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Service Design: Thinking Holistically about Services & Technology

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Service Design: Thinking Holistically about Services & Technology

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http://bit.ly/ThinkingHolistically

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/
- Presentation given at 2018 Designing for Digital conference: http://bit.ly/SDTF-D4D2018
- Presentation given at 2017 CNI Membership Meeting: http://bit.ly/SDTF-CNI2017

Service Design Resources
- *Service Innovation Handbook*, by Lucy Kimbell: https://serviceinnovationhandbook.org/
- *Library Service Design: A LITA Guide to Holistic Assessment, Insight, and Improvement*, by Joe J. Marquez and Annie Downey
- 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/
- Service Blueprints - Communicating the Design of Services: https://www.interaction-design.org/literature/article/service-blueprints-communicating-the-design-of-services
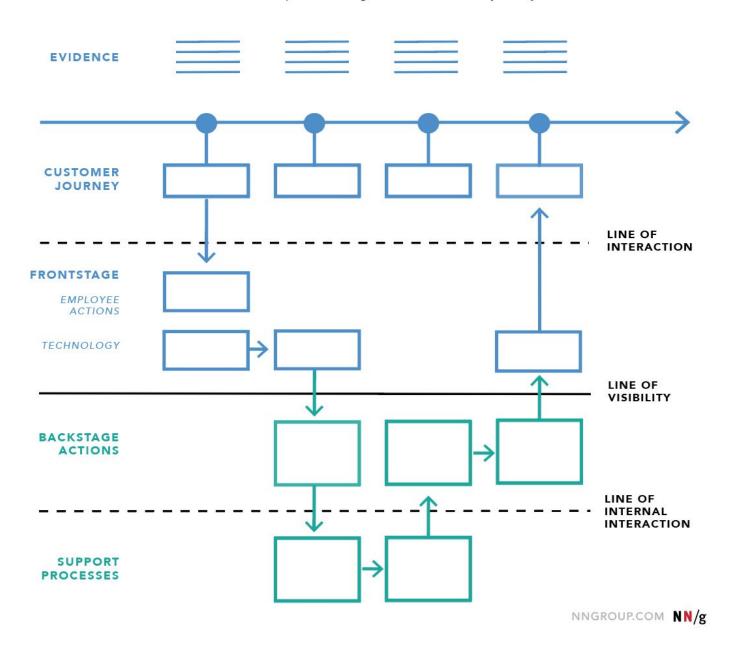
Agile Resources
- The Agile Manifesto: http://agilemanifesto.org
- Overview of Agile: https://www.atlassian.com/agile
- Epics, Stories, Tasks: https://www.atlassian.com/agile/project-management/epics-stories-themes

Online Tools to help with Diagramming
- Mural: https://mural.co/
- Google Sheets (for asynchronous online spreadsheets): 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.

EVIDENCE

CUSTOMER JOURNEY

LINE OF INTERACTION

FRONTSTAGE

EMPLOYEE ACTIONS

TECHNOLOGY

LINE OF VISIBILITY

BACKSTAGE ACTIONS

LINE OF INTERNAL INTERACTION

SUPPORT PROCESSES

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