

Service Design Thinking Workshop

December 4, 2018 Tuesday (14.00-18.00) and 5, 2018 Wednesday (9.00-13.00)

Fee: 50 euro

For inscription and information: caterina.arcidiacono@unina.it

The Service Design Thinking is a holistic approach that helps to innovate (create new) or improve existing services to make them more useful, usable, desirable for users and efficient as well as effective for providers (Moritz, 2005; UK Design Council, 2010).

Designing a service requires to consider the whole experience of the people using it, and that it becomes tangible and usable through a sequence of actions (Moritz, 2005; Stickdorn & Schneider, 2012).

Design thinking is essentially a user-centred innovation process that emphasized field research, collaboration in multidisciplinary team and with the users, visualization of ideas and rapid concept prototyping (Lockwood, 2010).

The process of SDT:

- 1) Explore
- 2) Create
- 3) Evaluate

During the workshop participants will get the chance of exploring the use of some of most commonly used DST tools as:

Empathy Map

Empath Map (EM) is a map of the user experience that includes different dimensions:

- feelings and emotions;
- meanings, opinions and visions of the world;
- quotes and relevant use of the words;
- needs and wishes;
- pain points, struggles and barriers;
- what the users see in their context;
- rumours, suggestions and opinions heard from others.

Personas

Personas are archetypes, fictional characters representing different attributes of real users: from their social and demographic characteristics, to their own needs, desires, motivations, habits, and personal representations (Constantine, 2006; Cooper et al., 2014).

Personas are useful to share research findings within the team: they help the team to build empathy with users and stakeholders (Stickdorn et al., 2018).

User Journey Map

The User Journey Map visualizes the experience of the user over the time, interacting with the service touch points.

This tool can be used in the exploration phase, to analyze the gap of the service-as-is, and also during the creation phase to define the potential future experience resulting from the service concept (Stickdorn et al., 2018).

Service Blueprint

Service Blueprint is an extension of the User Journey Map, to specify both the frontstage, the backstage and support processes which are needed to launch and maintain the service.

References

- Bannon, L. J., & Bødker, S. (1989). Beyond the interface: Encountering artifacts in use. *DAIMI Report Series*, 18(288).
- Constantine, L. (2006). Users, roles, and personas. *The Persona Lifecycle*, 498-519.
- Cooper, A., Reimann, R., Cronin, D., & Noessel, C. (2014). *About Face: The essentials of interaction design*. John Wiley & Sons.
- Curadale, R. (2017). *Design Thinking Process & Methods*. Design Community College Inc., Topanga, CA.
- Engeström, Y. (2000). Activity theory as a framework for analyzing and redesigning work. *Ergonomics*, 43(7), 960-974.
- Garrett, J.J. (2011). *The elements of user experience: User centered design for the web and beyond*. New Riders, San Francisco, CA.
- Gray, D., Brown, S., & Macanuso, J. (2010). *Gamestorming: A playbook for innovators, rulebreakers, and changemakers*. O'Reilly Media, Inc.
- Lockwood, T. (2010) (Ed.). *Design thinking: Integrating innovation, customer experience, and brand value*. Skyhorse Publishing, Inc.
- Moritz, S. (2005). *Service design: Practical access to an evolving field*. Lulu. com.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review*, 76, 97-105.
- Stickdorn, M., Hormess, M., Lawrence, A., & Schneider, J. (Eds.) (2018). *This is Service Design Doing*. O'Reilly Media Inc., Sebastopol, CA.
- Stickdorn, M., Schneider, J. (2012). *This is service design thinking: Basics-Tools-Cases*. Bis Publishers.

Biography:

Professor Alessandra Talamo is a social scientist. She is Associate Professor at the Department of Social and Developmental Psychology of the University of Rome "La Sapienza". Her research activities deal with social ergonomics applied to educational and organizational cooperation in Computer Mediated Communication and Virtual Environments. She teaches Social Psychology and Interview and Questionnaire Techniques at the University of Rome "La Sapienza". She coordinates the IDEaCT (Interaction DEsign and Communication Technologies) multidisciplinary lab.