

4 DESIGN SCOPE

In this step you determine what you actually want to design.

User insights usually result in this being different from what you initially proposed. By talking with and observing users you discover, in fact, underlying needs and desires.

THIS STEP IS DIVIDED IN TWO PARTS

- You re-examine the objectives of your service design project and you formulate the design challenge. You should be able to formulate this challenge in a single, concise sentence.
- You determine, based on your design challenge, what the most important user requirements are. These may be related to the context of use, the interactions with others, the service activities themselves, with objectives that are a part of your service offering or even with emotional and rational objectives.

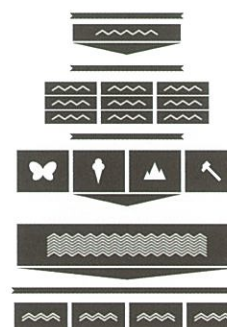
Tip: if it's difficult to formulate the service challenge, it helps to visualise it. Organise a workshop and give participants the assignment to develop a poster for your service.

Tip: if your insights lead to very different objectives than in the first step, then it would be best to do the context and objectives exercise again. It may also be useful to pose additional user questions based on your new assumptions.

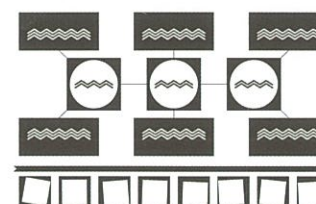
OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- You can also use the causes card here. Underlying cause diagram can lead to different insights and requirements. You'll find this tool in the first version of the Service Design Toolkit.

TECHNIQUES IN THIS TOOLKIT



DESIGN CHALLENGE



DESIGN REQUIREMENTS

CHECKLIST

At the end of this step, you'll have an answer to the following question.

- ☐ Which service do you want to design or improve?
- ☐ Which are your most important user groups? Which staff are the most relevant? Who among the actors can play an important role in the use of the service?
- ☐ What is the personality of your service? What look do you want to achieve?
- ☐ What is the design challenge? What is the one essential promise to your users?
- ☐ What are your objectives? How are you going to measure success or failure?
- ☐ What are the most important human-centred design requirements?
- ☐ What are the 8 most important requirements with the most chance of innovation?