From Systems to Services

Impromptu Networking

Rapidly Build New Connections | 3 Conversations X 3 Minutes

Learning Objectives

- Understand what a service is.

- Articulate why a service orientation is important.

- Explore how services and systems relate to one another.

- Understand what service design is.

- Ask questions about services that encourage a service design orientation.

What are some services that you interact with on a regular basis?

Services I engaged with last week:

- Registry agent
- Energy's information technology cluster
- Provided a service as a CoLab team member
- Online shopping
- KHL delivery
- Canada Post delivery
- A variety of food services
- Edmonton transit services
- WestJet
- Online banking
- Building amenities (e.g. the elevator!)
- Appliances (is a microwave a service?)
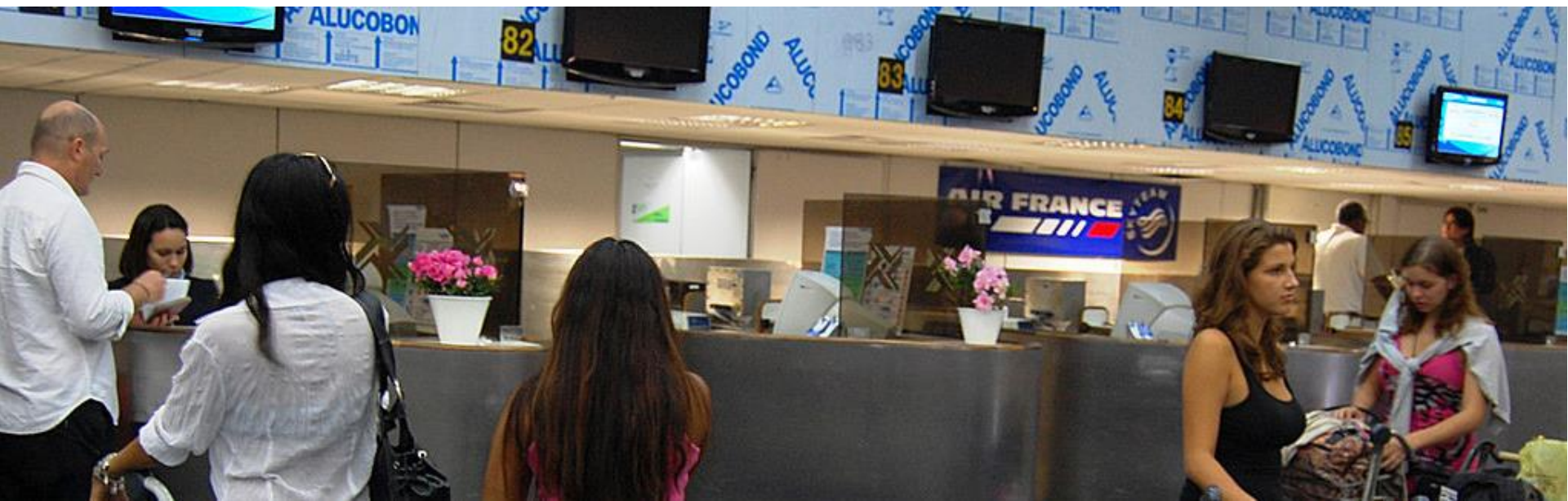
Let's define what a "service" is.

A service is a way of delivering or exchanging value, between people and/or organizations.

A service can be a one-way, two-way, or multi-directional transaction.

A service is made possible by a range of human, technological, and organizational resources, but also by social norms and patterns we all share.

A service might be thought of as a single moment, or as a bundle of moments unfolding over time.

Services are more than just the right *functions*; the experience itself is important to success.

As public servants, 'service' is right in the name.

Service jobs make up about 75% of Alberta's total employment.

Organizations are looking at services as a competitive edge, and so they're becoming more sophisticated.

People are comparing services across sectors.

Services represent a site of risk for organizations.

How might services relate to systems?

Services are embedded in systems, while also constituting systems themselves.

Environment

Observer

elements

relationships

part of,
not
apart from
the system

input

output

System

purpose / function

feedback
loop

unintended effects

boundary
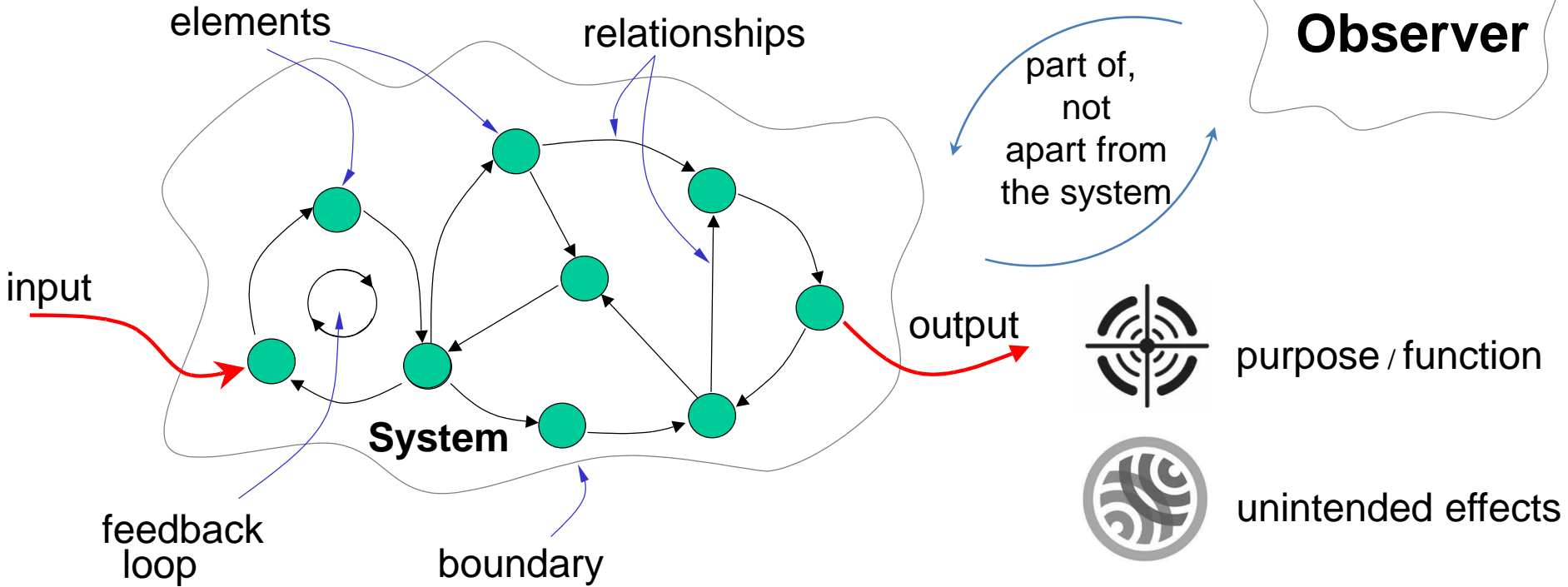
Doorways/Windows

Mirrors

Masks

Bridges

FASHION

COMMERCE

INFRASTRUCTURE

GOVERNANCE

CULTURE

NATURE
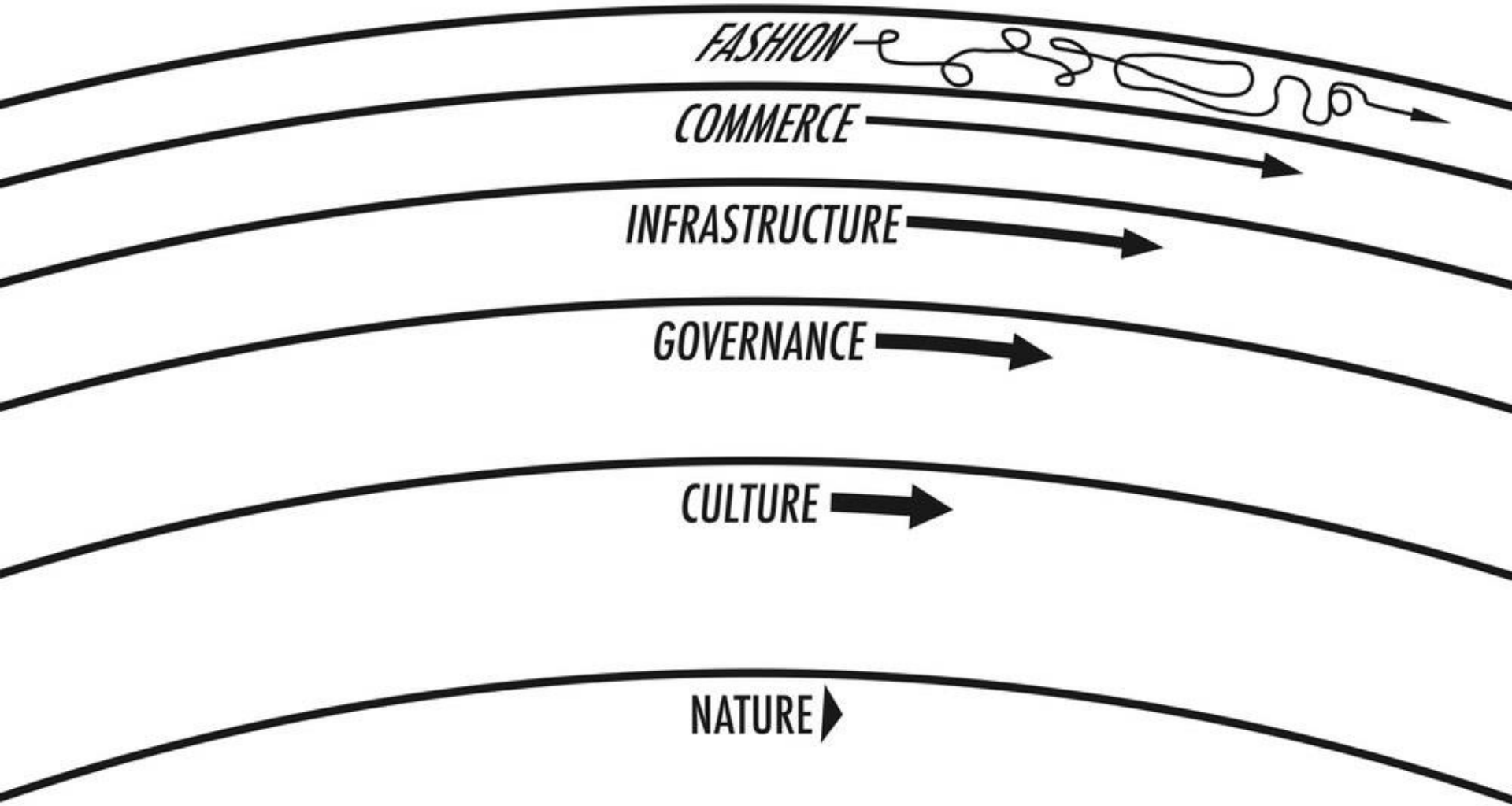
Obfuscation to whose benefit?

Pull a string here, feel a tug there.

Can you have systems without services? Or services without systems?

What is service design?
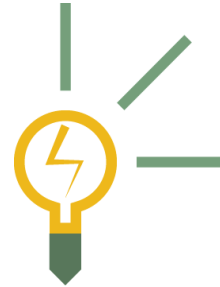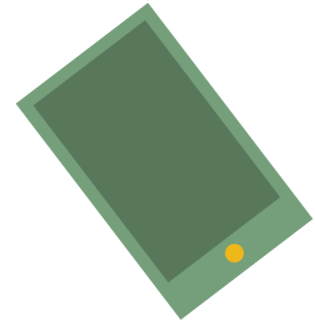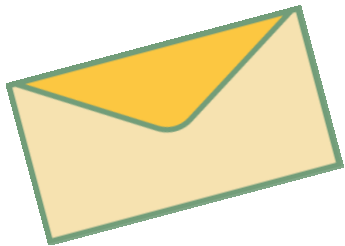
It aligns those things across:
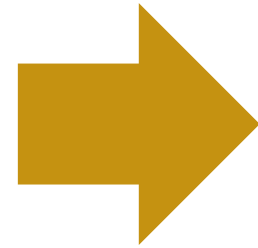
Time   **Space**   **Intent**

The kinds of things we aim to impact include:

Outcomes

Senses

Perceptions

Emotions

What might make a good service?

Consistency of intent across moments.

Smooth hand-offs across the service.

Moments of truth leave positive impressions.

Robustness over time inspires trust.

What does the process look like?

Look

Adapt

Frame

Generate

CoLab.

What are some tools?

Qualitative Research Methods

Quantitative Research Methods

CoLab.

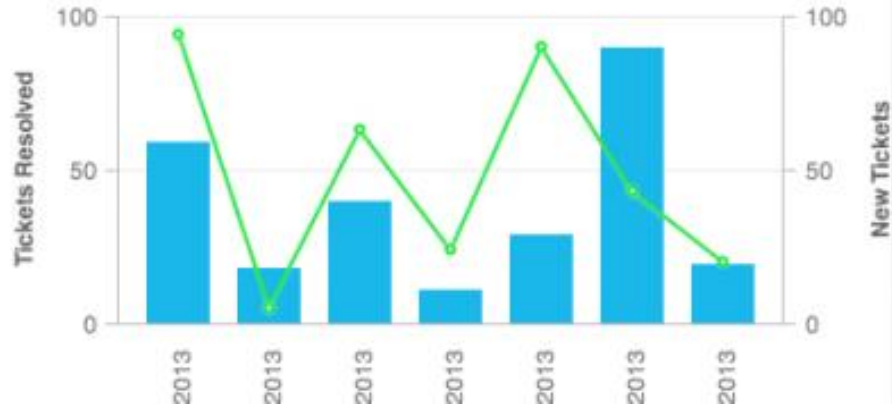| Finding Catering	Deciding on Catering	Ordering Catering	Receiving Catering	Eating & Presentation	Wrap-up, Follow up, Payment
Customers find out about the service via word of mouth, social media, website, and marketing materials.	The caterer communicates to the customer, through all marketing media, that they are available, reliable, and consistent.	This service is friendly and consistent, and staff strive to answer order requests within one hour during the work day. The kitchen staff are active partners in helping the client decide on a menu appropriate for the event.	Delivery always arrives shortly before the event. It is always the right temperature, and arrives in the right location. The delivery staff are a friendly face for the caterer and ensure the customers are satisfied and have all that they need.	Eating the food is an experience: new flavours are around every corner. The packaging and dishes explain clearly what the contents of each dish are, and indicates which dishes are intended for which special diets. The presentation is professional, sustainable and reinforces an experience.	There is an established pick-up and a clear invoicing system that leaves a good last impression on the customer. There is a system to gather feedback from customers.

IDEAL CATERING delightful easy tasty

POSITIVE MEMORY

NEUTRAL

NEGATIVE MEMORY

Legend:
- ■ Communication & Experience
- ■ Customer Service
- ■ Food

POSITIVE MEMORY

NEUTRAL

NEGATIVE MEMORY

- ■ Customer Emotion

QUOTES

SUPPORTING DATA

"Are you sure they do catering?"	"They have a lot going for them in terms of feel good factor, but because they're social enterprise we know they may not be as professional. But they really win on the feel good factor."	"I love Sybil. She is a doll. I simply adore her."	"I feel bad. Their heart and soul is there. But the driver wrecks it."	"Wow, it's so good! This is ridiculously yummy."	"I would have expected to be invoiced right away."
Some people visiting the FoodShare website took more than two minutes to find the Field To Table Catering section. Others dismissed the website because it presented too strongly as a charity.	People choose Field To Table because they like what it stands for. However, there is a connotation that social enterprises are less professional.	"Currently staff do not make recommendations about whether I've ordered the right amount of food." People love interacting with Sybil. Sometimes, two or three days pass	"It would be nice to receive a confirmation email a day before. Sometimes I feel like, 'Well, I hope they're coming!'" Food is sometimes too late, too early, or delivered to the wrong location.	"The presentation of the food in plastic, not ceramic, made it not suitable for client-facing events." Sometimes, customers receive the wrong item. For instance, one client received a jar of spicy chutney instead of a jar of jam.	"It would be great to have a pick up option with a charge in order to have bags or candle lit catering trays to keep them hot." The invoicing system can create confusion.

Tools for Synthesizing and Communicating Data

Source: Bridgeable

In-Channel Prototyping

Cross-Channel Prototyping

Source: Alexandra Mevissen

Not like this....

Like this!

Scaling/Piloting

Source: Henrik Kniberg

Windup Automata

Let's bring some service scenarios to life!

Four Questions to Ask About A Service

Who engages with it and what are their goals?

When does it start and when does it end?

What are the component parts and how might they relate to one another?

What emotions are you hoping people feel?

Closing Reflection

3 Ls