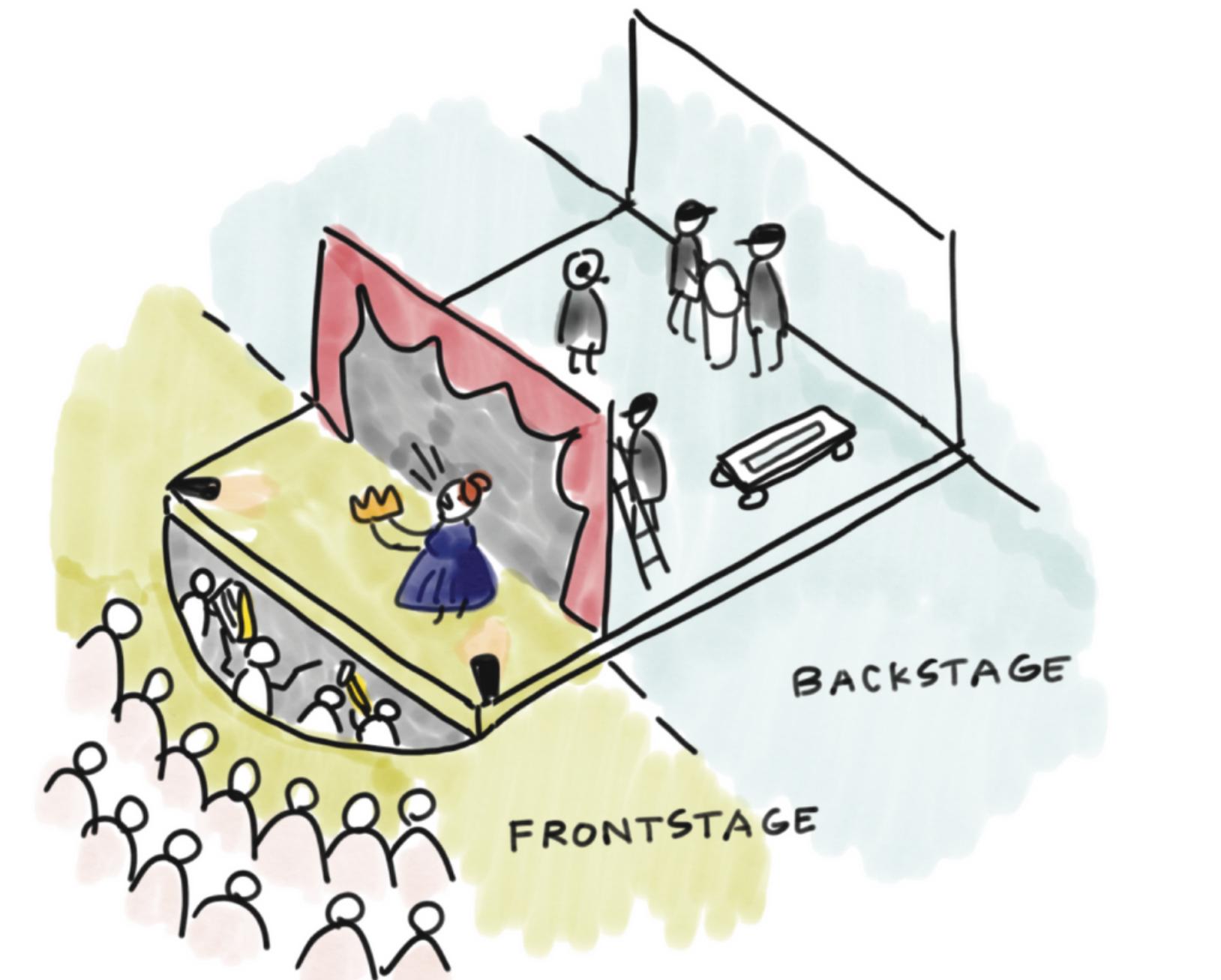
What is a Service Designer?

In the chat, describe your own definition of a Service Designer.

III What are Service Design Methods & Processes?

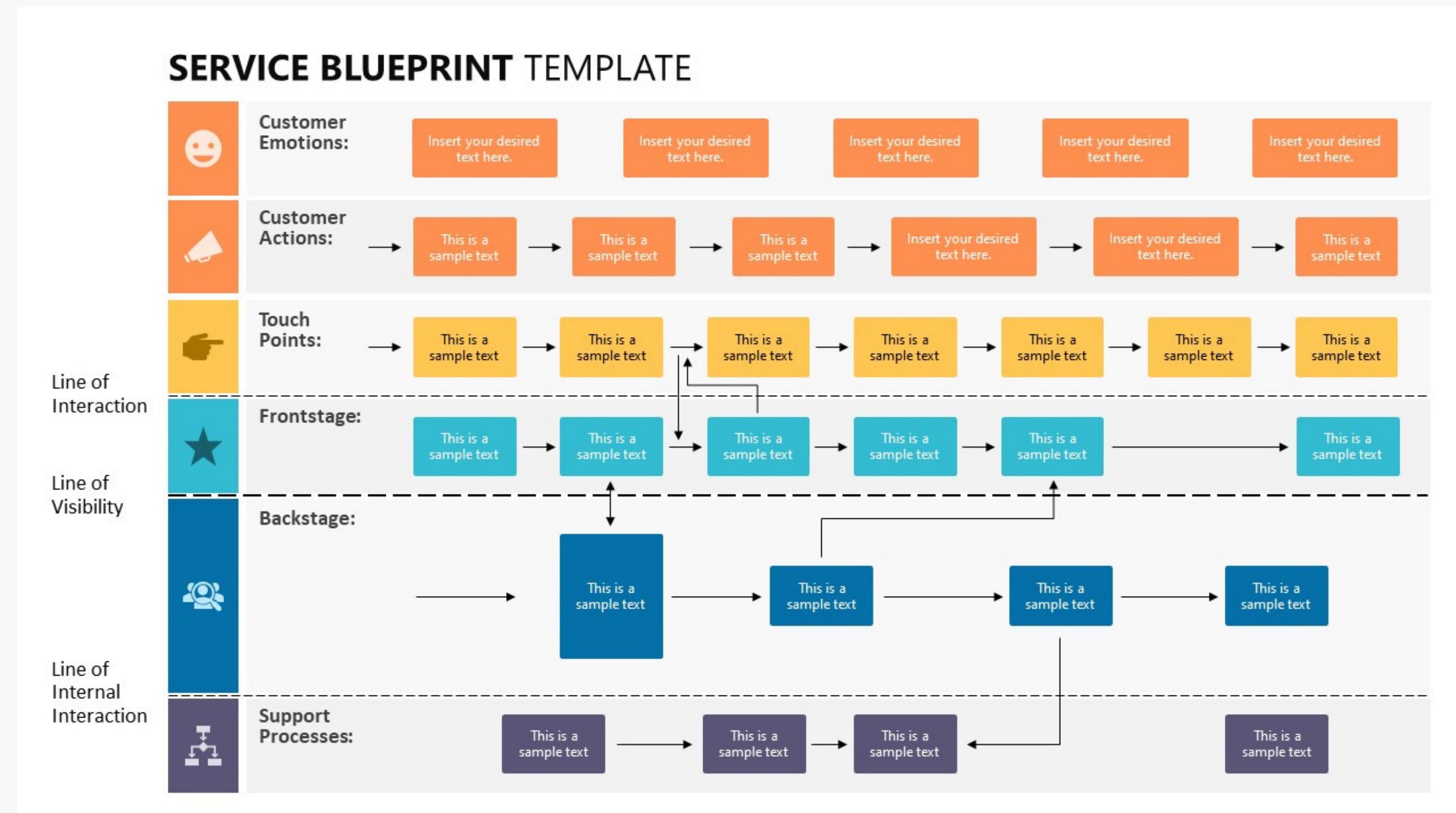
Common Toolkit

1. Service Design Blueprint
2. User Persona
3. Storyboard



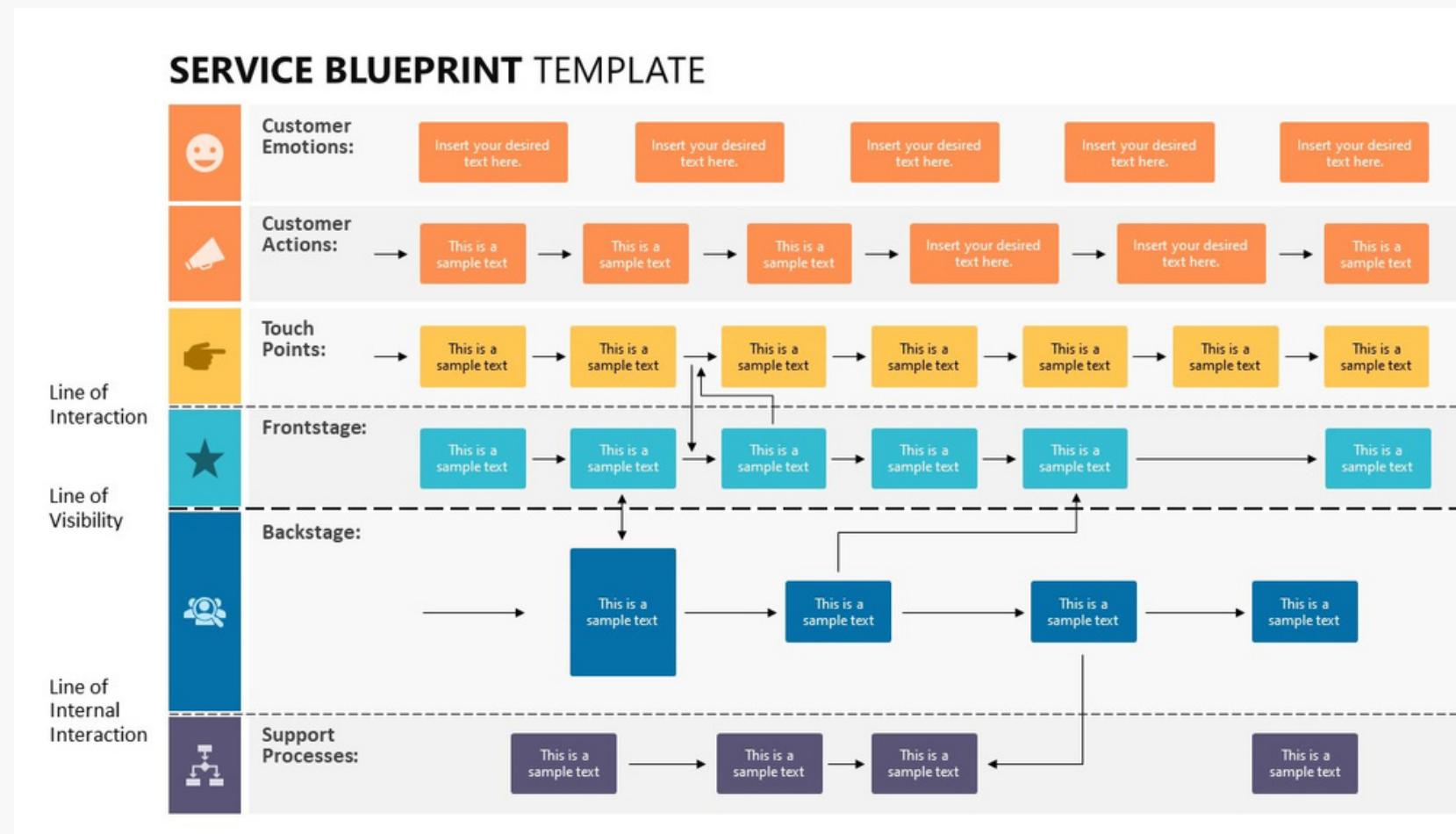
III What are Service Design Methods & Processes?

Service Design Blueprint



III What are Service Design Methods & Processes?

Service Design Blueprint



What it is:

A way to specify and detail each individual aspects of a service.

How is it made?

- Typically produce during or after a collaborative workshop (co-creation)
- Key artifacts: User action, line of interaction + visibility, frontstage and backstage

Why is it used?

- By describing and outline all elements contained within a service, the blueprint allows the most crucial areas to be identified while revealing areas of overlap/duplication.

III What are Service Design Methods & Processes?

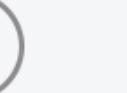
User Persona

DOCTOR
EMMA DAVID | 25 yrs



“ My passion is to serve people. ”

Daily Activities

Cooking Work Socializing Running Volunteer

Objectives

Cure of Illness
Social Interaction
Excercising Discipline

Regular Excercise
Social Interaction

Likes

Nutrition
Serve to Mankind
Social Interaction

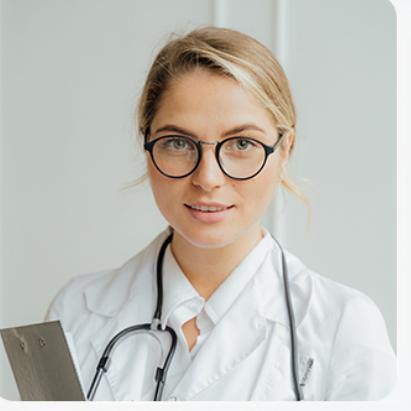
Food
Service to Humanity


KalamTime

III What are Service Design Methods & Processes?

User Persona

DOCTOR
EMMA DAVID | 25 yrs



“ My passion is to serve people. ”

Daily Activities

| | | | | |
|---------|------|-------------|---------|-----------|
| | | | | |
| Cooking | Work | Socializing | Running | Volunteer |

Objectives

| | |
|-----------------------|--------------------|
| Cure of Illness | Regular Exercise |
| Social Interaction | Social Interaction |
| Exercising Discipline | |

Likes

| | |
|--------------------|---------------------|
| Nutrition | Food |
| Serve to Mankind | Service to Humanity |
| Social Interaction | |

 KalamTime

What it is:

Fictional profiles to represent a particular user group based on their shared interests.

How is it made?

- Identifying a common character including demographics and psychographics, likes, dislikes, etc.

Why is it used?

- Determine who engages with your product and service by identifying real people; a way to collect feedback during research stage while keeping the user at mind.

III What are Service Design Methods & Processes?

Storyboard



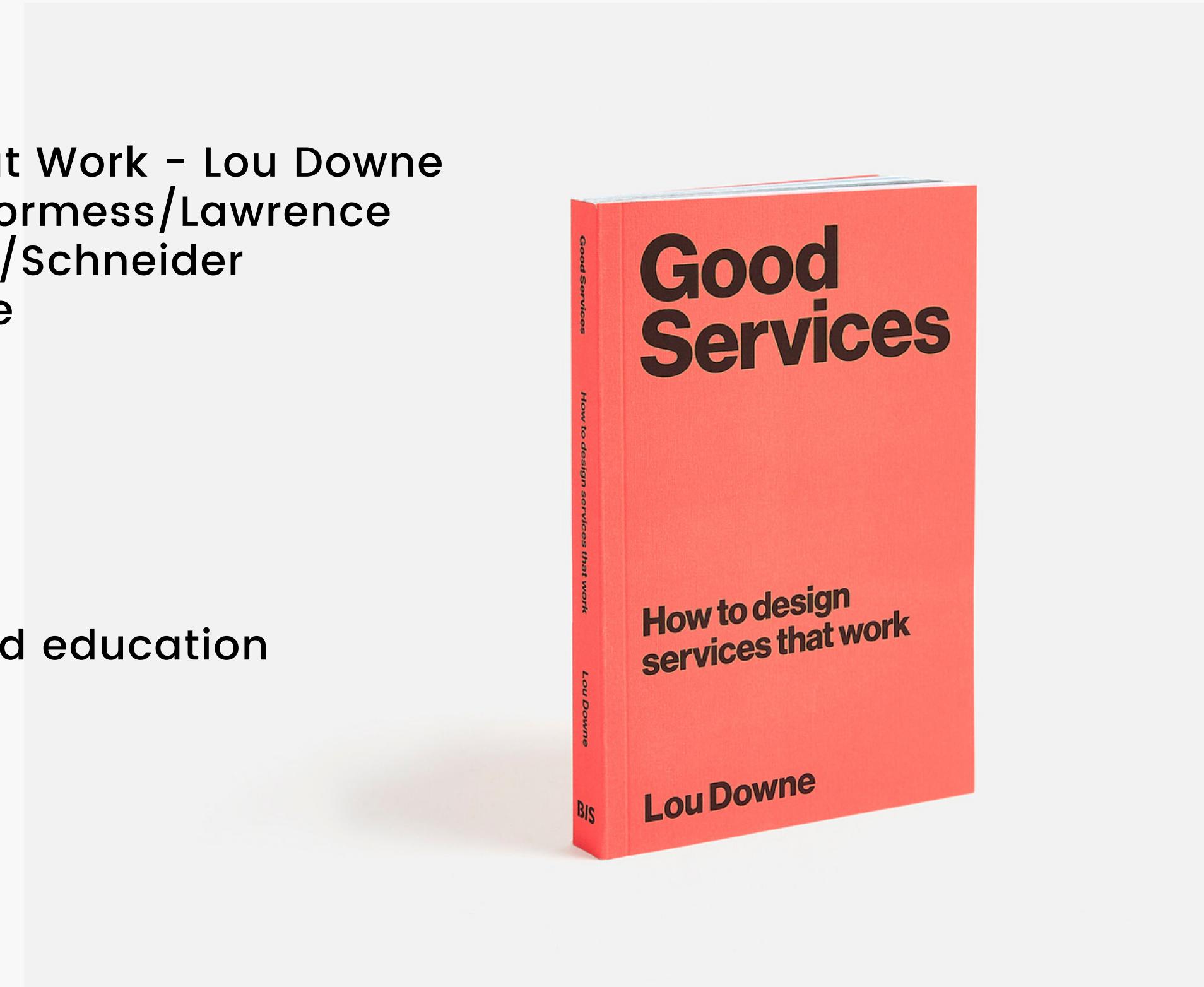
IV Service Design Resources

Books

- Good Services: How to Design Services that Work – Lou Downe
- This is Service Design Doing – Stickdorn/Hormess/Lawrence
- This is Service Design Thinking – Stickdorn/Schneider
- Service Design for Business – Reason/Lovie
- Made to Stick – Heath brothers
- Principles of Facilitation

Around the Web

- This is Service Design Doing – methods and education
- Service Design certificate – via IDEO U
- Service-design.co – via Medium



Have any questions? Want to keep in touch?

LinkedIn: www.linkedin.com/in/rogerslaria

Email: rogerslaria@gmail.com

