

# Prizztech

## Service Design in Finland

prizz up your business



# What is service design?

Service design is the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between the service provider and its customers. (Wikipedia)



# Why service design is the solution?

- Human-centered: Consider the experience of all the people affected by the service.
- Collaborative: Stakeholders of various backgrounds and functions should be actively engaged in the service design process.
- Iterative: Service design is an exploratory, adaptive, and experimental approach, iterating toward implementation.
- Sequential: The service should be visualized and orchestrated as a sequence of interrelated actions.
- Real: Needs should be researched in reality, ideas prototyped in reality, and intangible values evidenced as physical or digital reality.
- Holistic: Services should sustainably address the needs of all stakeholders through the entire service and across the business.



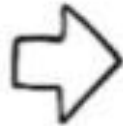
# Service design in practice



# Service design in practice



UNDERSTAND  
CUSTOMERS

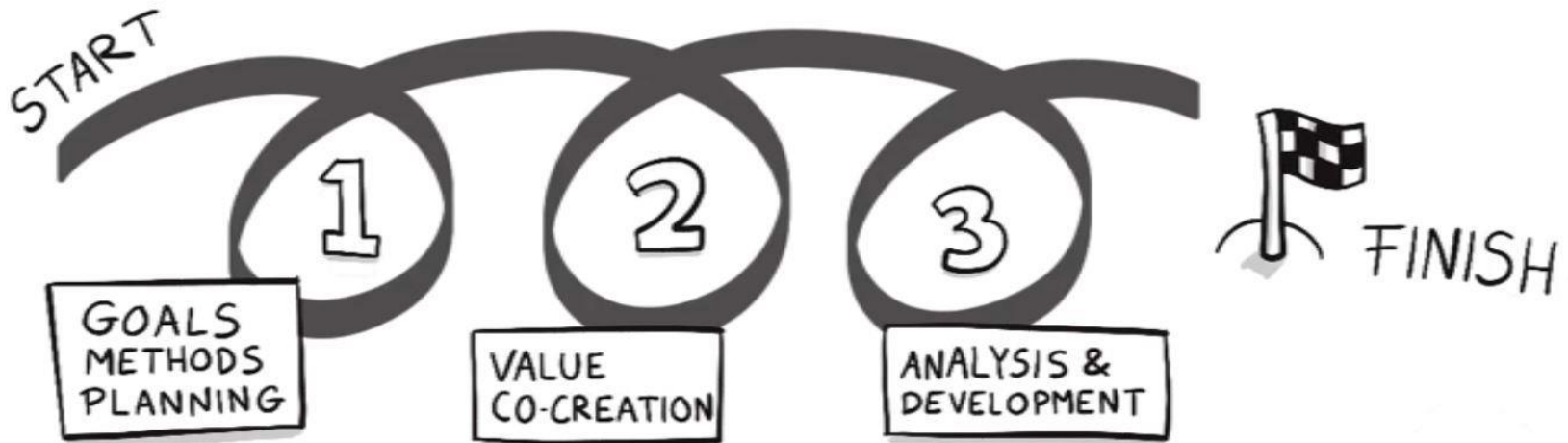


CREATE  
CONCEPTS



BUILD  
BUSINESS  
& TECHNOLOGY

# Service design in practice



# Seven steps service design model

1. React on real needs
2. Include real users and clients
3. Clarify the goals and communicate openly
4. Choose right method
5. Documentate, but avoid byrocracy
6. Don't fear to fail, be brave to try
7. Test, learn and share things you've learned



# 1. React on real needs

- Name the development object, project, topic, or topic where participation is relevant
- Define reason for engagement (what is being done and who should be involved)
- Define the goals for engagement (write down the ideal outcome that involvement should ideally lead to)
- Name, who is responsible for the content of the plan





## 2. Include real users and clients

- Identify all people and groups affected by the development target
- Consider what the development target offers them and why they might be interested in participating in the development
- Decide, who you want to invite to co-develop



### 3. Clarify the goals and communicate openly

- Clear goals help participants understand what they are involved in and why their perspective is needed. They also give realistic expectations of the results
- Define the most concrete outcome you want to achieve



## 4. Choose right method

- Choose one service design method to get your partners or customers involved in the development.
- When choosing a method, consider how motivated your target audience is to spend your time and effort.



## 5. Documentate, but avoid byrocracy

- Think about how you document the results during and after the creation, who is responsible for the documentation?
- Always ask why, if someone is expressing opinions or telling about experiences, ask why they think so, why something happened, why something doesn't work. This will give you a better understanding of what you can do about it
- Always bring someone responsible for the documentation. A document can be a note, photo, video or audio



## 6. Don't fear to fail, be brave to try

- Participation and service design is a new method and many people can try it for the first time. The prerequisite for participation is a licence to try and licence to fail.
- Involvement always opens the door to new solutions and perspectives that had never even been considered before.
- Involvement requires the courage to give up total control.



## 7. Test, learn and share things you've learned

- An important step at the end of engagement is to share the lessons of communicating both successes and failures
- Share the world, what was easy, what was challenging, and where everything went beyond expectations.
- Open communication about participation and service design also encourages others to experiment and reinforces the emergence of a new culture of operation



# Case examples

- Pori branding work

<https://www.youtube.com/watch?v=ka7nk9wlc6o>

- Eau de Pori

<https://www.youtube.com/watch?v=CInWeRTIMkl>



# Case examples

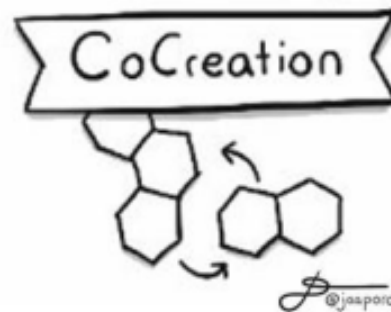
An example is office furniture manufacturer [Martela](#). Instead of just selling furniture, they've created a service design based business unit that analyses a customer company's ways of working and proposes the development of the company's work space based on that information. According to Martela, a service design approach to planning office spaces can improve job satisfaction by up to 50% and increase productivity by up to 40%.

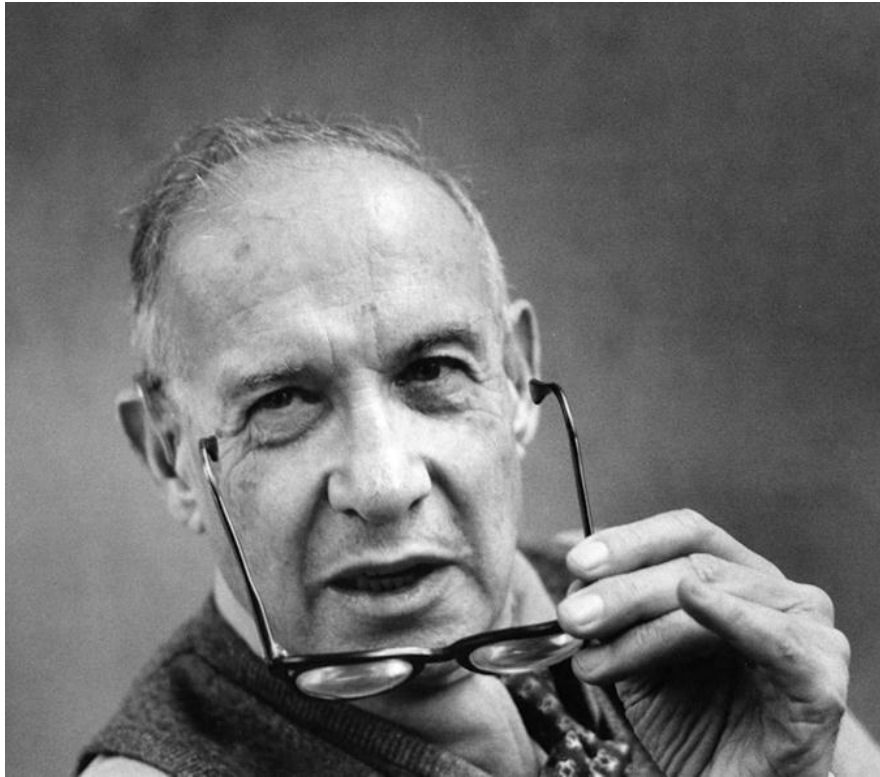




# Case examples

As another good example, for a long time dental care was notorious in Finland for having long queues and unfriendly booking methods. Making a phone call between 1pm–2pm on the first Tuesday of every month in order to get an appointment nine months from now was not a great way to lure customers. [Megaklinikka](#) changed this by creating an easy online booking and cancellation system complete with a service process that included handling all dental issues at one go instead of bouncing the customer from one specialist clinic to another.





"The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic."  
Peter Drucker