



2018

SERVICE DESIGN

Deep Dive Training

IT | HUE

Honeywell Internal

Honeywell
THE POWER OF **CONNECTED**

Contents



Introduction

Core Principles

Approach

Case Studies

Key Takeaways

Q & A

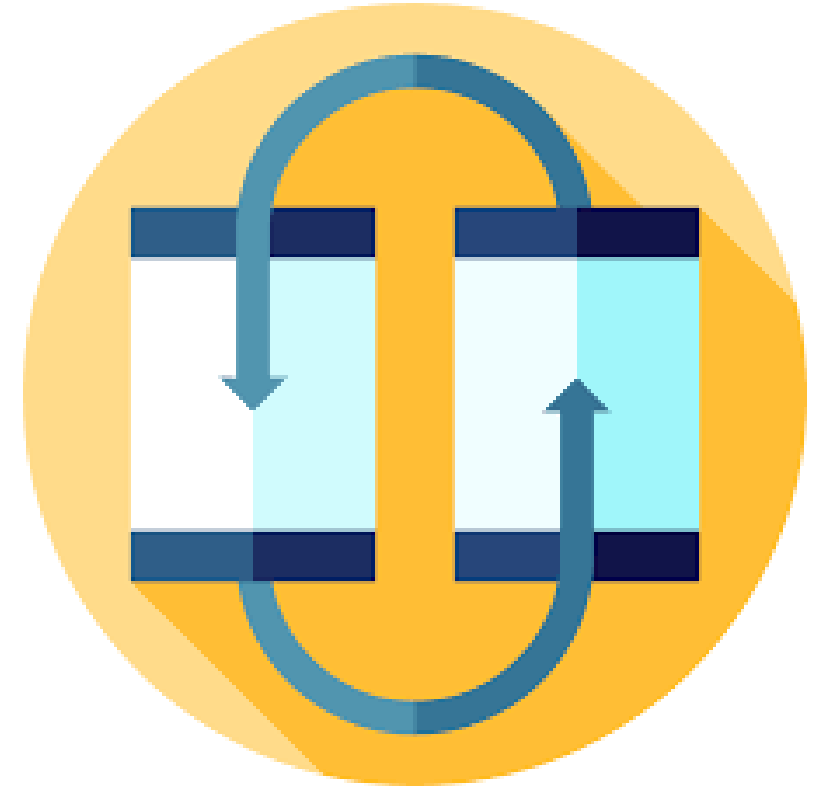


Service Design

Introduction

What is a Service?

- Any interaction between customers and organizations that includes “**value exchange**”
- Examples of IT Services



What is Service Design?


- An approach for improving **customer experiences** and **operational efficiency**
- User-Centered Design



Why does it matter for Honeywell IT?

- Service Design helps people accomplish their “**jobs to be done**” more effectively and efficiently
- Continuous Improvement





Service Design

Core Principles

5 Core Principles:

1. User-centered
2. Co-creative
3. Sequenced
4. Visualized
5. Holistic



1. User – centered

Services should be designed through the eyes of the customer



2. Co – creative

Services should be designed through the eyes of the employee



3. Sequenced

Services should be delivered over time and across multiple touchpoints




4. Visualized

Services should be enhanced by visuals like branding, menus, signs, and diagrams



5. Holistic

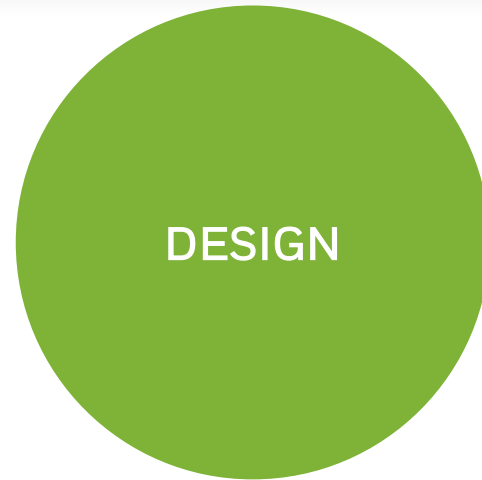
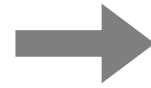
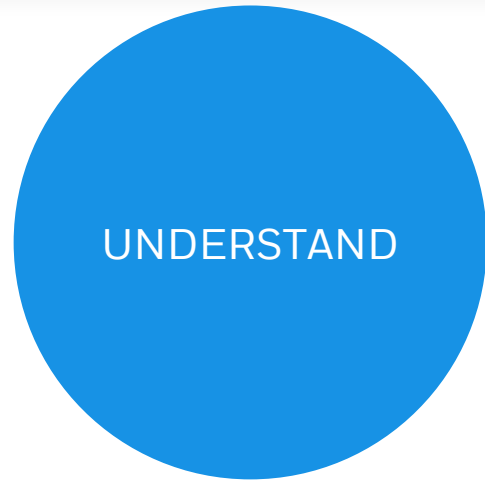
Services should be designed with entire eco-systems in mind

A person's hand is pointing at a collection of sticky notes and documents on a wooden table. The sticky notes are in various colors (yellow, pink, green) and are arranged in a structured manner. There are also several documents with text and images, including a color calibration chart and a document with a circular diagram. The background shows a workshop setting with a lamp, a cup, and other office supplies.

Service Design

Approach

Approach



Repeat

Observing customers to uncover their goals, needs, and concerns

- Customer Interviews
- Stakeholder Mapping
- Experience Diagramming
 - Journey Mapping
 - Touchpoint Analysis

Translating customer insights to designs that can be user tested

- Concept Ideation
- Iterative Prototyping
- Design Language System

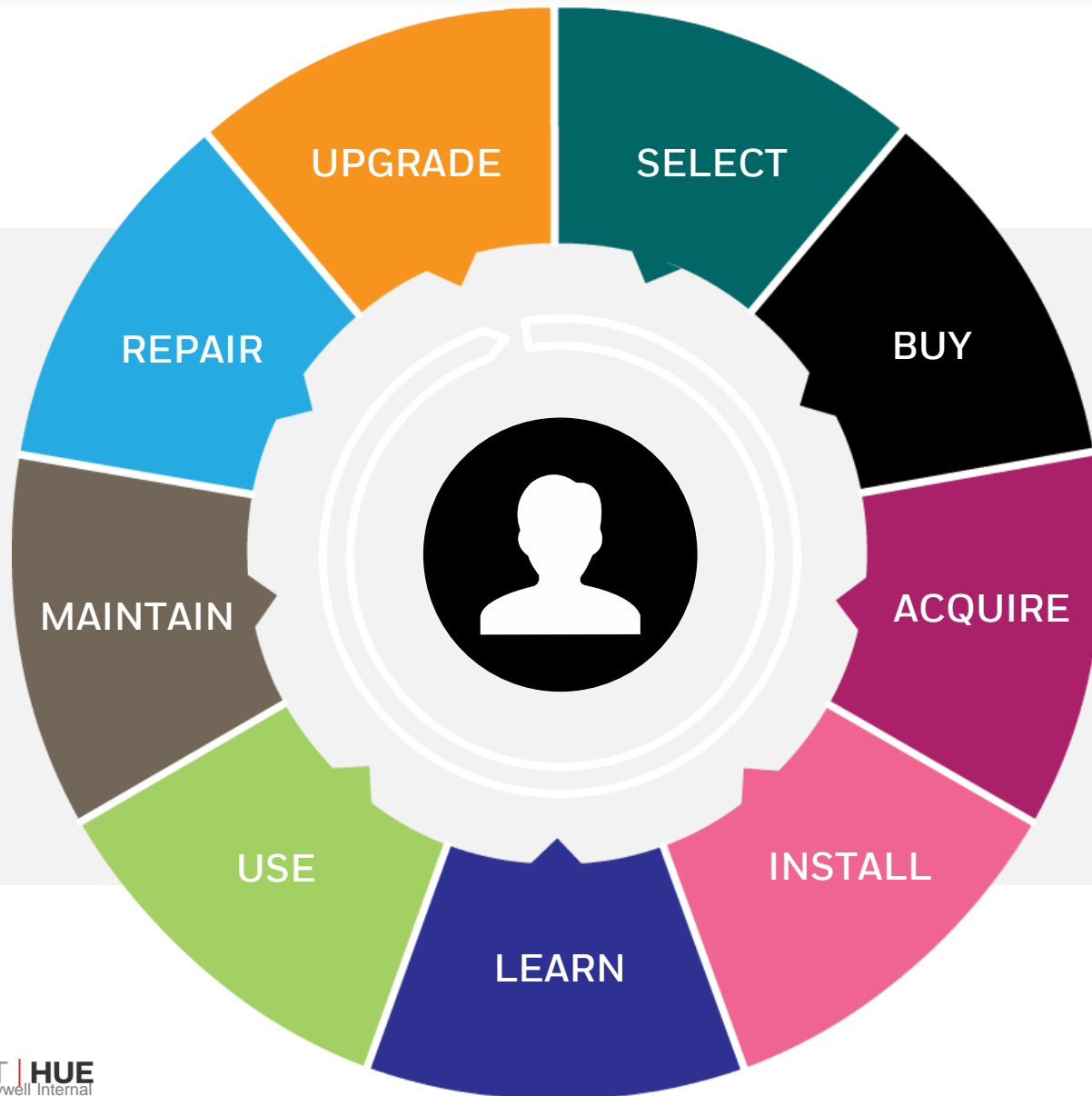
Validating designs with human performance and expectations

- Heuristic Evaluation
- Usability Testing
- Customer Surveys



TOOL BOX – use the combination of tools that makes the most sense for your situation

Approach



- Services are comprised of all touchpoints between customers and businesses
- Each touch point ought to be identified, understood, designed, and evaluated

Service Design

Case Studies

Case Studies – IT Direct on ServiceNow

BACKGROUND

- ServiceNow is a Service Management Platform
- IT Direct is the key touchpoint of ServiceNow

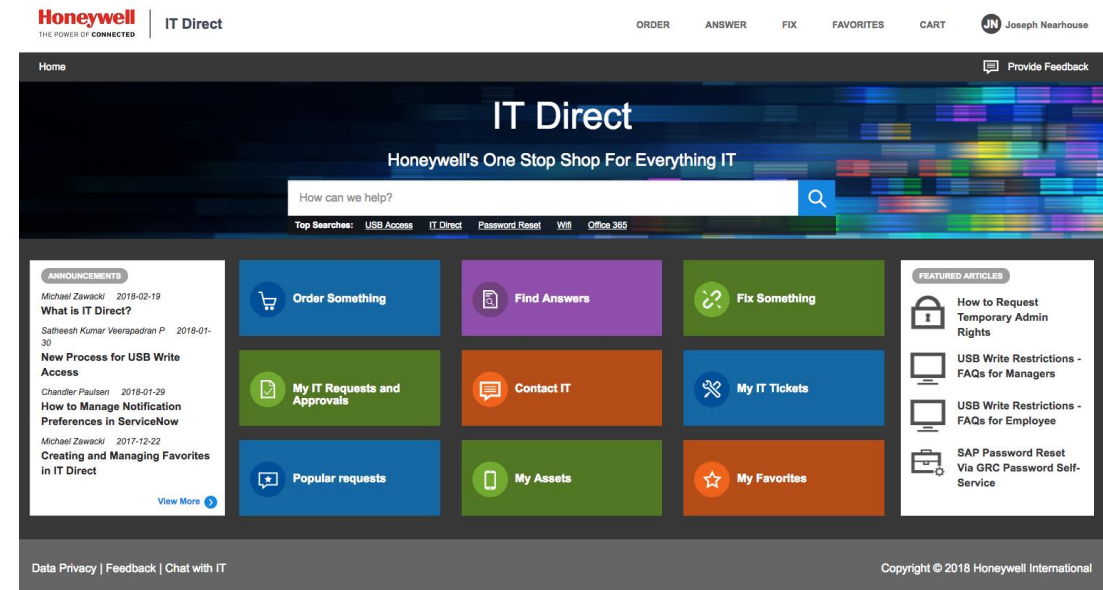
OUTCOMES

- IT Direct was launched in 5 months and replaced multiple IT systems (Get-IT, Act-IT, Remedy, etc.)
- IT Direct received a System Usability Score of 75

APPROACH

OVOC
InterviewsStakeholder
Mapping

IA Sorting

Concept
IdeationIterative
PrototypingDLS
ComplianceUsability
TestingSUS
Surveys

Case Studies – IT Summer Internship Program

BACKGROUND

- The expectations of IT Interns were not met
- 40% Intern Conversion Rate in 2015 / 2016

OUTCOMES

- Applied Service Design Thinking & Tool Box to enhance the IT Summer Internship Experience
- 75% Intern Conversion Rate in 2017

APPROACH

OVOC
Interviews

Stakeholder
Mapping

Journey
Mapping

Concept
Ideation

Iterative
Prototyping

Usability
Testing

Intern
Surveys

Conversion
Rates





Service Design

Key Takeaways

Service Design is Everywhere

Everything you do for others is a service

Service Design is Continuous

Every service has room for improvement

Service Design is HUE

They are fundamentally the same

Service Design

Question & Answer



A person in a dark suit and red tie is giving a thumbs up gesture. The background is blurred, showing greenery.

Thank You!

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IT

For more information, Please visit the link below :

<https://in.honeywell.com/BusinessFunction/IT/ITHUEPortal/Contents/Home.html>