

U2 USER INSIGHTS

When you know where you want to go, it's time to listen to the users who will use your service and the employees who will guarantee the service.

This is a crucial step that you absolutely must not skip.

THIS STEP IS DIVIDED IN TWO PARTS

- You gather initial insights by observing the future users and employees of the service, and by talking with them about their current experience and expectations. Do this as far as possible in the context of your service.
- Then map out all the actors. These are the people who are directly or indirectly involved in the experience. Pay attention to which connections exist and the value that is exchanged. This value can be material as well as informational or experiential.

Tip: Observe and ask questions from different angles.

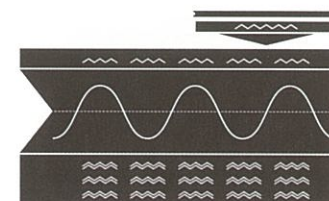
- *Factual: what is done and said, which information is exchanged?*
- *Emotional: what emotions do you sense – pay attention to facial expressions and body language. During the interview, ask how the person feels.*
- *Critical: what is going wrong?*
- *Positive: what is working well?*
- *Creative: which solutions do you sense? Have the users themselves created a solution or do they have an idea for a solution?*
- *Process-oriented: what is there to see? Which steps are necessary during and after use of the service?*

Tip: if you're designing a completely new service, try listening to the users of related services and contexts. Do you want, for example, to design a home delivery service? Then the customer and the employee of both a "pizza at home" service and the postal carrier can inspire you.

OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- Observation of your users in the context of the experience. Pay attention to gestures and facial expressions, as these often reveal more than words. You'll find a template for this in the first version of the *Service Design Toolkit*.
- You can also make diaries and ask the users to fill them out over the course of several days. Diaries are used in research about services in which the citizen comes in contact with the service for several consecutive days. Examples: school, assisted living centre or hospital. You'll find a template for this in the first version of the *Service Design Toolkit*.

TECHNIQUES IN THIS TOOLKIT



INTERVIEW: USER EXPERIENCE



INTERVIEW: ACTORS MAP

CHECKLIST

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

- ☐ Who are the people who will use your service? Who won't use it?
- ☐ How do users and service providers experience the current context of your (future) service?
- ☐ What are the pain points with the current experience? What are the positive moments?
- ☐ What are the underlying drivers, frustrations and motivations today?
- ☐ What does the network look like? Who has influence on the experience? What influence is this?