The Future of Designing for the Customer

Customer Experience, User Experience
Service Design and Design Thinking.

Los Angeles
Service Design

Thank you to ...

GENERAL ASSEMBLY

Stephanie, Natalie
Sonia and the GA team

Los Angeles
Service Design

Welcome!

Seema Jain
@seemadjain

Jod Kaftan
@jodspeed

Sarah Stern
@sarahstern

Chris Chandler
@chrischandler

Michael Hardy
@mrhrdy

John Ayers
@johnayers

Los Angeles
Service Design

Customer Experience

Los Angeles
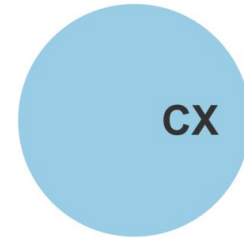Service Design
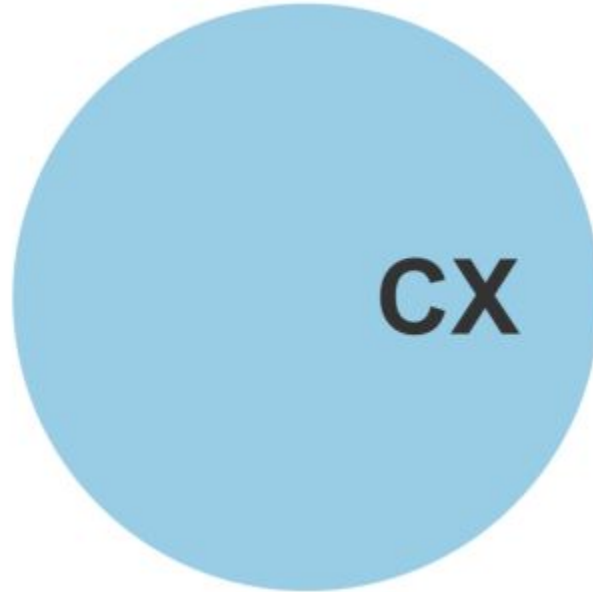
Customer Experience

Interaction between an organization and a customer, includes a customer's attraction, awareness, discovery, cultivation, advocacy and purchase and use of a service.
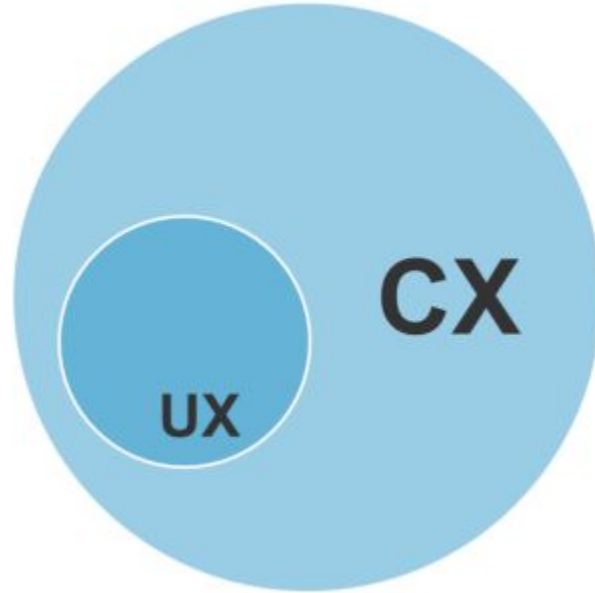
CX

Los Angeles
Service Design

Question

How do you approach improving the customer experience?

Process used?
Teams involved?

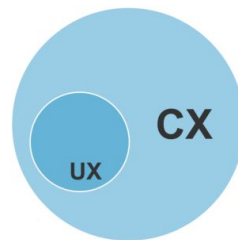Los Angeles
Service Design

User Experience

Los Angeles
Service Design

User Experience

Person's emotions and attitudes about using a particular product, system or service including the practical, experiential, affective, meaningful and valuable aspects of human–computer interaction and product ownership.

Los Angeles
Service Design

Question

How does CX and UX differ?
How are they the same?
Does it matter?

When does UX go beyond the
human-computer interaction?

Los Angeles
Service Design

Service Design

Los Angeles
Service Design
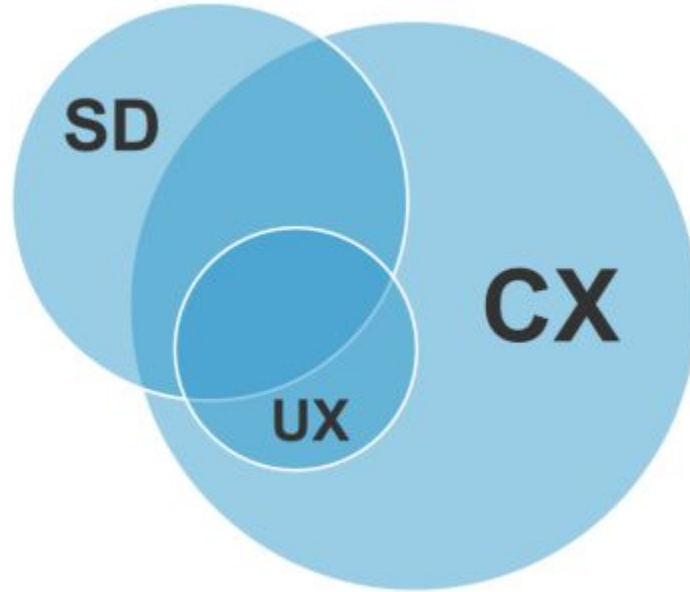
Service Design

Conceptual design involves the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve interaction between service provider and customers.

Los Angeles
Service Design
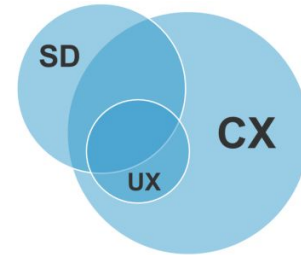
Question

When does Service Design come into play? Why?

How does Service Blueprinting add different value than customer journey mapping?

Los Angeles
Service Design
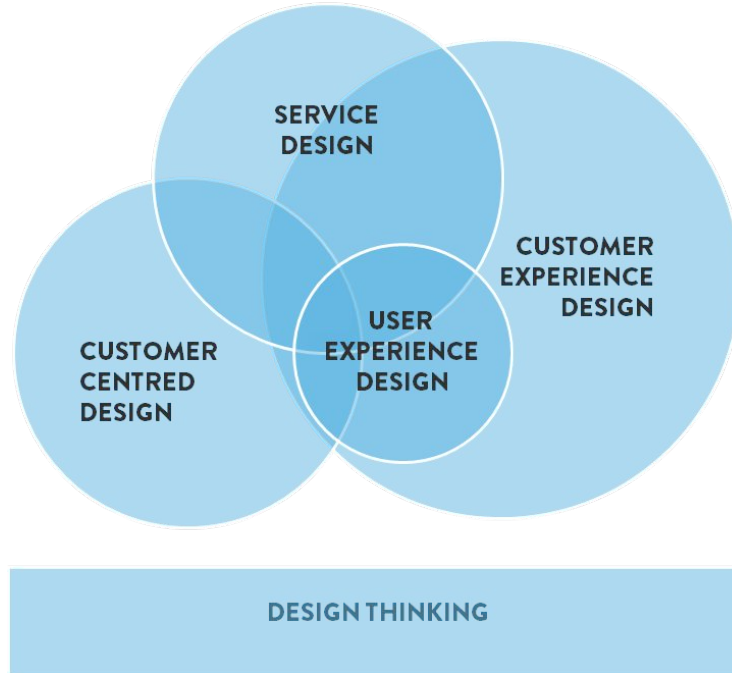
Design Thinking

Design Thinking

Methodology used by designers to solve complex problems, and find desirable solutions for clients.

Los Angeles
Service Design

Question

How is design thinking included in your process?

Is it included?

Where does it live in your org?

Los Angeles
Service Design

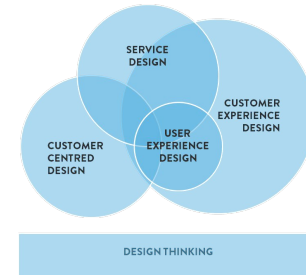|											
tool **SPECIFICATION**	tool **SERVICE PROTOTYPE**	tool **AFFINITY DIAGRAM**	methodology **WIZARD OF OZ**	tool **EXPERIENCE PROTOTYPE**	tool **MOTIVATION MATRIX**	tool **TASK ANALYSIS GRID**	tool **SERVICE IMAGE**	tool **TOUCHPOINTS MATRIX**	tool **LEGO SERIOUS PLAY™**	methodology **DESIGN GAMES**	tool **ROLE SCRIPT**
tool **USE CASES**	tool **MOCK UP**	tool **MOODBOARD**	methodology **HEURISTIC EVALUATION**	tool **MIND MAP**	tool **TOMORROW HEADLINES**	tool **EVIDENCING**	tool **ROLE PLAY**	tool **PERSONAS**	tool **OFFERING MAP**	tool **ACTORS MAP**	tool **BLUEPRINT**
tool **STORYBOARD**	methodology **COGNITIVE WALKTHROUGH**	methodology **USABILITY TESTING**	tool **STORY TELLING**	tool **CUSTOMER JOURNEY MAP**	tool **CHARACTER PROFILES**	tool **GROUP SKETCHING**	tool **ISSUE CARDS**	methodology **CONSTRUCTIVE INTERACTION**	tool **ROUGH PROTOTYPING**	tool **POSTER**	tool **SYSTEM MAP**

Los Angeles Service Design

Question

What process, methods, tools
do you use?

Why?
When?

Los Angeles
Service Design

Customer Lead Business

Los Angeles
Service Design
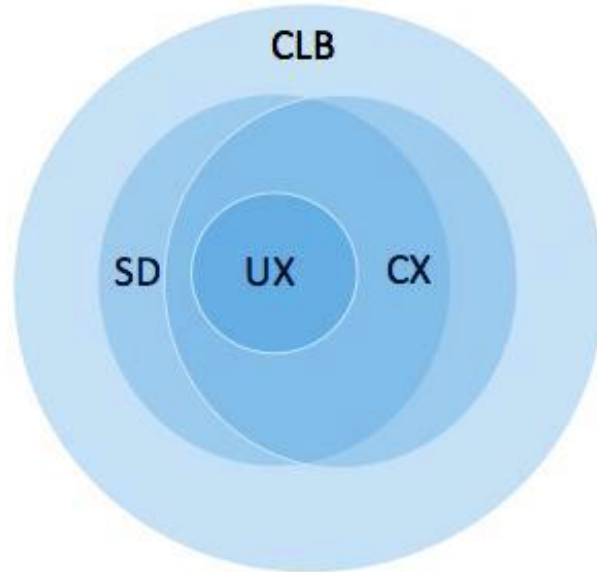
Question

How do you show value in the work that you do?

Los Angeles
Service Design

Other Questions?

Los Angeles
Service Design

Service Design Day - June 1st

Los Angeles
Service Design

Thank you!

John Ayers
johnayers4ux@gmail.com

Los Angeles
Service Design

THANK YOU:

Thank you to Forrester for the insights and graphics
http://blogs.forrester.com/kerry_bodine/13-10-04-how_does_service_design_relate_to_cx_and_ux

And a follow up from ExperienceZen
http://experiencezen.com/why-service-design-cx-and-ux-are-all-part-of-a-bigger-customer-led-world/

Service Design Tools
http://www.servicedesigntools.org/repository

SDN
https://www.service-design-network.org

LAServiceDesign Jam
http://www.servicedesignjam.org

Los Angeles
Service Design

@LAServiceDesign   #LAServiceDesign