



2018

SERVICE DESIGN

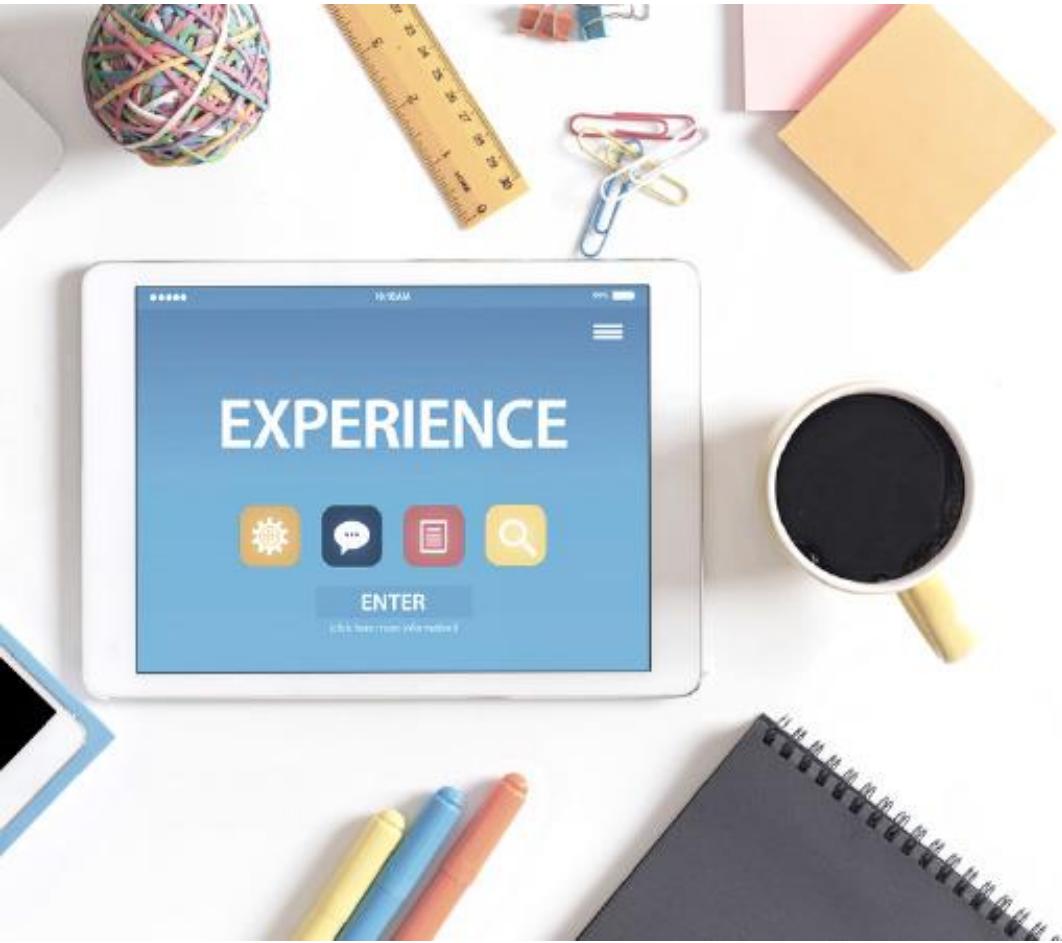
Deep Dive Training

IT | HUE

Honeywell Internal

Honeywell
THE POWER OF **CONNECTED**

Contents



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A photograph of a person's hands and arms resting on a wooden desk. A silver laptop is open on the left, and a white notebook is open on the right. A hand holds a black pen over the notebook. In the background, there are vertical blinds covering a window and some green plants.

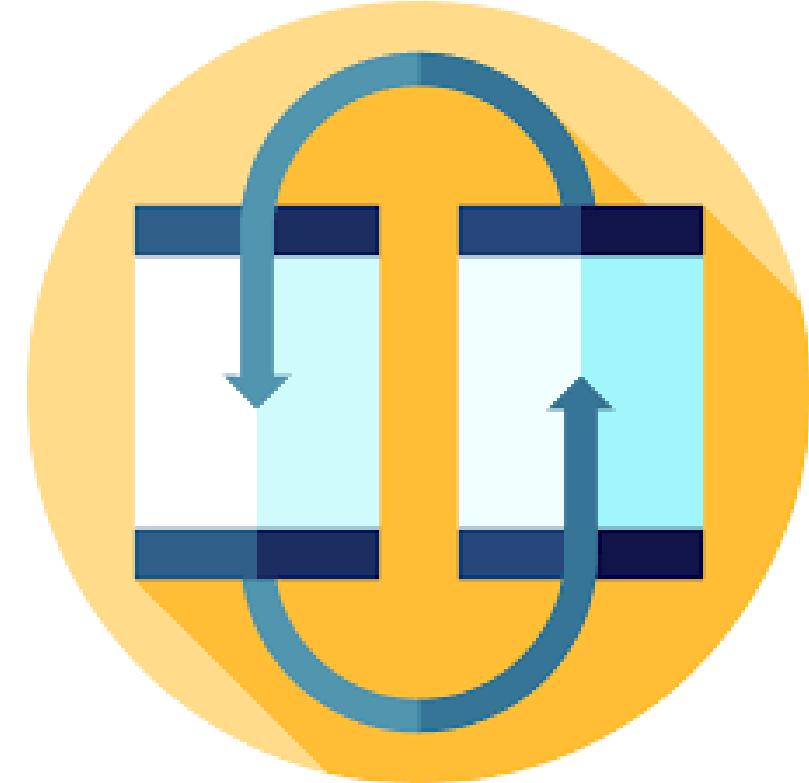
Service Design

Introduction

Introduction

What is a Service?

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



Introduction

What is Service Design?

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



Introduction

Why does it matter for Honeywell IT?

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



A photograph showing three people in a modern office setting. A man in a light blue shirt is in the background, looking towards the camera. In the foreground, a woman with blonde hair tied back in a ponytail, wearing a plaid shirt, is focused on writing on a colorful sticky note pinned to a whiteboard. Another person's hands are visible, holding a pen over another sticky note. The whiteboard is covered with numerous colorful sticky notes of various colors including orange, yellow, green, and purple, suggesting a collaborative planning or design session.

Service Design

Core Principles

Principles

5 Core Principles:

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

Principles



1. User – centered

Services should be designed through the eyes of the customer

Principles



2. Co – creative

Services should be designed through the eyes of the employee

Principles



3. Sequenced

Services should be delivered over time and across multiple touchpoints

Principles



4. Visualized

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

Principles



5. Holistic

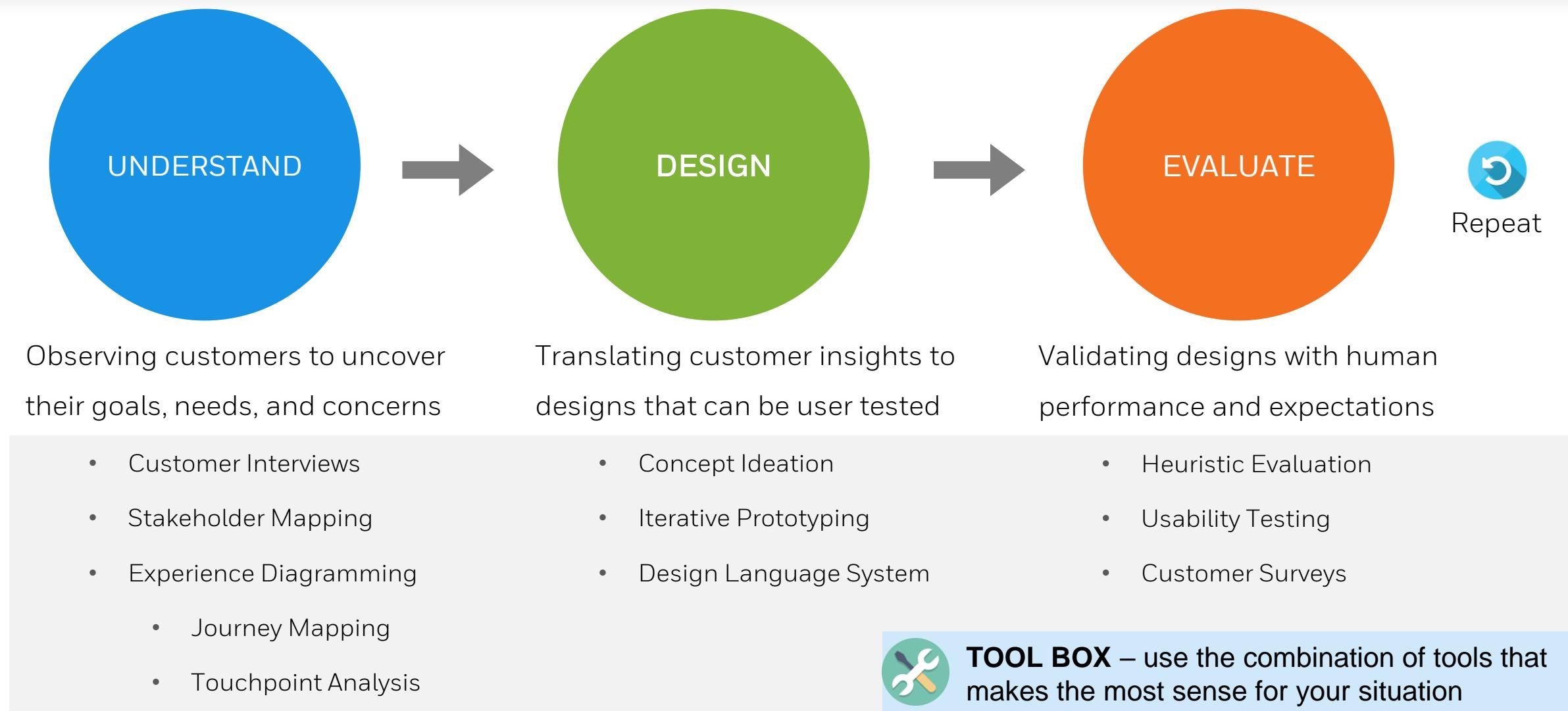
Services should be designed with entire eco-systems in mind

Service Design

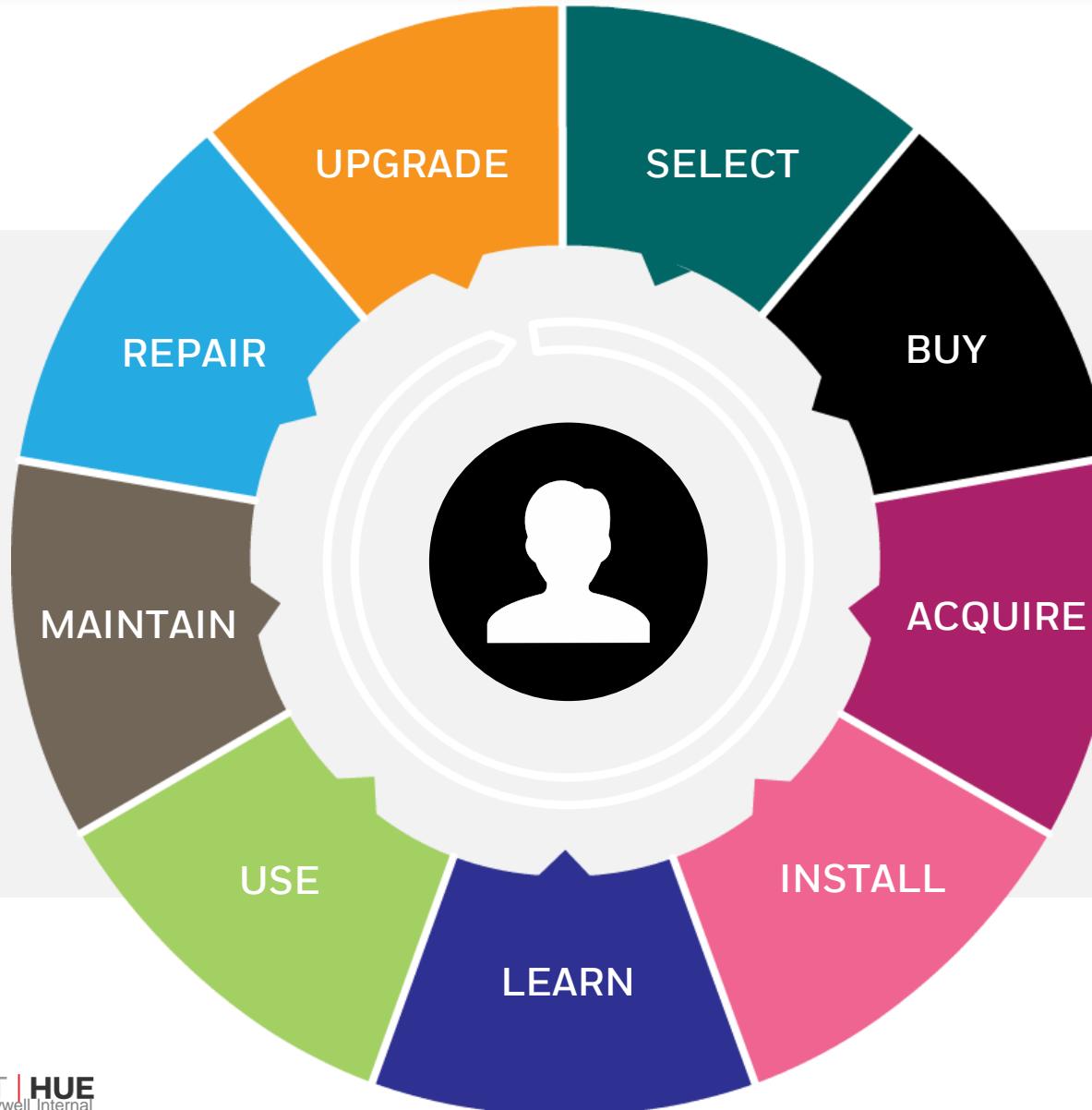
Approach



Approach



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

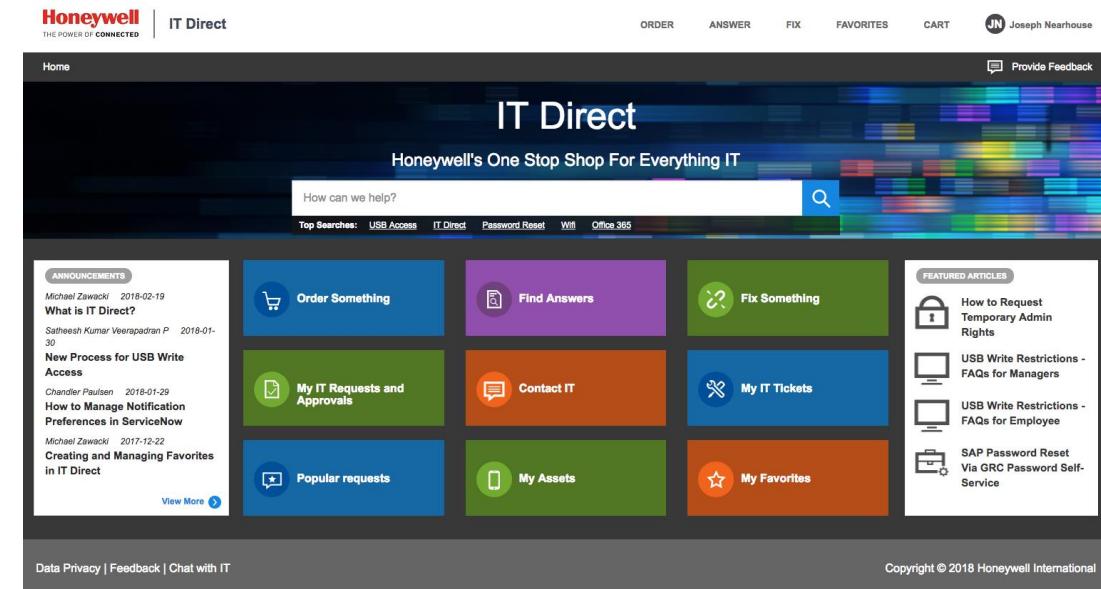
BACKGROUND

- 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



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

A photograph showing a person's hands holding a white smartphone and a yellow pencil, writing in a small notebook. The person is wearing a red and white checkered shirt. In the background, another person is visible wearing a blue patterned shirt and dark pants, sitting at a table with papers. A red vertical bar is on the left side.

Service Design

Key Takeaways

Key Takeaways

Service Design is Everywhere

Everything you do for others is a service

Key Takeaways

Service Design is Continuous

Every service has room for improvement

Key Takeaways

Service Design is HUE

They are fundamentally the same

Service Design

Question & Answer



Thank You!