The three design contexts of Person‐to‐Person, Technology‐Enhanced P2P, and Self‐Service fall on a continuum. (a) What characteristics or constraints influence the relative importance of these contexts in a service system? (b) What kinds of requirements can be best satisfied in each design context?

* Except P2P, they all have technology involve. But technology enhanced help improve P2P services.
* The technology captures management, integration, and retrieval
  + Front line uses this information more because they want to be accurate and not just base on memory
  + Most of this information comes from interaction with customers: transactions, problems, or references.

constraints that influence:

* P2P
* Technology enhanced P2P
* Self-Service

requirement can be best satisfied:

* P2P
* Technology enhanced P2P
* Self-Service