

# **Service design**

CS4784: HCI Capstone

Virginia Tech

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# Preview

- Chapter 5 of *UX Book*
- Service design
- Upcoming milestones
- Next class

# Press releases

- Read other teams' press releases
  - See what they're doing
  - Get inspired
- Grades/feedback coming soon

# Service design

- Increasingly, US companies provide services, not products
  - Especially true for tech companies
- Traditionally, “user” = “customer”
  - Services often have users who aren’t customers: employees, other businesses, etc.
  - Focus on just users (user-centered design) can be limiting
- *Service design* tries to fill the gap
  - Strategies and tools for designing a service that considers the needs of all stakeholders

(Polaine et al. 2013)

# Service design questions

- Are you designing a product or a service?
  - Are you *sure* it's not a service?
- Where does your content come from?
- What social roles are available?
- Who provides software updates? Customer support?
- How might your project make money?

# Service design examples

- Example: Google search
  - Individuals search Google for information on other sites
  - Companies buy ads from Google to show in search results
  - Individuals click Google ads and buy products on other sites
- Who is “the user”?

The screenshot shows a Google search for "digital camera". The search bar at the top contains the text "digital camera". Below the search bar, there are navigation tabs for "Web", "Shopping", "Images", "News", "Maps", "More", and "Search tools". The search results indicate "About 198,000,000 results (0.24 seconds)".

The first section is a sponsored advertisement titled "Shop for digital camera on Google". It features five product listings:

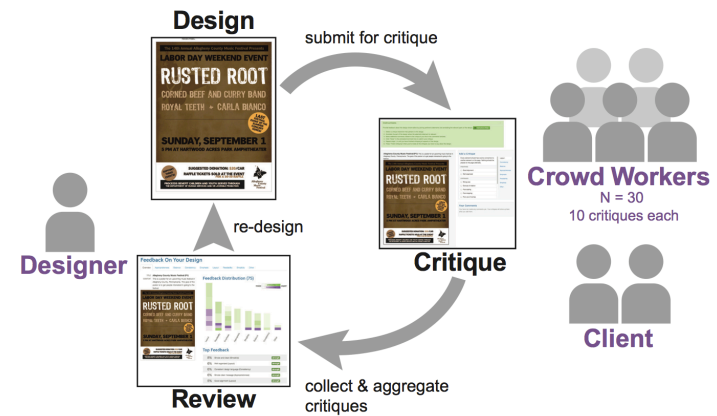
Product	Price	Retailer	Rating
Canon PowerShot E...	\$89.99	Canon	★★★★★ (253)
Canon PowerShot S...	\$179.99	Canon	★★★★★ (328)
Canon PowerShot 1...	\$109.99	Office Depot	★★★★★ (328)
Canon PowerShot S...	\$129.95	BeachCamer...	★★★★★ (328)
Nikon - Coolpix L830 16.0-m...	\$184.99	Best Buy	★★★★★ (1k+)

Below the sponsored ads are organic search results:

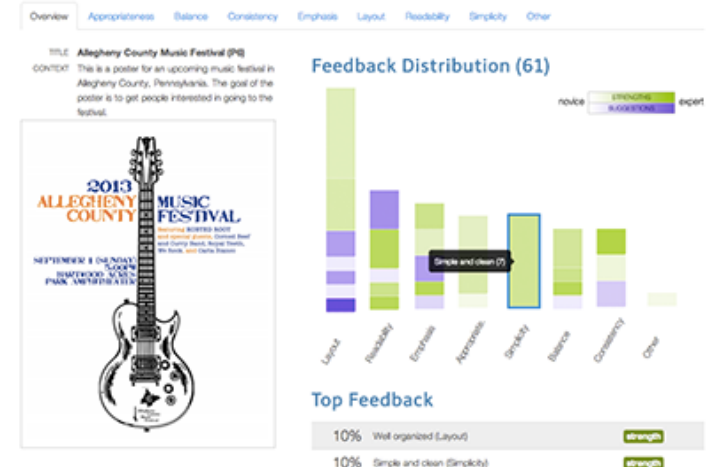
- Digital Cameras & Digital Camera Accessories - Best Buy**  
www.bestbuy.com/.../cameras.../digital-cameras/abcat0401000.c... Best Buy  
Shop for digital camera products at BestBuy.com. We offer free shipping on a huge selection of digital cameras from Canon, Nikon, Sony & more.
- Digital camera - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Digital\_camera Wikipedia  
A digital camera (or digicam) is a camera that encodes digital images and videos digitally and stores them for later reproduction. Most cameras sold today are ...  
Steven Sasson - Camera back - Category:Digital cameras
- Amazon.com: Digital Cameras: Electronics: DSLR Camera ...**  
www.amazon.com/Digital-Cameras/b?ie=UTF8... Amazon.com, Inc.  
Results 1 - 24 of 31375 - Online shopping for Electronics from a great selection of DSLR Camera Bundles, Point & Shoot Digital Cameras, DSLR Cameras, Point ...  
DSLR Cameras: Electronics - DSLR Camera Bundles - Compact System Camera ...

# Service design examples

- Example: CrowdCrit
  - Designers need feedback from crowd workers
  - Crowd workers need to provide feedback on designs
  - Clients hire designers to create good designs for them
  - Tasks and payments coordinated through Amazon Mechanical Turk API
- Who is “the user”?



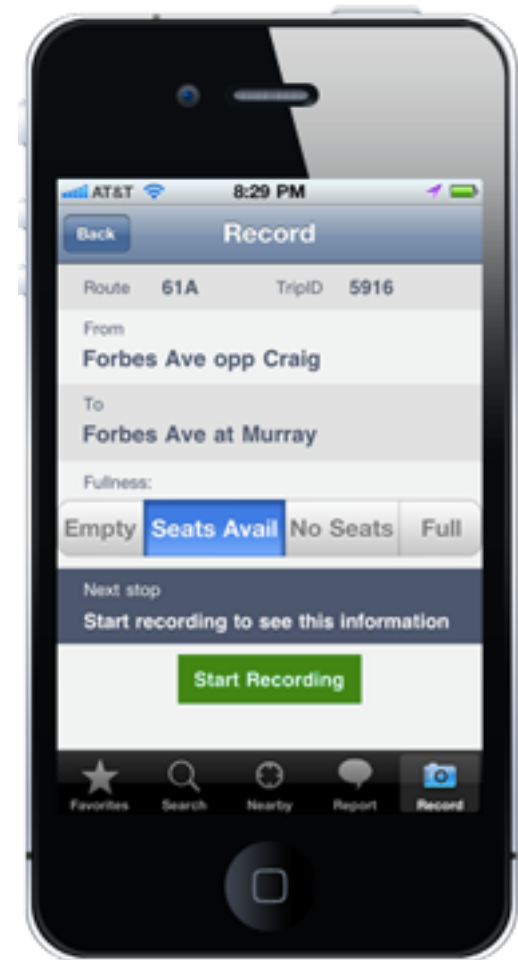
## Feedback On Your Design



# Service design examples

- Example: Tiramisu (campus bus tracker)
  - Riders want to know when bus is coming, if it's full
  - Riders provide the above info when they board
  - Drivers don't want to be tracked in extreme detail
  - University wants to know how efficient its bus system is
- How to identify and manage conflicts?

(Zimmerman et al. 2011)

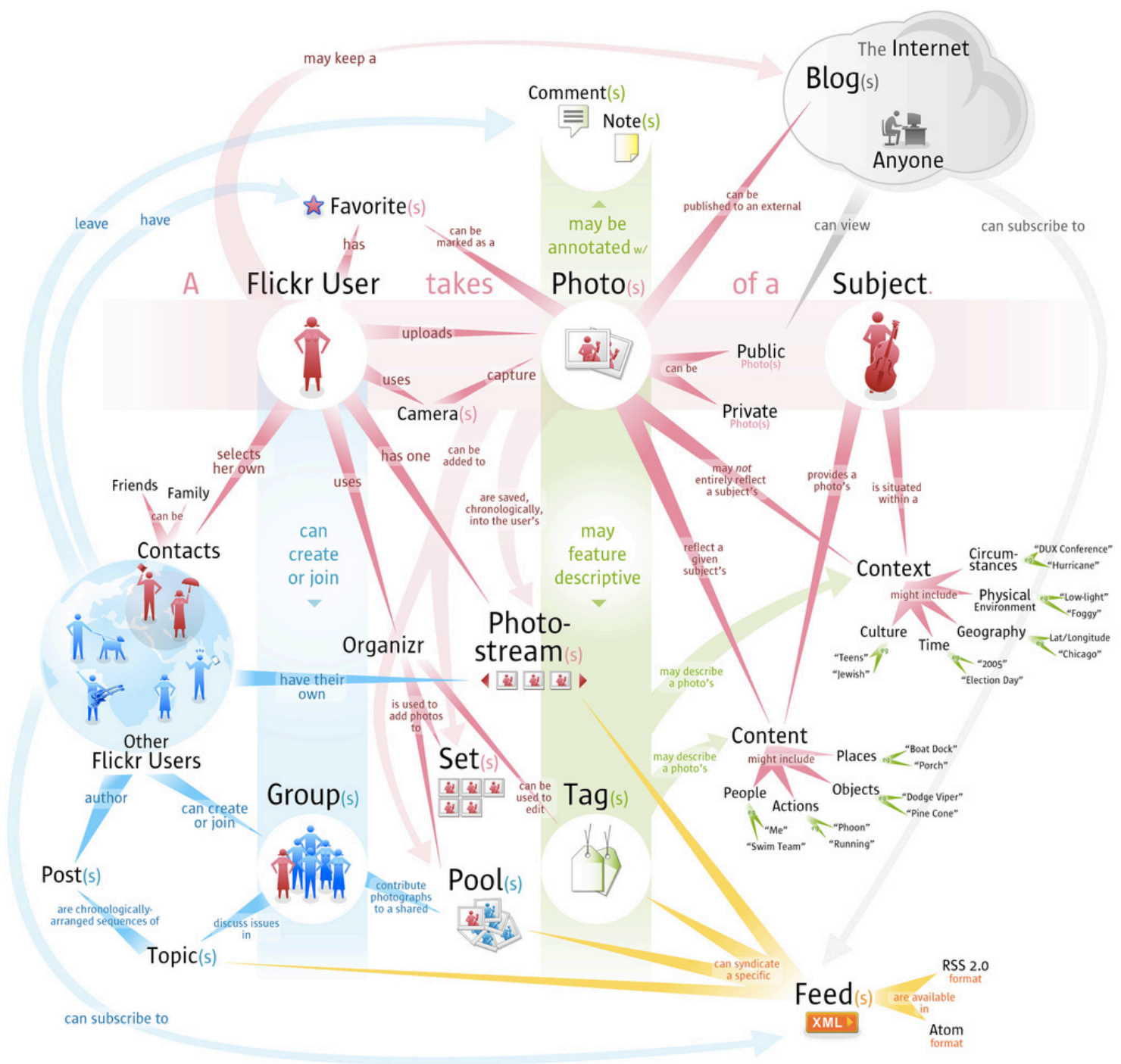


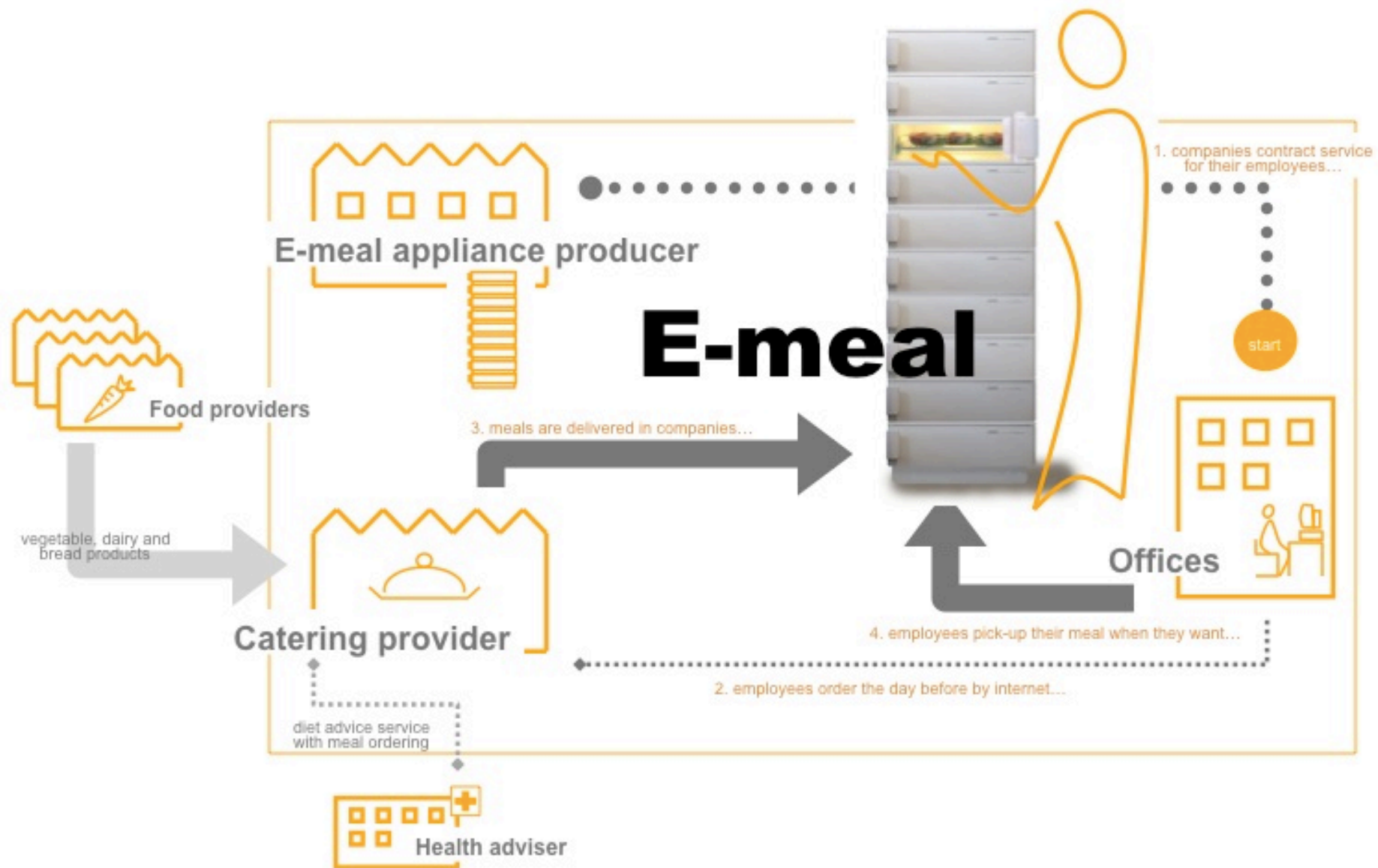


# System map

- A visual description of the service's technical organization: the different actors involved, their mutual links and the flows of materials, energy, information and money through the system.

([servicedesigntools.org](http://servicedesigntools.org))





# Actors map

- A graph representing the system of actors with their mutual relations. It provides a systemic view of the service and of its context.

([servicedesigntools.org](http://servicedesigntools.org))

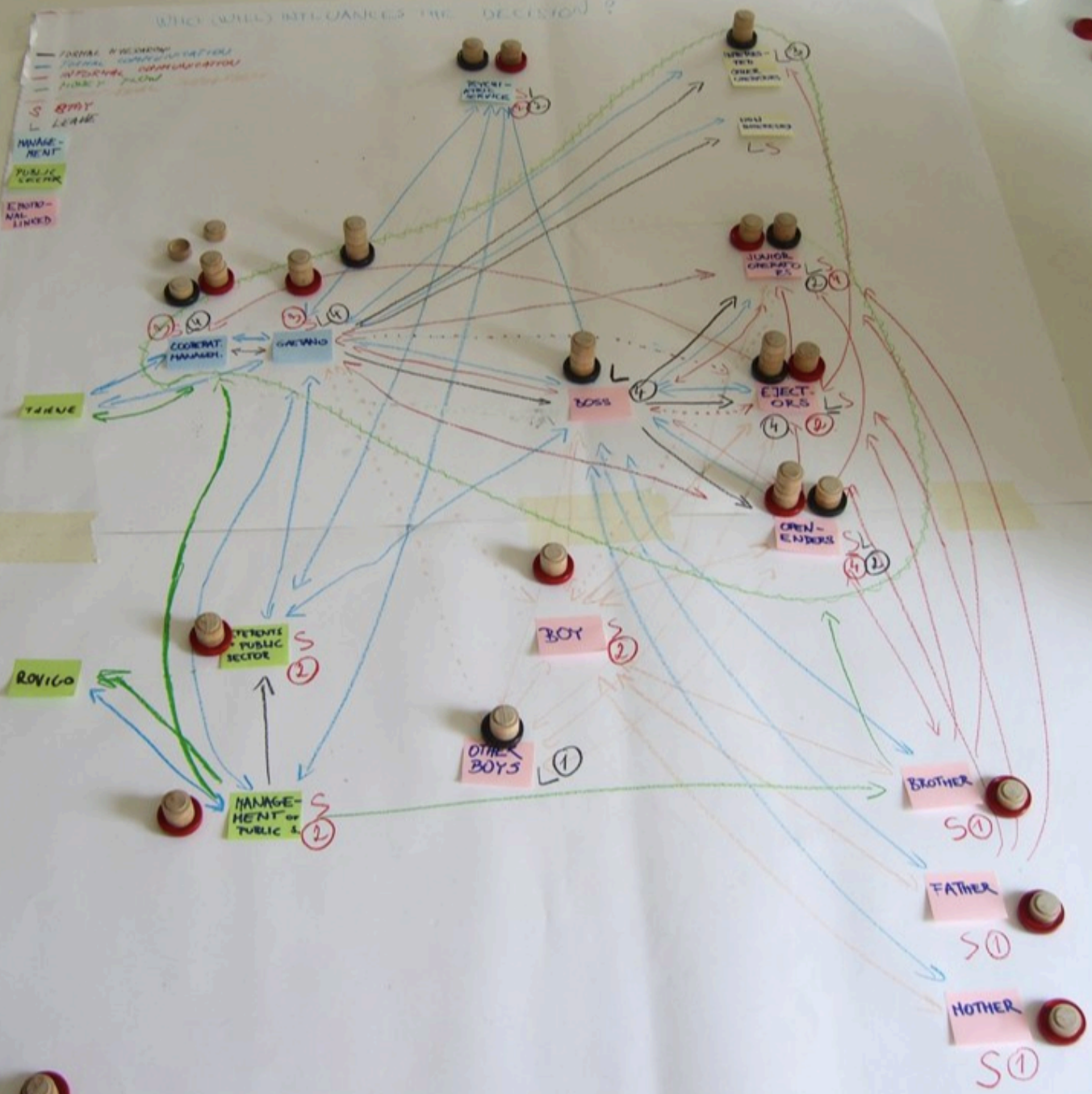






WHO (WILL) INFLUENCE THE DECISION?

- FORMAL AUTHORITY
  - FORMAL COMMUNICATION
  - INFORMAL COMMUNICATION
  - FORMAL FOLLOW
  - INFORMAL FOLLOW
- S BRYN LEANE
- MANAGEMENT
- PUBLIC LINKED
- EMOTIONAL LINKED



# Service design and UCD

- What about user-centered design?
  - Service design augments, doesn't replace, UCD
  - Service design provides strategies and tools to reveal groups of users that might not have been considered
  - Most UCD methods still apply, but must apply to a broader set of users

# Upcoming milestones

- Lit review / annotated bibliography
  - Minimum 30 sources with annotations
  - Minimum 75% must be scholarly sources
  - Deliverable is written document with annotated bib plus 2-3 page written summary of overall findings
- Competitive analysis
  - Minimum 10 products/services
  - Minimum 10 dimensions
  - Deliverable is comparison matrix plus 2-3 page written summary of overall findings



# Upcoming milestones

- Contextual inquiry and analysis
  - Due March 6
  - Must interview at least 5 people
  - Deliverable: write-up of inquiry process, analysis, interaction requirements

# Next class

- Monday: Read Chapter 7, *UX Book*
- Work on project plan, deadlines
- Meet with sponsor, if you have one