Service Design: Thinking Holistically about Services & Technology

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Abstract: In Spring 2017, our library started to transform how it designs and implements its virtual and physical services iteratively through user and staff engagement and service design thinking. Service design is a user-focused technique that involves understanding and planning for user needs, service touchpoints, and employee and user workflows. This presentation will use a case study to illustrate how we integrated user needs, current and future library services, and technology in the redesign of a web application and the service offering. Attendees will learn the basics of how to create a service blueprint.

Helpful Links

More info about our collaboration with brightspot
- brightspot strategy: [https://www.brightspotstrategy.com/](https://www.brightspotstrategy.com/)

Service Design Resources
- Service Innovation Handbook, by Lucy Kimbell: [https://serviceinnovationhandbook.org/](https://serviceinnovationhandbook.org/)
- Service Design 101: [https://www.nngroup.com/articles/service-design-101/](https://www.nngroup.com/articles/service-design-101/)

Service Blueprint Resources
- Service Blueprints: Definition: [https://www.nngroup.com/articles/service-blueprints-definition/](https://www.nngroup.com/articles/service-blueprints-definition/)
- Service Blueprints - Communicating the Design of Services: [https://www.interaction-design.org/literature/article/service-blueprints-communicating-the-design-of-services](https://www.interaction-design.org/literature/article/service-blueprints-communicating-the-design-of-services)

Agile Resources
- The Agile Manifesto: [http://agilemanifesto.org](http://agilemanifesto.org)
- Overview of Agile: [https://www.atlassian.com/agile](https://www.atlassian.com/agile)

Online Tools to help with Diagramming
- Mural: [https://mural.co/](https://mural.co/)
- Google Sheets (for asynchronous online spreadsheets): [https://www.google.com/sheets/about/](https://www.google.com/sheets/about/)
SERVICE BLUEPRINT 101

A diagram that visualizes the relationships between different service components (people, props, and processes) that are directly tied to the touchpoints throughout the customer’s journey.

From: https://www.nngroup.com/articles/service-blueprints-definition/