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# Service Design: Thinking Holistically about Services & Technology

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# Service Design: Thinking Holistically about Services & Technology

Rachel Vacek and Ken Varnum

University of Michigan Library

2018 LITA Forum

<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.

