

S SERVICE CONCEPT

Finally, you're ready to find solutions. In this step, you do that from the viewpoint of the user and the employee.

Bring in the personas and think from their perspective.

THIS STEP IS DIVIDED IN TWO PARTS

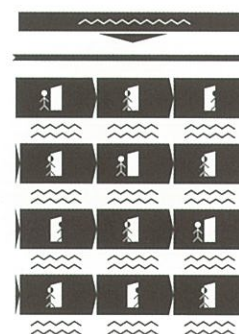
- Think of at least one or more scenarios for each persona. For this, use the "serious play" technique in which you use *Lego* or *Playmobil* figures to "play" how your service will be experienced. During this "game" you build the context of your service with boxes, plasticine, cardboard, etc. Then you sketch your scenario or you take pictures of the different steps.
- Bring the individual experiences together in a single service system in which all the personas can be found. You describe what the users want and do, and the various ways in which your service offering provides an answer.

Tip: in case some touch points (or parts of touch points) are difficult for your organisation to realise, think of cheaper alternatives by which the same goal can be reached. Consider whether the same goal can be reached by working with other parties.

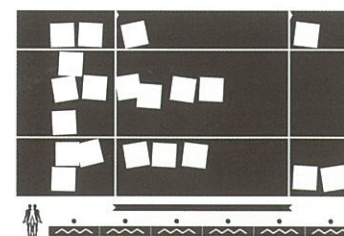
OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- You can also "play" the scenarios using a role play in which just one of the participants takes on the role of the user while the others take on the role of employees.
- The touch points diagram is a simplified version of the second technique in which you only examine the touch points in each step. This technique is discussed in the first version of the *Service Design Toolkit*.
- Here you can already apply the blueprint technique (see step 8). Do this if you suspect that your service concept is not feasible for the organisation within a reasonable time frame. It's then better to take charge and test a more realistic solution. With the blueprint you'll see what the impact is of your solution on the activities that take place behind the scenes.

TECHNIQUES IN THIS TOOLKIT



SCENARIO



USERS' JOURNEYS

CHECKLIST

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

- ☐ What are the most important user experiences for each persona? Which objectives, which tasks?
- ☐ How does the user feel when having the experience? What does he think?
- ☐ What does the complete experience look like?
- ☐ What are the most important touch points? For which phases will they be deployed?
- ☐ What happens in each of the services? What does the user do? What do employees do?