HOW TO
CREATE
GREAT
THINGS

By Clara Asumadu & Natalie Su
SERV 310 | Spring 2019

The Team

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A Note from the Authors

We created this book as a guide on how to create great things, from the Service Design perspective. Each chapter will take you on a journey of discovery through the Service Design process from ideation to implementation. As you read, you will find Infographics we created from readings about Service Design, that describe this process; you may use these for yourself or your team as handouts or large format printouts. We hope this odyssey will help you discover how we used a people-centered design process to create great things.

Our Approach | How to Read this Book

Show 'em:

The viewer is simply handed the infographic and asked to explain what they understand. We also ask for any questions or comments. Their understanding helps us gauge if they were able to grasp the message we hoped to communicate, and how we can adapt our message to be understood better.
If you see this icon, this was the conducted interview style.

Tell 'em:

We started by telling the viewer the basic content portrayed in the infographic. After, we have them explain them to us what they understand. We also allow them to provide feedback on the style, structure, ease of reading, and the amount of information on the infographic.
*If you see this icon, this was the conducted interview style.*

Work with 'em:

We worked together with our viewers to create something that works for them. We give them a general understanding of the content that goes into the infographic. Together, we construct the design and decide what information is relevant to include on the infographic.
If you see this icon, this was the conducted interview style.
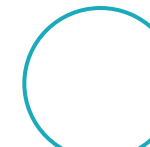
Keep it | Change it

Our interviews helped us reiterate and refine our infographics into a satisficing design.
If you see this circle, this indicates a closeup of suggestions we received.
On the "Clara's Work" and "Natalie's Work" page, this circle highlights what will be carried into our final infographic. On the "Our Work" page, this circle highlights the changes made as we designed the final infographic, based on our interviews.

In-Depth Interviews

If you see this icon, this indicates a more detailed overview of one of our interviews.

What's Inside

01

3 Ways to Spark Inspiration

Models are visual representations of thoughts and ideas, presented in a simple and meaningful way. Models will help reveal the big picture and build consensus amongst people.

Prototypes are a low fidelity 3D models that should allow for deep and constant exploration. They can be used to bring perspective to journey maps or scenarios or to visualize and test early concepts and ideas. Iterative prototyping will reveal assumptions, biases and gaps.

Conceptual writing is using words as lists or as and narratives to further communicate what is known but to also explore possibilities. It organize thinking and an understanding of all parts.

From Communicating the New: Methods to Create and Accelerate Innovation
Chapter 1: Finding the Conceptual Center
by Marc Kim Erwin

HOW TO SPARK INSPIRATION

Getting groups to be start thinking together and be inspired can seem daunting. With these 3 simple and creative methods, you can spark inspiration and collaboration by getting people to surface and be inspired by the Unconscious in information they already have.

MODELS AND FRAMEWORKS   **BUILD-TO-THINK PROTOTYPES**   **LISTS AND OPEN-ENDED WRITING**

1. MODELS AND FRAMEWORKS
Thinking with Our Eyes

In this method, you create a model or a **visual representation** of the information or data you've gathered about something. **To create a model, try to answer these five questions:**

1. Does Sequence Matter?

- help direct stages, progressions, variations, and boundaries

3. How Does a Part Impact the Whole?

- break parts down
- interrelate parts
- highlight the undervalued aspect.
- correct assumptions

2. What is Important?

- prioritizing information
- highlighting the numbers, emotional factors and areas of opportunity

4. Any Underlying System?

- see how things are connected.

5. Any Central Theme(s)?

- Highlighting a central theme in your
- brings order, synthesis and priority

MODELS AND FRAMEWORKS HELP:

- **Manage Complexity**
- **Build a Shared basis of Judgment**
- **Create alignment in teams**

2. BUILD-TO-THINK PROTOTYPES
Thinking with Our Hands : Creating physical models

1. Prototypes to Ask WHAT IF?

- describe ideas
- encourage questions.

2. Frankenprototypes to explore and align

- for when resources are constrained
- use found objects or easy-to-use objects to create **frankenprototypes**.

3. Modular Prototypes to Converse and Configure

- allows people involved to take part in creating the prototype which
- encourages conversation and reconfiguration of the prototype.

3. LISTS AND OPEN-ENDED WRITING
Thinking with Our Words

Writing allows you to think, reflect and accelerate insights. Writing methods include:

Initial Phase:

1. Simple lists to elicit insights

- **fact list:** everything you know
- **hunch list:** everything you think may matter
- **concern lists:** to be revisted/ resolved
- **spark list:** write anything that is interesting.

Synthesizing Big Data

2. Structured lists to integrate

- relationships, heirarchy, naming, creating.
- mind maps, sticky notes,
- wall based clustering (team based)
- spread sheets (individuals)

Ideating:

3. Writing to prototype

- creating a story for inspiration
- use facts, quotes, questions, history, story, scenarios, situations and thesis statements

Clara's Work

Why this design?

This infographic intended to breakdown the three main topics presented in the chapter. The idea was to explain what the three concepts were and describe how they might be applied.

General Interviews | Work with 'em | Tell 'em

I talked to a SCAD Industrial Design student from the Caribbeans and two Interior Design students, one from Nigeria and the other from Kenya.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

1. MODEL Thinking w
...this method, you crea
...mething. **To create**
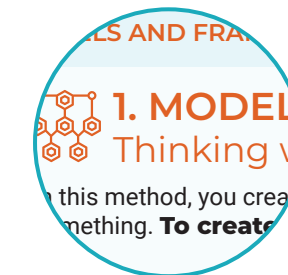
Use different color to differentiate each point

2. BUILD Thinking v
...ypes to Ask

Use a number system that clarifies each topic is a separate point

1. MODEL Thinking y
...this method, you cre
...ething. **To crea**
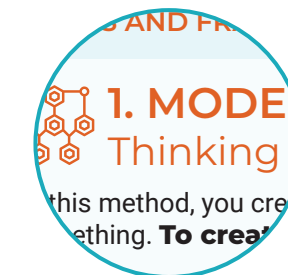
Have short sentences/phrase to simplify information, key information is highlighted/called out by make the text bold

Natalie Su | SERV 310 | Spring 2019

3 WAYS TO FIND
THE CONCEPTUAL CENTRE

From *Communicating the New: Methods to Shape and Accelerate Innovation*
Chapter 1: Finding the Conceptual Centre
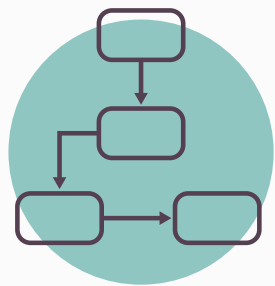
I. MODELS
Thinking with our eyes

II. PROTOTYPES
Thinking with our hands

III. WRITING
Thinking with words

I. MODELS

Reveals base structure and the big picture, builds consensus.

Models to manage complexivity: step by step breakdown to understand complex systems (flow charts, concept maps.)

Models to create a shared language: co-created models build consensus with stakeholders.

Models to create alignment: collaborative maps made as a team ensure good and mutual understanding within team.

"Model creation requires reflection, editing, negotiation & storytelling."

II. PROTOTYPES

Informs the problem and externalises assumptions, biases, & gaps.

Paper prototypes: *"What if?"* More hands-on, more space to visualise.

"Frankenprototypes": *to explore and align,* experience the form; size, proportion, weight (3D mock-up with cheap objects.)

Modular prototypes: *to envision and experience* spatial relations and flow of the product or service (3D foam core models.)

"Low resolution and low fidelity — just enough experience to imagine the concept, without distracting detail and quality craftsmanship that signal a more developed idea."

III. WRITING

Organises thinking & accelerates synthesis.

Simple lists: *draw out insights,* keep track and discover parallel groups of information (facts, hunches, concerns, and inspiration.)

Structured lists: *integrate thinking,* organise and prioritise (mind maps, sticky note clustering, spreadsheets.)

Writing to prototype: *articulate the story* and find the narrative.

"Writing stirs up what's in the unconscious or subconscious mind, and allows it to come together in a new way."

Natalie's Work

Why this design?

This infographic would serve as a snapshot of the three main methods presented in the chapter, as a reminder or spark of inspiration. The poster has bold graphics and eye-catching colours to potentially serve that purpose. Different shapes were used to provide more visual variety that was tied together by the colors of the respective categories to suggest that they belong to the same group. Lastly, each category was given a quote from the chapter that wrapped each method up, to help the reader feel contemplative and inspired for their next project.

General Interviews
| Work with 'em | Show 'em

I talked to my mom and a Korean girl I met at a coffee shop, whose native language was not English.
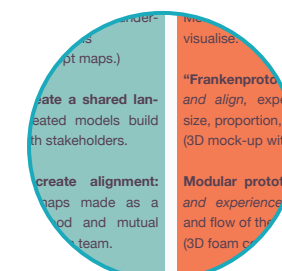
Keep it | Change it
Their suggestions, listed below, were carried into the design of our final infographic.

Use the succinct wording

Have information be visually comprehensive by separating with blocks of color

Align text across each colored block of information

Our Work

Why this design?

Based on the review from class, we chose to use Natalie's basic structure, because it was cohesive, coherent and concise, while Clara's color palette was used. Clara's color title was also chosen since it conveyed the message of the infographic in a that grabbed hour attention and was more understandable to a general viewer.

An In-depth look at an Interview

| A local Asian high school student | Show 'em | Tell 'em

When we showed the student the infographic, she first looked at the three circles and icons before she read what was in the rectangular section with the main body of text, instead of vertically as we had intended. She also read the quotes at the bottom in one go instead of seeing that it belonged to the corresponding category. We lengthened the rectangle to encompass all the information of each section and we also made the quotes correspond with the colors of their respective sections. After making a few changes, we went back to interview her to see what changes worked.

General Interviews | Work with 'em | Show 'em | Tell 'em

We interviewed a mother and daughter who were tourists from Germany whose primary language was not english, as well as 2 SCAD students. Their suggestions, listed below, were carried into the design of our final infographic.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.
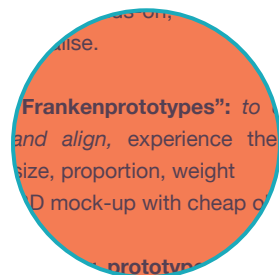
Original titles were not bolded/called out enough
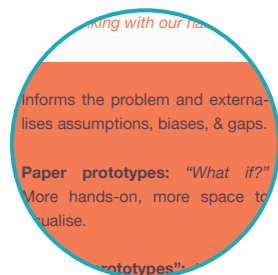
Wording was confusing and needed to be reworked for better understanding

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Natalie Su & Clara Asumadu | SERV 310 | Spring 2019

3 WAYS TO SPARK
INSPIRATION

From *Communicating the New: Methods to Shape and Accelerate Innovation*
Chapter 1: Finding the Conceptual Centre
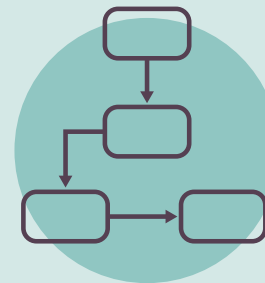
I. MODELS

Thinking with our eyes

Reveals base structure the big picture & builds consensus.

Models to manage complexivity:
step-by-step breakdown to help understand complex systems (flow charts, concept maps.)

Models to create a shared language:
co-created models build consensus with stakeholders.

Models to create alignment:
collaborative maps made as a team ensure good and mutual understanding within team.

"Model creation requires reflection, negotiation, editing & storytelling."
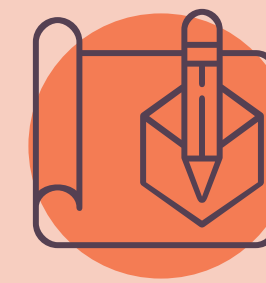
II. PROTOTYPES

Thinking with our hands

Reveals assumptions, biases, & gaps. Informs the problem

"Frankenprototypes":
to explore and align, experience the form; size, proportion, weight (3D mock-up with cheap objects.)

Paper prototypes:
"What if?" More hands-on, more space to visualize.

Modular prototypes:
to envision & experience spatial relations and flow of the product or service in real time. (3D foam core models.)

"Just enough experience to imagine the concept, without distracting detail."

III. WRITING

Thinking with words

Organizes thinking & understand all parts.

Simple lists:
draw out insights, keep track of, & see connections in information. (facts, hunches, concerns, and inspiration.)

Structured lists:
integrate thinking, organize & prioritize (mind maps, sticky note clustering, spreadsheets.)

Writing to prototype:
articulate the story and find the narrative.

"Writing stirs up what's in the unconscious or subconscious mind, and allows it to come together in a new way."
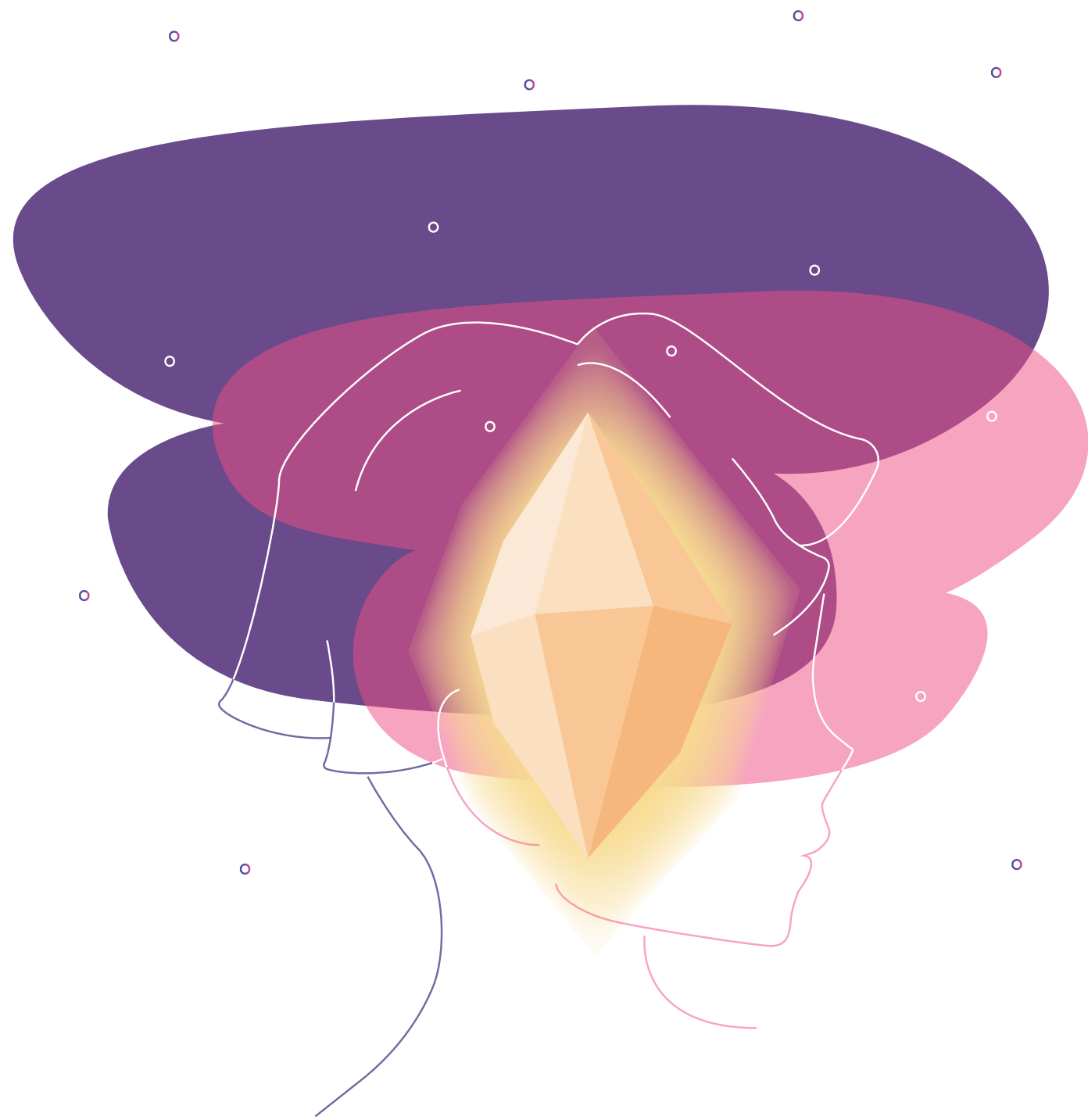
02

Where do Great Ideas Come From

After understanding what you know, the ideation phase comes next. Ideation is a non-linear process that happens reiteratively throughout the entire design process. When generating ideas, you are mixing, recombining, extracting, condensing, clarifying and evolving numerous ideas and concepts.
It is important that ideation is collaborative; we should work with users, service providers, designers and other stakeholders who matter in the given context.

From This is Service Design Doing
Chapter 6: Ideation
by Marc Stickdorn, Adam Lawrence
Markus Hormess, Jakob Schneider

Where Do Great Ideas Come From?

A guide on the phases of the ideation process used by innovators

From the book, This is Service Design Doing. Chapter 6: Ideation.

It may seem like a daunting task to generate innovative ideas with your team, but it shouldn't have to be! Here is a step-by-step guide of the ideation process and ideation methods used by designers and innovators. Ideation should be broken down into three phases: **planning ideation, generating ideas and selecting ideas.** It is crucial to note that there is no rigid starting point or ending point to of each phase. Your team should determine what works best for you.

I. Planning Ideation   II. Generating Ideas   III. Selecting Ideas

I

1. **Starting point/scope:** What data and information have you gathered?
2. **Immersion and Inspiration:** How can you make this information inspiring for your team?
3. **Split the Challenge:** Break ideation into smaller, more manageable steps. Use some of these methods to break down your challenge: 6 Thinking Hats, 5 W's and H?.

II

Focus on **quantity over quality**. Don't spend time discussing; focus on making small decisions in the ideation. Use some of these methods to ideate:

1. **Many ideas:** focus on creating as many ideas as possible within a time frame of 15-60 minutes. Methods - brainstorming, brain-writing.
2. **Depth and diversity:** focus on translating and exploring existing ideas in a deeper context. Methods - body-storming, using cards and check-lists.

   *Set a stopping criteria: don't let ideation take too long; your team may get stuck on certain ideas and may not feel ready to start selecting ideas.

The groan zone: The area between ideation and decision making.
- team might not feel ready to dive straight into making huge decisions
- decisions don't have to be big, singular decisions
- allow team to get a clear head, reflect on ideas individually, away from formal ideation setting

III

After generating ideas, use these methods to guide decision making:

3. **Understanding, clustering and ranking ideas:** Methods - idea portfolio, decision matrix
4. **Reducing options of ideas:** Methods - quick voting, physical commitment

Clara's Work

Why this design?

I chose to present ideation in a more linear process to create a journey of the general phases that occur in ideating. These phases were broken down into planning ideation, generating ideas and selecting ideas. I wanted to explain what each phase entailed but also provide examples of what methods can be used in these phases.

An In-depth look at an Interview

| Jane, Communications student at Drexel University | Tell 'em | Work with 'em

I showed Jane the infographic and gave her a general scope of what the infographic represented, directing her through what she saw. She generally understood the content, and we worked together to create a balanced amount of information.

Keep it | Change it

Jane's suggestions, listed below, were carried into the design of our final infographic.

II. Generating Ideas

Icons related well to each topic
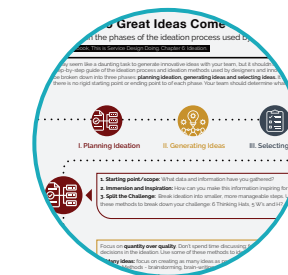
Make the wording more succinct and easy to scan

IDEATION METHODS & WHEN TO USE THEM

Ideation is not a linear sequence of steps, but a collection of reiterations of methods applied throughout the entire design process.

From *This is Service Design Doing,* Chapter 6: Ideation

IDEA GENERATION

Pre-ideation
- Break apart a big problem into manageable ones
- Current-state & future-state journey mapping
- Ideas from system mapping

Generate many ideas
- Brainstorming and brainwriting
- 10 plus 10 activity

Depth & diversity
- Bodystorming
- Use cards & checklists
- Find associations with similar problems in other fields

THE IDEATION PROCESS

IDEA SELECTION

Understand, cluster, & rank options
- Sort and cluster large number of ideas to get familiar with it
- Rank ideas based on specific criteria
- Decision matrix for more analytical consideration of multiple criteria

REDUCE OPTIONS

Quick votes
- Use dot votes to gather the view of the majority and make quick decisions
- Physical voting can help to efficiently form teams, and to see where everyone stands

Natalie Su | SERV 310 | Spring 2019

Natalie's Work

Why this design?
Focusing on the concept that ideation is not a linear process and that the methods can be used at any point throughout the design process, the information was displayed in a circular form. The inner lines signify portions of the design process, and they also overlap as the processes could be used simultaneously or in parts.

An In-depth look at an Interview

| Emily, UX design student at SCAD

| Work with 'em

I worked with Emily in the early stage of the infographic. Emily understood my first concept, yet it wasn't translating well in the digital version. I reworked the infographic to this version and tested it with Emily again and she said she understood it a lot more.

Keep it | Change it
Emily's suggestions, listed below, were carried into the design of our final infographic.
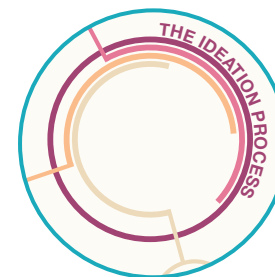
Adjust the center space and title so it doesn't look so stark
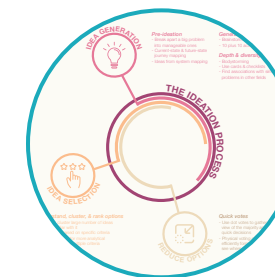
Adjust the negative space so it doesn't look random and disorganized
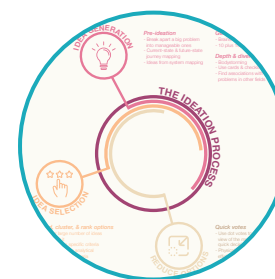
Line up icons and lines that come out of the center circle to help make negative space look organized

Our Work

Why this design?

Based on the review from class, Natalie's basic structure was chosen to better communicate that ideation shouldn't be linear or rigid. Clara's color palette and title was used because it seemed to be more memorable. Clara's way of organization of each phase was also used, while Natalie's concise description of each was used to describe the phases.

An In-depth look at an Interview

| A wealthy retired couple from D.C. | Show 'em | Tell 'em

First, we showed the infographic to them, and the first thing they mentioned was that the title and use of icons was intriguing. They continued to read through the text but stopped at a point to mention that they were familiar with the ideation methods, and wanted to find out more. To address this, we added a link of our reference for this infographic.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

WHERE DO GREAT IDEAS COME FROM?
It's not where you think.
Ideation is not a linear sequence of steps, but a collection of reiterations of methods applied throughout the entire design process.

The content was easy to understand and didn't need much rewording

Generate many ideas
- Brainstorming and brainwriting
- 10 plus 10 activity
Depth & diversity
- Bodystorming
- Use cards & checklists
- Find associations with similar problems in other fields

There wasn't enough description of the listed methods.

General Interviews

| Work with 'em | Show 'em

We spoke to a SCAD fibers student and a Communications student from Philadelphia. They seemed to generally grasp the concept of the chapter that we hoped to communicate. The fibers student was also able to apply the ideation process and methods to her own field of study. The communications student suggested adding a link to the website that described the methods listed on the infographic.

I. PRE-IDEATION

Pre-ideation
- Break apart a big problem into manageable ones
- Current-state & future-state journey mapping
- Ideas from system mapping

WHERE DO GREAT IDEAS COME FROM?
It's not where you think.

Ideation is not a linear sequence of steps, but a collection of reiterations of methods applied throughout the entire design process.

II. GENERATING IDEAS

Generate many ideas
- Brainstorming and brainwriting
- 10 plus 10 activity

Depth & diversity
- Bodystorming
- Use cards & checklists
- Find associations with similar problems in other fields

III. IDEA SELECTION

Understand, cluster, & rank options
- Sort and cluster large number of ideas
- Decision matrix for more analytical consideration of multiple criteria

Reduce Options
- Physical voting to see where everyone stands
- Dot votes to make quick decisions

03
Service Design in Action

Implementation is the production and roll-out stage of a concept. Our role as service designers is to advocate for systemic and co-created processes of bringing ideas to life. This chapter presents four fields in which service design can be implemented into, to promote the idea of research and collaboration with all stakeholders and actors. The four fields discussed are: change management, software development, software development and architecture.

From This is Service Design Doing

Chapter 8: Implementation

by Marc Stickdorn, Adam Lawrence

Markus Hormess, Jakob Schneider

WAYS TO IMPLEMENT **SERVICE DESIGN** INTO YOUR WORK

CHANGE MANAGEMENT

Understanding the how people change enables us to cultivate desired behaviour.
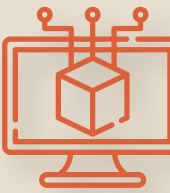
| CREATE AWARENESS | PERSUADE & MOTIVATE | EDUCATE THE PEOPLE | FACILITATE ACTION | REINFORCE CHANGES |

SOFTWARE DEVELOPMENT

Integrating a software project lifecycle with the sercive design process.

| DEFINE THE SCOPE | STORE IDEAS | RESEARCH INSIGHTS | IDEATE WITH TEAM | PROTOYPE & TEST | BUILD PRODUCT | RELEASE & EVALUATE |

PRODUCT MANAGEMENT

More than managing the product, but also its entire product lifecycle.

| IMAGINE THE FUTURE | DEFINE CONCEPTS | REALISE THE DESIGN | SUPPORT THE MARKET | RETIRE THE PRODUCT |

ARCHITECTURE

Integrating architecture and service design stages.

| CHANGE MINDSET | ASSESS CONTEXT | CO-CREATE THE DESIGN | TEST PROTOTYPE | BUILD PRODUCT | MONITOR & EVALUATE |

From *This is Service Design Doing:* Chapter 8

Natalie Su | SERV 310 | Spring 2019
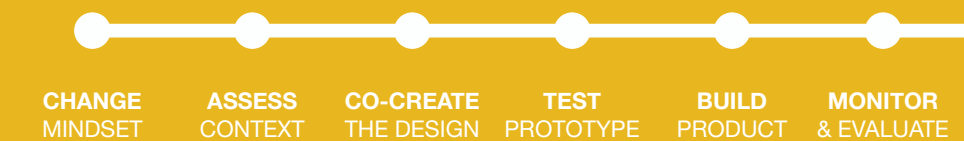
Natalie's Work

Why this design?

All information under each section of this chapter seemed equally important. The various stages for each category of industry were pinpointed and used as that focal point for the infographic, even though it was not going to be the most informative. It might still work as a poster of key takeaways for this chapter.

An In-depth look at an Interview

| Emily, UX design SCAD student | Tell 'em

I walked Emily through the infographic since a lot of the information in this section isn't "common knowledge." Hence, the infographic was said to not informative enough. There was a little a disconnect between the headers of each category with the corresponding content of each category. Emily figured it out after a while but it was certainly not very clear.

Keep it | Change it

Emily's suggestions, listed below, were carried into the design of our final infographic.
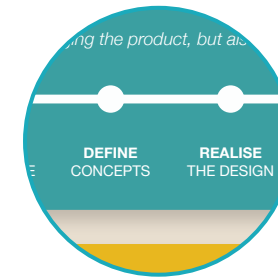
Include supporting details for each point
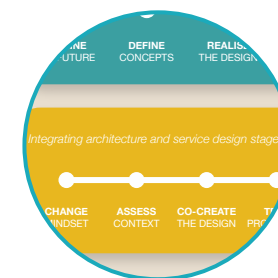
Connect content of each category with the corresponding subtitle

SERVICE DESIGN IN ACTION.

From Insight to Implementation

Design doesn't just end with a great concept. *Implementation* brings the concept to life; it is the production and rollout stage of a project. *Here are four different fields in which service design can be implemented in real life.*

SERVICE DESIGN & CHANGE MANAGEMENT

Human-centered implementation.

Things to consider:

• Set up context for change- consider people's "Drive*Motivation*Ability" behavior.

• Help people understand what will change: structure, task, technology, people

• Use co-creation and participation

• Use the power of story to make change appealing and inspiring

SERVICE DESIGN & SOFTWARE DEVELOPMENT

Creating and maintaining meaningful backlog.

Things to consider:

• Consider technical and human factors (varies based on your organization, (ie) agile, lean, early user feedback)

• Process for backlog/implementation:

1. Reserach (Insight & Data)

2. Ideation (Ideas & Concepts)

3. Prototyping (physical mock-up
These steps inform co-creation which support implementation

SERVICE DESIGN & PRODUCT MANAGEMENT

Negotiating user needs with strategy, feasability and organizational goals

Things to consider:

• Imagination phase: spaces for innovation

• Define phase: what needs to be fulfilled

• Realization phase: development & production

• Support/use phase: market introduction -> market growth -> market maturity -> market decline -> support

• Retire/Dispose phase: end of life of product, introduction of new offering

SERVICE DESIGN & ARCHITECTURE

Systemic Stages in Architecture & Service Design:

1. Mindset change: adapting systemic mindset

2. Needs assesment: research & preperation

3. Creation: integrating all people and stakeholders to co-create & ideate

4. Testing: constant prototyping

5. Building: implementation & construction

6. Monitoring: use, after care and further iteration

From This is Service Design Doing
Chapter 8: Implementation

Clara Asumadu
SERV 311 | Spring 2019
Professor Manhaes

Clara's Work

Why this design?

The goal was to communicate how the chapter explained implementation of service design in a way that made it seem like the specified fields for implementation where pieces of a larger puzzle. The chapter was also informative, so a lot of detail was added for the people unfamiliar familiar with the fields of practice explained in the chapter, or with service design.

An In-depth look at an Interview

| Mickey, and Industrial Design student at SCAD | Show 'em | Tell 'em

I showed Mickey this infographic and asked her to explain what she understood from the information. She went through it, following the path I was hoping she would, with ease and understanding. She got to a point where she was confused so we worked together to help reiterate the source of confusion.

Keep it | Change it

Mickey's suggestions, listed below, were carried into the design of our final infographic.
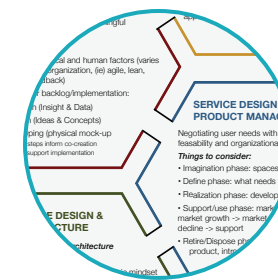
The subtly implied path makes reading easy to follow along
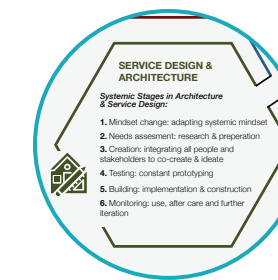
The architecture portion seems disconnected, make it's relation to the overarching theme more clear

Information is very overwhelming and should be more succinct

Our Work

Why this design?

Clara's layout was chosen for ease of readability. It was also able to showcase different categories while highlighting that they're all under the same overarching topic, where it's all connected with each other.
Natalie's "time-line" way of capturing the content was used within each category because it was concise and not too wordy. It worked more in this combination of infographics because it opens with a short description, giving it more context.

An In-depth look at an Interview

| Themed Entertainment Design Professor at SCAD

| Show 'em
| Tell 'em
| Work with 'em

We first showed him our combined infographic. He told us very detailed critique about everything from fonts to word choice to meaning. We also showed us 2 iterations of different captions for each category to see which one made more sense and was more comprehensive. His suggestions, listed below, were carried into the design of our final infographic.

Keep it | Change it

His suggestions, listed below, were carried into the design of our final infographic.

SERVICE DESIGN & PRODUCT MANAGE...
Negotiating user needs with strate... feasability and organizational goals
Things to consider:
• Imagination phase: spaces for inn...
• Define phase: what needs to be...
• Realization phase: developmen...
• ...ort/use phase: mark...

Simplify and highlight the wording of the subtitle in each category

SERVICE DESIGN SOFTWARE DEVEL...
Creating and maintaining mea... backlog.
Things to consider:
• Consider technical and human... based on your organization, (ie... early user feedback)
• Process for backlog/impl...
...oach (Insight ...
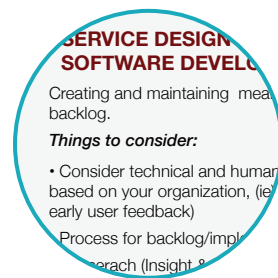
Use more easy-to-understand wording for subtitles and for other phrasing

General Interviews

| Work with 'em
| Show 'em

We asked a few people for their opinion on the hexagons with & without the tabs to see which one flowed better for them. It was a 3 to 2 vote in favor of the tabs.
There was a comment to standardise the placement of icons on either sides of the hexagons to provide a sense of consistency and neatness.

SERVICE DESIGN IN ACTION
From Insight to Implementation

Implementation brings a concept to life. Here are four different ways in which service design can be implemented into your field.

CHANGE MANAGEMENT

Human-centered implementation.

● **CREATE** AWARENESS
● **PERSUADE** & MOTIVATE
● **EDUCATE** THE PEOPLE
● **FACILITATE** ACTION
● **REINFORCE** CHANGES

SOFTWARE DEVELOPMENT

Integrating a software project life-cycle with the service design process.

● **DEFINE** THE SCOPE
● **STORE** IDEAS
● **RESEARCH** INSIGHTS
● **IDEATE** WITH TEAM
● **PROTOTYPE** & TEST
● **BUILD** PRODUCT
● **RELEASE** & EVALUATE

PRODUCT MANAGEMENT

More than managing the product, but also its entire product life-cycle.

● **IMAGINE** THE FUTURE
● **DEFINE** DESIGN CONCEPTS
● **REALIZE** THE DESIGN
● **SUPPORT** THE MARKET
● **RETIRE** THE PRODUCT
● **RE-STRATEGIZE** ASSETS

ARCHITECTURE

Integrating architecture and the service design strategies.

● **ADAPT** MINDSET
● **ASSESS** CONTEXT
● **CO-CREATE** THE DESIGN
● **TEST** THE PROTOTYPE
● **BUILD** PRODUCT
● **MONITOR** & EVALUATE

From This is Service Design Doing
Chapter 8: Implementation

Clara Asumadu & Natalie Su
SERV 310 | Spring 2019
Professor Manhaes

3. Roles

4. Connections

2. Needs

5. Measuring Quality

1. Touchpoint Name

6. Status

04

Uncovering your Customer's Journey

On the left is a simple guide to capturing touchpoints. Ask yourselves the following questions as you go along each corresponding step:

1. What is the touchpoint's name? At what stage of the journey does it happen?
2. What need does the touchpoint meet? If none, is it necessary?
3. What role does the touchpoint play?
4. This is any bridging/sequence touchpoints that lead to other touchpoints.
5. What is the quality of the touchpoint? Is it good?
6. Is there a plan to change or replace the touchpoint in the future?

You may answer these questions together with your team by conducting a workshop.

From Orchestrating Experiences

Chapter 2: Pinning Down Touchpoints

by Patrick Quattlebaum & Chris Risdon

Capturing Touchpoints: *A Checklist*

"Touchpoints" refer to all the interactions with a customer. They can span across channels, space, and time. Identifying touchpoints is valuable in transformative work that involves reimagining experiences and creating great things.

1. Channel Stage

What channel of interaction is this touchpoint on? What stage of the journey?

2. Moments of Truth

What decisive moment in the journey does the touchpoint support?

3. Touchpoint Name

Be clear, concise & consistent with the same touchpoints on other channels.

5. Roles

What roles does the touchpoint play?

4. Needs

What needs does the touchpoint meet? If none, is it necessary?

6. Connections

Any bridging/sequence touchpoints that lead to other touchpoints and channels.

7. Quality

Is the touchpoint good? Does it fail to adhere to basic heuristics or experience principles?

8. Measurement

Do you have any performance metrics associated with the touchpoint?

10. Status

Is there a plan to change or replace the touchpoint in the future?

9. Owner

Who owns the touchpoint from the organisation's viewpoint?

Natalie's Work

Why this design?

In classic journey map fashion, I wanted to portray the checklist as if they are touchpoints of a journey. I envisioned this infographic to be a quick poster of sorts for a design team to efficiently look over and nail down, with prompting questions under each point.

An In-depth look at an Interview

| Marc, IT Technician | Show 'em

Marc first read over the titles, and went back and read the descriptions under each of them. He mentioned that it's clear, easy to understand and follow the flow. He had difficulty understanding some of the phrases as he is not familiar with the SD lingo.

General feedback:

I talked to a working adult and a high school student. They had the same feedback as Mark: it's clear, easy

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

2. Moments of Truth

What decisive moment in the journey does the touchpoint support?
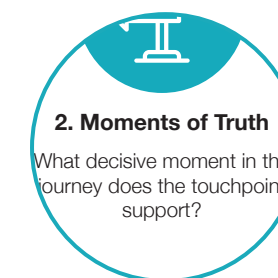
"moment of truth" is an unfamiliar phrase. Use "decisive moment" or decision instead

The journey map structure makes the reading easy to follow and understand

A Workshop to Uncover Your Customer's Journey

A guide on how to facilitate a workshop with your team to explore the stages, moments and touchpoints of your customer's journey through your brand's offerings.

From Orchestrating Experiences Chapter 1: Pinning Down Touchpoints, by Patrick Quattlebaum & Chris Risdon

Roles
- Lead facilitator
- Co-facilitator(s):
- Documentarian
- Participants: designers, users, managers, researches etc.

Artifacts
- Pictures or screenshots of touchpoints in the physical or digital environments.
- Example touchpoint inventory

Materials
easel pad or butcher paper (to create a wall canvas), painter's tape, sharpies, sticky notes, red (sad) and green (happy) emotion stickers, camera

15 min

Introductions
Have participants (designers, managers, researchers, etc.) introduce themselves and get to know each other.

10 min

Review Agenda & Objectives
Share the agenda and what you want to accomplish at the end of each session

20 min

Define & Review Key concepts
Journey: the beginning, middle, and end of the customer's experience
Stages: the cluster of moments in the customer's journey to fulfill specific needs or goals
Moments: Specific moments throughout a journey that can influence brand perception
Touchpoints: the experiences in the journey that can span channels, space, and time

30 min

Agree to channels
Channels: different platforms in which the customer engages with your brand. List the major channels used or offered for the journey you are focusing on

40 min

Define Journey Stages
Use an existing stage or hypothesize the stage in the customer's journey

15 min

Break
Take a short break; recharge!

15 min

Reflect & Determine Next Steps
Reflect on the workshop process and outcomes. Determine what is next.

75 min

Review and Refine
Review and refine your toucpoints. Evaluate the performance of each touch-point

20 min

Fill in Touchpoints
Using sticky notes, work as a team to fill in touchpoints of the journey stage you are focusing on. Be unique and specific and identify the channels they opperate in

Clara's Work

Why this design?

Since our book is meant for a design team who is familiar with service design to some extent, I thought it would be beneficial to include an infographic that focused on how to run a workshop. I chose the journey map structure for 2 reasons: to make it easy to follow how to run this workshop and to emulate the idea of a journey map through space and time.
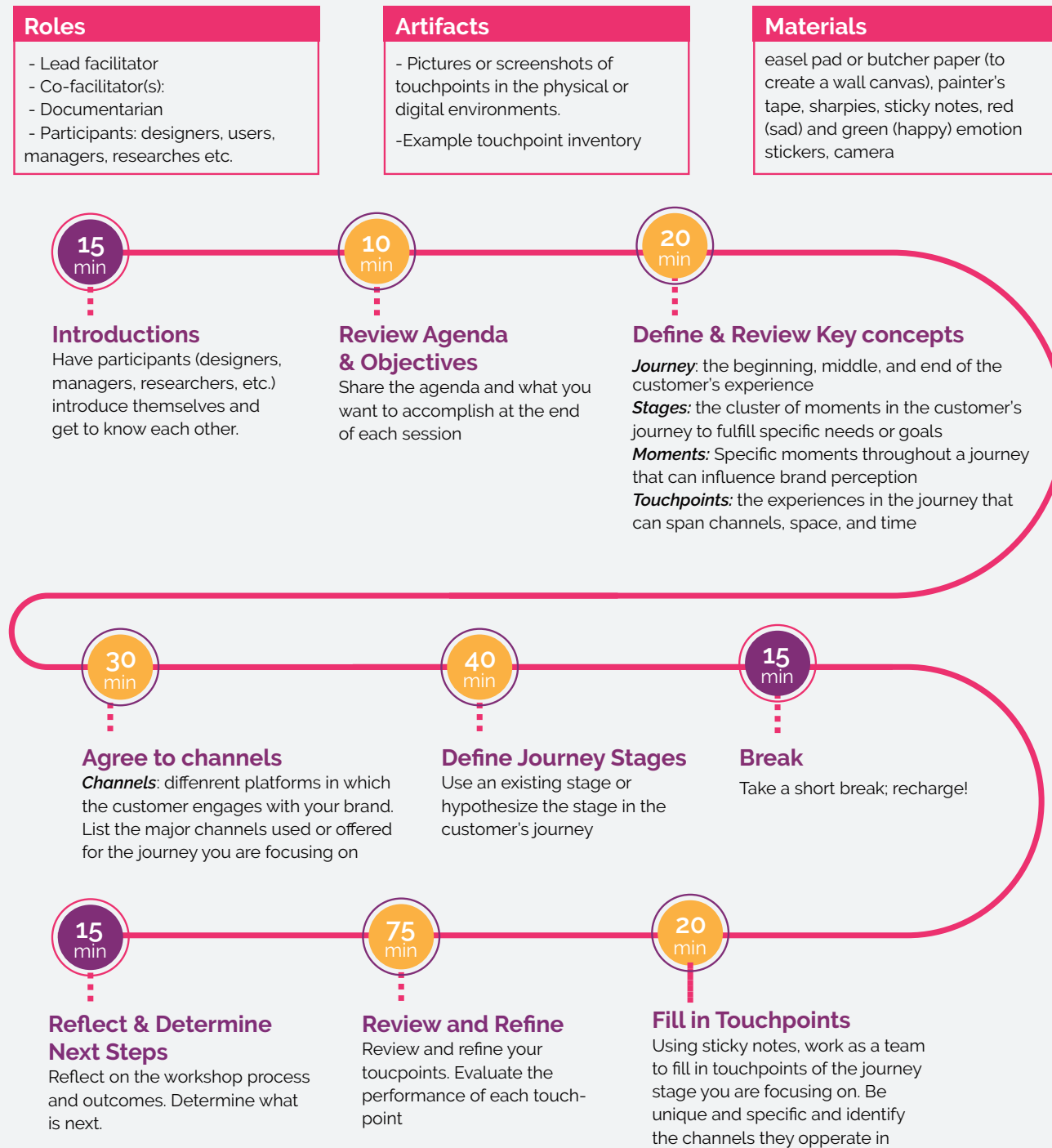
An In-depth look at an Interview

| Mia, a Fibers student at SCAD | Show 'em | Tell 'em

Mia reacted positively to the infographic upon her first look, which she explained was due to its bright colors and graphic elements. The original title confused her because it did not mention that the article was about a workshop; this affected how she understood the beginning of the infographic. After I briefly explained the content and as she read the definitions I provided, she was able to understand what I was communicating and relay it back to me.

Keep it | Change it

Mia's suggestions, listed below, were carried into the design of our final infographic.

Direct path is easy to follow; however the straight path can be made more interesting

Title should communicate that the infographic is about how to run a workshop

Our Work

Why this design?

Since the purpose of this booklet was to be a practical guide for design teams, we decided to go along with Clara's design as it is a practical guide on how to conduct a workshop. We removed the blocks of definitions that were above the workshop's "journey map" and combined our opening description to have the definition of touchpoints in the journey map structure.

General Interviews | Work with 'em | Show 'em | Tell 'em

We talked to SCAD students of various majors, a SCAD graduate and a barista. Overall, everyone understood what the infographic is about and said that it's very clear and easy to follow. Most people pointed towards certain words that they did not understand. They asked what "touchpoints", "artifacts" and "channels" meant. We asked the barista what he thought about the colors on Clara and Natalie's work. He said the blues made him feel "sadder" as he goes down the list. The pink made him feel more energetic and inspired.
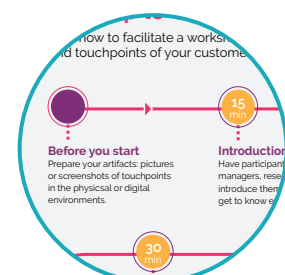
Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.
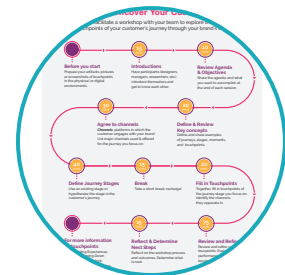
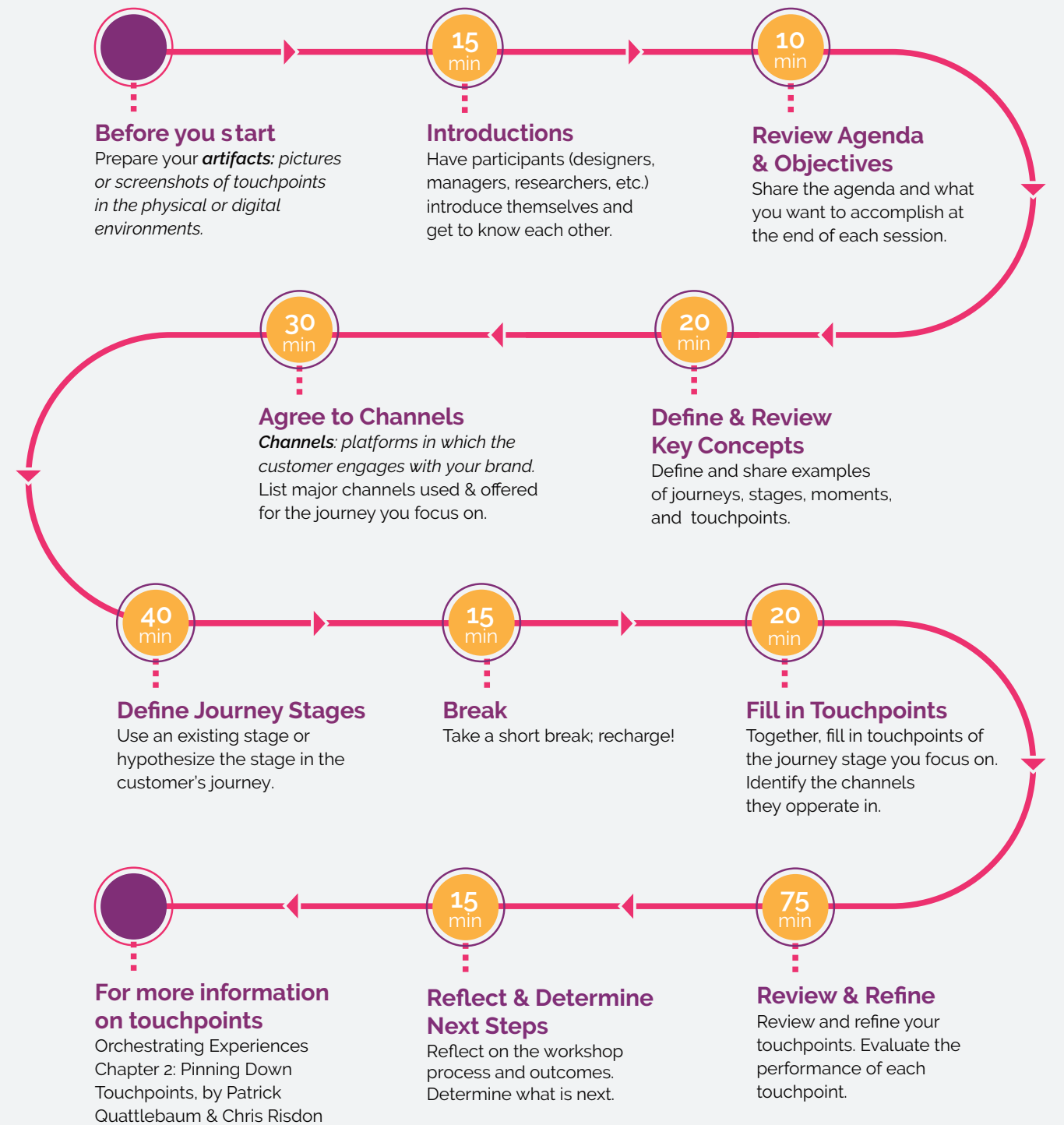The structure is clear and is very easy to follow and understand

The words "artifacts", "touchpoints", and "channels" were not easily understood and need a clearer definition

The pink infographic is more energetic and inspiring

A Workshop to Uncover Your Customer's Journey

"Touchpoints" refer to all the interactions with a customer. They can span across channels, space and time. Identifying touchpoints is valuable in transformative work that involves reimagining experiences and creating great things. This is a guide on facilitating workshops to explore touchpoints of your customer's journey with your team.

Before you start
Prepare your *artifacts*: pictures or screenshots of touchpoints in the physical or digital environments.

15 min — Introductions
Have participants (designers, managers, researchers, etc.) introduce themselves and get to know each other.

10 min — Review Agenda & Objectives
Share the agenda and what you want to accomplish at the end of each session.

20 min — Define & Review Key Concepts
Define and share examples of journeys, stages, moments, and touchpoints.

30 min — Agree to Channels
Channels: platforms in which the customer engages with your brand. List major channels used & offered for the journey you focus on.

40 min — Define Journey Stages
Use an existing stage or hypothesize the stage in the customer's journey.

15 min — Break
Take a short break; recharge!

20 min — Fill in Touchpoints
Together, fill in touchpoints of the journey stage you focus on. Identify the channels they opperate in.

75 min — Review & Refine
Review and refine your touchpoints. Evaluate the performance of each touchpoint.

15 min — Reflect & Determine Next Steps
Reflect on the workshop process and outcomes. Determine what is next.

For more information on touchpoints
Orchestrating Experiences Chapter 2: Pinning Down Touchpoints, by Patrick Quattlebaum & Chris Risdon

Natalie Su & Clara Asumadu | SERV 310 | Spring 2019

05
Mapping Experiences
with Confidence

An experience map is a visualization of your customer's behaviors, emotions, and needs as they experience your service. You capture their experience through a conceptual journey through space and time. To create a map with confidence, you should be intentional, choose a level of detail, work in a team, gather all the necessary research data, and be iterative. You should also make sure to build common ground amongst your team on the importance of experience mapping.

From Orchestrating Experiences

Chapter 5: Mapping Experiences

by Patrick Quattlebaum & Chris Risdon

Creating a Succesful Experience Map

An **experience map** is a visual articulation of behaviors, emotions, and needs of a customer, via touchpoint, as they go through a journey across space and time. Maps should be created with the people involved in the journey to synthesize qualitative and quantitative data held by these people. Working together to create the map can help identify opportunities, generate ideas, and clarify the gap between the current state and desired future state.

01 Be Intentional
Use experience maps for the right reasons, at the right time, and with the right level of time investment support and organizational support.

02 Choose your level of detail
Choose how specific or broad you want the scope of the experience you focus on to be. *(I.e.) the broad hotel experience vs. the checking in process*

03 Work Together
Involve more people in all levels of the organization. It benefits in ways like building customer empathy, building rapport amongst cross functional teams, and its more efficient.

04 Do your homework
Know your stuff. In addition to conducting quantitative and primary research, you should be layering in already existing insights and data in the process

05 Be Iterative
Continuously refine your understanding and how to communicate that knowledge throughout the mapping process. The process shouldn't be linear but fluid and adaptive.

06 Build Common Ground
Make sure that everyone understands that the mapping process is useful. It can inform opportunity identification, ideation, concept development, and more.

From more information: Orchestrating Experiences
Chapter 5: Mapping Experiences
by Patrick Quattlebaum & Chris Risdon

Clara Asumadu | Serv 310 |Spring 2019

Clara's Work

Why this design?
Because the content of the infographic was very straightforward, I mainly focused on trying to make the infographic look interesting by using a bright color and interesting shape. The content was mostly a result of my feedback from a person without much design knowledge.

An In-depth look at an Interview

| Joshua, a Biology student at Savannah State Univ.

| Tell 'em | Work with 'em

I first gave Josh a brief explanation of the infographic and I asked him what he understood. He read through each definition and explained what he understood. When his explanation did not match what I was hoping to communicated, we worked together to reword my definitions so that he understood.

Keep it | Change it
Joshua's suggestions, listed below, were carried into the design of our final infographic.

01 Be Intentional
Use experience maps for the right reasons, at the right time and with the right level of time investment support and organizational support.

Use proactive wording like "Be Intentional"

Work Together
Involve more people in all levels of the organization. It benefits in ways like building customer empathy, building rapport amongst cross functional teams, and its more effic

Keep information is easy to understand for people who aren't from design backgrounds

Natalie Su | SERV 310 | Sring 2019

A guide to
MAPPING WITH CONFIDENCE

From *Orchestrating Experiences:* Chapter 5 Mapping Experiences.

Map with intent

Use experience mapping for the right reasons, at the right time, and with the right level of time investment and organizational support. Be clear of your objectives.

Choose the degree of detail

Looking at a journey with different degrees of detail can provide different insights, so choose how in-depth or how broad you want to cover and learn about the customer journey.

Don't go solo

Involving more of the organization in experience mapping helps to build customer empathy, establish coworker rapport, encourage ownership from across the departments, and create efficiency.
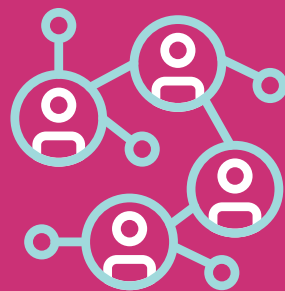
Do your homework

Learning what your organization already knows will help you make proper trade-offs of time and energy. It helps to inform the research plan about the most critical knowledge gaps.

Iterate

Experience maps reflect a collection of many differing pieces of information from the entire process. Continually refine your understanding and ways to communicate that knowledge through iterations.
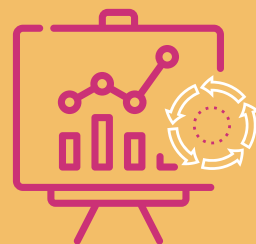
Build into process

The success of adopting experience mapping into your process depends greatly on others' understanding of how it helps to define or design better end-to-end product and service experiences. Be sure to relay its benefits clearly to others.
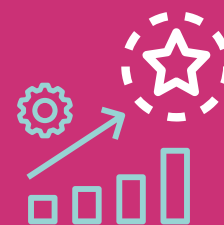
Natalie's Work

Why this design?

The primary force of attraction in this infographic is the bold colour palette and use of icons. Since there was no particular sequence, I chose to lay out each section of information this way without any particular guiding lines. The intention of this design was also to be scannable with just the titles and icons.

General Interviews

| Work with 'em | Show 'em

I spoke to a Dentistry student based in Cleveland and an ESOL student. People read it just as they would a normal page; left to right, with no need of a guiding sequence. For those who read it on the laptop screen, colour contrast was legible. There was some issue with contrast between background and text, depending on what the infographic was viewed on.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

go solo

Involving more of the organization in experience mapping helps to build customer empathy, establish coworker rapport, encourage ownership from across the departments, and create efficiency.

Keep information is easy to understand for people who aren't from design backgrounds

ntent

Use experience mapping for the right reasons, at the right time, and with the right level of time investment and organizational support. Be clear of your objectives.

The white text on top of the teal color is a little hard to read on certain screens

Our Work

Why this design?

The primary force of attraction in this infographic is the bold colour palette and use of icons. Since there was no particular sequence, I chose to lay out each section of information this way without any particular guiding lines. The intention of this design was also to be scannable with just the titles and icons.

An In-depth look at an Interview

| Bryan, SCAD staff | Show 'em | Tell 'em

Bryan was able to relay the information back to us accurately despite not having prior knowledge on the subject. He was confused about the repetitive use of the word "right" in the first section, but further interviews showed that this wasn't a huge problem.

Keep it | Change it

His suggestions, listed below, were carried into the design of our final infographic.

go solo

Involving more of the organization in experience mapping helps to build customer empathy, establish coworker rapport, encourage ownership from across the departments, and create efficiency.

Keep information easy to understand for people who without design backgrounds

tent

Use experience mapping for the right reasons, at the right time, and with the right level of time investment and organizational support. Be clear of your objectives.

Use examples for each category of information to further understanding

---

Orchestrating Experiences: Chapter 5.   Clara Asumadu & Natalie Su | SERV 310 | Spring 2019

A guide to
MAPPING EXPERIENCES WITH CONFIDENCE

An **Experience Map** is a visualisation of a customer's journey across space and time. Maps should be co-created and they can help clarify the gap between the current state and the desired future state.

Be intentional

Use experience mapping for the right reasons, at the right time, and with the right level of time investment and organizational support. Be clear of your objectives.

Choose the level of detail

Choose how in-depth or how broad you want to the scope of the experience you want to focus on to be. (I.e. the broad hotel experience vs. the checking-in process.)

Work together

Involving more of the organisation in experience mapping helps to build customer empathy, establish coworker rapport, encourage ownership from across the departments, and create efficiency.
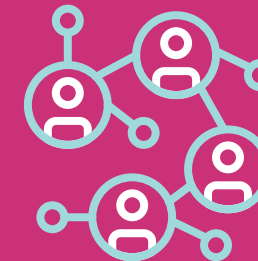
Do your homework

Learning what your organization already knows will help you make proper trade-offs of time and energy. It helps to inform the research plan about the most critical knowledge gaps.

Be iterative

Continuously refine your understanding and how to communicate that knowledge throughout the mapping process. The process shouldn't be linear but fluid and adaptive.

Build **common ground**

Make sure that everyone understands that the mapping process is useful. It can inform opportunities, ideation, concept development and more.
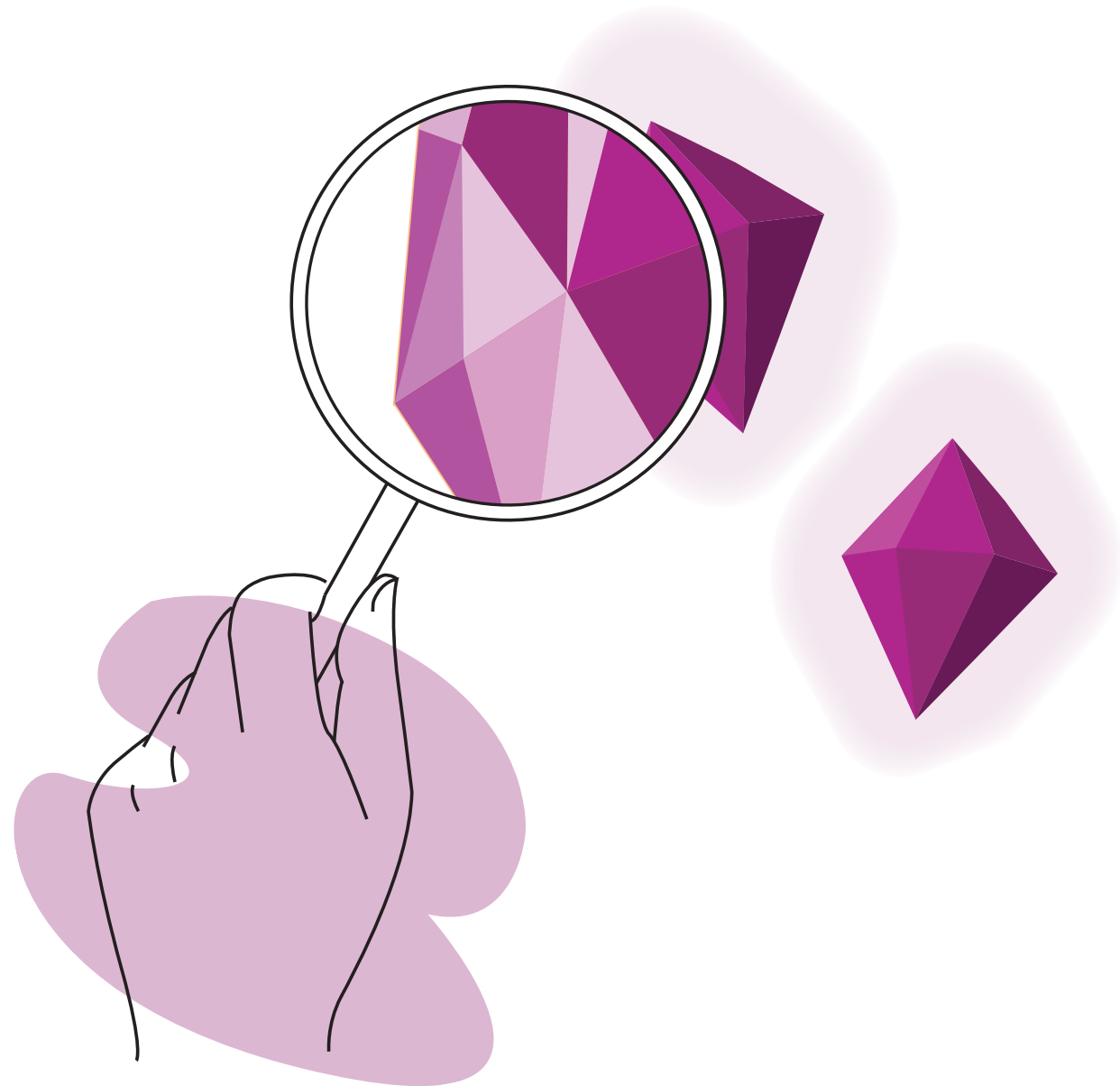
06

Human-Centered Research Methods

The design process must be integrated with human-centered research methods in order to create innovative designs. Each stage of design process correlates with exploratory, generative and evaluative research. In the exploratory phase, you observe and reflect upon the context in which you are conducting research. In the generation phase, you make prototypes that are co-created with those you are designing with and for. In the evaluation phase, you test, assess and implement your most viable ideas. Each of these phases should be human-centered and iterative

From Designing for Service: Creating an Experience Advantage
by Hugh Dubberly and Shelley Evenson (2010)

It Observes

Discover the "What is?"
Study the people, the context, the company, its brand and it's perceptions, and the current market conditions.

It Reflects

Create visual models like blue-prints and journey maps that reflect and analyze the "What is"

Service Design: What Does It Do?

Service is a process that creates change in the conditions of a person because of the activity of some people; it is co-created by the people involved in the change and the people facilitating the change.
Service design is the orchestrating of people to create a change that's agreed upon by the people involved in the change and the people facilitating the change. Outlined here is the Service Design process

It Creates

Create your concept, prototype the concept, test your concept, refine your concept and be iterative in this whole process.

It is Co-Created

Create dialogue about the service design process with organizations and customers.s

It Implements

Bring system resources of service design to the masses of people.

From Designing for service: Creating an experience advantage" by Dubberly and Evanson

Clara Asumadu | SERV 310 | Spring 2019

Clara's Work

Why this design?

I wanted this infographic to be as dynamic as our original layouts, so I decided to put the title in the center and have the information sprouting from the center.

General Interviews | Work with 'em | Show 'em

I showed this to a professor and some students, and they gave a lot of suggestions on how to make the infographic easier to read and to follow

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

If the title isn't in the traditional location, make it impactful so it's the first thing you see

Don't repeat the word "It" so much because the reader may not know what "it"is

Human-Centred Research Methods
What methods to use and when to use them.

Each stage of the design process requires the employment of certain human-centred research methods to design innovative solutions most effectively .

STAGE	Observe	Reflect	Make	Socialise	Implement
RESEARCH TYPE	EXPLORATORY		GENERATIVE		EVALUATIVE
RESEARCH METHODS	**Ethnography**: participant & non-participant observations, contextual inquiry.		**Projective**: expressive exercises. **Constructive**: concept ideation.		**Evaluate**: user tests, prototypes, focus groups.
EXAMPLES	Shadowing, interviews.		Collage, model kits.		Lab experiments, workshops.
GOALS	• To immerse the research designer in the context. • To uncover the people's goals and masked needs. • To provide an in-depth understanding of the data.		• To verify the current experiences of a service. • To determine what is meaningful. • To co-create and explore solutions for the needs.		• To evaluate the success of the solution. • To determine if it is useful, usable and desirable. • To make iterations before it is too late.

From *Designing for Service: Creating an Experience Advantage.*   Natalie Su | SERV 310 | Spring 2019
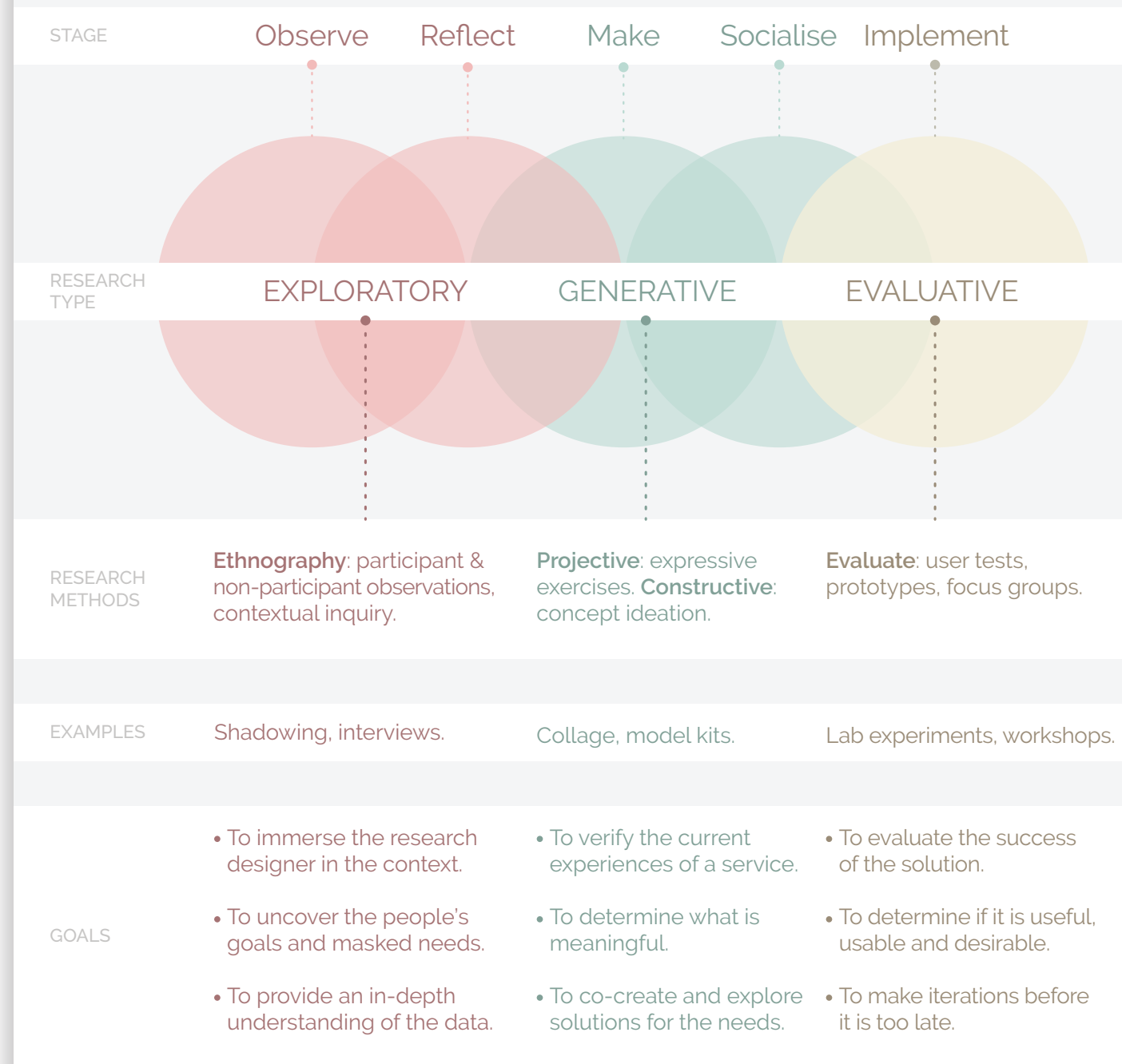
Natalie's Work

Why this design?
This infographic walks the reader through the many layers of research methods, and provides examples and goals so that it is useful and actionable for the reader. I wanted to portray the idea that each of the stages are not distinctly categorised within a few of the research methods; there is a lot of overlap in methodologies, hence the overlapping circles.

An In-depth look at an Interview

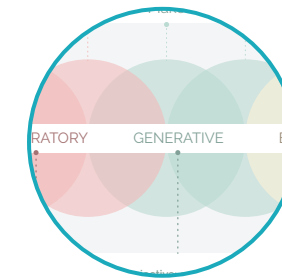| Christine Van Duyn, Interior Design professor at SCAD | Show 'em

Christine understood everything and relayed her understandings of it back to me perfectly, and was even able to relate it back to her field.

Keep it | Change it
Christine's suggestions, listed below, were carried into the design of our final infographic.

Make the purpose of the overlapping circles immediate to recognize
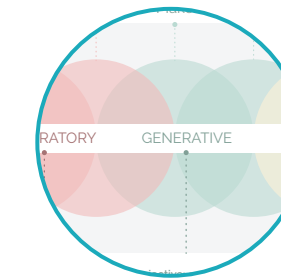
Make the circles a purposeful part of the infographic, rather than simply a design element

General Interviews | Show 'em

I spoke to a Barista and an ESOL student. There was still not an immediate understanding of the overlapping circles and they also felt there was a disconnect between the research types and stages and the circles.

Our Work

Why this design?

Natalie's layout was chosen for ease of readability. To solve the problem brought up in the feedback, we flipped the stages and research types and removed the white bar that went through the circles. This helped to make the circles seem more part of the infographic than simply decoration. We also reduced the number of vertical dotted lines to streamline the flow of the infographic.

General Interviews | Work with 'em | Show 'em

We spoke to a front-of-house staff, and 2 young parents. They didn't realise that we had 3 different sections which had different colours. We worked with the front-of-house staff to make the wording more comprehensive for an audience without design knowledge. After her help, people were able to understand the message of the infographic quite effectively and could relay the information back to us.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

Make the colours of the text easy to distinguish

Keep information easy to understand for people who without design backgrounds

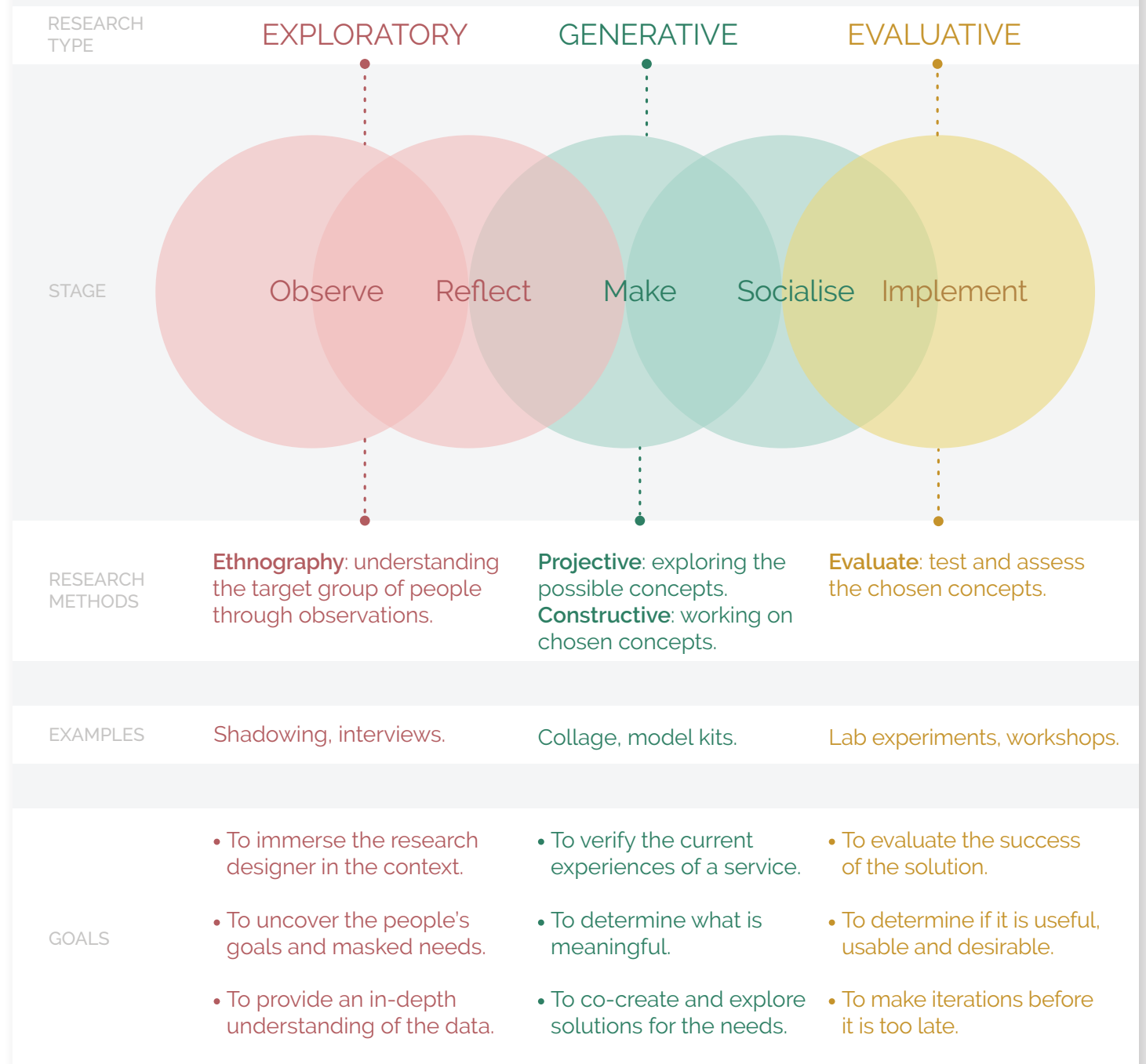## An In-depth look at an Interview

| Lorraine, a Pharmacist | Show 'em

We showed Lorraine the final iteration. She understood everything; the flow was correct. Immediately, she pointed out the overlapping of the circles and explained its meaning without prompting.

Human-Centred Research Methods
What methods to use and when to use them.

Each stage of the design process requires the employment of certain human-centred research methods to design innovative solutions most effectively .

	EXPLORATORY	GENERATIVE	EVALUATIVE
RESEARCH TYPE			
STAGE	Observe Reflect	Make Socialise	Implement
RESEARCH METHODS	**Ethnography**: understanding the target group of people through observations.	**Projective**: exploring the possible concepts. **Constructive**: working on chosen concepts.	**Evaluate**: test and assess the chosen concepts.
EXAMPLES	Shadowing, interviews.	Collage, model kits.	Lab experiments, workshops.
GOALS	• To immerse the research designer in the context. • To uncover the people's goals and masked needs. • To provide an in-depth understanding of the data.	• To verify the current experiences of a service. • To determine what is meaningful. • To co-create and explore solutions for the needs.	• To evaluate the success of the solution. • To determine if it is useful, usable and desirable. • To make iterations before it is too late.

07

5 Core Elements of Service Design

As service designers, our role is to be an agent of impactful change. The key elements that allow us to create change connect different disciplines and practices together to define a design framework. These key elements include empathy, collaborative facilitation, storytelling, prototyping and testing, and change-making on an organizational level. Our goal should be to master these key elements that make up the core of Service Design.

From An Introduction to Service Design

Chapter 12: Service design core capabilities

by Lara Penin

5 Core Skills to Master
as a Service Designer

From *An Introduction to Service Design: Designing the Invisible,* Chapter 12.

1 | Empathic Listening

Understanding people's behaviours, needs, values, and aspirations through their:
- Reasoning
- Reactions
- Guiding principles

2 | Process Facilitation

Bringing together people with different understandings & capabilities to:
- Collaborate
- Co-create
- Have stewardship

5 | Making Organisational Changes

Help organisations make important decisions about their futures by:
- Engaging with them
- Understanding stakeholders
- Strengthening relatioships

3 | Envisioning & Visualising

Envisioning a preferred future through images and stories to:
- Articulate insights
- Communicate visions
- Maintain empathy

4 | Prototyping & Testing

Test new ideas, learn what does & does not work, & how to move forward, by:
- Paper prototyping
- 3D modelling
- Bodystorming

Natalie Su | SERV 310 | Spring 2019

Natalie's Work

Why this design?

I wanted to capture the main message of "the core" in some way in my infographic, hence the colour-blocking of the circle in the centre. Again, I wanted this to be an easy, scannable pamphlet for anyone in the team to quickly glance over and understand the message.

An In-depth look at an Interview
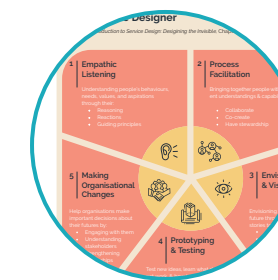
| Debbie, an HR Representative

| Tell 'em

Debbie understood the content of my infographic able to relay the information back to me.

Keep it | Change it

Debbie's suggestions, listed below, were carried into the design of our final infographic.

Have info follow the traditional way we read in the West (top-bottom, left-right)

Say "making organizational changes" instead of "organizational change making

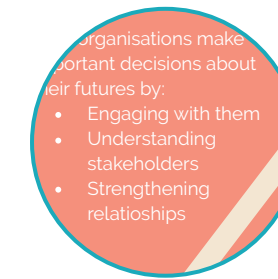## General Interviews

| Work with 'em

| Show 'em

I showed this to an ESOL student and some SCAD students.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

The 3 bullet points each makes it easy to scan the infographic

The Core Elements of Service Design

Understanding the core elements of service design and how it can create impactful change.

collaborative facilitation

Service design is a collaborative practice. The designer should facilitate and encourage collaboration by informing, engaging, synthesizing information and by being decisive with their team.

empathy

It is imperative to understand the group of people you are designing and strategizing for. Discover their reasoning, their reactions and their underlying core beliefs.

-Workshops
-Focus groups

-Interviews
-Focus groups

-Visualisations
(journey map,
blueprint)

-Business model
canvas
-3D models

storytelling

Storytelling is a catalyst for innovation. It articulates and communicates what you know. It also builds empathy because it helps build common understanding within a team.

prototyping & testing

Design opportunities need to be tested to see what works and what doesn't work, to make decisions to move forward. This helps reduce risk and save time and resources.

From the book *An Introduction to Service Design*
Chapter 12: Service design core capabilities by Penin

Clara Asumadu | Spring 2019
SERV 310 | Professor Manhaes

Clara's Work

Why this design?

To represent the "core" I broke up a circle into four parts, using color to separate each different element of the "core" of service design. I originally had represented the fifth core from this chapter as part of the running copy after the title, as I saw it to be an overarching core. But after interviewing people, and because this section was text heavy, I made the decision to not include this part because people brought the fifth core up, even without fully reading the original text.

An In-depth look at an Interview

| English Professor from the University of Southern CA

| Show 'em

I presented the infographic to the professor and asked him to read it and explain what he understood. After reading the infographic, he told me what he understood about each topic and he felt that he had a good overview of service design.

Keep it | Change it

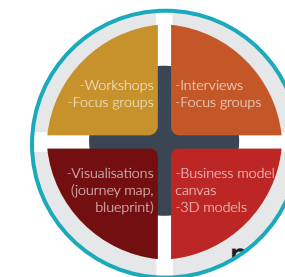His suggestions, listed below, were carried into the design of our final infographic.
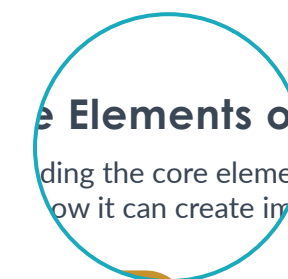
He used the word "Elements" even though I originally had "Essence" in the title

Keep the info in the introducing text succinct and relevant

Color makes the information more pleasing to read

Our Work

Why this design?

We decided to change our design completely to explore a better way to visualize the "core". With the center and its elements branching out from the core, we felt that this conveyed that idea more clearly. We tested the two and people mentioned that this new design was better. We improved the design from one of Clara's previous infographics by drawing focus to the title (at the centre "core") and then branching out with "lighter weight" sub-sections.

An In-depth look at an Interview

| Aaron, a SCAD Security Guard | Show 'em | Tell 'em

We simply showed Aaron our 2 individual infographics, asking him to tell us what he understood from the context. Without any service design knowledge, he understood and relayed his understanding back to us accurately. He then picked the text that he understood best.

He didn't understand "process facilitation", but he understood "collaborative facilitation" from just it's title.
He said that "empathic listening" captured the message specifically, while "empathy" was too open-ended.
In the end, he applied the knowledge learned through the infographic in his own ideas.
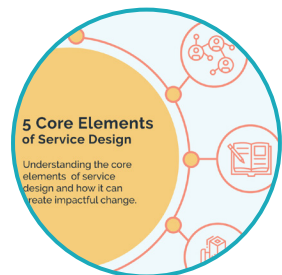
General Interviews

| Work with 'em | Show 'em

We talked to 2 tourists, 2 security guards, 2 baristas, 2 SCAD alums at ShopSCAD (a fibres major (2016), and media & performing arts major (2009)) and 4 other people for the final iteration.

Keep it | Change it

Their suggestions, listed below, were carried into the design of our final infographic.

Most people will start to read from the title as intended, as long it's bold and attention-grabbing

Use the content description from the infographic that best captures each core element

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5 Core Elements of Service Design

Understanding the core elements of service design and how it can create impactful change.

Empathic Listening
Understanding people's behaviours, needs, values, and aspirations through their:
- Reasoning
- Reactions
- Guiding principles

Collaborative Facilitation
Bringing together people with different understandings & capabilities to:
- Collaborate
- Co-create
- Have stewardship

Storytelling
Storytelling through visuals or stories, is a catalyst for innovation. It helps
- communicate information
- build empathy
- build common understanding

Prototyping and Testing
To help reduce risk and save time and resources, design opportunities need to be tested to
- see what works
- see what doesn't work
- make decisions to move forward

Making Organizational Changes
Help organisations understand the role of design and make important decisions about their futures by:
- Engaging with them
- Understanding people
- Strengthening relatioships

From the book An Introduction to Service Design
Chapter 12: Service design core capabilities by Lara Penin

Clara Asumadu and Natalie Su | SERV 310 | Spring 2019

References

An Interviewing with 2 Savannah locals
Clara and Natalie
Savannah, GA

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Orchestrating Experiences Chapter 2: Pinning Down Touchpoints by Patrick Quattlebaum & Chris Risdon

Orchestrating Experiences Chapter 5: Mapping Experiences by Patrick Quattlebaum & Chris Risdon

Designing for Service: Creating an Experience Advantage by Hugh Dubberly and Shelley Evenson (2010)

An Introduction to Service Design Chapter 12: Service design Core Capabilities by Lara Penin

GET OUT THERE &

CREATE
SOMETHING
GREAT