

# Service Design

**Service Design Basics:  
Workshop: Improve a Service**

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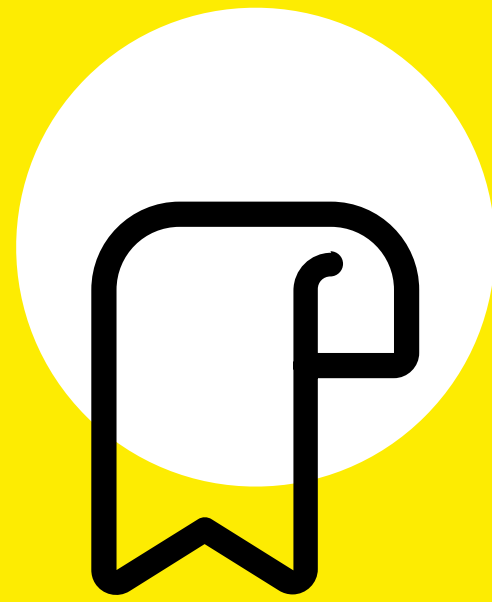
# Introduction

# Service Design

# Welcome home lovely human.

Service  
Design





The mindset that  
sums it all up

As Service Design practitioners  
we are **curious** humans  
who love to **make shit happen** and  
still can talk about their **feelings**.

# Emotional weather

30 seconds per person

- Say how you feel today so that others know how to best interact with you today.
- Translate it in a weather report style: sunny, rainy, tsunami ahead, etc.

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**What we  
do today.**

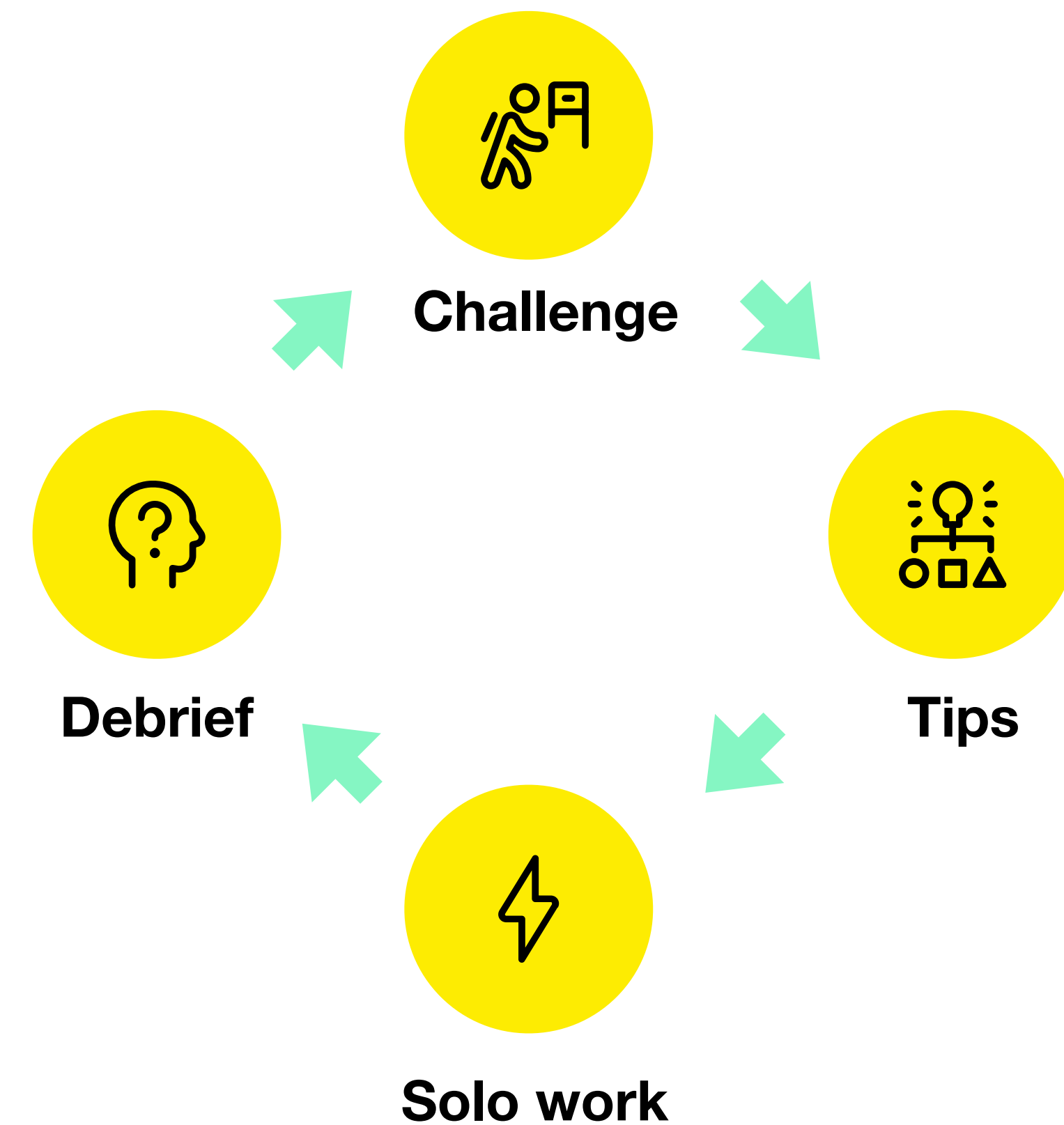
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# What happens today?

## Program

- **Improve an existing service**
- **Repeating workshop structure**
  - Challenge
  - 3 tips
  - Solo activity
  - Debrief
- **Assignment and conclusion**
- **Timing**
  - Lunch around 12:00
  - End at 17:00

## Service Design



# Why do we do this?

Program

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## **Kill the procrastination**

We want you to experience how easy it is to find a topic idea and turn it into something tangible in just one day.

## **Be practical**

It gives you a practice experience that will help you ask questions once we'll start with the theory.





# What happens next

How does this course build with the rest?

# Service Design

When	What	Topic
September 26th	<b>Improve an existing service</b>	Service Design Basics
October 3d	<b>Create a new service</b>	Service Design Basics
October 10th	<b>What makes a good service?</b>	Service Design for People, Public and Planet

# Questions before we start?

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# Workshop

# Service Design

# A few ground rules

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# Three tips for this workshop

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**1**

**Keep everything for  
the exhibition time.**

Select a wall space to put all the things you'll produce today.

**2**

**Remember after this  
you'll have to do 10  
shitty ideas.**

You're allowed to take notes for your assignment.

**3**

**I'll ask short  
debriefs questions.**

After each big challenge I'll ask a few of you to reflect back on what you've learned.

# Choose a topic.

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## The challenge

## Service Design

**Find an existing service  
to improve that is at 5  
minutes from the  
university.**

# Three tips for this challenge

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**1**

**Passion, access,  
interest, impact.**

The overlooked criterion is ease of access and how much working on this can help you for your career.

**2**

**Every subject is  
interesting.**

As curious humans, anything where we apply enough curiosity reveals its interesting side.

**3**

**5-minutes access  
also via the Internet.**

A lot of the services that we use today are mostly digital, you can also choose a service that is mostly digital.



# Find five services

15 minutes

- Services that you could improve.
- Services that are used by many.
- Services that are at max 5 minutes from here.

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# Select one service

5 minutes

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- Select one service.
- If needed, do a multistep voting.
  - Use the criteria: passion, access, interest, impact.
  - Two votes per criteria.
  - The idea with the most votes wins.

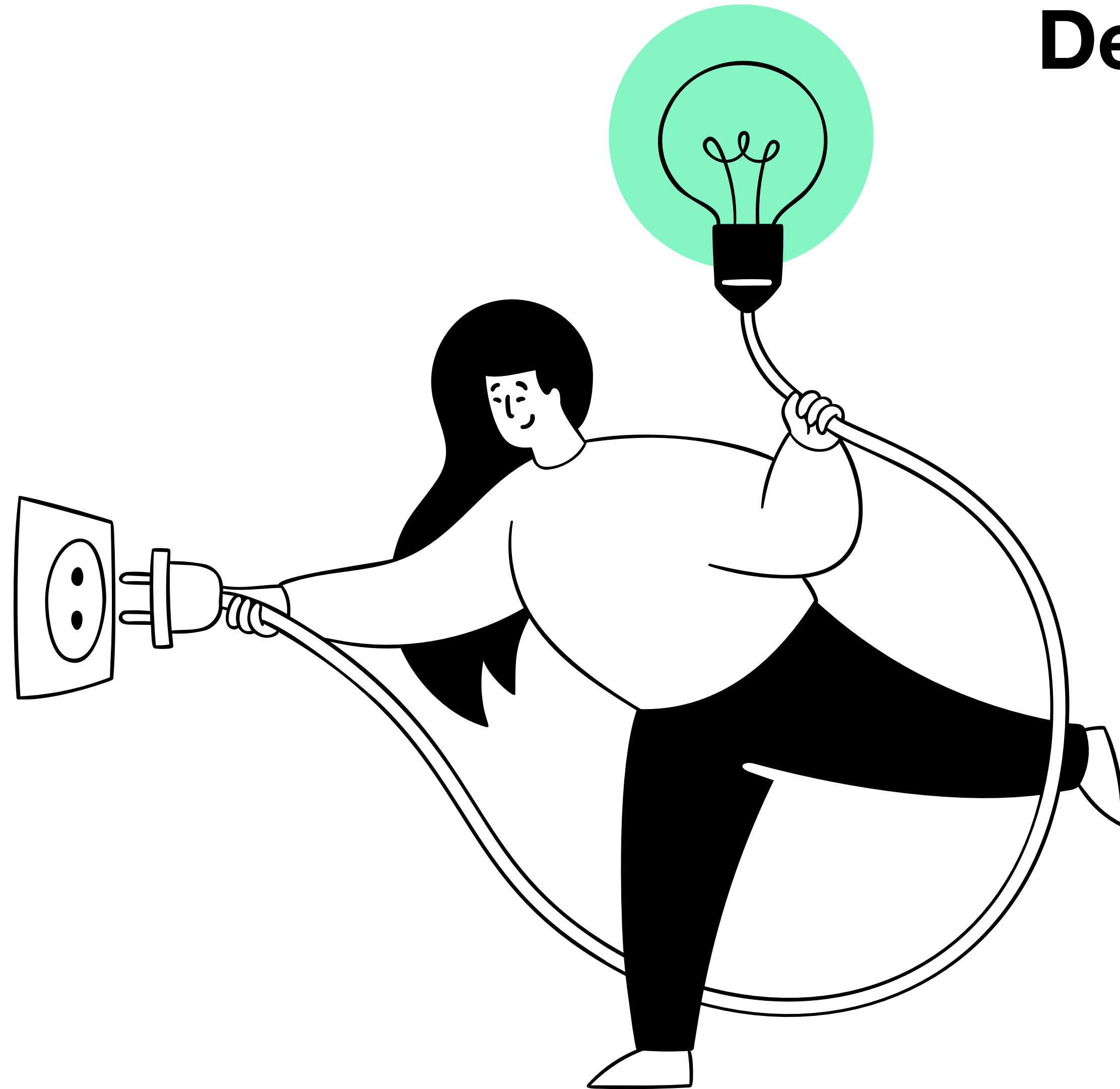


# Let's debrief

5 minutes

What did you learn  
in this way of working?

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**Understand  
humans.**

**Service  
Design**

## The challenge

## Service Design

**Interview at least three people to get an understanding of how the service feels today.**

# Three tips for this challenge

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Design**

**1**

**Do synthesis while doing interviews.**

End each interview with three bullet points answering the question: «So what can I improve here?». Write down early ideas.

**2**

**Look for strong emotions.**

What do people hate or love?

**3**

**Ask, listen and sit on your hands.**

Interviewing is not about asking tons of questions or sharing what you think. Just listen.

# Interviews

55 minutes

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- Interview at least three people.
- The people can be users, stakeholders or both.
- If you do more, it's great.
- Use the time between interviews to observe what happens in the service.

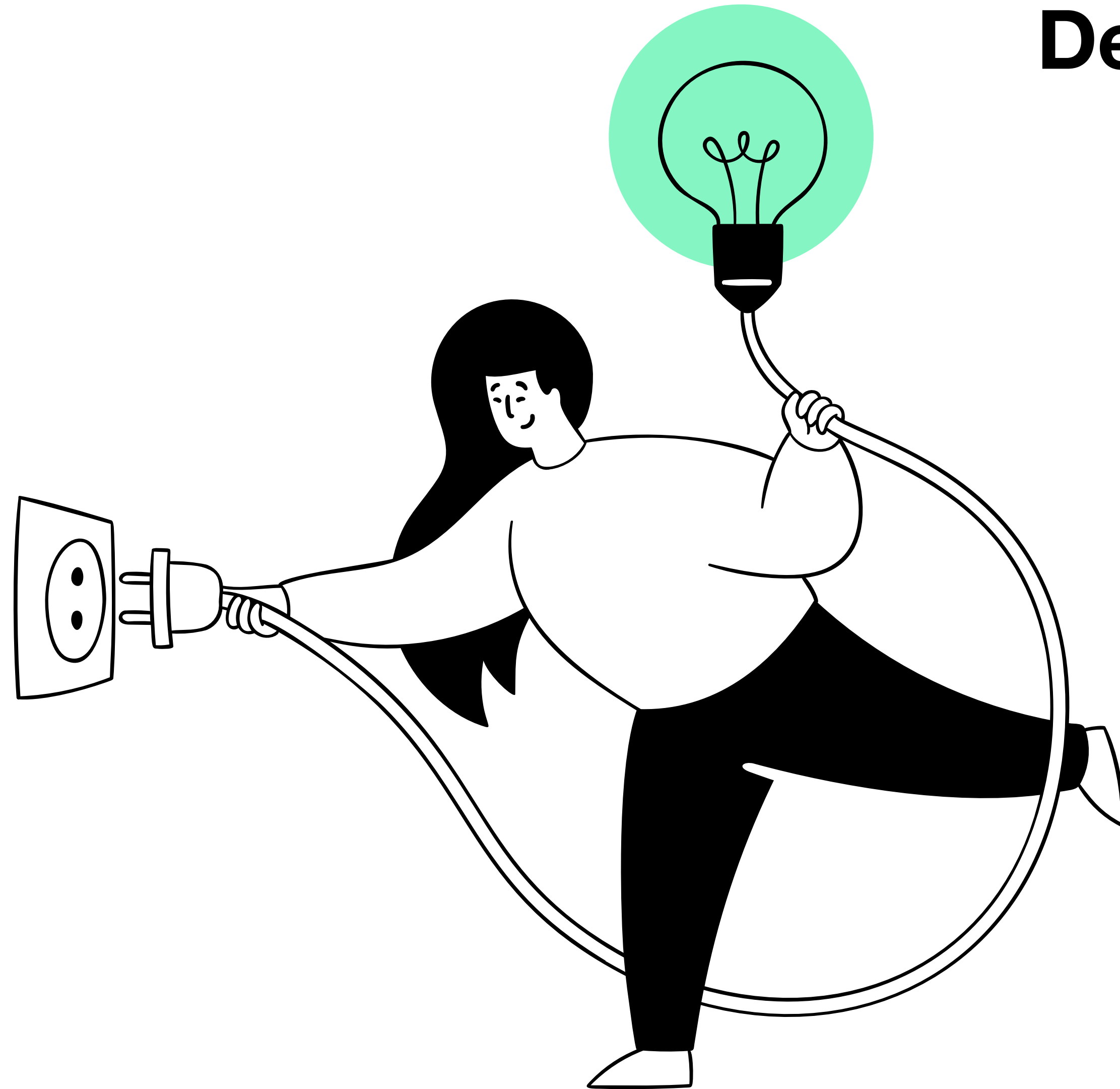


# Let's debrief

5 minutes

What did you learn  
in this way of working?

**Service  
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**Make sense of  
what humans  
want.**

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Design**

**The challenge**

**Service  
Design**

**Make sense of what you  
learned in field research  
in a visual summary.**

# Three tips for this challenge

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Design**

**1**

**Answer the question: so what?**

Information has no value if it's not actionable.

**2**

**Separate validated insights from inspiring insights.**

Not all information is the same. Stuff that is repeated by many should be listened to. It's also okay to listen to your guts for what inspires you, just say it's a gut feeling.

**3**

**Make it understandable.**

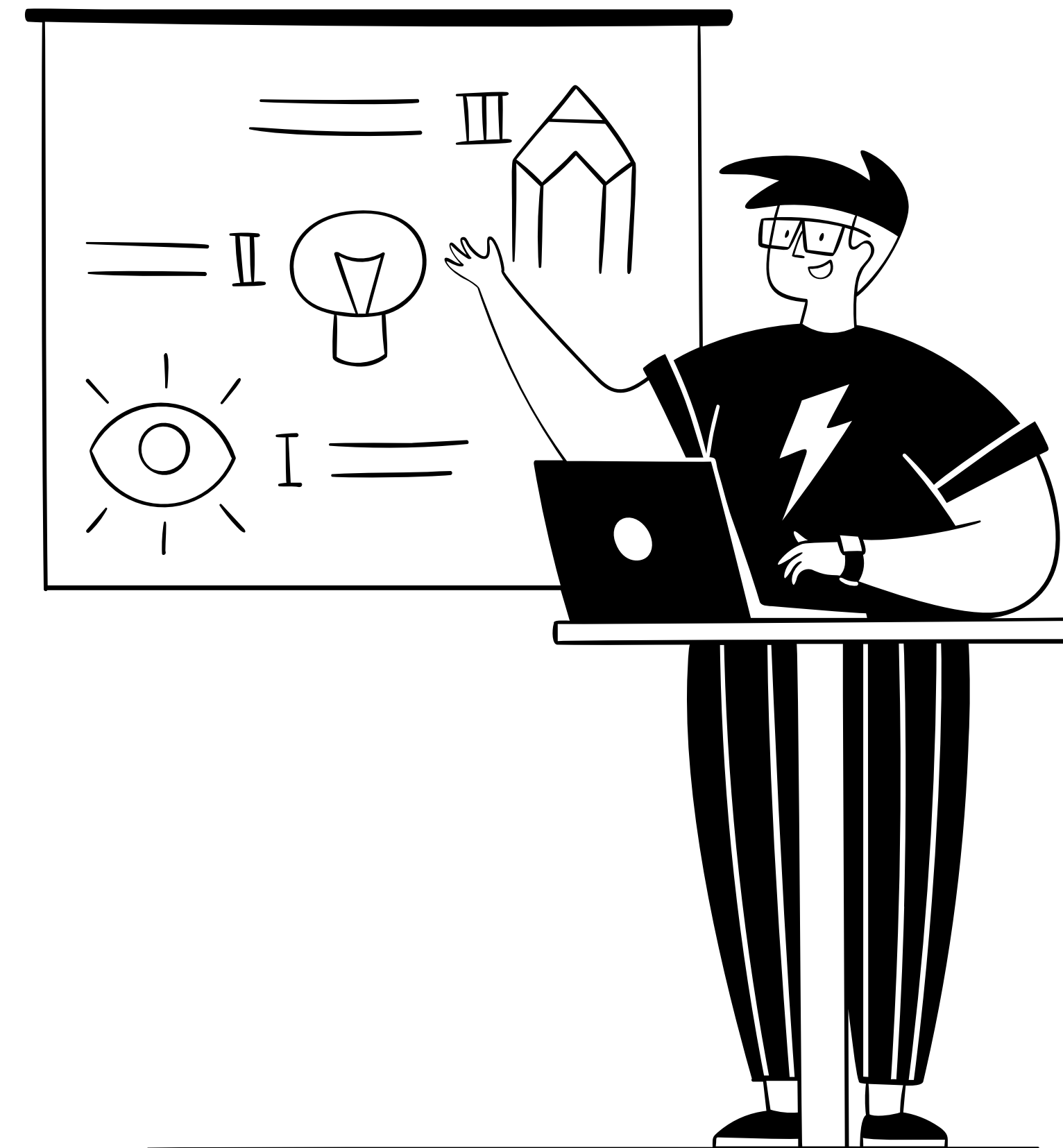
Avoid the detective like graphics with threads everywhere that look great but aren't understandable.

# Visual synthesis

20 minutes

- Create a visual synthesis of what you learned in the interviews.
- If you can create several visualisations or alternative ways of showing the results, it's even better.

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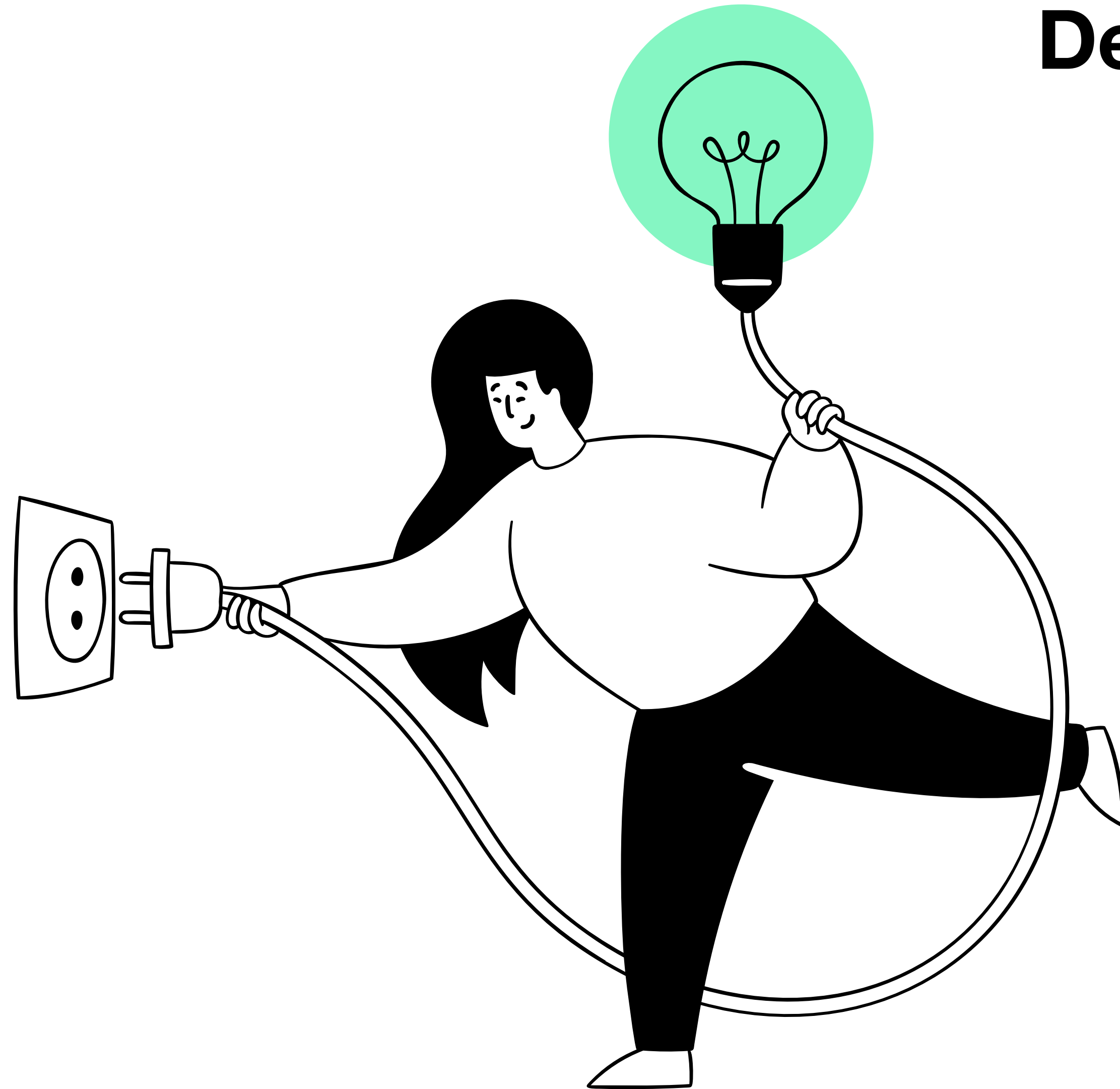


# Let's debrief

5 minutes

What did you learn  
in this way of working?

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**Let's have some lunch**

**Service**

**Design**

**Imagine how  
you can help.**

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**Generate ideas**

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**Generate ideas to  
improve the service.**



# Three tips for this challenge

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Design**

**1**

**Base it on what  
you've learned.**

You did the research to make your life easier. Don't forget it.

**2**

**Shitty ideas are  
good ideas, you can  
make the selection  
later.**

Just get everything out, you'll sort later what's good and what's not.

**3**

**Remember that  
ideas are only as  
good as their  
implementation.**

Ideas are not worthy as long as they are not tested and implemented. Don't get too attached to them.

# Solo ideation

5 minutes

- Write down as many ideas as you can.
- One idea per sticky note to move them more easily after.

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# Crazy eight

8 minutes

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- Take 8 sticky notes.
- You'll have one minute per sticky note to find an idea.
- I'll share a prompt using the « brands like these » methods where I'll say: « How would XYZ improve this service? »



# Select an idea

3 minutes

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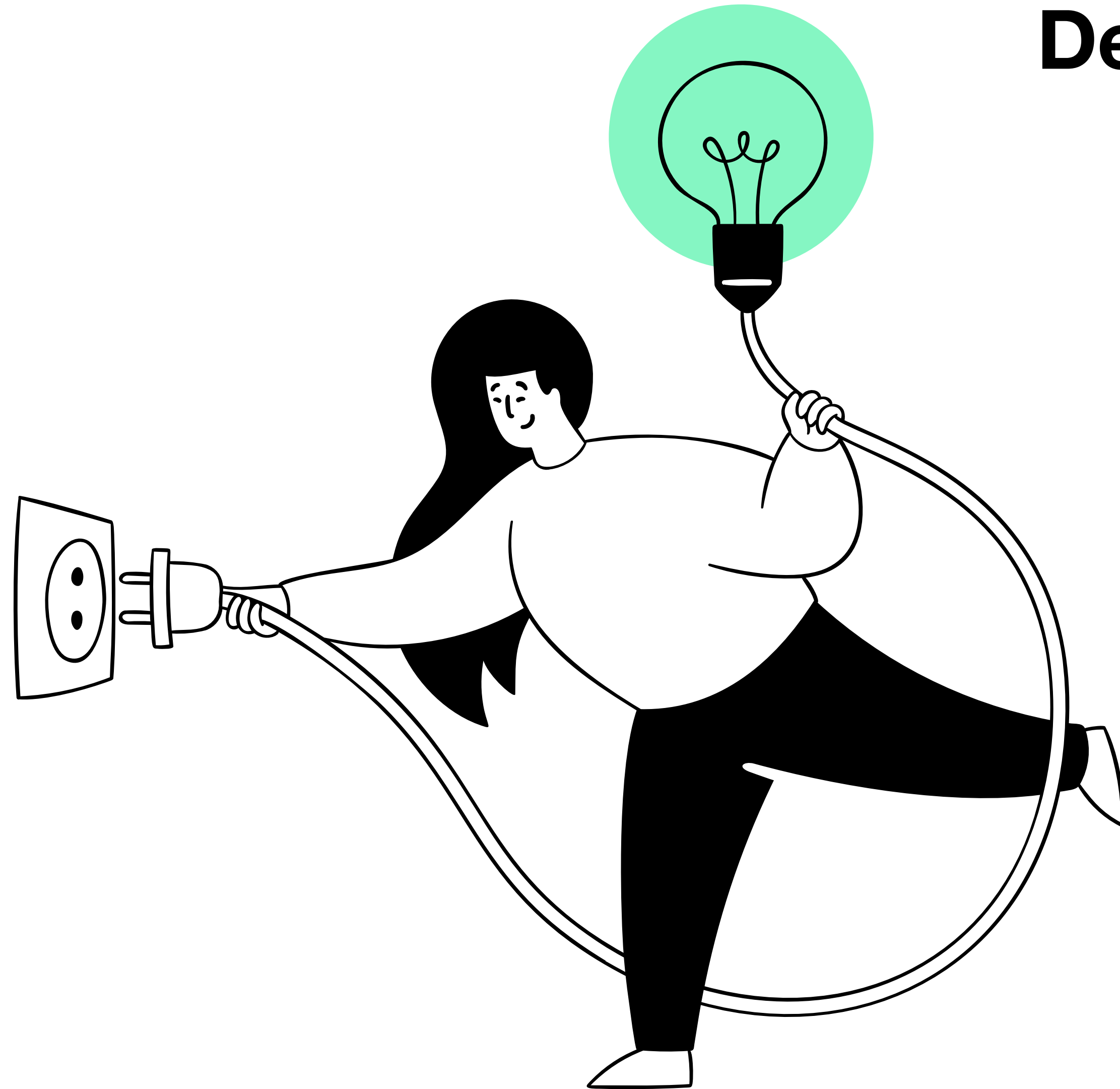
- Select one idea to pursue.
- The selected idea can be a combination of two ideas.
- If needed, use dot voting alone, with a colleague or with multiple criteria.

# Let's debrief

5 minutes

What did you learn  
in this way of working?

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# Make it tangible.

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## The challenge

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**Create a tangible  
prototype (first shitty  
draft) of your idea to  
improve the service.**

# Three tips for this challenge

**Service  
Design**

**1**

**Base it on what you've learned.**

You did the research, synthesis and ideation to make your life easier. Don't forget it.

**2**

**Use paper, pen, toys, role play and video recording to go faster.**

Most of the time, it's faster to not start on a computer.

**3**

**Multiple divergent prototypes of the same idea are a great way to learn.**

Changing a color or format is not a different prototype.

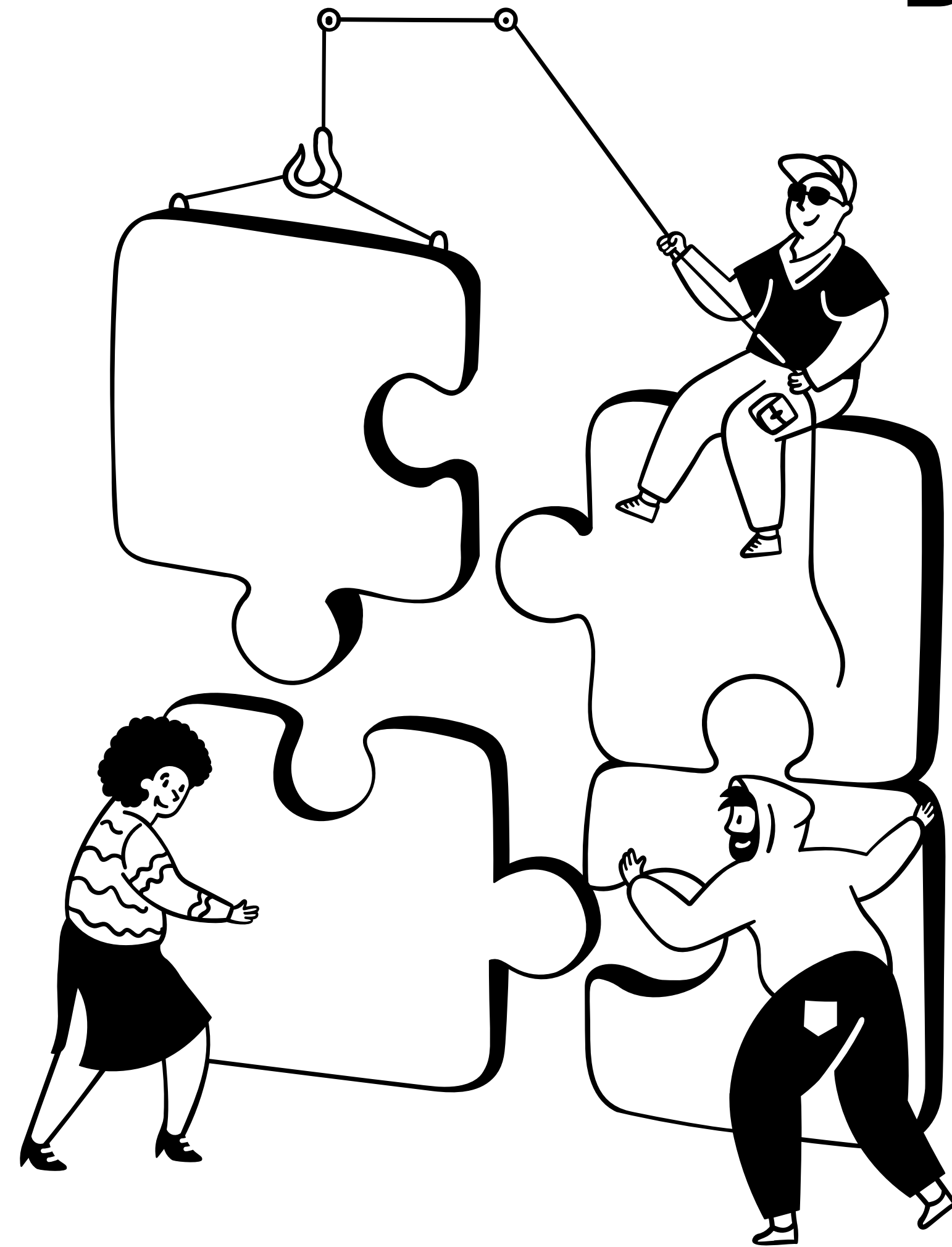


# Prototype

40 minutes

- Create at least 2 different prototypes of one idea that improves the service.
- Different doesn't mean a variation but a totally different way to solve the problem.
- The more prototypes the better.
- The prototypes will be presented.

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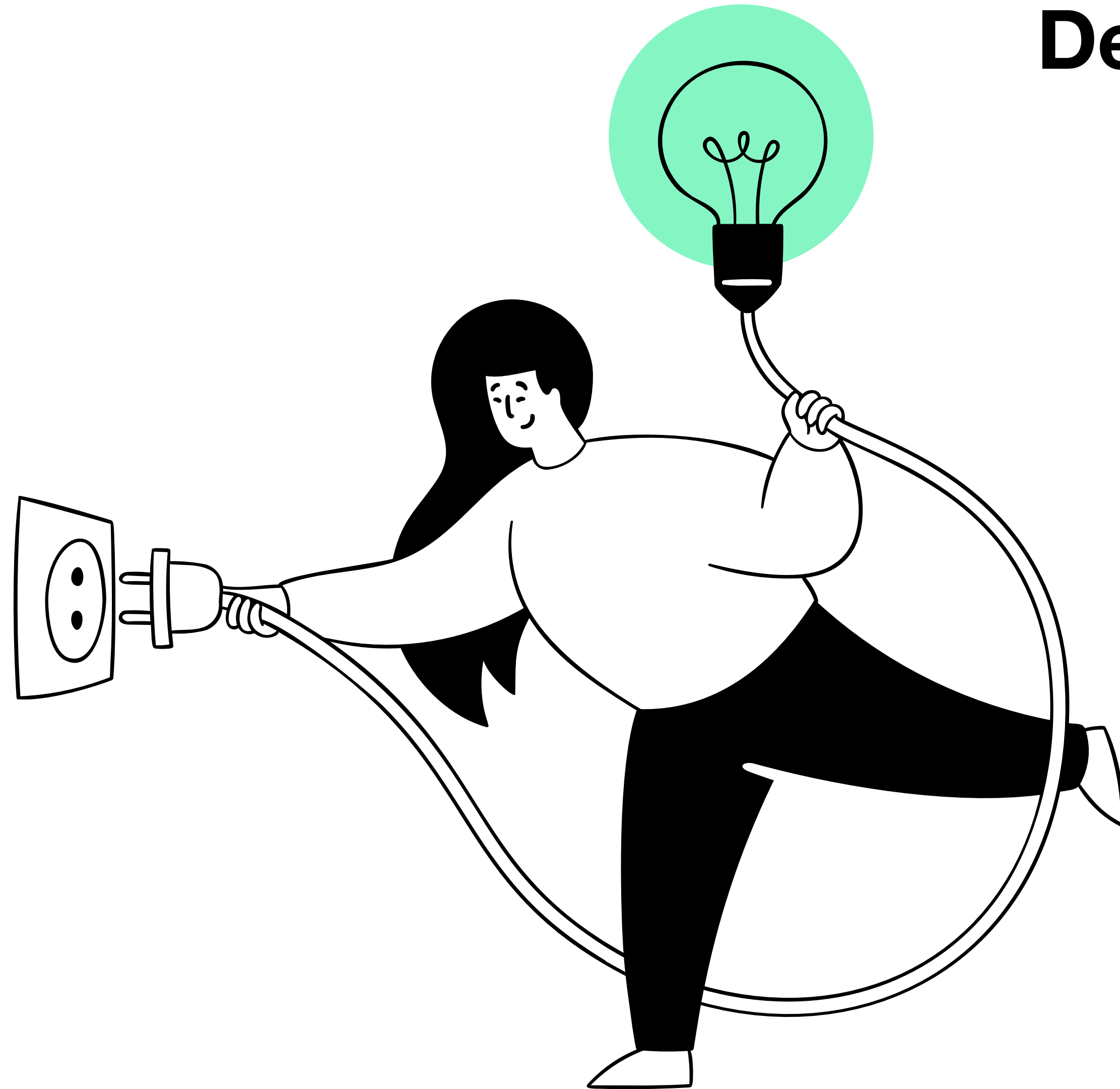


# Let's debrief

5 minutes

What did you learn  
in this way of working?

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**Break + on the  
wall exhibitions**

**Service**

**Design**

# Pitch it.

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**The challenge**

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**Present in 30 seconds  
what you've improved  
in the service.**

# Three tips for this challenge

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Design**

**1**

## **Keep it short.**

You have 30 seconds, this is a skill that will help you for your coaching sessions.

**2**

## **Remember, we can read.**

Show the work like real estate sales people do, say what it could do, not what it is.

**3**

## **Focs on one thing to say.**

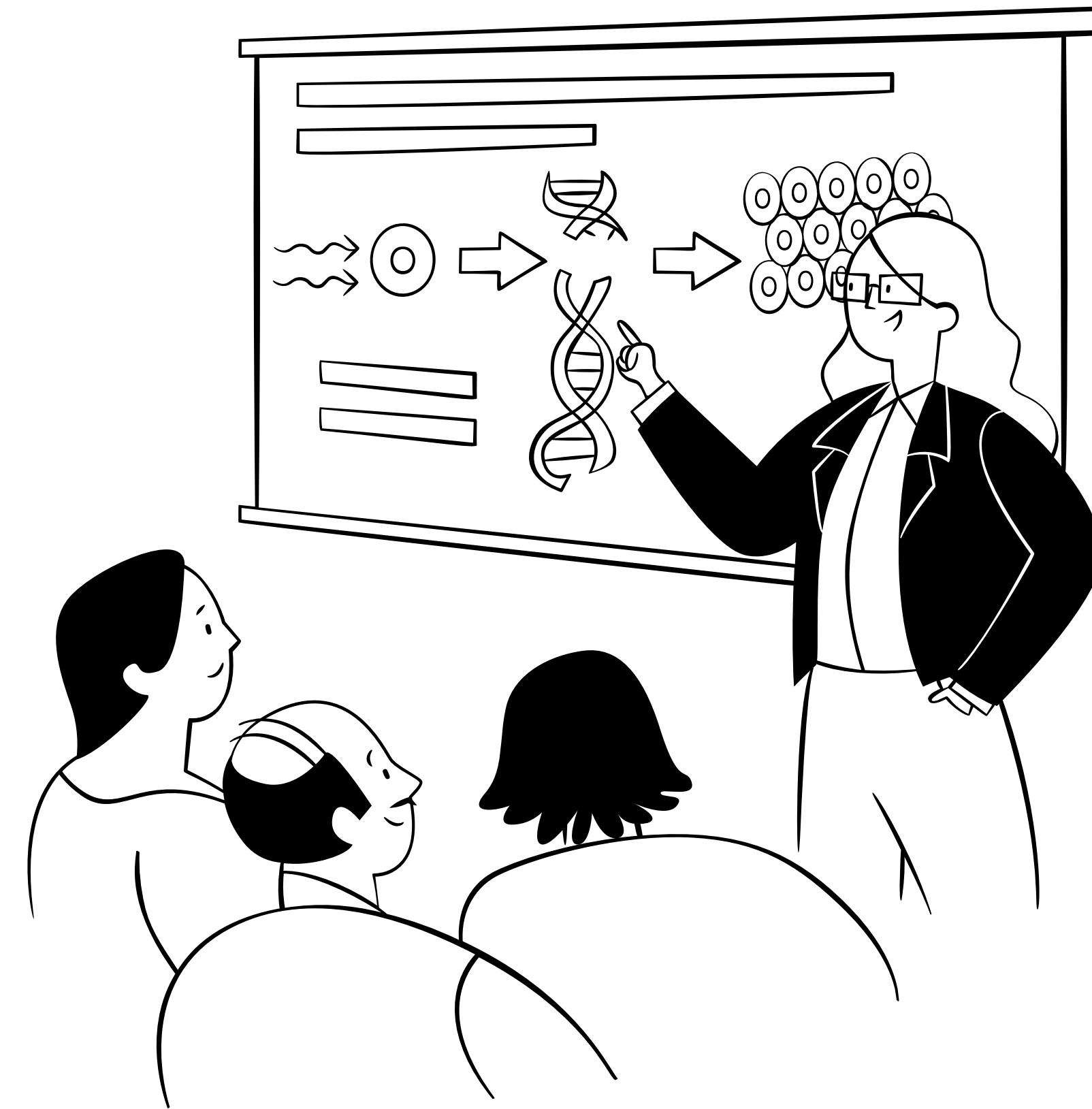
You don't have much time, so select the key thing you want people to get.

# Pitch + heatmap

30 seconds

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- Share what you've improved in the service.
- The rest of the team writes encouraging notes about what they liked.



# What you've learned today

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# What you've learned

# Service Design

1

**The important is not the topic, it's your curiosity level.**

Every topic can lead to interesting discoveries, great ideas and smart prototypes. At the end of the day, this is all meant for you to learn new skills and mindsets. The project is just an excuse.

2

**Talk to people and prototype, do this first. Now!**

This is where you'll make a difference as a Service Design practitioner.

3

**Rinse and repeat.**

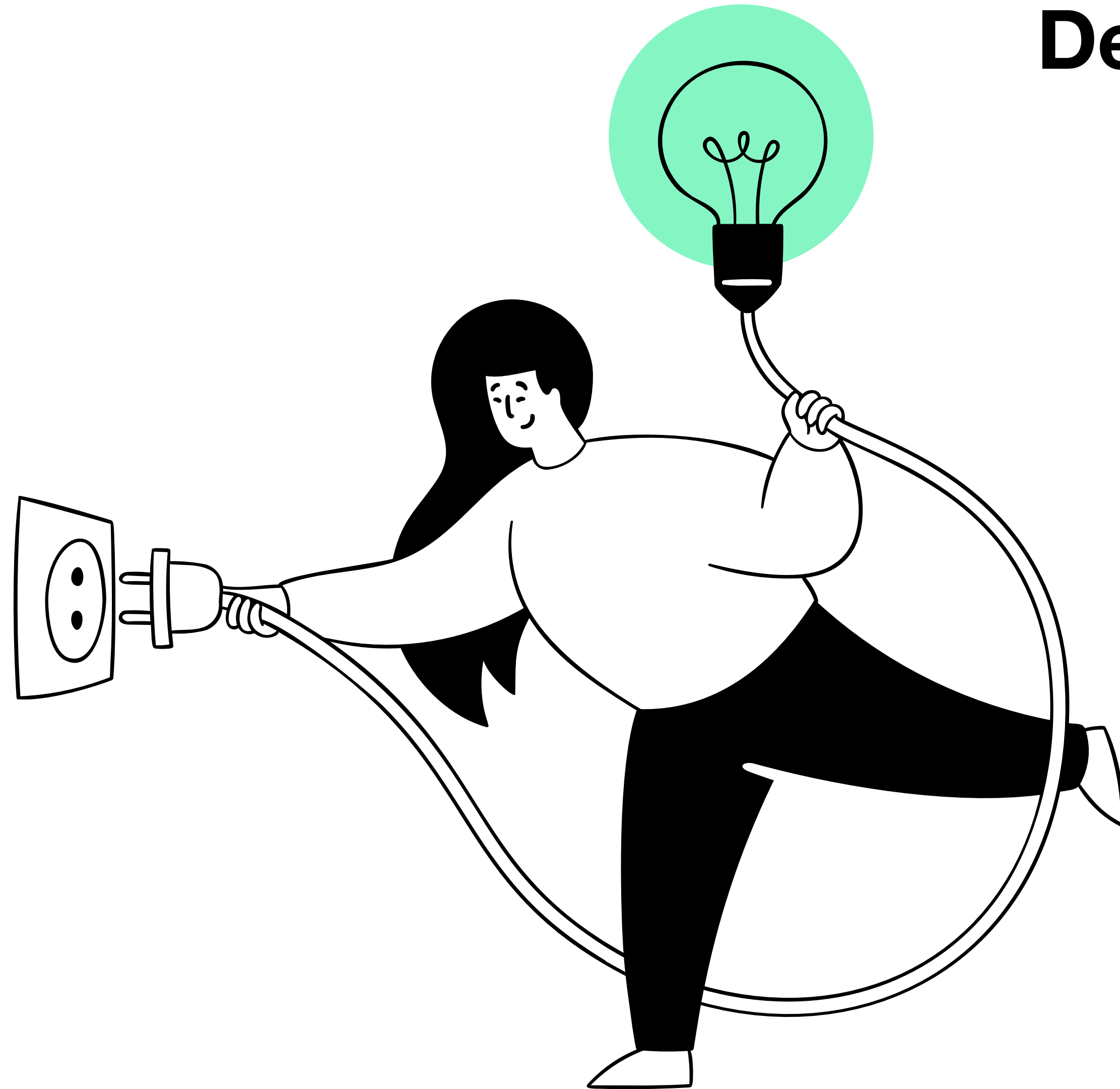
You did this in one day without much skills. Imagine what you can do with more skills and two days?

# Let's debrief

5 minutes

- What did you learn in this way of working?
- What's a question that you have?

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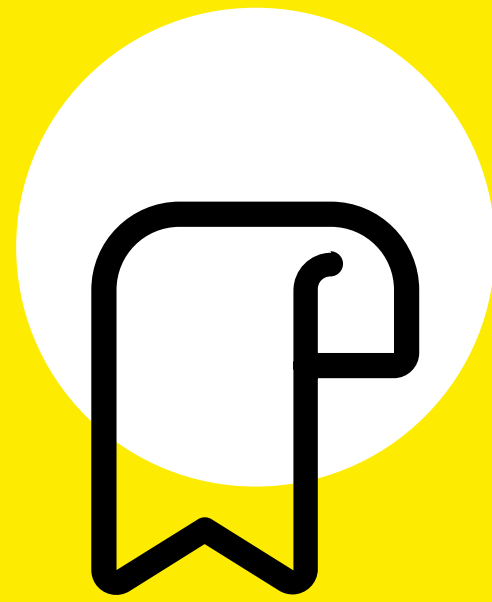


# Conclusion

# Service Design

# The summary.

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sums it all up

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# Assignment for next time

10 shitty ideas

- Bring 10 shitty early ideas of what today inspired you.
- Make it concrete for a personal project.
- Make them tangible (not just words): sketch, prototype, visualise.
- Not all ideas have to be developed at the same level of fidelity.
- You'll have to present those ideas on the next core module day.



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**Let's wrap up.**

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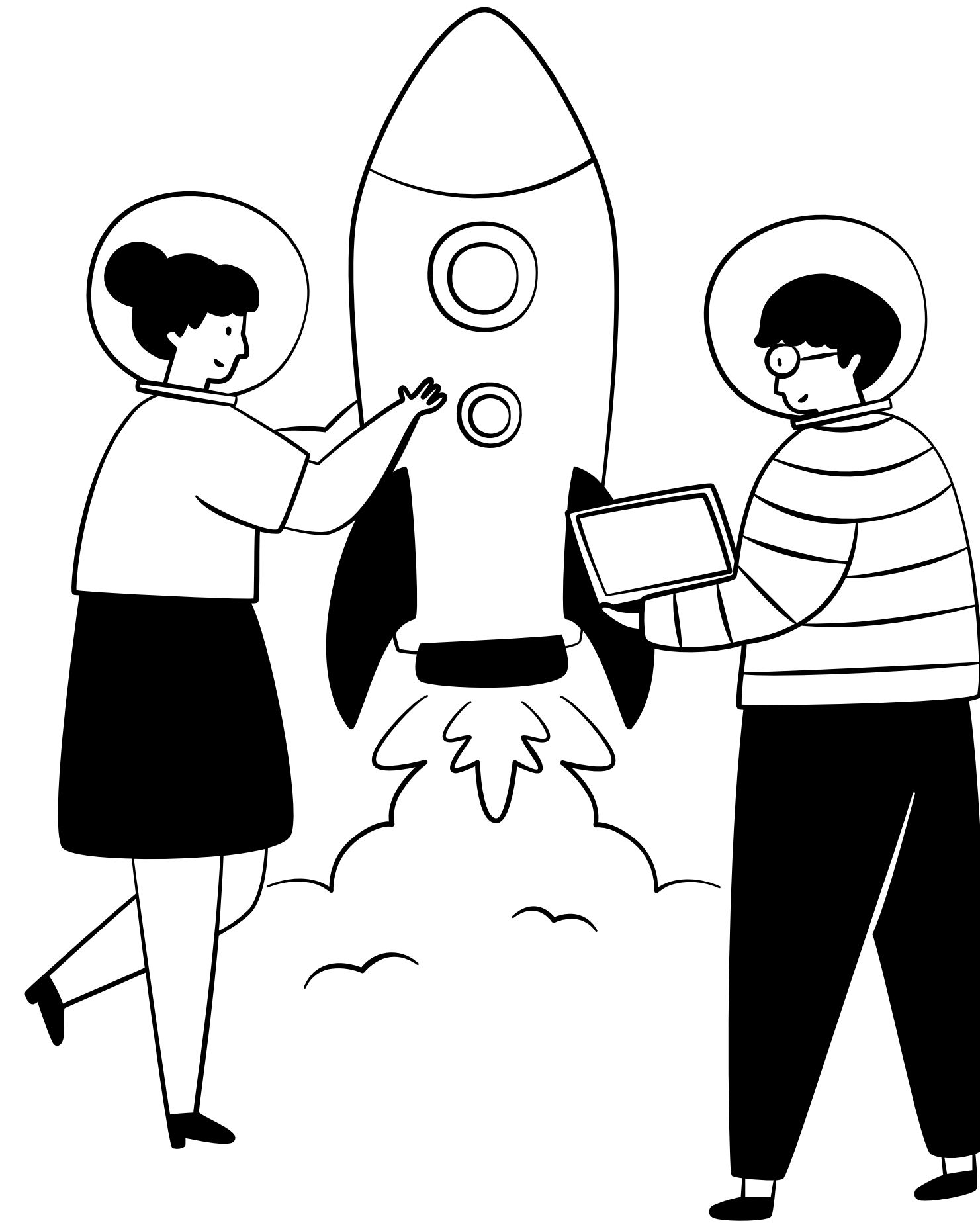


# Stars and wishes

1 minute

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- Write down one star (an element you loved today).
- And one wish (an element that could be improved).
- One element per sticky note.
- Place them on the wall and group them by similar ideas.



# Thanks for today!

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**p.s. has one of you 10 minutes for  
an interview?**

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See you soon

Dr Andy Polaine & Daniele Catalanotto

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