



GO SOMEWHERE - I DON'T KNOW WHERE
DO SOMETHING - I DON'T KNOW WHAT

Alexander Lebedinskiy

Service Design Jedi

MAPTHEMOMENT.COM

Why am I
qualified to talk
about this?



Terms...

PRODUCT



SERVICE



VALUE



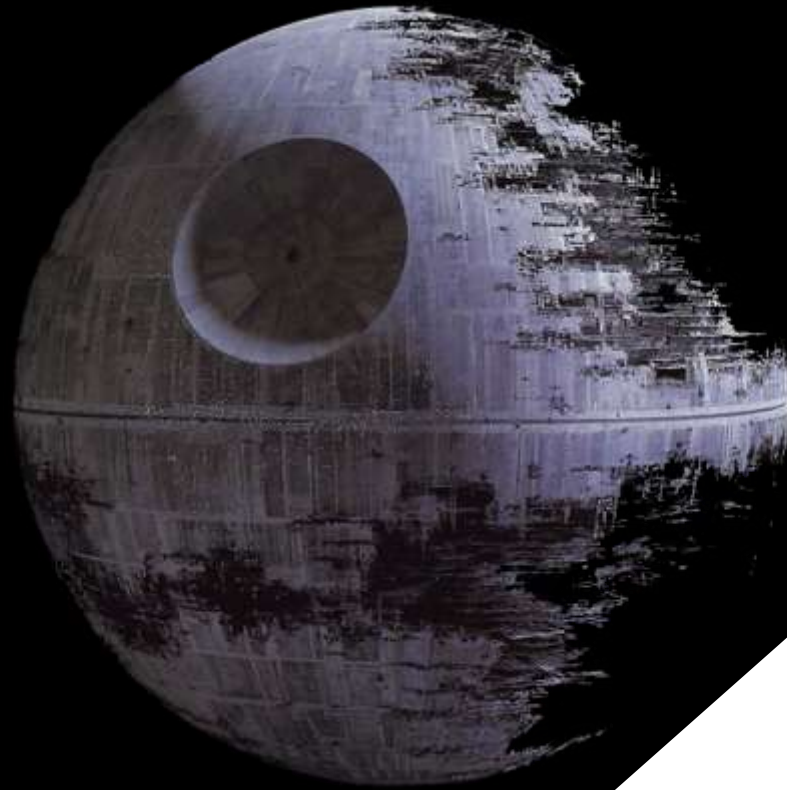
EXPERIENCE



DESIGN



Bad design
VS
good design





- Takes a long time to figure out
- Requires unnecessary actions
- Needs reworking
- Unclear what to expect from the system
- Prone to “human error”

- Doesn't make you think
- Minimizes actions needed to achieve results
- Errors are identified during prototyping
- Always clear what the outcome of an action will be
- Accounts for probable mistakes

Human Factor

**“THE EMPEROR'S MADE A CRITICAL ERROR,
AND THE TIME FOR OUR ATTACK HAS COME.”**

Mon Mothma



Norman's Doors

Don Norman



“Beautiful Things Work Better”



Book

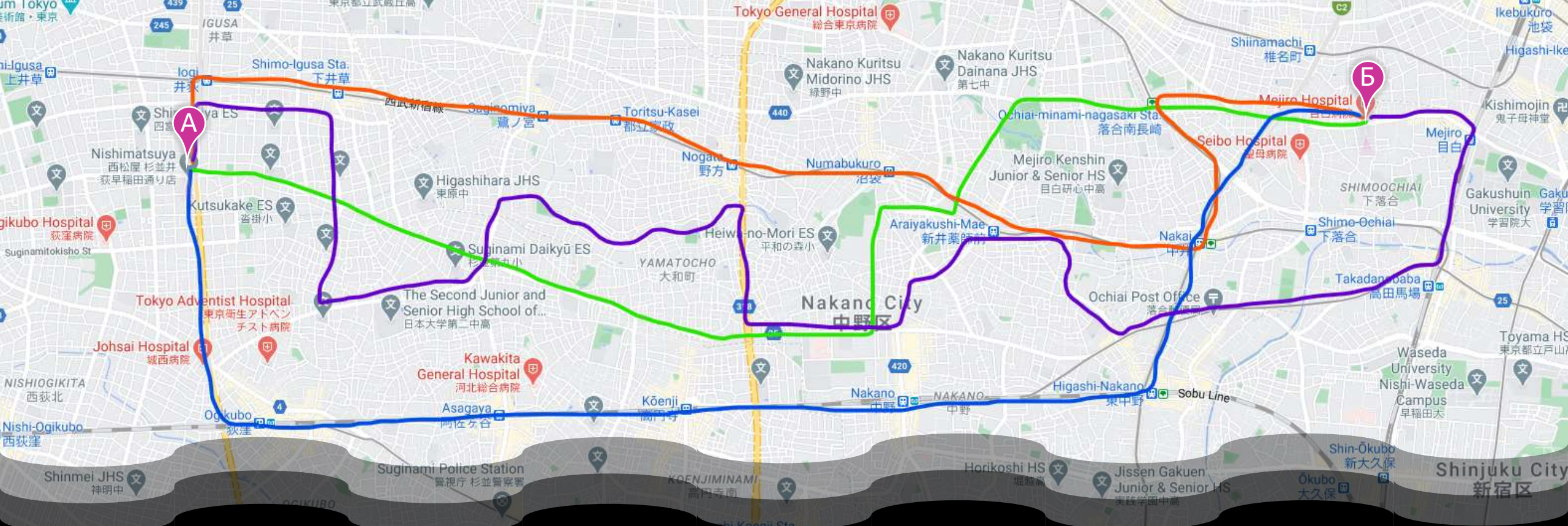


TED



Why does
bad design
happen?





Why doesn't
bad design
die out?



VALUE

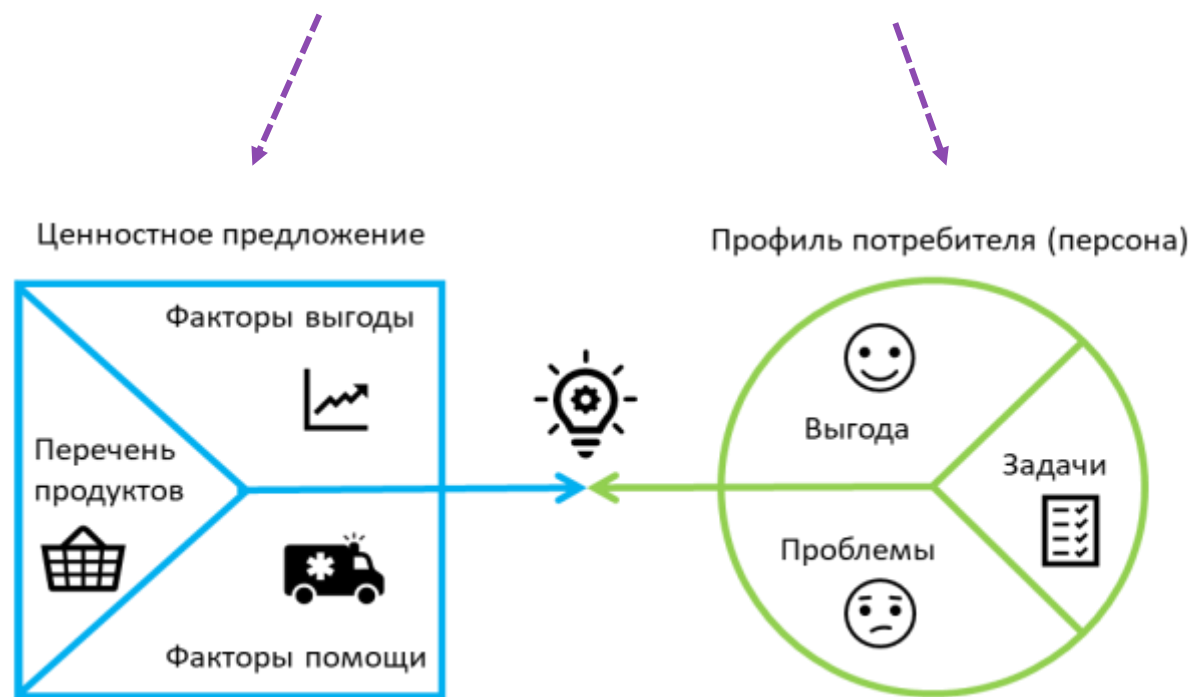


USABILITY

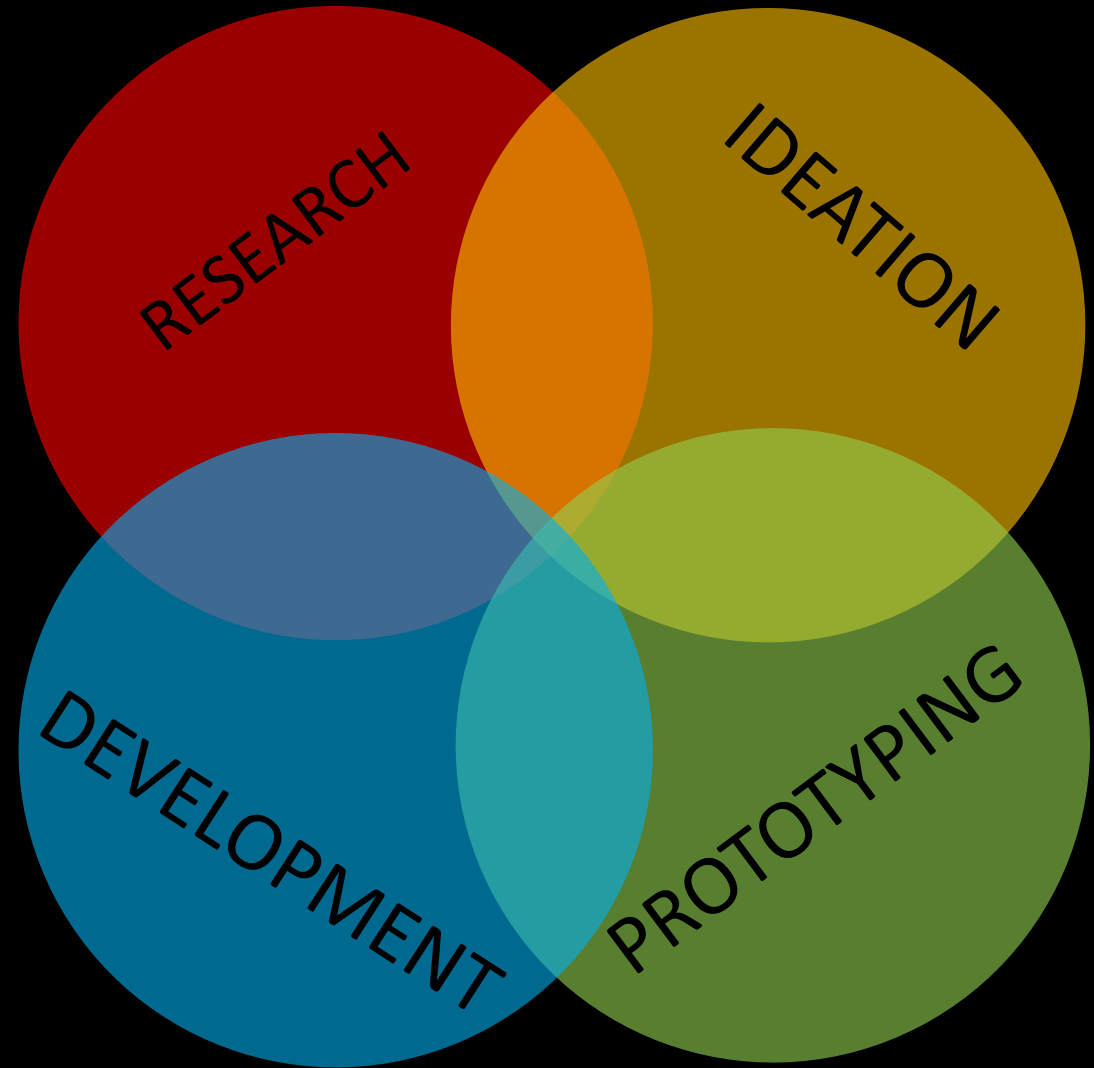


How to do it
right?

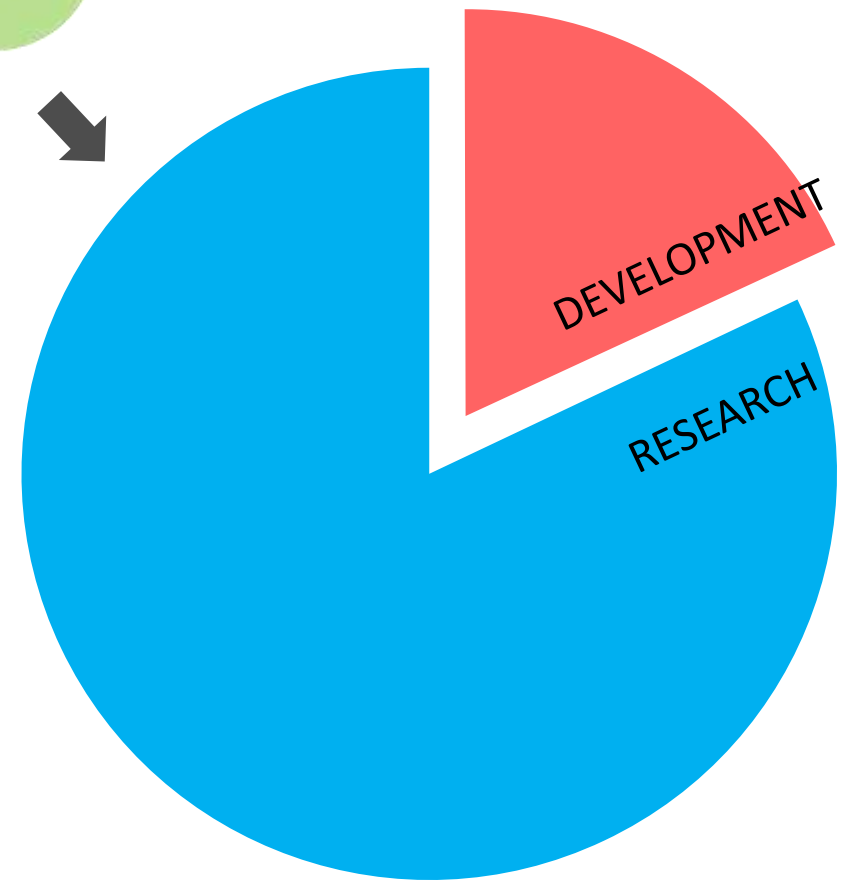
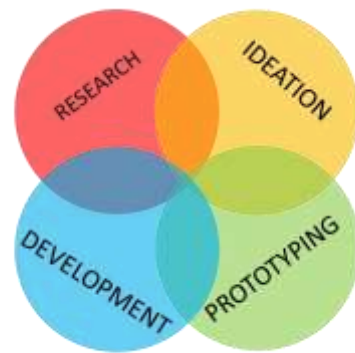
Experience is
reality *minus* expectations



Service Design



80 / 20



RESEARCH

QUOLITATIVE

What? Why?

Unstructured or loosely structured
methods

QUANTITATIVE

Where? When? How much?

Structured, statistically
supported methods

good Principles of ~~Service~~ Design

1

Human-Centered
Design (HCD)

2

Collaboration

3

Iteration

4

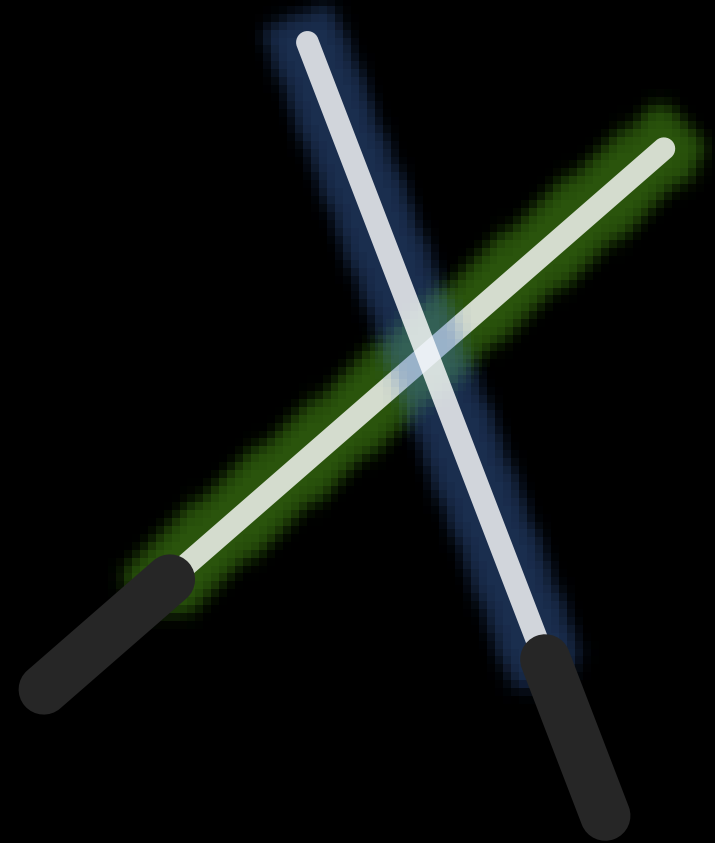
Consistency

5

Realism

6

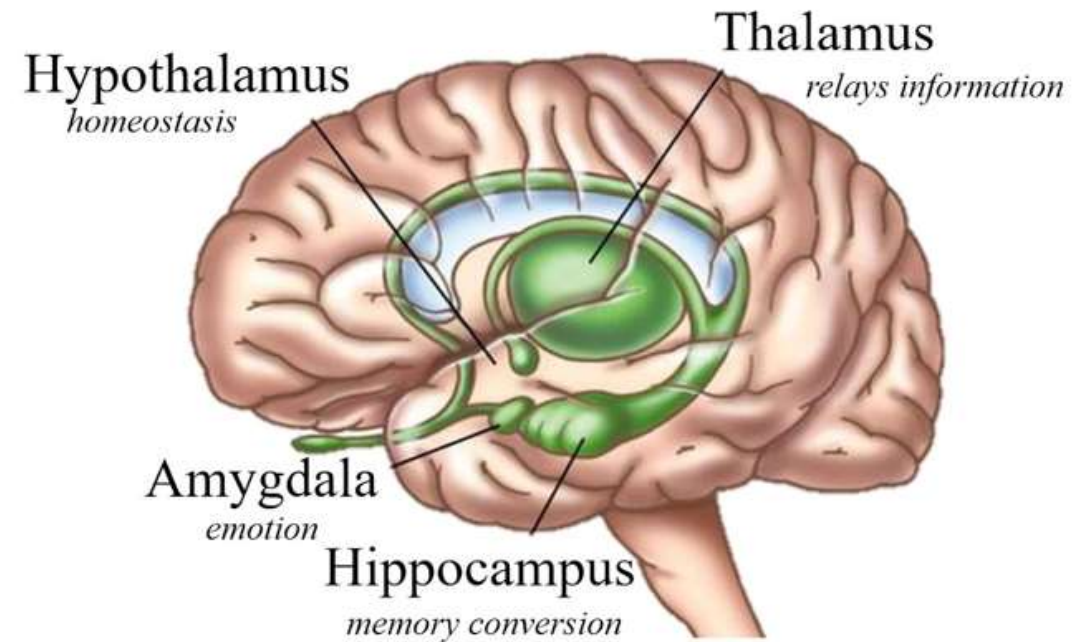
Holistic approach



Emotional Design



The Limbic System



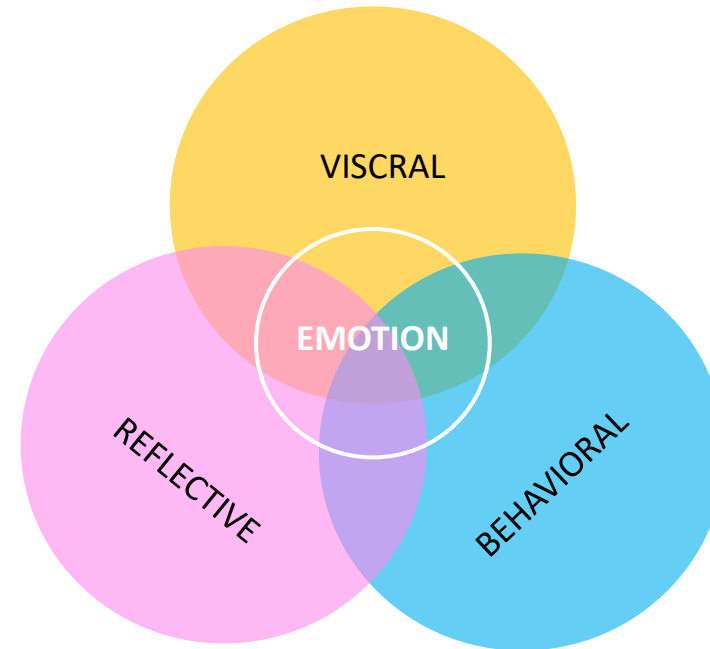
Emotion is part of memory mechanism!

MAPTHEMOMENT.COM

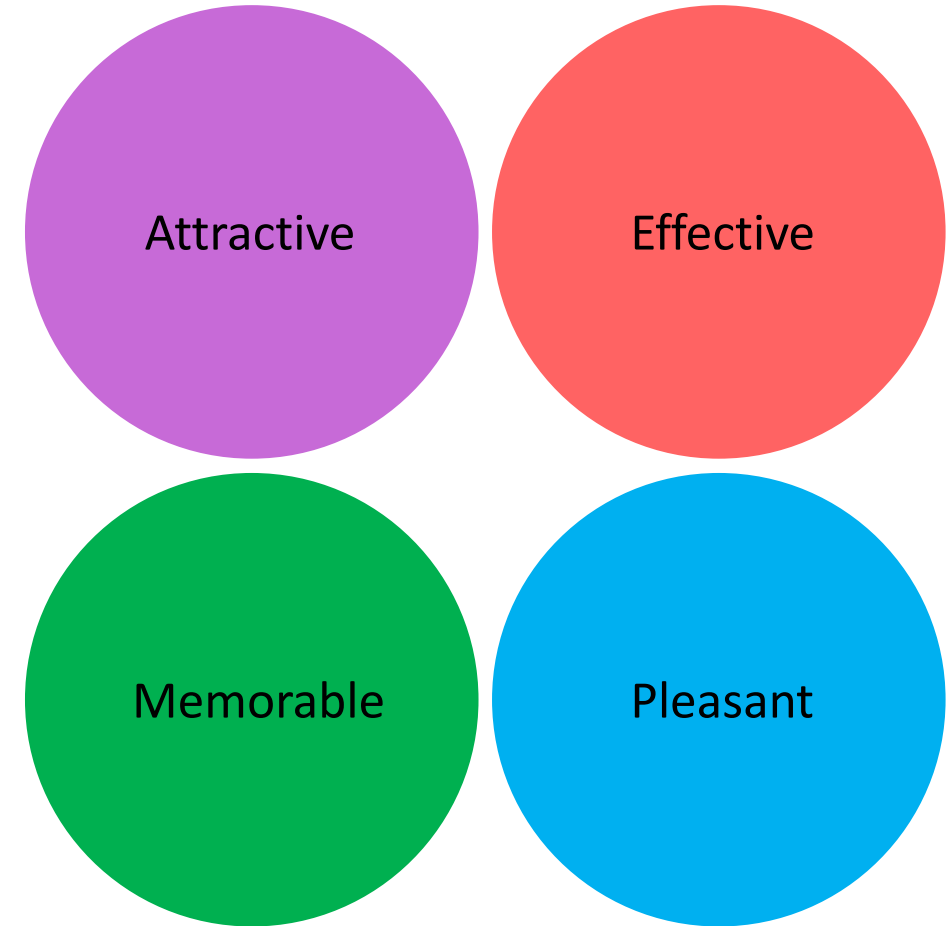
Emotional Design

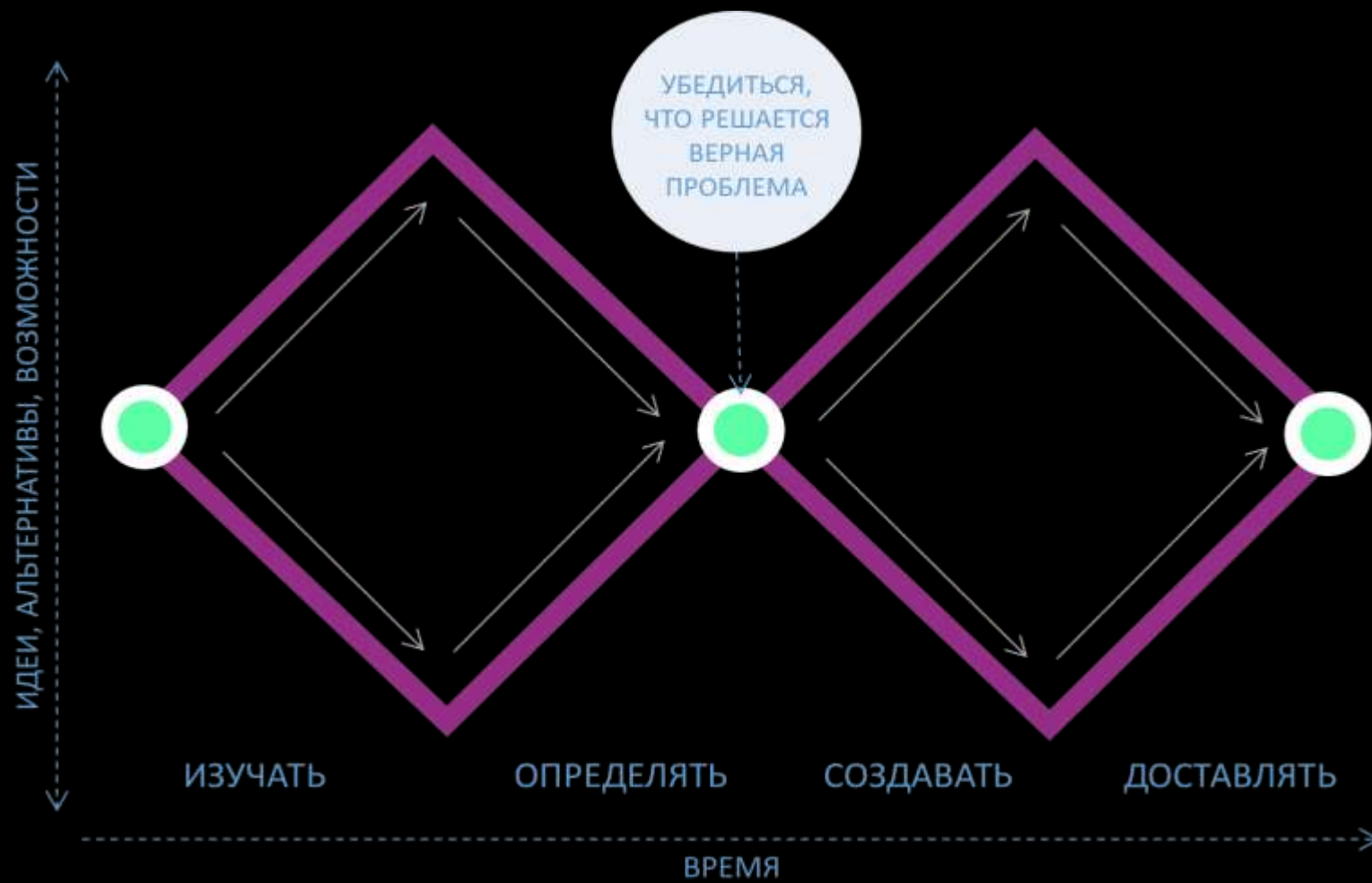


Three Levels of Perception (and Design)



Emotional Design





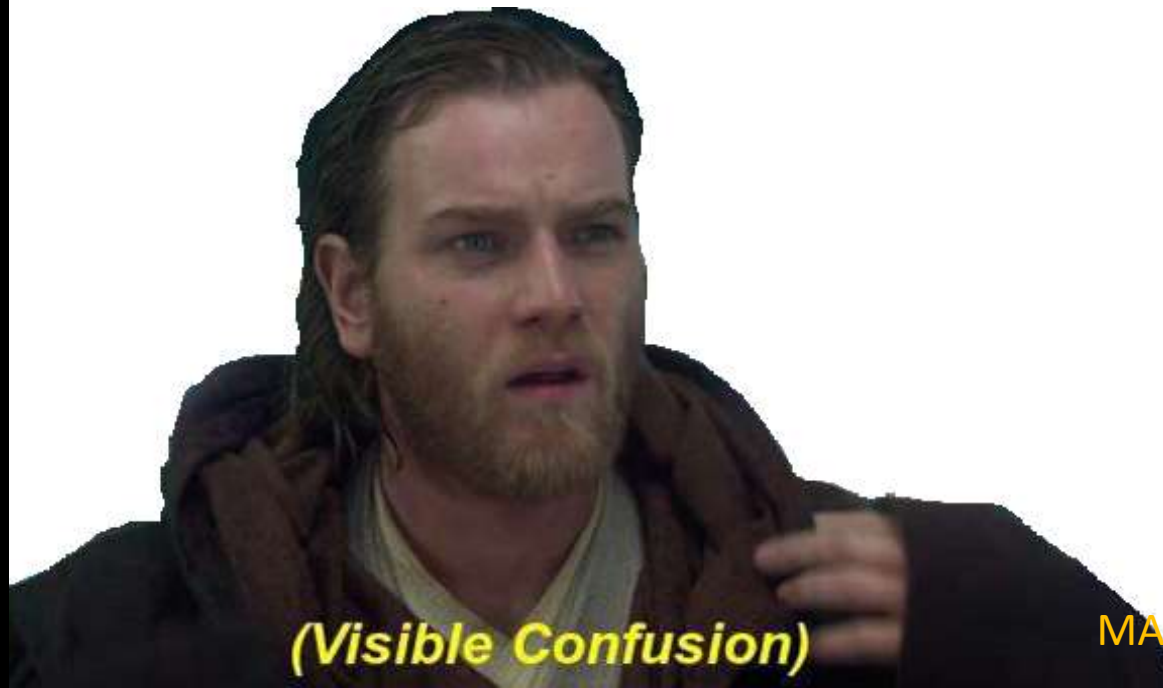
What is important in User Research

- Avoid Assumptions
- Know whom to ask
- Know what to ask
- Know how to use the answer



And remember:

People say one thing,
Think another,
Do a third,
Think they do a fourth
And say they think the fifth



(Visible Confusion)

MAPTHEMOMENT.COM

Personas



Name: Han Solo

Origin: Corellian

Profession: Smuggler

Biography:

Son of a prince and descendant of a king. Raised without parents from age 2, joined the Empire, saved a slave, and had to flee. Hero of the Alliance and New Republic

Tech:

Excellent pilot, great shooter.

Personality:

Bold, logical, rough, gambler, stubborn, independent.

Empathy

SAYS

DOES

THINKS

FEELS



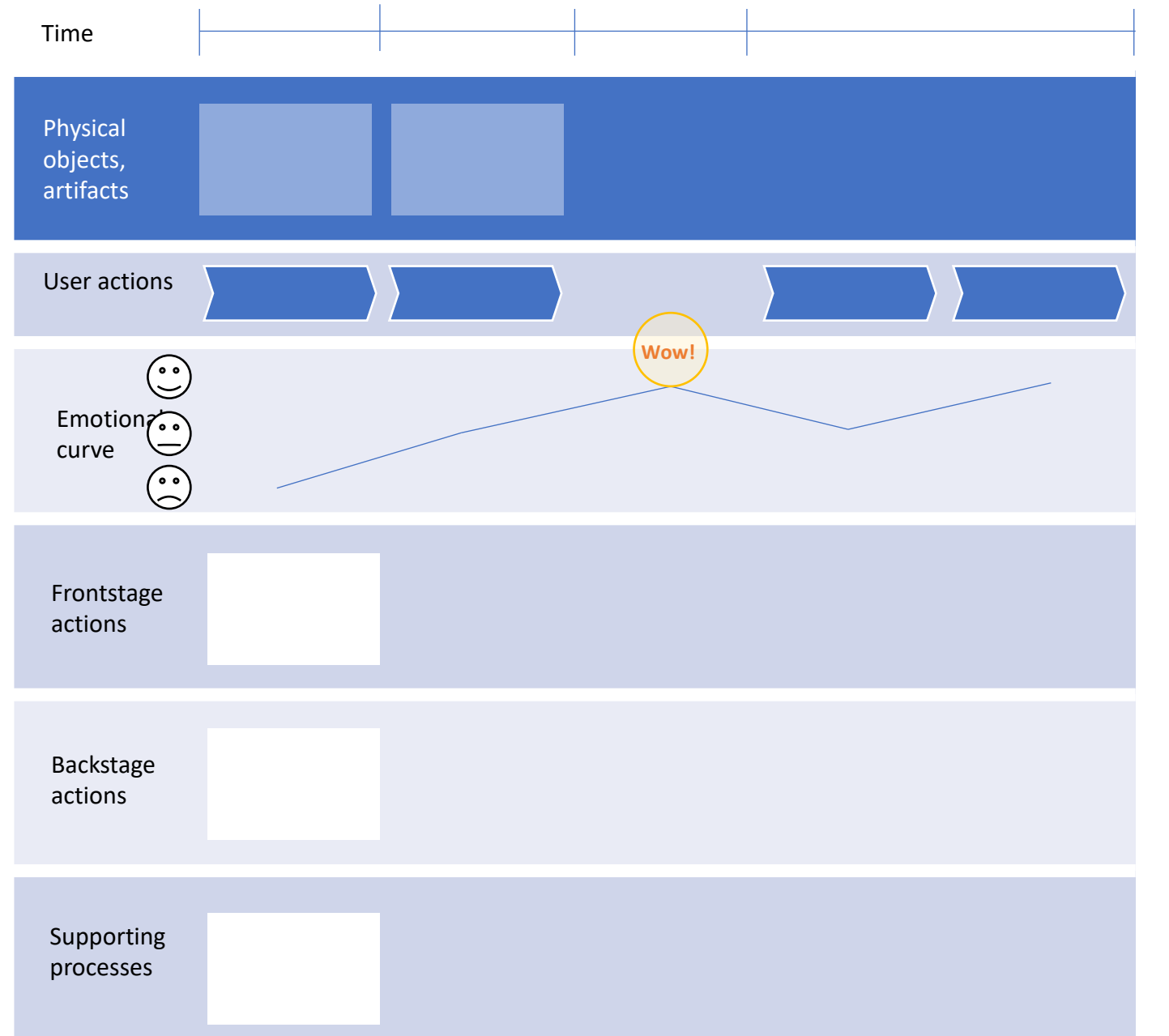
Compassion, attention, openness

Empathy

Empathy is great, but it won't solve **all problems**

We must focus on the **actions** people **want** to perform
(even if they themselves **don't realize** them)

CJM VS Service Blueprint

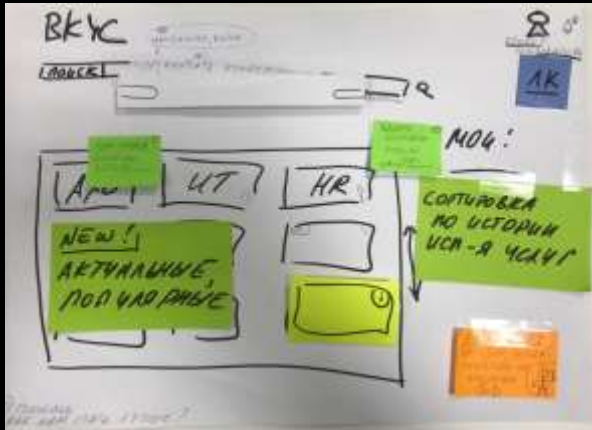


Prototypes



Horizontal lo-fi prototype

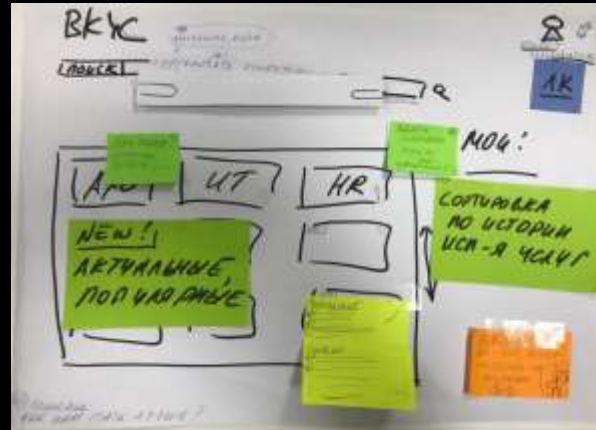
1



2



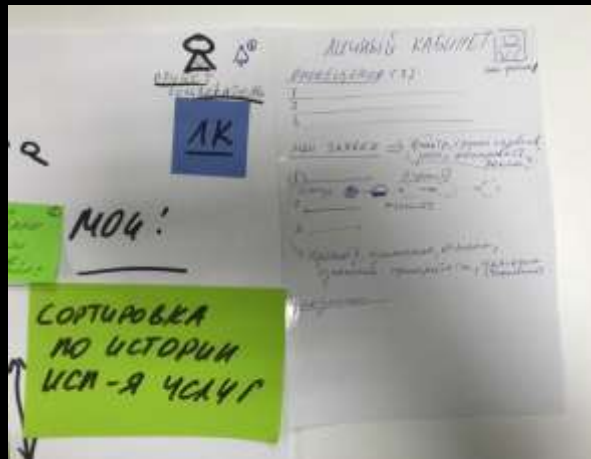
3



4



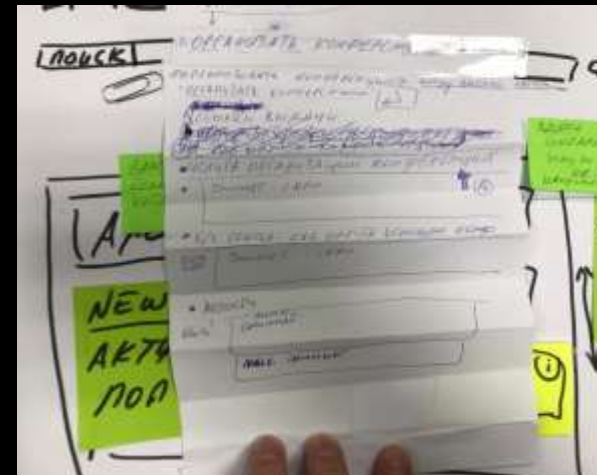
5



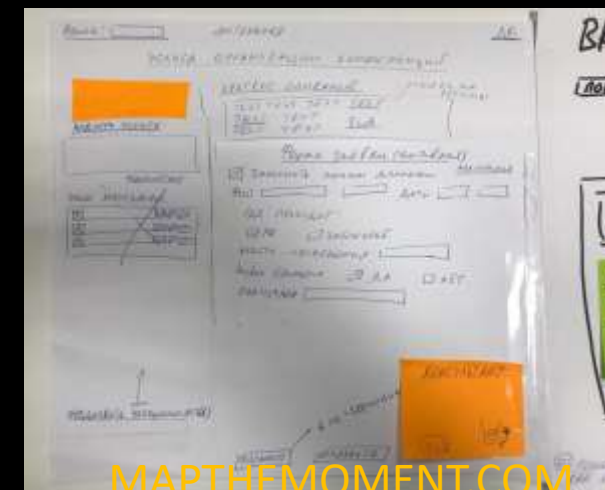
6



7



8

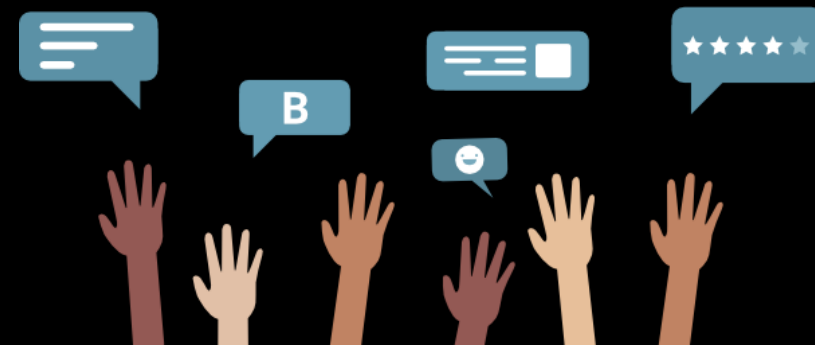


Quantitative Research Methods

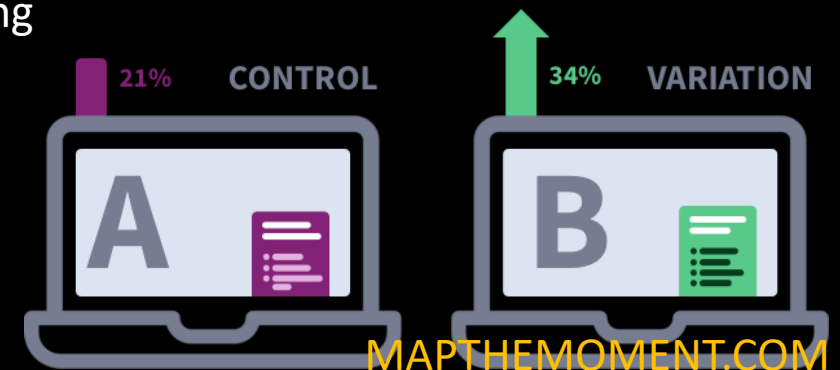
Analytics



Surveys



A/B testing



What's next?



Where can this be applied?

1

Digital products

2

Services

3

Procedures and
processes

4

Governments



In summary

To create a product you know nothing about, but that people will love, you need to:

1

Think about people

2

Study people
and their
problems

3

Create and test multiple
hypotheses

4

Build teams with diverse
strengths

5

Test everything in real
world

6

Keep asking and asking.. And
adapting

MAY THE FORCE
OF SERVICE DESIGN
BE WITH YOU