

# User Experience Design I **(Interaction Design)**

Day 9 (July 5, 2018, 9am-12pm):  
Service Design Beyond the Desktop

Two fundamental questions...

What is a product?

# What is a service?

What do they have in common?



???



# Front Stage



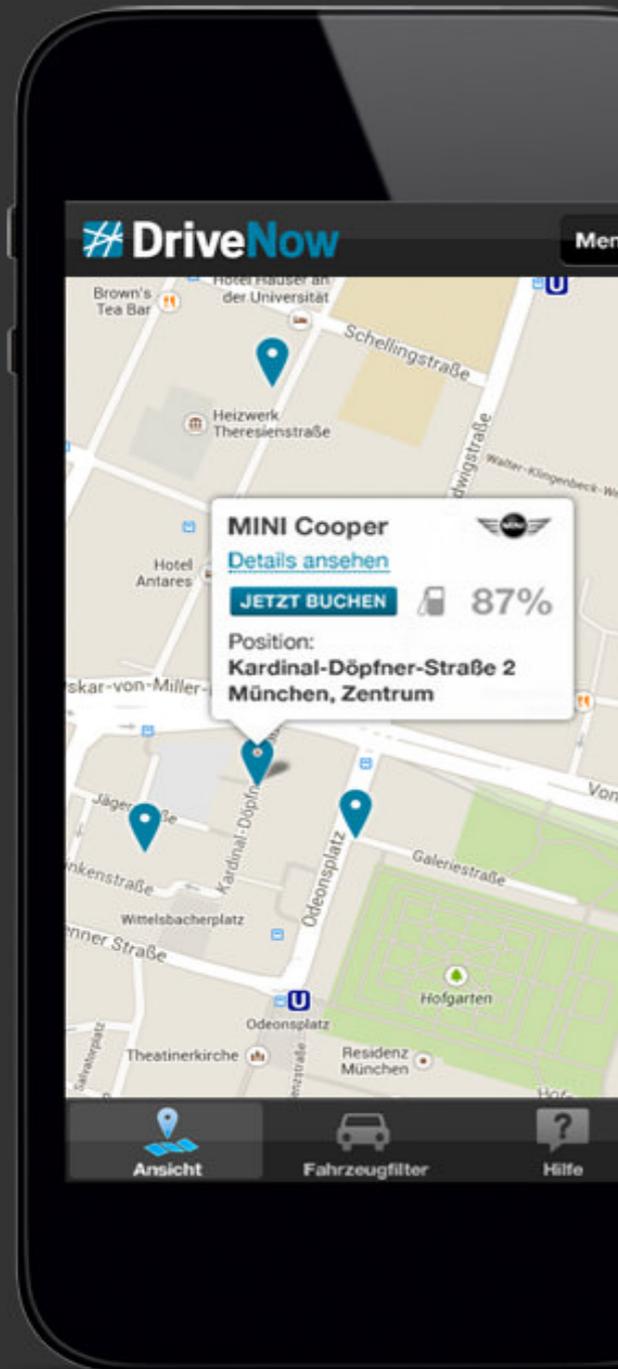
# Back Stage

<http://blog.entrepreneurhearts.com/etablog/wp-content/uploads/2010/08/backstage.jpg>



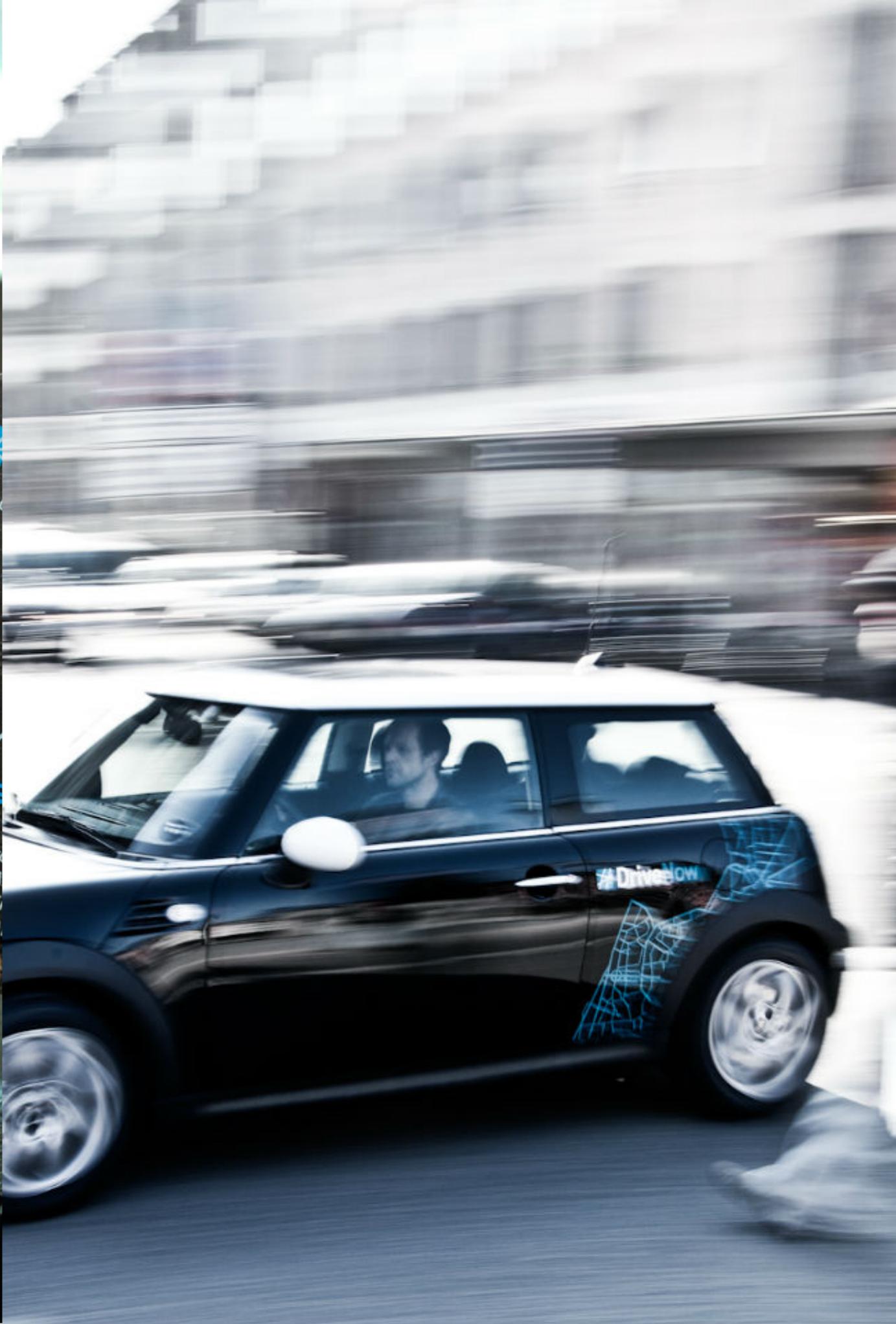
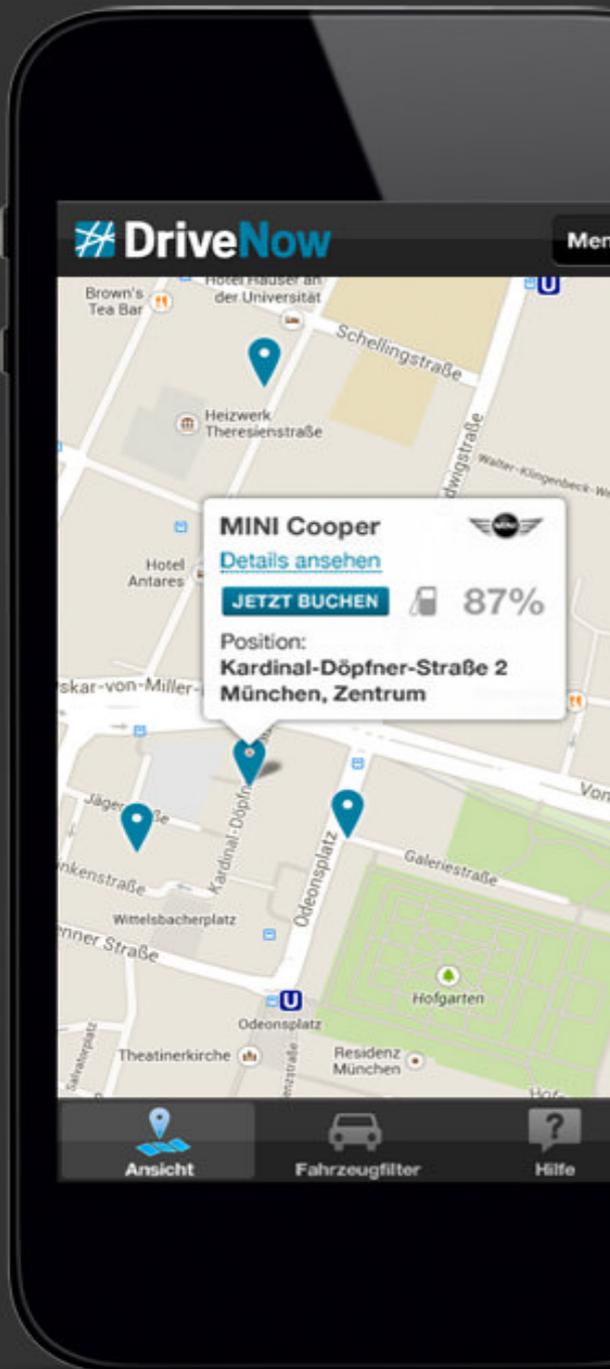
# DriveNow

Car Sharing von BMW i, MINI u



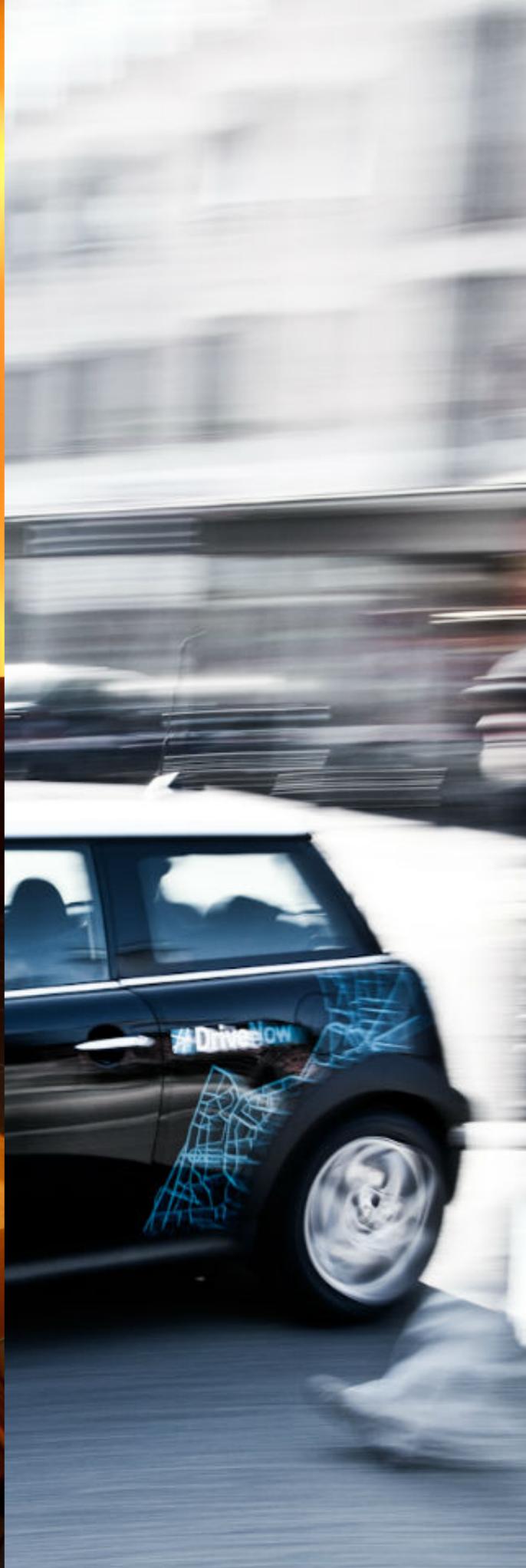
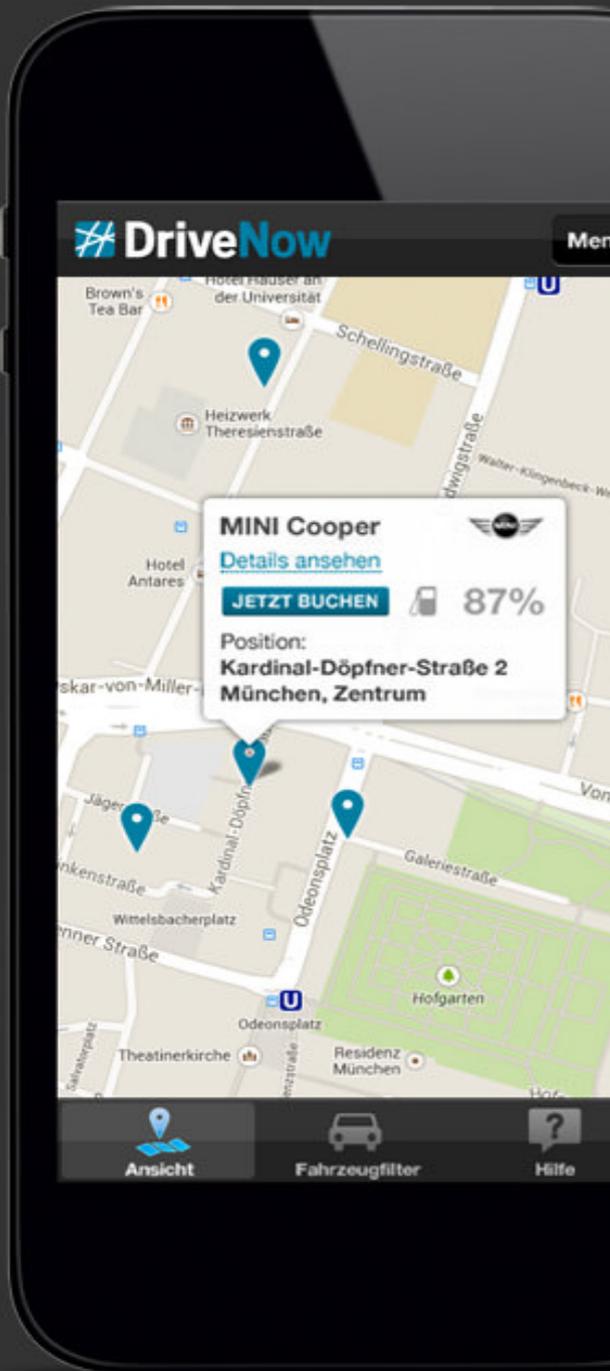
# DriveNow

Car Sharing von BMW i, MINI und



# DriveNow

Car Sharing von BMW i, MINI und



# SERVICE FIRST, PRODUCTS SECOND

## Product-dominant logic



– 1950s

## Transition



1950–2000+

## Service-dominant logic

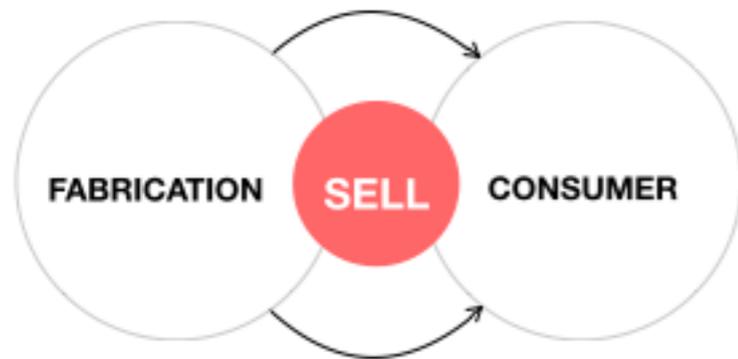


today & tomorrow

Quelle: SinnerSchrader

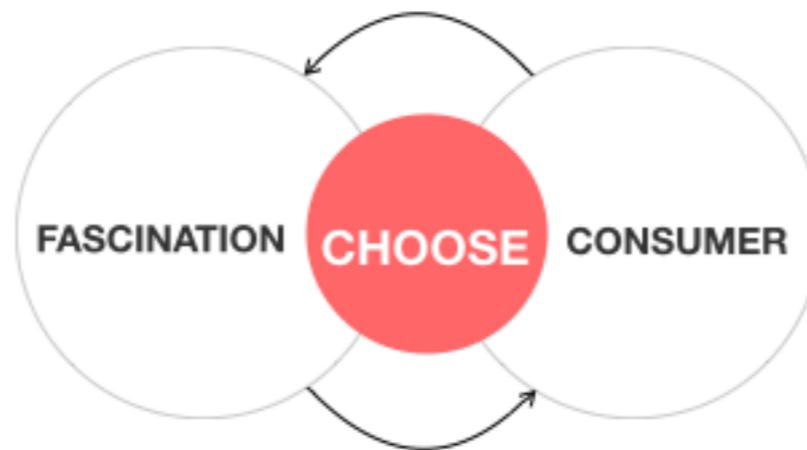
# A new marketing logic.

The day before yesterday



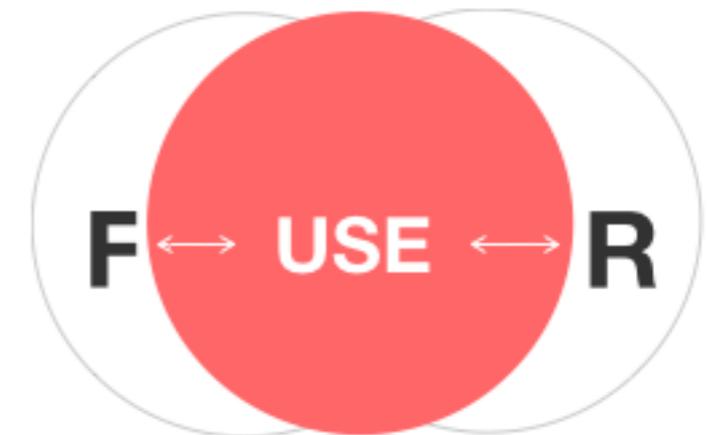
FOCUS:  
SALES

Yesterday



FOCUS:  
ADVERTISING

Today



FOCUS:  
PRODUCTS & SERVICES

Quelle: SinnerSchrader

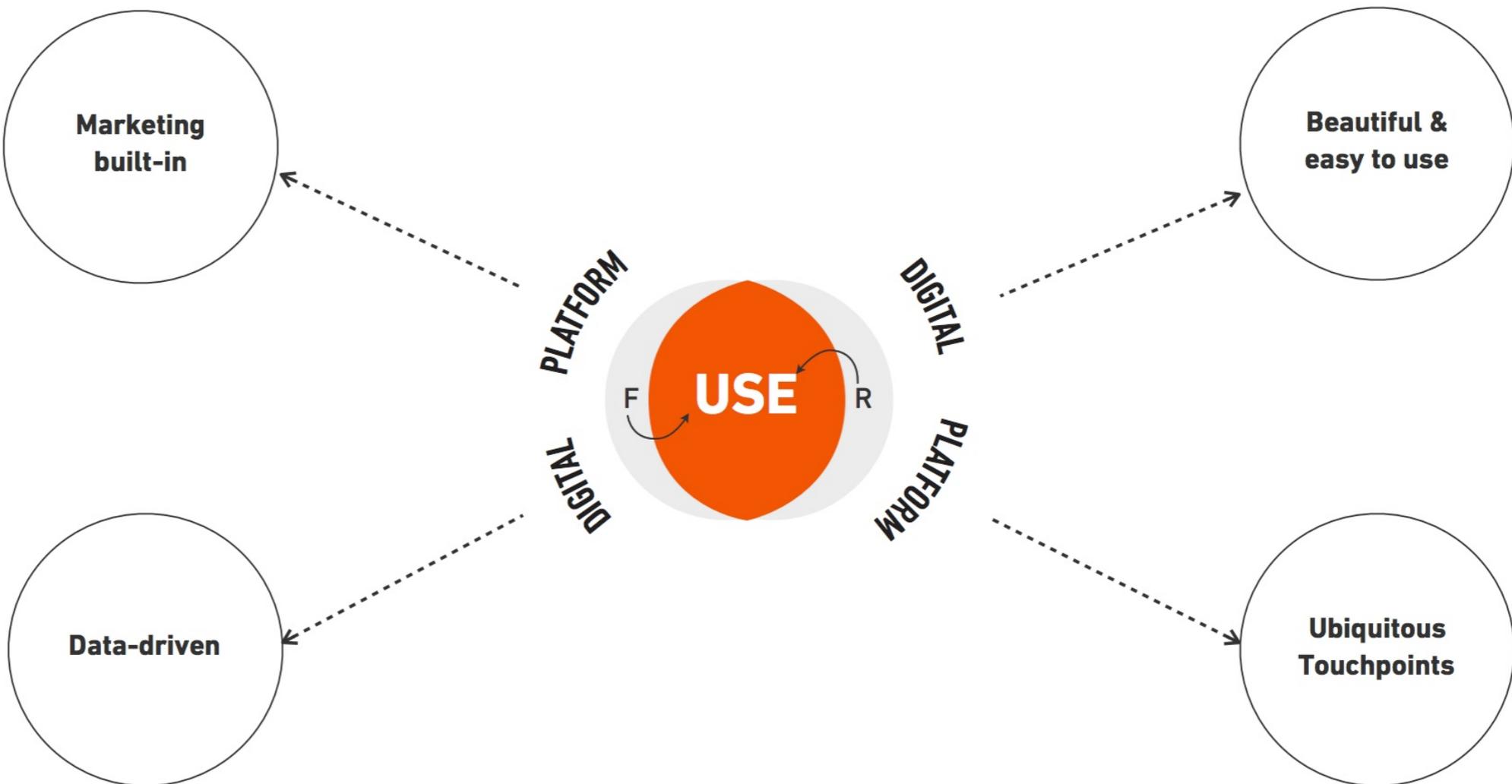
# IDENTIFY A RELEVANT INSIGHT



People don't want to buy and own cars,  
but drive and experience integrated mobility.

Quelle: SinnerSchrader

# CREATE A DIGITAL PLATFORM



Quelle: SinnerSchrader



What if someone is changing the game ?



Through Service ?

# Disruptive Innovation

....an innovation that creates a new market and value network and eventually **disrupts an existing market** and value network, displacing established market leading firms, products, services and alliances...

**Clayton M. Christensen**

Designing technology  
enabled services is nothing new...



source: [3]

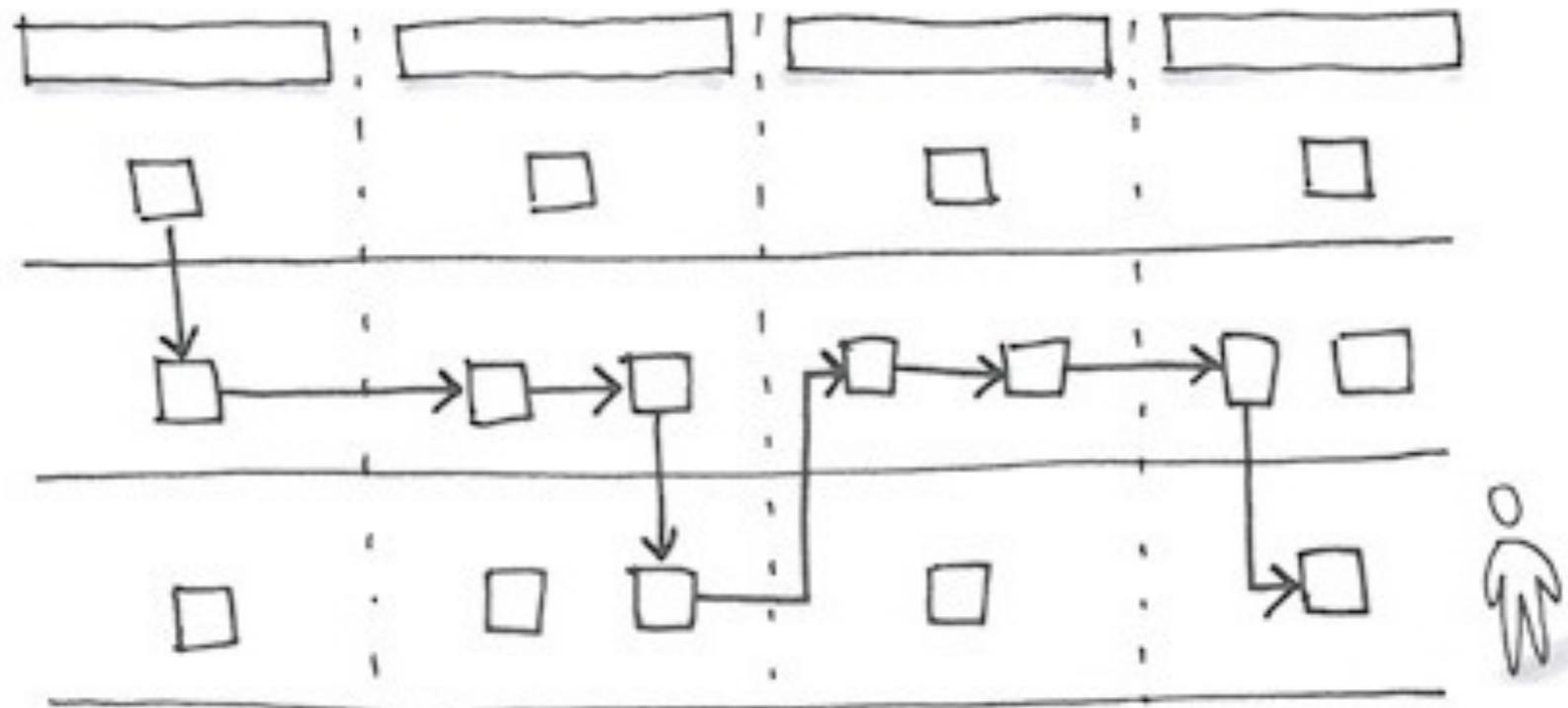


# Telephone Service

[http://3.bp.blogspot.com/\\_Tjn2n1CMss0/TTsJZ\\_GCTII/AAAAAAAAFXI/QvUK4TfntBY/s400/telephone\\_operators\\_springfield\\_il.jpg](http://3.bp.blogspot.com/_Tjn2n1CMss0/TTsJZ_GCTII/AAAAAAAAFXI/QvUK4TfntBY/s400/telephone_operators_springfield_il.jpg)

# Service Design

ensures that all parts work together throughout the **customer journey**  
**a customer journey describes the way from an entry point to an exit point of a service**



source: <http://www.livework.co.uk/>

# What is a service?

- a chain of activities that form a process and have value for the end user  
(**customer journey**)
- services affect our daily quality of life  
(**user experience**)
- service design is somehow similar to systems design  
(**service blueprints**)
- service design focuses on the entire system of use  
(**via touchpoints**)

# Some Key-Characteristics of Service:

## 1. Intangible

Although services are often populated with objects, the service itself is ephemeral, customers can't see or touch the service itself-only the physical embodiments

## 2. Provider ownership

Customers who use a service may come away from it with an owned object such as a cup of coffee or used car, but they don't own the service itself.

## 3. Co-created

Services aren't made by the service provider alone; they require the involvement and engagement of the customers as well.

## 4. Flexible

Each new situation or customer requires that the service adapt to it

# Service Design....

- can lead to environmentally friendly solutions. (Car sharing service)
- can boost good business models: well designed and executed services will increase sales and helping tying users to a specific brand

The introduction of new technology (IoT, Sensors, AR, VR, etc.) makes this discipline highly relevant for UX/interaction designers as their expertise involves bridging the gap between technology and people.

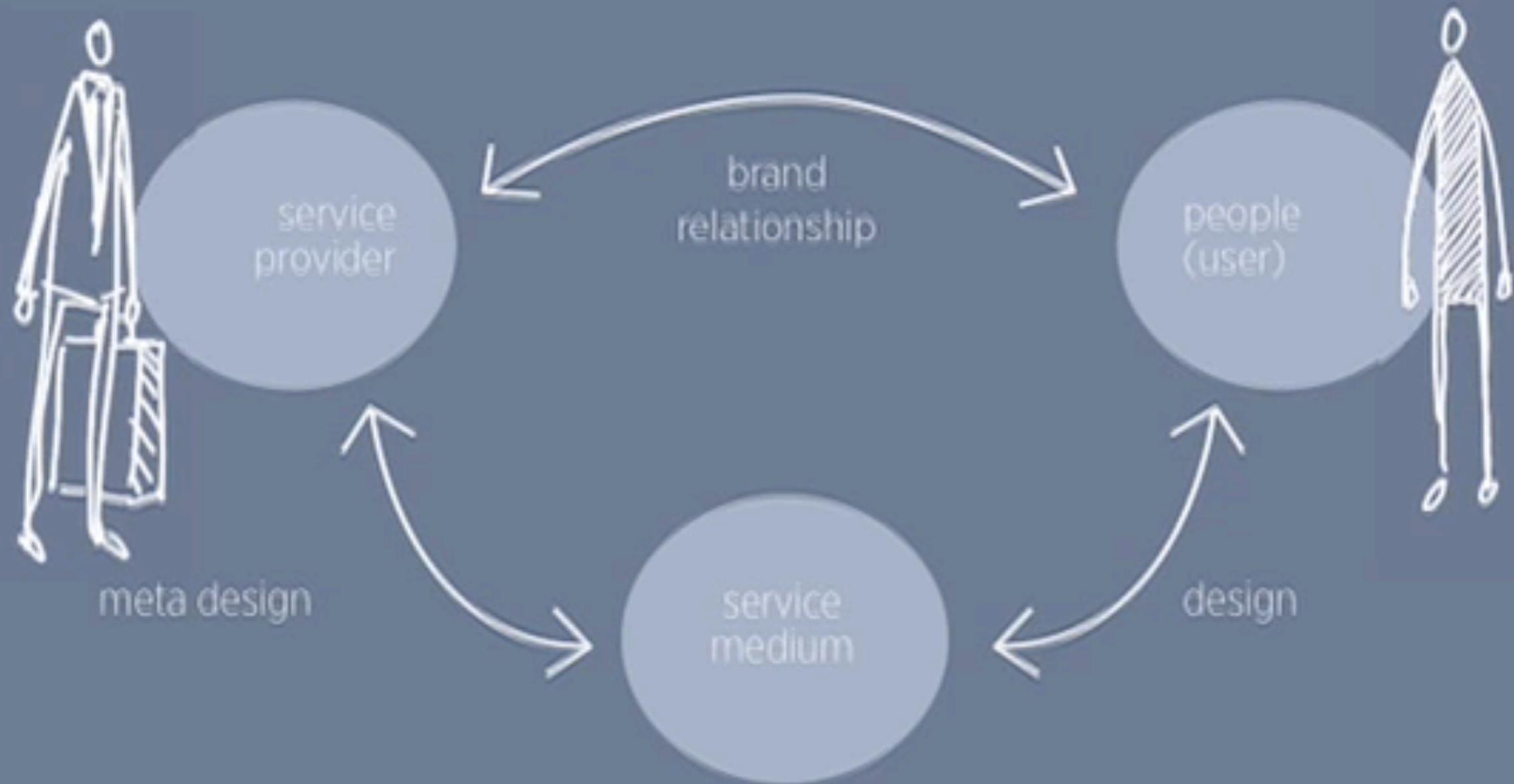
Applying UX/interaction design techniques to service design can lead to richer experiences.

## Shelley Evenson

- teaches service and interaction design at CMU, Pittsburgh
- Co-founder of seeSpace and chief experience scientist for Scient



# Service as design triangle



A 'service as design' triangle

**interaction 10**

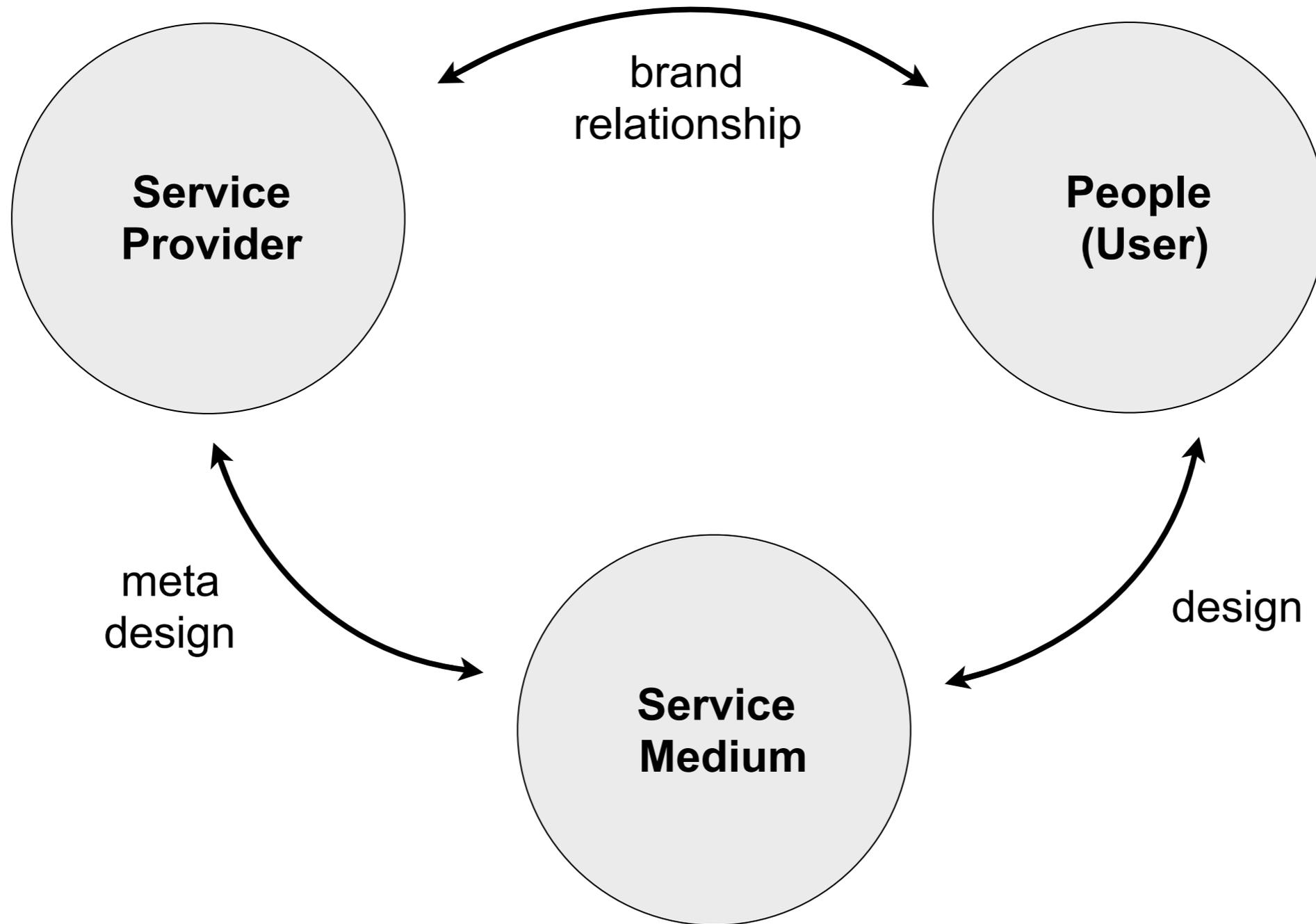
# Service design can involve

**person2person interaction** = check in desk

**person2machine interaction** = self check in kiosk

**machine2machine interaction** = airport baggage system

# Service as Design Triangle:



Service design addresses the functionality and form of the service medium. The aim is to ensure that service interfaces are **usable** and **useful, effective and efficient, desirable and differentiated** from the provider and the persons point of view.

**after Birgit Mager**

## References (Books):

- [1] Buxton, W. Sketching User Experiences, *Morgan Kaufmann 2007.*
- [2] Copenhagen Institute of Interaction Design, *Service Design Workshop 2008.*
- [3] Moggridge, B. Designing Interactions, *MIT Press, 2006.*
- [4] Rogers, Y., Preece, J. & Sharp, H. Interaction Design, *Wiley & Sons 2011.*
- [5] Saffer, D. Designing for Interaction, *New Riders 2009.*