

A framework for service



designing for service 2004

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Overview

What are you talking about?

Environment description

Situation to be addressed

The people involved

Why this situation?

(Visual and verbal)

A stake to ground us in the situation

(images of the cars having trouble with the parking)

Stakeholder description and/or model

Company perception and core competency

Market conditions

Brand perception audit

What are the key touchpoints?

Research overview

What types of research did you conduct?

with whom?

why?

Transition to synthesis

Making deep connections with the stakeholders/customers

(Quotes that illustrate how they perceive the experience
today...for example)

Customer typology

Diagram and/ or listing of characteristics, expectations, goals and tasks

Pathway or process mapping

High level view of the overall experience and where the work you're doing falls in the overall experience

Associated with what touchpoint/s?

Pathway or process mapping

Illustrate/highlight the pain points or areas for opportunity

Cultural conditions

Transition to construct

Customer typology revisited

personas

Understanding of the key service moments

What are the most crucial moments?

What moments can easily be changed?

What moments can be inexpensively changed?

What will deliver the most value?

Sketch prototypes of the moment ideas

Experience storyboards or scenarios

Strings of moments put together

Enactments

Transition to refine

Service evaluation

Service strategy

Summarize the overall approach, reasoning and value that will be delivered through this strategy

Service documentation

One page/poster that illustrates and documents the elements of the service strategy