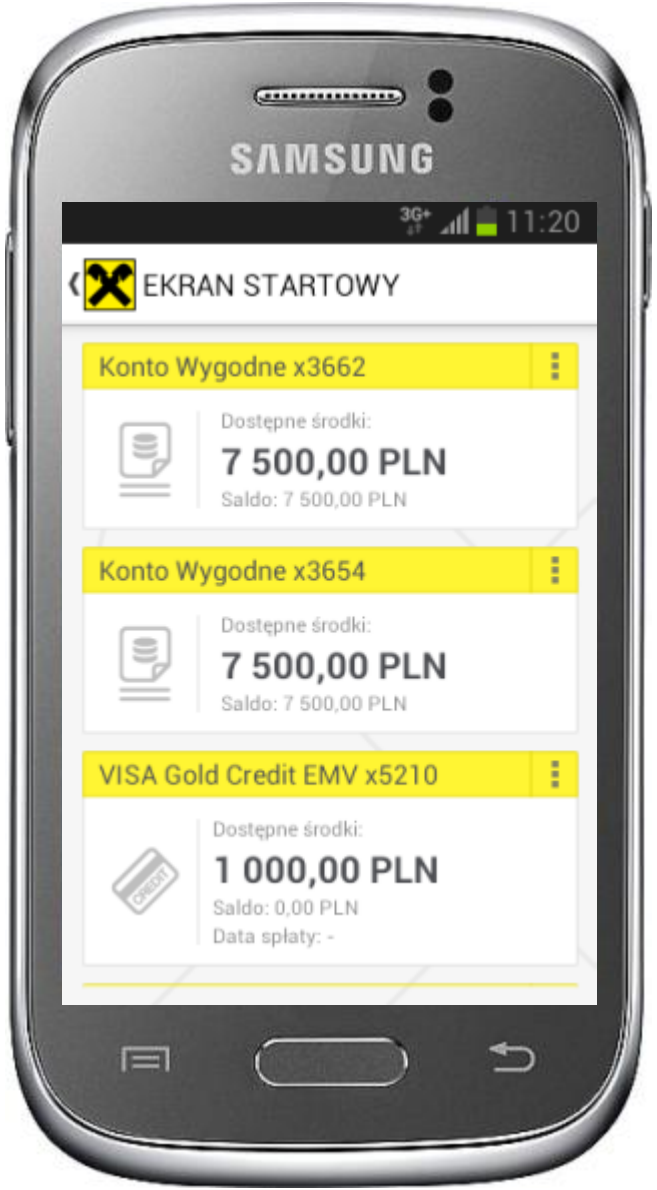
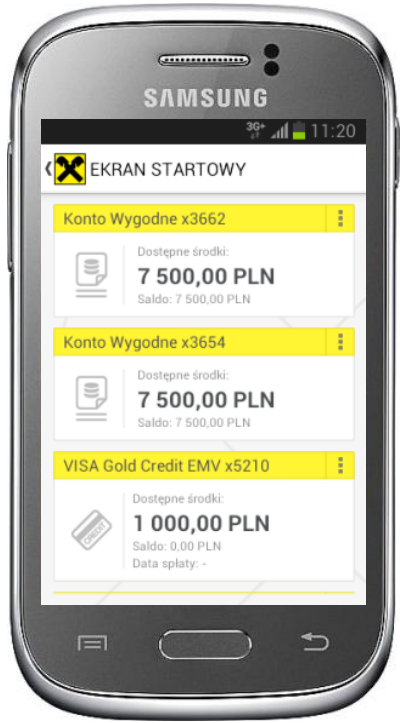
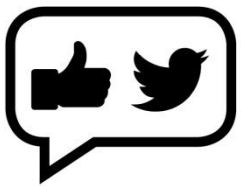
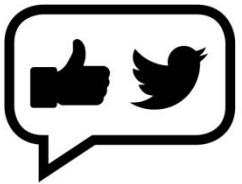
Service Design

Agile Warsaw


SAMSUNG
11:20
EKRAN STARTOWY
Konto Wygodne x3662
Dostępne środki:
7 500,00 PLN
Saldo: 7 500,00 PLN
Konto Wygodne x3654
Dostępne środki:
7 500,00 PLN
Saldo: 7 500,00 PLN
VISA Gold Credit EMV x5210
Dostępne środki:
1 000,00 PLN
Saldo: 0,00 PLN
Data spłaty: -


SAMSUNG
11:20
EKRAN STARTOWY
Konto Wygodne x3662
Dostępne środki:
7 500,00 PLN
Saldo: 7 500,00 PLN
Konto Wygodne x3654
Dostępne środki:
7 500,00 PLN
Saldo: 7 500,00 PLN
VISA Gold Credit EMV x5210
Dostępne środki:
1 000,00 PLN
Saldo: 0,00 PLN
Data spłaty: -





vicejamberlin.de

GLOBAL SERVICE JAM

WARSAW

2013

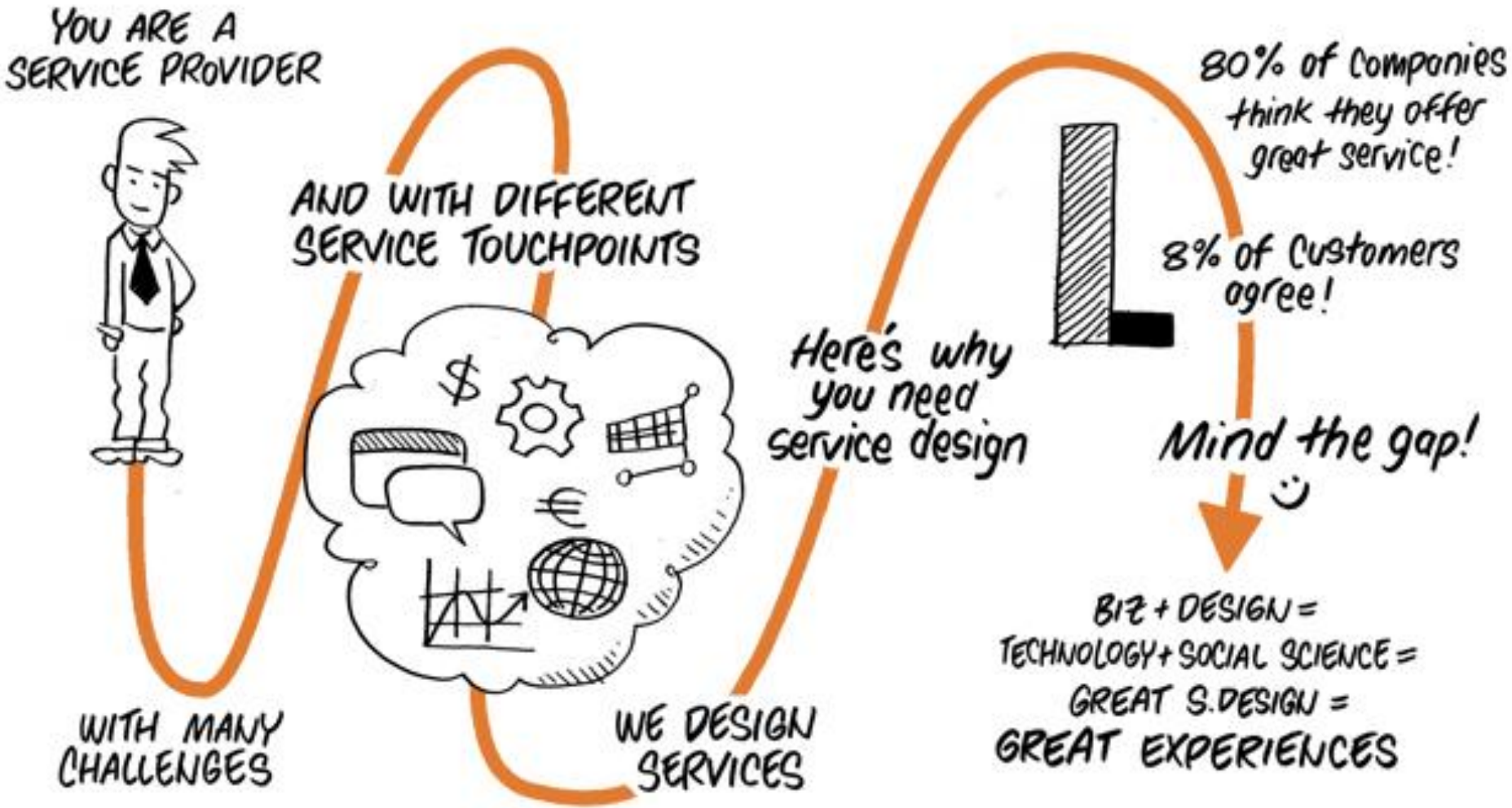
GLOBAL SERVICE JAM

GovJam

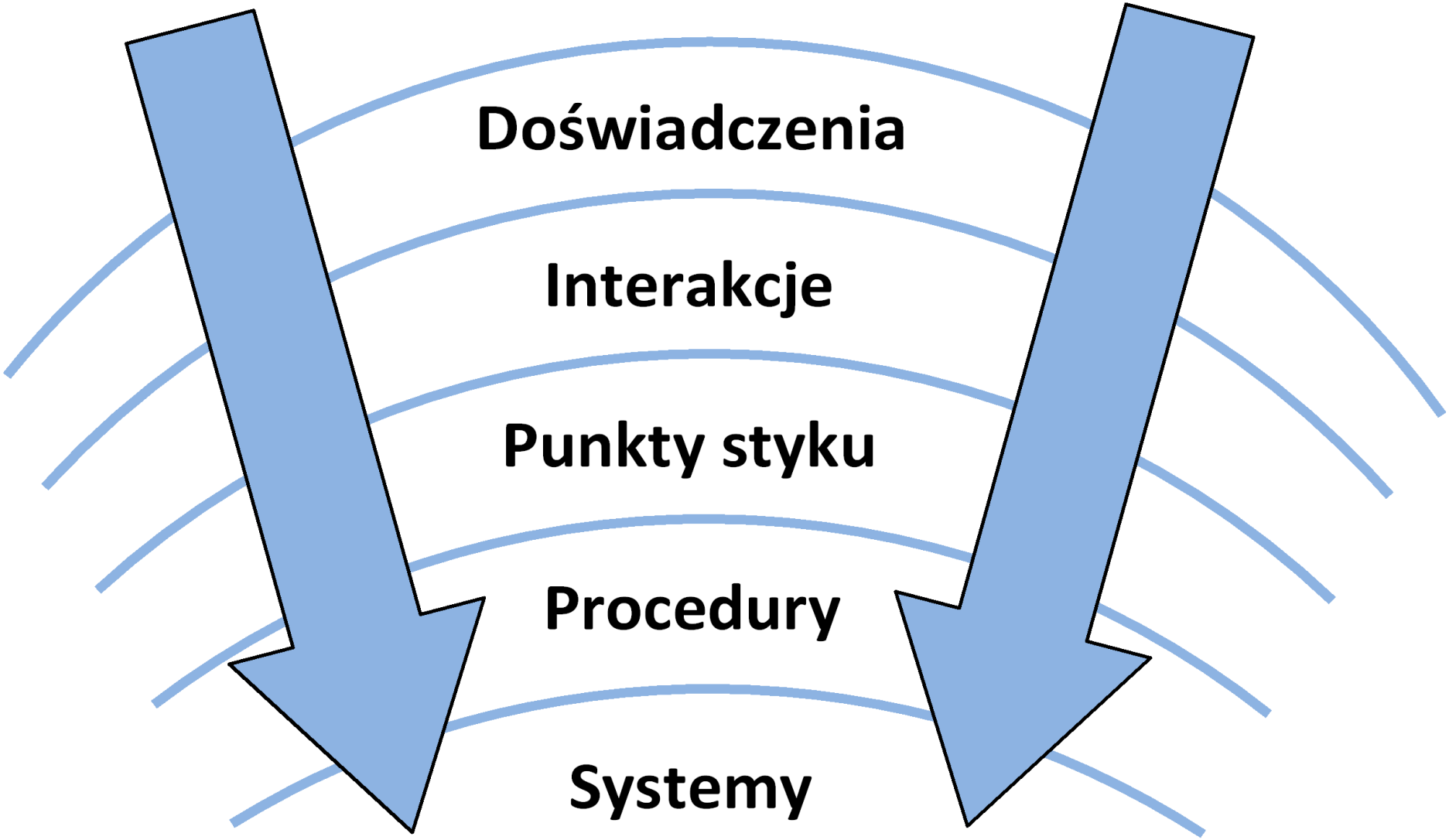
Only 48 hours to rock the public sector

www.tapet
info-mix.flog.pl

Prototyping
Practice
Revenue
Location
Networks
Methods
Roadmap
Collaboration
Change
Behaviour
Lean Sourcing
Experiment
Open
Viral Change
Perfection
Patterns
Social
Study
Thinking
Thinking
Customer
Design
Architecture
Business
Innovation
Co-creation
Pull
SPC
Capability
Design Principles
BPR
Nominal Value
Blueprint
Measure
Partners
People
Design
Systems
Variation
user-experience
Digital
Technology
Operations
Agile
Design4Services
Simplicity
Incremental
Demand
Processes
Tools
Techniques
Behavioural Science
Service
Concepts
Costs
Operating Models
Data
Motivation
Failure Demand
Iterative
Flow
Interventions
Transparent
Value



www.servicedesignmaster.com


Doświadczenia
Interakcje
Punkty styku
Procedury
Systemy

Service Design projektuje pożądane doświadczenia przy kontakcie Klienta z usługą.

Definicja problemu

Badania

Kreowanie pomysłów

Prototypy i testy

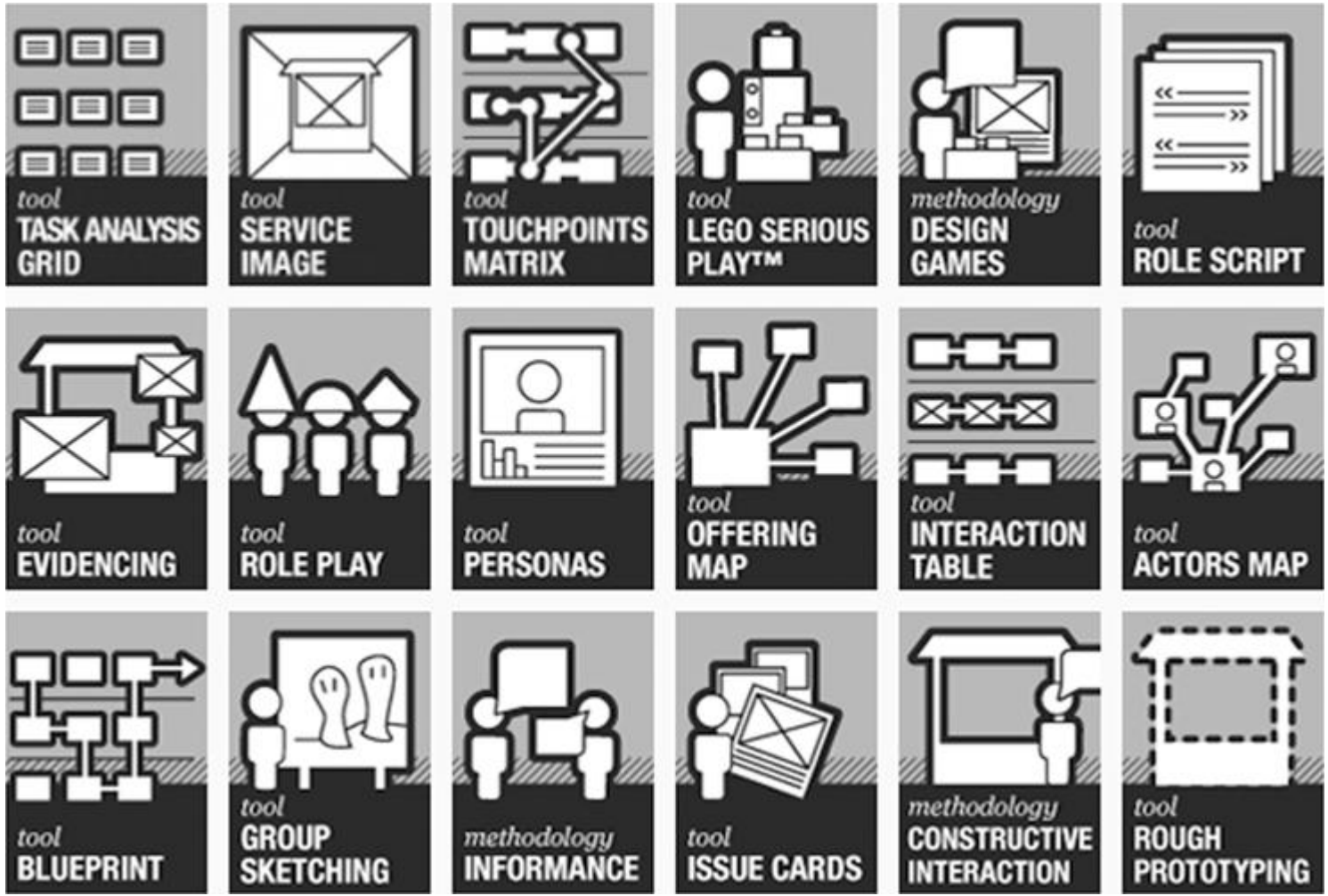
Wybór rozwiązań

Wdrożenie

Wnioski i nauka

Projektowanie usług, to proces

1. **Iteracyjny**
2. **Interdyscyplinarny**
3. **Zorientowany na użytkownika**

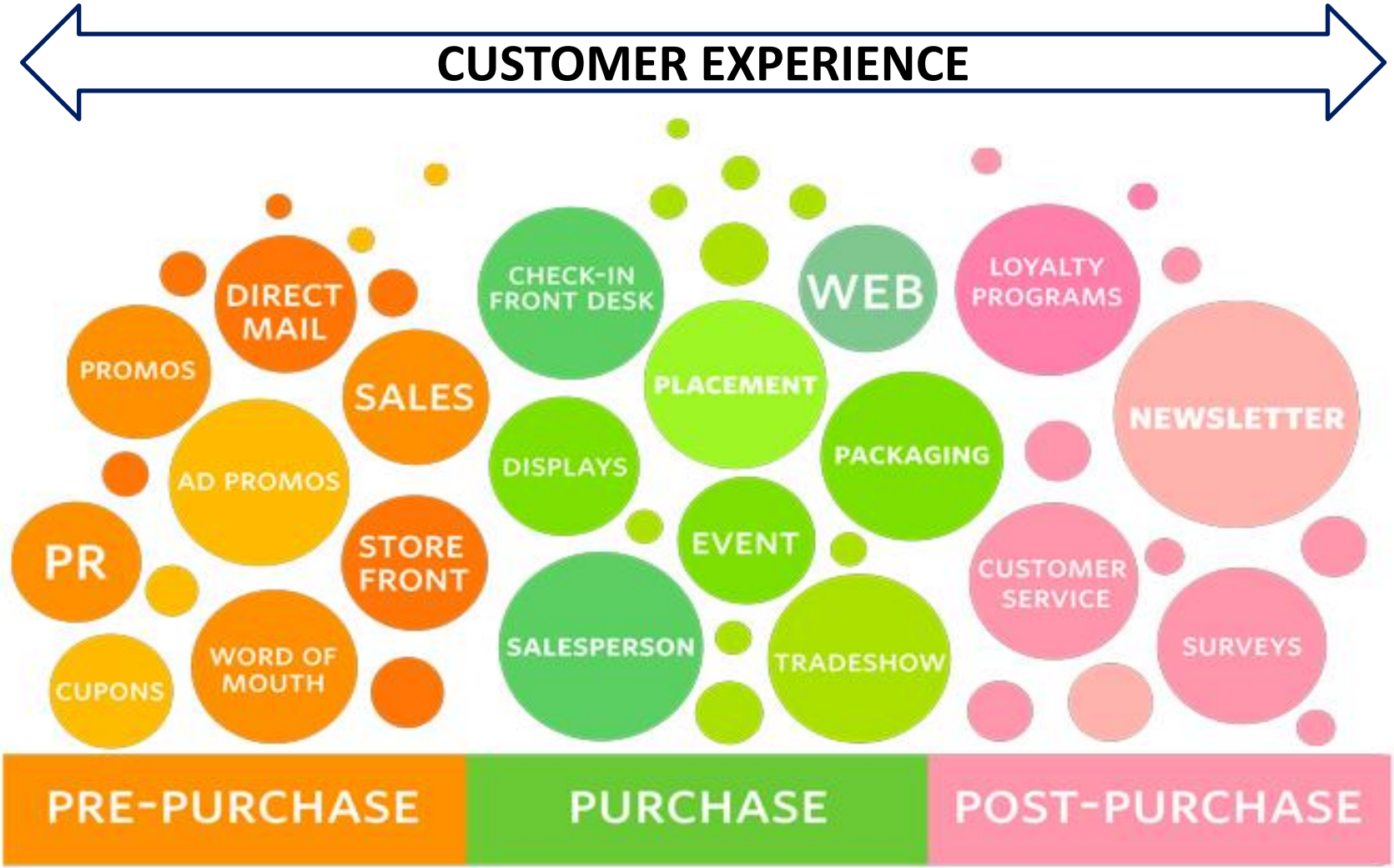


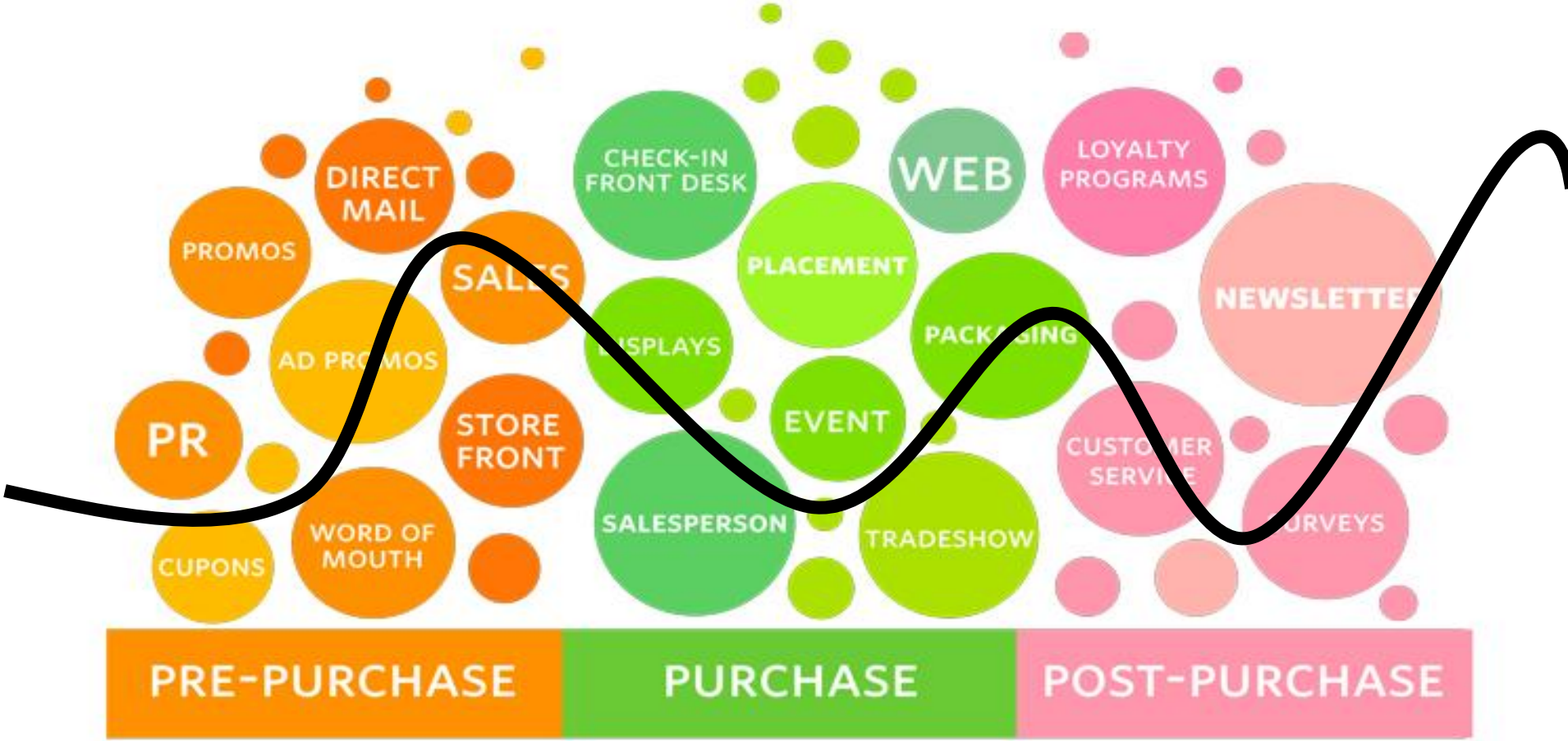
urbanomnibus.net

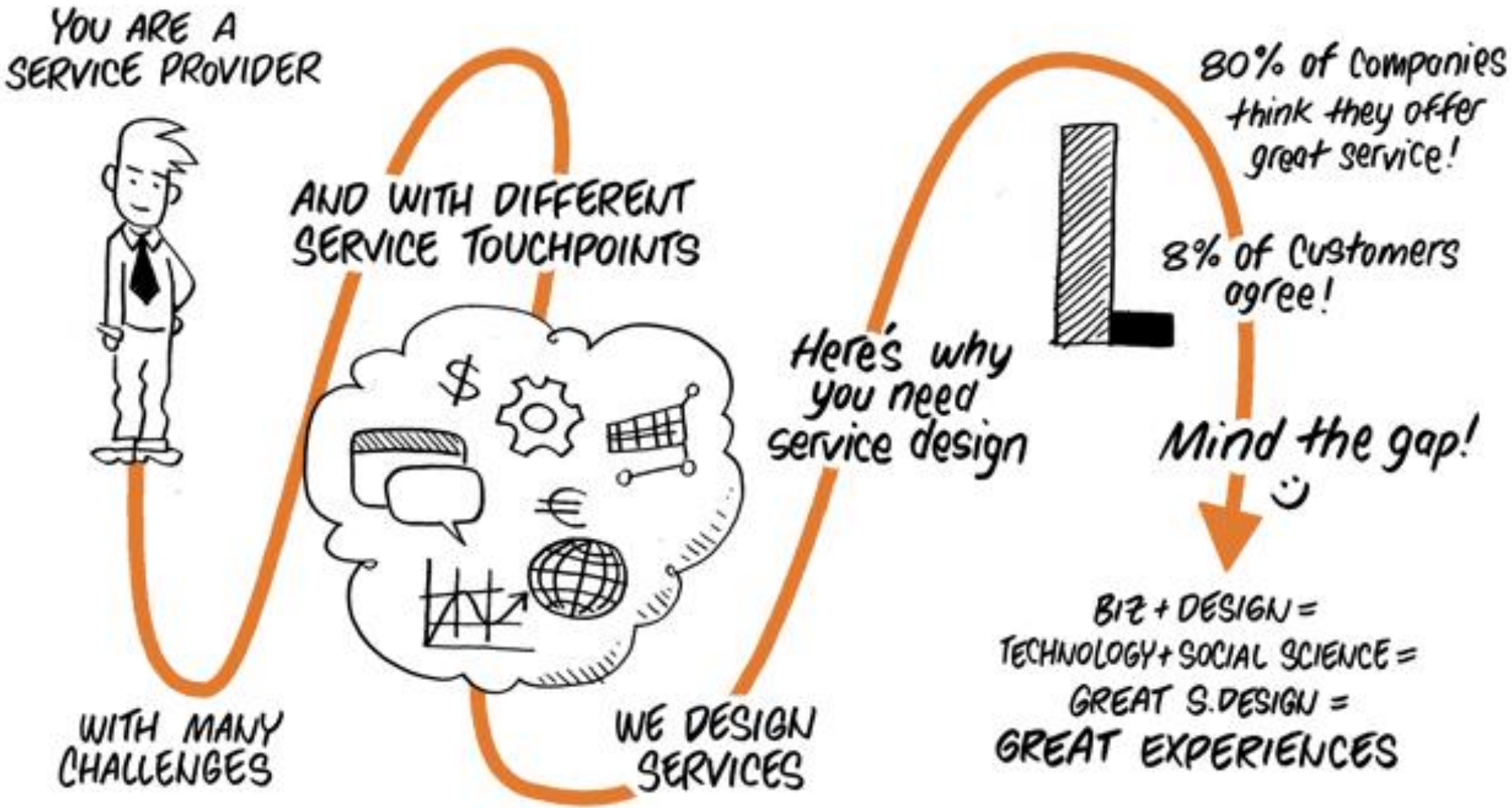
www.mymodernmet.com

kenyaphotos.wordpress.com

DIRECT MAIL
PROMOS
SALES
AD PROMOS
PR
STORE FRONT
WORD OF MOUTH
CUPONS
CHECK-IN FRONT DESK
WEB
LOYALTY PROGRAMS
PLACEMENT
NEWSLETTER
DISPLAYS
PACKAGING
EVENT
CUSTOMER SERVICE
SALESPERSON
TRADESHOW
SURVEYS
PRE-PURCHASE
PURCHASE
POST-PURCHASE

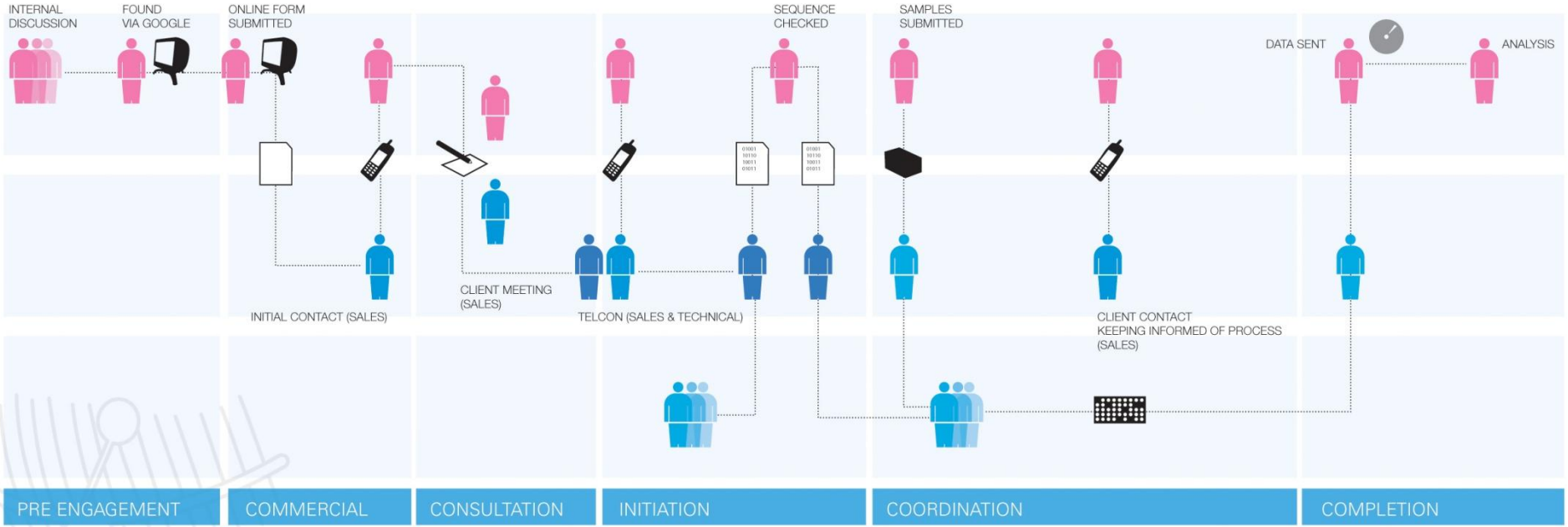

CUSTOMER EXPERIENCE
DIRECT MAIL
PROMOS
SALES
AD PROMOS
PR
STORE FRONT
WORD OF MOUTH
CUPONS
CHECK-IN FRONT DESK
WEB
LOYALTY PROGRAMS
PLACEMENT
NEWSLETTER
DISPLAYS
PACKAGING
EVENT
CUSTOMER SERVICE
SALESPERSON
TRADESHOW
SURVEYS
PRE-PURCHASE
PURCHASE
POST-PURCHASE


DIRECT MAIL
PROMOS
SALES
AD PROMOS
PR
STORE FRONT
WORD OF MOUTH
CUPONS
CHECK-IN FRONT DESK
PLACEMENT
WEB
LOYALTY PROGRAMS
NEWSLETTER
PACKAGING
DISPLAYS
EVENT
SALESPERSON
TRADESHOW
CUSTOMER SERVICE
SURVEYS
PRE-PURCHASE
PURCHASE
POST-PURCHASE


YOU ARE A SERVICE PROVIDER
AND WITH DIFFERENT SERVICE TOUCHPOINTS
WITH MANY CHALLENGES
WE DESIGN SERVICES
Here's why you need service design
80% of Companies think they offer great service!
8% of Customers agree!
Mind the gap!
BIZ + DESIGN =
TECHNOLOGY + SOCIAL SCIENCE =
GREAT S.DESIGN =
GREAT EXPERIENCES

Definicja problemu

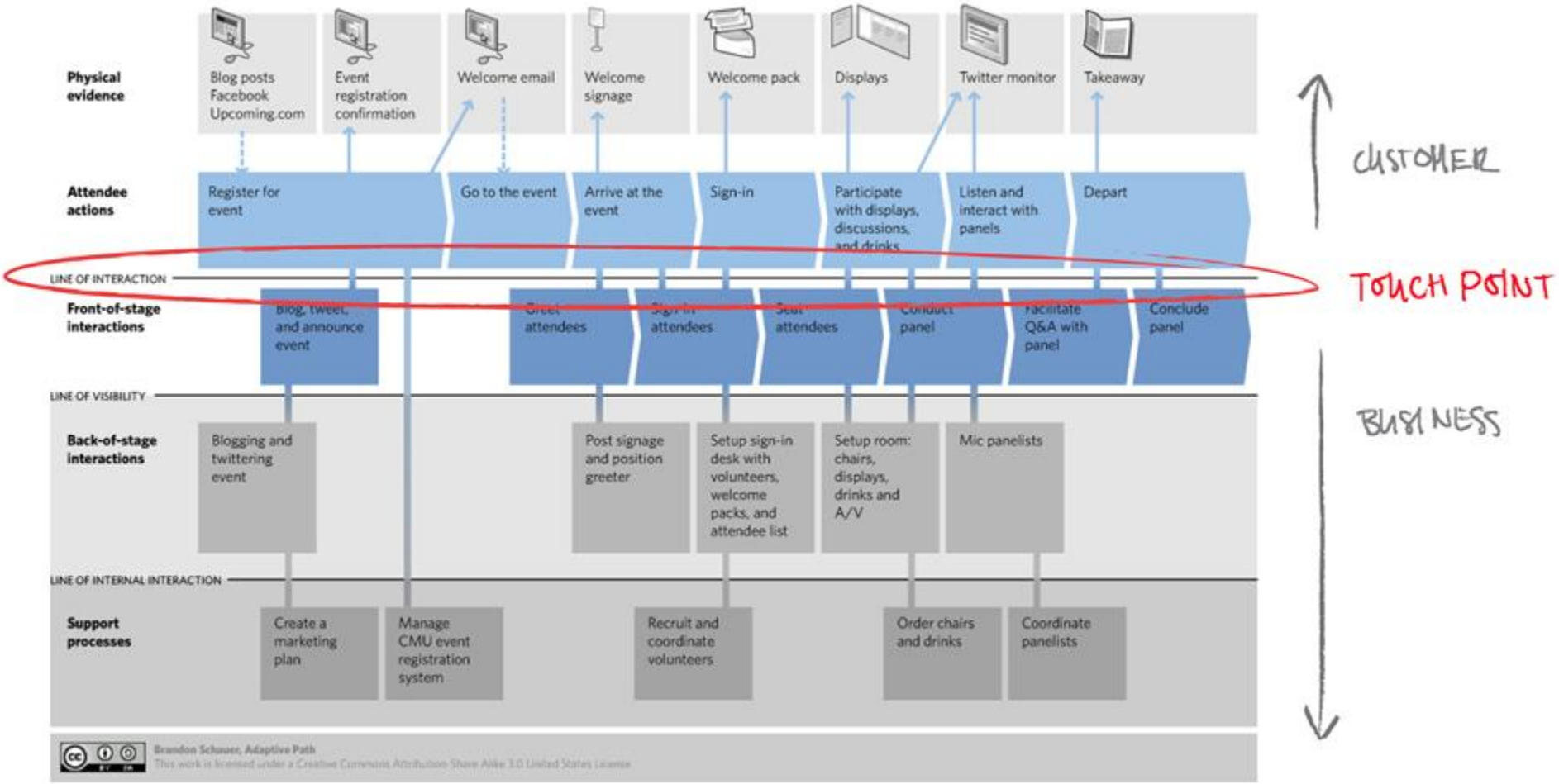
Badania


INTERNAL DISCUSSION
FOUND VIA GOOGLE
ONLINE FORM SUBMITTED
INITIAL CONTACT (SALES)
CLIENT MEETING (SALES)
TELCON (SALES & TECHNICAL)
SEQUENCE CHECKED
SAMPLES SUBMITTED
CLIENT CONTACT KEEPING INFORMED OF PROCESS (SALES)
DATA SENT
ANALYSIS
PRE ENGAGEMENT
COMMERCIAL
CONSULTATION
INITIATION
COORDINATION
COMPLETION

TRAVEL
Budget travel
Countries
Cities
Currency converter
EUROPE
WORLD
MIDDLE EAST
AMERICAS
ASIA PACIFIC
AFRICA
Interviews
on DVD
FILM
theatres
Features
Now Playing
POLITICS
Economics
CRITICS
REVIEWS
WORK
INVESTMENT
FACTSHEET
MONEY
PENSIONS
INSURANCE
BANKS

nform.com

Personas
Designing for collectors
Name
Age
Occupation
Collecting
Tech usage
Lifestyle
Attitude
Environment
Ben Henry
Personas
Personas
Jim Snell


Physical evidence
Blog posts Facebook Upcoming.com
Event registration confirmation
Welcome email
Welcome signage
Welcome pack
Displays
Twitter monitor
Takeaway
Attendee actions
Register for event
Go to the event
Arrive at the event
Sign-in
Participate with displays, discussions, and drinks
Listen and interact with panels
Depart
LINE OF INTERACTION
Front-of-stage interactions
Blog, tweet, and announce event
Greet attendees
Sign-in attendees
Seat attendees
Conduct panel
Facilitate Q&A with panel
Conclude panel
LINE OF VISIBILITY
Back-of-stage interactions
Blogging and twittering event
Post signage and position greeter
Setup sign-in desk with volunteers, welcome packs, and attendee list
Setup room: chairs, displays, drinks and A/V
Mic panelists
LINE OF INTERNAL INTERACTION
Support processes
Create a marketing plan
Manage CMU event registration system
Recruit and coordinate volunteers
Order chairs and drinks
Coordinate panelists
Brandon Schauer, Adaptive Path
This work is licensed under a Creative Commons Attribution-Share Alike 3.0 United States License
CUSTOMER
TOUCH POINT
BUSINESS

Kreowanie pomysłów

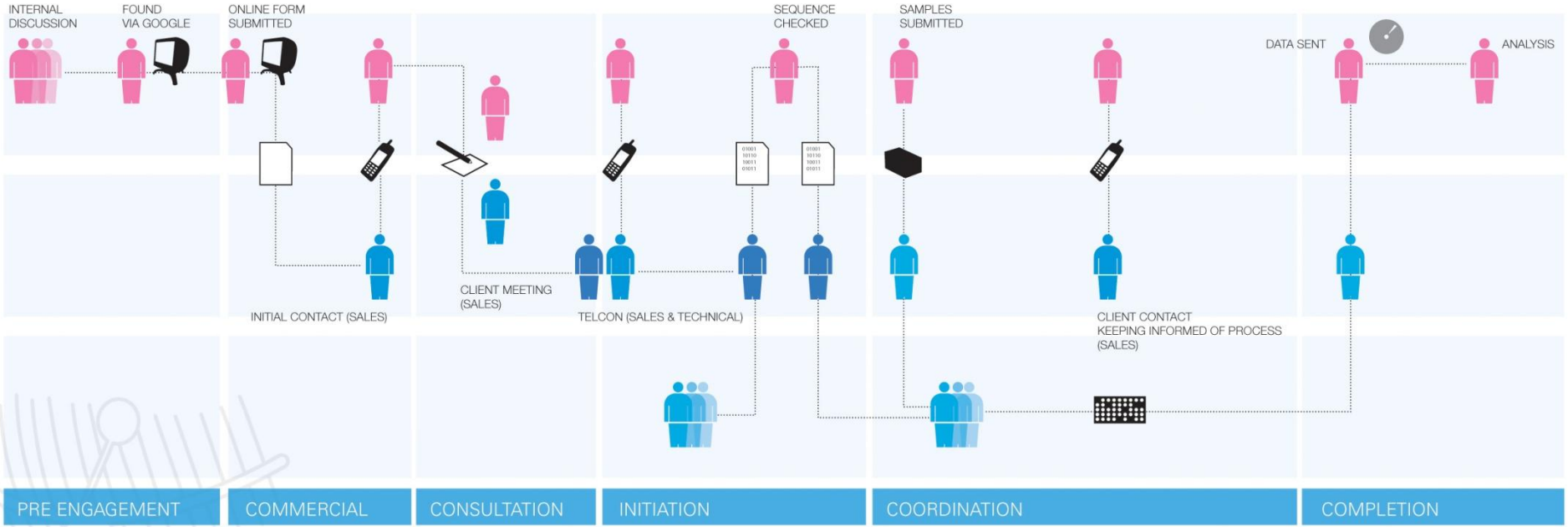
IDEA-LINKS

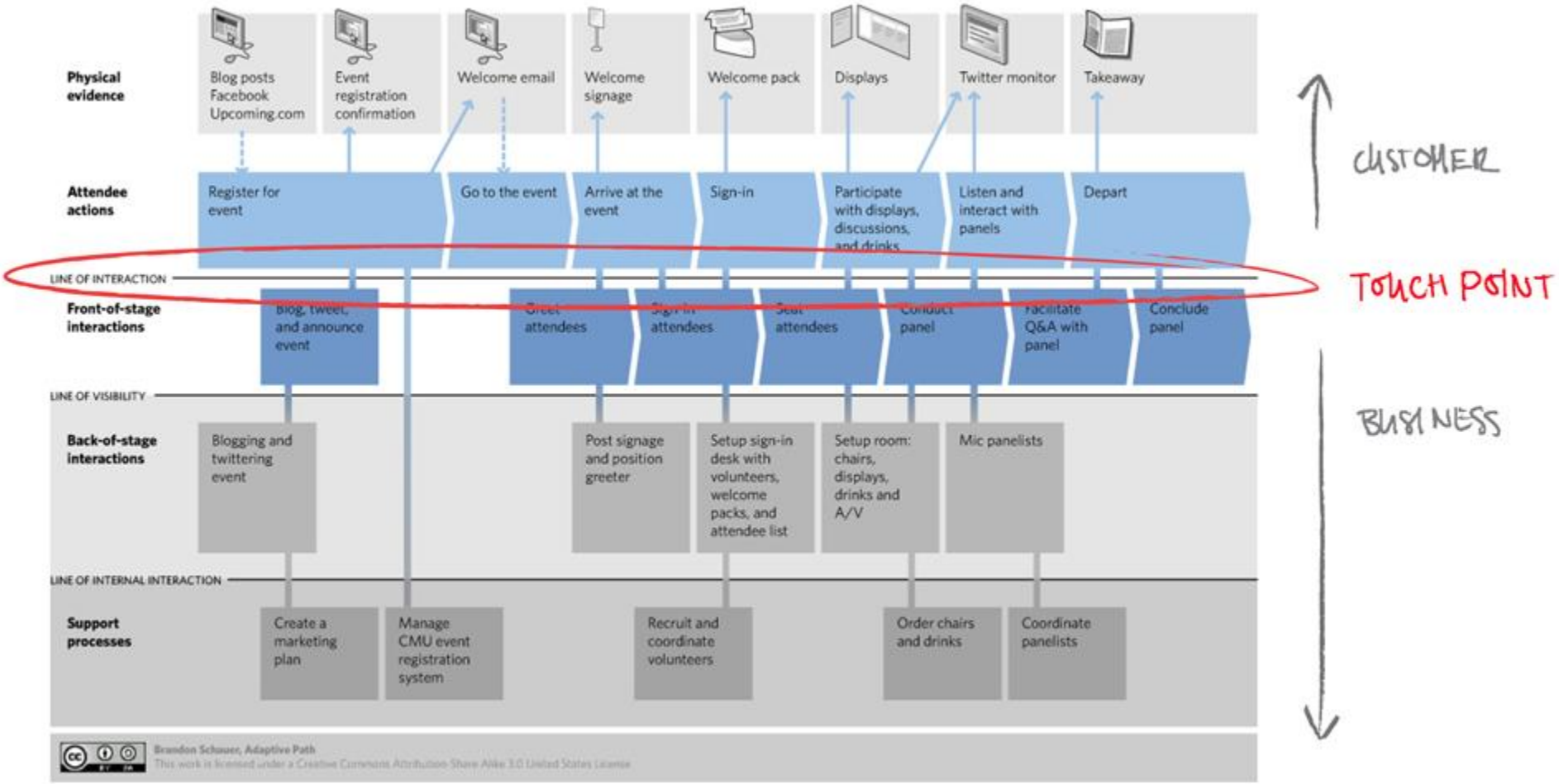
the
new
creativity

JIM LINK

trendwatching.com

Prototypy i testy


INTERNAL DISCUSSION
FOUND VIA GOOGLE
ONLINE FORM SUBMITTED
INITIAL CONTACT (SALES)
CLIENT MEETING (SALES)
TELCON (SALES & TECHNICAL)
SEQUENCE CHECKED
SAMPLES SUBMITTED
CLIENT CONTACT KEEPING INFORMED OF PROCESS (SALES)
DATA SENT
ANALYSIS
PRE ENGAGEMENT
COMMERCIAL
CONSULTATION
INITIATION
COORDINATION
COMPLETION


Physical evidence
Blog posts Facebook Upcoming.com
Event registration confirmation
Welcome email
Welcome signage
Welcome pack
Displays
Twitter monitor
Takeaway
Attendee actions
Register for event
Go to the event
Arrive at the event
Sign-in
Participate with displays, discussions, and drinks
Listen and interact with panels
Depart
LINE OF INTERACTION
Front-of-stage interactions
Blog, tweet, and announce event
Greet attendees
Sign-in attendees
Seat attendees
Conduct panel
Facilitate Q&A with panel
Conclude panel
LINE OF VISIBILITY
Back-of-stage interactions
Blogging and twittering event
Post signage and position greeter
Setup sign-in desk with volunteers, welcome packs, and attendee list
Setup room: chairs, displays, drinks and A/V
Mic panelists
LINE OF INTERNAL INTERACTION
Support processes
Create a marketing plan
Manage CMU event registration system
Recruit and coordinate volunteers
Order chairs and drinks
Coordinate panelists
Brandon Schauer, Adaptive Path
This work is licensed under a Creative Commons Attribution-Share Alike 3.0 United States License
CUSTOMER
TOUCH POINT
BUSINESS

CO-LAB
TAKE ME OUT
RELAXING LOUNGE
IVFO
THE CONNECTOR
COFFEE
"TEST MY PRODUCT" LOUNGE
TOGETHER THROUGH IT

Wdrożenie

Wnioski i nauka

EUROPEAN UNION
UNITED KINGDOM OF
GREAT BRITAIN
AND NORTHERN IRELAND
PASSPORT
B9

FLIGHT: **SQ202** GATE: **16**

20 DEC 2013

Mr Peter Smart

FROM: ARN

Stockholm

TO: SYD

Sydney

23°C +10hrs

BOARDING AT

08:45AM

TERMINAL	GATE	SEAT
3	**16**	**56E**

20 DEC 2013

Mr Peter Smart

ARN SYD

FLIGHT: **SQ202**
GATE: **16**
SEAT: **56E** (Aisle)

I fold and fit into your passport

design silesia

+

REGIONALNY OŚRODEK KULTURY

TYCHY

Powiatowy Urząd Pracy
w Żorach

THE FIVE PRINCIPALS OF SERVICE DESIGN THINKING

atLargeInc

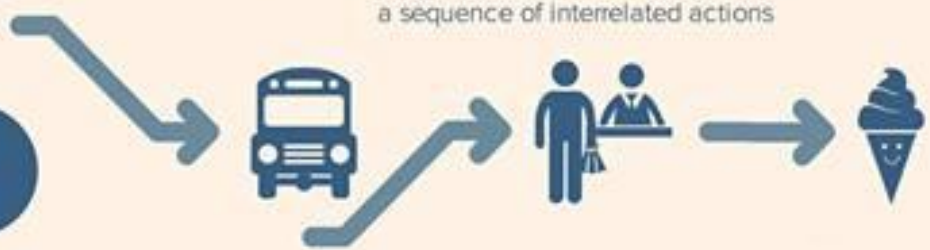
THE WISDOM OF @MRSTICKDORN

1. USER CENTRED

Services should be experienced through the customer's eyes

3. SEQUENCING

The service should be visualised as a sequence of interrelated actions



5. HOLISTIC

The entire environment of a service should be considered

2. CO-CREATIVE

All stakeholders should be included in the service design process

4. EVIDENCING

Intangible services should be visualised in terms of physical artefacts

BOOM!!
Boom!
Wow
Wow
Wow

www.servicedesigntools.org

www.service-design-network.org/case-study

linkedin.com/in/martagrochowska