

Service Design 101

Nav Pawera • 9 Jul 2021

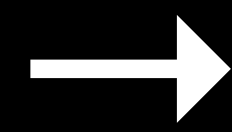
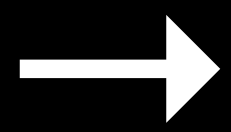
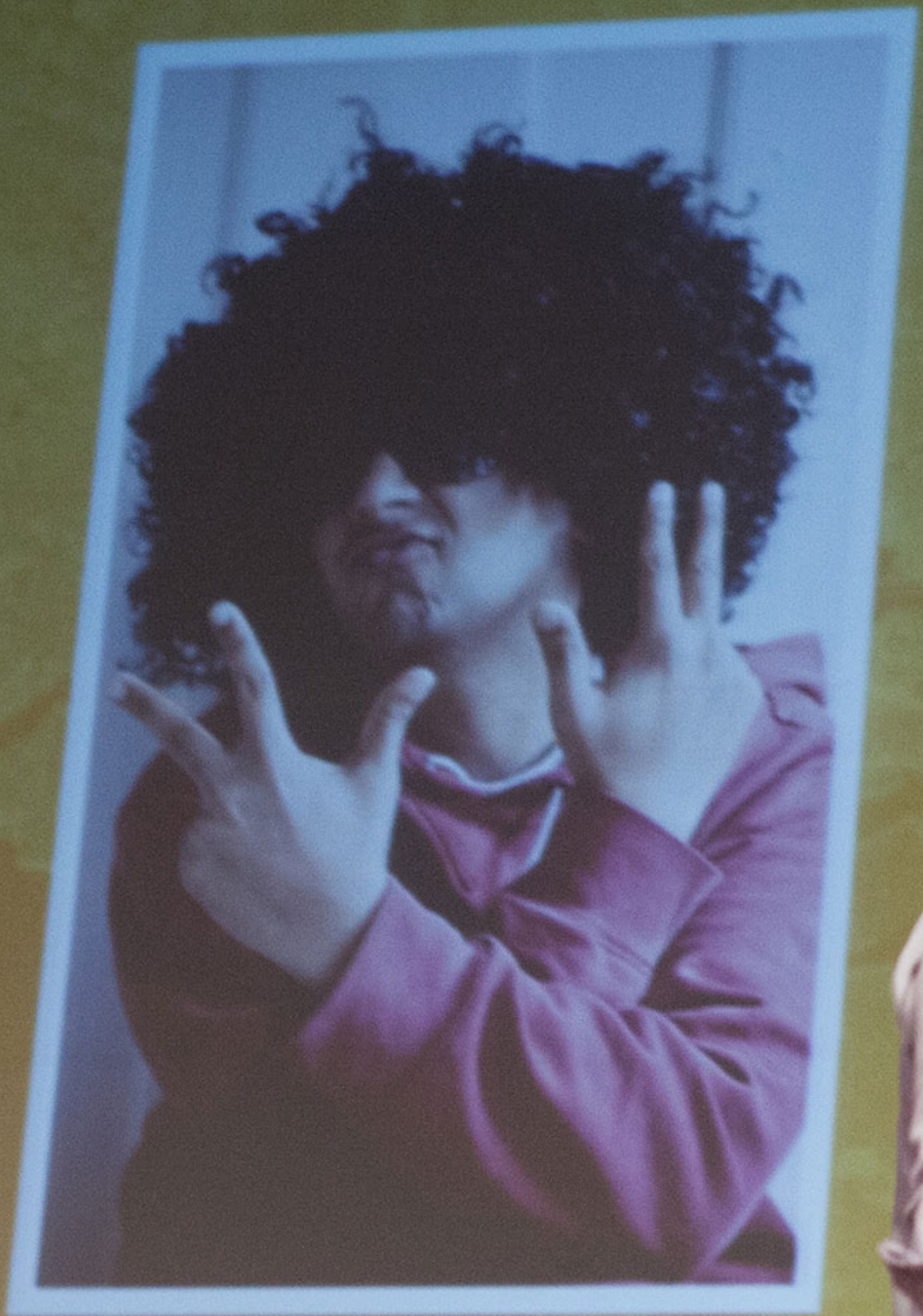
Before we begin ...



Nav Pawera

Over the past 15 years, I've been **designing digital products and services**, building and **leading teams** that excel at doing the same, and **delivering solutions** for some of the largest organisations in the country.





shall/5367614894/in/photostream/









Most recently, I was a Senior Design Lead with the ex-IDEO team at Agency where I led teams in Singapore that:

- designed the future of diabetes healthcare
- uncovered the impact of COVID on the workforce of Singapore
- set up one of the largest and oldest utility providers on a path of organisational transformation



These days, I head design at **Jiva.**

At Jiva, we are working to improve the lives of farmers across the world.

Farmers who supply 70% of the food that world needs. Farmers who are battling a declining workforce, declining earnings, shrinking farmlands and an increasingly unpredictable climate.



**Today, I am here to talk to you
about Service Design.**

A note ...

Service Design is a bit like Bitcoin NFT cycling.

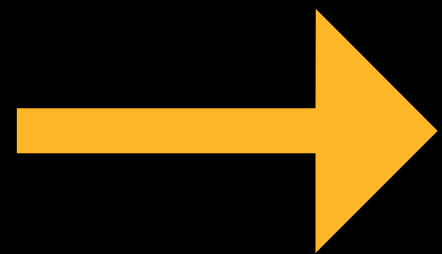
It might feel scary at first, even impossible to see how you might ever be able to do it. But once you start, it's the easiest thing ever and you will never forget it.

Today

We will talk at quite a high level - my goal is to help you understand this new field and leave you at a point from where you can start exploring this with interest.



**What is a
Service?**



**Let's start with some things
that we are familiar with ...**



Interface Design *(Screens)*

We design for screens and focus on what happens on the screens — the typography, layout, colours, the animations and the like.



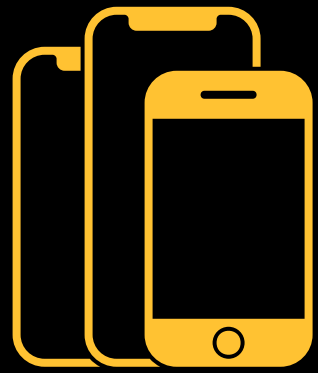
Interface Design *(Screens)*

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Interaction Design *(Moments)*

We design for moments and focus on the experience across these moments.



Interface Design *(Screens)*

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Interaction Design *(Moments)*

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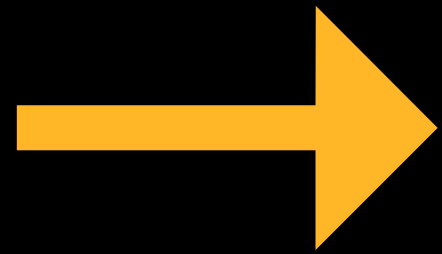


Service Design *(End to end Experience)*

We focus on the entire service and focus on everything that is involved in delivering that experience — from tools (digital to physical), to products to the people involved in delivering those services.

Products & technology don't create interactions in isolation. They enable us to provide **services — which is the entirety of the experience your customer goes through.**

What is **Service** **Design?**



“Service design as a practice results in the design of systems and processes aimed at providing a holistic service to the user.”

- <https://uxdesign.cc/whats-service-design-and-why-does-it-matter-5025ca624f2>

“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.”

- 31Volts Service Design Studio

“Historically, design has been focused on the creation of things, whether in service of marketing or product.

Service design applies many of the same practices, but pulls back from this emphasis on artifacts, instead assuming a broader view in an effort to understand the relationships between people (customers, frontline employees, management, partners) and the activities they take part in. Artifacts are no longer considered on their own, but as tools in a larger service ecosystem.”

- Org Design for Design Orgs

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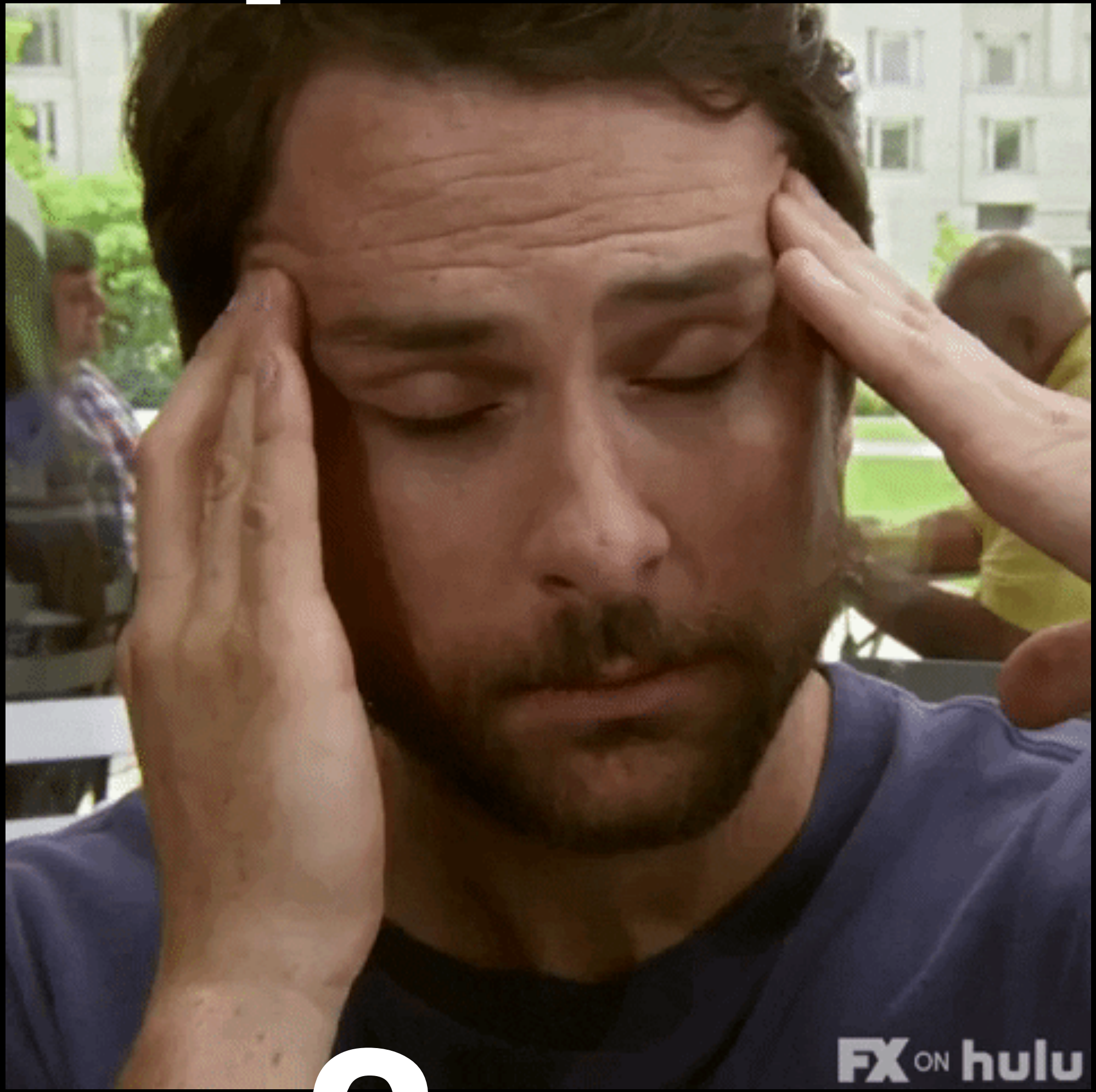
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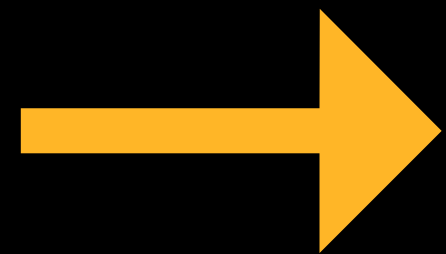
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**What does a
Service look like?**



Service provided by an Airline

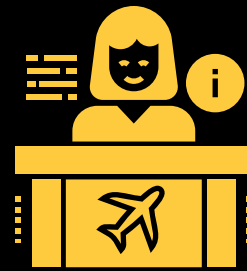


**Searching
for and
buying the
the flight
tickets**

Service provided by an Airline



**Searching
for and
buying the
the flight
tickets**

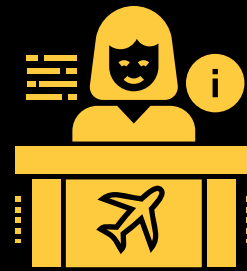


**Going to the
airport and
checking in
at the
airline
counter**

Service provided by an Airline



**Searching
for and
buying the
the flight
tickets**



**Going to the
airport and
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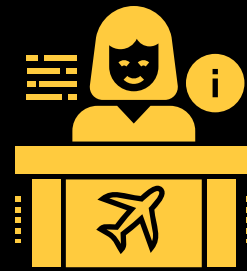


**Waiting for
your flight
at the
airport**

Service provided by an Airline



**Searching
for and
buying the
the flight
tickets**



**Going to the
airport and
checking in
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airline
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**Waiting for
your flight
at the
airport**

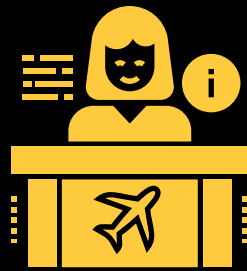


**Boarding
the flight**

Service provided by an Airline



**Searching
for and
buying the
the flight
tickets**



**Going to the
airport and
checking in
at the
airline
counter**



**Waiting for
your flight
at the
airport**



**Boarding
the flight**

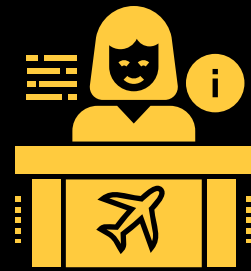


**Flying
— entertain
ment, food,
in flight
service**

Service provided by an Airline



**Searching
for and
buying the
flight
tickets**



**Going to the
airport and
checking in
at the
airline
counter**



**Waiting for
your flight
at the
airport**



**Boarding
the flight**



**Flying
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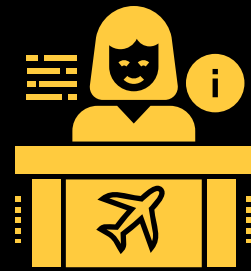


**Off
boarding
the plane at
the
destination**

Service provided by an Airline



Searching for and buying the flight tickets



Going to the airport and checking in at the airline counter



Waiting for your flight at the airport



Boarding the flight



Flying — entertainment, food, in flight service

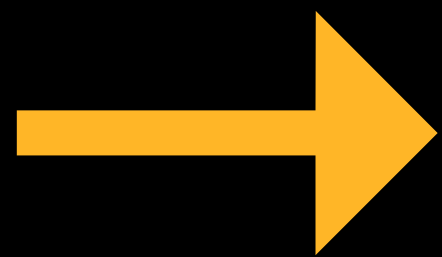


Off boarding the plane at the destination



Finding and collecting your luggage

**So how do you
design for
Service?**



You look at all the things that are involved in delivering a service.

People

Anyone who creates, uses, or is indirectly affected by the service

Processes

Workflows, procedures, or rules needed to perform the service successfully

Tools

Physical or digital artifacts, including products, used throughout the service

Places

All the locations where the service being delivered

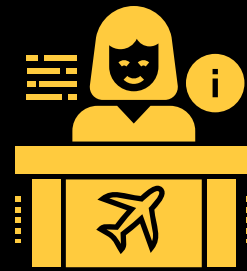
Exercise

For the Airline Service that we looked at, list down the various people, processes, tools and the places involved.

Service provided by an Airline



Searching for and buying the flight tickets



Going to the airport and checking in at the airline counter



Waiting for your flight at the airport



Boarding the flight



Flying — entertainment, food, in flight service



Off boarding the plane at the destination

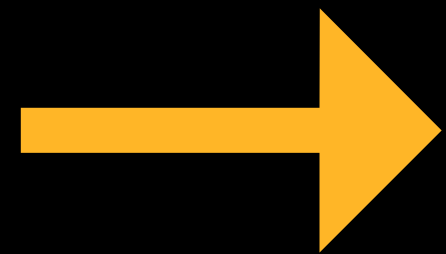


Finding and collecting your luggage

People	Processes
Tools	Places

Service Blueprint:

A basic (& arguably the most important) tool in
Service Design



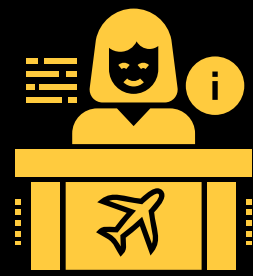
People	Processes
Tools	Places

The process of Service Design almost always has to start with uncovering all the different aspects of a service.

Enter Service Blueprinting!



**Searching
for and
buying the
the flight
tickets**



**Going to the
airport and
checking in
at the
airline
counter**



**Waiting for
your flight
at the
airport**



**Boarding
the flight**



**Flying
— entertain
ment, food,
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**Off
boarding
the plane at
the
destination**

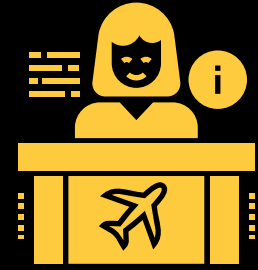


**Finding and
collecting
your
luggage**

Customer Actions →



Searching for and buying the flight tickets



Going to the airport and checking in at the airline counter



Waiting for your flight at the airport



Boarding the flight



Flying — entertain-ment, food, in flight service

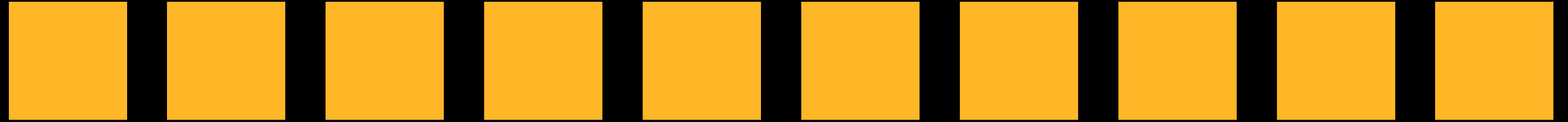


Off boarding the plane at the destination

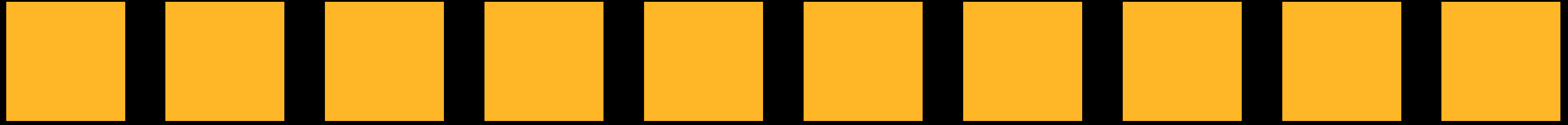


Finding and collecting your luggage

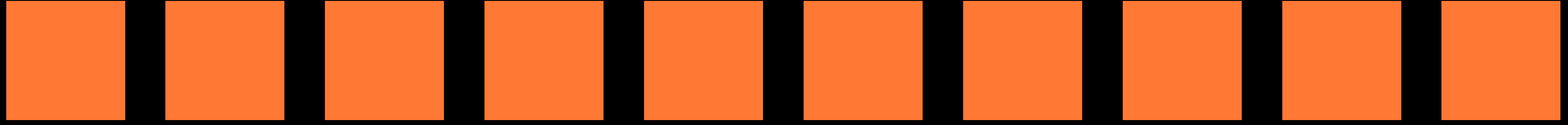
Customer Actions →



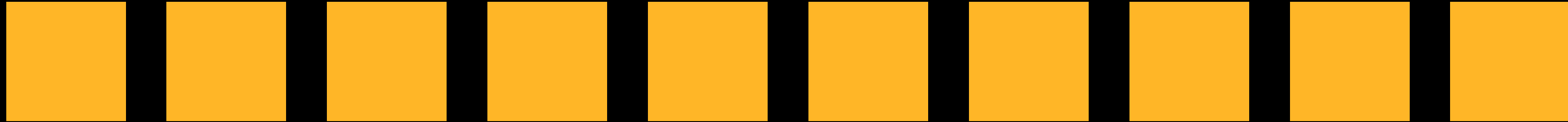
Customer Actions →



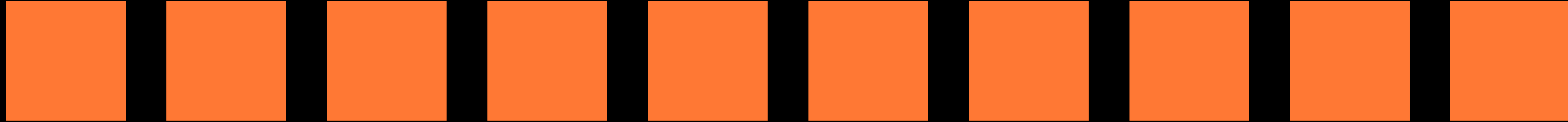
Touchpoints →



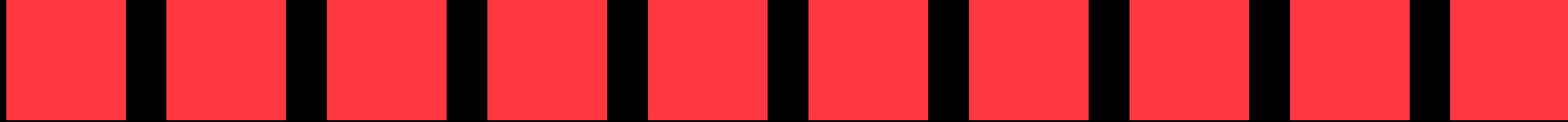
Customer Actions →



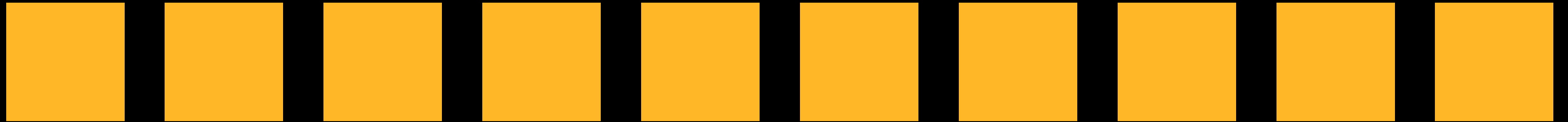
Touchpoints →



Staff (front stage) →



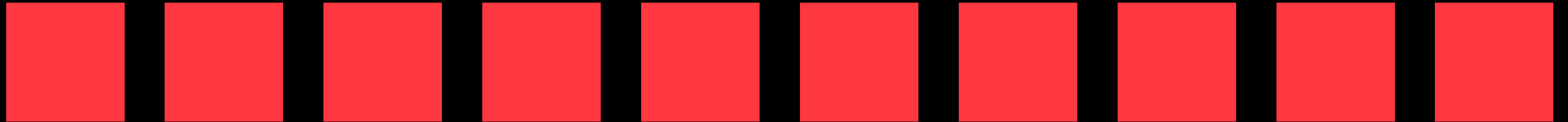
Customer Actions →



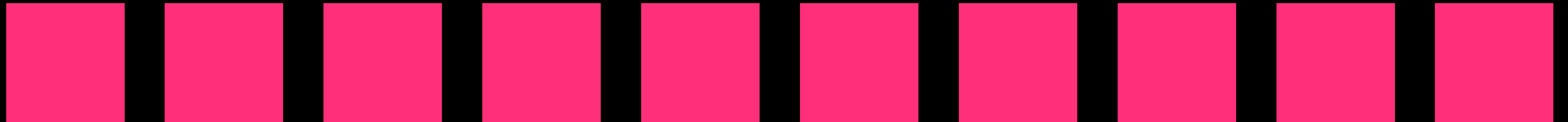
Touchpoints →



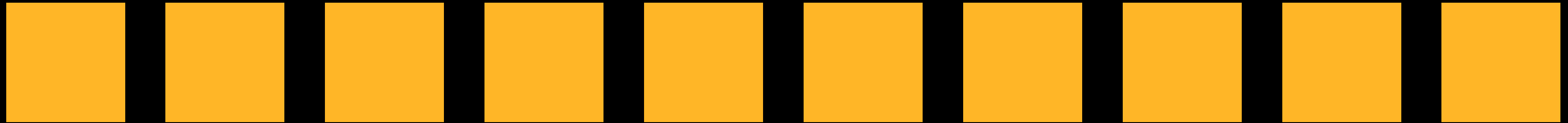
Staff (front stage) →



Staff (back stage) →



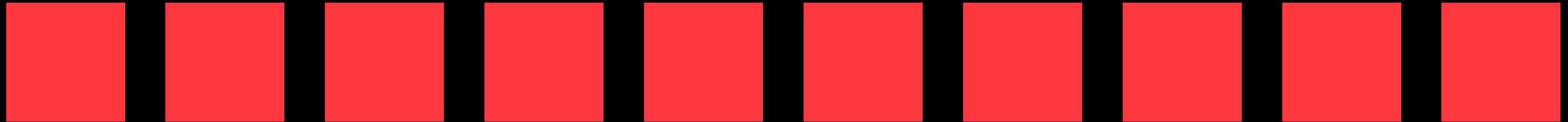
Customer Actions →



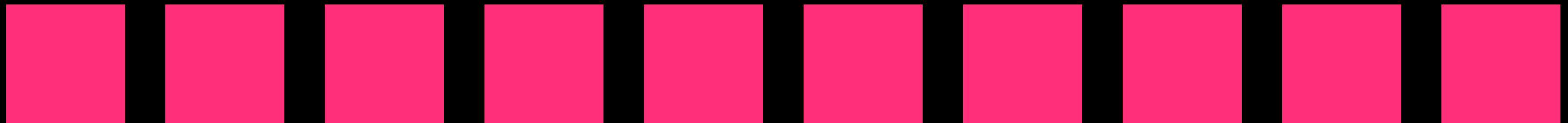
Touchpoints →



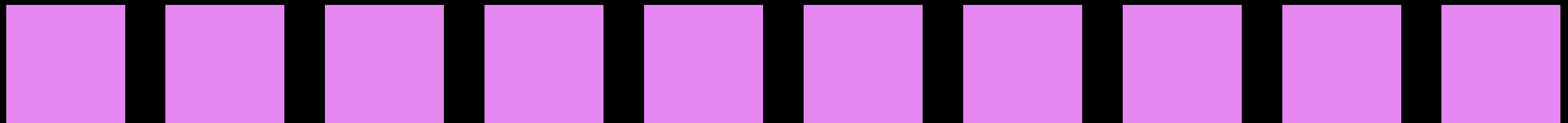
Staff (front stage) →



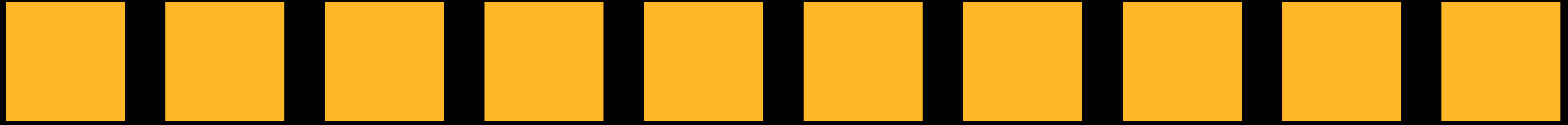
Staff (back stage) →



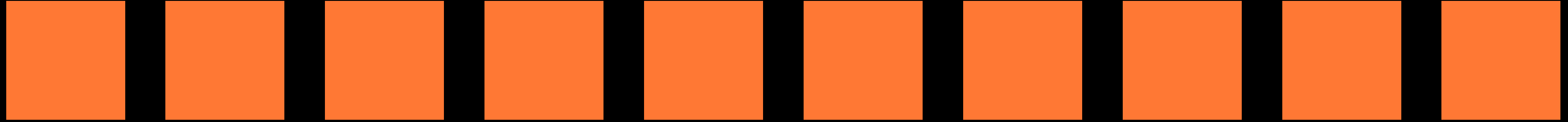
Tools Used →



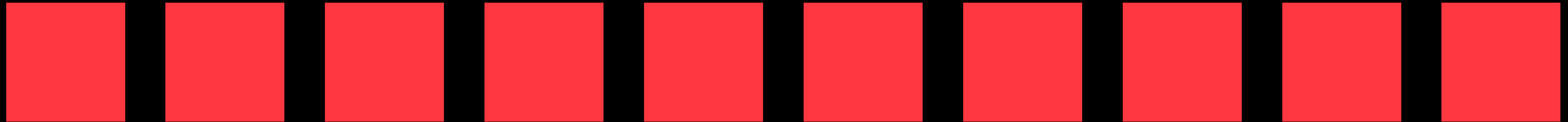
Customer Actions →



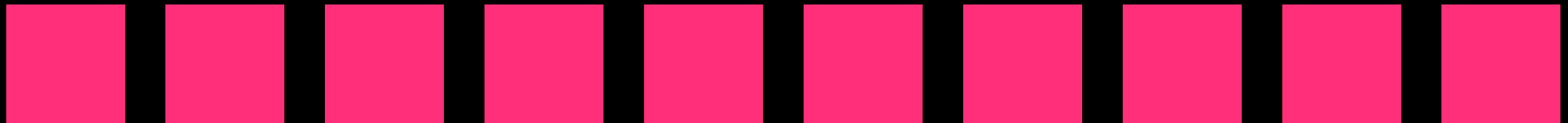
Touchpoints →



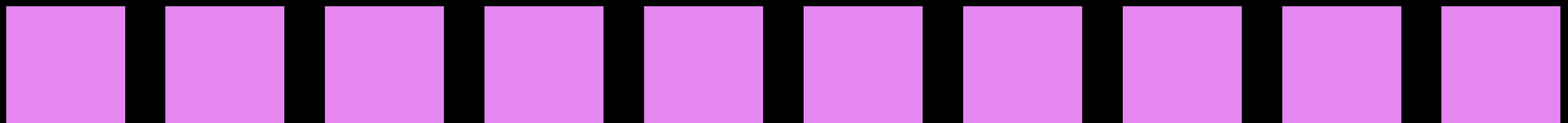
Staff (front stage) →



Staff (back stage) →



Tools Used →

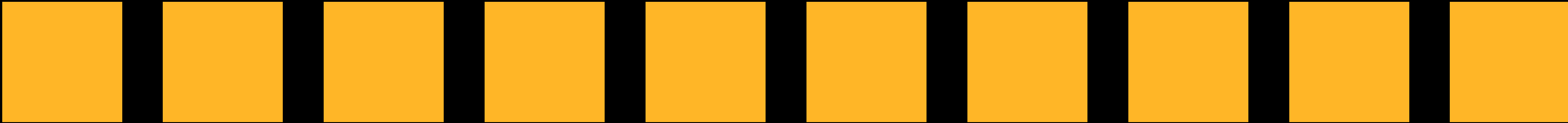


FRONT STAGE

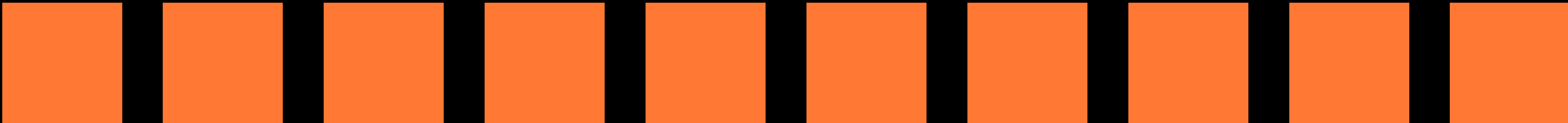
BACK STAGE

Service Blueprint

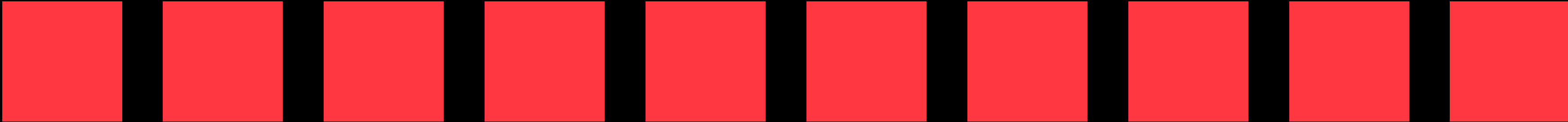
Customer Actions →



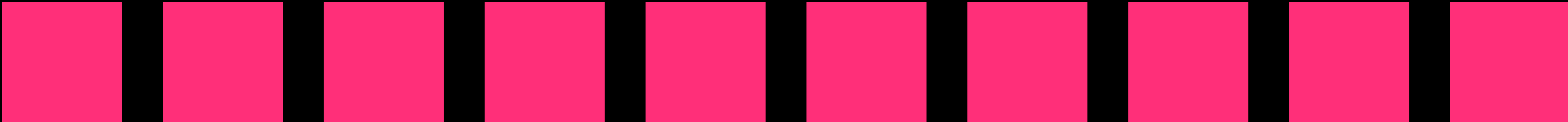
Touchpoints →



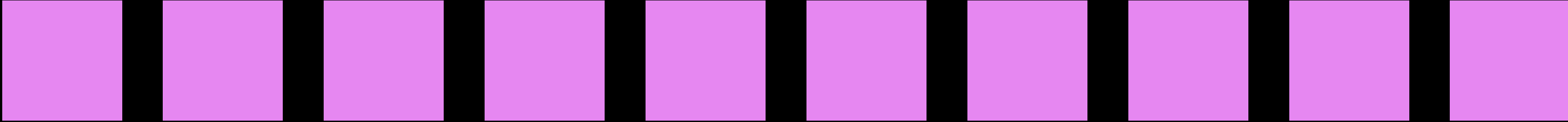
Staff (front stage) →



Staff (back stage) →



Tools Used →



FRONT STAGE

BACK STAGE

CUSTOMER



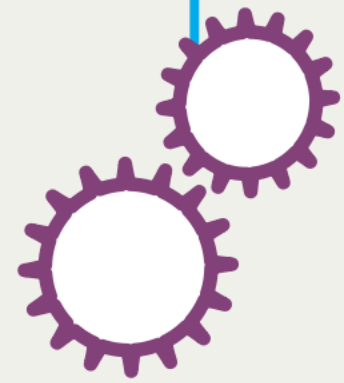
SERVICE INTERACTIONS



STAFF



Products



Operations



Structure



Culture

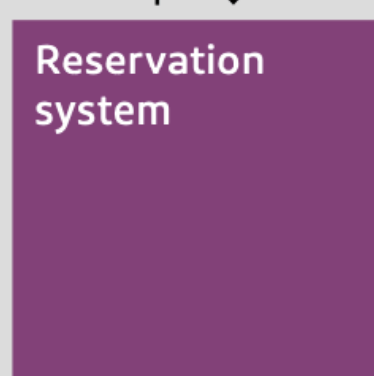
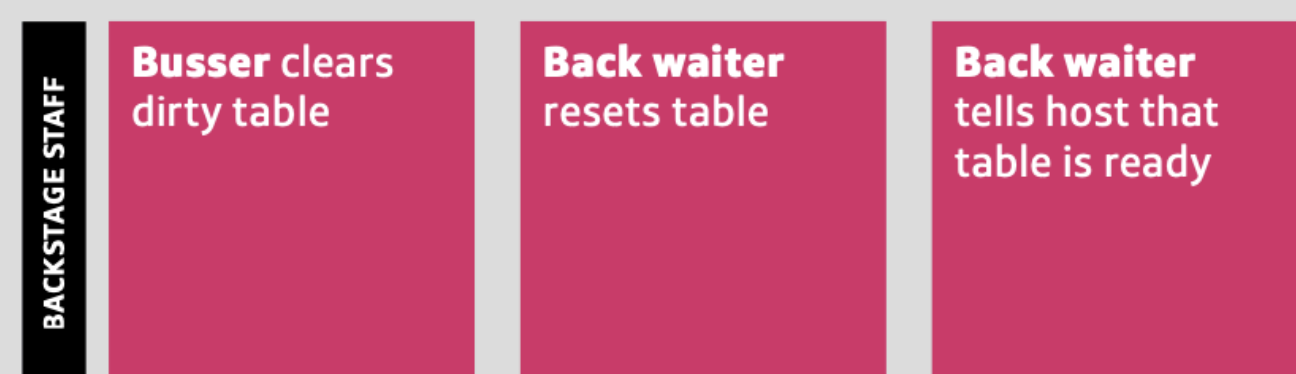
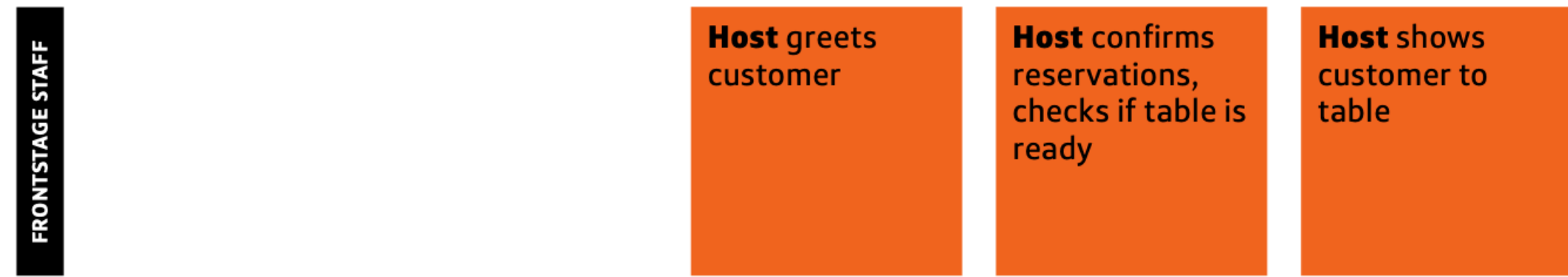
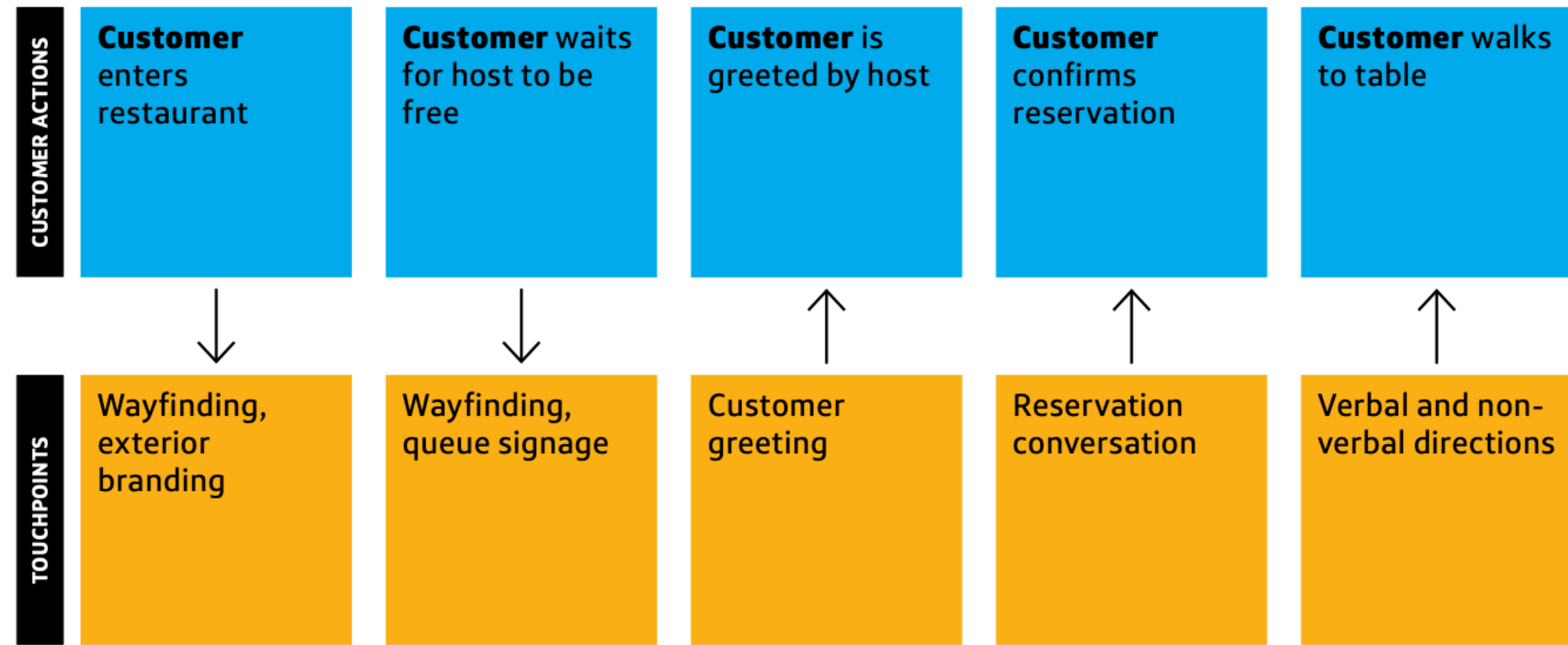
Customer Experience

Staff Experience and Operations

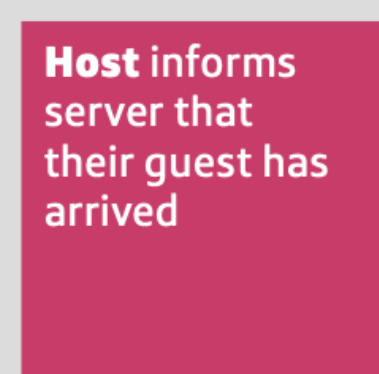
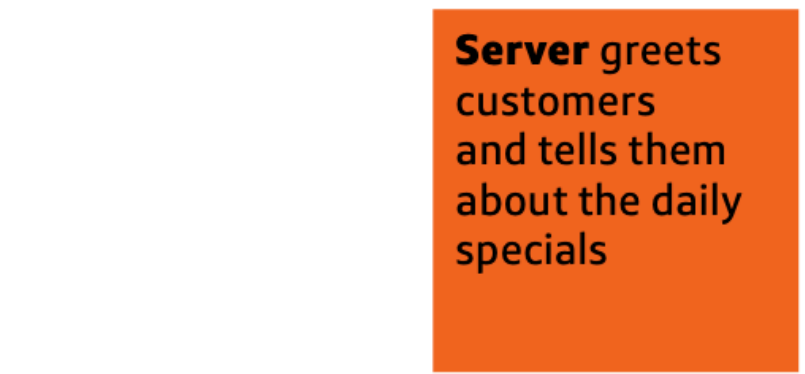
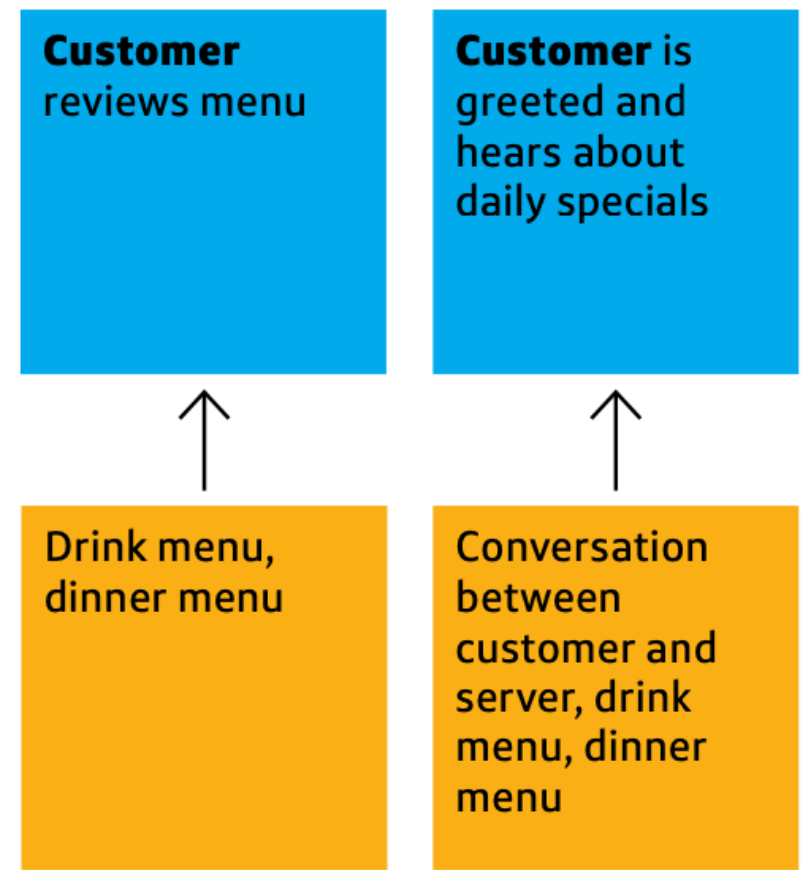
Service Design

Restaurant Service Blueprint: Drinks and Appetizers

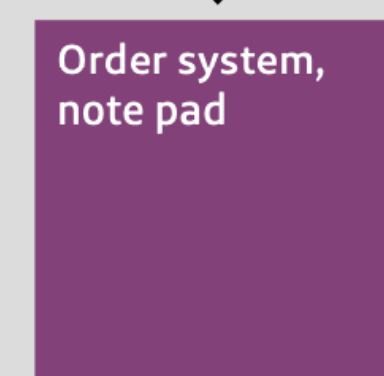
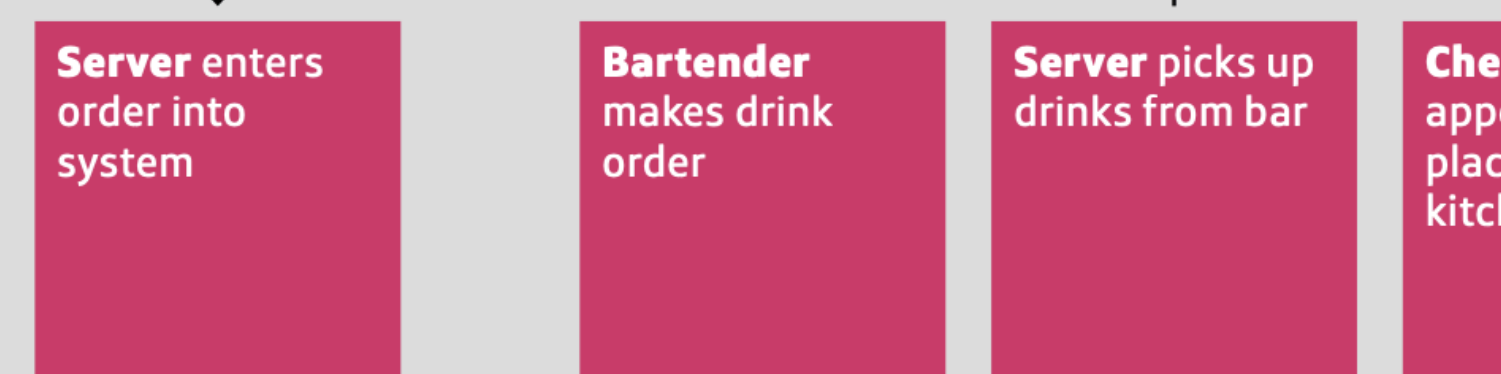
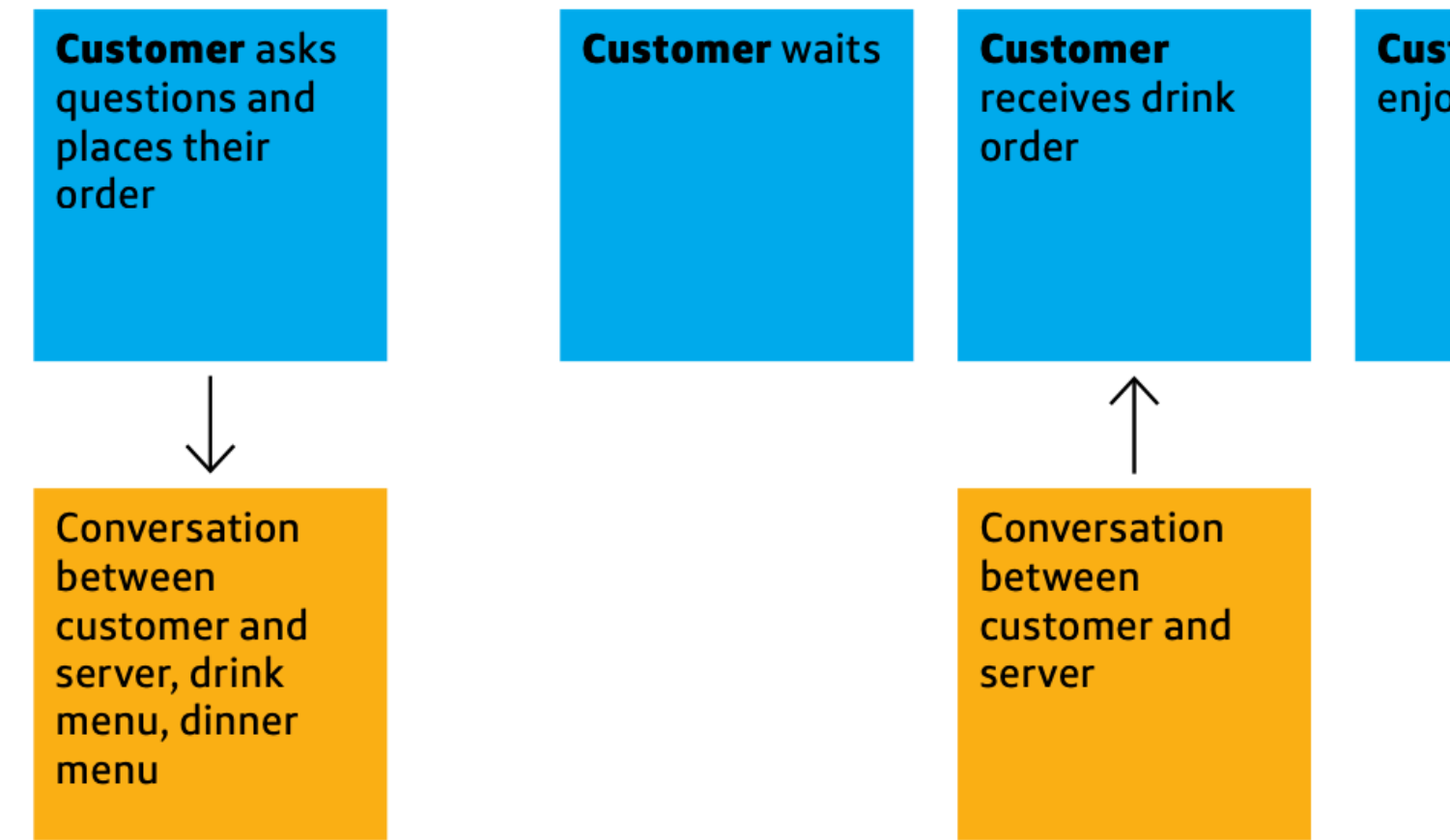
ARRIVING



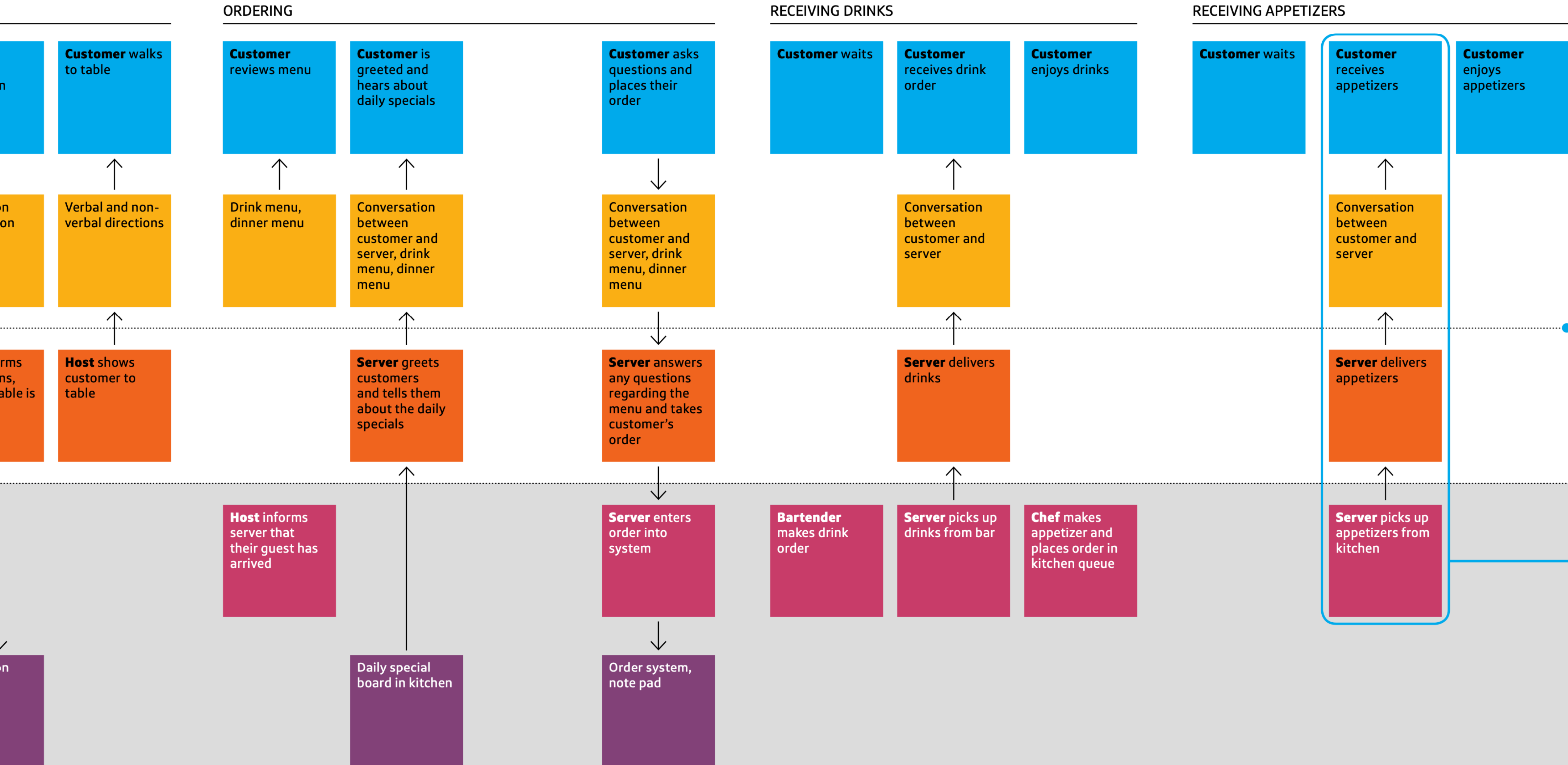
ORDERING



RECEIVING DRINKS



Appetizers



Your **Service Blueprint should give you a good sense of who are all the people you need to design for, what processes and tools you need to design & how it will impact the user!**

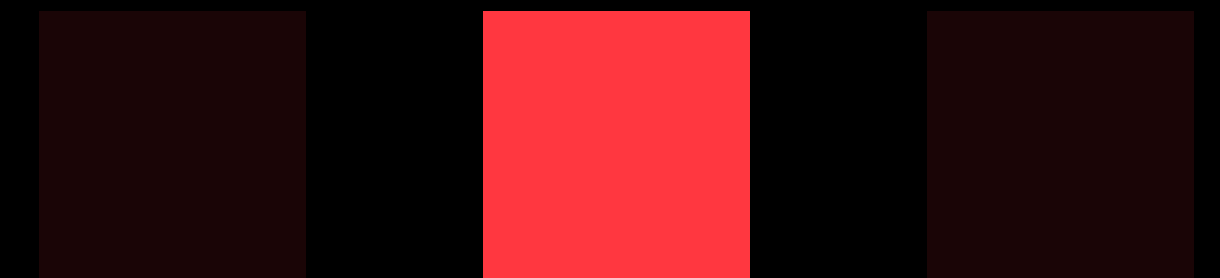
Customer Actions →



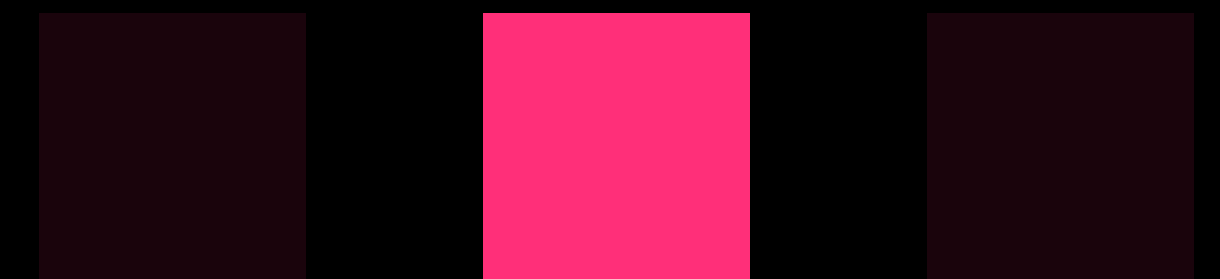
Touchpoints →



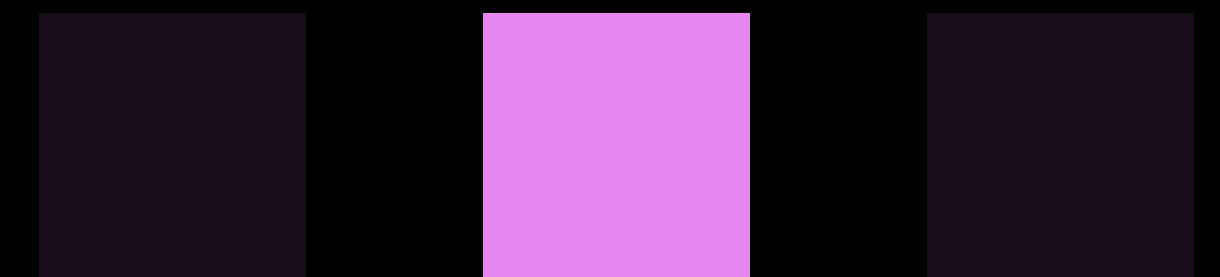
Staff (front stage) →



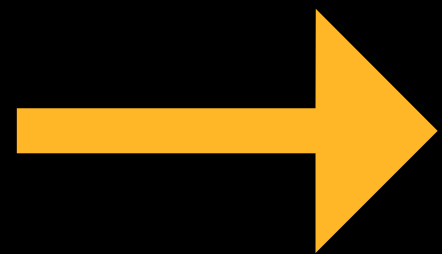
Staff (back stage) →



Tools Used →



**What are some
other tools?**



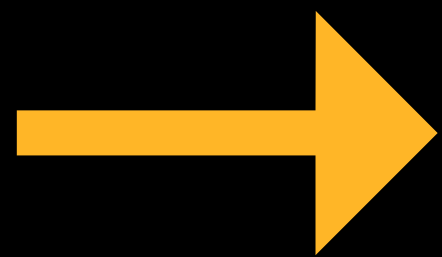
Stakeholder Maps
Customer Journey Maps
Contextual Interviews
Personas
What if ...
The Five Whys
Storyboards ...
Service Prototypes
Co-Creation
Storytelling
Service Roleplay
Business Canvas Models

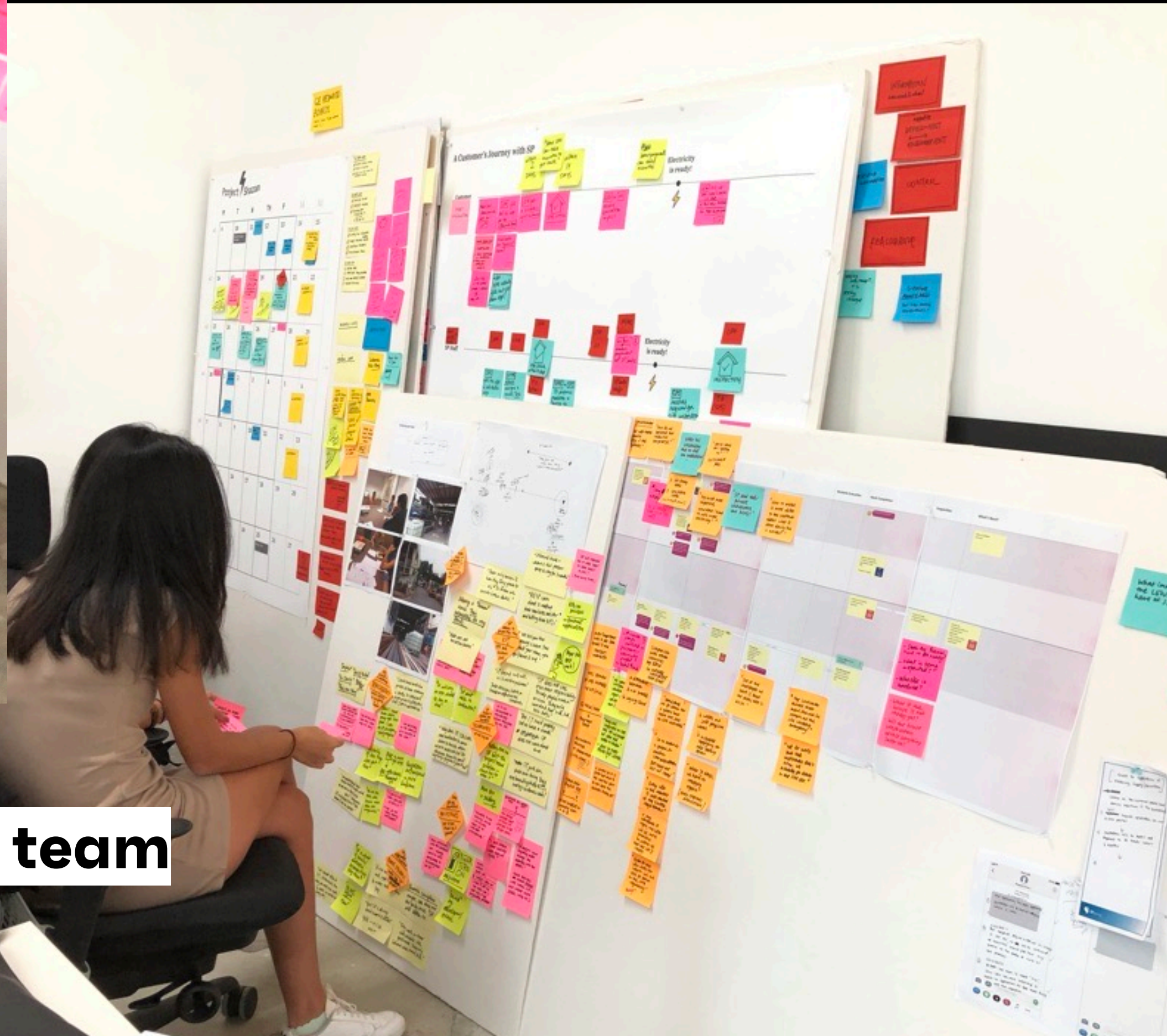
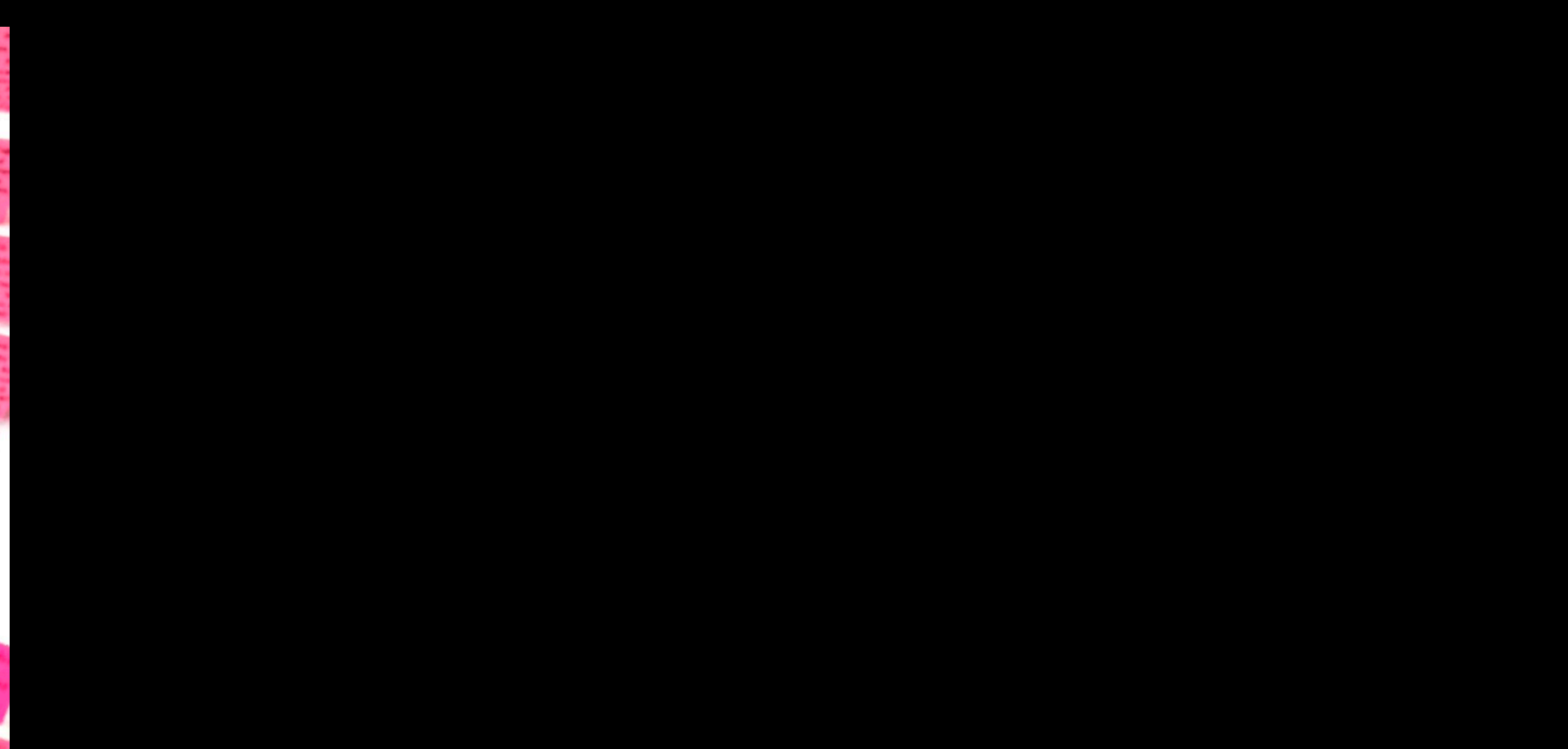
Stakeholder Maps
Customer Journey Maps
Contextual Interviews
Personas
What if ...
The Five Whys
Storyboards ...
Service Prototypes
Co-Creation
Storytelling
Service Roleplay
Business Canvas Models

**It really
doesn't
matter!**

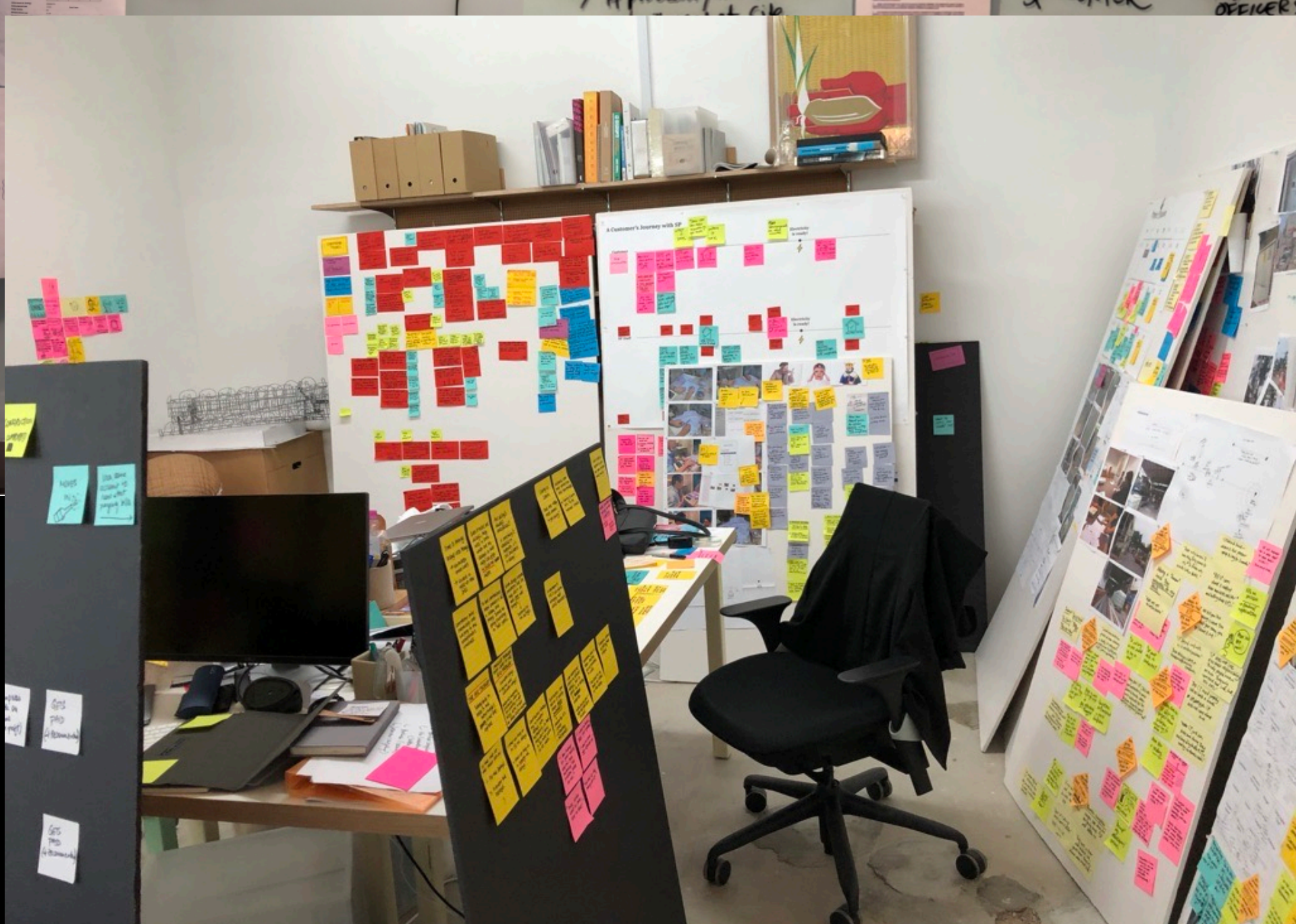
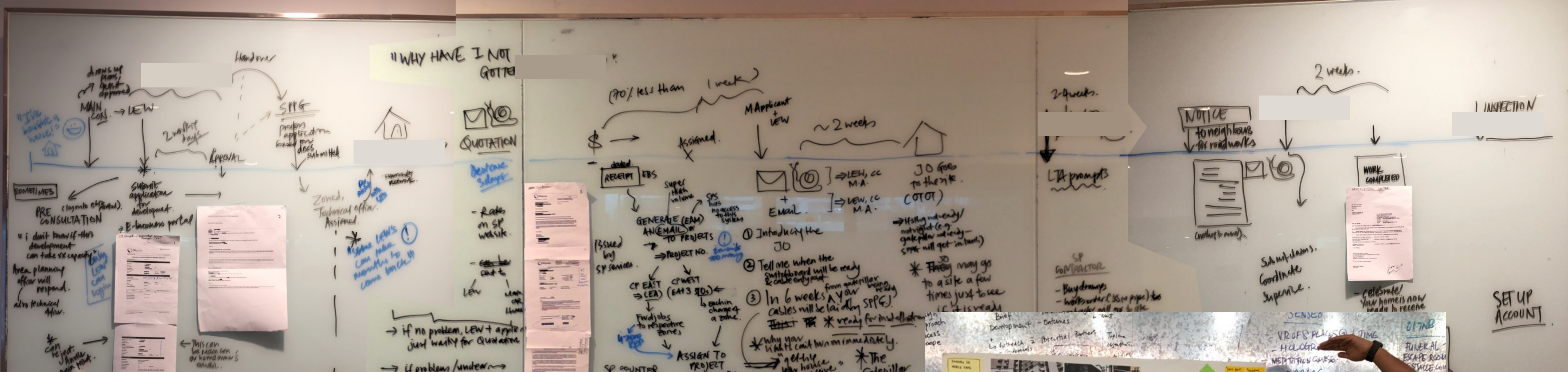
But hopefully this makes
you see there is a whole new
world of design impact for
you to explore!

**What does doing
Service Design
look like?**





**Behind the scenes it's involves working closely with a team
With LOTS of boards (physical or digital...)**



Lots of messy brainstorming to make sense of complex systems ...



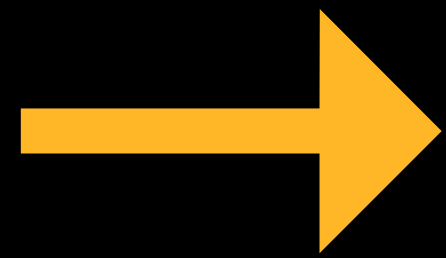
HUGE service maps ...



And it might drive you to do weird things to yourself ...

But ultimately, service design enables you to create change at all the levels necessary to create better products & services. It takes the best of what design to beyond just the designers — and that is when design can truly create impact.

Some resources



<https://servicedesigntools.org>

Service Design Tools

The open collection of tools and tutorials
that helps dealing with complex design
challenges.



A Guide to Service Blueprinting

<https://medium.com/capitalonedesign/download-our-guide-to-service-blueprinting-d70bb2717ddf>

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