

Making things work the way
people expect them to work

A.k.a. service design

brand manual

WE MAKE THEM TALK ABOUT YOU



A photograph of a modern office hallway. The hallway has a light-colored tiled floor and a ceiling with recessed fluorescent lights. On the left, there are several glass-walled doors and a wall-mounted sign with a large 'X'. On the right, there is a large glass wall. In the distance, an 'EXIT' sign is visible above a doorway. The word 'There's' is overlaid in large white text on the right side of the image.

There's

Things don't work the way
people expect them to work

OK

NO

CANCEL



“You’ve got to start with the customer experience and work backwards to the technology.

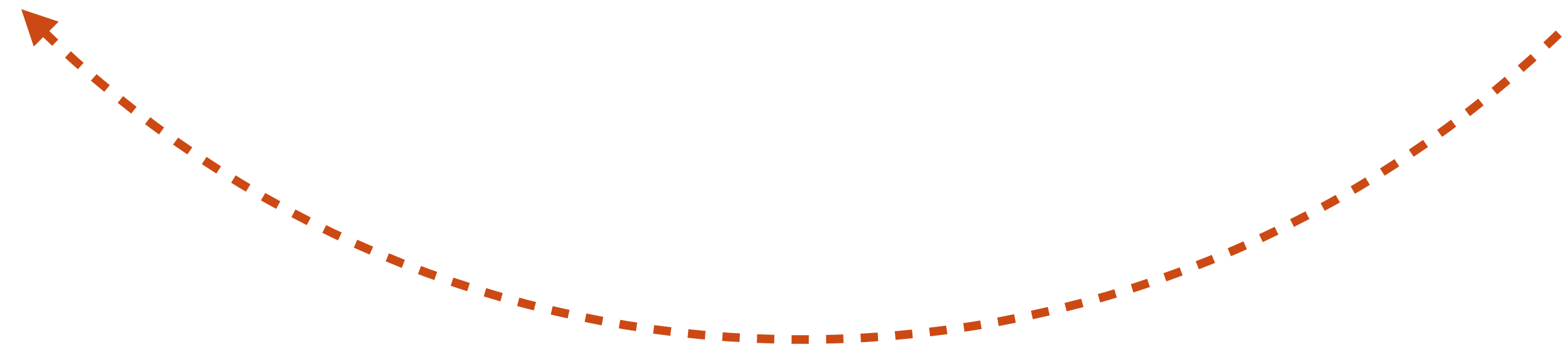
You can’t start with the technology and then try to figure out where you’re going to sell it.”

Industrial logic

Product



Product
problems



Insight into problem

Design logic

Customer
problem

Customer
behavior



Solution delivery

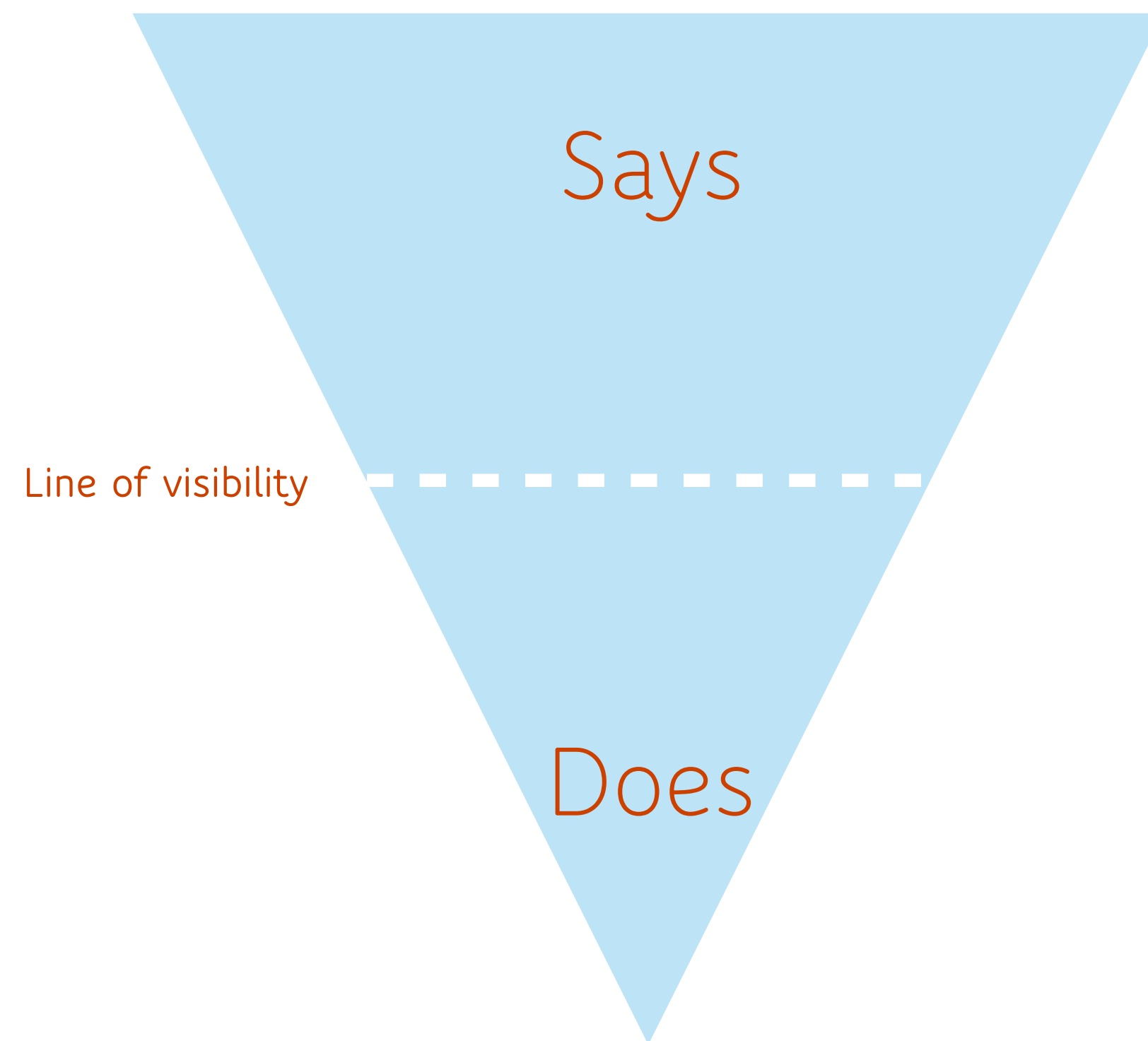


usable
understandable
distinctive
aesthetic

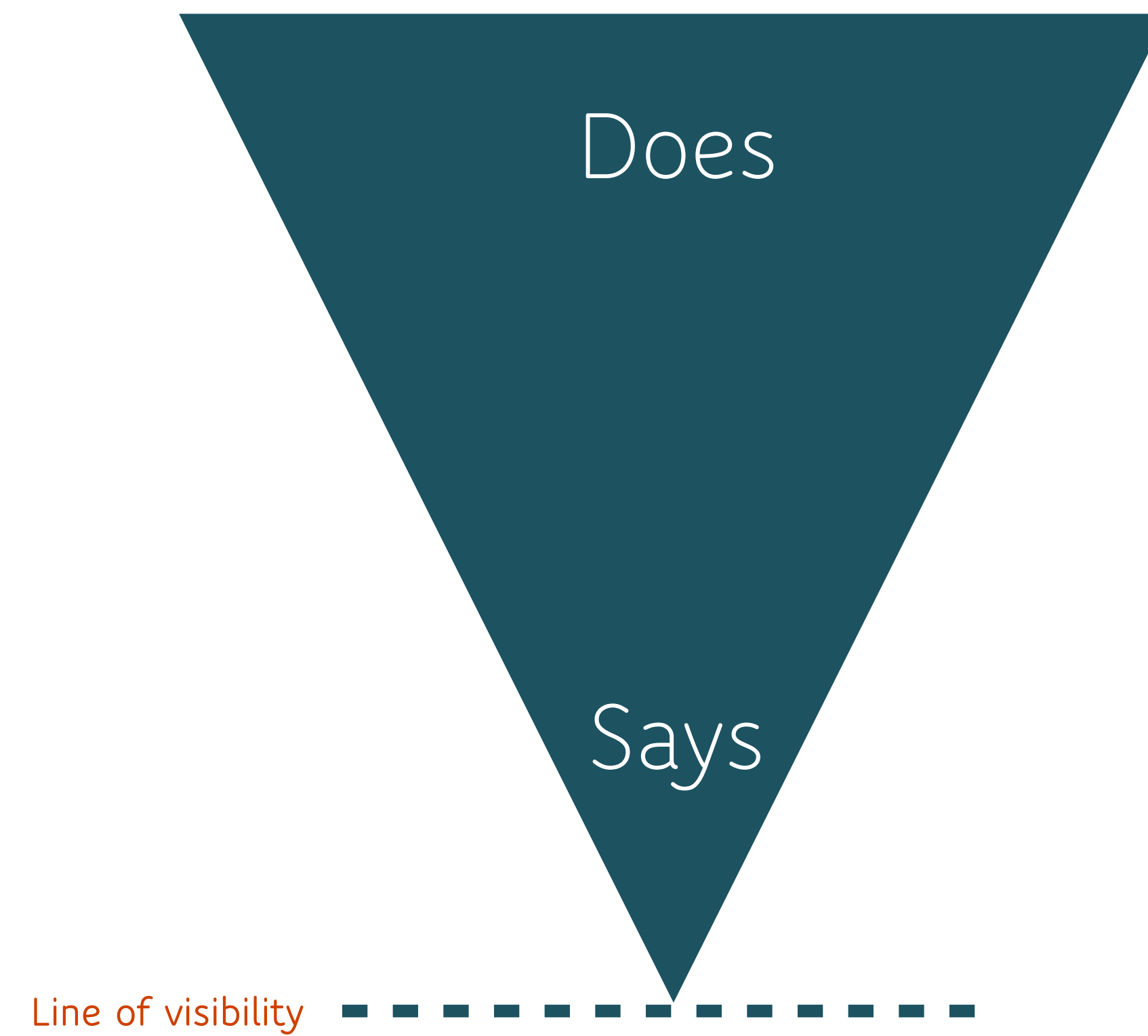


Don't ask them what they want.
Observe what they do.

Questionnaire



Observation



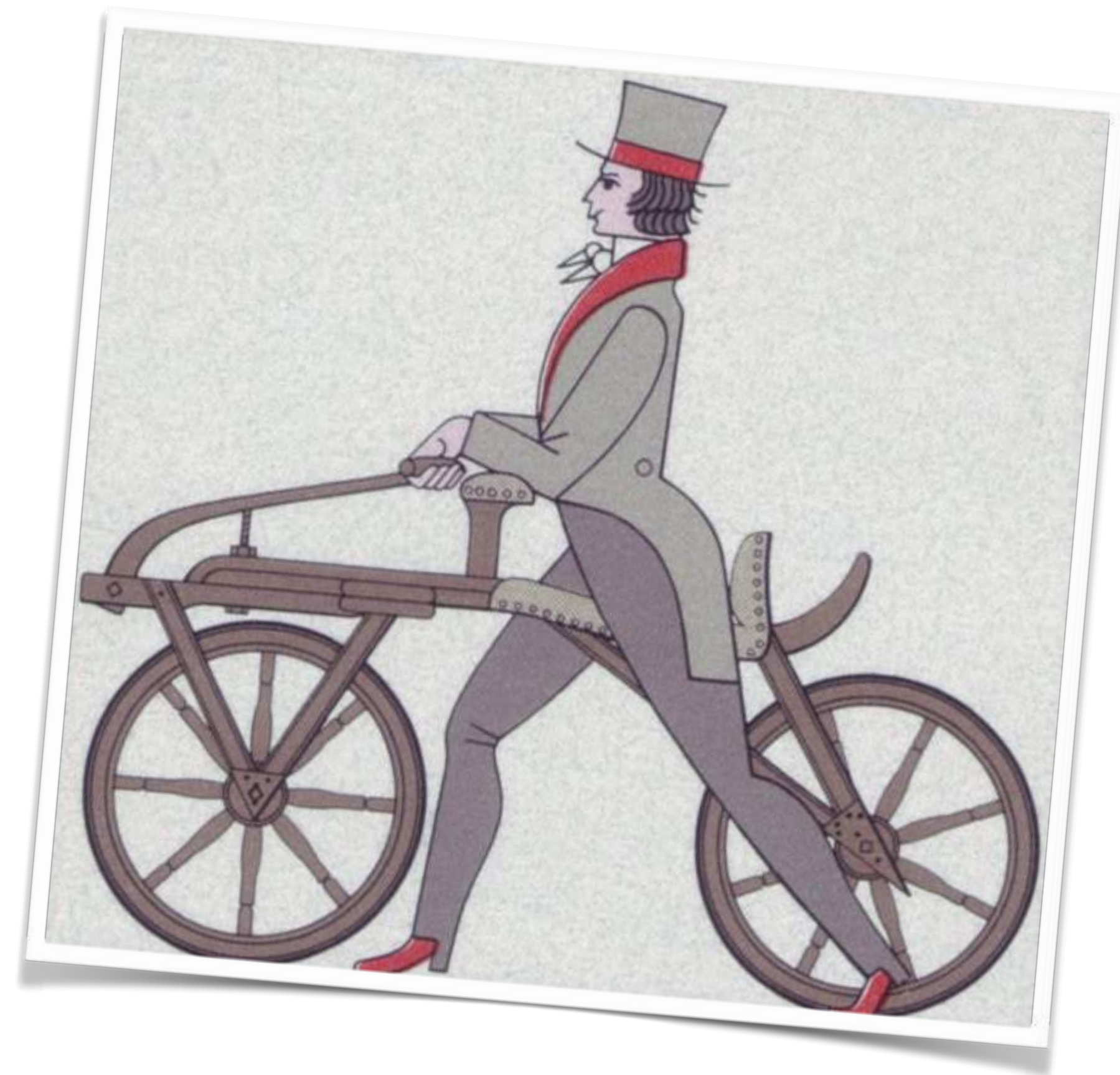


A photograph of a paved path leading through a grassy area with trees in the background. The path is made of light-colored gravel or small stones and is bordered by green grass. In the background, there are several trees with green leaves, and a paved road is visible on the right side. The overall scene is bright and sunny.

How much research would
we need to find this out?

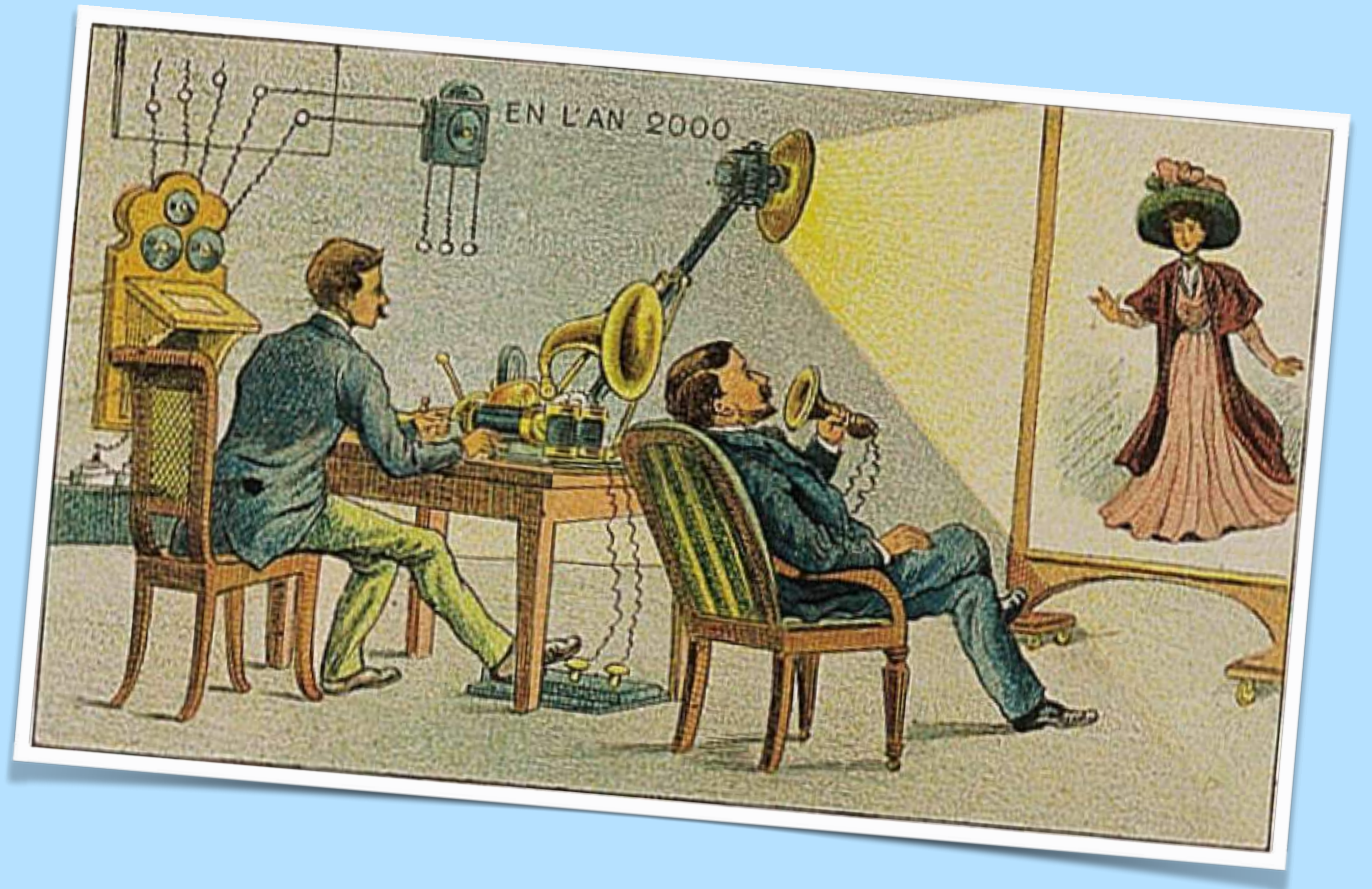
The first attempt at designing a
[feature/workflow/interface/etc]
is almost always wrong.

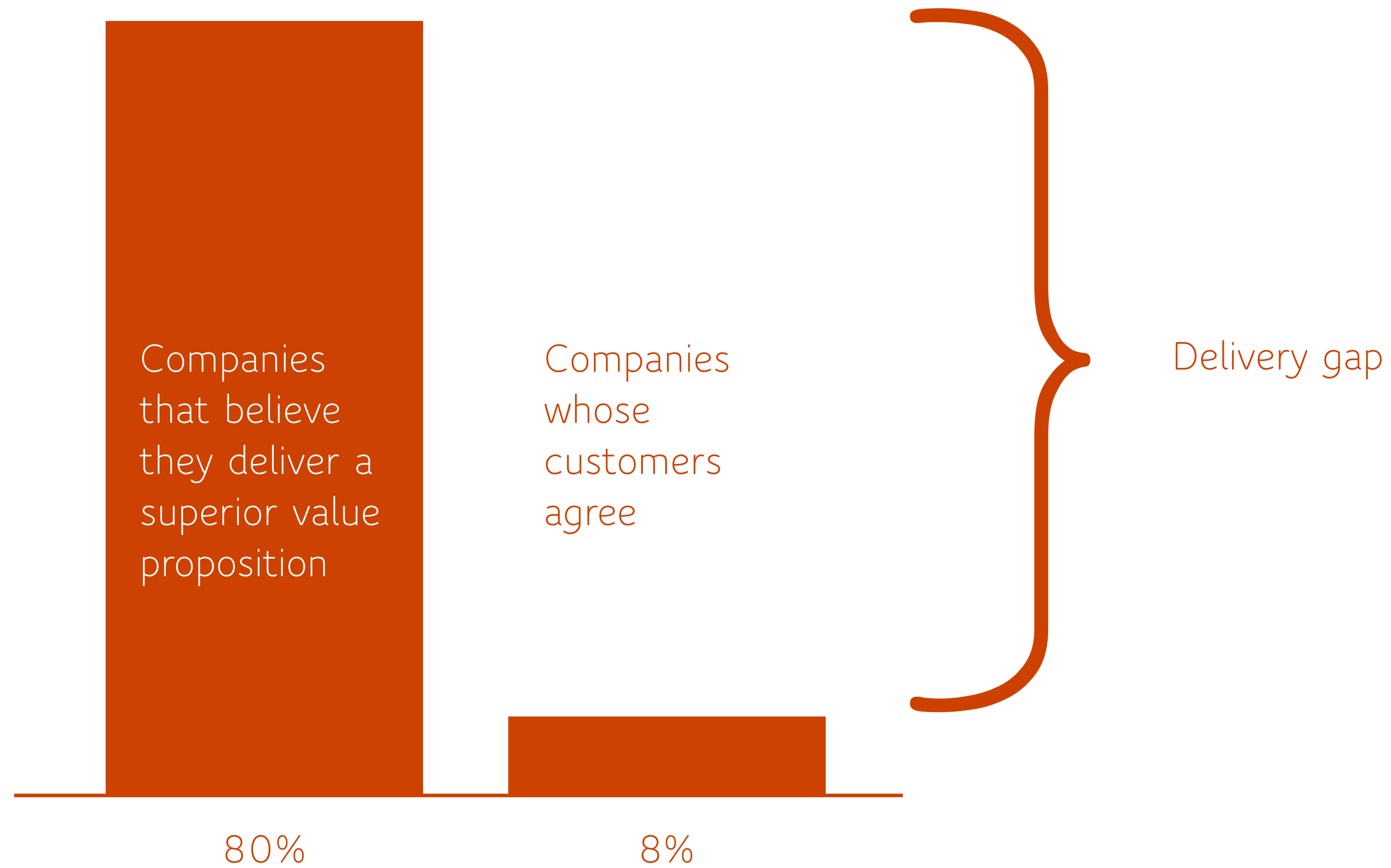
Which is why we **prototype**.



Users are almost
always right about
what they need.

Users are almost
always wrong about
how they need it.





The thing about value

Feeling hungry?



Service delivered \neq value received

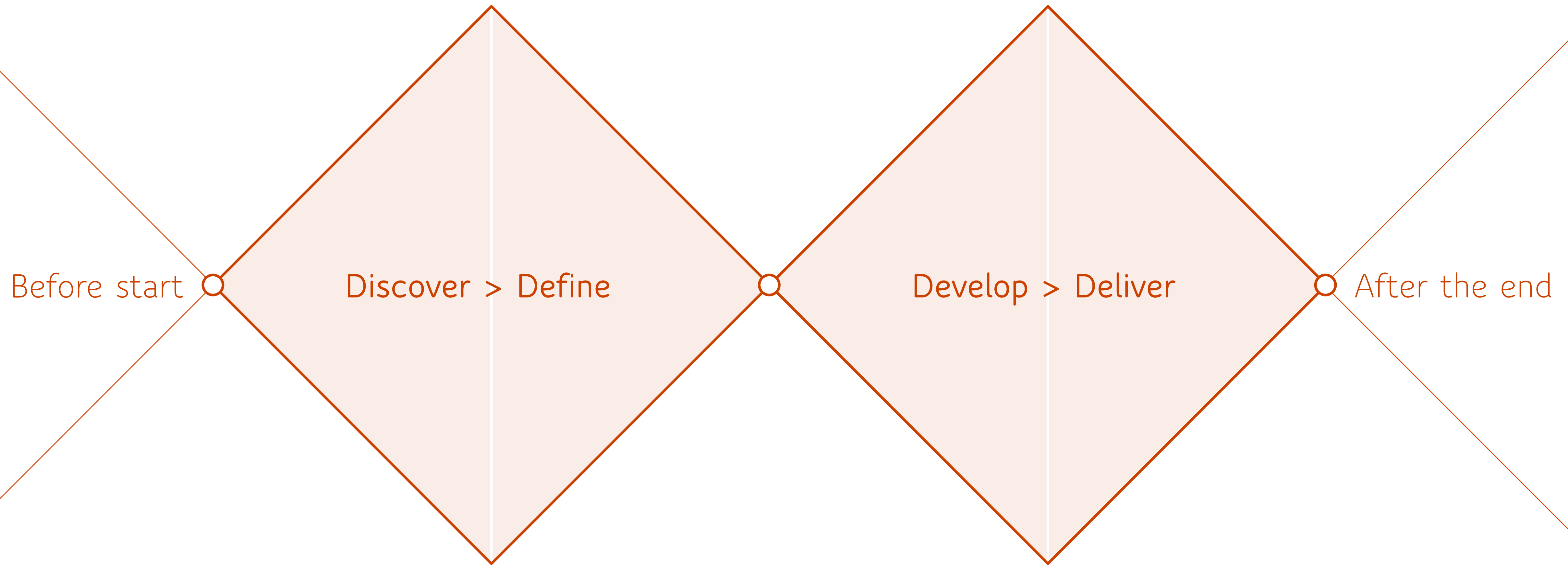




*It isn't the streetcar
that makes the
experience good.
It is the timetable.*

- Lucius Burckhardt, Design is invisible

The design process



Service design = marketing + innovation

Marketing is everything you do,
not just what you say.

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

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

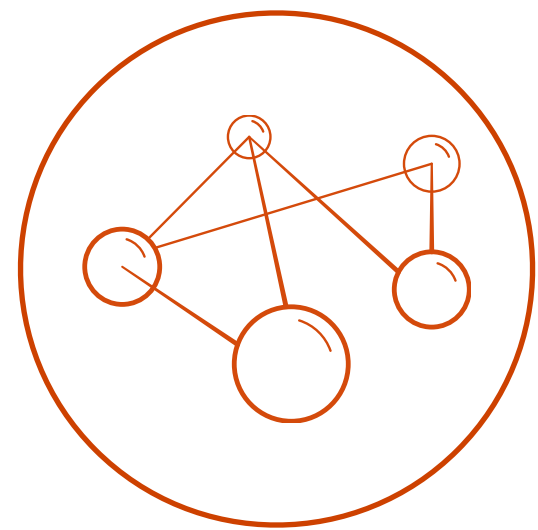
Functions don't differentiate.
They obfuscate.



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.

The 5 fundamentals of a good experience



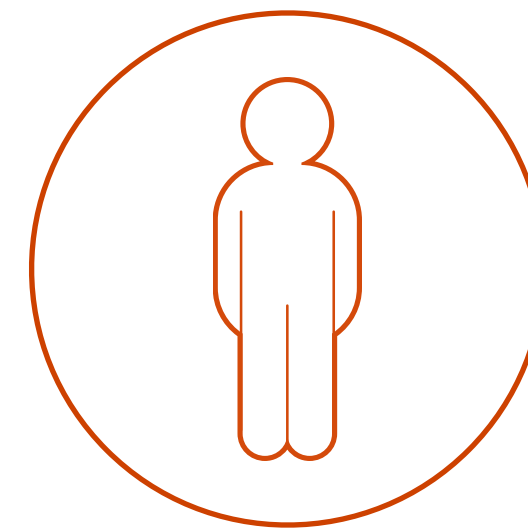
Systems



Value



Journeys



People



Propositions

Key ingredient

Empathy

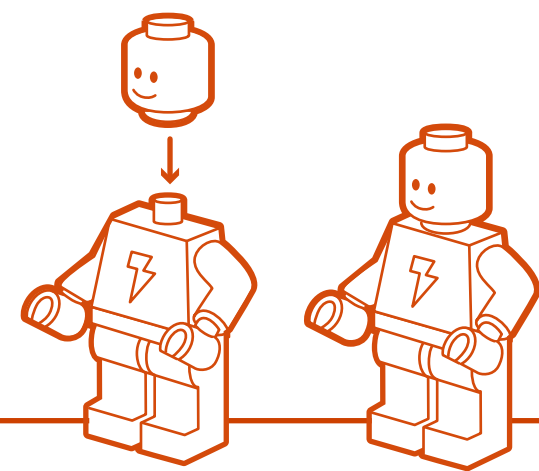
“The deepest form of understanding another person is empathy...[which] involves a shift from...observing how you seem on the outside, to...imagining what it feels like to be you on the inside.”



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.



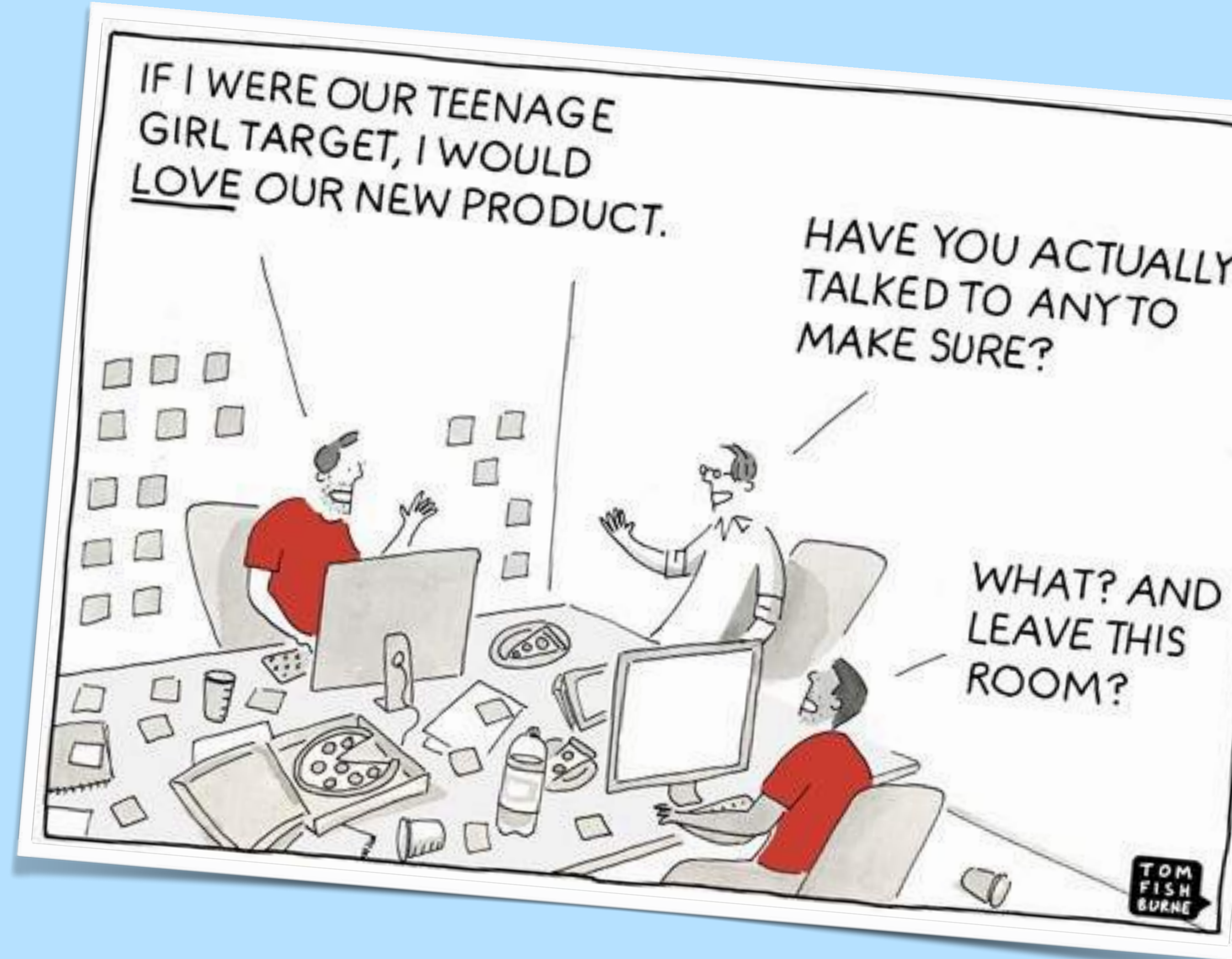
You want to know “why” people do what they do. Not just “what”.

4¹/₂

things to remember for
the rest of your life:

1

To engage customers,
understand their lives.



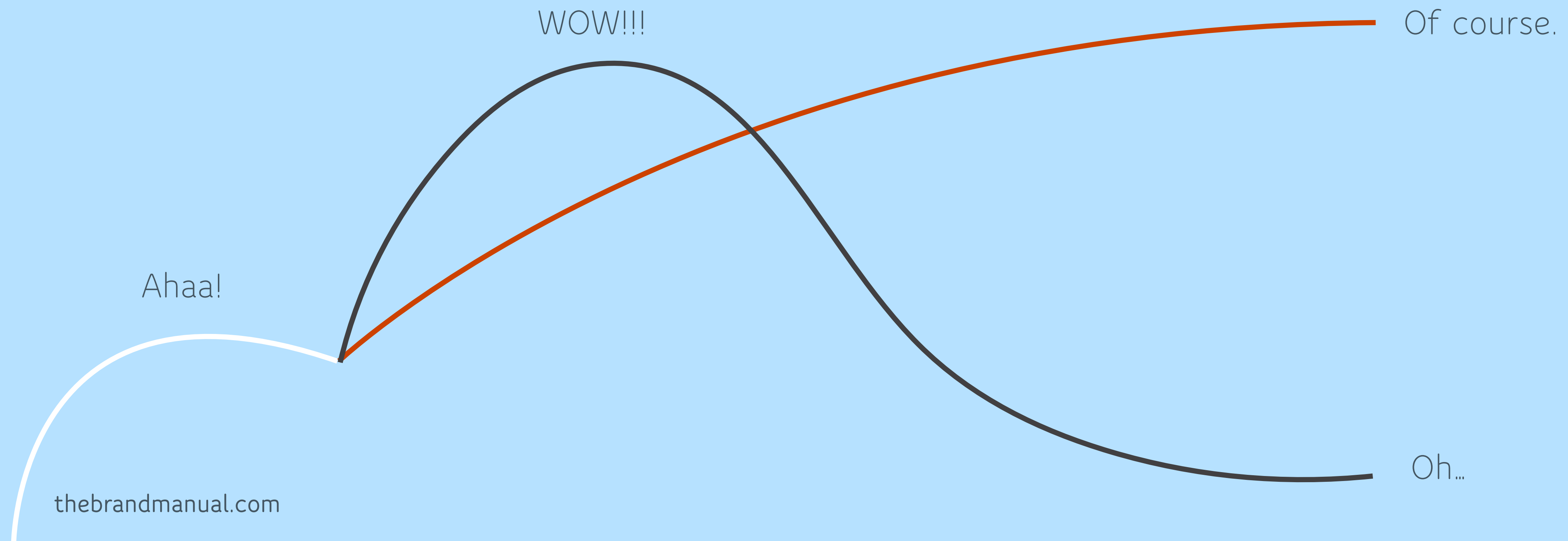
2

Why do they choose you and what do they do with what they buy from you?



3

Understand what it is, that is actually important.



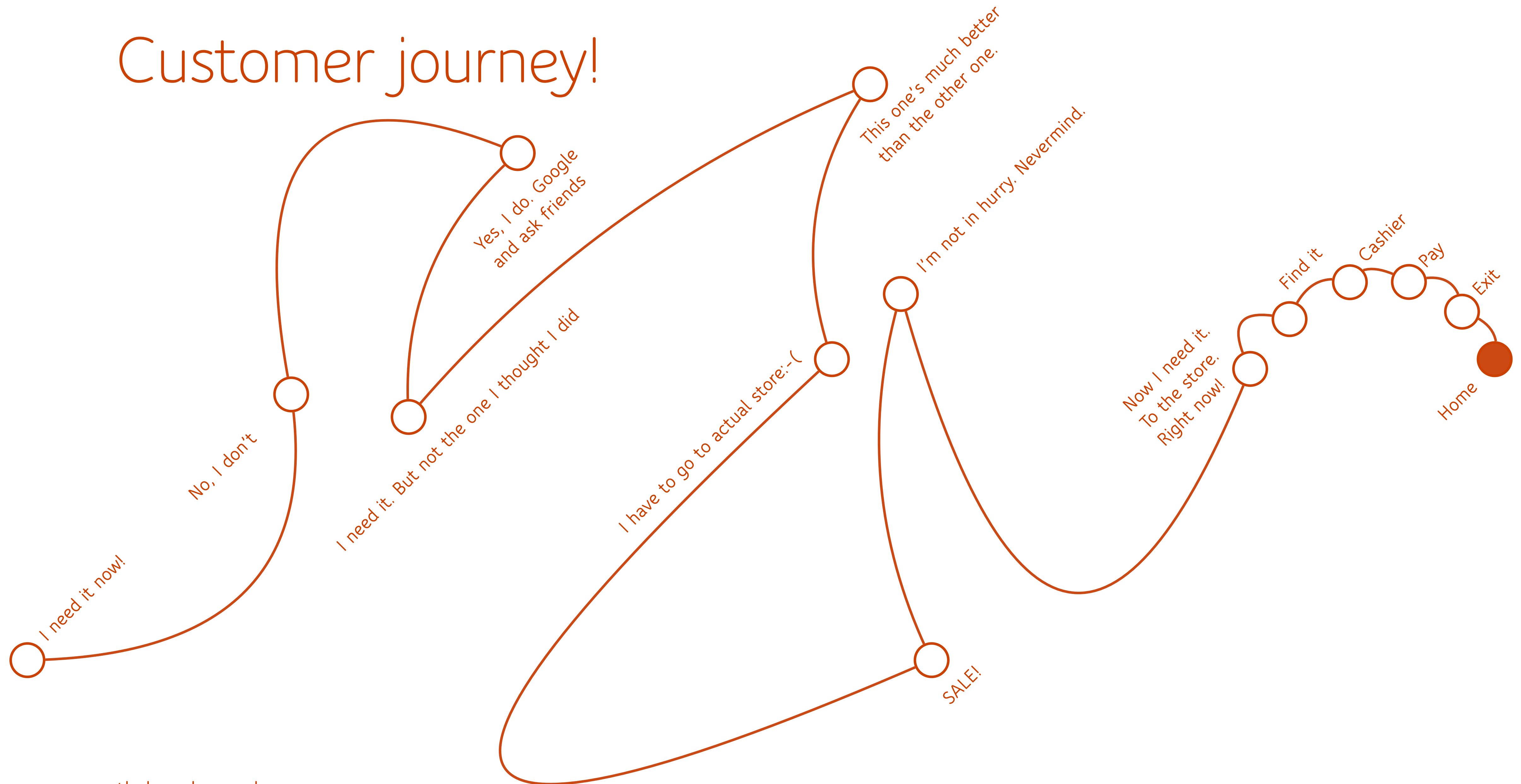
4

Involve them in improving the experience.

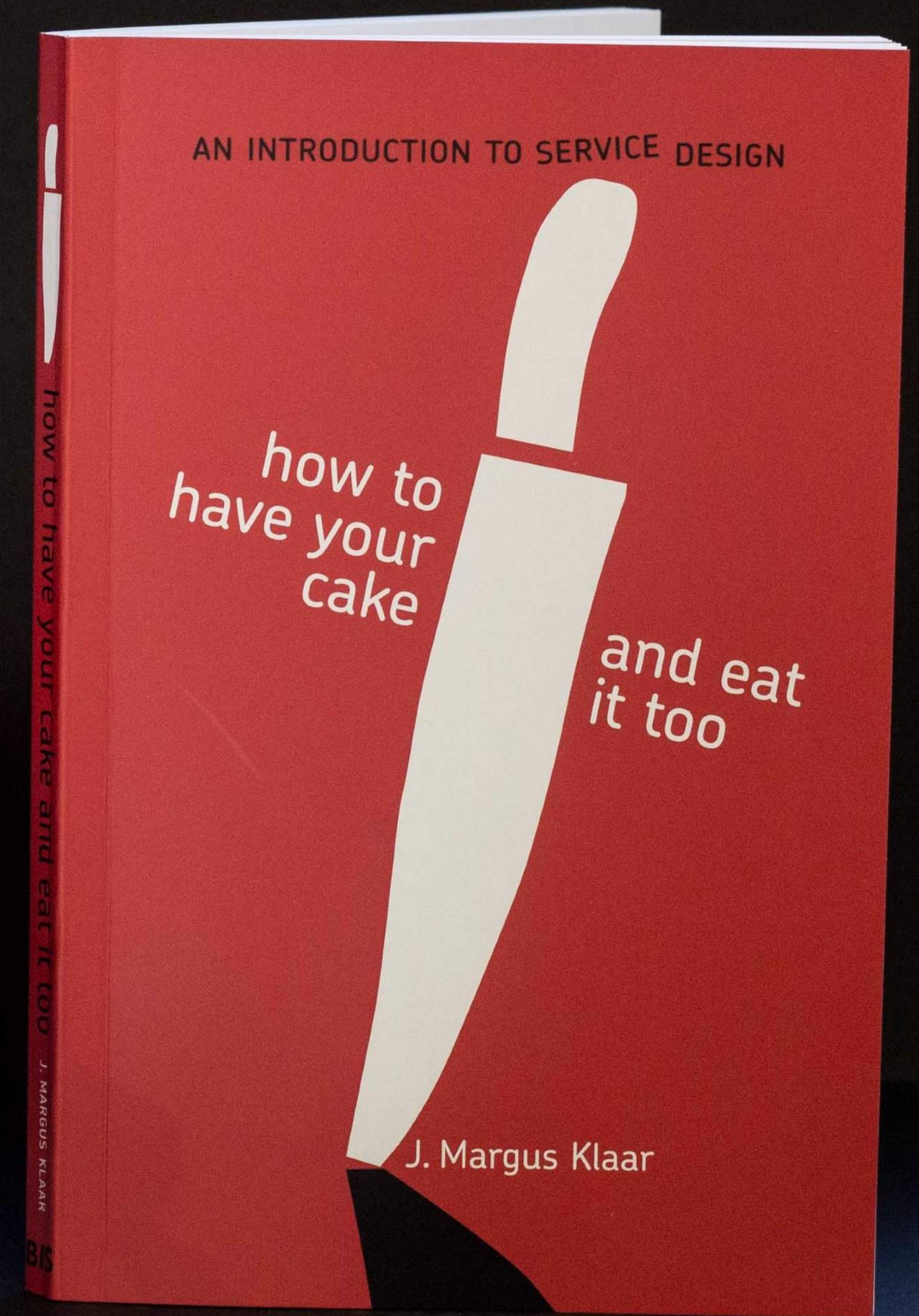
Customer journey?



Customer journey!



Read all about it!
Get it on [Amazon](https://www.amazon.com/dp/1108481111).



Thank you!

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