User Experience Applications for Service Design

Presented by Rafael M Lopes

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What's ahead

1. Service Design vs Product Design
2. Examples by Senses
3. Service Design Considerations

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Approach


WE DESIGN INNOVATION
WE DESIGN FOR PEOPLE
WE CREATE EMOTIONS
WE LOVE CHALLENGES
WE DESIGN EXPERIENCES
WE LOVE STRATEGY
ProMARKER
ProMARKER

Product vs Service

Service:

an intangible benefit that satisfies a predefined need…

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Product vs Service

Product:

- Tangible
- Inventory
- Repeatable
- Longer Dev
- Distribution
- Proprietary
- Limited Data

Service:

- Intangible
- Dynamic
- Difficult to Repeat
- Shorter Dev
- Delivery System
- Open Source
- Real-Time Analytics

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User Experience

a person's entire experience using a particular product, system or service. It includes the practical, experiential, affective, meaningful and value aspects of ha human–computer interaction

Source: Wikipedia (paraphrased)

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So what?



So what?

1. Feeding the world
2. New Product Failures
3. Importance of User Experience

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Feeding the world



New Product Failures



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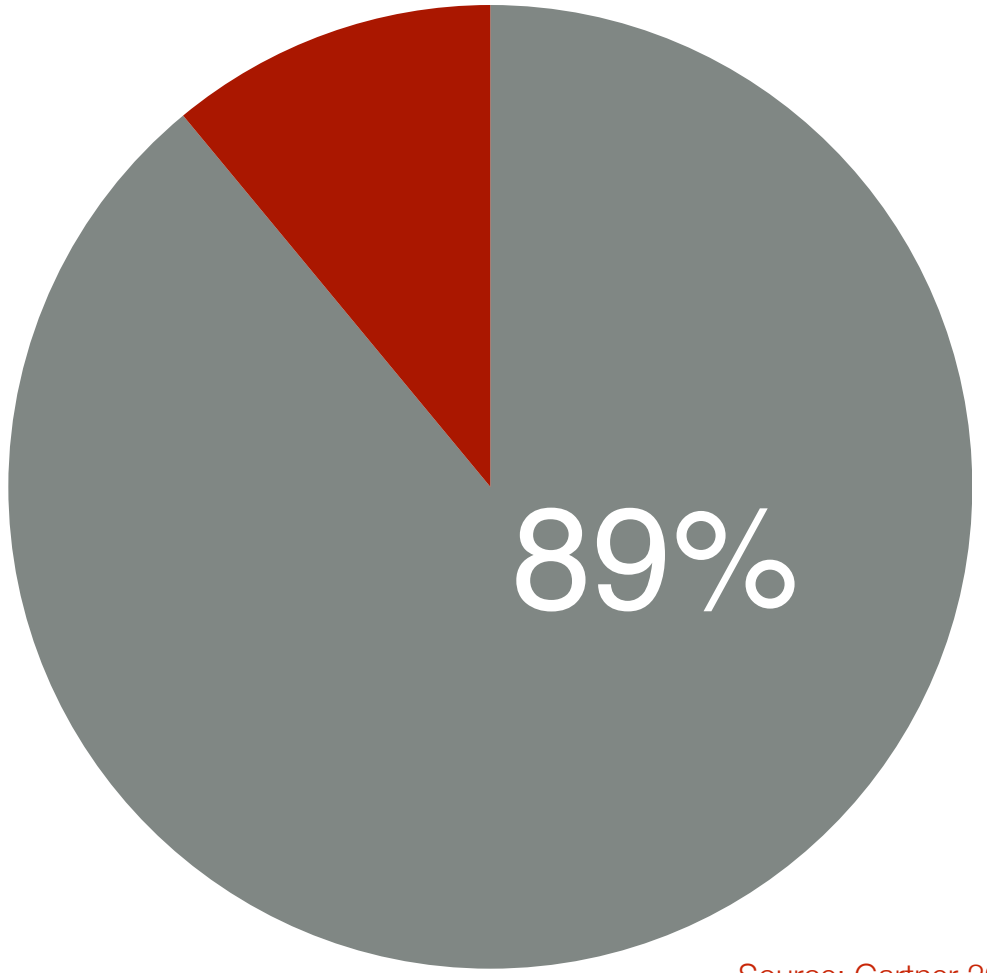
User Experience Driver



Source: Gartner 2014

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Service Examples



Sight



Click to watch video: https://www.wired.com/video/the-sfmoma-s-new-app-will-forever-change-how-you-enjoy-museums

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Sight



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Sight



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Hearing



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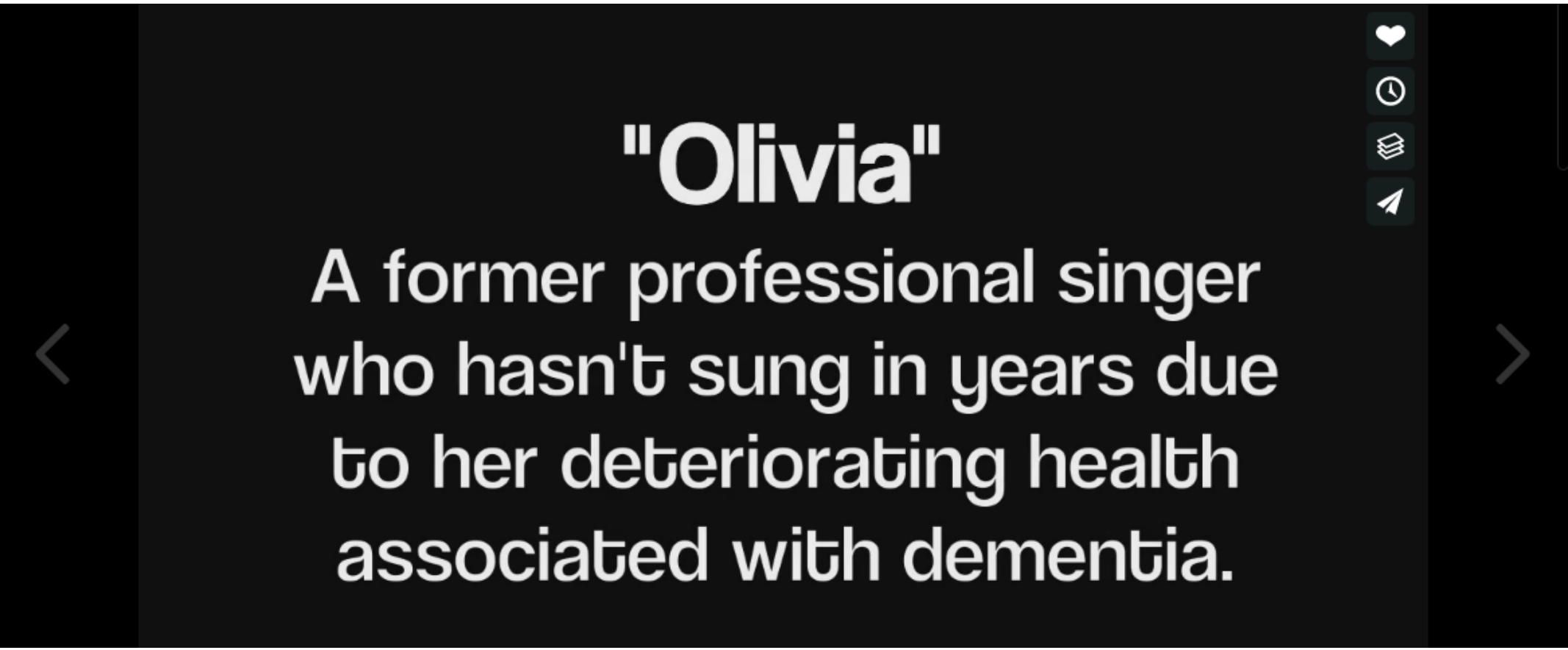
Hearing



Click to watch video: https://vimeo.com/108389610

SingFit

Taste



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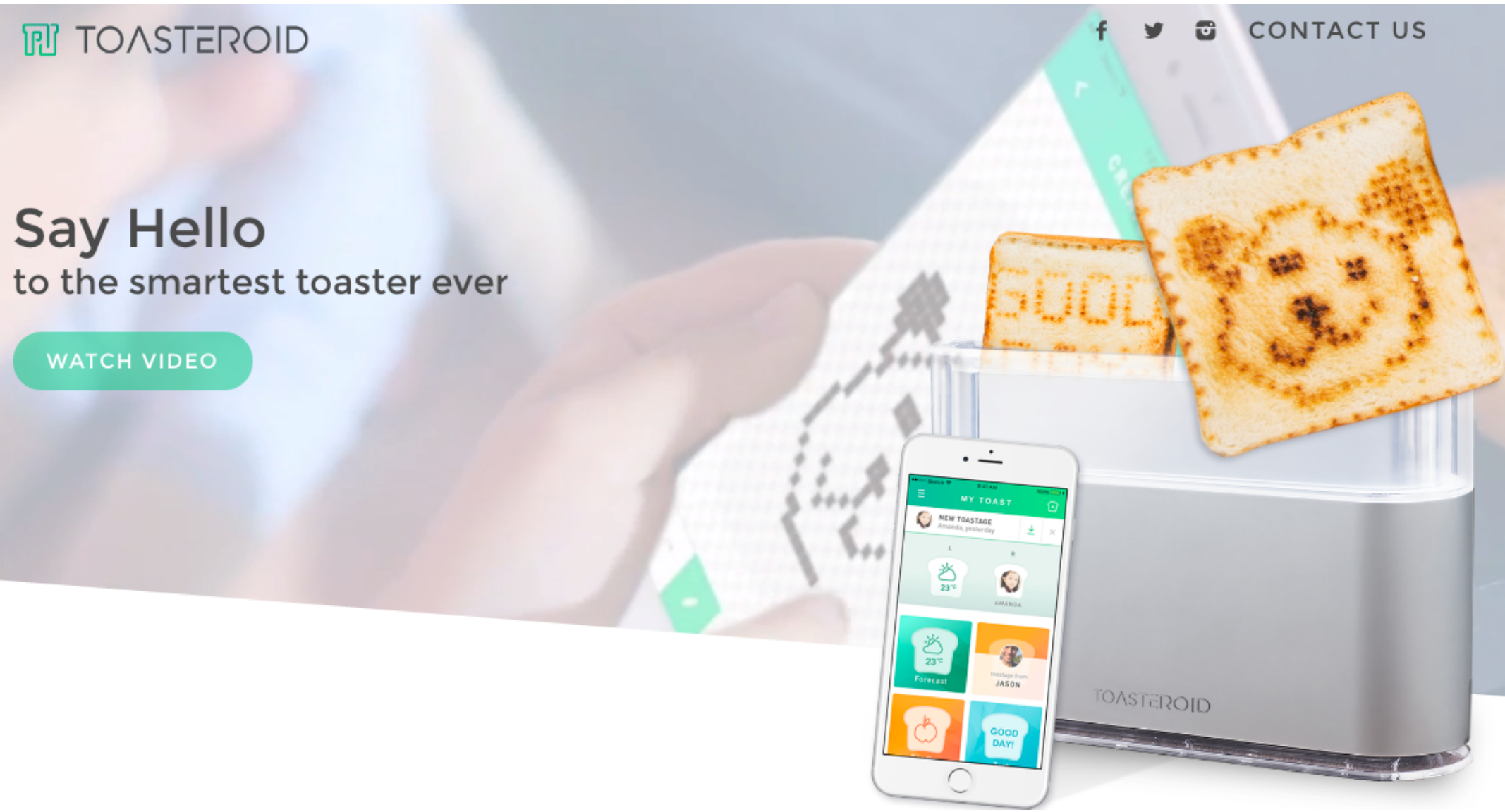
Taste



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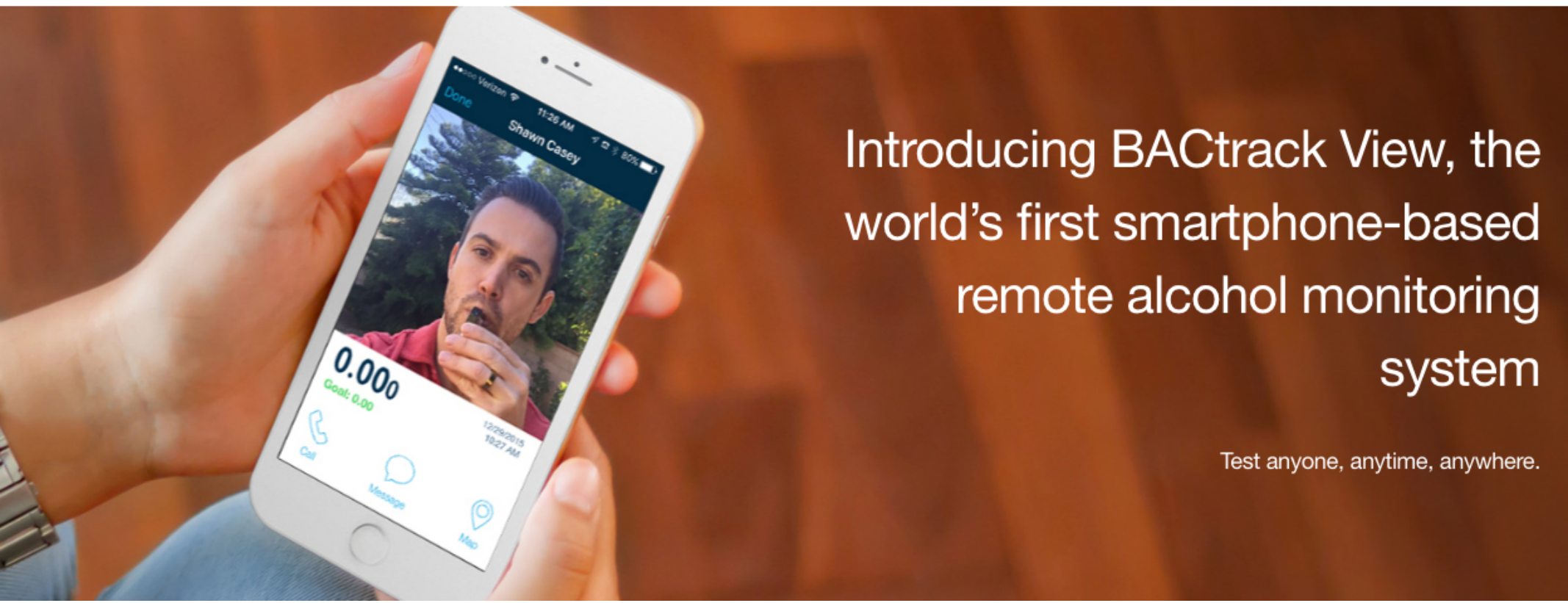
Smell



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Smell



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Touch



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Touch



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Multi-Sensory



UMPQUA B·A·N·K

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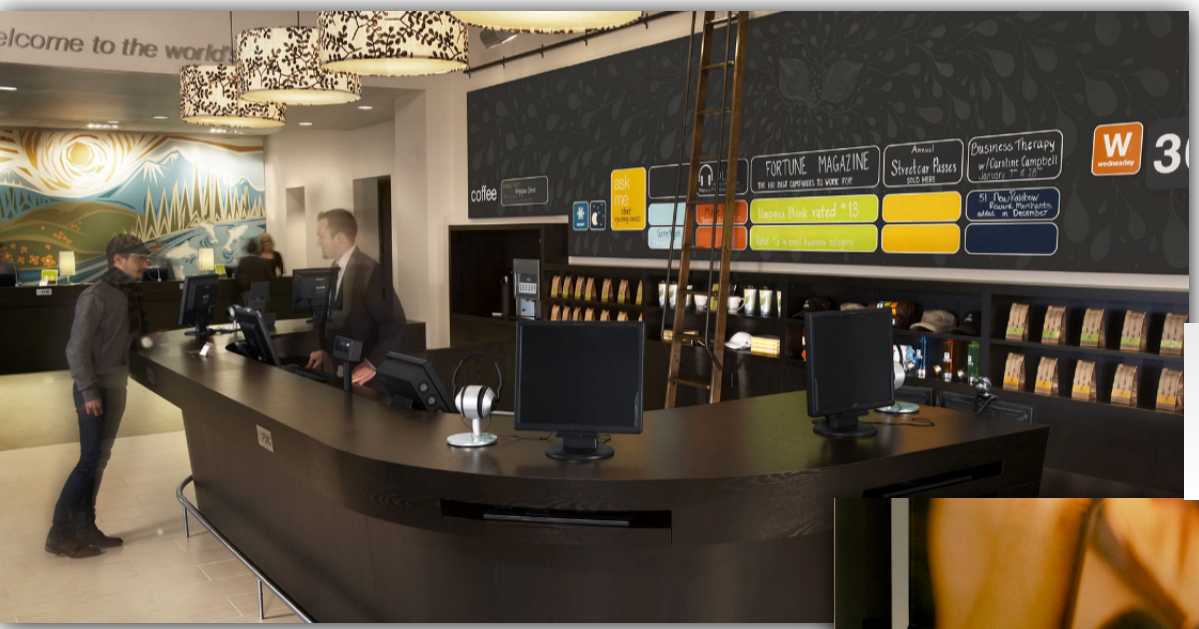
Multi-Sensory



UMPQUA BANK



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Multi-Sensory



UMPQUA BANK



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Design Recommendations

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Create *More* Value

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D·EYE

ImageVault™



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FridgeCam





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Map Entire User Journey

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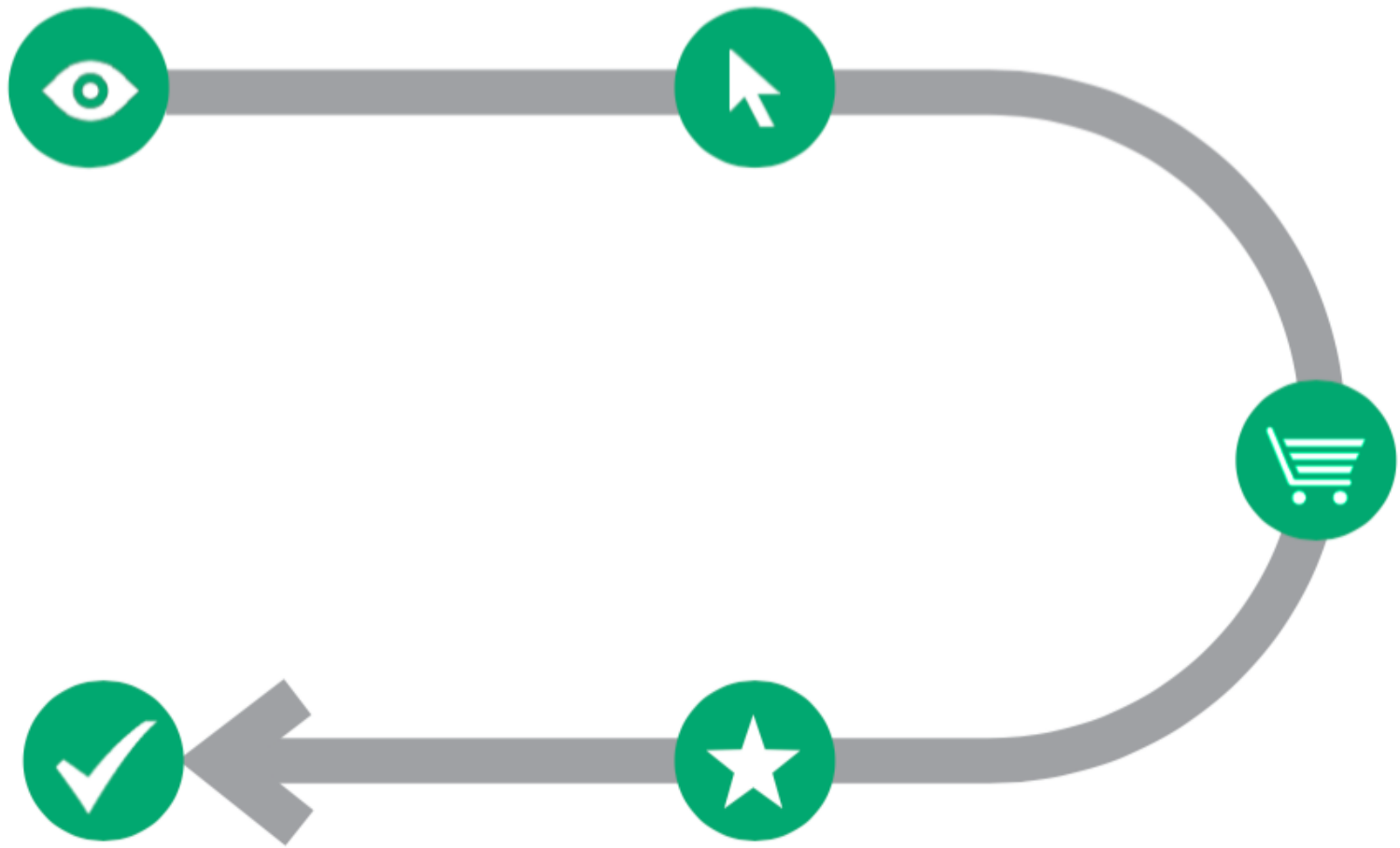

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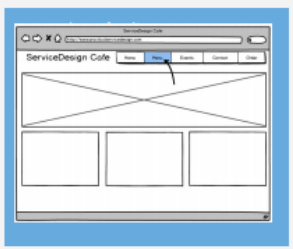
1

Customer visits the-service-cafe.com and navigates to online menu



Customer

Website hosting

Third party ordering system

Menu link is part of the main menu, but also a big button on the homepage

Assumption is that customers know that menu = order

30% of orders come through the website - 20% for takeout, 10% for dine-in

2

Customer is taken to the menu page to view standard items as well as updated daily specials and offers. They fill in their order for them and their 2 co-workers



Customer

Website hosting

Third party ordering system

Daily specials are updated through ordering system. It is not connected to onsite POS

How often are single orders for multiple paying parties?

3

Customer is asked if they have an account already, and given choice to sign up for one, or to sign in with an existing one



Customer

Third party ordering system

There is no ability to pay ad-hoc without an account first

19% of users abandon their order at the Sign up/in page

Accounts are required for follow up marketing

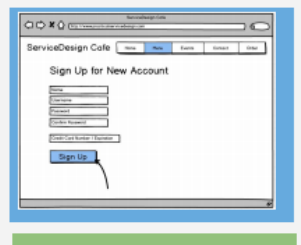
What would it take for ad-hoc, one time ordering?

This is the main point of abandonment in online ordering

Customer's will create new account if they forget they have one, or forget email used

4

Customer does not have an account, chooses "sign up" and fills in personal and payment information



Customer

Third party ordering system

Sign up does not require an email or SMS confirmation

Payment information is saved, it is not actually used to pay at this point

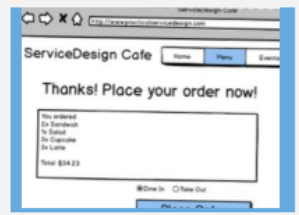
Can SMS be required?

Account can't be created without credit card information

The sign up flow is a definite detour and bump in the first-time experience

5

Once completed, customer is taken to the payment page to confirm their order and select their dine-in or pickup time. They choose to dine-in.



Customer

Third party ordering system

The previously saved payment information is now picked and used here.

Customer is not charged until they confirm dine-in or pickup.

Order will be saved in their account as "unfinished"

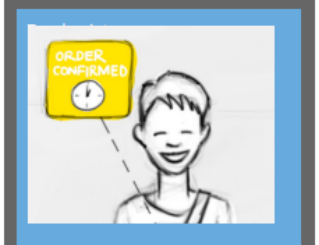
Order can be saved as a favorite.

Orders can be placed hours in advance

If the order system errors or there is a connection problem, order is not placed

6

The order is confirmed and customer is sent a confirmation email



Third party ordering system

Confirmation email does not require any action.

Order moves to step 8

Only 15% of these emails are opened

Would it be better to use text and not use email for this?

Source: PracticalServiceDesign.com

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Design for Intuitiveness

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“Great user experience helps users find what they need faster by reducing the time between comprehension and action.”

Source: The Skool

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Leverage Community

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Make it Beautiful

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Test, Iterate, Repeat

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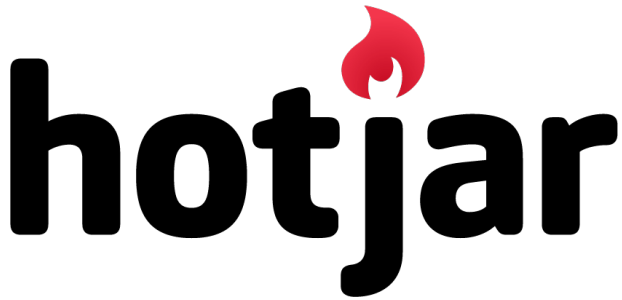



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Strive to Delight

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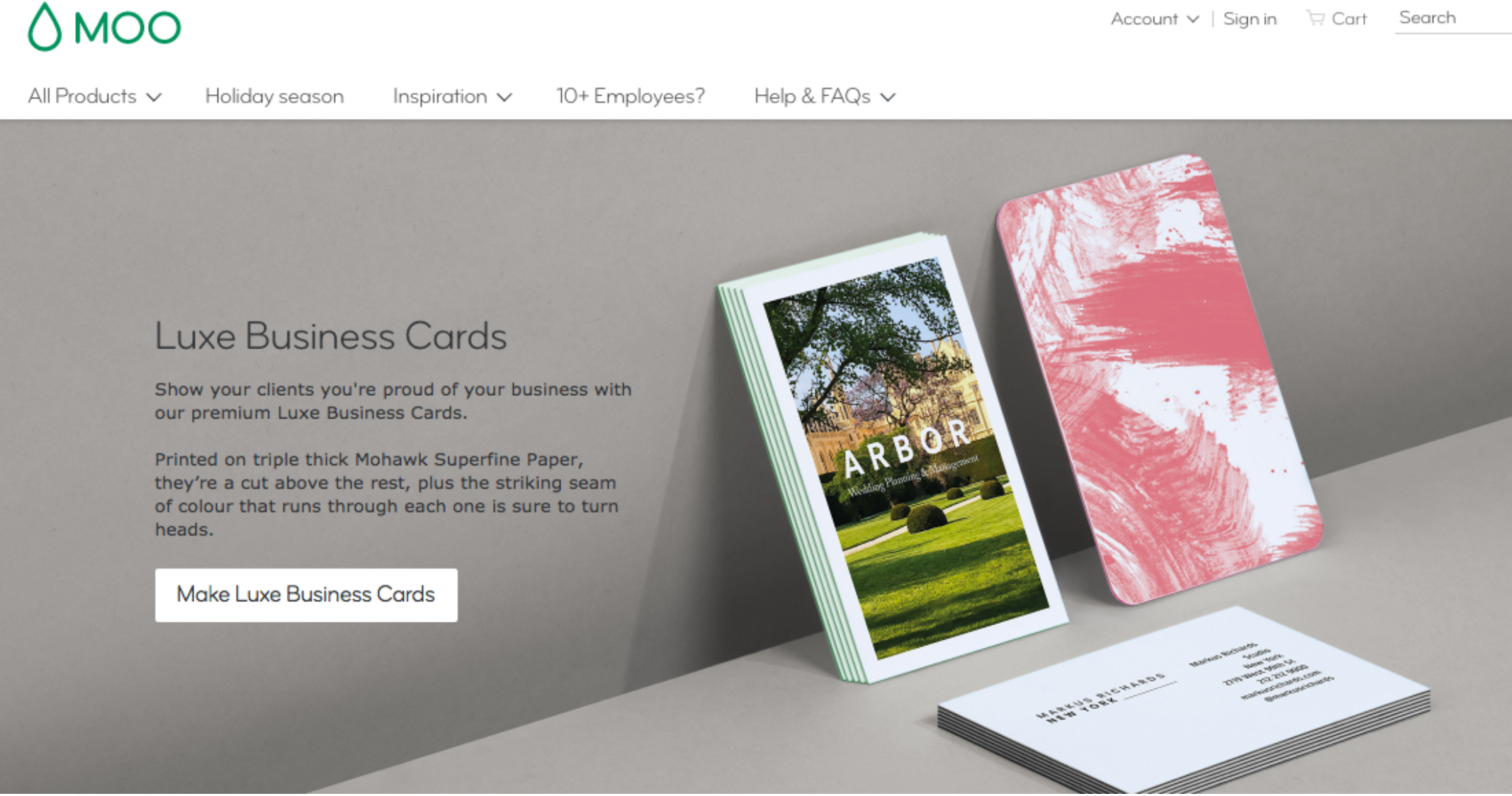

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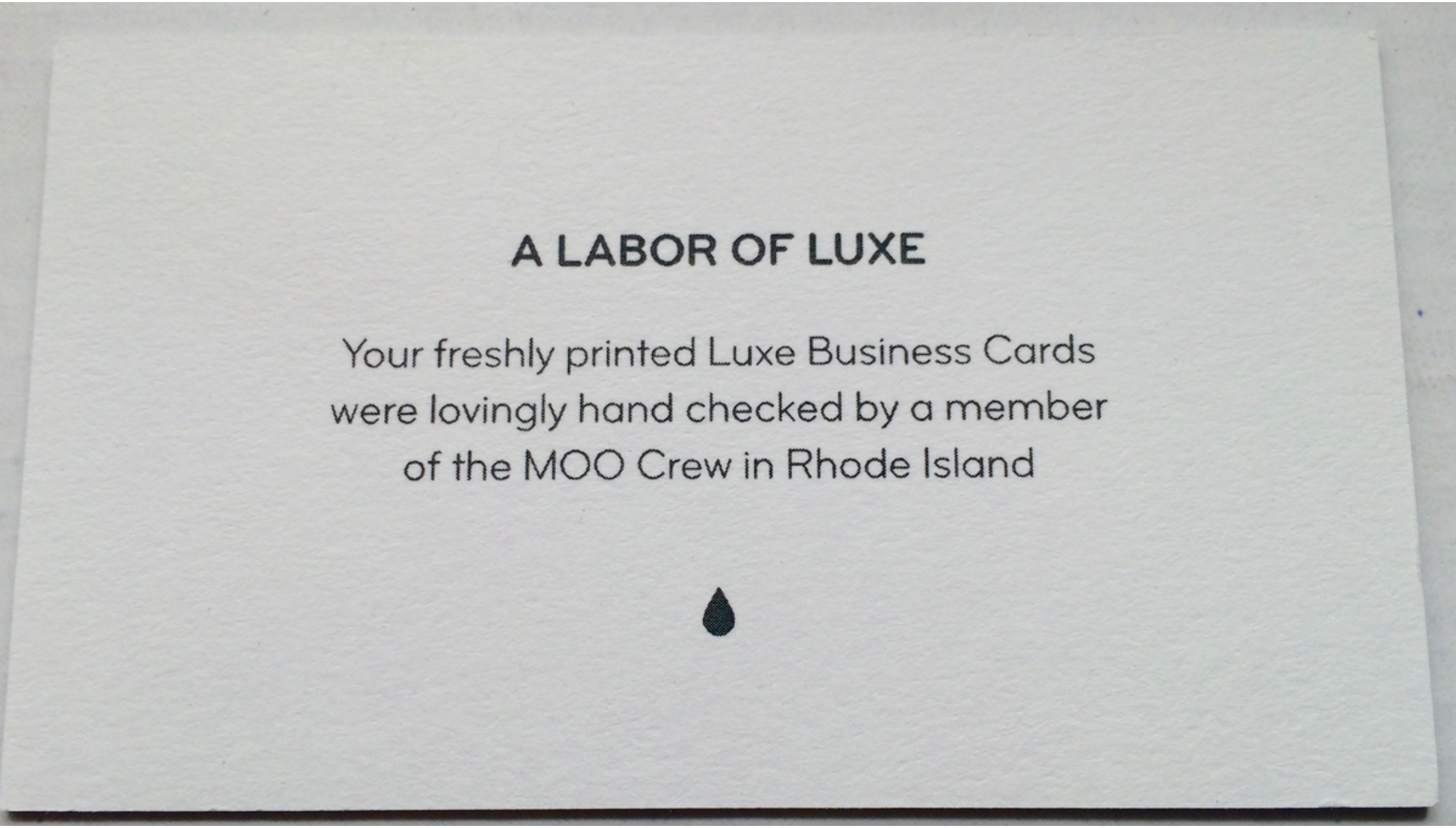

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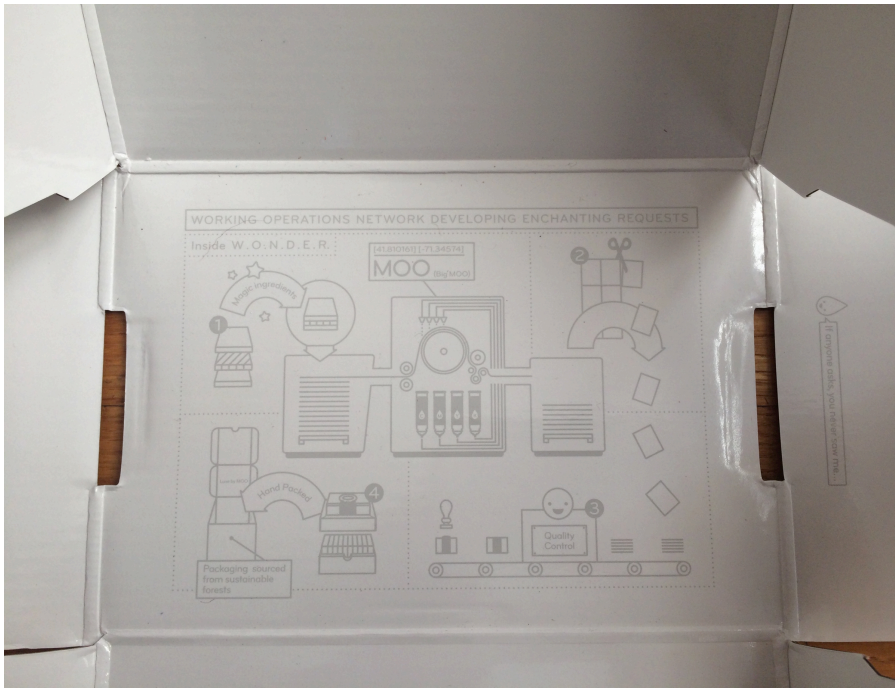

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7 Service Design Best Practices

1. Create *more* value
2. Map entire User Journey
3. Design for intuitiveness
4. Leverage community
5. Make it beautiful
6. Test, iterate, repeat
7. Strive to delight

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“Not by appointment do we meet delight, or joy; They heed not our expectancy; But round some corner of the streets of life they of sudden greet us with a smile.”

- Gerald Massey

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Thank You.

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