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Wellcome
Introduction to Service Design

2019

WHAT IS SERVICE DESIGN?
In a nutshell

- Service design is a collaborative approach focusing on creating optimal service experiences, at the right time, to deliver value for users.

- It takes a holistic view of all the related stakeholders, their interactions, and supporting touchpoints and infrastructure to deliver the experience.

- Service design is user-centred, visual and iterative.

WHAT IS SERVICE DESIGN?

Principles and Value

Principle	Value
Collaborative Services are designed and delivered in collaboration with relevant stakeholders	Extracts the valuable knowledge and experience of the group helping to build consensus and buy-in earlier
User-centred Services are designed based on customer needs rather than the internal needs of the organisation	Helps to breakdown organisational silos

WHAT IS SERVICE DESIGN?

Principles and Value

Principle	Value
Visual Visual methods and tools are used to engage stakeholders in the design process from identifying needs to creating and testing solutions.	Builds trust quickly by making the approach more inclusive and transparent
Iterative Services are prototyped quickly and often before being developed and delivered in full and at scale.	Provides a fast, low risk and low-cost way to test solutions

APPROACH

PHASE 1

PHASE 2

EXISTING RESEARCH

Listen   Understand

OPPORTUNITY TO INNOVATE

Design   Test

NEW LEADERSHIP MODEL

SOLUTION NEUTRAL

SOLUTION FOCUSED