Walkthroughs as Service Prototypes

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Interaction design, industrial design, design management, service design, information design, experience design, graphic design, furniture design, destination design, product design, ergonomics design, innovation design, packaging design, retail design, automotive design, eco design, sustainable design, user centred design, workplace design, inclusive design, instructional design, exhibition design, building design, interior design, brand design, architectural design, engineering design, fashion design, landscape design, urban design
Try to…

- Sketch wristwatches
- Sketch alarm functionality of alarm clocks
- Sketch wake up service of a 24/7 boutique hotel
Three perspectives on service…

- The IHIP-perspective
- The Product Service System perspective
- The Service Dominant Logic perspective
Three perspectives on service…

- The IHIP-perspective
  - a product with less desirable qualities

- The Product Service System perspective
  - an operative perspective for a supplier

- The Service Dominant Logic perspective
  - value co-created in use by resource integrators
Three perspectives on service…

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- … that influence what you see, what you do, and what you learn in prototyping service
“I think it gets harder and harder to make prototypes the more abstract the question is or the more abstract the thing you are designing is, so making a product prototype is quite easy, or it's quite natural but when you are working with designing services or brands or experiences it gets a lot more abstract”

Service design practitioner
“the experience is in the **whole flow**”

“the thing we really want to do is ././ [to] get a sense of the **whole service**”.

“you absolutely learn more by prototyping **wholeness** than just one interaction”.
Service Prototyping
Service Prototyping
A spectrum

- Fidelity of service representations
  - Service sketches
  - **Service walkthrough**
  - Live service prototyping
Service Sketches

- Crude representations
- Offer little to no interactivity

- Storyboards, scenarios, customer journeys, service blueprints, desktop walkthroughs...
How many of you are familiar with…

- Experience prototyping?
- Pluralistic walkthrough?
- Customer journeys?
- Service blueprints?
- Bodystorming?
- Role playing?
- Storyboards?
- Playacting?
- Scenarios?
- Props?
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We will start out with

- Experience prototyping?
- Pluralistic walkthrough?
- Customer journeys?
- Service blueprints?
- Bodystorming?
- Role playing?
- Storyboards?
- Playacting?
- Scenarios?
- Props?
Our view of a service prototype

- People
- Place
- Props

- Enactment
- Situated
- Embodied

- Learning vehicle
Service walkthrough

- Enactments of services using props and settings that resemble intended implementation context
- Interactive
- Sequences of touchpoints that influence the service experience.
Service walkthrough example

- Meal planning service
  - Representing
    - Roles
    - Paper prototype
    - Props (mock-ups)
    - Locations
    - “Information”
Service walkthrough example
Service walkthrough example
Service walkthrough example

- House
- Restaurant
- Planning tool
- Delivery service
- Customer
- MD
- D1
- Hall
- Grocery store
- PM
- R
- Trolley
Service walkthrough example
Service walkthrough example
Service walkthrough example

- Informative
- Fun
- Insights about how to proceed
- More tangible and substantial way of understanding the service
- Revealed areas of uncertainty
- Prioritisation of information (what/when)
- Enactment of roles lead to better understanding of stakeholder roles and usefulness of information
Service walkthrough

- it was a whole other thing to “feel which information was prioritised” and how to deal with it
- Embodied
  - Some elements need to be felt, rather than thought about
- People
- Props
- The whole service walked through
- In the environment of the service, or a representation of the environment
Variant: Stop motion walkthrough

- Walkthrough one service ellipsis at a time
- Stop and share/reflect at each stop
Variant: Walkthrough in/with a real environment, stakeholders, or artefacts

- Walkthrough the service in the real environment
Variant: Condensed time walkthrough
Walkthrough, or not to walk through?

- Desktop walkthrough?
- Live prototyping? (in context med rätt stakeholders)
Invariant

- Compositional thread
- Participatory
- Zooming in & out
- Adaptable
- Learning vehicle
Learn more!
http://www.ida.liu.se/~ixs/


