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H U M A N S I N S E R V I C E D E S I G N

Look Ma, No Hands!

The Natural Flow of Design Thinking





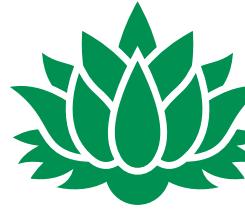
workshop
AGENDA

- I. Introduction: Humans in Service Design
- II. Strategic Business Operations
- III. Service Design: People, Process & Technology
- IV. Creative Reuse/Misuse
- IV. Apply Your Knowledge
 - a. Round of Introductions, Get in Groups
 - b. Formulate Problem Statement
 - c. Present Problem Statement
 - d. Begin Co-Creation Exercises
 - e. Playback
- V. Wrap Up + Closing Remarks



INTRODUCTION

HUMANS IN SERVICE DESIGN



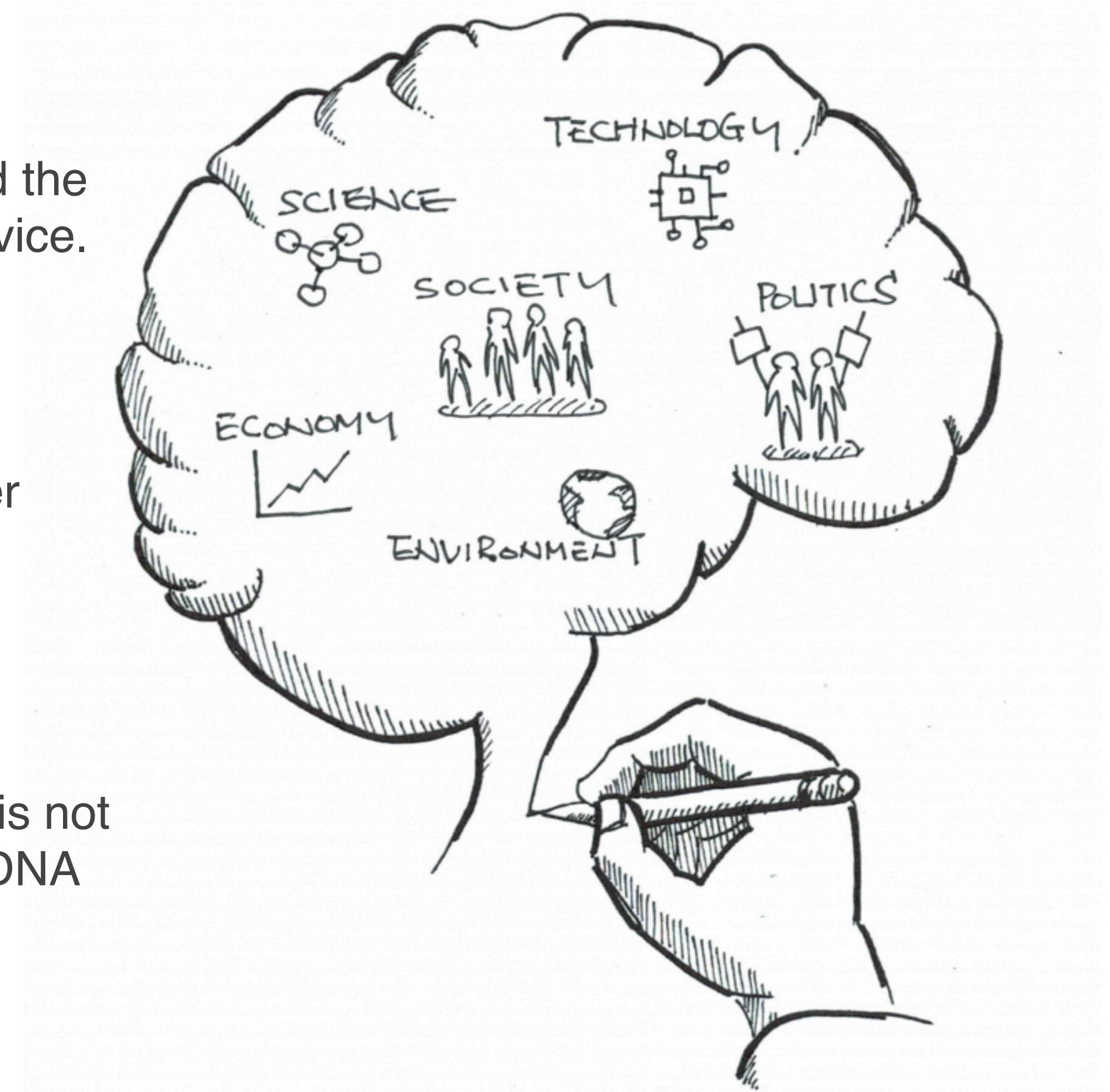
Elevate and Expand the UX Design Process and Toolset beyond the Digital Experience, into Business Operations and Customer Service.



Understand that we are Designing an Entire System of Customer Engagement that hits each and every Operation in a Business.



Know deep in our hearts and souls that a Design Led approach is not simply a UX designer on a team: it must be part of Operational DNA within the context of the entire organization.

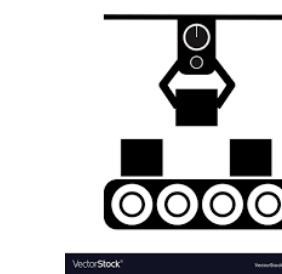


STRATEGIC

BUSINESS OPERATIONS



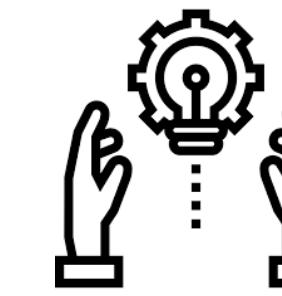
HUMAN RESOURCES



PRODUCTION



MARKETING



TECHNOLOGY



LOGISTICS



RESEARCH & DEVELOPMENT

AND?

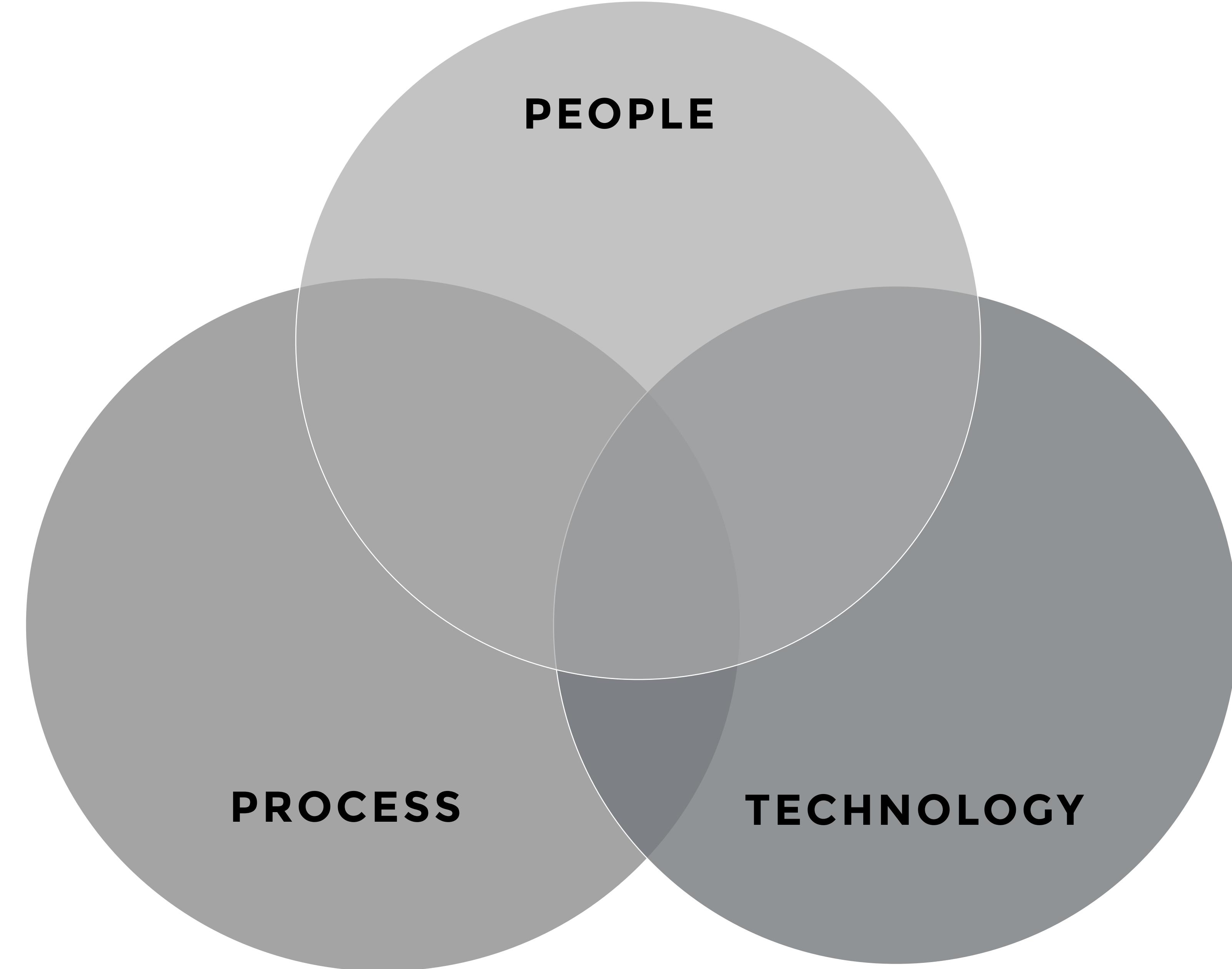
CUSTOMER SERVICE



The collage consists of nine square photographs arranged in a grid. The top row shows: 1) A shirtless man with yellow face paint and sunglasses, waving at a teal bus. 2) A group of people, including a woman in a denim vest and a man with a 'FUCK YOU PAY ME' sign. 3) A man in a tan tank top and patterned shorts standing outdoors. The bottom row shows: 4) Two men in casual shirts and hats standing behind a white railing. 5) A bald man in a white tank top gesturing. 6) A person with long dreadlocks in a black hoodie. The middle column shows: 7) A woman with pink hair and a zebra-print skirt. 8) A man in a white tank top and jeans. 9) A man in a blue t-shirt and red shorts. The images represent a variety of customer types and service environments.

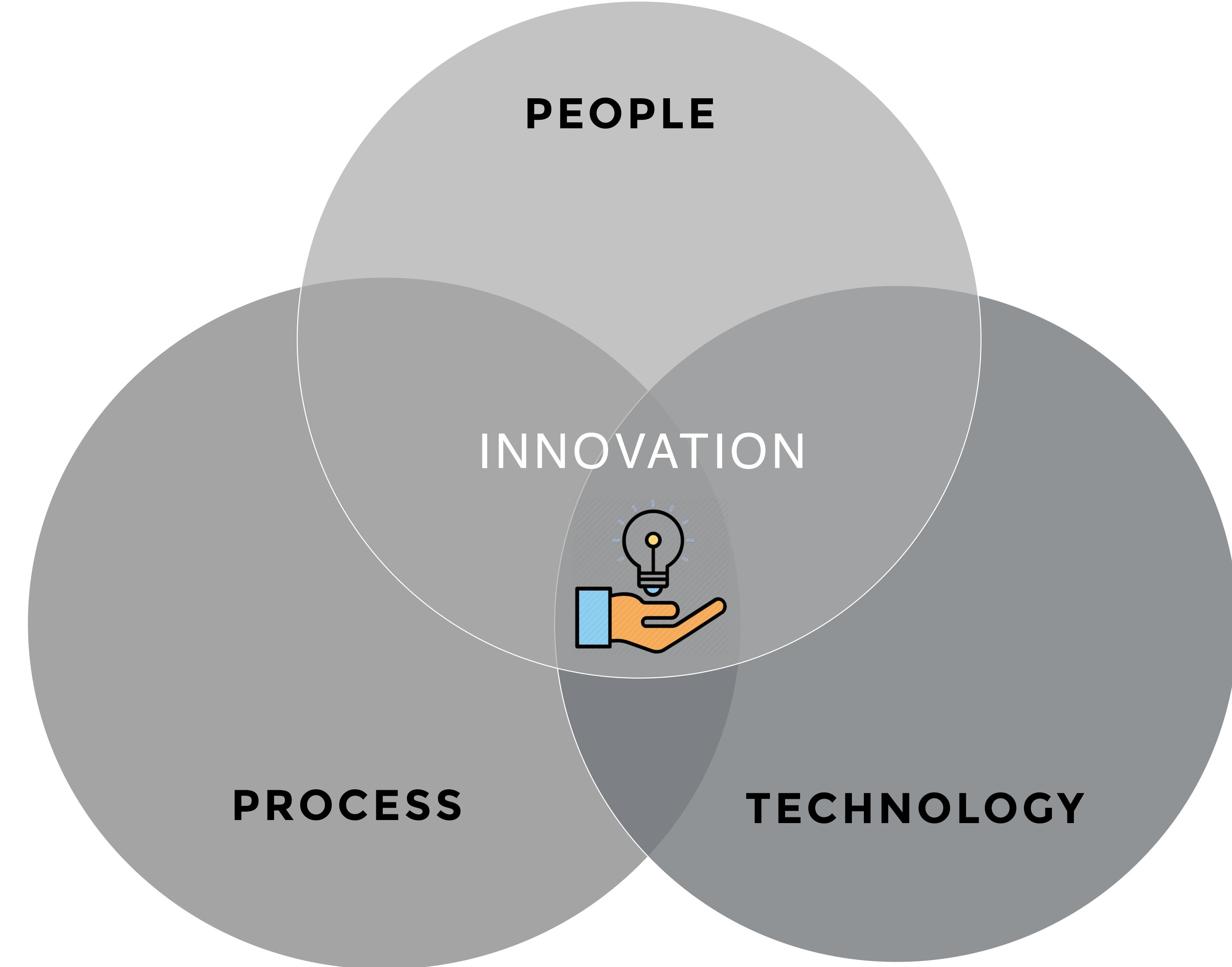
S E R V I C E D E S I G N

OPERATIONS ALIGNMENT



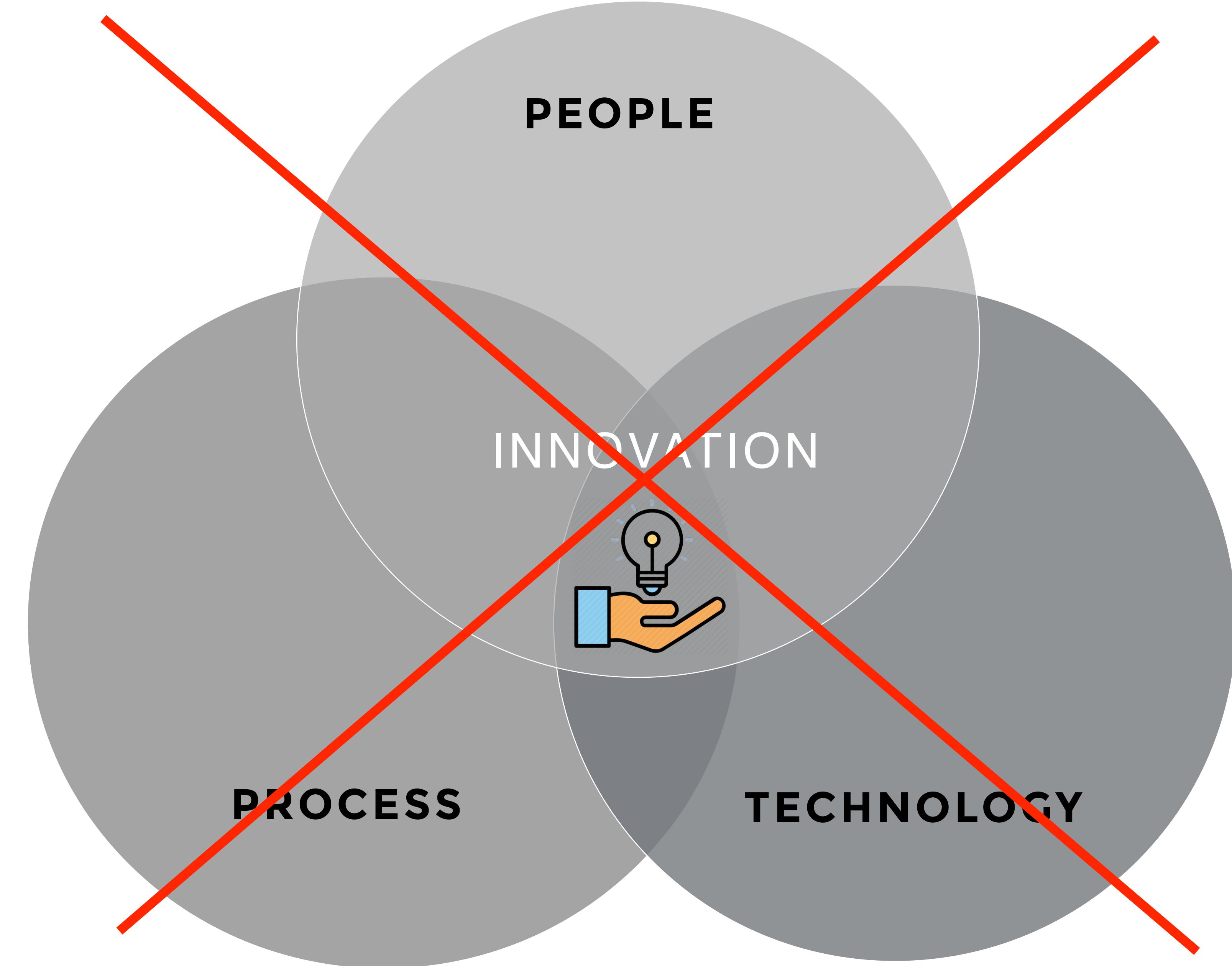
S E R V I C E D E S I G N

OPERATIONS ALIGNMENT



S E R V I C E D E S I G N

BREAKDOWNS & WORKAROUNDS



S E R V I C E D E S I G N

CREATIVE REUSE



S E R V I C E D E S I G N

CREATIVE REUSE



S E R V I C E D E S I G N

CREATIVE REUSE



S E R V I C E D E S I G N

CREATIVE REUSE



S E R V I C E D E S I G N

CREATIVE REUSE

craigslist

SF bay area w sfc sby eby pen nby scz

nearby cl

bakersfield
chico
fresno
gold country
hanford
humboldt
inland empire
klamath falls
las vegas
los angeles
medford
mendocino co
merced
modesto
monterey
orange co
redding
reno
roseburg
sacramento
san luis obispo
santa barbara
santa maria
st bay area
siskiyou co
stockton

post to classifieds
my account

search craigslist
for sale >

event calendar

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use
system status

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

for sale

appliances arts+crafts
antiques auto parts
barter baby+kids
bikes beauty+hlth
boats cars+trucks
books cds/dvd/vhs
business cell phones
computer clothes+acc
free collectibles

discussion forums

THE SACKLER BROTHERS



S E R V I C E D E S I G N

WASTED MISUSE



RAYMOND



ARTHUR



MORTIMER



S E R V I C E D E S I G N

WASTED MISUSE



S E R V I C E D E S I G N

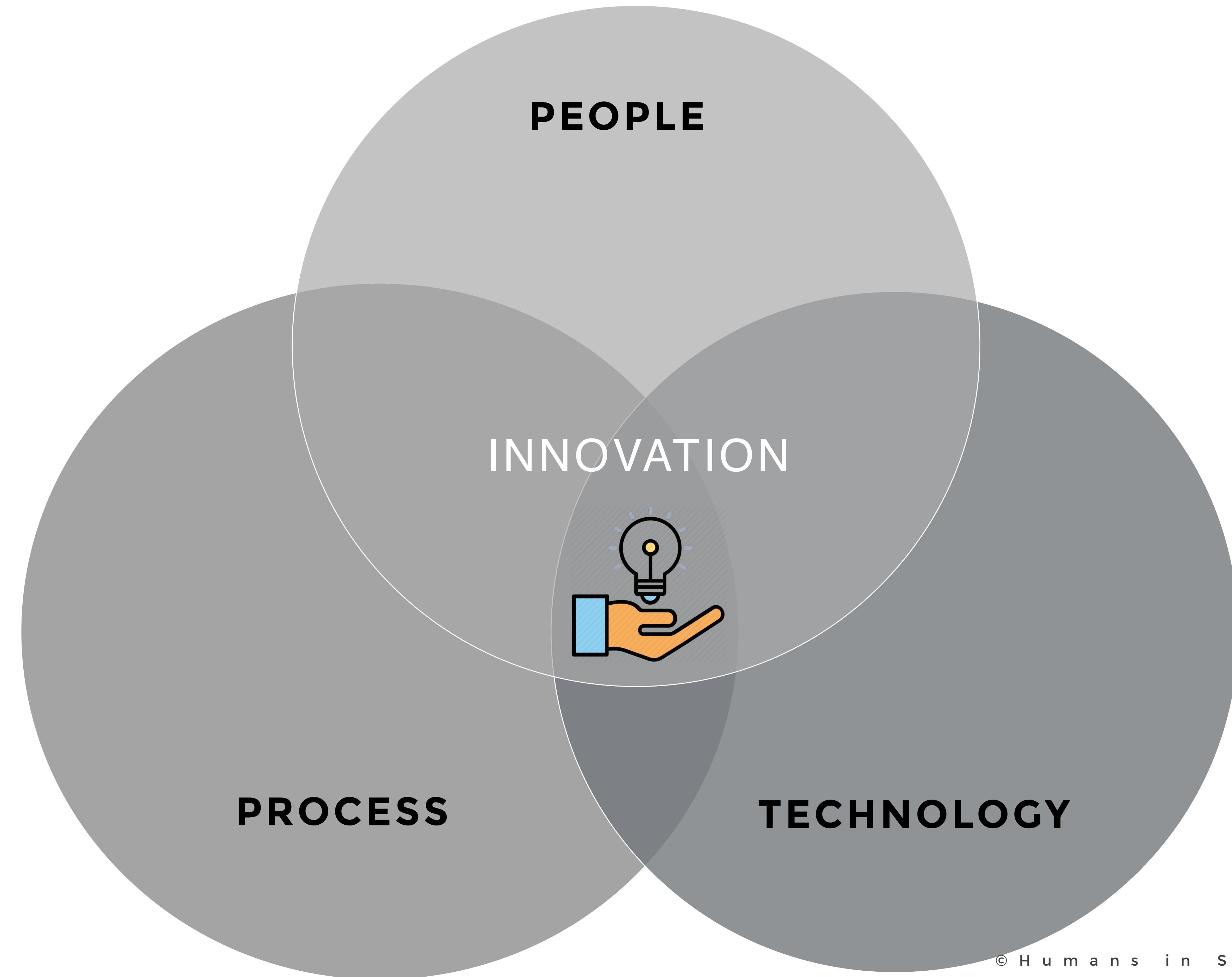
WASTED MISUSE



S E R V I C E D E S I G N

WASTED MISUSE





Now let's get to work!
(after a 15 minute break)



W R A P U P

ROSE BUD THORN



ROSE



BUD



THORN



THANK YOU!

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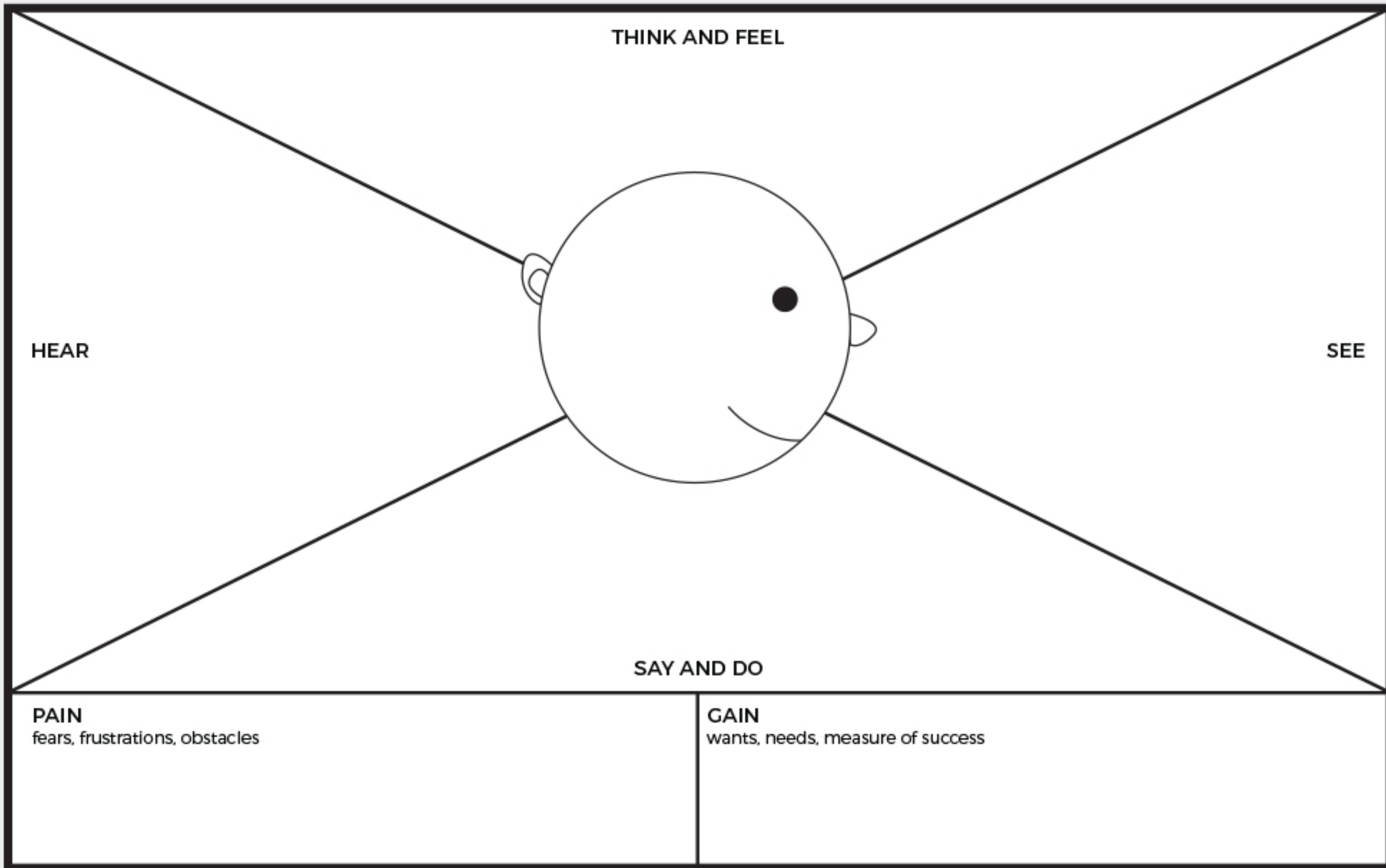
EMPATHY MAP

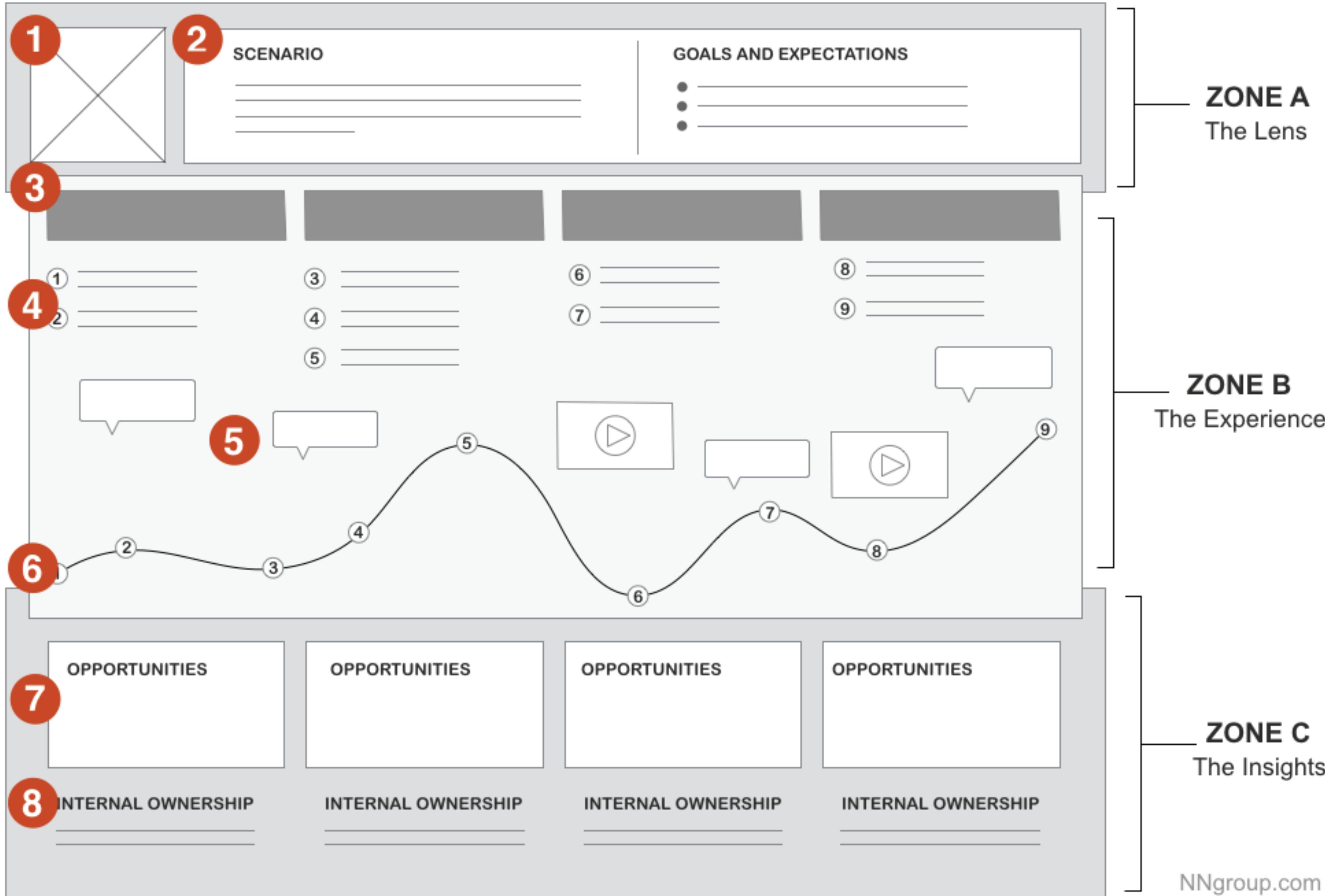
Customer name _____

Author _____

Date _____

[]
BDT



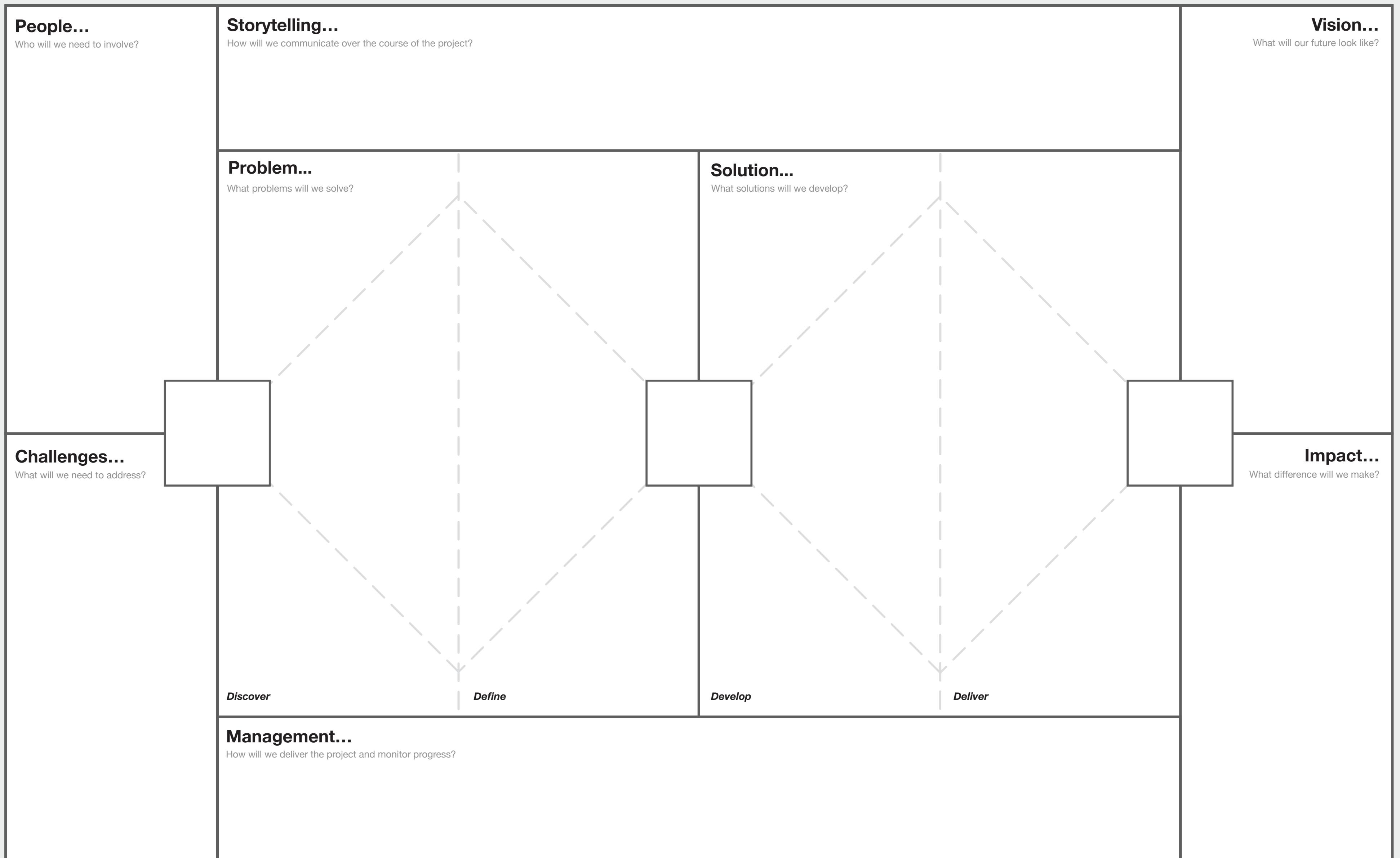


Design Thinking Canvas

A structured approach to planning design-led strategy and innovation

For:

Created:



DTC-H-1040619



Design Thinking Canvas
www.designthinkingcanvas.co.uk

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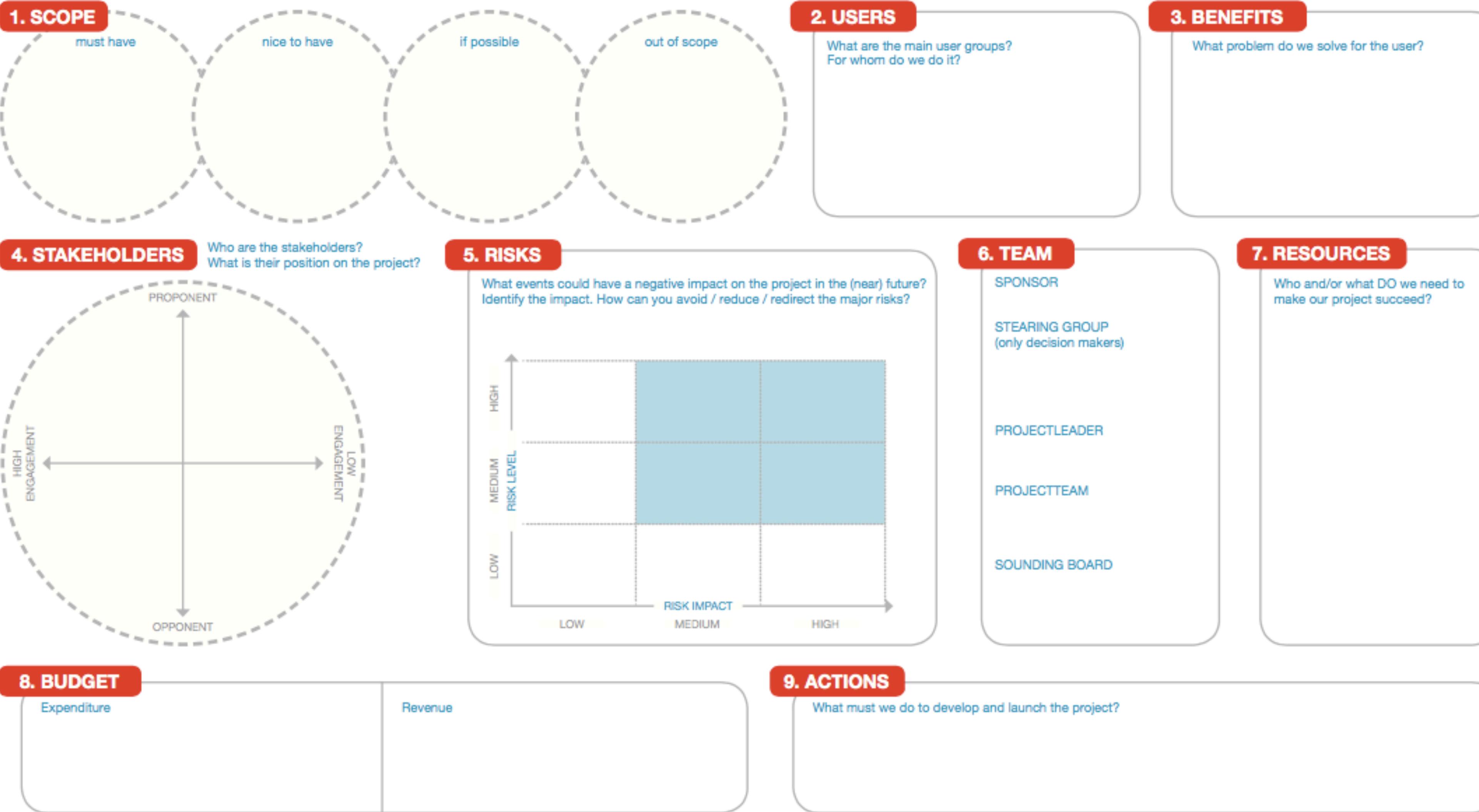
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PROJECTCANVAS

Title: _____

Project target: _____



10. PLANNING

First, determine the milestones and then the actions needed to get to that milestone. Then determine the dates for completion.

NOW

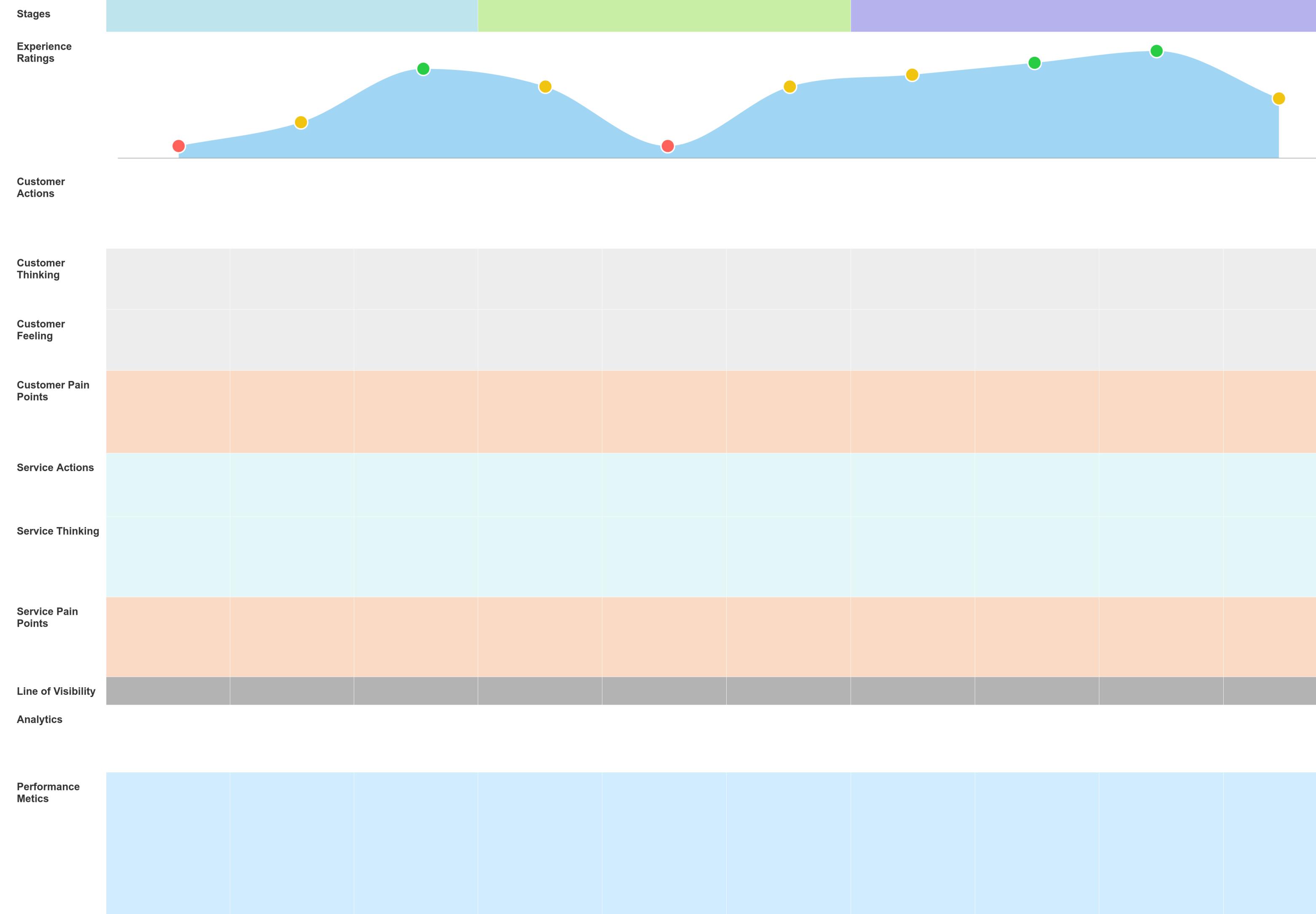
CUSTOMER JOURNEY TEMPLATE

Jason Watanabe



KEY ATTRIBUTES

- \$172 in average annual bookings
- \$1000 - \$2000 spend on cloud services



Service Blueprint

Service Design Book Demo

VERSION 0.1



	Aware	Join	Use	Develop	Leave
User	Break the interactions into steps and describe each activity.				
Step	"A quote from the user when we get this right."				
Face to face specification	Touchpoint title Either write a description of the touchpoint, or put an image/sketch here. <u>Link</u>				
Print specification					
Web specification	The homepage  <u>View on-line</u>				
Phone specification					
Mobile specification					
Location specification					
Customer Services	<ul style="list-style-type: none"> Describe in short what has to happen to support the user experience for this step. Listing actions by actions. 				
IT-department	Action Brief description. Another action A few more details. Third action Described here.				
Backstage processes					
Third party					