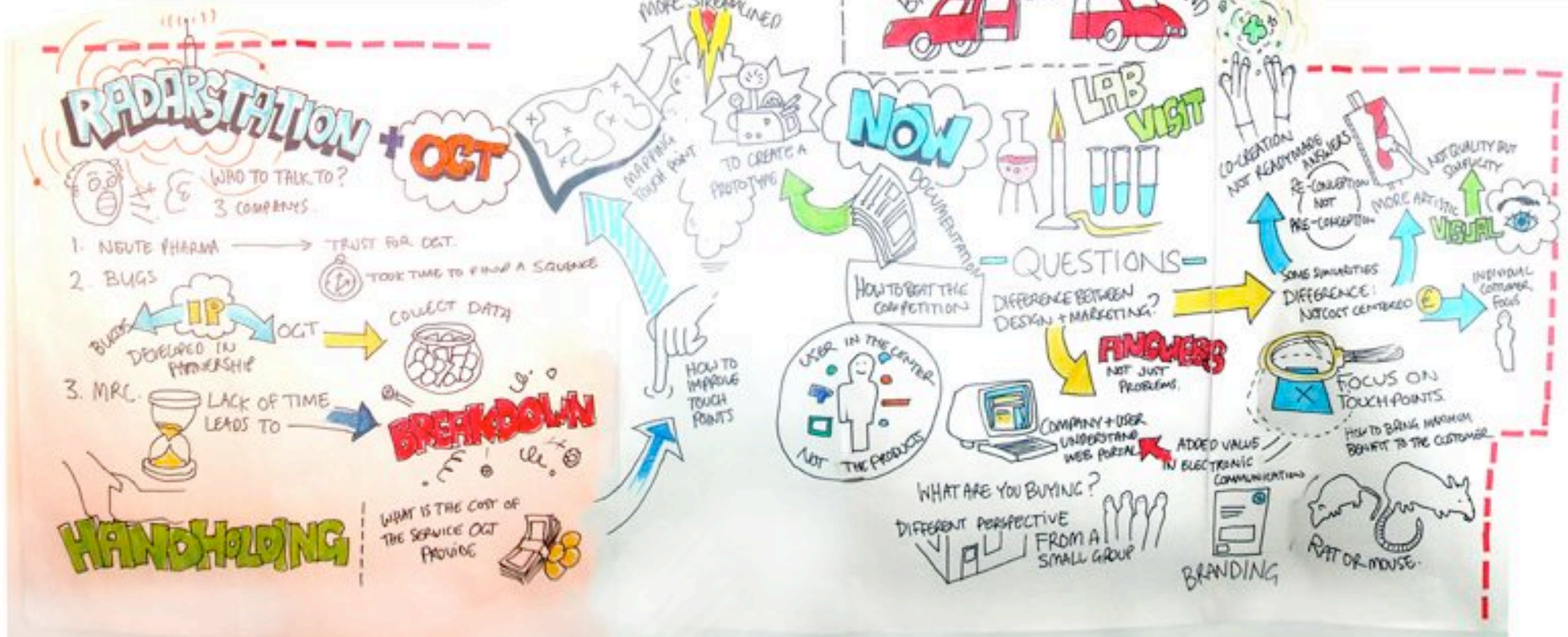
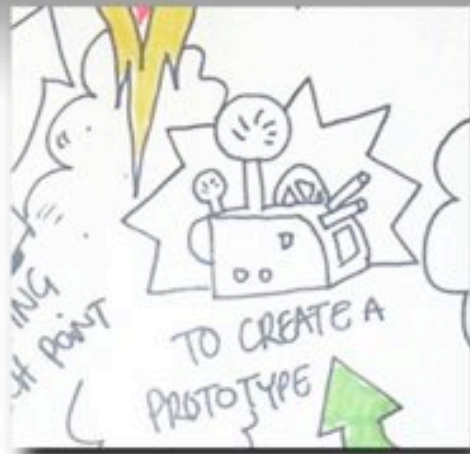


# DESIGNING FOR SERVICES 2007

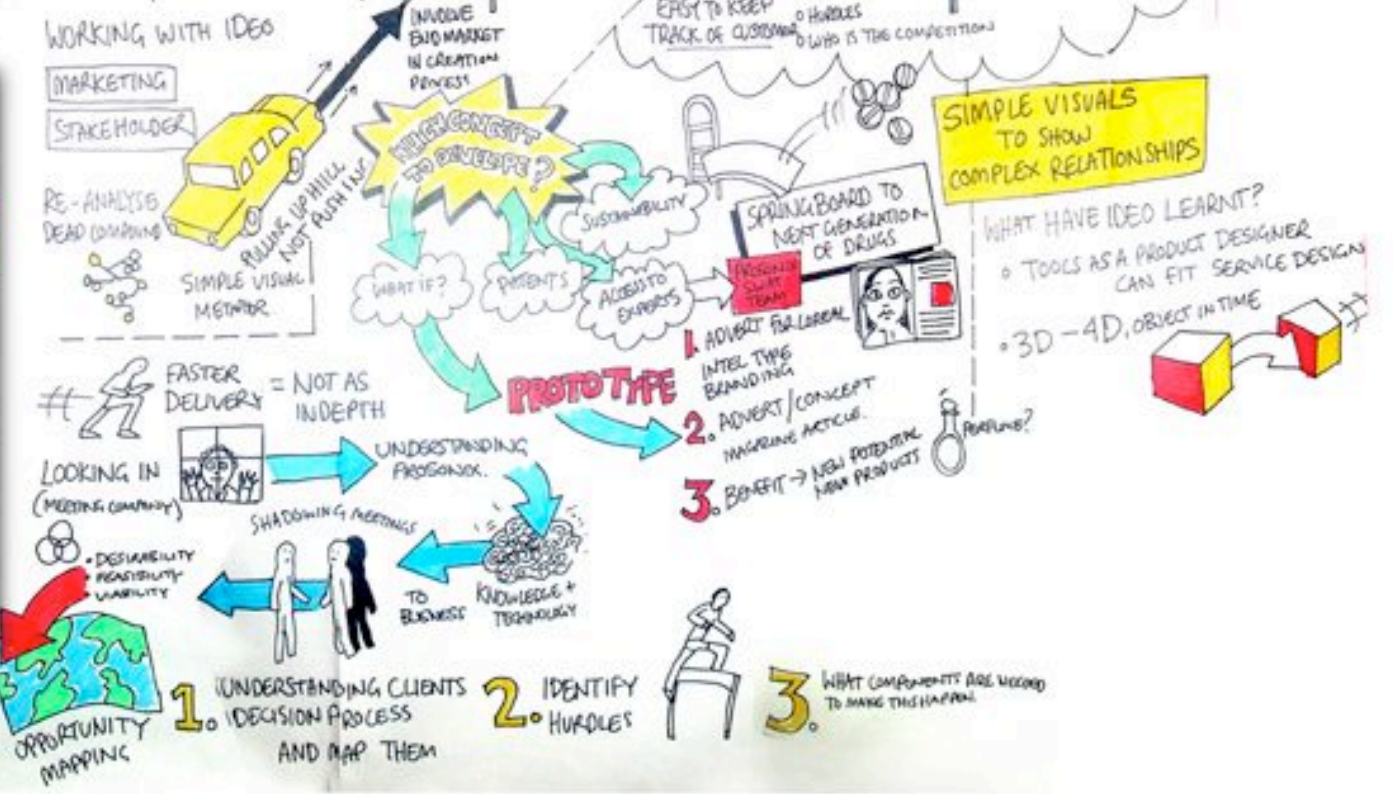


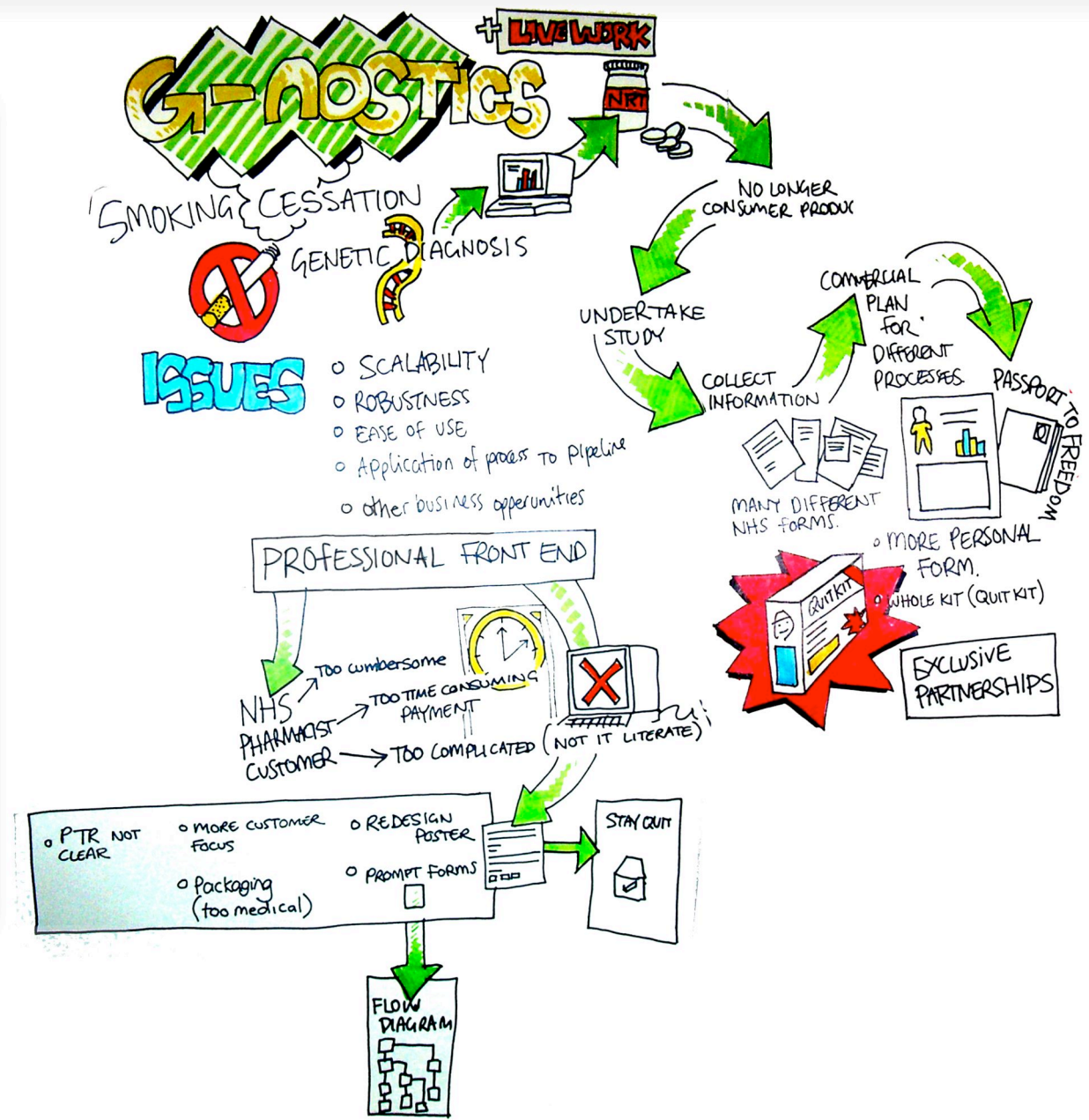












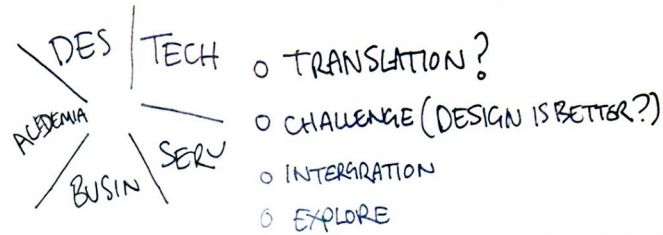


# REACTIONS

o ALL 3 CASES VERY SIMILAR.

FOREGROUNDING BINOMIAL

→ MULTIMEDIA ASPECT?  VIDEO



WHAT IS PRODUCT, WHAT IS SERVICE. ARE THEY DIFFERENT?

DESIGN + CUSTOMER EXPERIENCE.

- o 4 very similar approaches
  - 4-7 steps
  - customer insight
  - touch points
  - prototypes

o Difference between IDO + LIVE WORK

o RADAR APPROACH SIMILAR TO IBM.

o EVERYBODY HAS DID WHAT THEY SAID THEY WOULD DO.

WHAT DO YOU WANT US TO DO?

THIS IS WHAT WE WILL DO.

o PROBLEM SOLVING (NOT INTERNAL, BUT BY PROCESS).

o USING PROCESS ON COMPLICATED SETS OF PROBLEMS.

o NEW LANGUAGE FOR DESIGN SERVICES (NEW VOCAB).

o CROSS ROLES.

o CUSTOMER FOCUS (FASTER HORSE, NOT A CAR). ⇒ CONSUMER INSIGHT IS TOO SIMPLE ATBIM

o FROM MICRO → MACRO (HOW ARE THESE SMALL SCALE SOLUTION APPLIED TO A LARGE SCALE).

o WHAT IS THE ROLE REFLECTION IN YOUR PROCESS.

o WHAT DIDN'T WORK.

WHERE IS THE PIVOT BETWEEN THE TWO.

o HOW FAR OUTSIDE COMFORT ZONE (DESIGNER)

o WHAT IS THE VALUE OF THIS PROJECT (BUSINESS)

o WOULD YOU DO IT AGAIN?

↓ PRODUCT, PROCESS.

DESIGN VS MARKETING / MANAGEMENT

- LANGUAGE DIFFERENCES.

- CLOTHING

- CUSTOMER FOCUS

- LESS UNDERSTANDING OF THE SERVICE INDUSTRY (IN DESIGN AGENCYS).

← OBSERVE RATHER THAN ASK THE CONSUMER

WATCH REAL SITUATIONS.

↓ HOW DO THE PUBLIC PRESENT THEIR REALITY

ENABLING THE CUSTOMER TO DO THE THINKING.

USE IT → PRODUCT  
DO IT → SERVICE

# VOCABULARY

Aesthetics

CAN YOU HAVE INFINITE-PERSONALIZATION?



VALUE CONSTELLATION

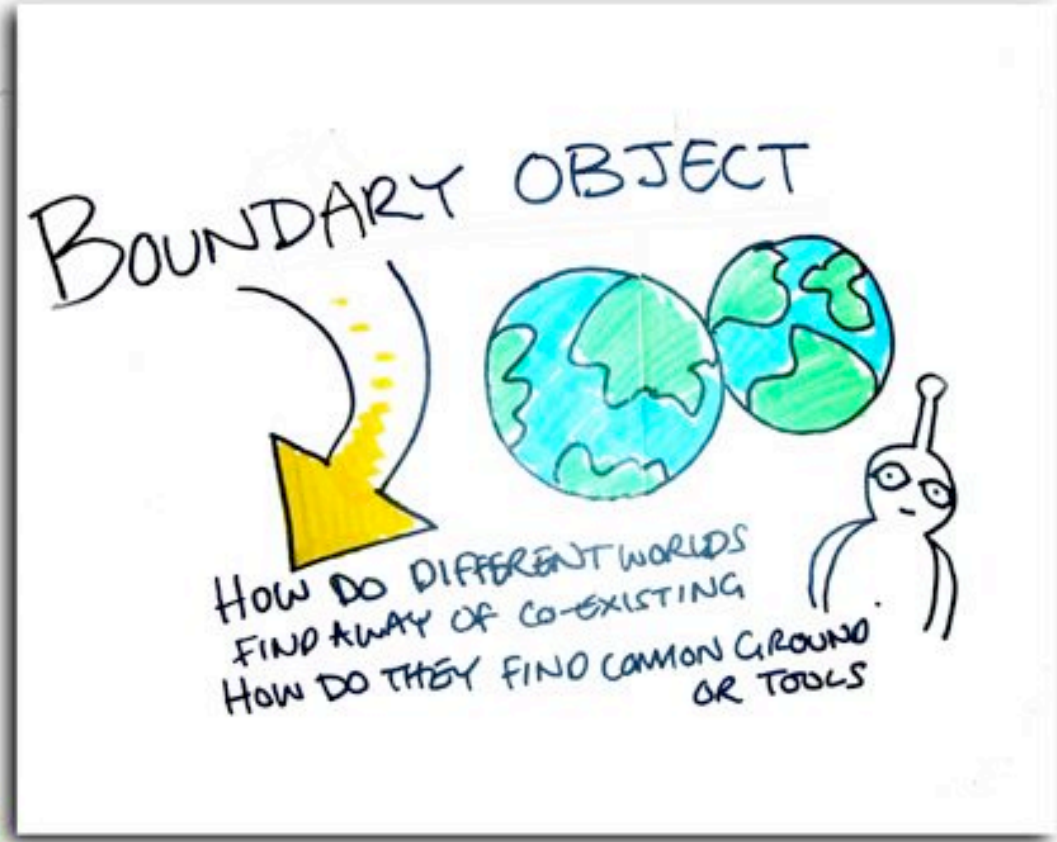
Perpetual Beta

SHOW LACK OF CONFIDENCE IN PRODUCT

SHOULD SERVICES BE IN BETA?

ADD:

- DESIGN INNOVATION
- INTERACTION
- INSPIRATION
- OBSERVATION
- TRANSLATION
- MEASUREMENT
- CREATIVITY
- QUALITY
- PEOPLE
- TECHNOLOGY
- PERSONALIZATION
- RIGHTS



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