

# Service Design Method Cards

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## **User Interviewing**

A way to learn about experiences, desires, understanding, and generate ideas with a user through one-on-one interviewing and conversation. A foundational method for qualitative research.

## **Cultural Probes**

A “package” including artifacts and tasks for a user to react to and record specific events, feelings or interactions. Useful for idea generation in understanding a user’s inspiration, values, and dreams.

## **Analytics Research**

Gather quantitative insights through analyzing data analytics such as website traffic, usage patterns, text analysis, and more.

## **Service Safari**

An experiential field trip for staff to empathize with the customer and understand service qualities, best practices, and differentiators. Often teams visit parallel sectors to gain inspiration.

## **Fly on the Wall Observation**

A research method that focuses on unobtrusive observation, where the observer has no interaction with users, enabling verbatim quotes and non-interference in the user’s activities.

## **Concept Validation Research**

Research with the aim to validate a design concept. Can include both qualitative and quantitative concept tests that provide insights and recommendations on the viability of a design concept.

## **Focus Groups**

A way to gather insights and generate ideas from a group of users with shared interests or experiences, relevant to your work. Can be unstructured discussion, or guided activities for the group.

### **Jobs-To-Be-Done (JTBD)**

An approach rooted in the theory that people buy products or services to get a “job” done. Can include: defining customer’s “jobs-to-be-done,” constructing “jobs maps,” and identifying solutions.

### **Contextual Inquiry**

A semi-structured interview method to obtain information about the context of use, where users are first asked a set of standard questions and then observed and questioned while they work in their own environments.

### **Abstract Laddering**

Also known as “Why, How” laddering, where asking “why?” leads to more abstract statements, and asking “how” leads to more specific statements. Useful in problem reframing. Goal is to find user needs that are both meaningful and actionable.

### **Service Ecosystem Mapping**

A visual map illustrating “the big picture” of all aspects of a service experience and delivery ecosystem, including but not limited to: tools, systems, touchpoints, related services. Can be organized by experience phases or process flows, and can include causal or relational information between elements.

### **Scenario Mapping**

Identifying key scenarios in a service, and breaking down the scenario into steps, creating a storyboard illustrating the actions taken by the customer and service delivery. Useful for creating alignment among teams on the end-to-end experience.

### **Service Blueprinting**

Breaking down both customer experience (frontstage end-to-end) and service delivery (backstage surface-to-core), showing the exchange of value, step-by-step across key scenarios. Generates actionable insights and alignment, and captures: actors, systems, policies, data, facts, critical moments, questions, and ideas at each step.

### **Journey Mapping**

Mapping of end-to-end customer experience, illustrating: actions, thoughts, and emotions. Often seeking to identify high and low points of an experience, and opportunities for improvement and innovation. Useful for generating empathy and alignment among stakeholders.

### **Touchpoint Mapping**

Mapping all touchpoints (points of interaction) across channels and phases of experience. Useful in generating end-to-end touchpoint strategy, assessing brand cohesiveness, and understanding customer journeys.

### **Touchpoint Strategy**

Assessing success of touchpoints against user needs and business goals, resulting in strategy to improve usefulness and success of touchpoints with measurable results.

### **Stakeholder Mapping**

Mapping individuals and groups that might affect or be affected by a new effort, and sorting them by their impact on the effort, or the impact the effort will have on them. Useful in communications, engagement, and planning for co-creation.

### **Service Value Positioning**

Clearly defining the value of a service to a specific audience against other potential competing offerings, such as: “For [audience], [service X] provides [benefits] through [offerings], creating a feeling of [emotion].”

### **Service Architecture Mapping**

Mapping the key components—people, process, information, and technology—that make up a service’s architecture. Useful for high-level alignment, planning, and assessment.

### **Service Principles**

Guiding principles that an organization creates and adheres to in conducting service design and delivery to ensure desired outcomes and value for the customer. Principles can be created at a touchpoint, experience phase, or service level.

### **Process Mapping**

A workflow diagram to create clear understanding of a process or series of parallel processes. Most useful for understanding complex backstage support processes, but can also be applied to complex customer tasks.

### **Value Stream Mapping**

A lean technique used to document, analyze and improve the flow of information or materials required to produce a product or service for a customer. Helpful in understanding not just process but also decision-making flow, and useful for analyzing current and designing future state.

### **Value Network Analysis**

A visual map showing the exchange of value (formal and informal) within an ecosystem. Useful for understanding complex systems, relationships, and optimizing value networks.

### **Service Simulation Testing**

Creating a simulation of a service experience and testing that experience with real users (may include simulation across multiple channels). Goal is to test the service concept, enabling rapid iteration and user insights.

### **Rapid Prototyping**

Building a quick version of what you want to test with customers before spending a lot of time or money, as a way to validate an idea to determine if you should keep moving in the same direction, or pivot based on the information you learn.

### **Usability Testing**

Testing the usability of specific touchpoints through task-based testing with users. Often done in person, one-to-one as a facilitated test, but can also be done online via click-through tools. Goal is to understand whether the design is usable.

### **Impact vs. Effort**

A method for plotting potential solutions on a matrix, in order to identify which solutions might be easiest to achieve with greatest impact, assisting teams in prioritizing a backlog of solutions.

### **Kano Model**

A framework for classifying customer preferences into five categories: Must-Be, One Dimensional, Attractive, Indifferent, Reverse. Can offer insight into features which are perceived to be important to customers.

### **RACI Matrix**

A Responsibility Assignment Matrix describes and documents how different roles are involved in completing tasks. Roles are either: Responsible, Accountable, Consulted, Informed for a each specific task. Useful in creating clear responsibilities for a project or business process.

### **Co-Design Session**

Participatory design is an approach that attempts to actively involve all stakeholders in the design process to help ensure that the design meets their needs and is useable. Co-Design can happen with project stakeholders as well as end-users.

### **Generative Ideation**

Open-ended brainstorming around a topic or direction to help generate a myriad of ideas and solutions. Useful in “going wide” with a group to uncover new concepts and promote engagement and creativity.

### **Desktop Walkthrough**

Enacting small-scale models (on the “desktop”) to test service concepts with users. Allows users to project themselves into the model by using figurines that represent them, and enact service experiences. Most useful for physical service concepts that might include floor plans or props.

### **Storyboarding**

Simply sketching key scenes in a service experience can help illustrate the essentials of a service concept. Useful in clarifying hard-to-document service concepts, and paint the picture of future or current service experiences (like scenes in a movie storyboard).

### **Personas**

Archetypal representations of customer types that give you something human to empathize with when designing, in order to keep the person you’re serving front and center. Ideally based on real user research and data.

### **Use Cases**

A real-world scenario, broken down into a list of actions or steps that illustrate the interaction between users and systems in achieving a specific goal. Useful for identifying system requirements.