

# Service Design Tools & Methods

A SELECTION OF OUR FAVORITES

Service Design is a human-centered strategic design discipline that optimizes how customers and business interact so that each can achieve their desired outcomes. The tools and methods of service design orchestrate how people, processes, and technology come together to deliver unparalleled customer experiences.



## Alignment & Problem Framing



### HYPOTHESIS JOURNEY MAP

A visualization of the customer journey over space, time, and across touchpoints, based on the team's current understanding of the experience rather than on research.



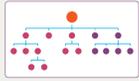
### STAKEHOLDER INTERVIEWS

Interviews with project stakeholders that help clarify the problem space and define successful outcomes.



### ALIGNMENT WORKSHOP

A tailored set of activities that help the team and key stakeholders define project expectations and create a shared understanding of the problem space.



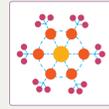
### STAKEHOLDER MAP

A visual diagram of project stakeholders, their roles, and their relationship to one another.



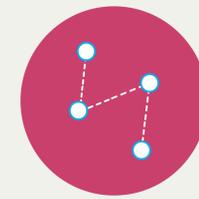
### CURRENT-STATE BLUEPRINT

An operational diagram that depicts how a service operates today, with enough detail to understand, implement, and maintain it.



### ECOSYSTEM MAP

A tool that visually communicates the relationships between the customer and the people, services, and touchpoints that surround them.



## Discovery & Mapping



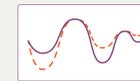
### QUALITATIVE RESEARCH

In-depth research (typically interviews) done with customers to better understand their needs, motivations, perspectives, and behaviors.



### RESEARCH INSIGHTS

Patterns synthesized from research that reveal underlying customer needs, motivations, goals, and context.



### EXPERIENCE MAP

A visualization of the holistic customer experience, demonstrating the highs and lows people feel while interacting with a product or service.



### EXPERIENCE PRINCIPLES

Definitive guiding statements that explain what the future customer experience should feel like and enable objective design decisions.



### ARCHETYPES

User profiles that represent group behavior patterns—or, what the customer is doing and what they desire to achieve.



## Ideation & Envisioning



### IDEATION

A structured idea generation activity used to come up with concepts within a fixed time limit, often using research insights, experience principles, and personas as prompts.



### PRIORITIZATION FRAMEWORK

A method for evaluating and ranking ideas based on value and feasibility.



### STORYBOARDING

A visual method for envisioning the components of a future experience, while also setting the context and telling a human story.



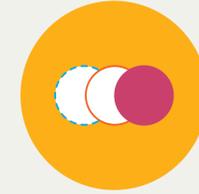
### SERVICE STORMING

A collaborative (and fun!) method for generating and iterating on service experience concepts through acting.



### VISION STORIES

A story that captures both the emotional and functional aspects of the customer's experience with the ideal future service.



## Evolution Planning & Piloting



### FUTURE-STATE BLUEPRINT

An operational diagram that depicts how a service will operate in the future, with enough detail to understand, implement, and maintain it.



### PROJECT / FEATURE CARDS

A collaborative planning tool used to identify and define the chunks of work necessary to realize a future vision. Helpful in evolution planning.



### EVOLUTION PLAN (OR ROADMAP)

A framework that outlines the incremental releases of a service from its current state to an ideal future state. Each phase should offer a complete, valuable experience.



### PILOTS

Prototyping and testing the complete minimal viable service (MVS) to gauge value, gather insights, and understand the real-life mechanics that make up the future experience.

## Core Principles of Service Design



### HUMAN CENTERED

Focuses on the people for whom we are designing and extends beyond the customer to include the experience of staff and the business



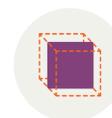
### CO-CREATIVE

Includes stakeholders and customers in the design and delivery of service experiences



### ORCHESTRATED

Considers how the various elements and processes of a service organization should be aligned for optimal service delivery



### TANGIBLE

Reveals the value and interactions of an intangible service through physical and digital touchpoints that can be seen and experienced



### HOLISTIC

Looks toward the end-to-end experience, not just a single moment, service encounter, or experience stage