



Service design for and **with** people



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21.4.2009



Service Factory Towards service co-creation

Service Factory is the centre of expertise in service research and education at the Aalto University.



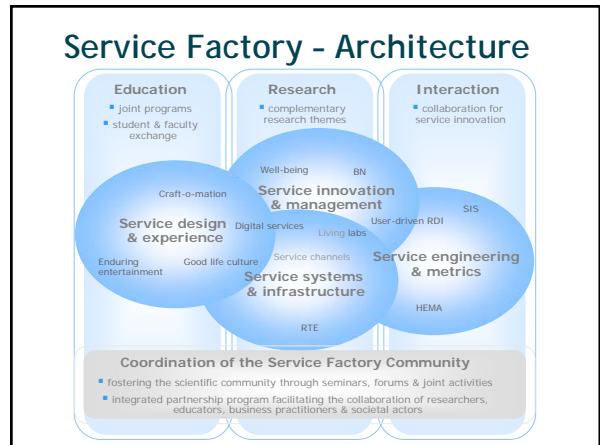

Service factory



- is coordinated by Helsinki School of Economics.
- is an open network bringing together the service-related expertise of TKK, HSE and TAIK
- Led by professor Kristian Möller at HSE




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**multidisciplinary
collaboration**

The changing focus of design (Buchanan 2001)

	SYMBOLS	THINGS	ACTION	THOUGHT
SYMBOLS	Graphic design			
THINGS		Industrial design		
ACTION			Interaction design	
THOUGHT				Environmental design

**complex
dynamic
holistic
networked**

Evolution of the new design space
Liz Sanders 2002

	Graphic design	Information design	Digital folk art	The new design space
media	images	images, words	images, words, With digital tools	images, words, sounds, smells, space and time
Who designs	Expert graphic designers	Expert teams: designers, writers, strategists etc	Ordinary people with digital tools	Ordinary people with experts
For whom	the audience	the end user	me	us
Criteria for success	style	Style and usability	Self-expression	Expressing, experiencing, meaning making

**collaborative
co-creation
flexible
interactive**

**service
factory**

**Service design
for and **with**
people**

people as
*** users/consumers**
*** co-designers**

The user as an
active design
partner



Network of stakeholders as active design partners



people as
*** a perspective and**
*** a power**

Collecting feedback, stories, experiences



Making sense and engaging in collaboration



Sharing and communicating together



Putting people in
the **heart** of
designing services

Proposing an
alternative
paradigm in
outlining services

3*0

obvious categories of services:

- * **individual**
- * **public**
- * **business**

3*A

potential stages for new services

- * **altruistic**
- * **alternative**
- * **appearing**

**Individual, person
to person services**

Care, communication,
labors of love

Public services

Institutionalized taking
care of basic human needs

Business services

Commercial solutions
for work and free time

Altruistic services

Charity, global consciousness,
social responsibility

Alternative services

Change of services to special,
customized needs

Appearing services

Need, potential and signals
of new services

Good life culture
as a service design
driver seeks for
visionary themes to be
explored e.g.:

*Welfare visions

Healthcare and wellness being potential fields
for new kinds of services

*Enduring entertainment

Complementing and contrasting one-time-use
consumption

*Slow flow

Complementing and contrasting the fast, effective
and efficient activities

EXAMPLE Slow food: www.eatalytorino.it

"Eataly is much more than just a food store.
Our products are closely tied to their own history,
culture and true flavor, within the reach of everyone
who is interested in deepening their understanding of
good, clean and fair food.

At Eataly everyone can eat, buy **and learn...**

We will reach our objective when consumers understand
that they are co-producers, conscious that their choices
determine the quality and quantity of food on the
market. They are therefore responsible not just for the
quality of their own lives, but also the lives of those who

*Craft-o-mation

Services designed for co-designers. Consumers are
willing to express themselves, thus instead of
automated systems, these include customized, co-
authored or even handcrafted elements.

Example:
Empowering channels for participating and contributing

HILA

<http://www.openfeedback.org/wiki/Etusivu>
open communication channel helps people meet public sector through a social media application.

bikers can suggest and comment biking tracks based on their everyday experiences

Service design people are often driven *“less-stuff-more-people world”* thinking

John Thackara

Example from UK

Participle
a social enterprise specialized on transformation design **user-centred design methods for public services.**

<http://www.participle.net/>

Example from Denmark

MINDLAB
is a cooperation between the Ministry of Employment, the Ministry of Taxation and the Ministry of Economic and Business Affairs for developing innovative solutions for public administration by applying **user-centred innovation methods.**

http://www.mind-lab.dk/en/om_mindlab

Storytelling service scenarios

“When you put all these things together, with elements from architecture, physical design, electronic technology from software, how do you actually prototype an idea for a service, and it seems that really, it’s about storytelling, it’s about narrative ”

Bill Moggridge, keynote at the Danish CIID conference Service Design Symposium <http://www.180360720.no/?p=276>

There are at least three reasons for considering narratives in service design:

First, stories are gathered from users to inform and inspire design. Often, also interpretations are communicated to design through narratives such as personas and scenarios of current actions.



The **second reason** is about storytelling used for design management. A story connects as a red thread various details together from architecture and environment design to communication, marketing and customer experience. (**Jorden runt på 23 rum**)



The **third reason** for using storytelling is to create and manage contexts in which experiences happen:

- *At the strategic level a story can explain why the company exists;
- *At marketing level the story explains how the company differentiates;
- * The third level of using stories deals with the communication of the people at the company who they are and how they should realize their visions, **both front stage and backstage**

More see: *Mossberg and Nissen Johanssen (2007) Storytelling Marknadsföring i upplevelseindustrin. Studentlitteratur, Pozkal Poland.*



eXtremedesign

- Service design research CASE:
- TEKES funded project, 1. 6.2008 – 31.5.2010
- Experimenting with user-centred and co-design methods for service innovations
- Research collaboration with University of Technology and University of Art and Design Helsinki
- Industry collaboration with 4 companies: Kone, OP Bank, IDEAN, Palmu
- Learning through case studies
- More info from Kirsikka Vaajakallio, Taik or Kai Kuikkaniemi, HIIT/TKK

eXtremedesign

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UNIVERSITÄT

1. How user-centric design methods can be applied for designing the total user experience of services that utilize both multiple media channels and personal customer service?
2. How project-based design methods can be adapted to continuous service development?



The **eXtremedesign** approach:

CREATIVE COLLABORATION

- User involvement and multidisciplinary design process
- Design games, drama methods / applied theatre, improvisation + narratives
- Develop further service design tools such as :
 - CUSTOMER JOURNEY
 - SERVICE BLUEPRINT

Design Games

- Aim at creating and supporting collaboration
- Playful game setting (rules, restrictions, roles) as a framework for sharing various expertises and for exploring design opportunities together
- Can be applied throughout the design process from opening discussions, evoking design opportunities, to developing and testing concept solutions

Applications:

- Utilizing ethnography based user studies as design material, creating an image of potential future users, and for scenario building.
- see more e.g. Eva Brandt 2006 Designing exploratory design games: a framework for participation in Participatory Design?

eXtremedesign

KONE CASE "people flow services in senior houses"

- BtoB perspective combined with end-users point of view (Sato and service providers in senior houses & seniors).
- Collaborative methods for involving customers and end-users in the creative design process.

Exploring customer-journey Building a project plan



service
factory

Thank you

Tuuli Mattelmäki TAIK

