

Ukraine Design Forum

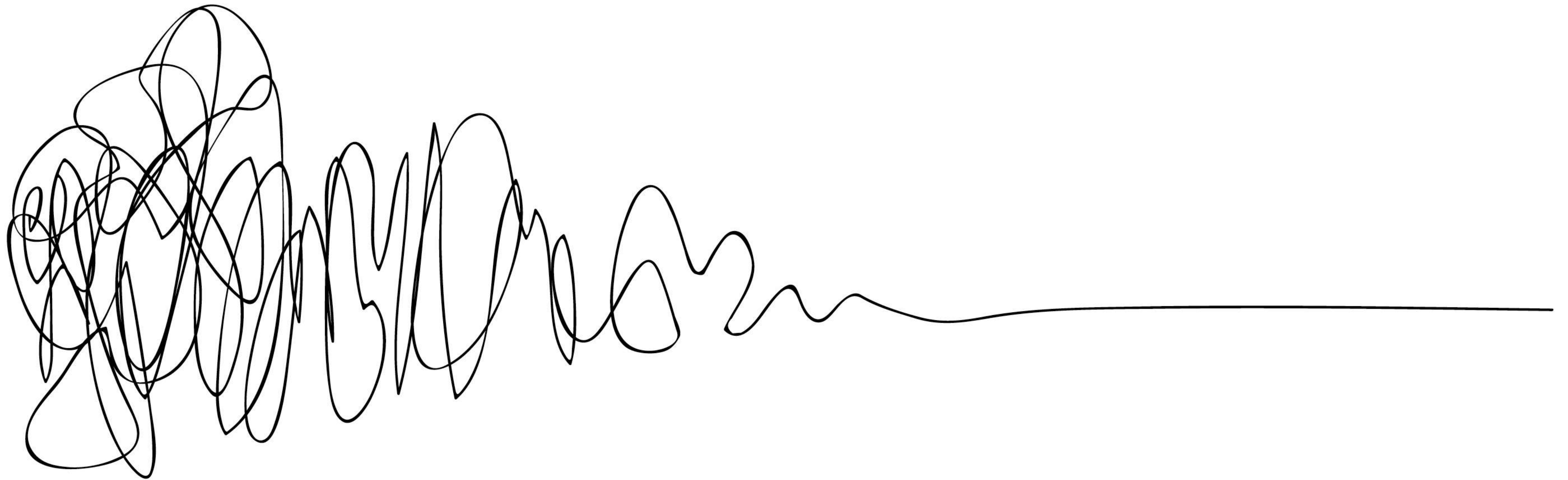
Service design workshop: customer journey mapping

September 15, 2017

brand manual

WE MAKE THEM TALK ABOUT YOU

The “fuzzy front end”



What is service design?

brand manual

WE MAKE THEM TALK ABOUT YOU

Service design = marketing + innovation

Marketing is everything the company does,
not just what the company says.

All stakeholder experiences are based on a combination of real interactions, impressions and heresay.

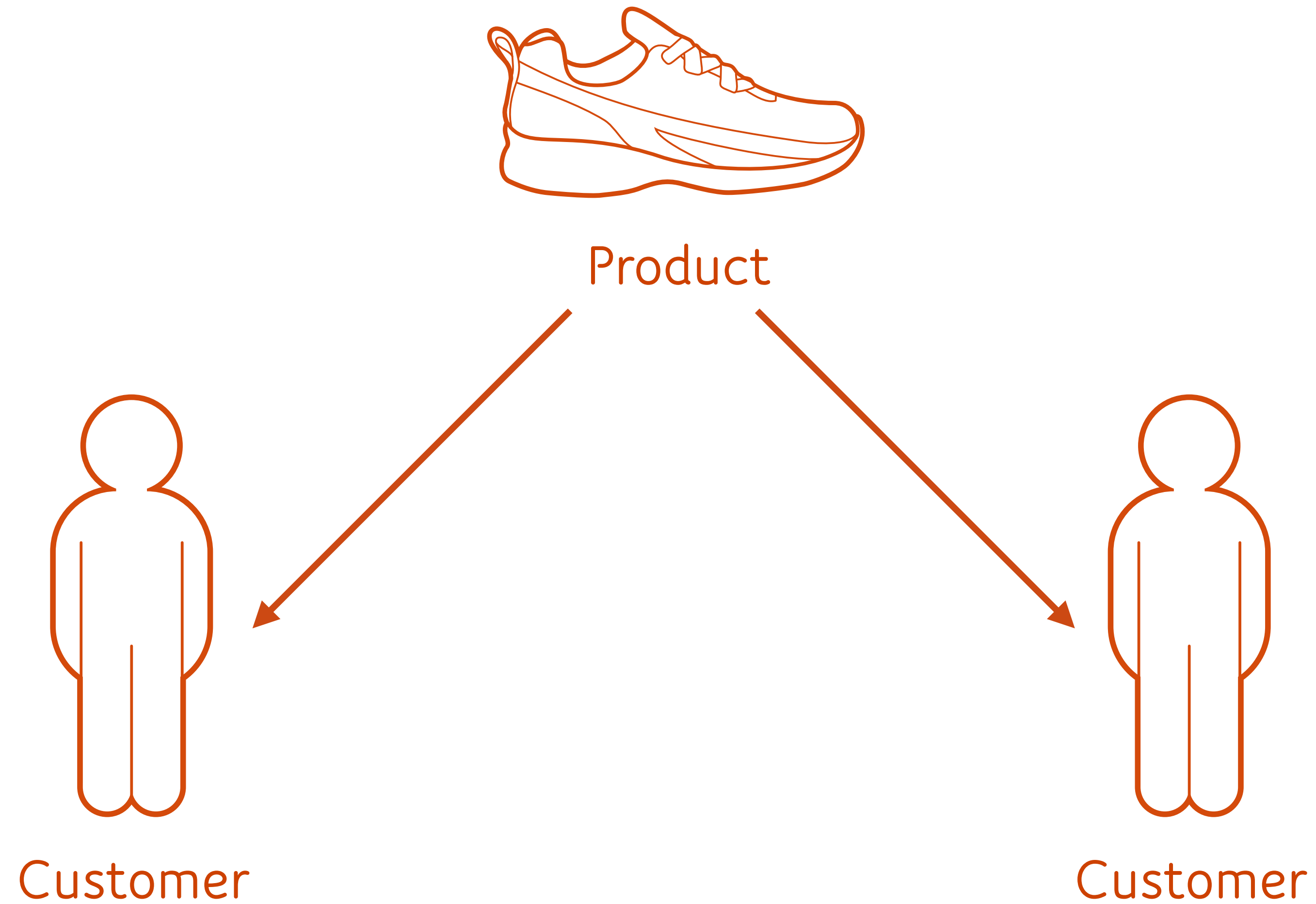


Often, the biggest **innovation**, as experienced by customers, is simplification.

While internally simplification can mean a radically different way of doing things, externally it can simply be the removal of an irritating step along the customer journey.



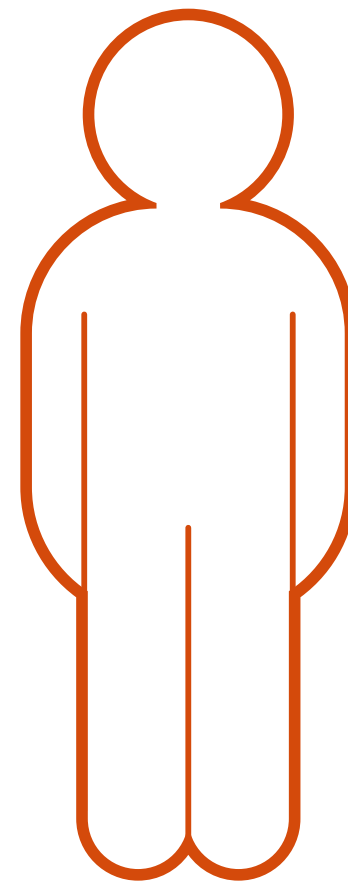
Improving the customer experience, increases brand loyalty, reduces costs and improves WOM, which attracts more customers.



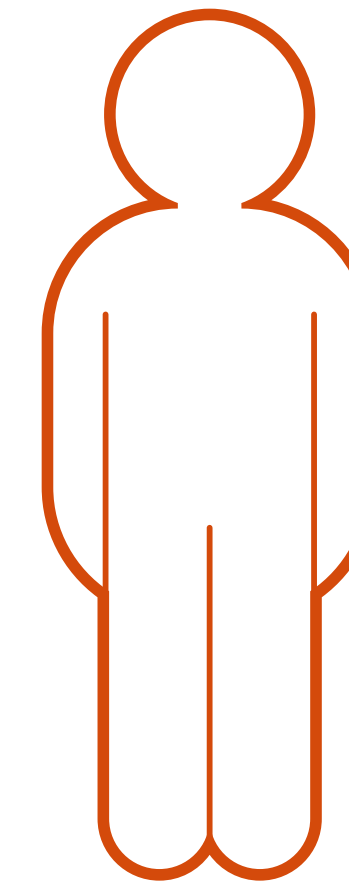
“We explain to you why you need it.”



Product



Customer

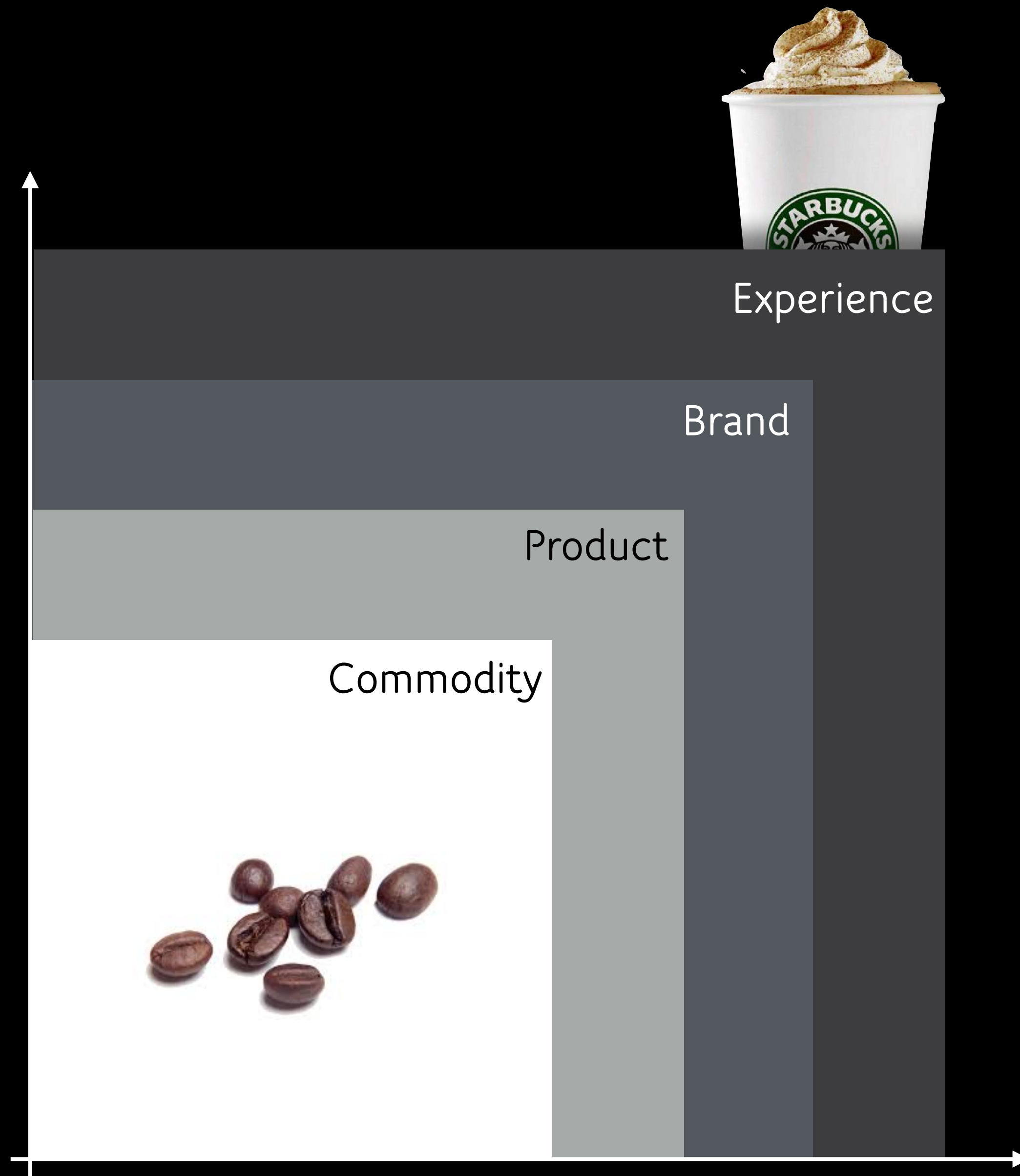


Customer



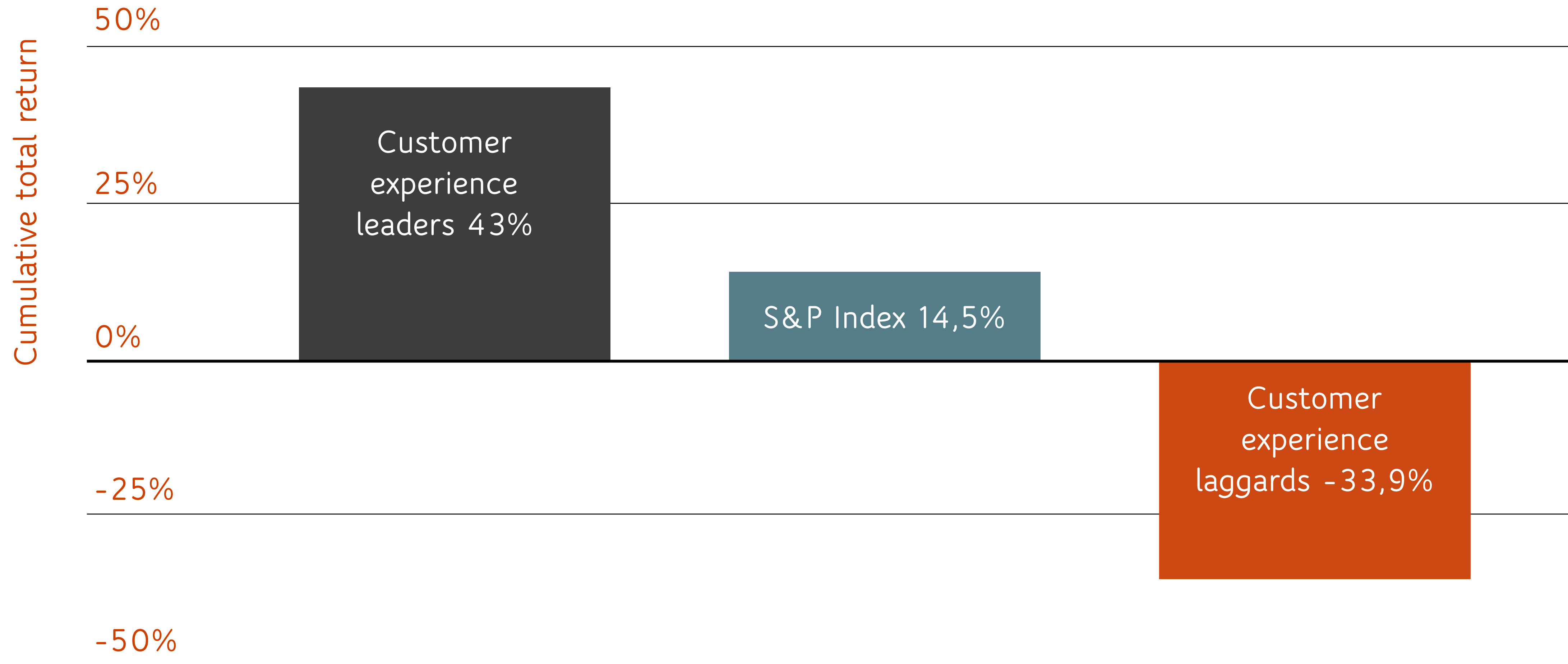
“Look what I bought!”

Experiences matter



The evolution of
business from **what**
it is to **how** it is.

6 year stock performance: Customer experience leaders vs. laggards vs. S&P 500 Index

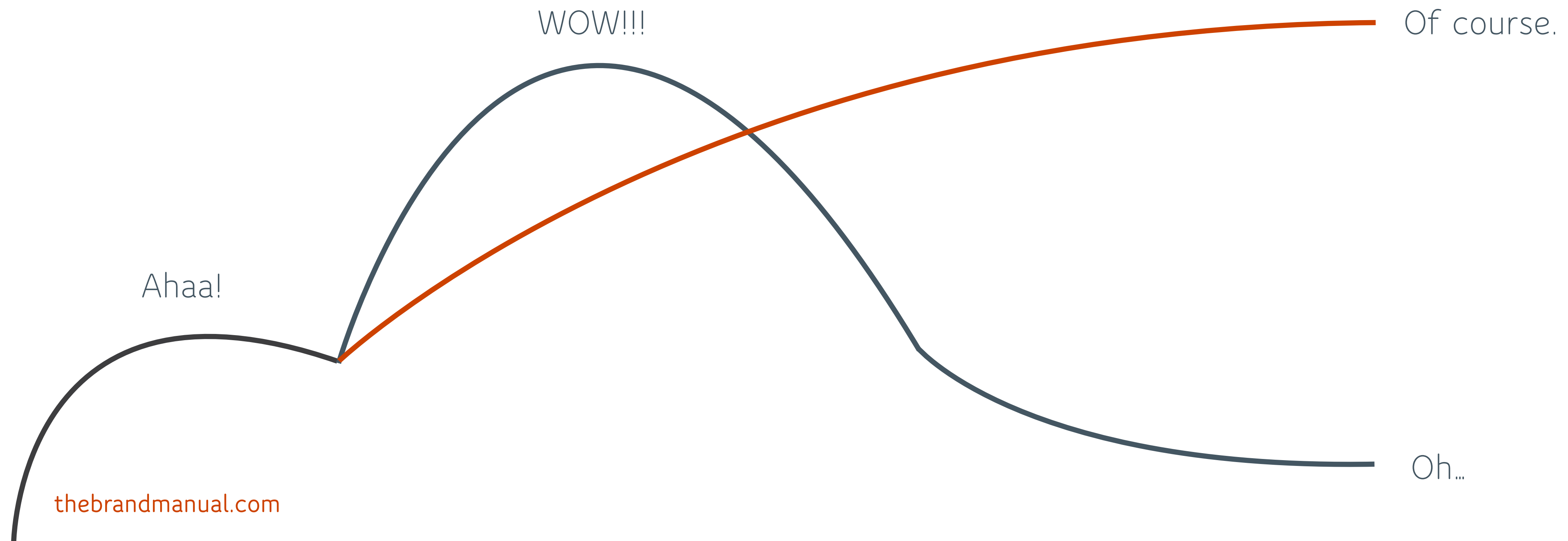


Laws & fundamentals

Hick's law

The time required to make a decision is a function of the available options. If the choices don't obviously make sense to the customer, they'll choose nothing at all. **Reducing choice improves customer satisfaction.**

You're not looking for "wow".
You're looking for a lack of "oh no".



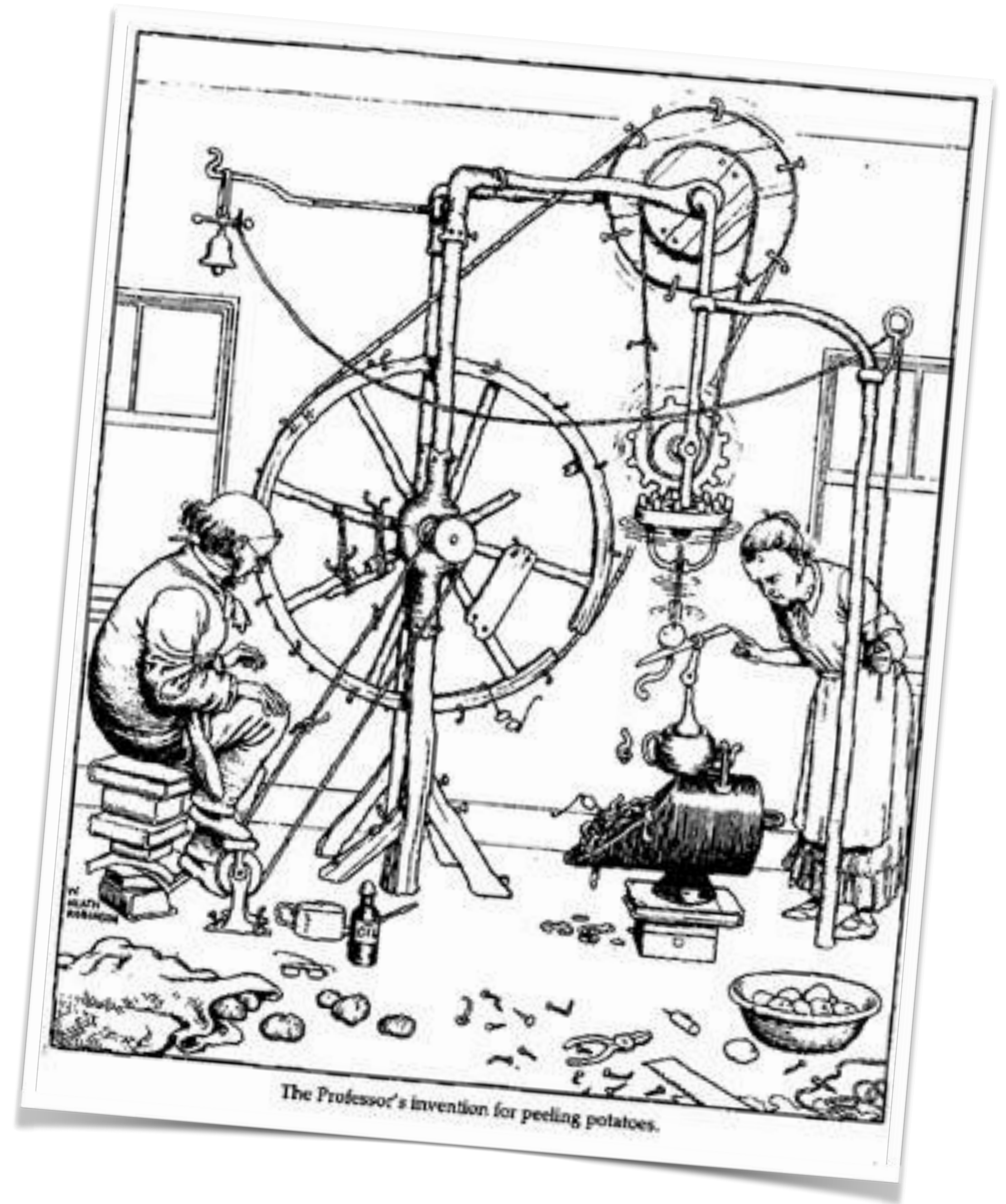
Ockham's razor

Given a choice between functionally equivalent designs, the simplest is always preferred.

Unnecessary elements decrease efficiency and increase the probability of unintended consequences.



VS.



Key ingredient

Empathy

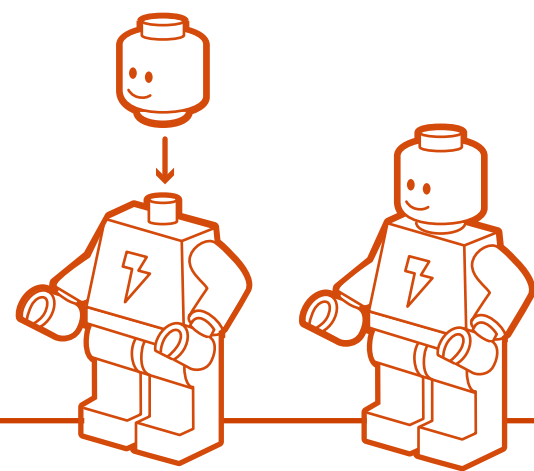
“The deepest form of understanding another person is empathy...[which] involves a shift from...observing how you seem on the outside, to...imagining what it feels like to be you on the inside.”



1

Get out of the office.
Watch. Listen. Observe

2 **Talk to the people you're designing for.**
Initially, you won't understand them.
Which means you're doing something right.



3

Be curious.
Find people unlike you, and hang out for a while.
Then ask the same questions they do.

4 **Do what they do.** Designing for stay at home mom's?
Take the day off and go to the park.
Hang out at school during drop-off time.



You want to know “why” people do what they do. Not just “what”.

Understanding context

Your first baby or the 31st birth of the day?



Understanding the context of the customer is crucial to being able to improving the experience.

Are you in McDonald's...

a) ...to get your food fast and eat slow;

b) ...because you're in a hurry?

Your context will influence your perception of the waiting time.



Timeframe definition

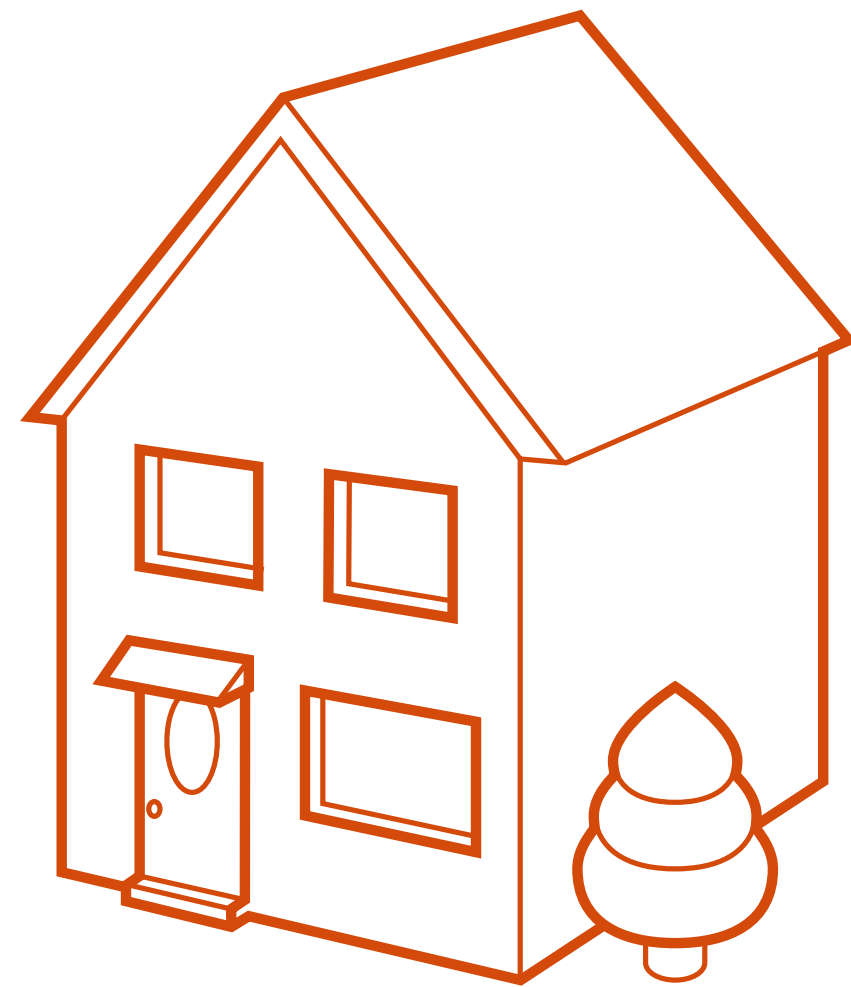
The timeframe is defined as the period from **need to satisfaction**, from the customers' point-of-view.

The standard definition of time is:

Attract > Choose > Use > Support > Retain

However, in real life these definitions need to be ammended to reflect your service / business.

Buying a new home can take years from attract to retain whereas visiting the fast food joint can take all of 15 minutes from beginning to end.



Context + timeframe

A stressed customer with limited time vs a relaxed customer with all the time in the world.

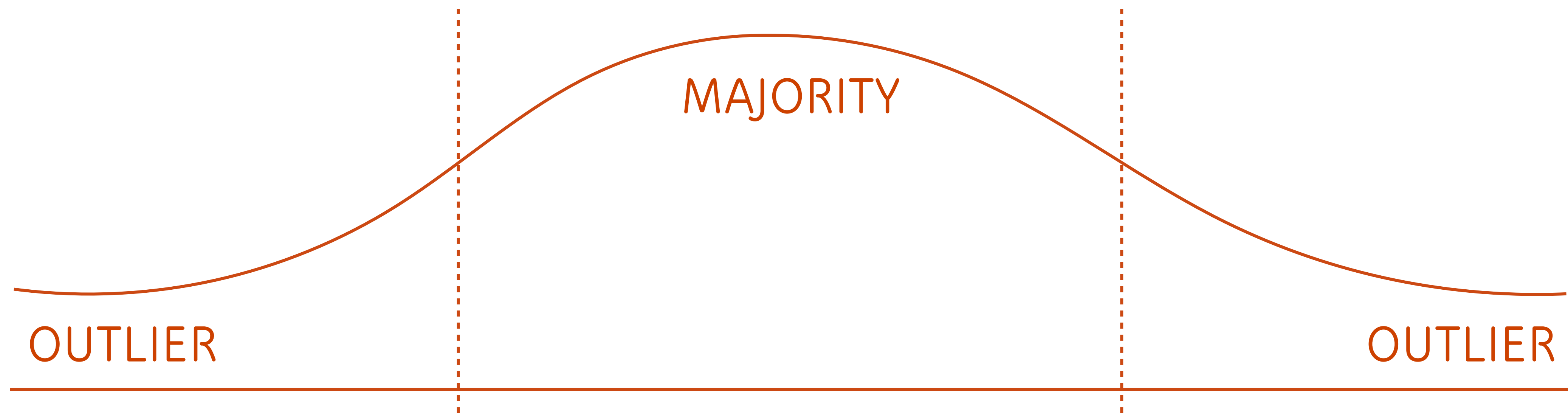


Personas

Personas are representations of customers or customer groups. Each persona is a character, that facilitates empathy and removes ambiguity in the context of the workshop.

Personas should be developed both on the basis of the majority as well as outliers.

Outlier profiles, in general, provide more insight.



Generally personas are created based on an information template, which includes socio-economic information, social information and behavioral aspects.

PERSONA GRID

Persona's name is: _____

Jeremiah Gardner & Don Copeland Patience
From the Lean Brand | LeandBrandBook.com

Technique: Analysis + observation Focus: Characteristics Goal: Uncovering	Technique: Intuition + interpretation Focus: Character Goal: Understanding
LOOKS <i>Appearance</i> Insert a photo or image that best represents your audience If possible, include an image that shows where they use your product (work, home, 3rd space, etc)	LIKES <i>Psychographics</i> List common personality traits What do they do for fun, relaxation or enjoyment: activities and interests? What are their favorite sites, magazines, TV programs etc? List other relevant attitudes, values or behaviours?
LIFE <i>Demographics</i> What does a day in their life look like? Where do they live? Educational background? Relationship status? Children? Pets? Describe current career stage and environment (school, office job, physical work, retired etc)? Previous career history? What are their friends like? Colleagues, co-workers?	LOVE <i>Aspirations</i> What are their strongest beliefs and opinions? What do they want to achieve, improve, or make better? Who or what do they idolise? Who do they want to become? What type of experience do they want or expect? What would delight them?

However, more information makes it harder to empathise with what is crucial. Rewriting the “data” into a narrative is much more powerful.



Pontus Sjöström

5 years old.

First transplanted when he was 1 year old. Diagnosed with kidney failure 4 weeks before birth, had only one malformed kidney. After 4 years the kidney he received from his father failed. Ended up in the emergency ward and is now dialysing in the clinic. Tries to be positive but doesn't understand what is happening. What did he do wrong?

Journey mapping

We know more than we recognise.

By first creating a “hypothetical” customer journey map, with only internal stakeholders, we can “guess” our way to how we believe that the customer experiences our service.

The hypothetical journey map points to potential problems, which can be researched in more depth, and provides a framework for conversations with real customers.

The use of personas to empathise with
(and role-play if possible), adds depth to
the hypothetical customer journey.

The journey map must include the emotional journey: so that it isn't just the what happens, but **how it feels, when it happens.**



What it is

How it feels



Our task today

Create some personas, using the template and then quickly rewriting them in 3-4 sentences on an A4.

Use the personas to map the customer journey for a visit to the movies.

Once you've mapped the customer journey, you can think of ways to improve the experience one touchpoint at a time.

Attract

How do I find out about the movie?

What's getting the customer's attention? Where is it happening?

What is the customer doing?

Where is it happening?
Is it in the real world or on a device?
Websites, 3rd party systems?

How does the customer feel along the touchpoints?

What does the cinema do at each stage of the customer journey?
People, processes, systems, infrastructure.

Choose

What makes me choose a movie over other options?

How is the customer making his / her choice? Is there an influencer?

Use

From the moment I walk in the door until the movie ends

How is the customer getting to "use" the film? What happens in the cinema?

Support

End of the movie until I'm on my way home

After the movie ends, what happens?

Retain

What makes me go again?

How is the cinema working to get the customer to come back?



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Persona grid

Persona's name is: _____
Jeremiah Gardner & Don Copeland Patience From the Lean Brand | LeandBrandBook.com

Technique: Analysis + observation
Focus: Characteristics
Goal: Uncovering

Technique: Intuition + interpretation
Focus: Character
Goal: Understanding

LOOKS

Appearance

Insert a photo or image that best represents your audience

If possible, include an image that shows where they use your product (work, home, 3rd space, etc)

LIKES

Psychographics

List common personality traits

What do they do for fun, relaxation or enjoyment: activities and interests?

What are their favorite sites, magazines, TV programs etc?

List other relevant attitudes, values or behaviours?

LIFE

Demographics

What does a day in their life look like?

Where do they live?

Educational background?

Relationship status?

Children? Pets?

Describe current career stage and environment (school, office job, physical work, retired etc)?

Previous career history?

What are their friends like?

Colleagues, co-workers?

LOVE

Aspirations

What are their stongest beliefs and opinions?

What do they want to achieve, improve, or make better?

Who or what do they idolise?
Who do they want to become?

What type of experience do they want or expect?

What would delight them?

Thank you!

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