Service Design
Methods and Action

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Service design addresses 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.
• Service designers visualise, formulate, and choreograph solutions to problems that do not necessarily exist today; they observe and interpret requirements and behavioural patterns and transform them into possible future services.
• Service designers use methods where the user is enabled and has the power to influence a service design process.
• Co-design work is carried out on a regular basis, and new innovative methods are developed to allow inclusion, creativity and engagement.
Changing culture

• “I have been working for many years (as an in-house service designer), moving through a machine centered company, so some technology driven to a customer and end user and this (transformation) is something that we will take to many years. So that’s the biggest challenge, the change of culture.” (service designer at Volkswagen)
• Service design provides tools for user engagement in public services. User-led design, engagement of users and co-design are emphasized when designing for new social innovation.
Service Design

- Multi-disciplinary
- Integrative
- Collaborative
- Visual
- Iterative
- Holistic
The research project MediPro is investigating technology-supported service processes, especially the use of the TETRA telephone in the social and healthcare sector. The project will develop a pedagogical model to support teaching, studying, and learning processes and technology in the simulation-based learning environment of healthcare. The research will focus on the simulation pedagogy and service design perspectives.

The goal of this project is to increase the awareness of how to use the phone in all healthcare and social care processes to ensure patient and worker safety and at the same time make all nursing-, medical- and social procedures more flexible.
Co-Creative Team Work in SINCO

Creative Building

Analytical Thinking

Experience-based Context
Medipro Case: Social Services

The aim is to see how a service design approach and prototyping facilitates the development of a technology-aided service delivery process and how learning happens in these circumstances through training, simulations, and prototyping.
The communication process in emergency policlinic, Medipro-case

1. Understanding the process with service design tools.
2. Study more in depth. Understand the challenges with users.
3. Process visualization and developing the challenges. Ideation, evaluating and presenting solutions/ideas.
The goal of the project for Norrhydro was to improve customer satisfaction of hydraulic cylinders’ maintenance process. The focus in the project was in developing digital maintenance service which would work between Norrhydro and its clients. As a digital service we created a mobile application that speeds up cylinders’ maintenance processes as well as helps to deliver right information to the right people at the right time. In this way information gaps would be avoided and cylinders would be moving quicker. The parts and tasks of the project were realised through QR-codes, Google Drive (User Interfaces) and printed colourful sticker labels. The prototype of the UI was realised with Google Drive Presentation techniques. Norrhydro’s client Agnico Eagle (Gold mining factory in Kittilä) did participate in the development process in the beginning of the project and in the second workshop. In addition to Norrhydro, the final presentation was shown to Norrhydro’s other client LKAB (Swedish mining factory).

**Case Norrhydro**

**Digital service for hydraulic cylinders**

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Value creation

• Profitable solutions and value can be created from intangible experiences and customers’ emotion with the use of service design methods.
Backroom and the front stage

• Service design aims to ensure that service interfaces and systems are useful, usable and desirable from the user point of view and effective, efficient and distinctive from the supplier’s point of view.
Empathy and understanding

• Service design methods provide tools for both the analysis-based perspective to understand user motivations and emotions and the participatory development and co-design process.
Storytelling

• “First prototypes are scenarios that are sketched by professional visualizer who can manage them quickly. I have also produced concept videos, service concept videos in few days warning. You need to have quick storytelling skills.” designer at IDEO
Prototyping sessions help in decision making and evaluation

- Through prototyping, simulation and empathizing methods the knowledge, which is perceived as value is triggered or supplemented by the emotional experiences of the co-creation sessions. Emotional value for a stakeholder is conveyed through personally experiencing the prototypes.
The focus was on digital service as well as in developing the physical surrounding to correspond more with the story of the place and to create stronger emotions. As a digital service we created a mobile application that gives opportunities for playing more in the environment and to be part of the Christmas story as a character of it. The parts and tasks of the story were realised through QR codes, augmented reality, videos and animations. As a new attraction for the place itself we made a photobooth where a customer can through web cam and screen see their picture and add items on them. In a prototype this was realised with ManyCam application.
Service Prototyping
(Bloemkivst, Holmld, Vahtojãrvi…)

Service design process
(ENGINE, Mager, Oosterom, Moritz…)

Design thinking

Agile development

Co-creation

Participatory design

Interaction design
(Saffer, Moggridge…)

Model making

Rapid prototyping
(Chua et al.)

Experience prototyping
(Buchenau & Fulton Suri 2000)

Theatrical methods
(Penin & Tonkinwise)

Visualizing

Simulation
(Makino, Pillan)

UI technologies

“quick and dirty”
“thinking with hands”
“serious play”
(Kelley, Brown)

SINCO and related methodological areas
Stakeholder engagement

- business development manager(s) with a decision making mandate in the development case
- sales and marketing representative
- real customers (in b2b cases this may consist of a decision maker, a purchase representative, a substance specialist, and an end-user)
- service staff member(s) who daily interact with customers
- stakeholder in charge of the development of the technical system and/or internal processes for the development case
- Service designer(s) as facilitator(s) of the sessions
Designer’s role

• “In the company my role is combined designer’s and sociologist’s role adding the self-driven researcher’s role in that. I do the research work related to the projects from the human factors and design research aspects. So I haven’t got traditional industrial designers’ role at all.”
  
  design researcher at IDEO
Facilitation

• The facilitator’s role is divided into three parts: 1) directing the participation and the script of the physical experience of the customer journey, 2) a rapid building of mock-ups ‘on the fly’ (both tangible and digital ones), and 3) documenting the findings and results.
Service Design and Learning

Knowledge Transfer in the Context of Co-Design
Organizational Learning
Group Learning
Collaborative Knowledge Construction
Learning-by-doing
Individual Learning
Active Learning
Peer-to-peer Learning
New Understanding Based on Experiences
Converting Tacit Knowledge to Explicit Knowledge
Learning-by-doing
Active Learning
Peer-to-peer Learning
New Understanding Based on Experiences
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The parallel aims of the software-intensive industry and service design

[Miettinen, Rytilahti et al. (2014) adapting from Huomo et al. (2013); Miettinen & Kuure (2013); Rontti et al. (2012)]

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Debates in service design

Value co-creation, role of design in innovation process, innovation and design policies (Sangiorgi 2012)

Learning, transformational change (Kuure and Miettinen 2013)

Human centred design, user centred, user driven, community centred design (Winschiers-Theophilus 2010)

Societal change, changes in the service delivery, user participation, co-design and co-production of services (Jäppinen 2011, Juninger 2012)

HCI, interaction design (Evanson and Holmlid 2007, 2009, and Sangiorgi 2012)