# Design and Ecosystems: Project Kick-off

## 'iTrails'

Service Design - what it is and how to do it.

# What is a Service?

People

Business

Technology

Brings together human needs, business drivers and technology enablers.

# What is a Service?

A Service can be presented as a retail environment, a call centre, an e-commerce web site or a music streaming mobile app. Most services present a choice of touchpoints to their customers for added convenience and relevance.
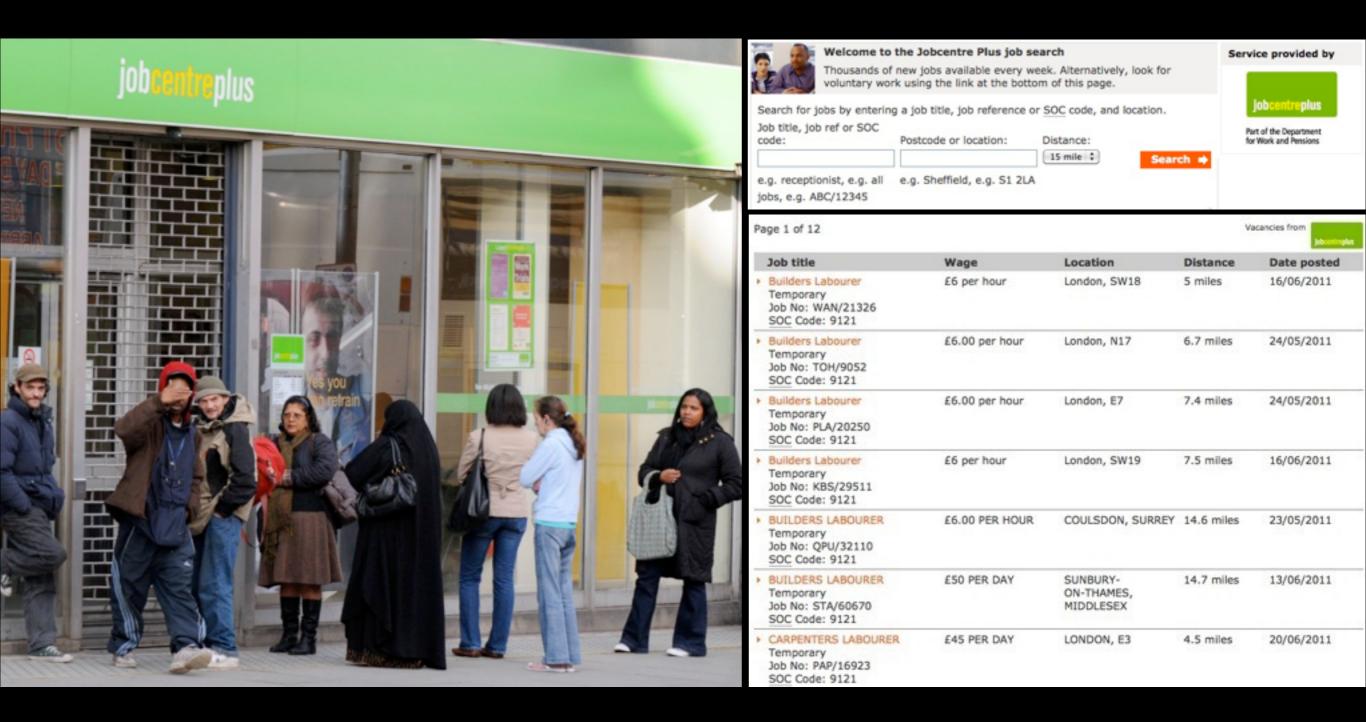
# What is a Service? - parcel delivery



United Parcel Service enables worldwide commerce. Services include transportation, logistics, supply chain management and e-commerce.

Consumer touchpoints include retail stores, mailboxes, drop boxes, customer centres, helplines, web sites, mobile apps...

# What is a Service? - job finding



Jobcentre Plus helps people find work, their database is the largest in the UK and is provided by the Department for Work and Pensions.

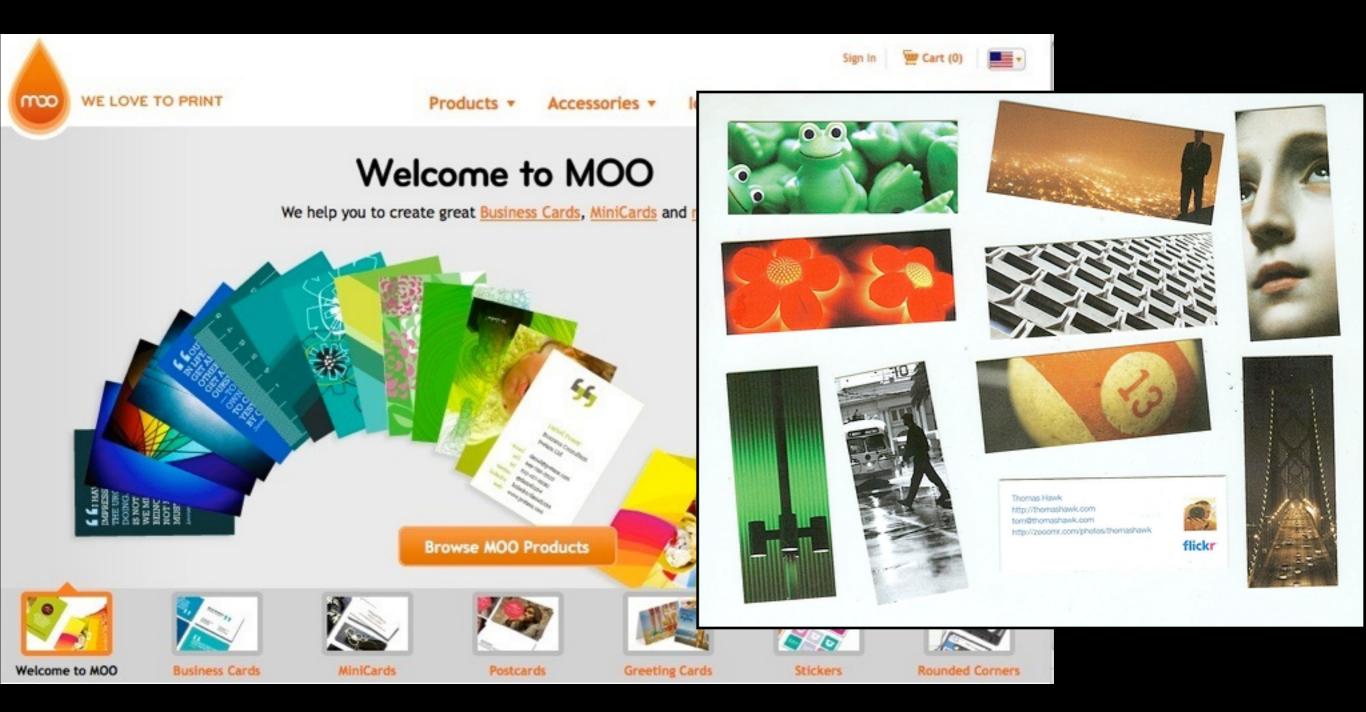Consumer touchpoints include walk-in jobcentres, helplines and web sites.

# What is a Service? - coffee



Starbucks has carefully designed it's service to be recognisable and consistent across the globe.

Consumer touchpoints include stores, web sites, advertising, loyalty schemes, mobile commerce apps...

# What is a Service? - printing



MOO is an online service that enables you to make physical products from your photos, it can integrate with other services such as flickr.
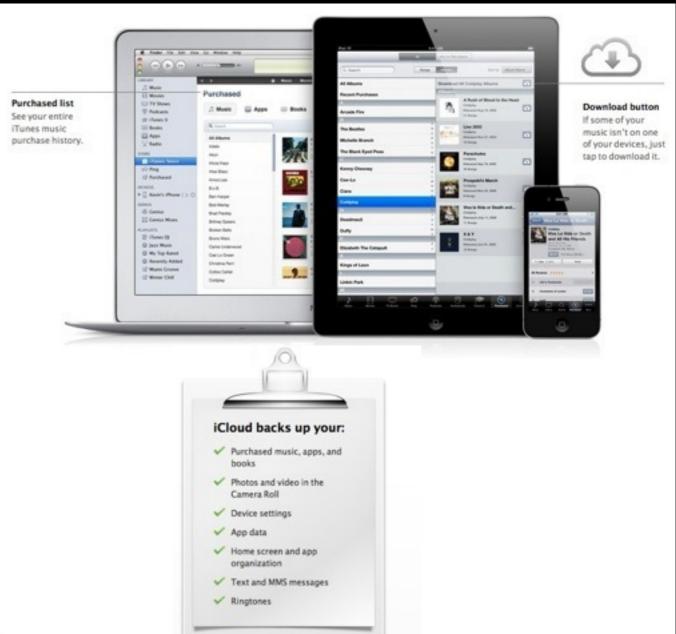
Consumer touchpoint is only on the web - a very efficient and self-serving model.
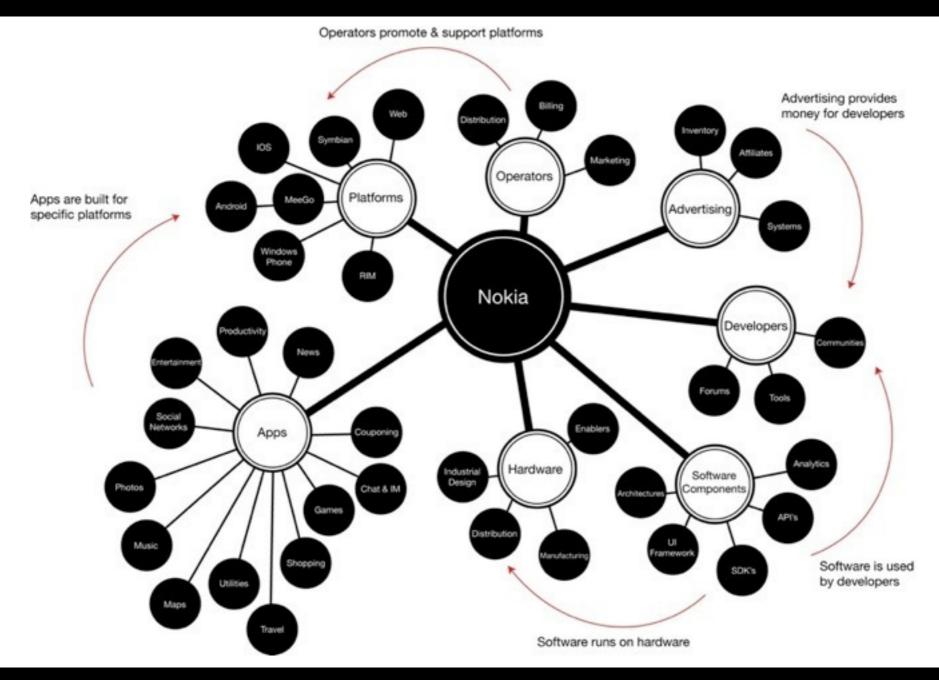
# What is a Service? - the cloud



iCloud will be the ultimate cloud based service fro consumers, enabling seamless realtime synching of content and backup from all your IOS devices.

Consumer touchpoints - any OSX/IOS device.

# Services and Ecosystems



A Services ecosystem is a system of interactions and actors that together create a sustainable and successful service.

Successful Service Ecologies must allow each company or organization to create and realize value for their part in the service in order for the Ecology to be both successful (from a user perspective) and sustainable (from a system perspective).

# Why is Service Design so important?



In the last 30 years western economies have shifted from manufacturing to the provision of information and services as a way of generating profits. 70% of business is now services related.

Service Designers hold the keys to creating services that delight consumers with the potential to generate billions in revenue and profits.

# What is Service Design?

Service design addresses the functionality and form of services from the perspective of clients. It aims to ensure that service interfaces are **useful, usable, and desirable** from the client's point of view and **effective, efficient, and distinctive** from the supplier's point of view.

# What is Service Design?

A multidisciplinary approach to value creation that combines various methods and tools from different disciplines

It is a relatively new practice with no standard vocabulary or process

Involves design, prototyping, process engineering and (some) management

# What is Service Design?

"When you have two coffee shops right next to each other, and each sells the exact same coffee at the exact same price, service design is what makes you walk into one and not the other"

- 31 Volts Service Design, 2008

# Service Design VS Product Design





Service Design is the practice of developing services that may make use of different touchpoints and media(including online, telephone, in-person,  mobile apps etc.), may or may not be automated, and may or may not use products as part of the service experience.

Product Design uses various processes to develop physical solutions. They may be mass produced, custom-made, or customised.

# What is Service Design?

Principles of service design:

## User Centered

Services should be created through the eyes of the customer

## Collaboration

All stakeholders should be involved throughout the design process

## Storytelling

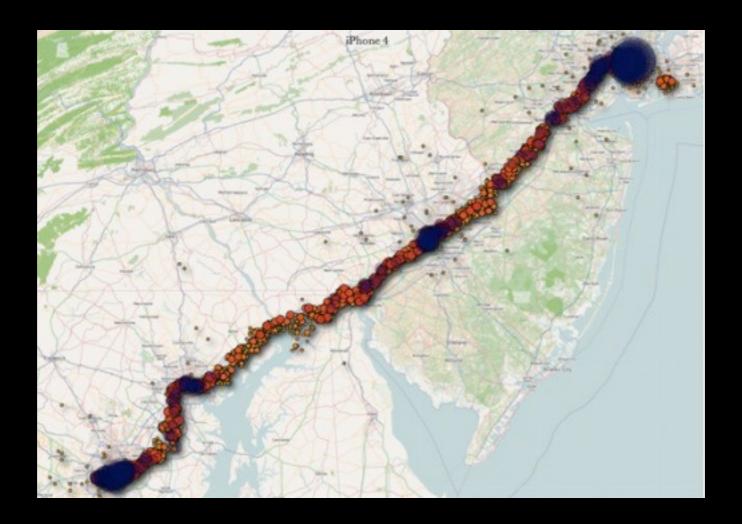The service should be visualised as a narrative

## Artefacts

Intangible services should be made concrete through visualisations and prototypes

## Holistic

The entire environment of a service should be thought through

"iTrails"

# "iTrails"



Apple recently outraged their user community as their collection of location based became public knowledge.

Apple issued a statement, noting that it isn't tracking iPhone users' locations, but acknowledging some bugs in the way location information has been collected and stored. It promised to change some of its practices in forthcoming software updates.

"Public concern over Apple collecting Location Data via Devices"

"Many people were shocked at Apple's announcement to send your location information to many of there Wi-Fi towers and then Apple have stated they will use this geographical information to potentially improve traffic and performance for their devices"

"Apple sued again for collecting location data"

"To provide location-based services on Apple products, Apple and our partners and licensees may collect, use and share precise location data, including the real-time geographic location of your Apple computer or device,"

Video

# "iTrails" project

Task 1: **explore** what kind of services could be created that make use of location based data?

Issues/questions to address:
- Is it ethical?
- How do we protect peoples' privacy
- What are the trade-offs?
- How do people control it?
- What are the benefits?

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Task 2: **create** the scenarios to describe your service

Things to consider:
- Who are the 'actors' in the service story?
- Why would people use the service?
- How do the people interact with the service?
- What are the core use cases?
- What are the processes needed to support the service?
- What are the touchpoints? (physical and non-physical)
- How best to visualise?

# "iTrails" project

Task 3: **build** a prototype to demonstrate your service concept

Things to consider:
- Choose the best medium to describe your ideas
  (paper prototypes, animations etc.)

- Ensure your service story is clear as you will be presenting it!

# "iTrails" project

Task 4: **present** your idea!

Things to consider when presenting:
- Explain why your service idea would be successful
- Describe what makes it unique or different from the competition

# "iTrails" project

How your service concept will be reviewed...

1) Is it a credible idea that creates value for both service provider and user?

2) Would the service be adopted and used by real people?

3) Is it sustainable - how well does the your service concept contribute to or create its' own ecosystem?