Service Design Toolbox

TOOLS AND TECHNIQUES TO AID THE DESIGN PROCESS

Job Stories

Service Walk Through

Empathy Map

Service Blueprint

Personas

Value Proposition Map

"How Might We" Questions

Prioritisation Matrix

User Journey Map

Prototype
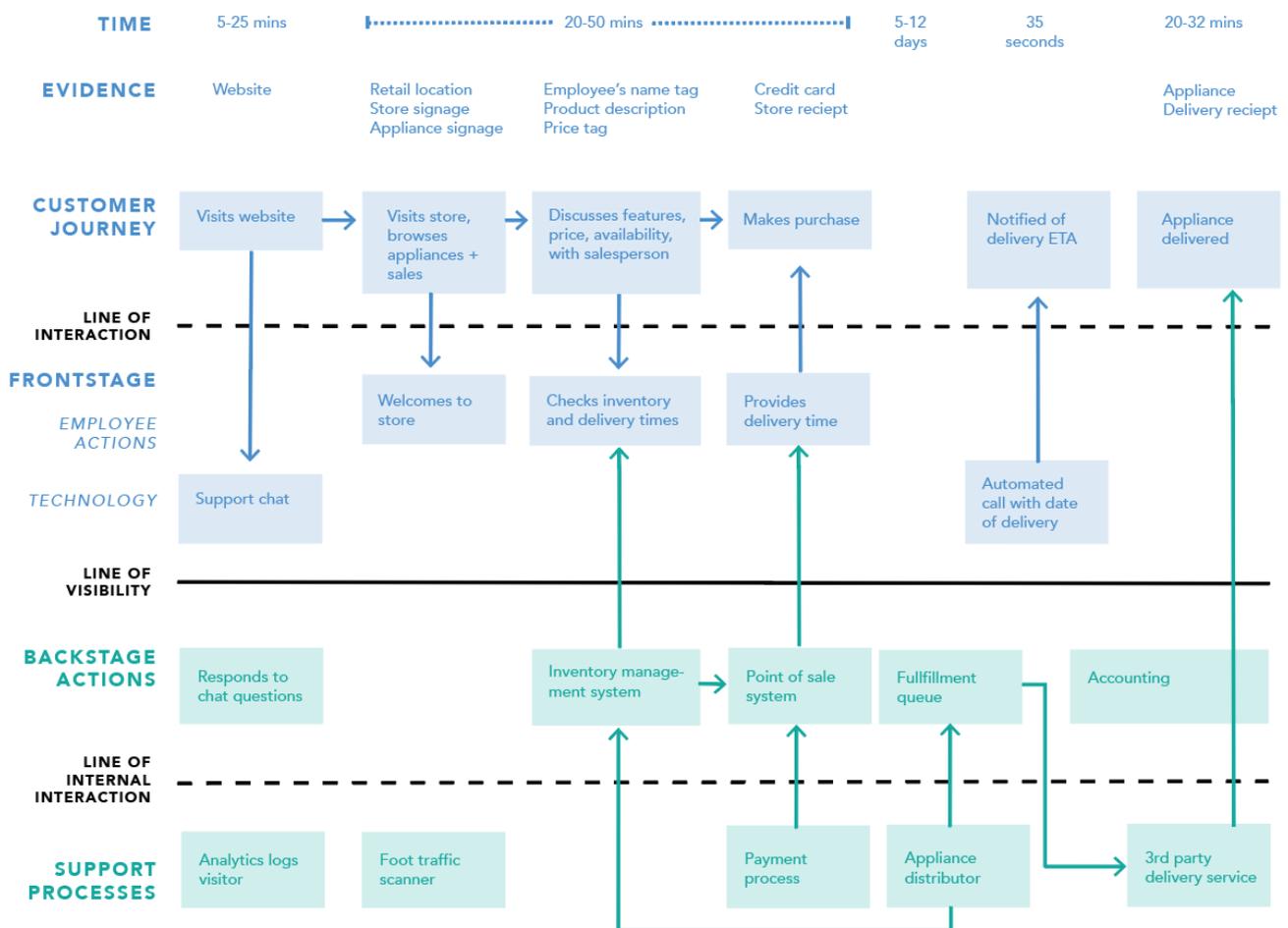
Storyboard

Stakeholder Map
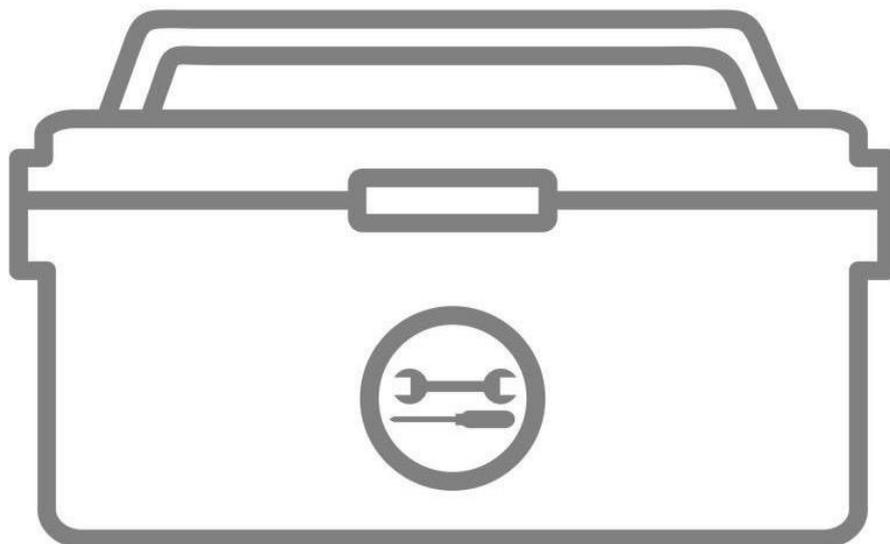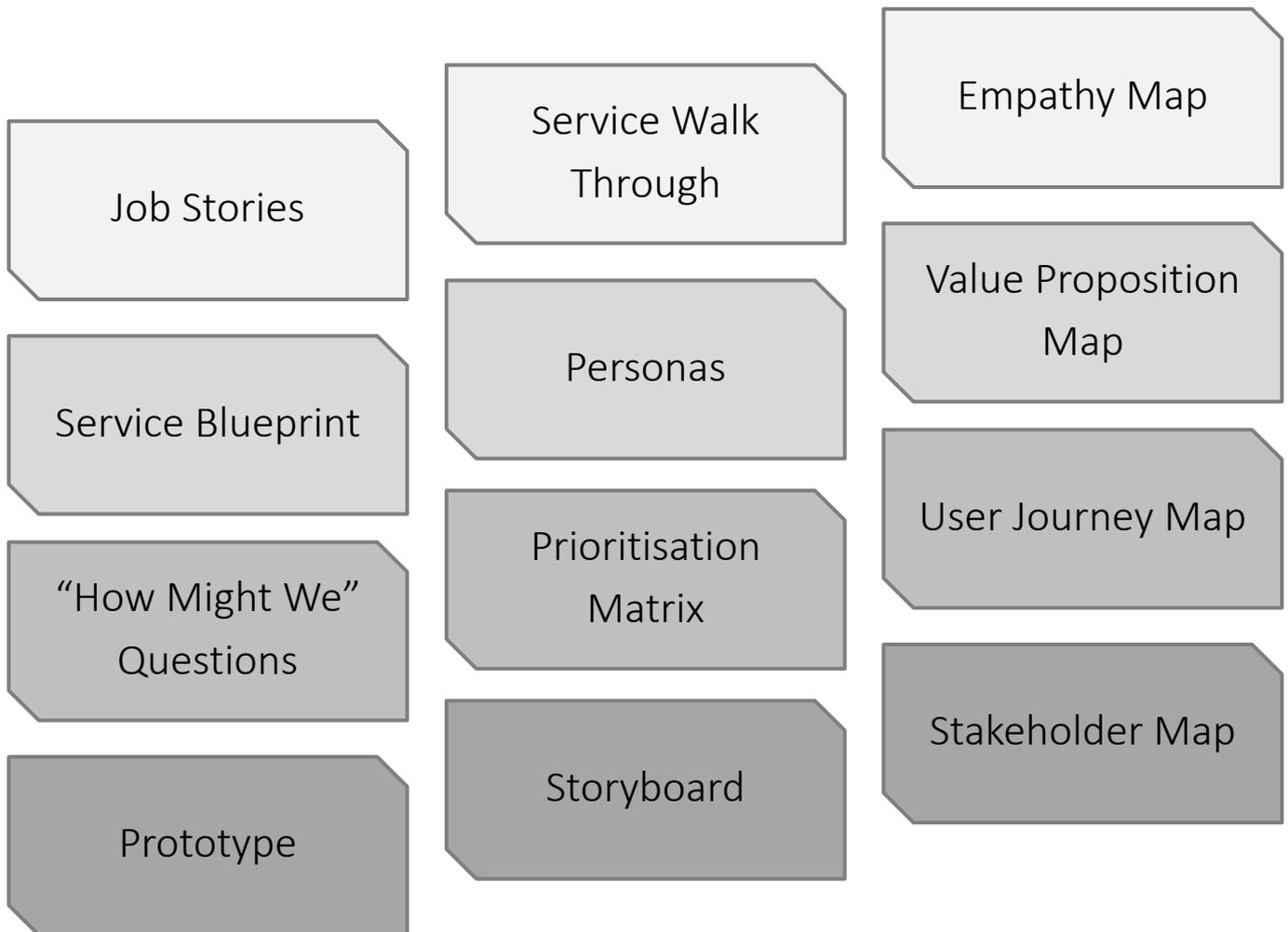
DESIGN TOOL | Service Blueprint

DEFINITION | A Service Blueprint describes the nature and the characteristics of the service interaction in enough detail to verify, implement and maintain it.

It is a graphical technique that displays the process functions above and below the line of visibility/interaction to the customer: all the touchpoints and the back-stage processes are documented and aligned to the user experience.

BLUE PRINT EXAMPLE | Template

TIME	5-25 mins	20-50 mins			5-12 days	35 seconds	20-32 mins
EVIDENCE	Website	Retail location Store signage Appliance signage	Employee's name tag Product description Price tag	Credit card Store reciept			Appliance Delivery reciept
CUSTOMER JOURNEY	Visits website	Visits store, browses appliances + sales	Discusses features, price, availability, with salesperson	Makes purchase		Notified of delivery ETA	Appliance delivered

LINE OF INTERACTION

FRONTSTAGE							
EMPLOYEE ACTIONS		Welcomes to store	Checks inventory and delivery times	Provides delivery time			
TECHNOLOGY	Support chat					Automated call with date of delivery	

LINE OF VISIBILITY

| **BACKSTAGE ACTIONS** | Responds to chat questions | | Inventory management system | Point of sale system | Fulfillment queue | Accounting | |

LINE OF INTERNAL INTERACTION

| **SUPPORT PROCESSES** | Analytics logs visitor | Foot traffic scanner | | Payment process | Appliance distributor | | 3rd party delivery service |

DESIGN TOOL | Prototype

DEFINITION | Prototyping is a tool for testing the service by observing the interaction of the user with a prototype of the service put in the place, situation and condition where the service will actually exist.

The aim is verifying what happens when some external factors interfere during the service delivery, factors that it's not possible to verify during the preceding tests in the laboratory but that have a great impact on the user perception and experience.

PROTOTYPING EXAMPLE | Low-Fidelity Wireframes

PROTOTYPING EXAMPLE | High-Fidelity Wireframes
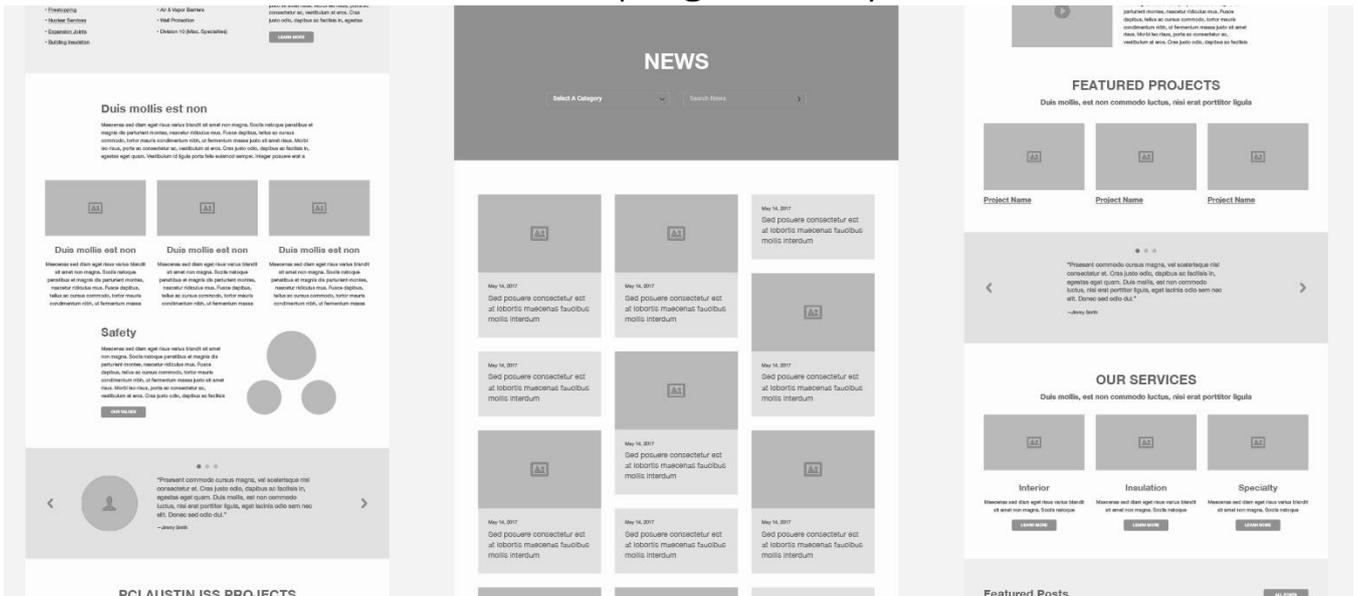
DESIGN TOOL | Stakeholder Map

DEFINITION | Stakeholder mapping is a process of finding out the key stakeholders relating to a project. The process involves identifying all individuals who have an interest in the project outcome. A project stakeholder can be one individual or multiple individuals as in the case of large public infrastructure projects.

Once all the project stakeholders have been identified, you then map/categorise these stakeholders, according to different levels of engagement. Mapping of a stakeholder is done according their level of influence and their level of interest. Influence refers to the power a stakeholders may have in setting and modifying project requirements. However, interest refers to stakeholders that will be affected by the project outcome but they do not have any power to influence project requirements.
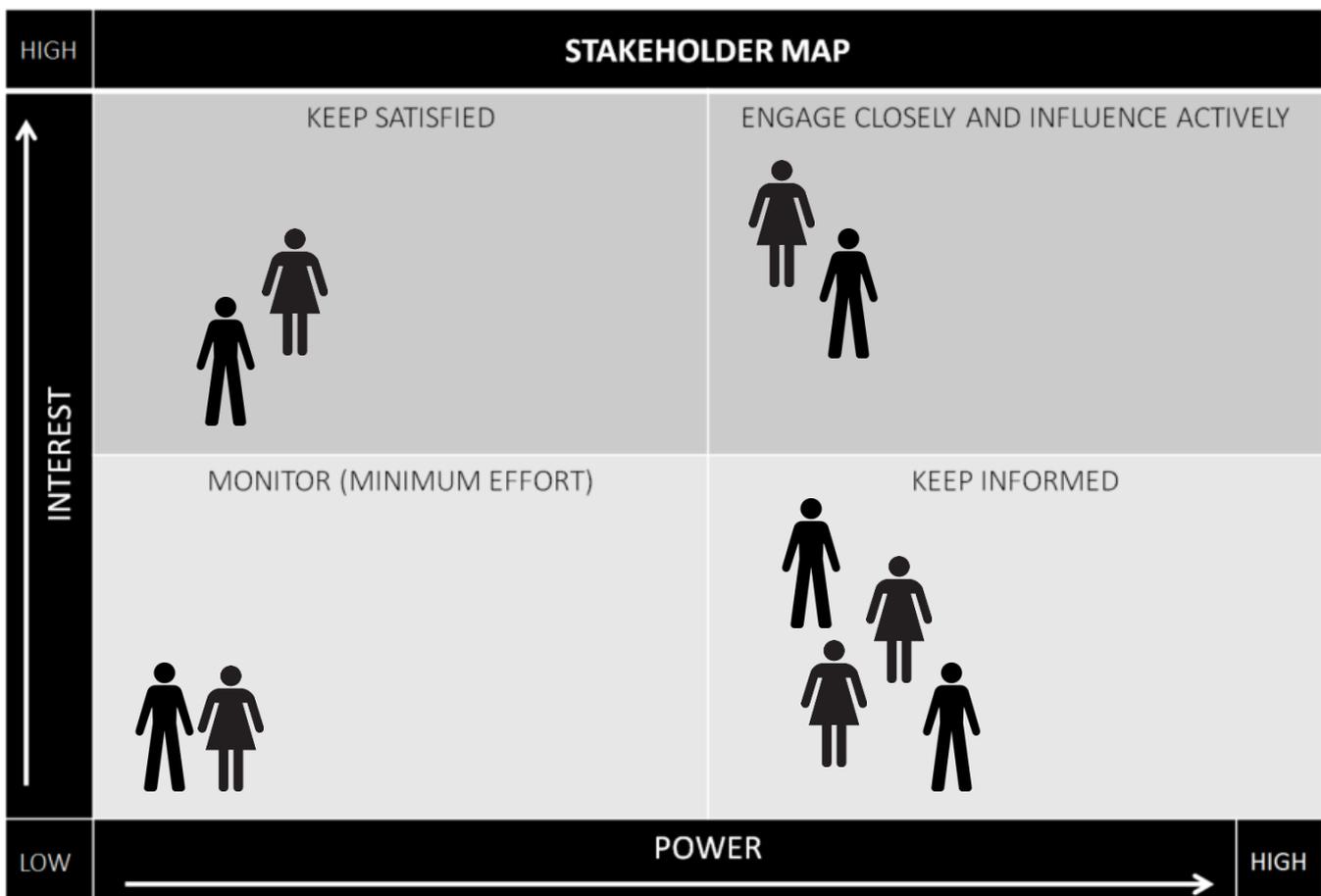
DESIGN TOOL | Customer Journey Map

DEFINITION | A customer journey map is an oriented graph that describes the journey of a user by representing the different touchpoints that characterise their interaction with the service.

In this kind of visualization, the interaction is described step by step as in the classical blueprint, but there is a stronger emphasis on some aspects as the flux of information and the physical devices involved. At the same time there is a higher level of synthesis than in the blueprint: the representation is simplified through the loss of the redundant information and of the deepest details.

CUSTOMER JOURNEY MAPPING EXAMPLE | Template
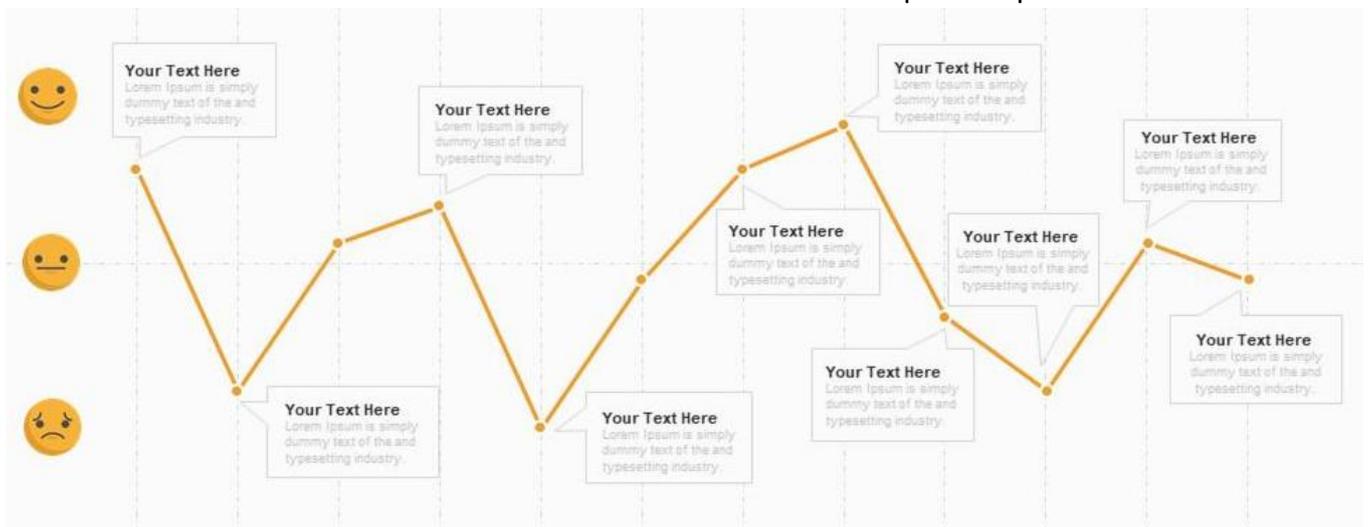
DESIGN TOOL | Value Proposition Map

DEFINITION | A Value Proposition Map is a visual tool that allows you to plan what problems or desires your product/service addresses in a way that allows you to find a match between your product and the expectations of your customers.

This tool enables you to understand the motivations of a project and what are the primary pain points which need to be addressed to hence user experience. This is a valuable tool, especially in delivery when trying to refine and prioritise.

VALUE PROPOSITION MAP TEMPLATE | Template
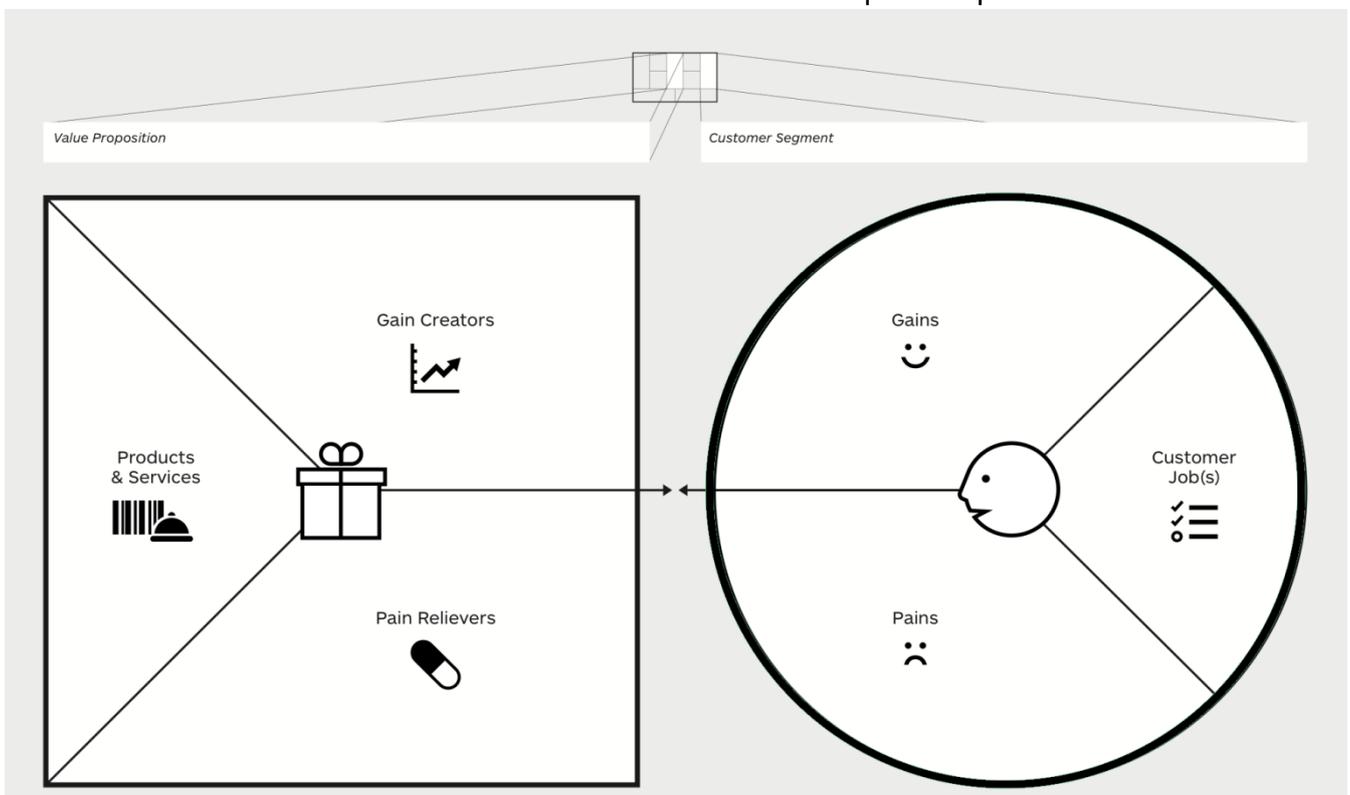
DESIGN TOOL | "How Might We" Question

DEFINITION | Now that you've gathered some insights from your research you're ready to begin brainstorming new opportunities. Try reframing your insight statements as "How Might We questions" to turn those challenges into opportunities for design.

The How Might We format is used because it suggests that a solution is possible and because they offer you the chance to answer them in a variety of ways. A properly framed How Might We question doesn't suggest a particular solution, but gives you the perfect mindset for innovative thinking.
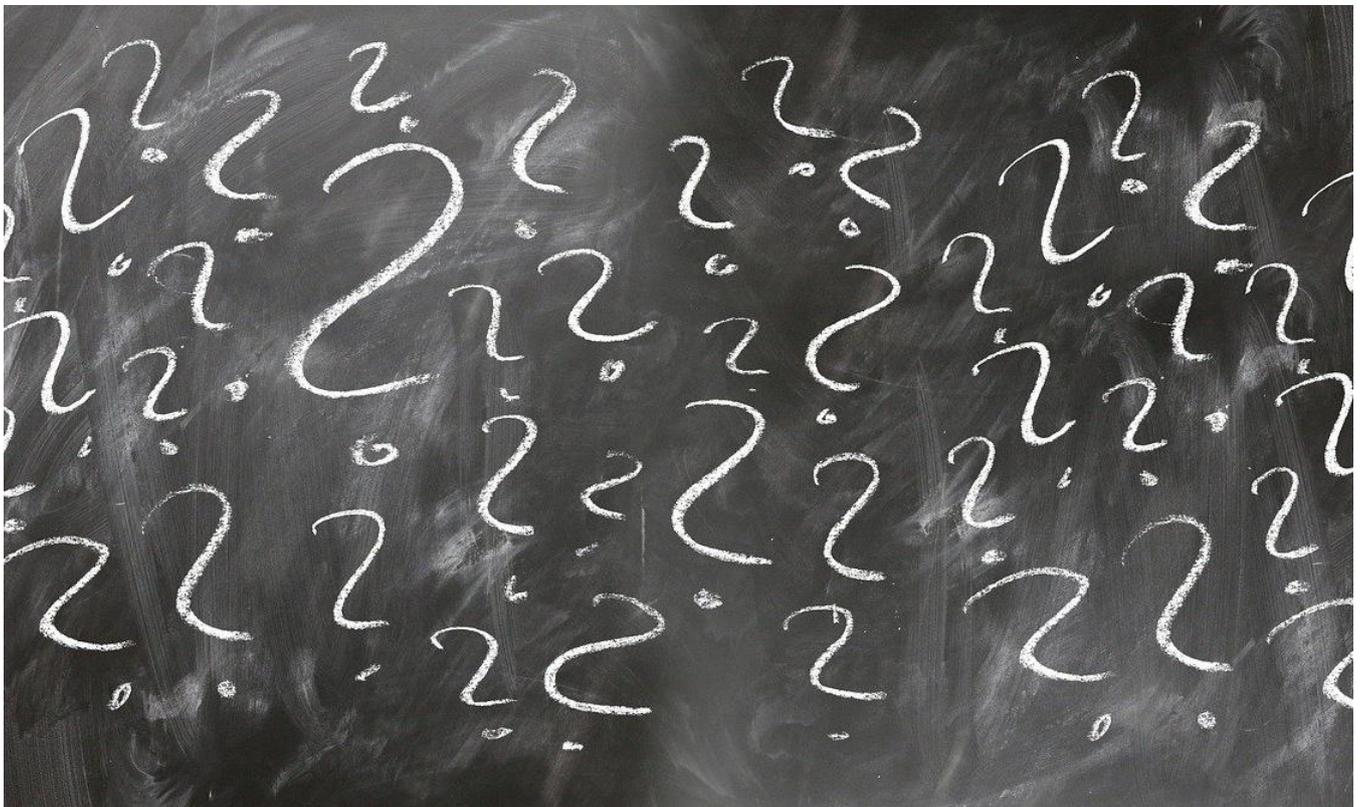
DESIGN TOOL | Storyboard

DEFINITION | The storyboard is a tool derived from the cinematographic tradition; it is
the representation of use cases through a series of drawings or pictures,
put together in a narrative sequence.

The service storyboard shows the manifestation of every touchpoints and
the relationships between them and the user in the creation of the
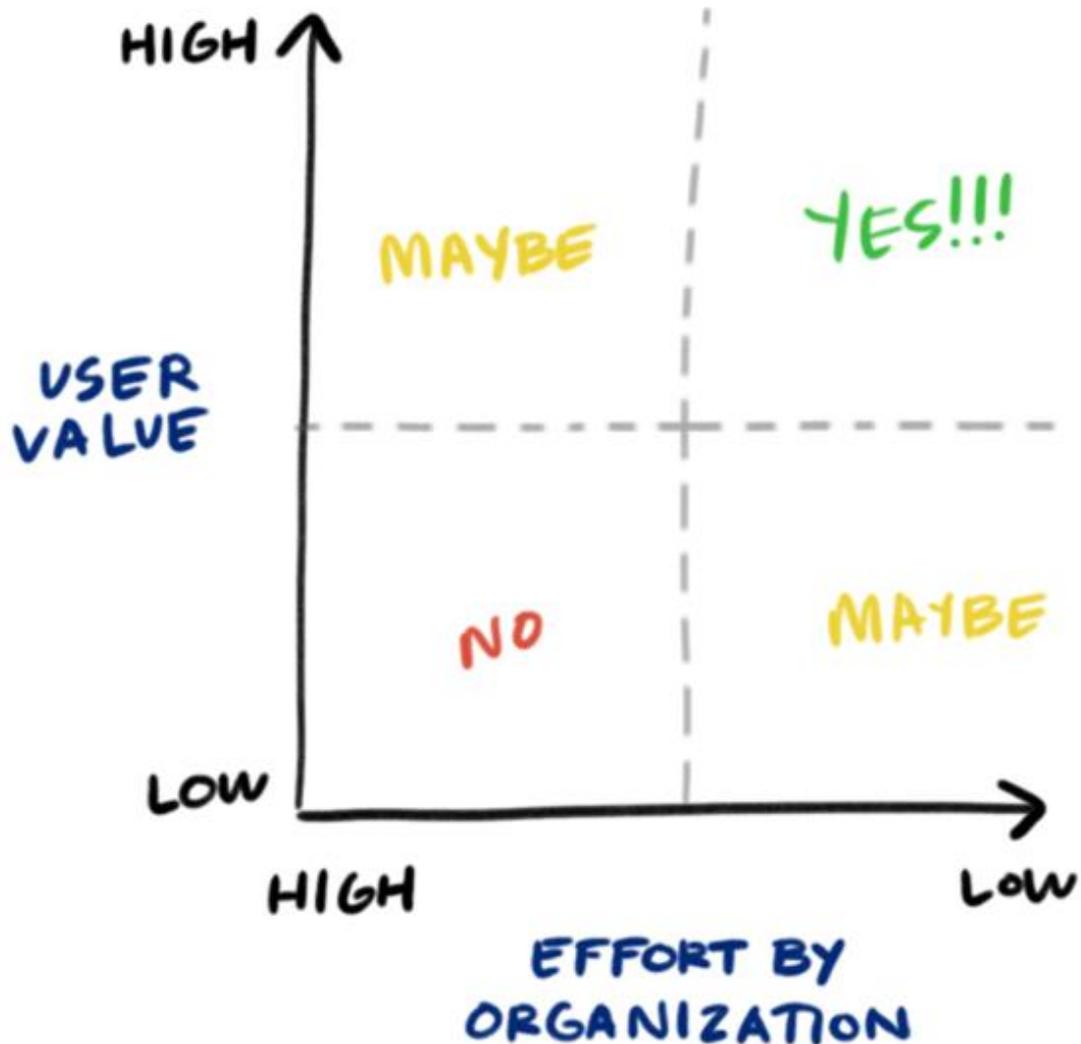experience.

STORYBOARD | Template

DESIGN TOOL | Prioritisation Matrix

DEFINITION | A prioritization matrix serves to identify the most important problems. This structured, objective approach helps achieve collaborative consensus while satisfying the varied needs of the user and business.

PRIORITISATION MATRIX | Template

DESIGN TOOL | Personas

DEFINITION | Personas are archetypes built after an exhaustive observation of the
                    potential users.

                    Each persona is based on a fictional character whose profile gathers up the
                    features of an existing social group. In this way the personas assume the
                    attributes of the groups they represent: from their social and demographic
                    characteristics, to their own needs, desires, habits and cultural
   backgrounds.

DESIGN TOOL | Empathy Map

DEFINITION | An Empathy Map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making.

Empathy maps provide a glance into who a user is as a whole and are not chronological or sequential.

EMPATHY MAP | Template

SAYS	**THINKS**
DOES	**FEELS**
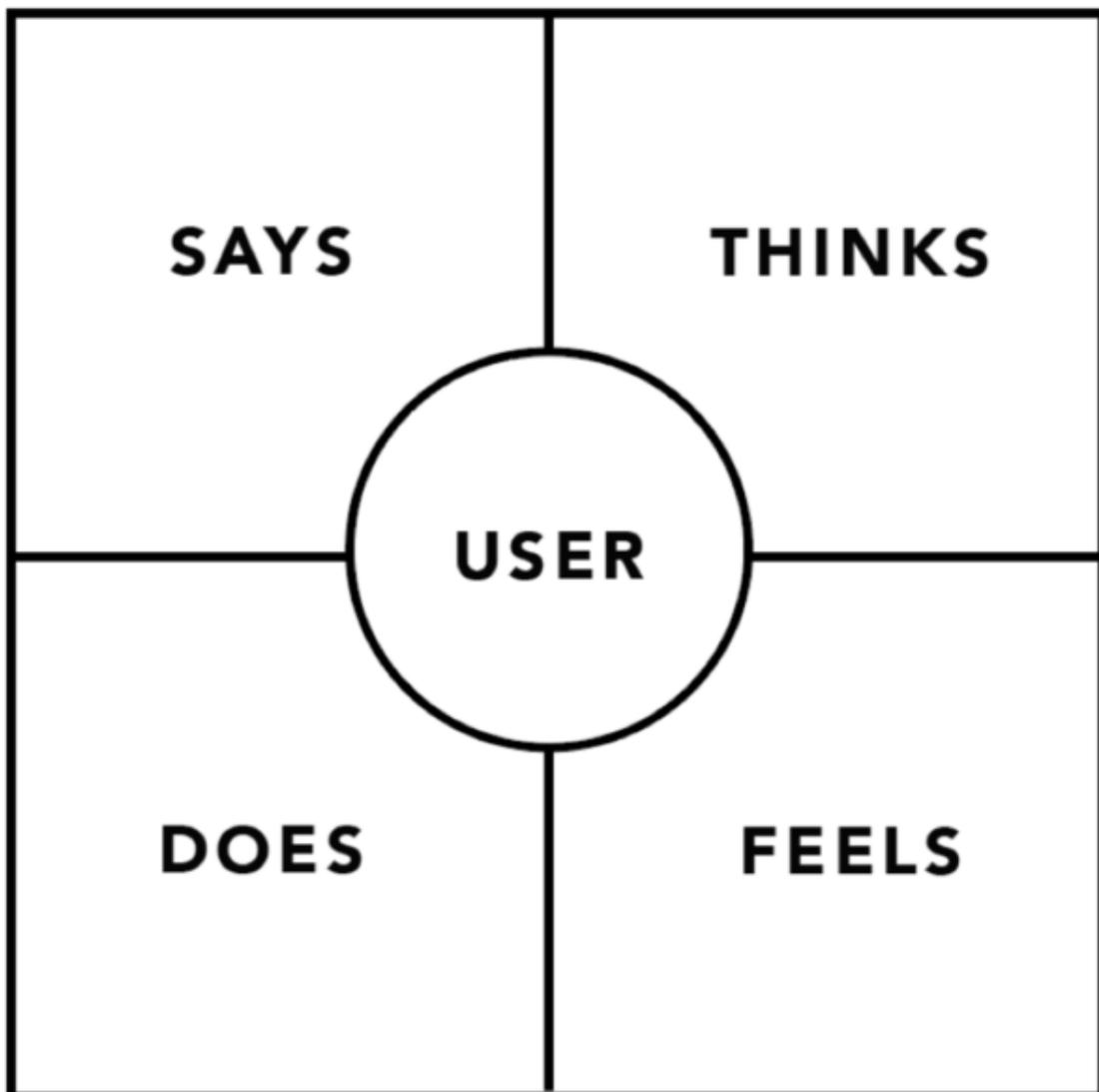
USER

DESIGN TOOL | Service Walk Through

DEFINITION | Observe a service by going through the stages of the client journey.

The input to the walkthrough is represented by the character profiles: in this way the evaluators could act as specific users and experience the service considering a specific level of knowledge and also specific needs.

DESIGN TOOL | Job Stories

DEFINITION | Job stories evolve from real people, not from the personas. The situation of a user triggers the motivation, which leads to the expected outcome. Job stories facilitate talks with the real people's context and casualty. Job stories triggers the "Why?" which helps the product team to look at the casualty of a user without any assumptions. It helps to look at the exact motivation of a user, not implementation.

JOB STORIEA | Question style Template