

Service Design & Language Teaching

Tia Robinson & Katie Schinkel
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Why do services need to be designed?

Did you know that...

The service sector makes up

73%

of the GDP in the EU

(and 72% of the labor force)

And...



80%

of service companies
believe that they
provide a superior
service proposition

8%

of their customers
agree





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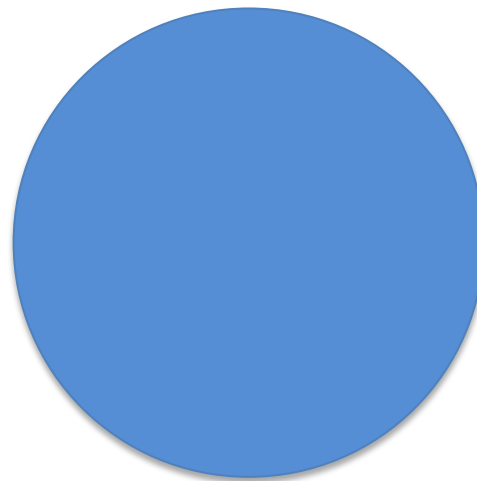


8%

of their customers agree



Service
Anticipation
Gap (SAG)



Reduce the
Gap

So, what is Service Design?

What is Service Design?

Draws on disciplines like

- industrial design
- product design
- interaction design
- strategic management
- ethnography



What is Service Design?

Helps companies innovate & improves services to make them **useful, usable and desirable**




In other words...



“When you have two coffee shops right next to each other, and each sells the same coffee at the same price, service design is what makes you walk into one and not the other.”

5 Ground Rules



user-
centered

Service Design looks at the needs and motivations of **all the users** of a service.

5 Ground Rules



co-creative

Service Design **involves all the users** of a service actively in the design process

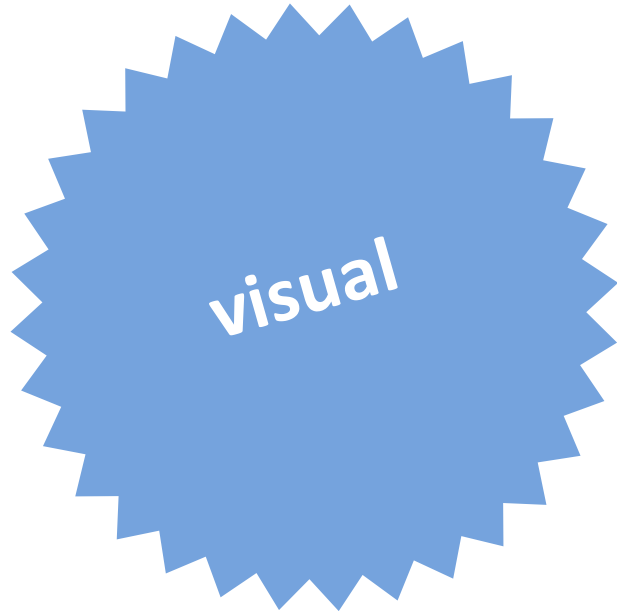
5 Ground Rules



sequential

Inter-connected service processes, ideas and concepts are **visualized in time sequence**

5 Ground Rules



Service Design visualizes service processes, ideas and concepts using **tangible material artifacts**

5 Ground Rules



holistic

Service Design shapes all individual components of your service so that together they **melt into one consistent service**

Who's using Service Design?

The UK government's *uk.gov* website



Government Digital Service

Design Principles

Listed below are our design principles and examples of how we've used them so far. These build on, and add to, our original [7 digital principles](#).

- 1 **Start with needs***
- 2 **Do less**
- 3 **Design with data**
- 4 **Do the hard work to make it simple**
- 5 **Iterate. Then iterate again.**
- 6 **Build for inclusion**
- 7 **Understand context**
- 8 **Build digital services, not websites**
- 9 **Be consistent, not uniform**
- 10 **Make things open: it makes things better**

klink's digital doorman

1 2 min



2 1 min



3 3 min



4 5 min



klink plug&play installation in 4 steps



In-App installation assistant helps you getting started.



klink-Plug establishes connection from the app to your doors.

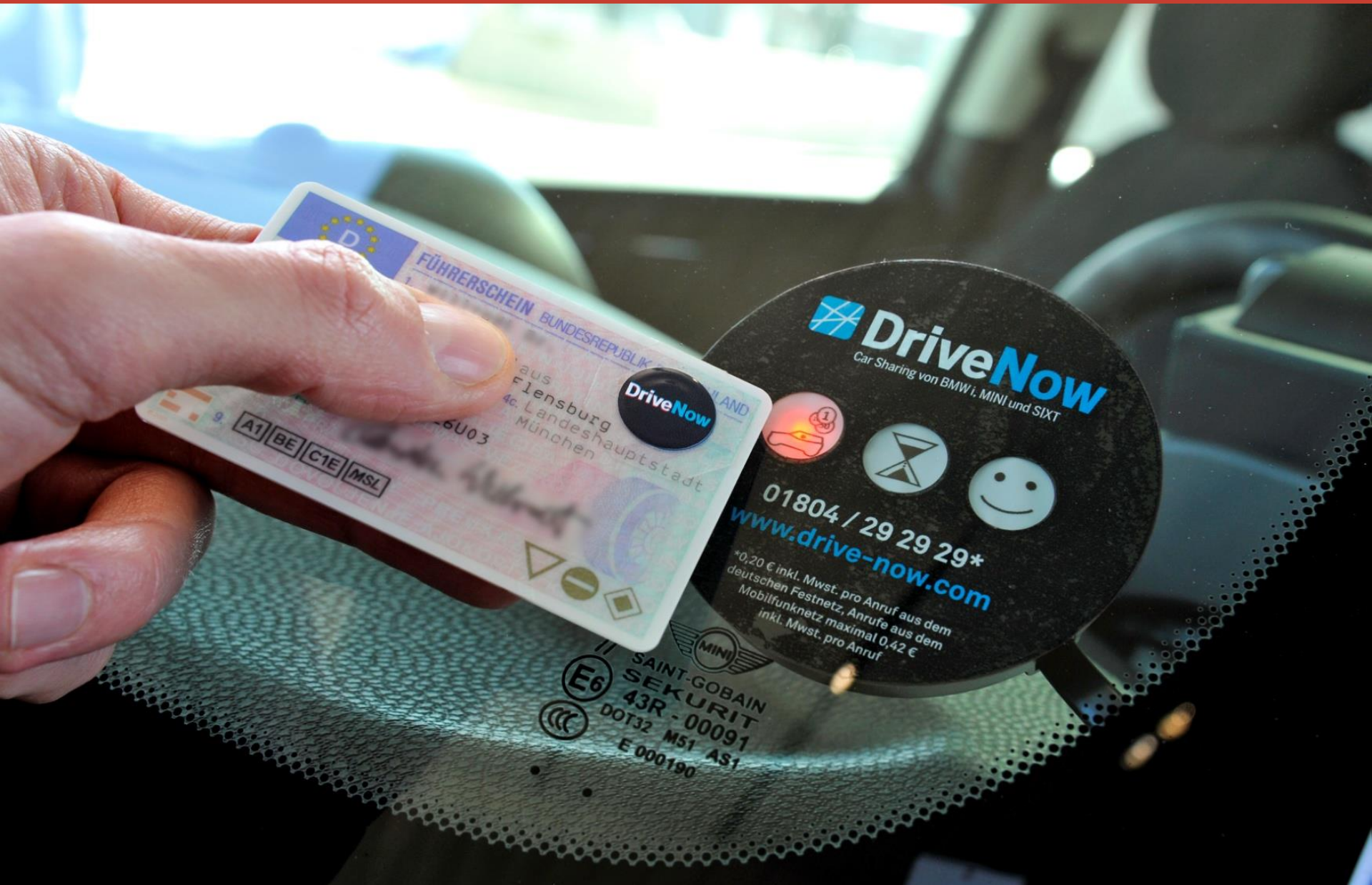


klink-Chip in your door buzzer allows to remote-open the building door.



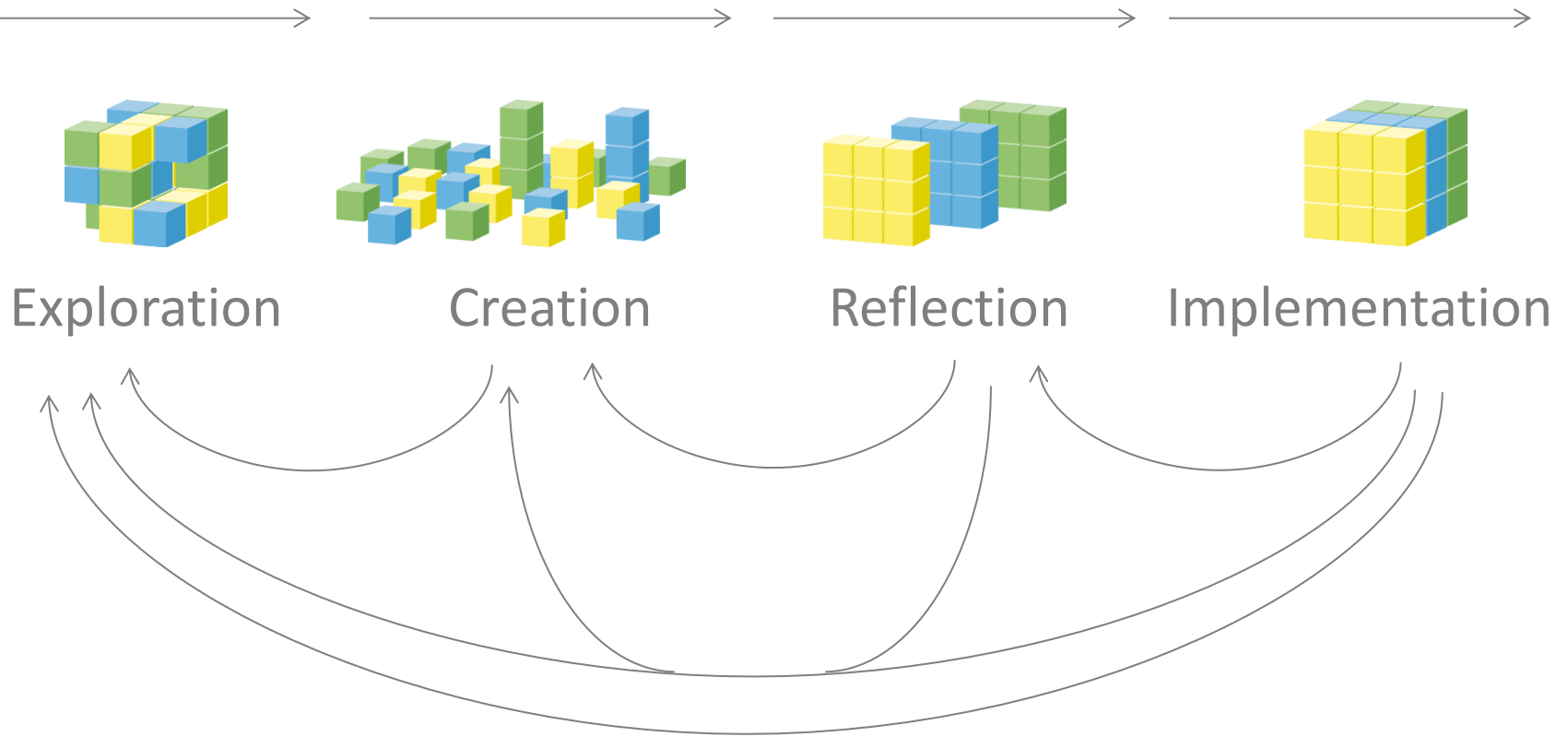
klink-doorlock allows to remote-open your apartment door.

BMW & Sixt's DriveNow



Sounds nice, how do I start?

Service Design iterates



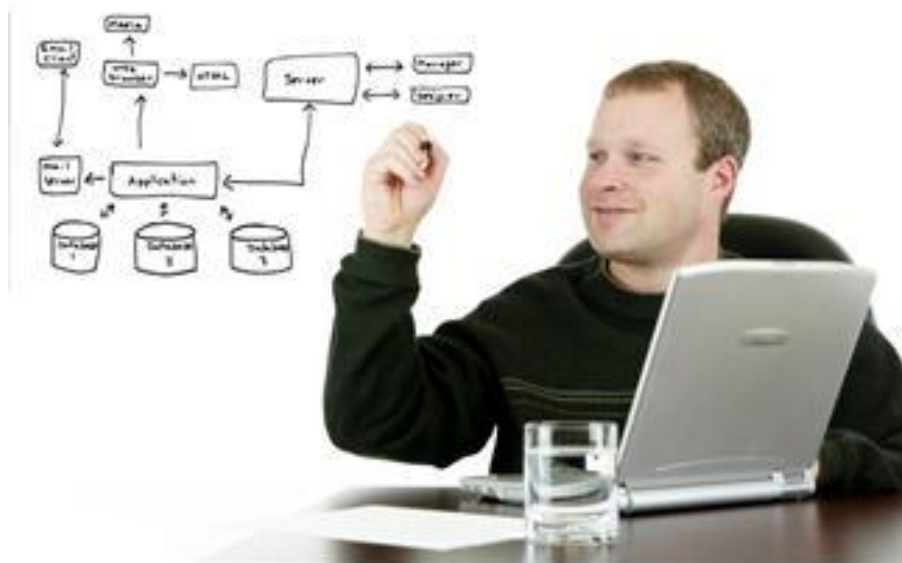
The Service Designer asks...

How can we design our service for **users**?



The Service Designer asks...

How can we get users to help design the process?



The Service Designer asks...

How can we influence the **rhythm** of a service?



The Service Designer asks...

How can we create a **tangible** way to experience our services?



The Service Designer asks...

What do our users want, need & desire?



The Service Designer asks...

How can we make them say, **“Wow!!!”**?



Customer Journey Map

What is a Customer Journey Map?

Detail service interactions **over time**
with accompanying **emotions**



What is a Customer Journey Map?

What are the **touchpoints** where users interact with our service?



What is a Customer Journey Map?

What are **circumstances, motivations & experiences** that feed into this process?



What is a Customer Journey Map?



The Customer Journey Map
is the **resulting story**

Customer Journey Mapping: Course Scheduling

Course Scheduling Customer Journey

- Map steps in process
- Detail
 - Learnship actions
 - Teacher actions
 - Touchpoints, and
 - Emotions at each step
- Pinpoint Ows and Wows



Course Scheduling Customer Journey



- Pinpoint three Ows for further study:
 - Contacting teachers
 - F2F
 - Availability Calendar
- Brainstorm questions we want teachers to answer

Course Scheduling Customer Journey

Our challenge:

F2F

What questions should we ask?

Through interviews we will gather stories, tips, problems, praise and information to help us further define which challenges to focus on.

Write down 5 questions that you will ask each teacher to gather more information about your challenge:

1. How & When should we contact you?
2. How often do you want to be contacted and about what topics?
3. What's your availability? When are you free to teach more? If you don't want more courses with us, why?
4. About ~~course~~ paperwork, is it an appropriate amount? Why/why not? What do you do for other school?
5. Are our guideline of teacher admin clear enough? Are you confused about anything? Do you need Q&A?

Face-to-Face courses – a growing development at Learnship

Course Scheduling Customer Journey



Interview users

- Choose 10 teachers – 5 “ideal users” and 5 “infrequent users”
- Ask them to take part in our survey
- Conduct 15-20 min. interview

Course Scheduling Customer Journey

What did we learn?

- Teachers liked being asked!
- Teachers have strong preferences about how we contact them
- Teachers not always sure which team to talk to
- Look closely at one team's 'trainer communications bottleneck'

NEW PROCESSES



Bettina

1. *Email is better but call me for emergencies.*
2. *I don't mind how often you contact me.*
3. *I'm quite busy but do ask me for more courses!*
4. *Scanning is a bit of work but manageable.*
5. *Instructions are clear.*

(I like it that you care about teachers' opinions!)

Your Turn!

Your Customer Journey Map

1. You'll receive cards with different steps in the customer journey
2. Work with your group to order the cards
3. We've 'interviewed' your customer for you
4. Map out your customer's feelings
5. Select one low point to improve – brainstorm improvements

So, what happens next?

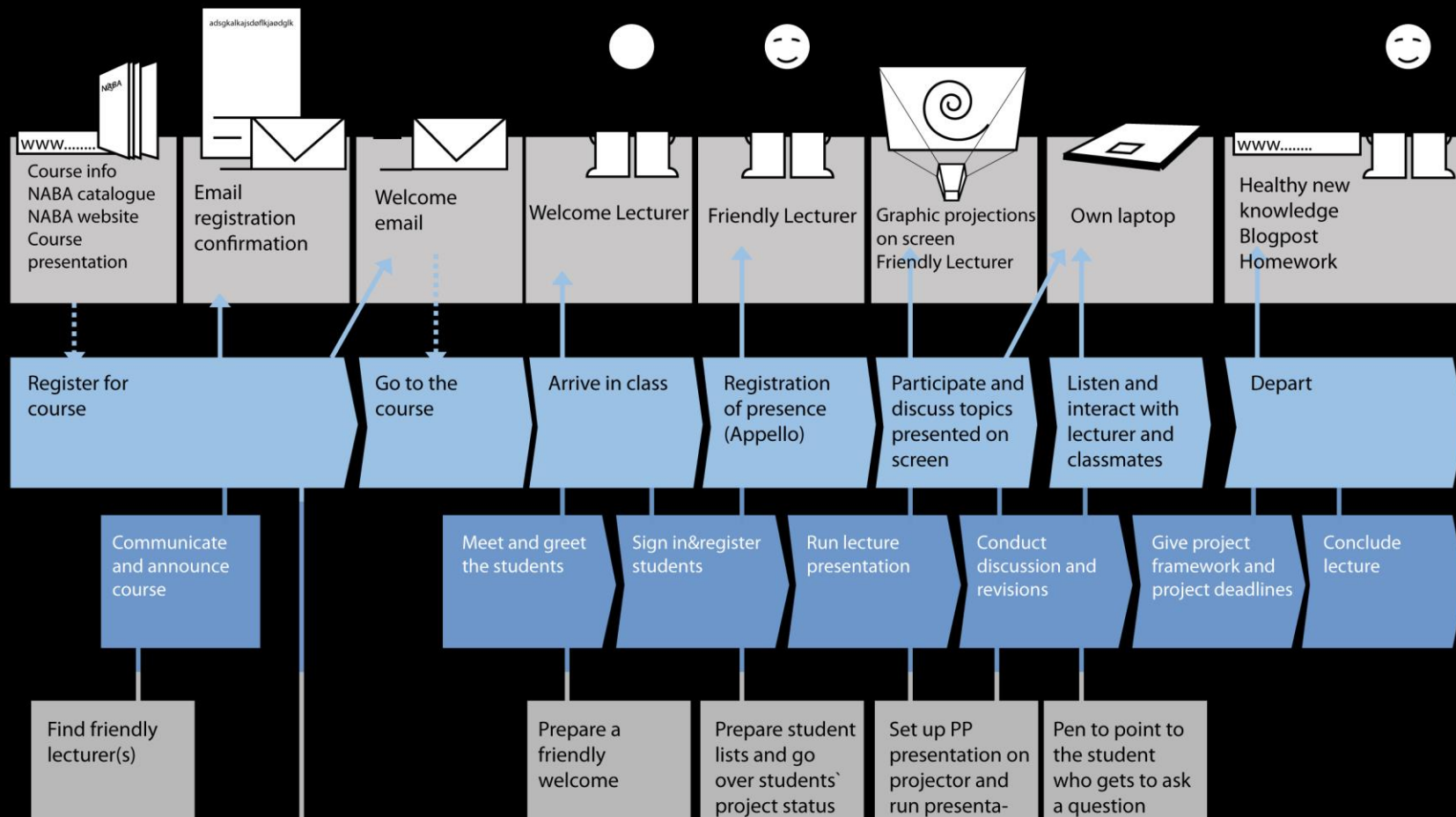
What would happen next?

More research - ask customers and staff



What would happen next?

Create a Service Blueprint



What would happen next?

Implement and iterate!



How can I do Service Design?

How can you use Service Design?

- Do for your school!
- Do with your students!
- Do with your clients!
- Learn more here:
 - <http://www.service-design-network.org/>
 - <http://www.servicedesigntools.org/>

Questions?

Comments and questions to
tia.robinson@learnship.de



Thank you!

Image Credits

1. Customer Journey Map Slide 34 -
http://www.servicedesigntools.org/sites/default/files/res_images/CJM.png
2. Service Blueprint Slide 45 -
<http://mu2naba.files.wordpress.com/2009/05/mu-blueprint.png>