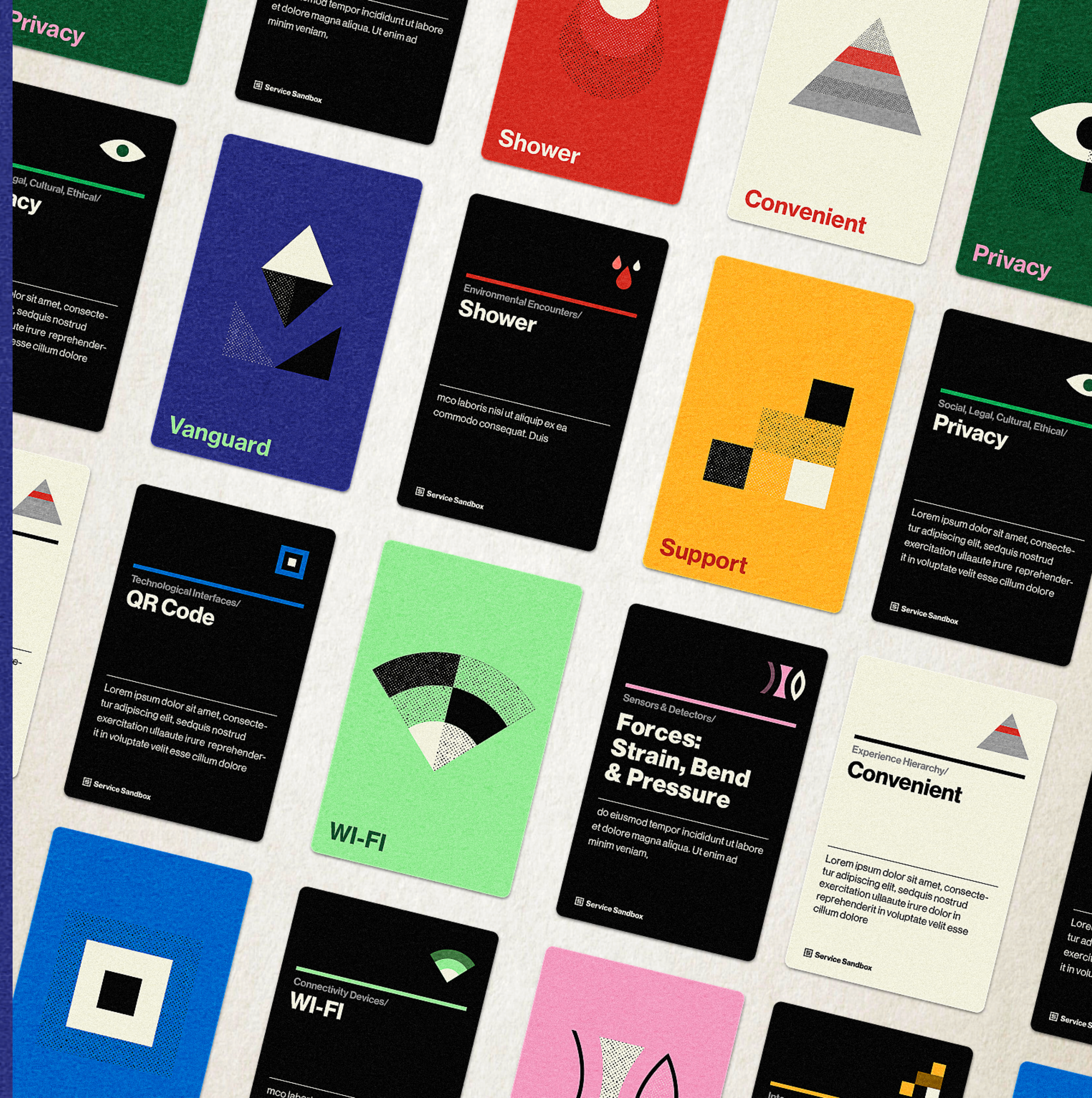


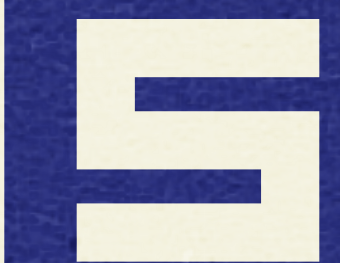
#servicesandbox
#servicedesign
#digitalist
@janevita

Meeting Service Sandbox



co. création

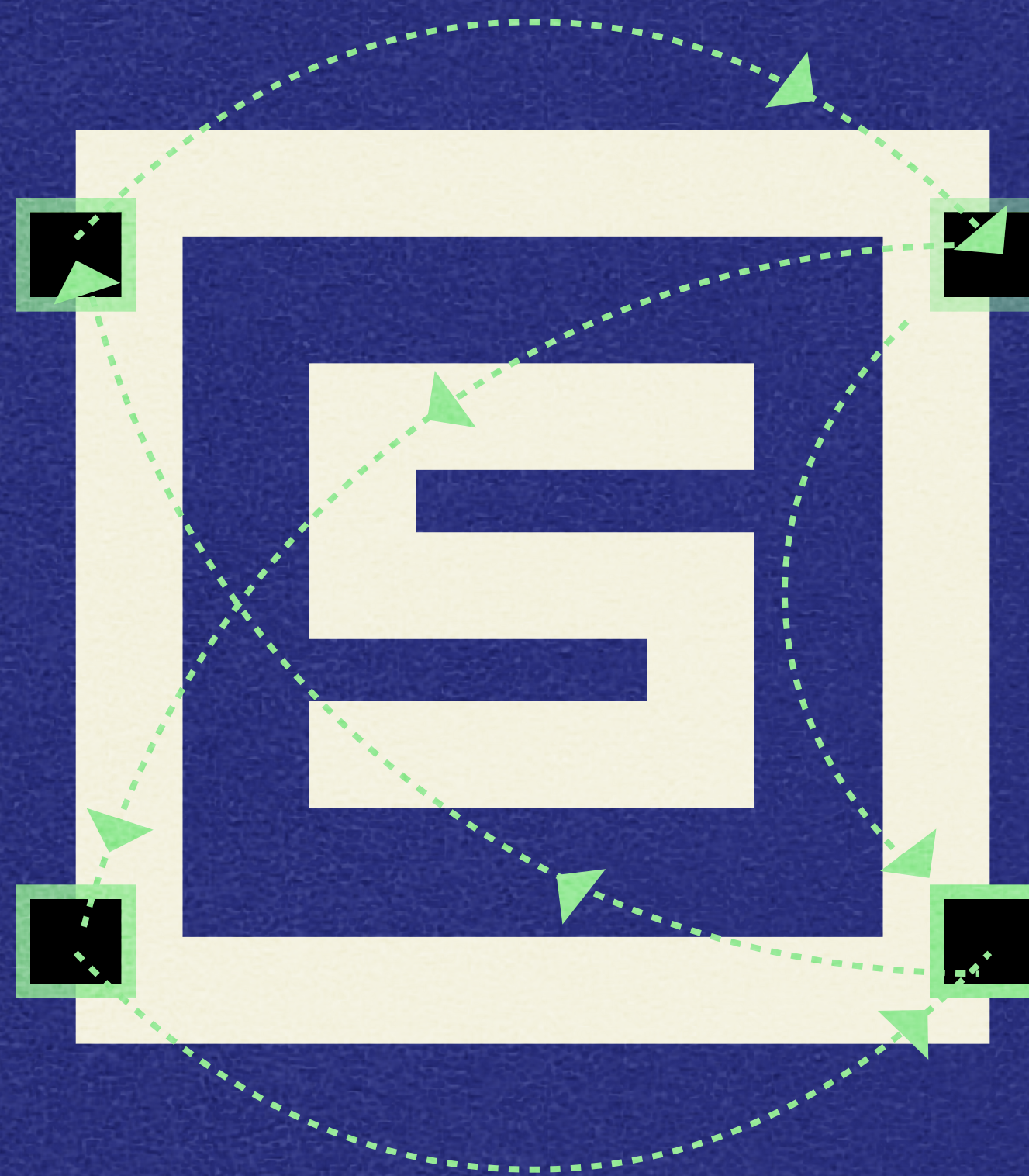
Why Sandbox?



Why Sandbox?

Rather than paths, sandboxes are not shaping behaviour, instead creates engagement and keeps user in control.

They will decide what happens, how they will play with your service building blocks, that were being assigned with a contextual meaning.



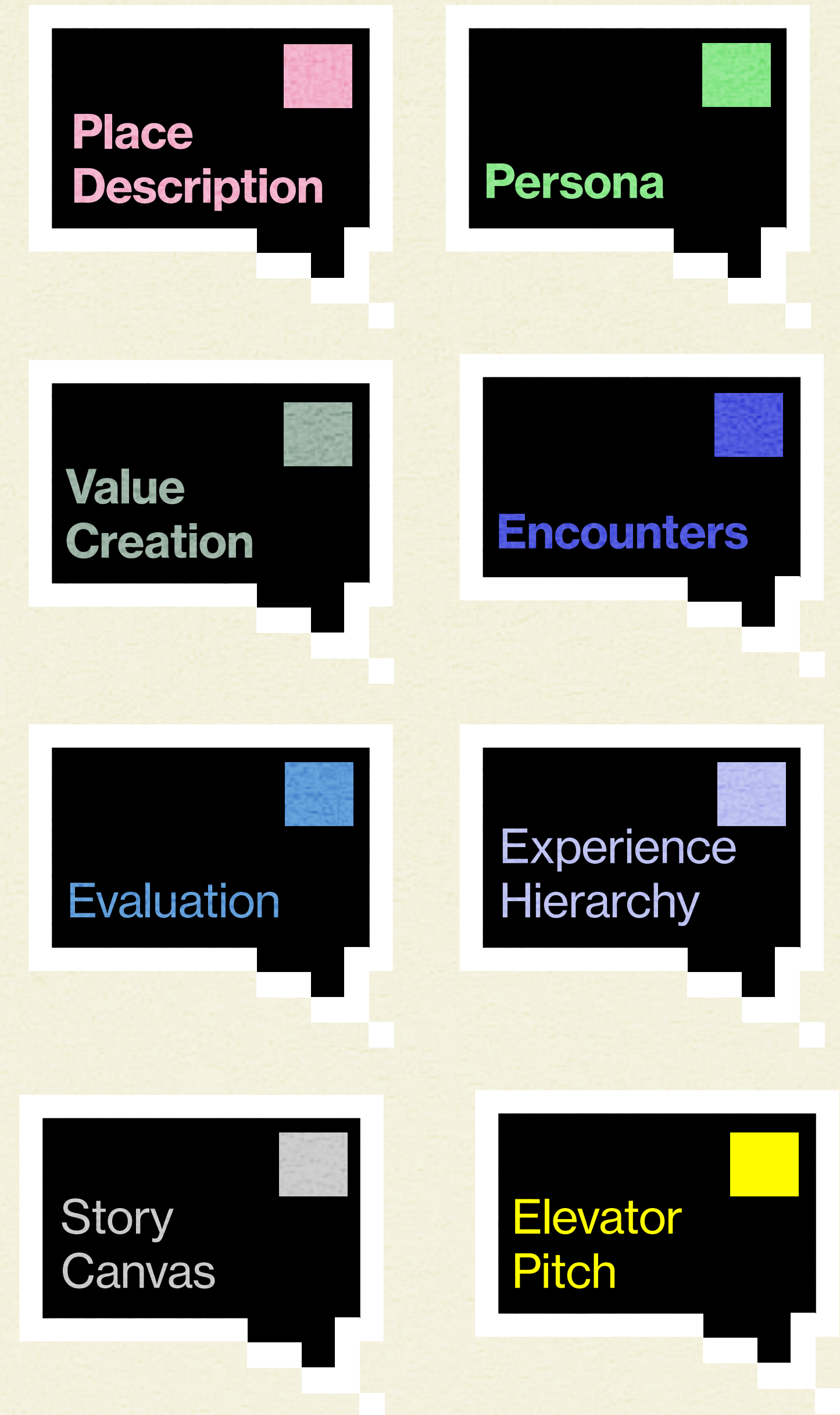
Encourages user to explore and have autonomy to select their next steps and immerse in specific interactions points.

It is aligned with System and Design thinking approach

Layers



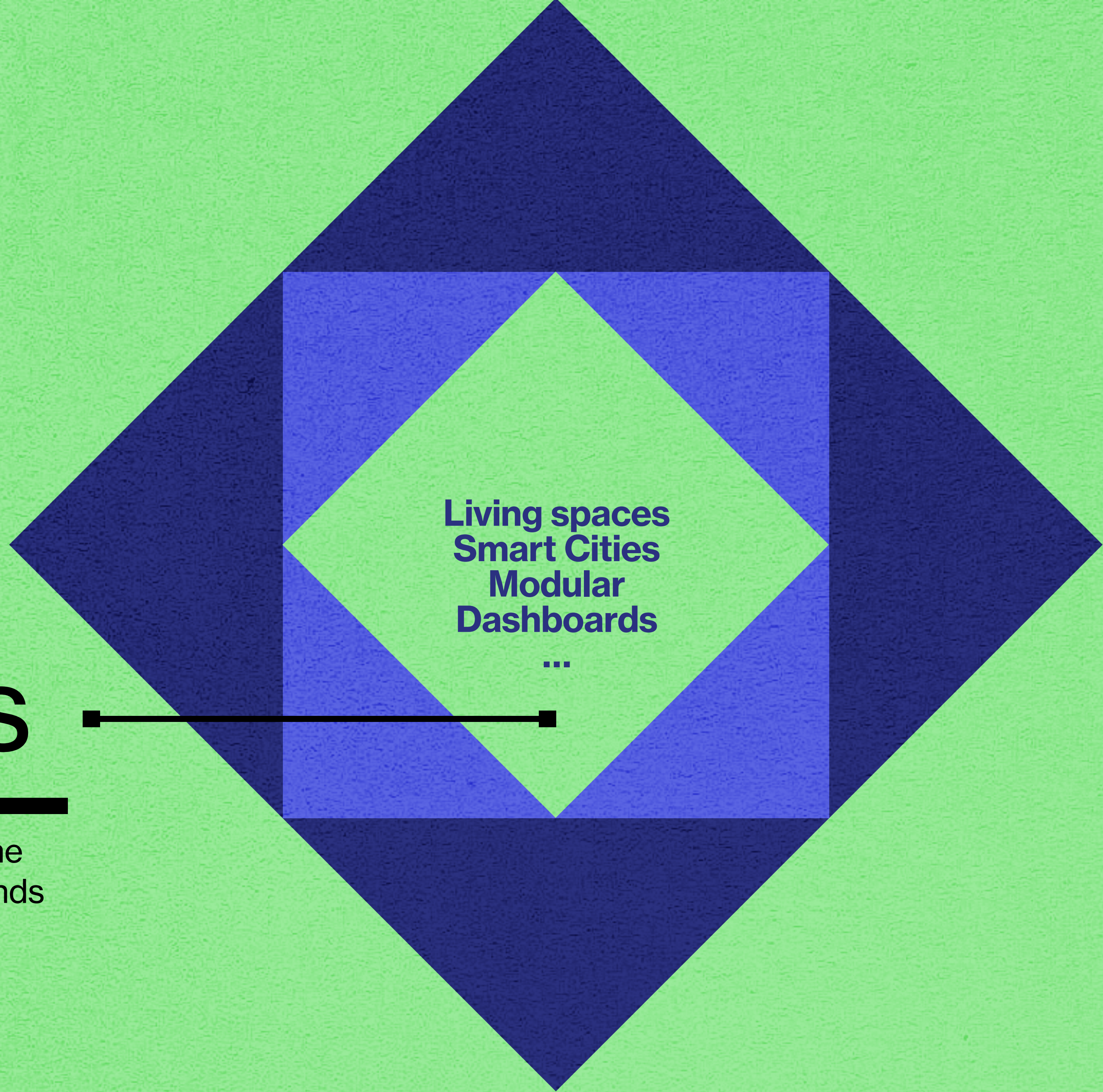
Templates and canvases



Spatial context

Description of the place and place tiles

Each room is essential to your service creation. The room purpose can give you insights about what kinds of activities people perform there, i.e., kitchen - cooking, eating, family time, among others.



Outside/
Swimming Pool

Outside/
Playground

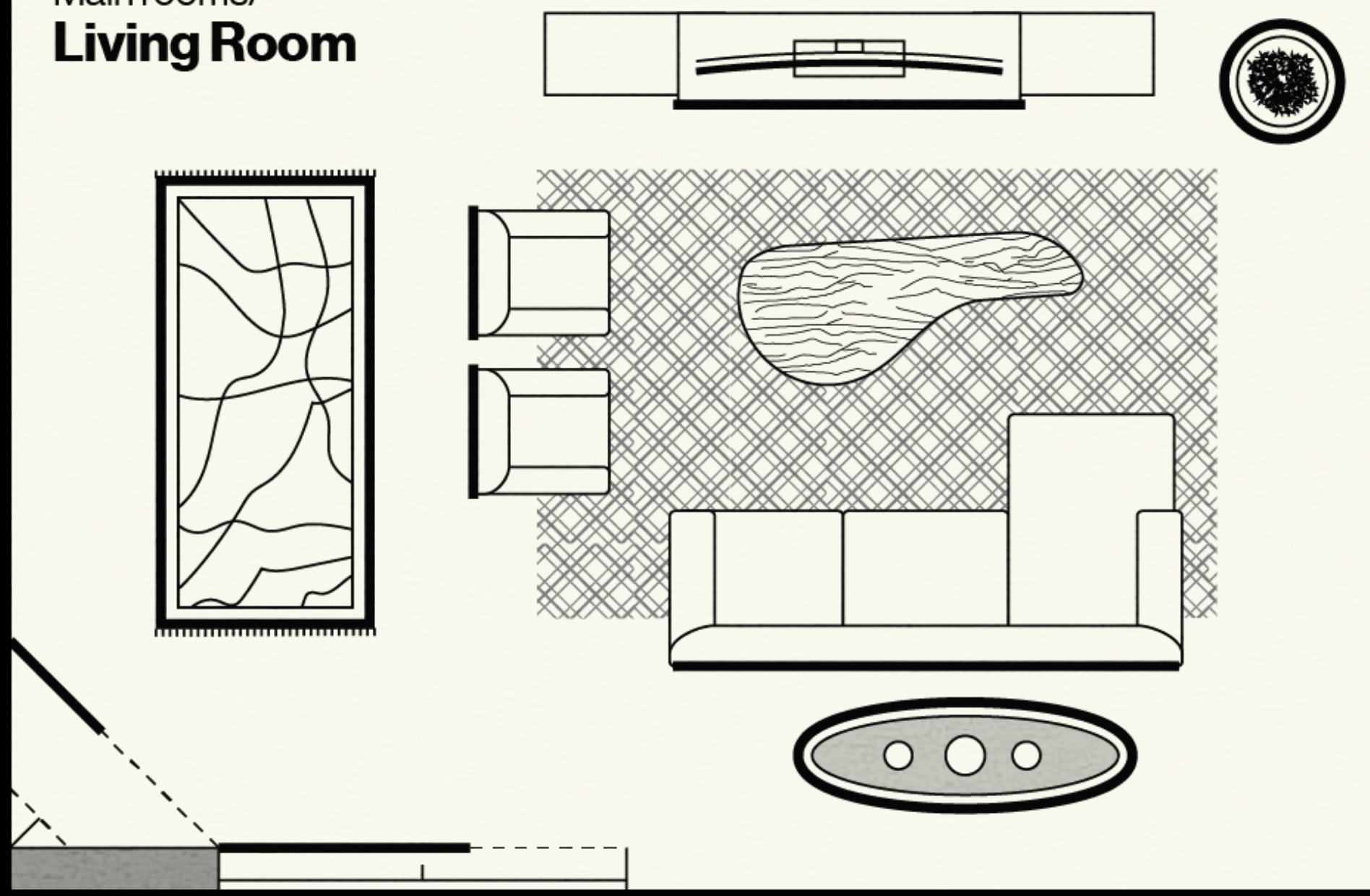
Describe your home

semi-detached

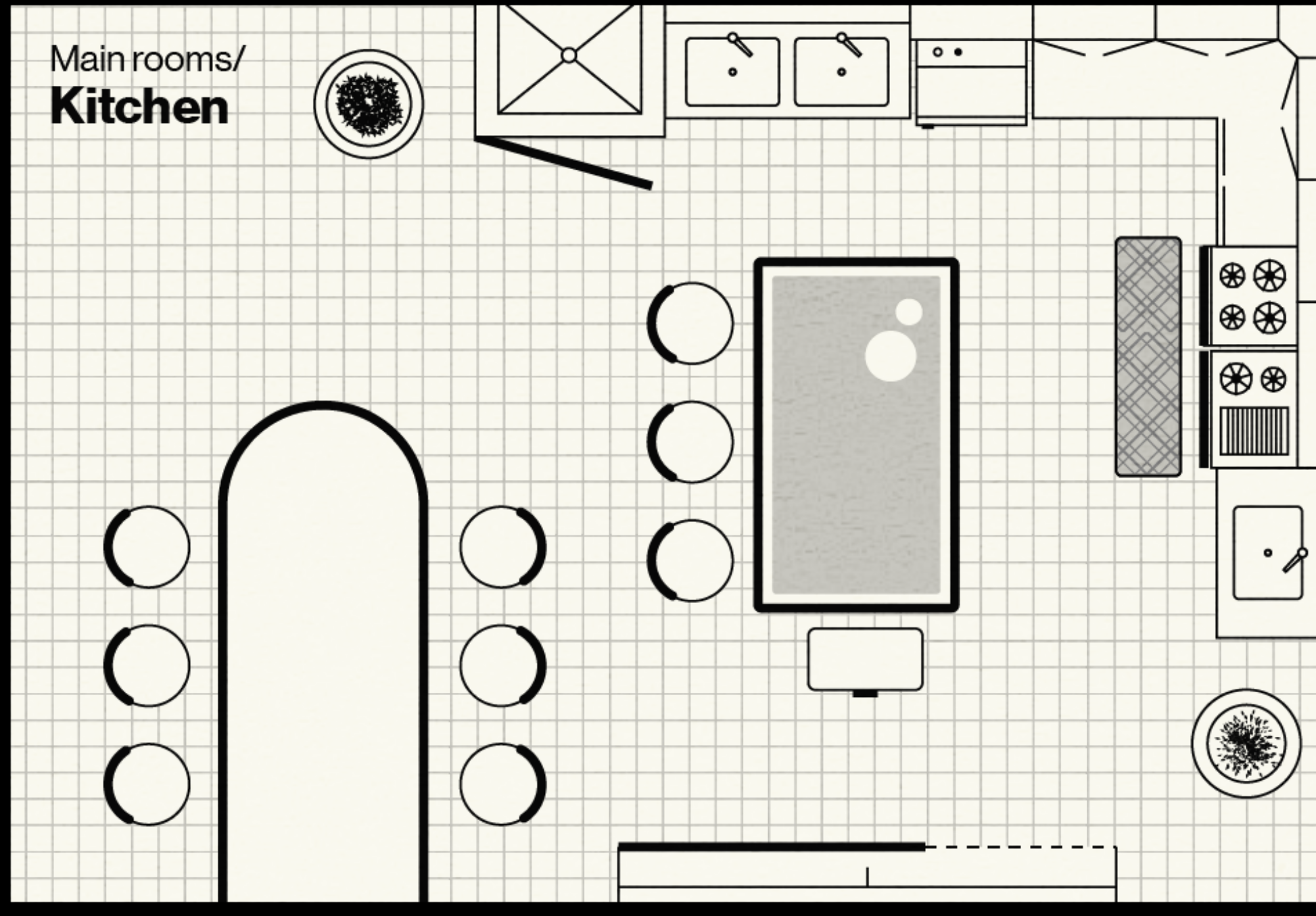
frequently with kids

surrounding facilities

Main rooms/
Living Room



Main rooms/
Kitchen



Describe your home

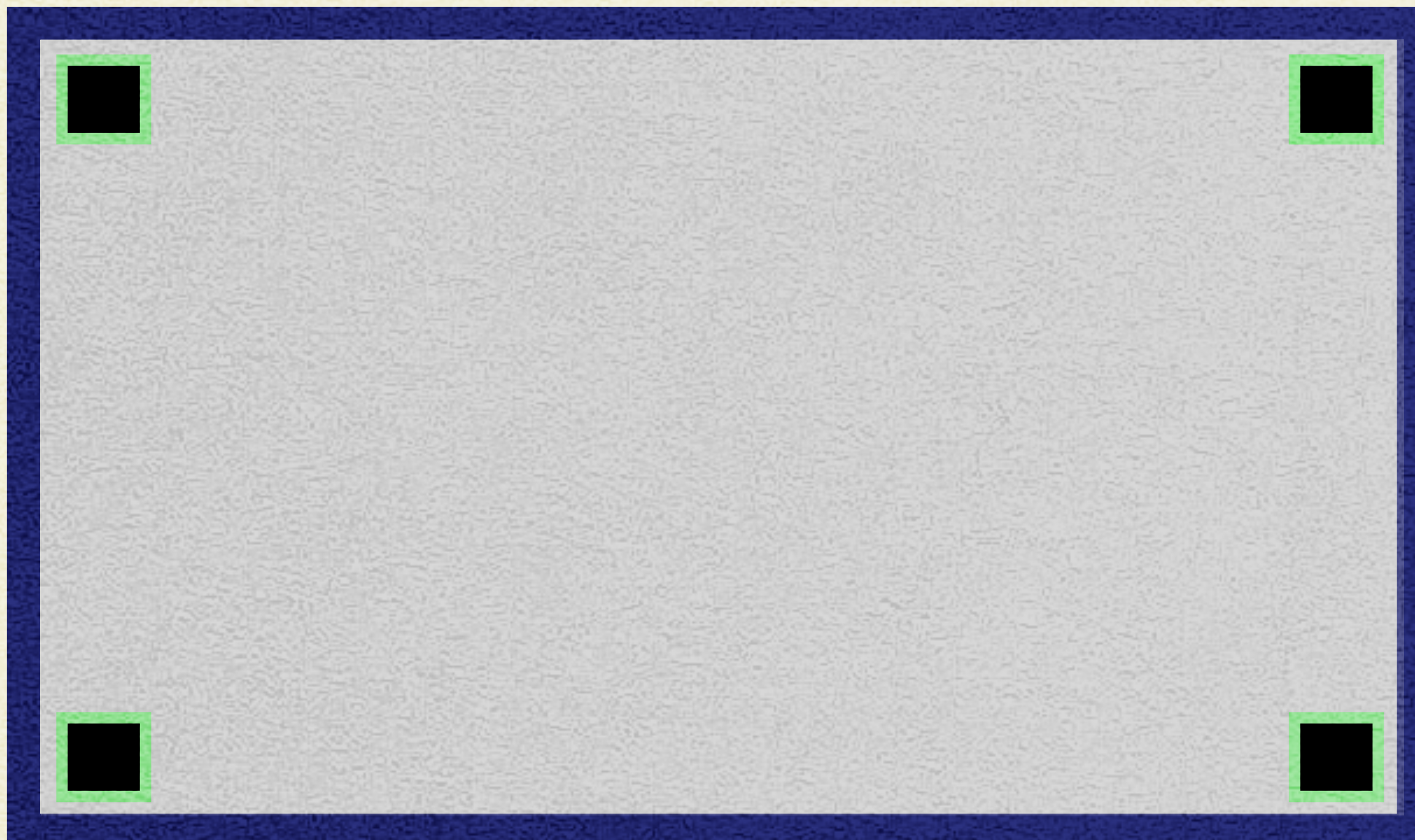
- Single Person
- Frequently with kids
Number of kids: _____
- Couple
- Other: _____

- | | | |
|--|------------------------------------|---|
| <input type="checkbox"/> Detached | <input type="checkbox"/> Row House | <input type="checkbox"/> Villa |
| <input type="checkbox"/> Attached | <input type="checkbox"/> Terrace | <input type="checkbox"/> Flat/Apartment |
| <input type="checkbox"/> Semi-detached | <input type="checkbox"/> Cottage | <input type="checkbox"/> Other: _____ |

Neighborhood: _____

Location: _____

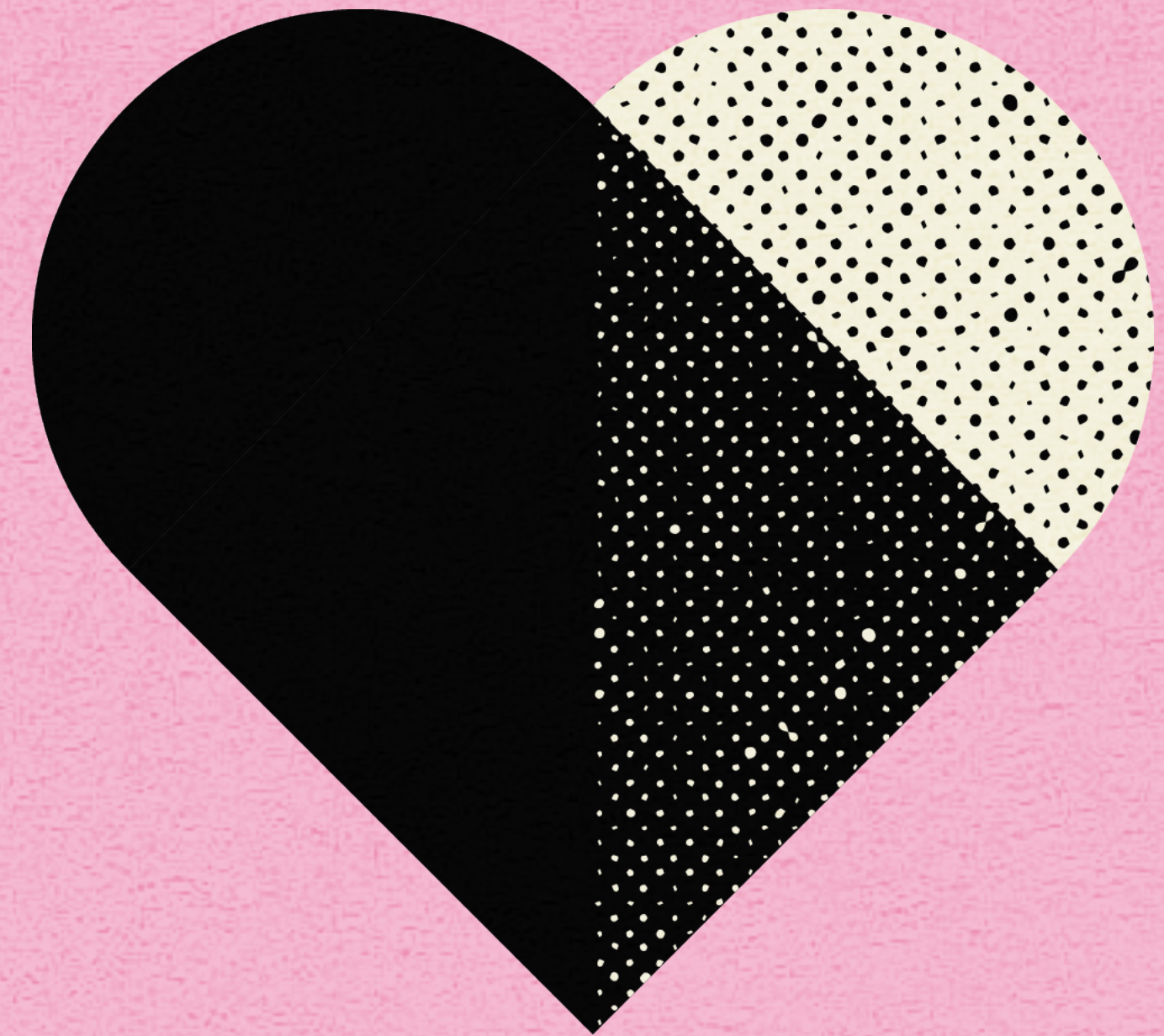
Surrounding Facilities: _____



Personas

Templates and tokens

The Service Sandbox includes a template that helps you to describe people that are experiencing your service. You will represent each persona with a token in the board.



Persona



Short bio: _____

Cultural encounters: _____

Social encounters: _____

Family Composition: _____

Permanent disabilities: _____

Name: _____

Age: _____

Personal Devices: _____

Temporary disabilities: _____

Archetype: _____

Occupation: _____

Material Status: _____

Ethics: _____

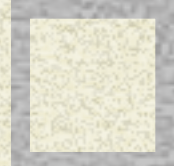
Family Member: _____

Mood: _____

Routine: _____

Familiarity with technology:

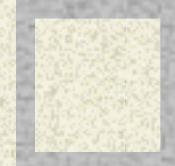
Motivation: _____



Low



Med

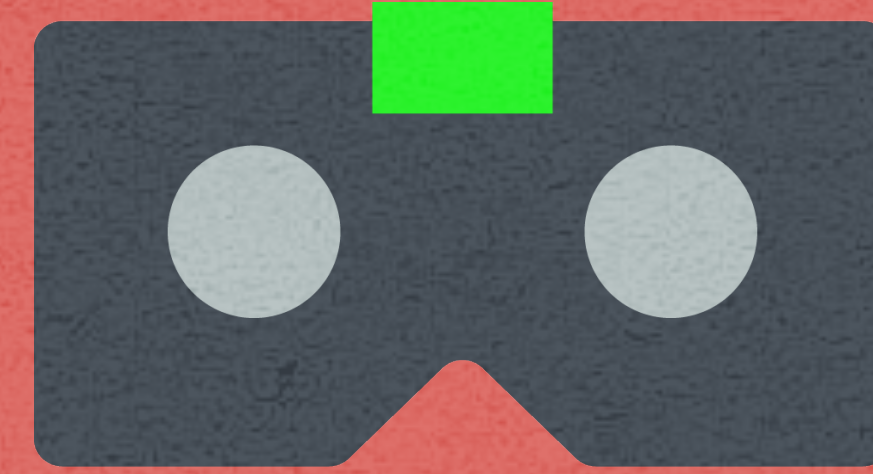


High

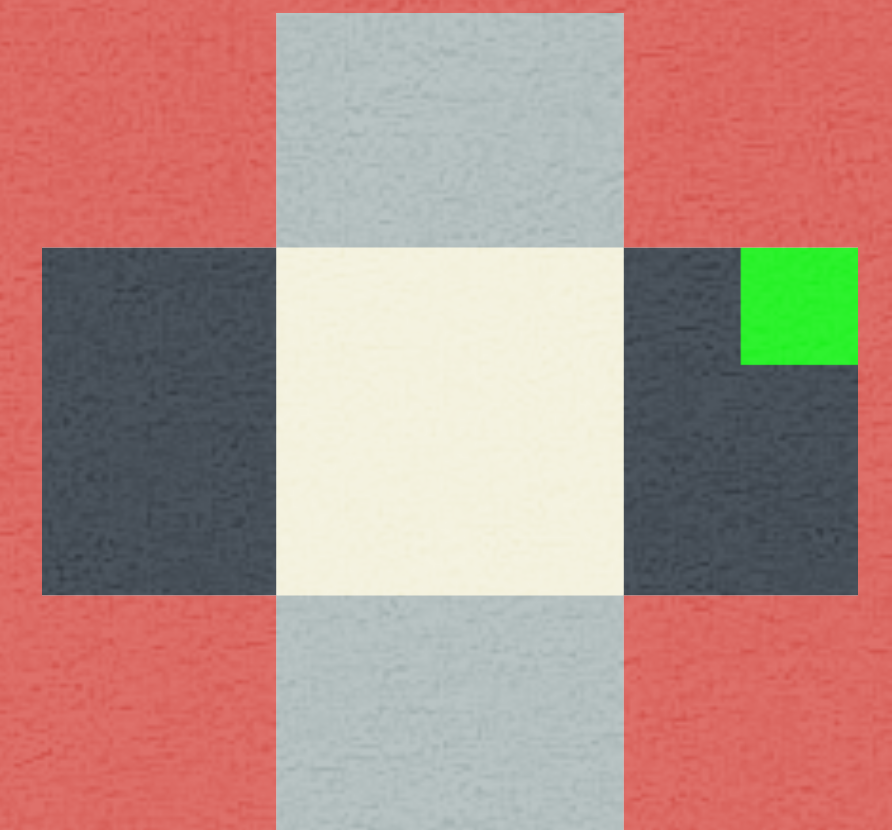
Personal devices

Gathering personal information

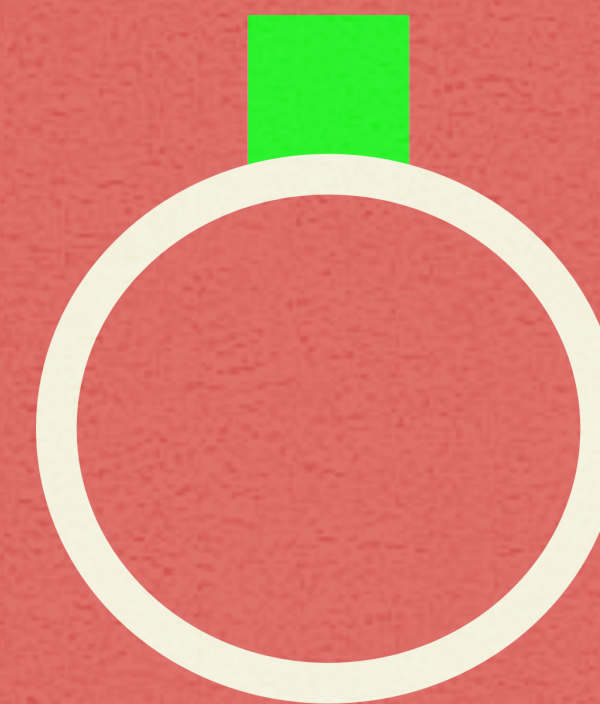
Personal devices are devices owned by an individual. These devices are used in different contexts and they serve multiple purposes that can enhance the service experience.



Virtual Reality



Bio/Health Device



Smart Jewelry

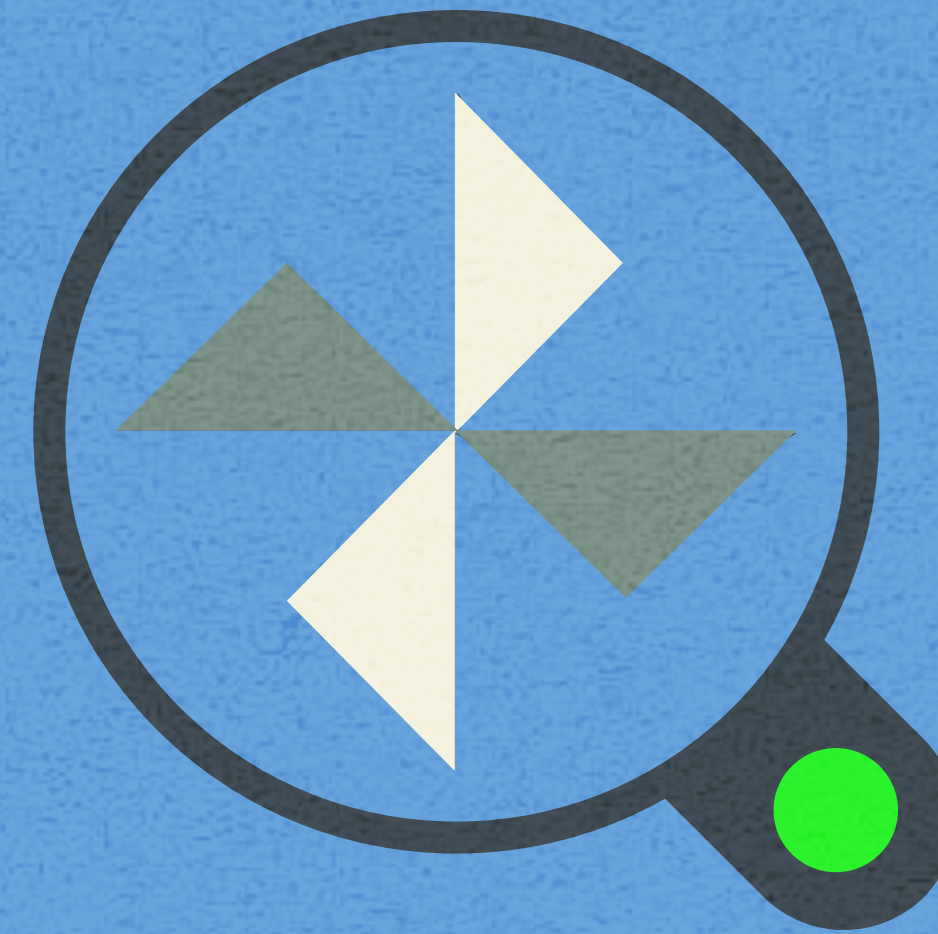


Bike

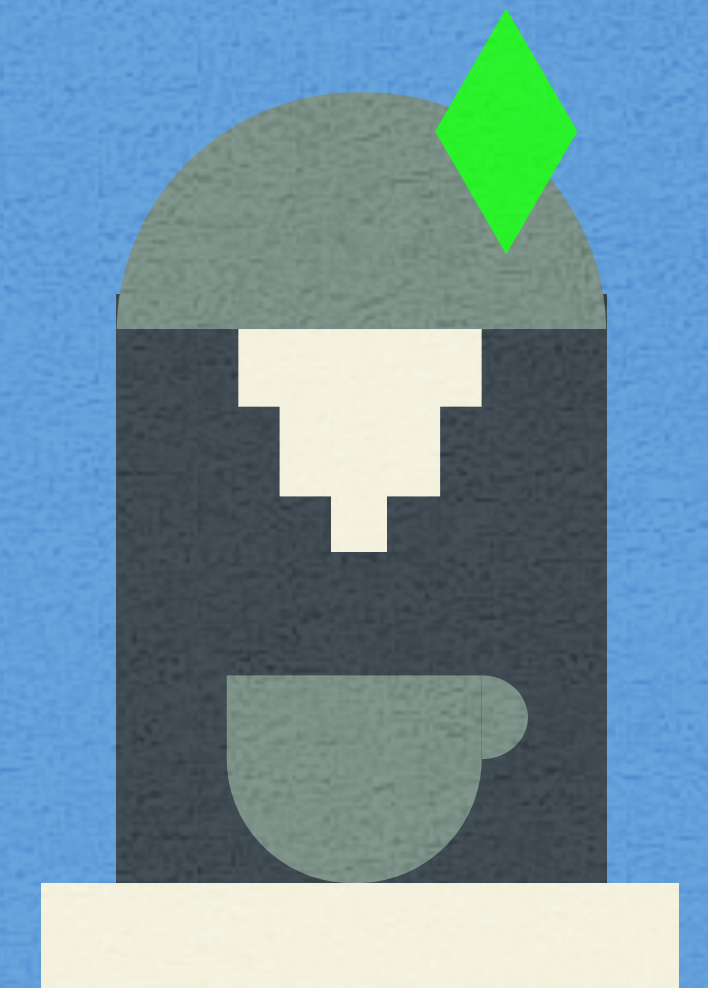
Appliances

For home, office,
hospital etc.

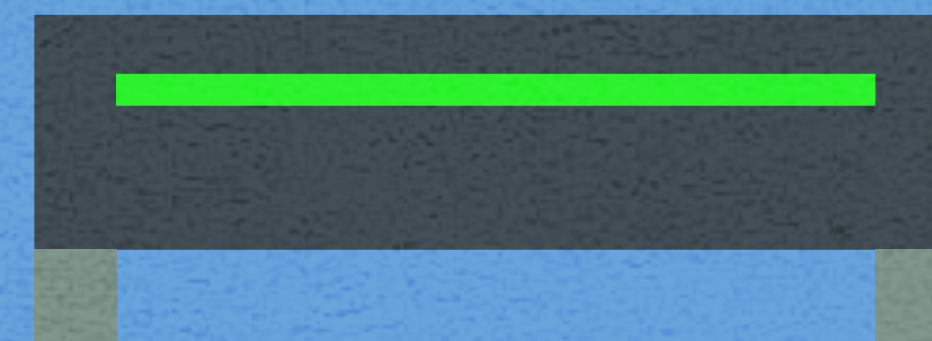
Our first set includes home appliances, but the whole layer could be substituted by other appliances related to other places, such as office and hospitals. They represent specific use, associated with the daily activities happening on that particular ambient. They are not necessarily smart, but they can become one.



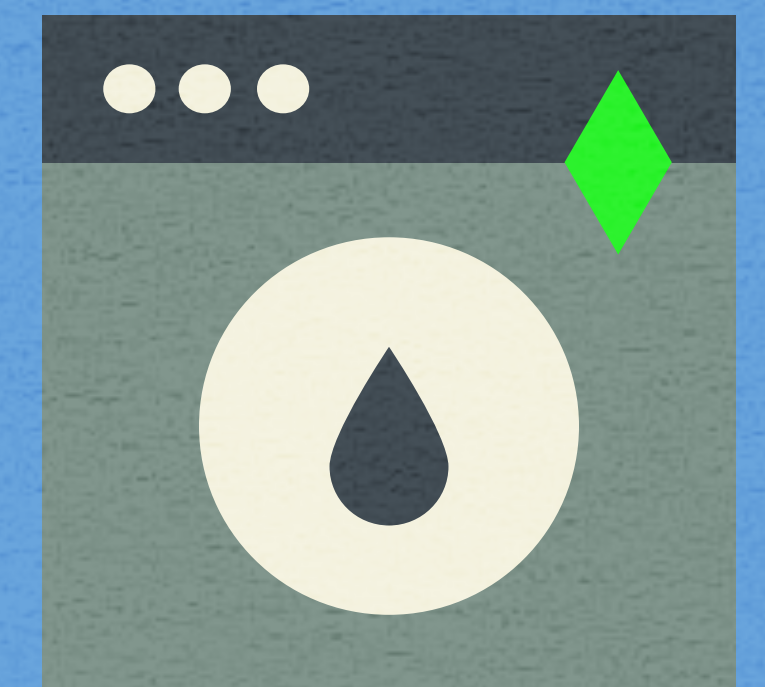
Fan



Coffee Maker



A/C



Washer

Value creation themes

Purpose of the place and the values created



comfort



learning

Places have a purpose, and we visit them with an intention. We expect that those places can deliver the moments that we are looking. We go home for example to have a pleasurable moment with our families, to rest to sleep and to eat. We go to hospitals to get the doctor advice, to be treated, to seek a cure for an illness. Our values are created around those moments. The themes help us to understand what are the values we need to create concerning a specific place and service proposed.

Value Creation

Template

1

Place Post-It
Drawing Here

What's Happening

Value Creation

Template

2

Place Post-It
Drawing Here

What's Happening

Value Creation

Template

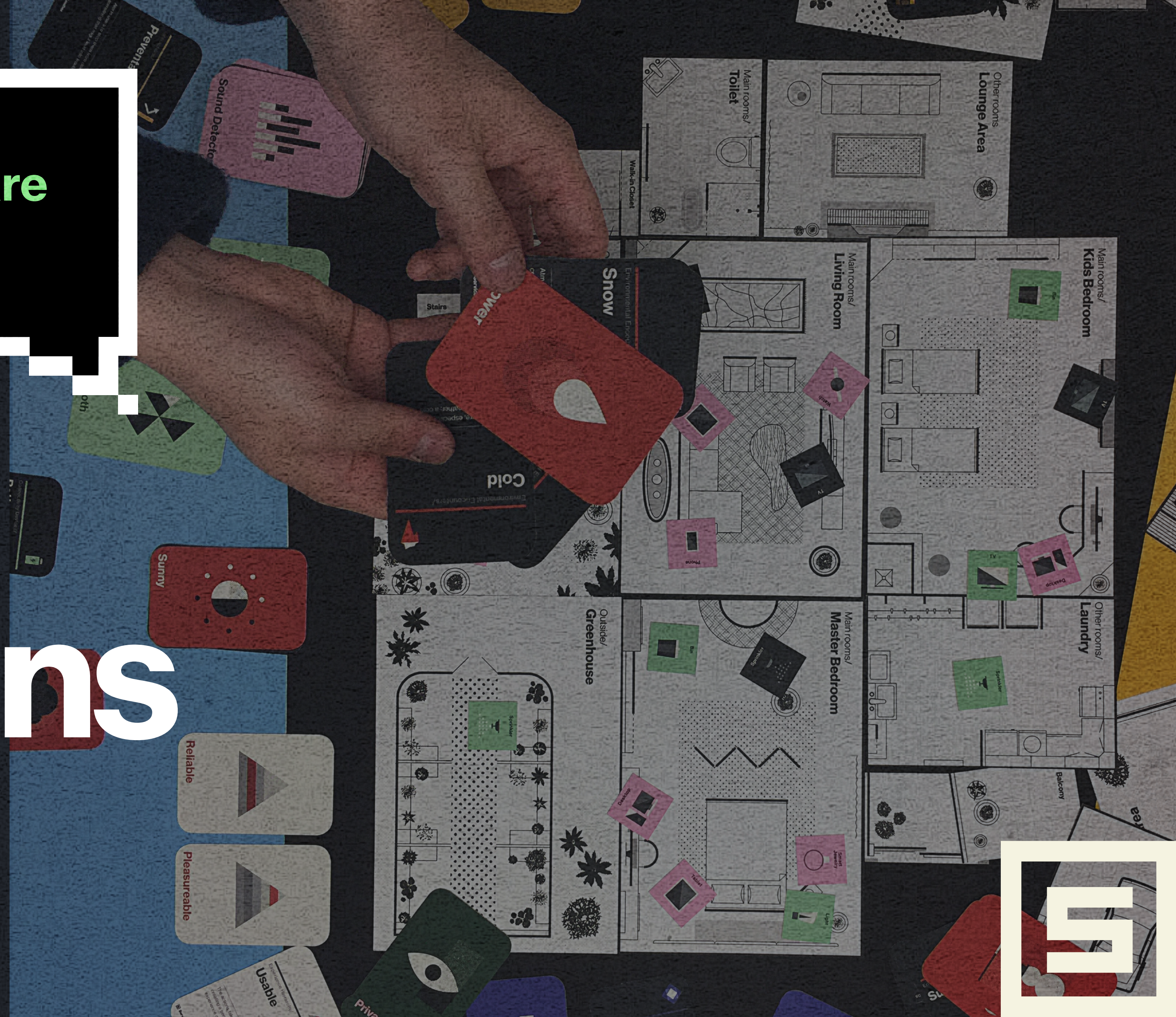
3

Place Post-It
Drawing Here

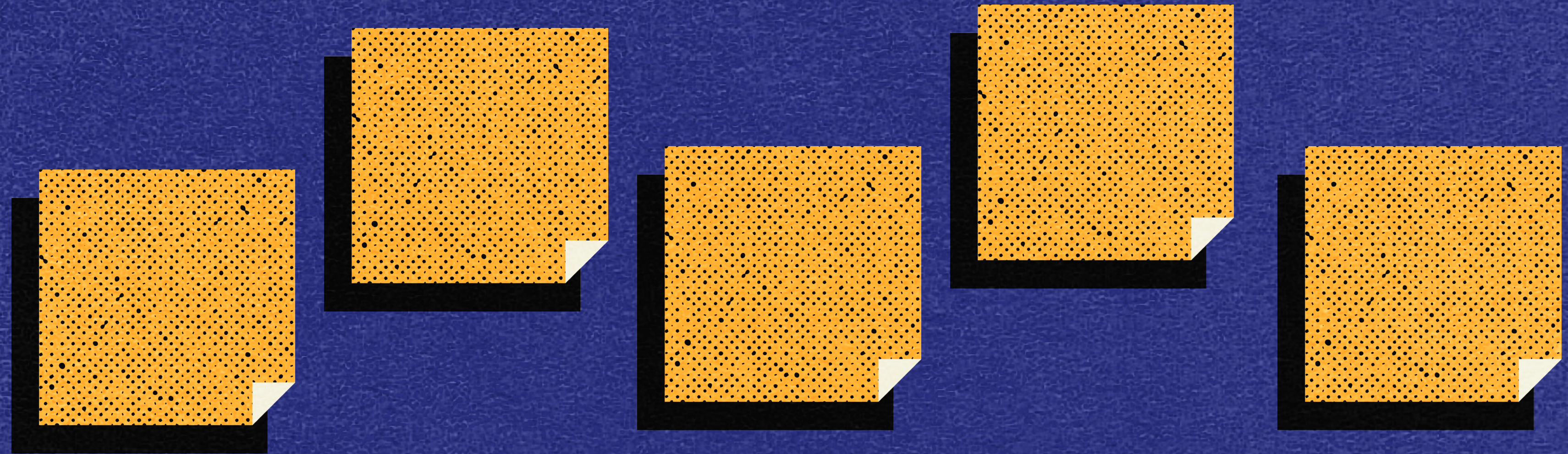
What's Happening

Not the problem you are trying to solve.

Life situations



**Values &
Situations:
Use the post-its.**



1

Create a **situation** for each of the value themes.

2

Think of a situation **when** we can deliver the promised value.

3

Ideate and pick up the best. Use the post-its.



Sensors and detectors

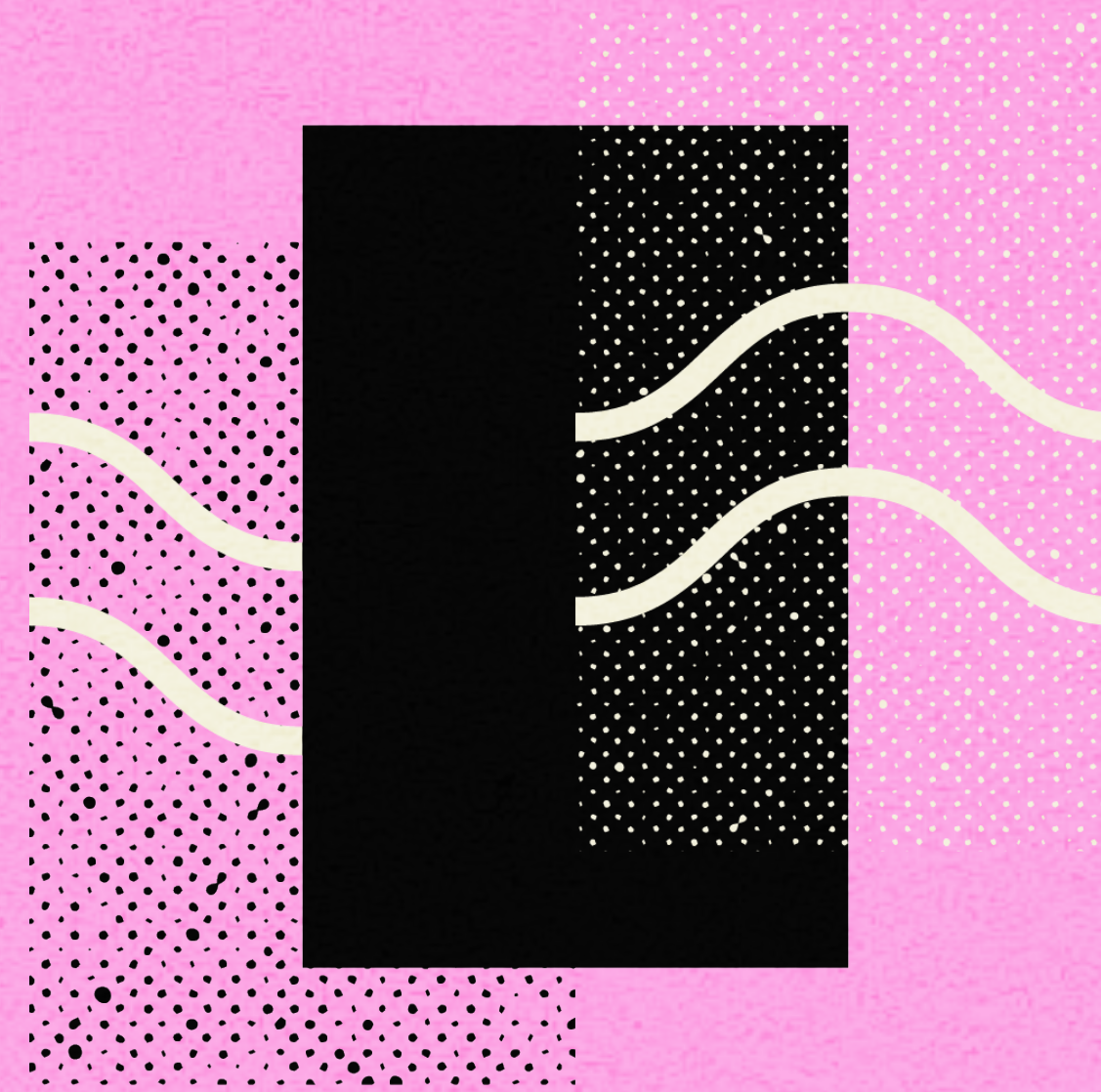
Detect and/or
measure



Sensors and detectors

Detect and/or measure

Sensors and detectors are devices which detect or measure a physical property and record, indicate, or respond to it. There is a great variety of sensors and detectors and they will help you to capture the necessary data to make your service meaningful.



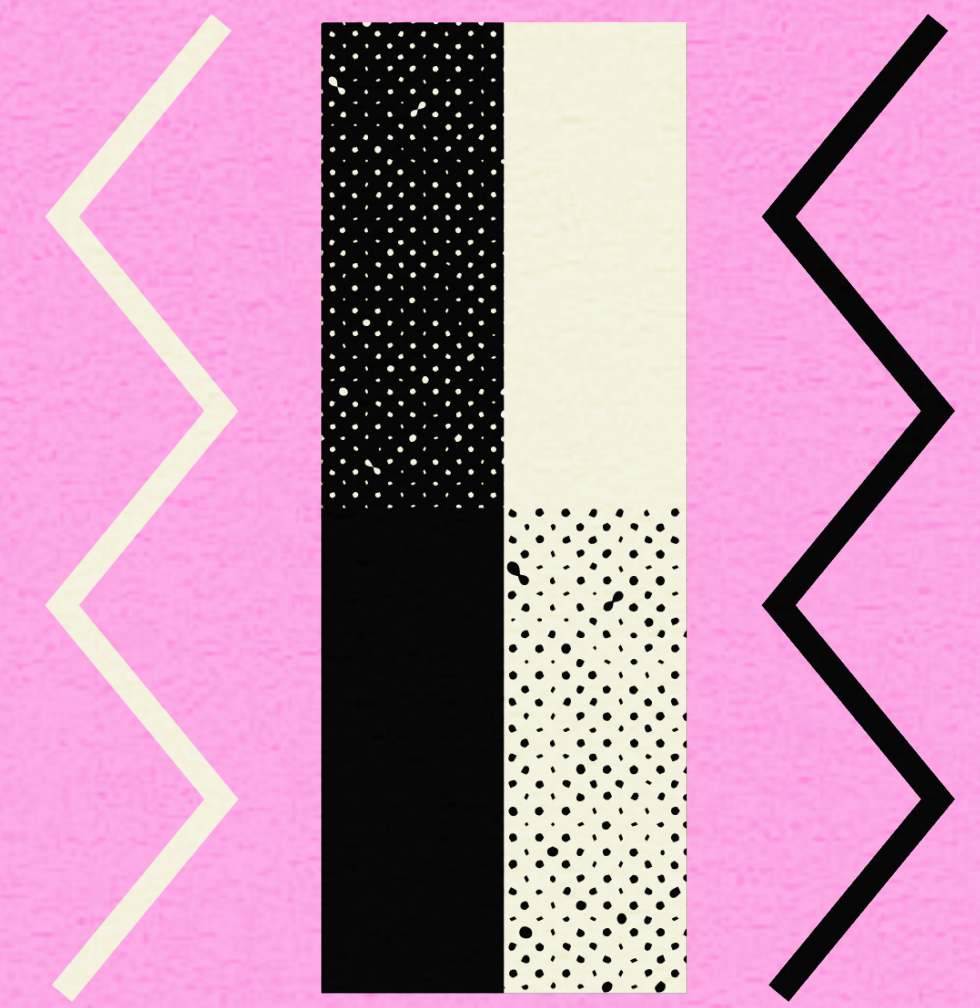
Flow sensor



Humidity Sensor



Motion Sensor



Vibration Sensor

Interface devices

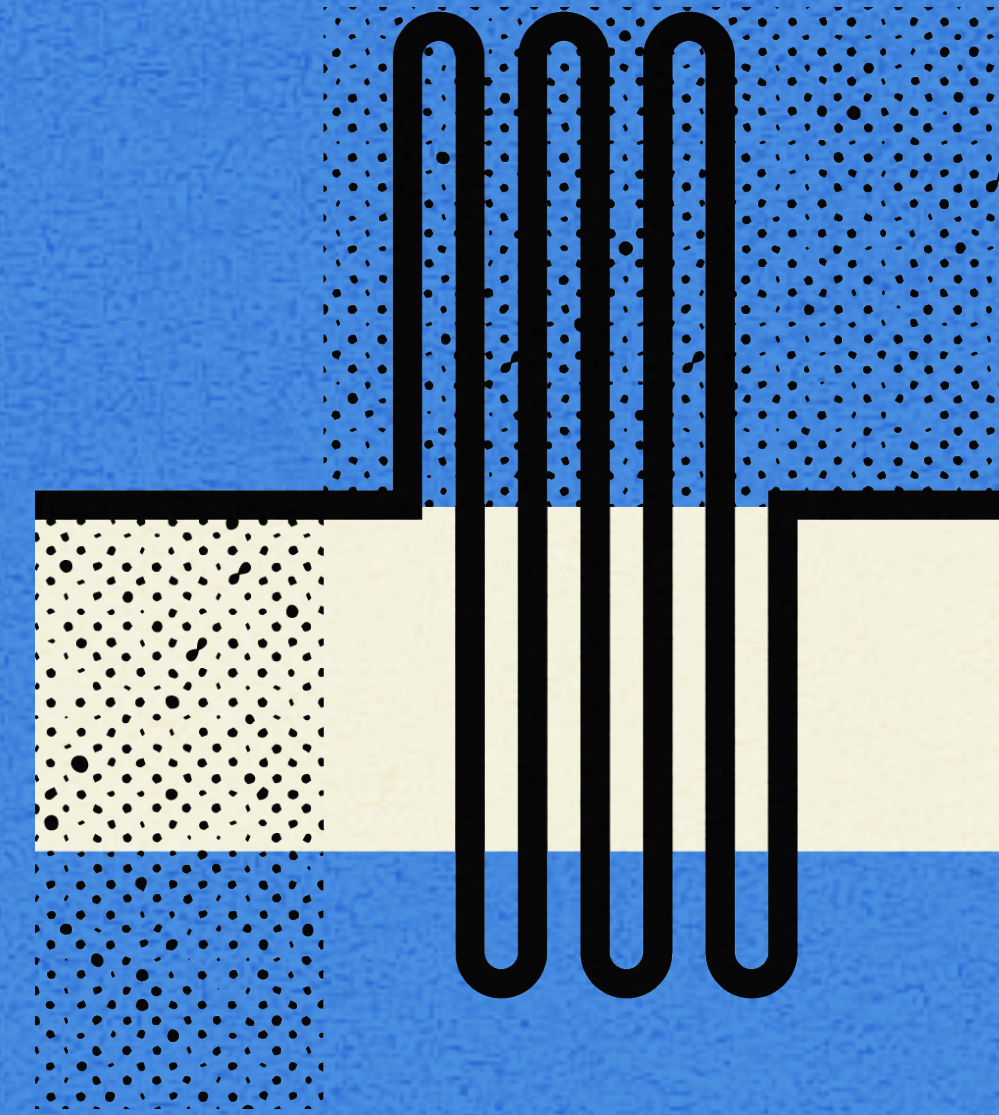
Interacting with machines



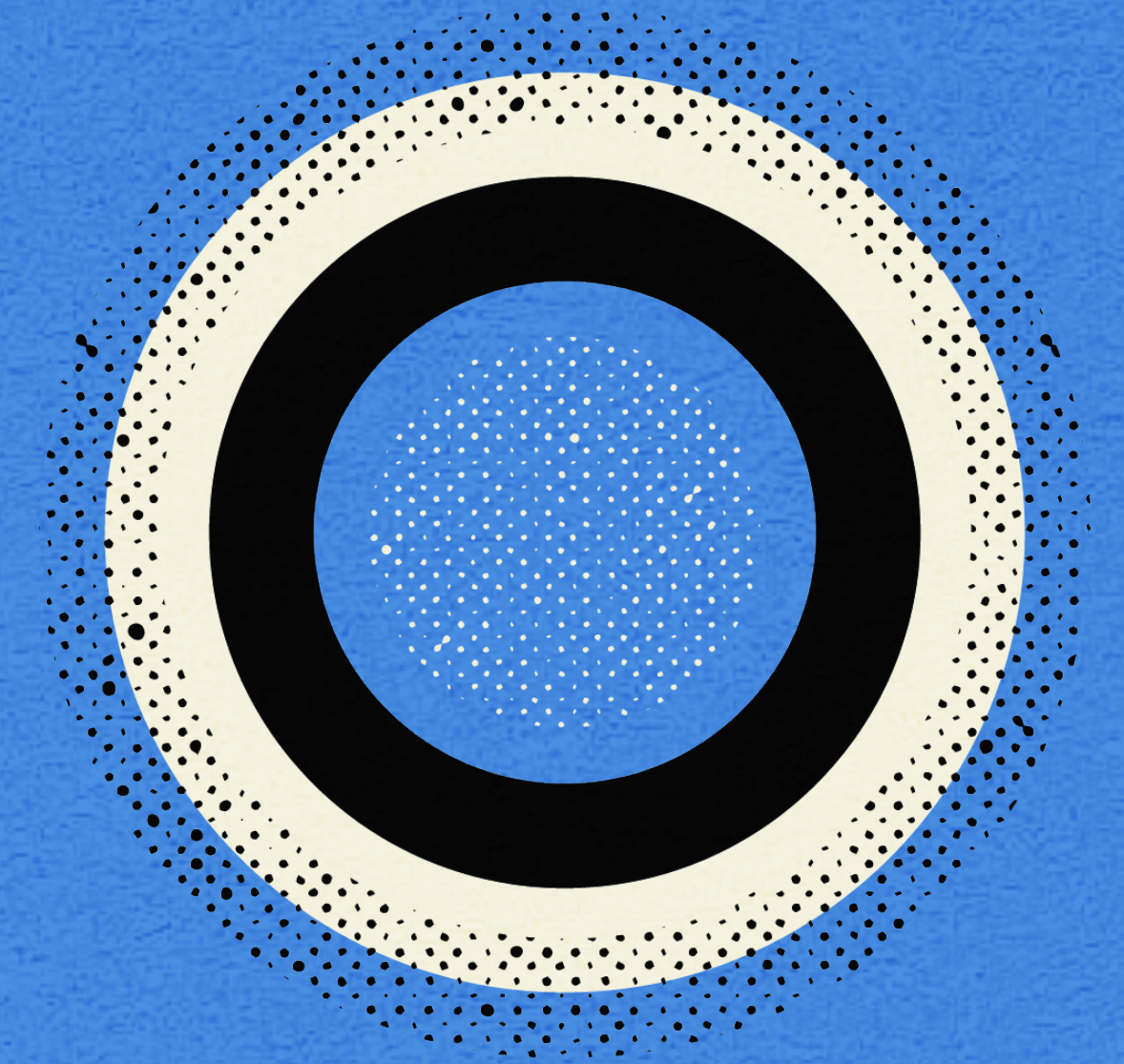
Interface devices

Interacting with machines

An interface device is a hardware component or system of components that allows an individual to interact with a machine. Personal devices are interface devices, but we do not include them in this set since they are represented in the other another deck.



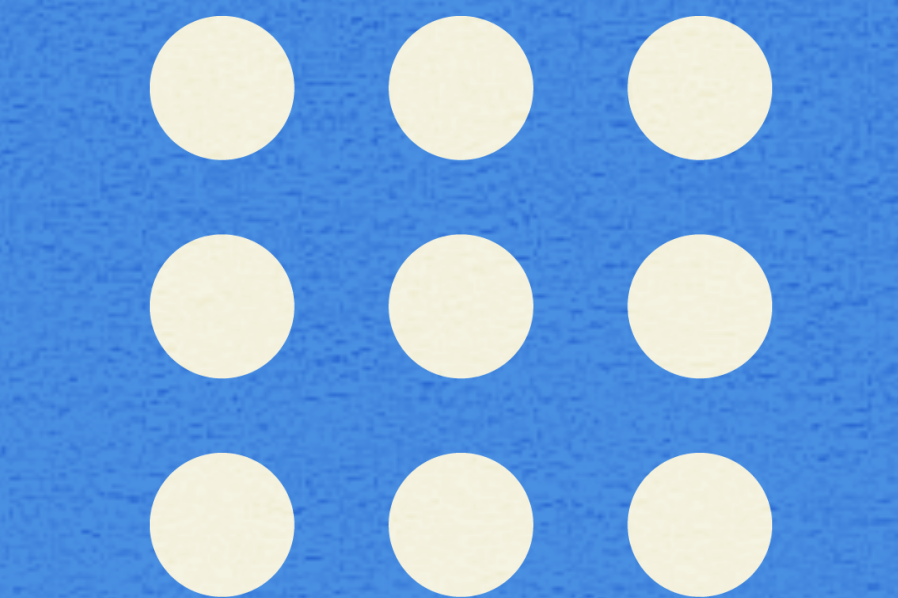
Radiator Control Valve



Intelligent Personal Assistant



Camera



Air Quality Meter

Connectivity devices

Connecting machines and data

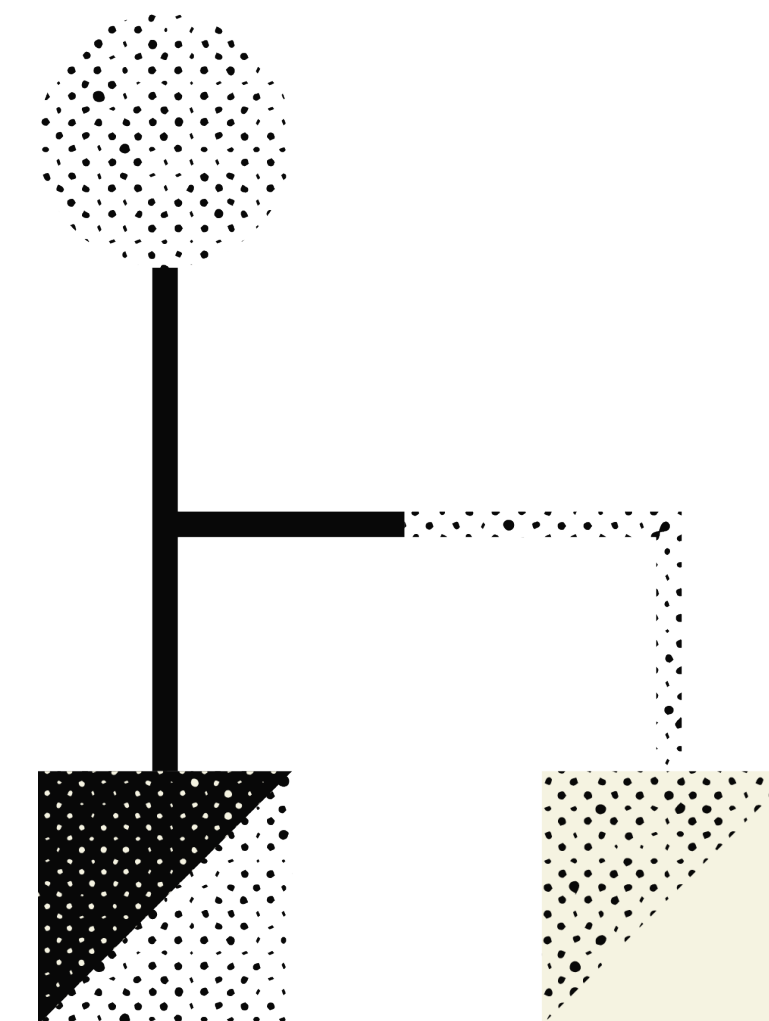
The connectivity devices are responsible for the communication and network, i.e., between machines, between machine and personal devices and data generated by the machines and individuals to the cloud.



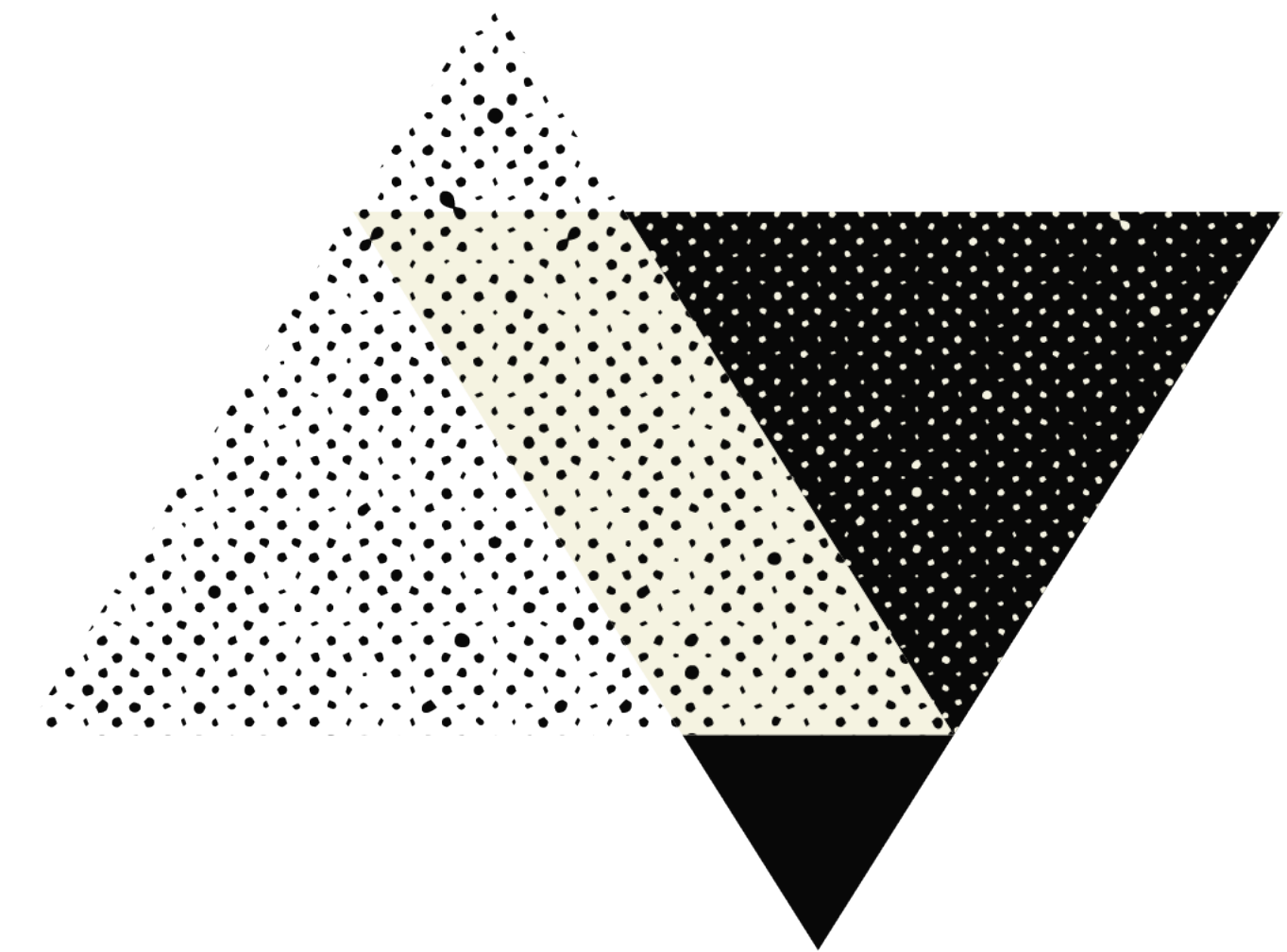
Battery



Bluetooth



Cloud-based Connection



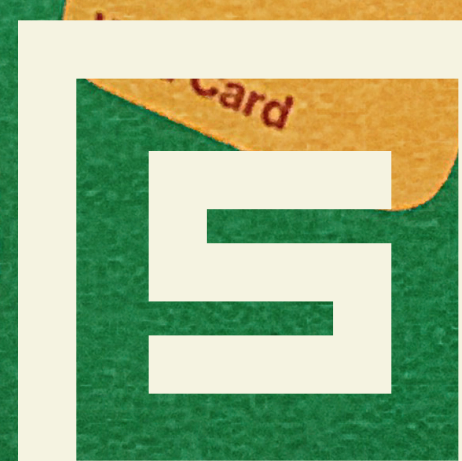
Hyperlocal Connection

Deep in time context
and interactions

Maximizing the role of technology and the experience

Interactions

Building the relationship with the services

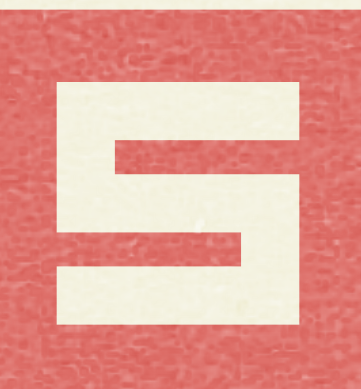


Interactions

Building the relationship with the services

We break the experience in features, and we start ideating on many ways the features can interact with the individual. They can expand to other functions, or they can merge with a different feature. We use post-its to capture the possibilities.

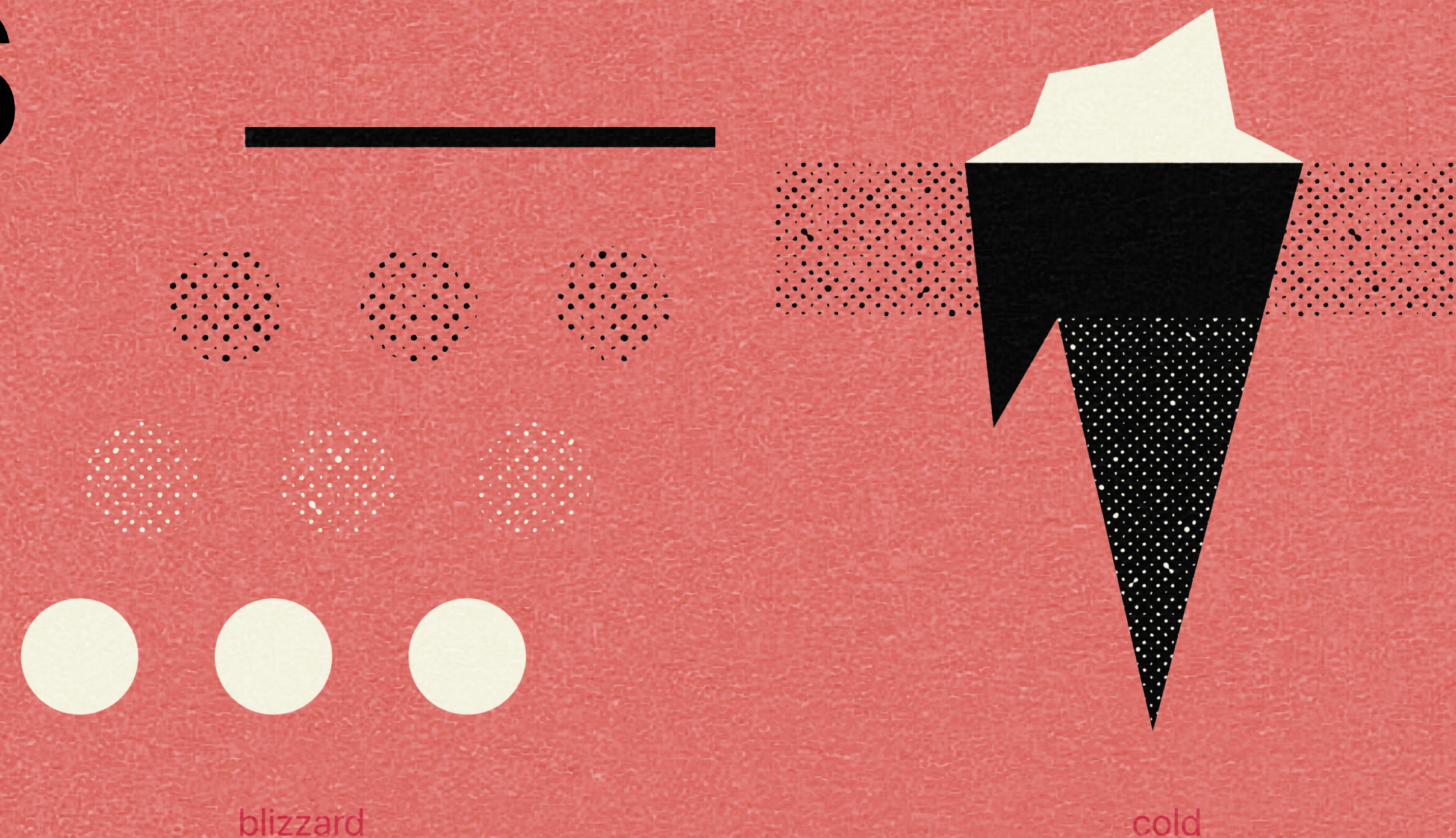
Use post-its to capture the possibilities.



Environmental encounters

Because external factors matter

What happens if rains? If it is night? If is hot? If is winter? Is our service still the same or are we creating additional elements that will help our service to perform better?



Social & Cultural and legal and ethical encounters

We are surrounded by legal

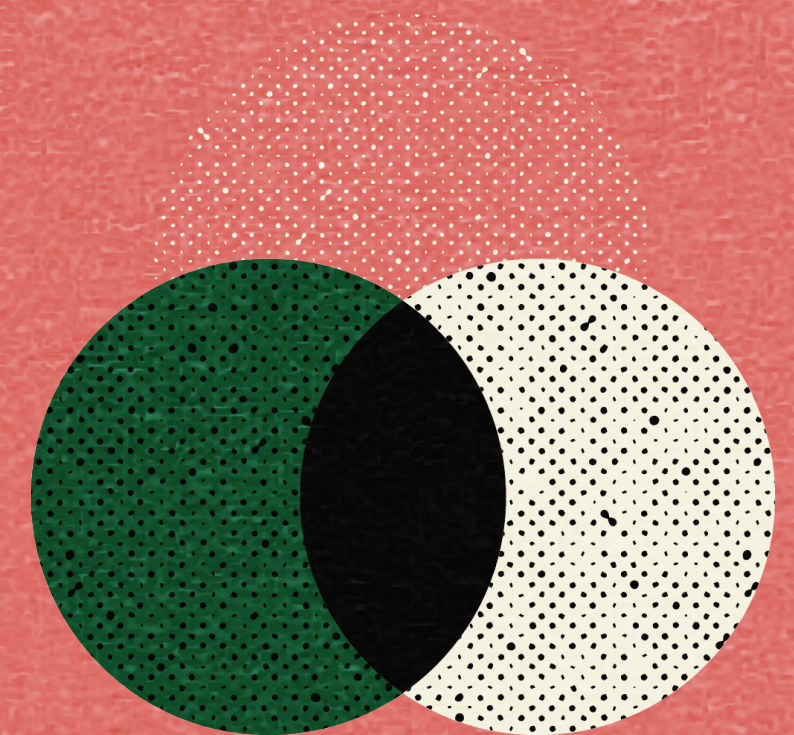
Are there any social, cultural, legal, moral and ethical aspects that may influence the way the user will experience the service? This set of cards includes verbal, social, political, local and many other contexts that surround our focus event. They are relevant to understand how people experience things, from a more allocentric and egocentric point of view.



privacy issues



moral issues



social issues

Environmental encounters

Legal and ethical encounters

Features Evaluation

The features will give form to your service.

Not all features ideated in on previous stages are relevant to your service. We need to evaluate what are the omst relevant ones. They should deliver value to customers, but also match the company strategy and capabilities.

Features Evaluation

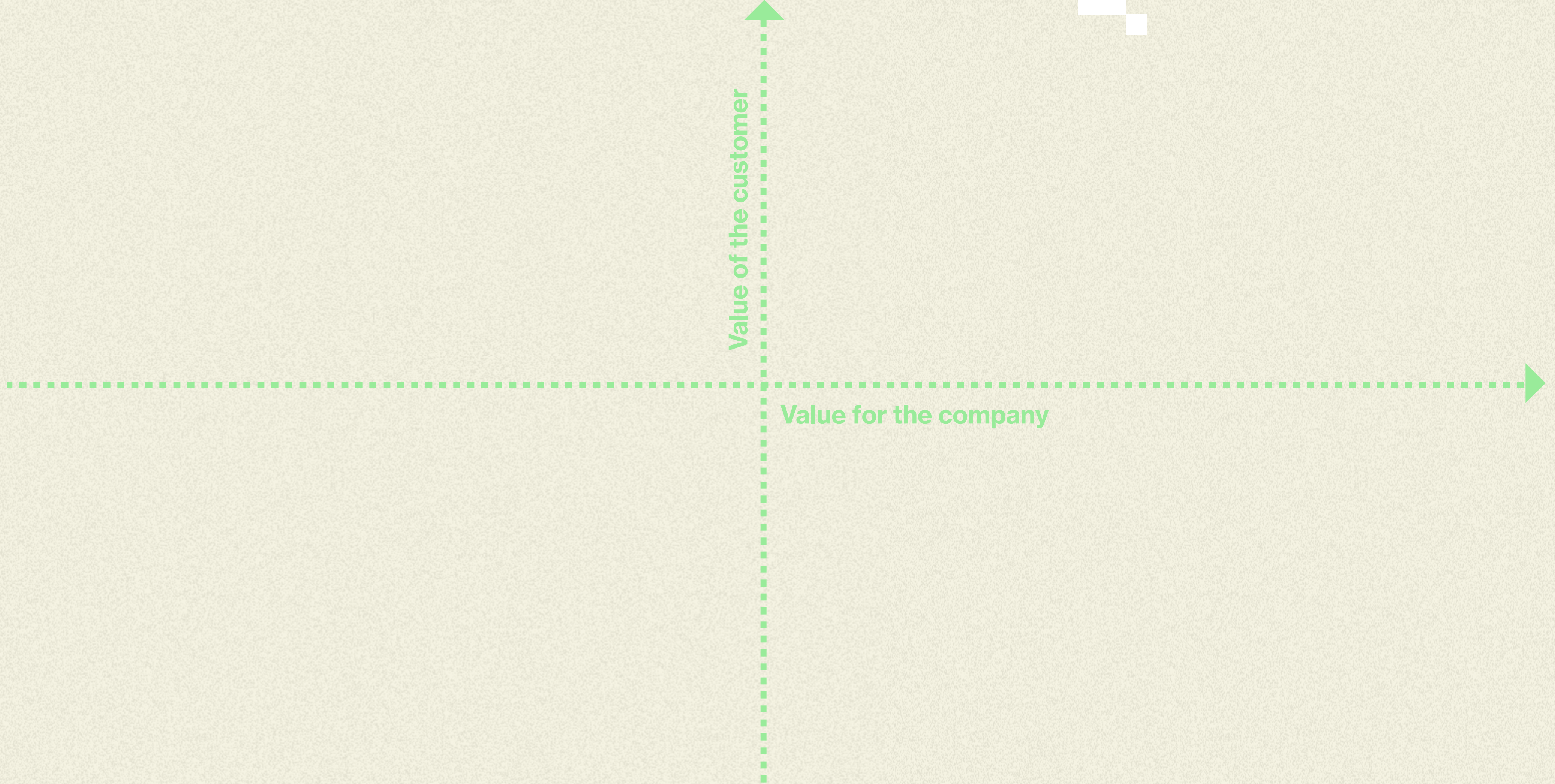


Features Evaluation

Features Evaluation Template

Value of the customer

Value for the company



Getting from tasks to experiences

User Experience Hierarchy of Needs by Stephen P. Anderson

Focus on experiences driven by what your users want to do rather than business objectives or the mechanics of delivering your service.

Subjective/Qualitative
Focused on Experiences
(People, Activities, Context)

Meaningful
(Has personal significance)

Pleasurable
(Memorable experience worth sharing)

Convenient
(Super easy to use, works like I think)

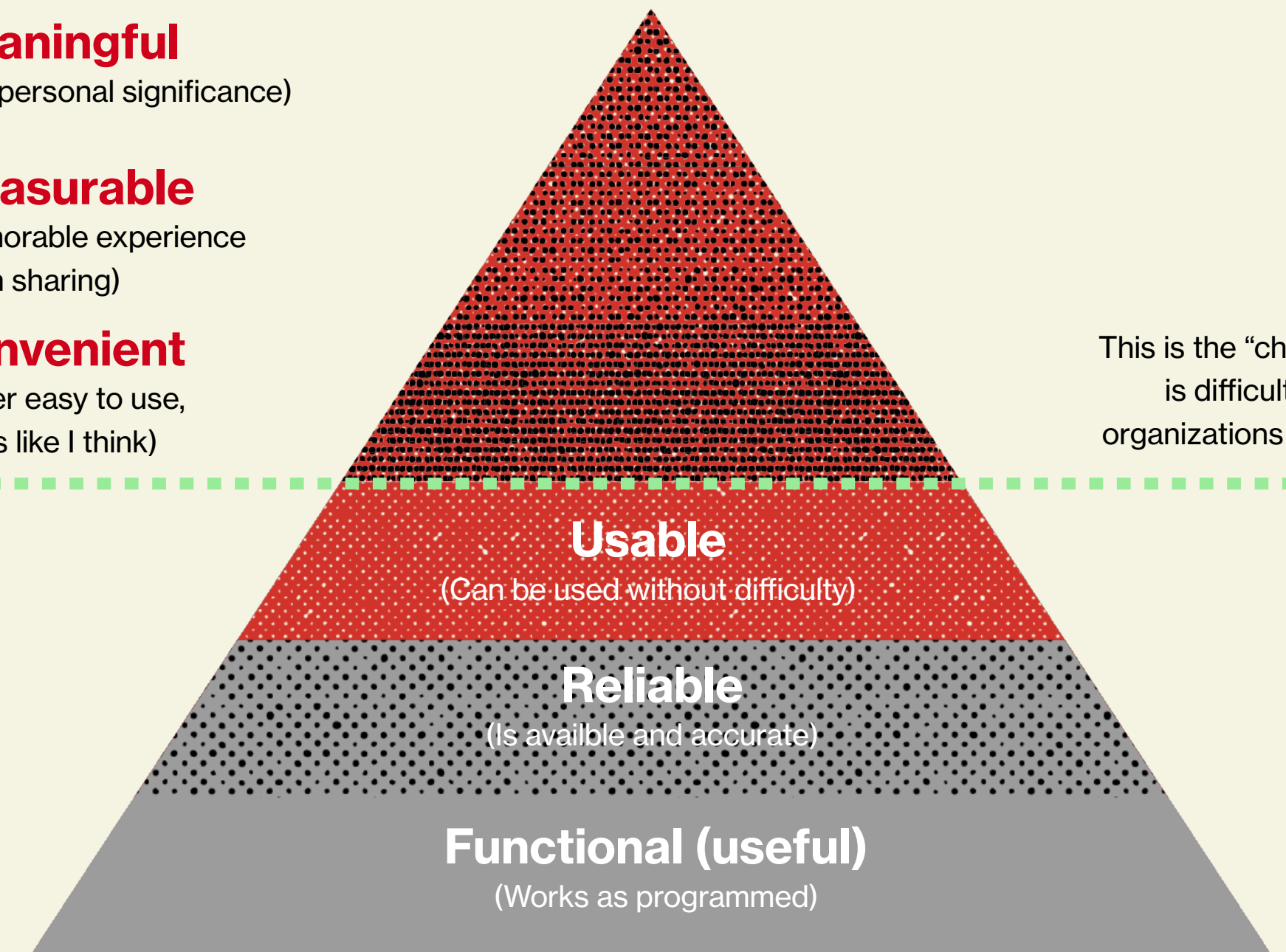
Usable
(Can be used without difficulty)

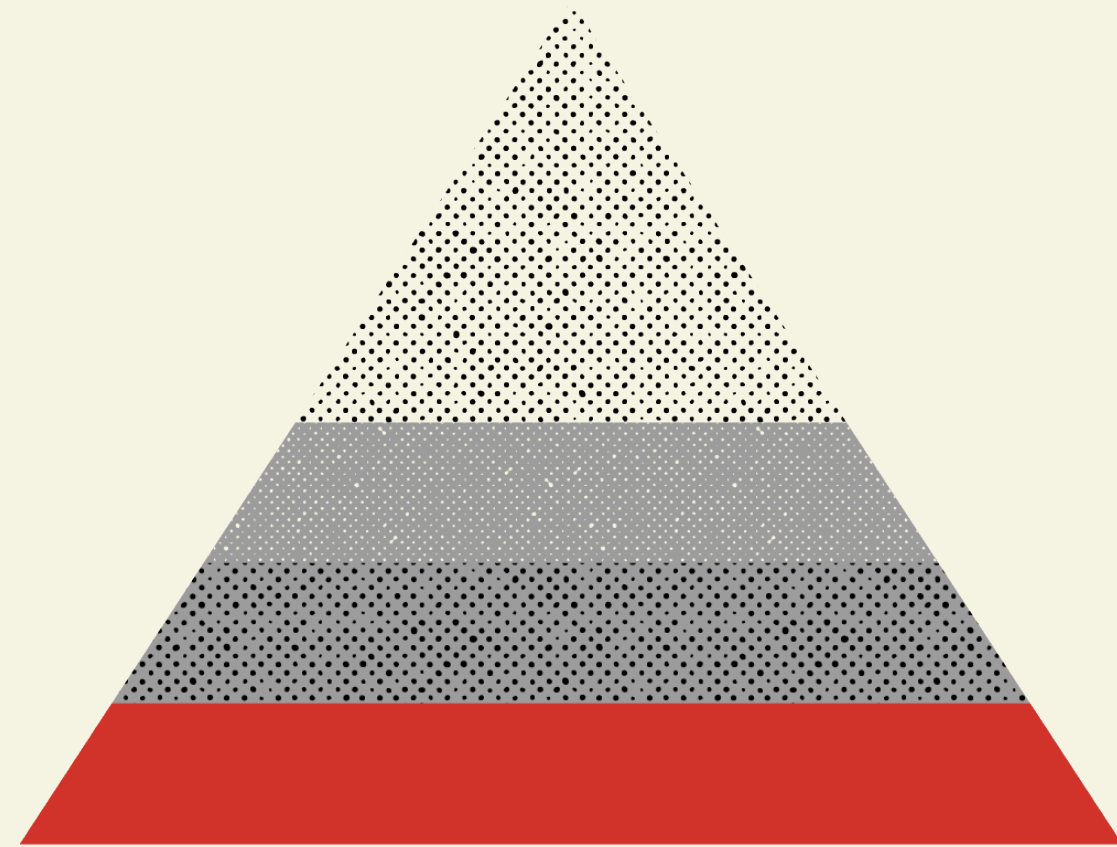
Reliable
(Is available and accurate)

Functional (useful)
(Works as programmed)

Objective/Quantifiable
Focused on Tasks
(Products/Features)

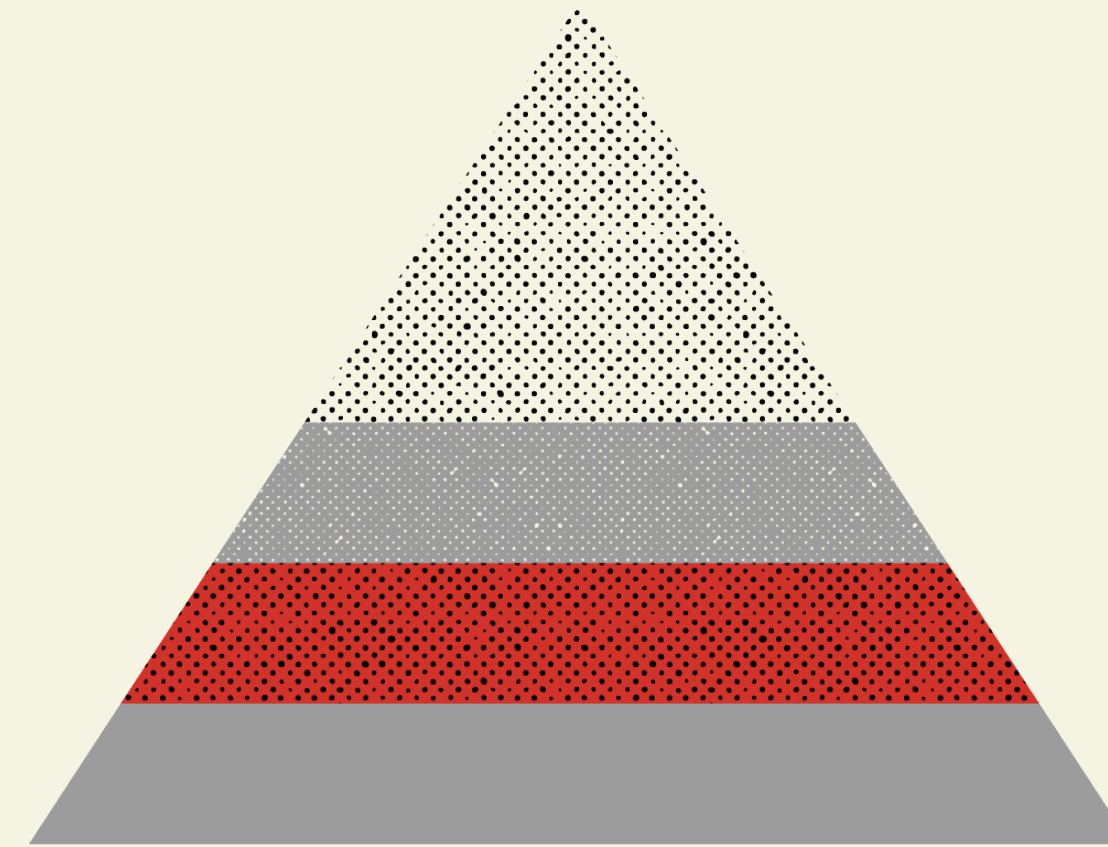
This is the “chasm that is difficult for organizations to cross





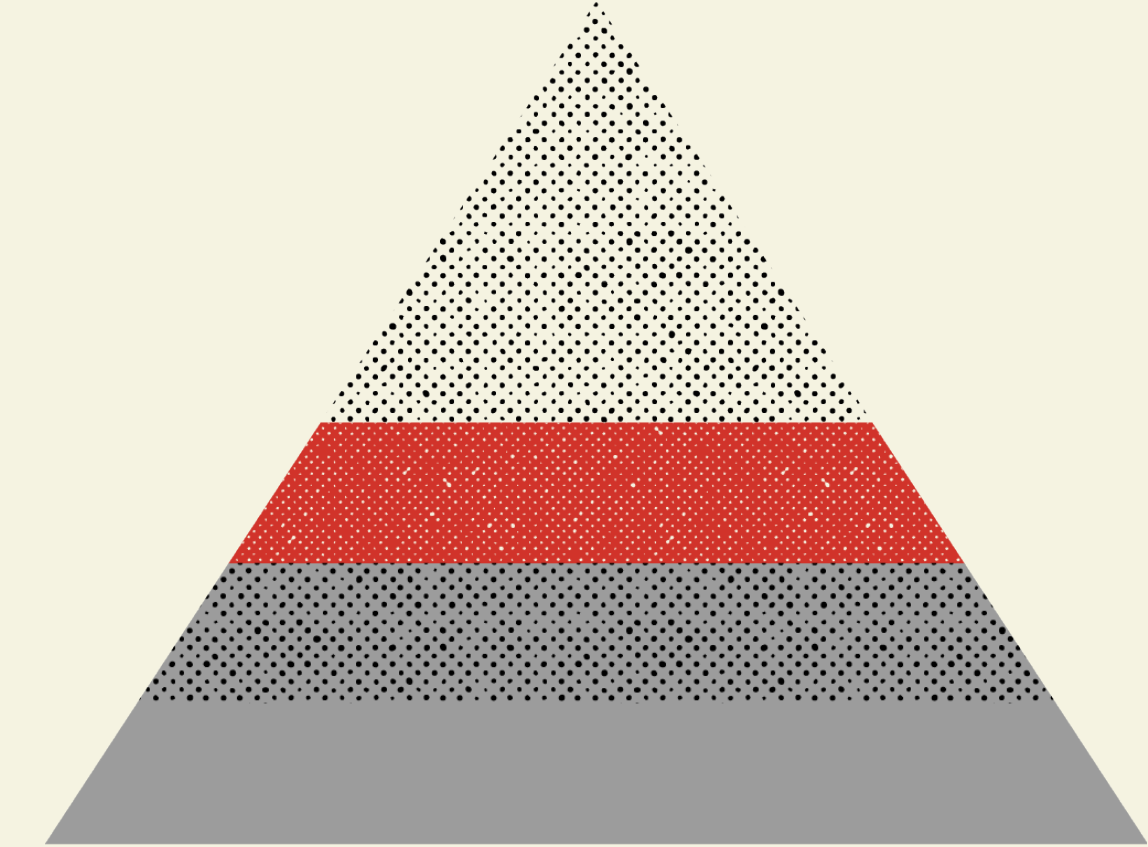
Functional

A Functional experience means that your service works well.



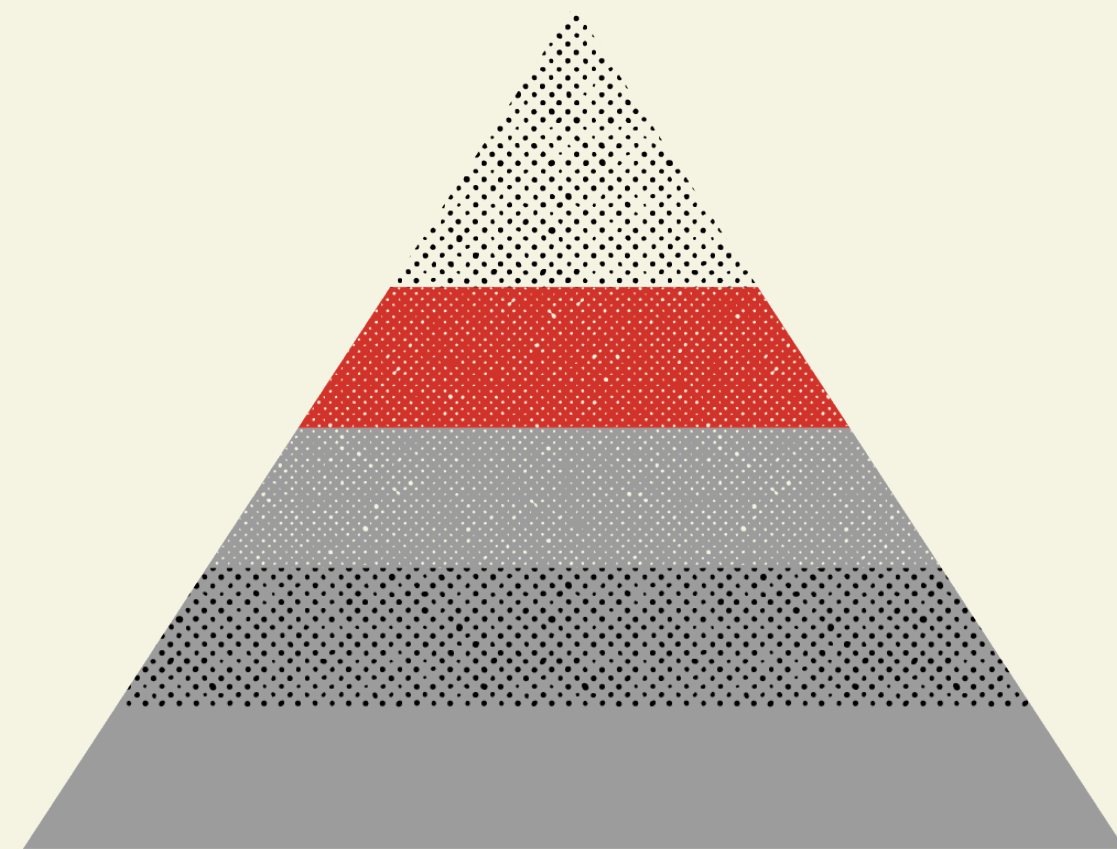
Reliable

It works but it is also trustful, it guarantees performance and achieving the goal is possible.



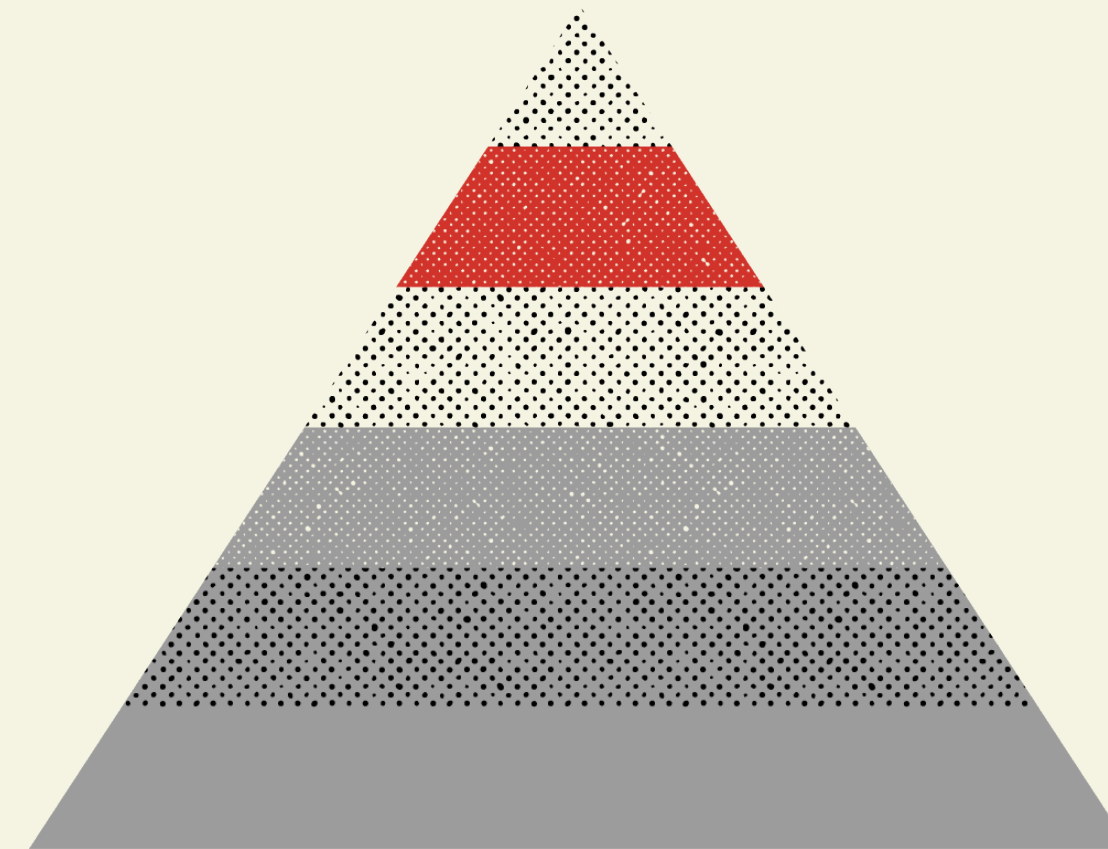
Usable

It works, it is trustful but it is also easy to use, and the end-user can experience it more intuitively.



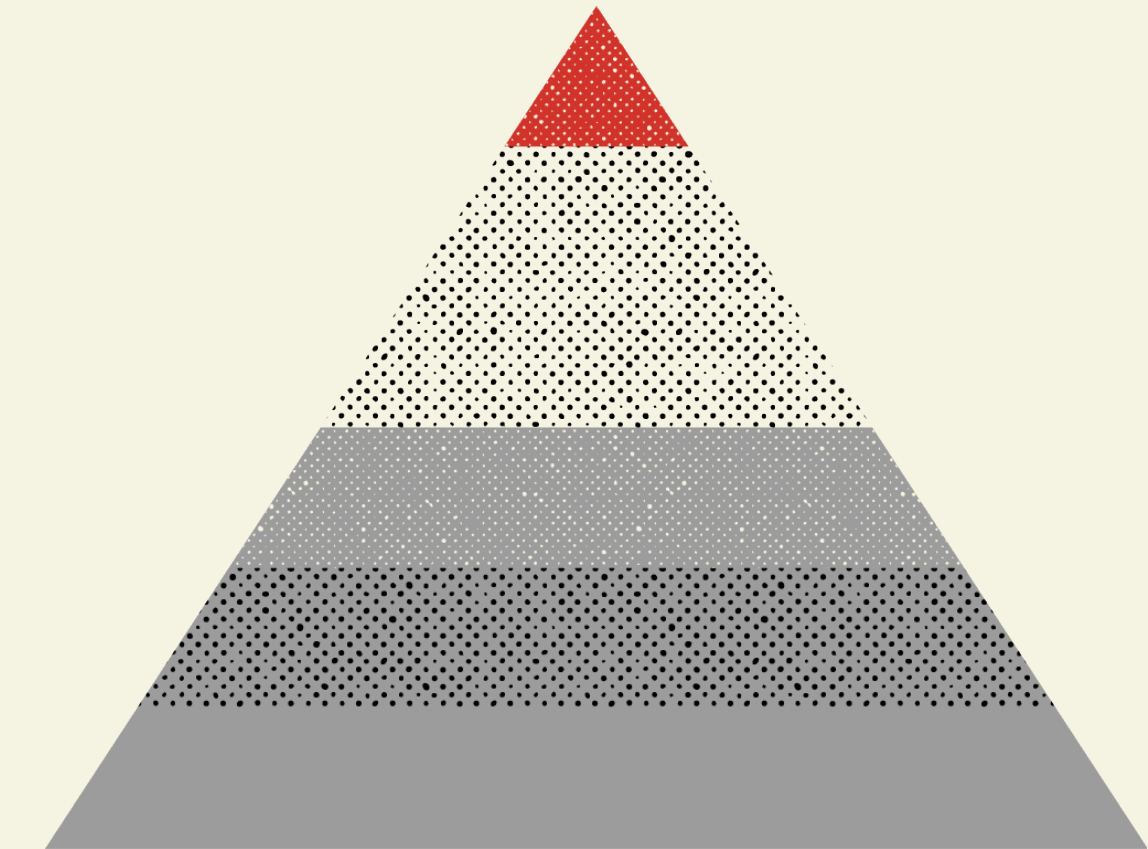
Convenient

It is fitting in well with a person's needs, activities, and plans. It also has all the previous properties.



Pleasurable

It is enjoyable, the person will lose the sense of time, because it is great to be there.



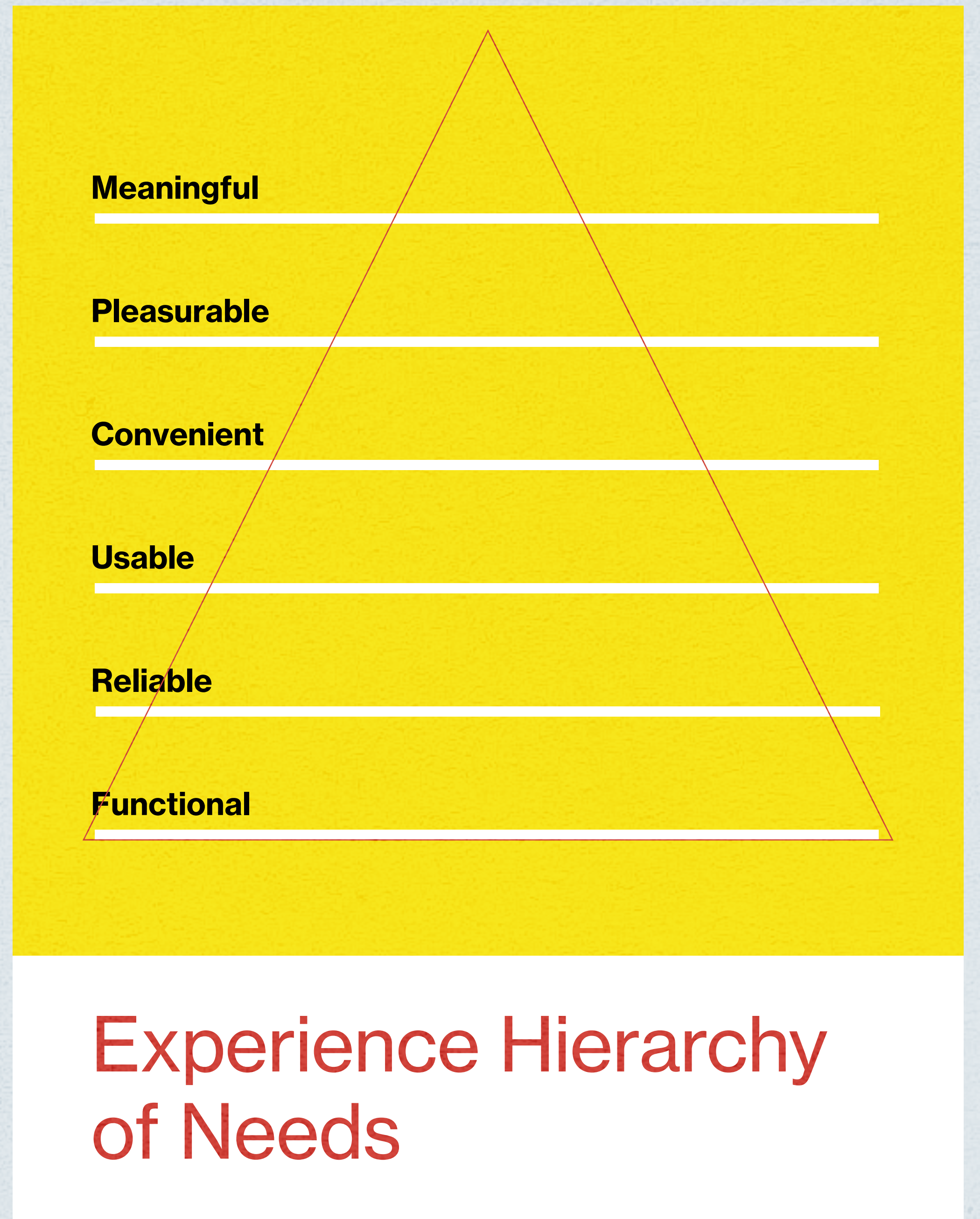
Meaningful

It has a personal attachment, it will achieve your memory or it will match with your beliefs. It has a personal meaning.

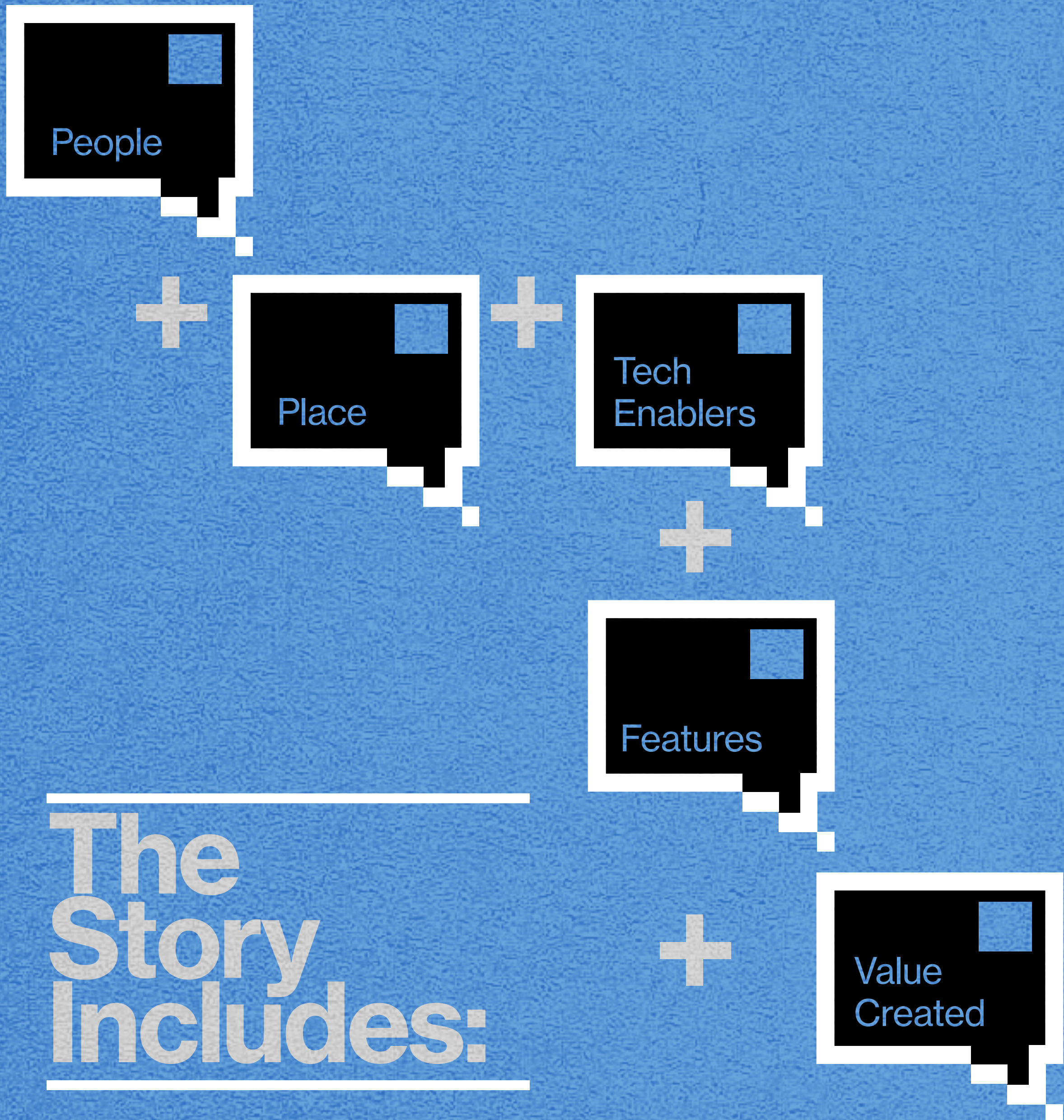
Experience Hierarchy

Levelling the service experience up

Now you have the main services features; you will place them into their respective experience level on the Experience Hierarchy of Needs. Think how you can level each of the featured experiences up.



Presenting The Concept



Create a Story

to communicate the service concept

Simulate and roleplay the situation on the board and take a sequence of pictures. We can create a stop motion movie later.

Use the Story Canvas to document it. You can document as many situations you want. Use as many Story Canvas you want.

Create a story

Situation (illustration)

Experience Story: How the service Works _____

Main features:

Tech includes:

Concept wrap-up:

Fill in the Elevator
Pitch Canvas!

5 minutes

The Question Pitch

Have you heard... How your company...? Why...? Question that your arguments will support and that drives to a positive answer in the end.

For _____
target customer

who has _____
customer need

_____ service or product name

is a _____
market category

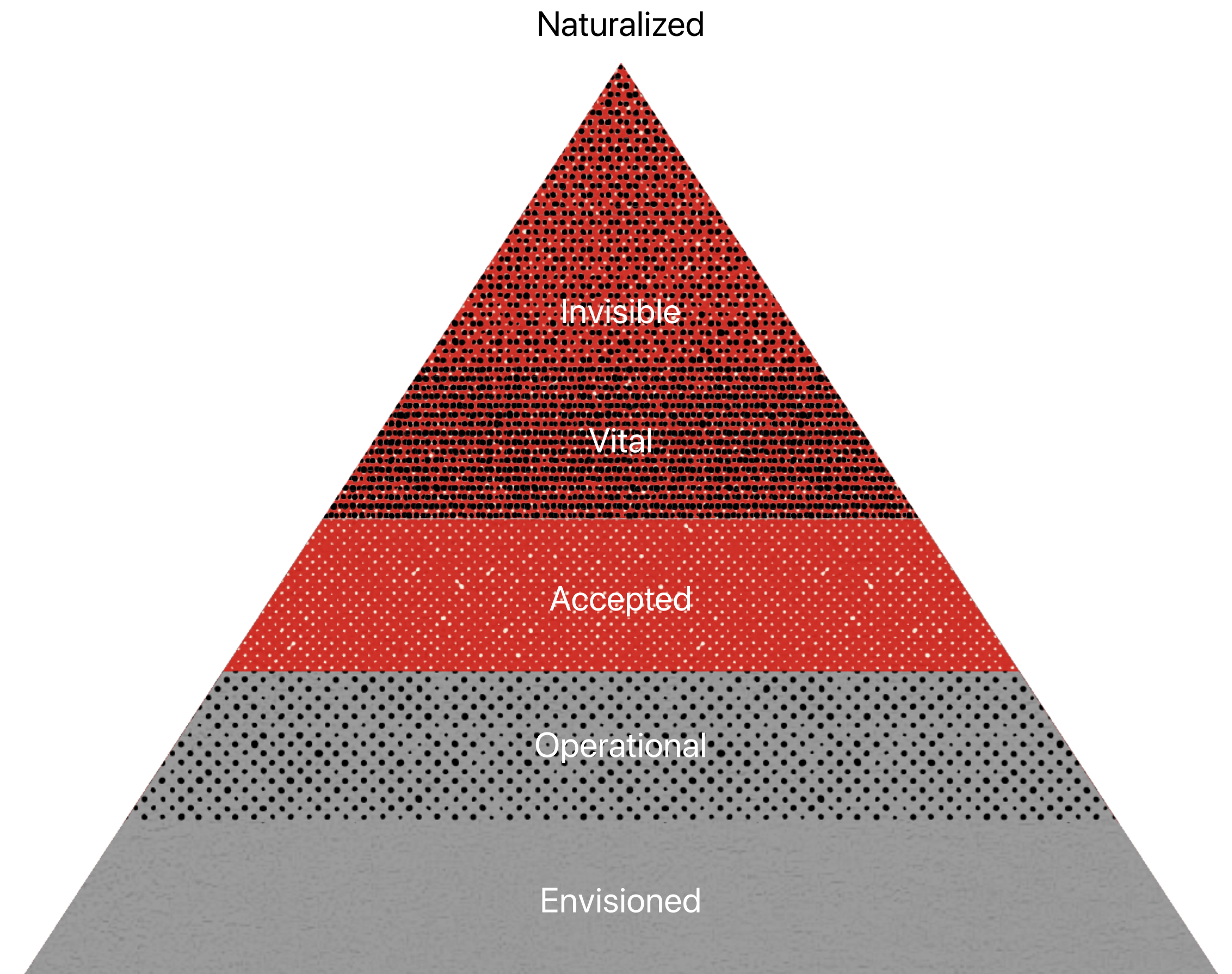
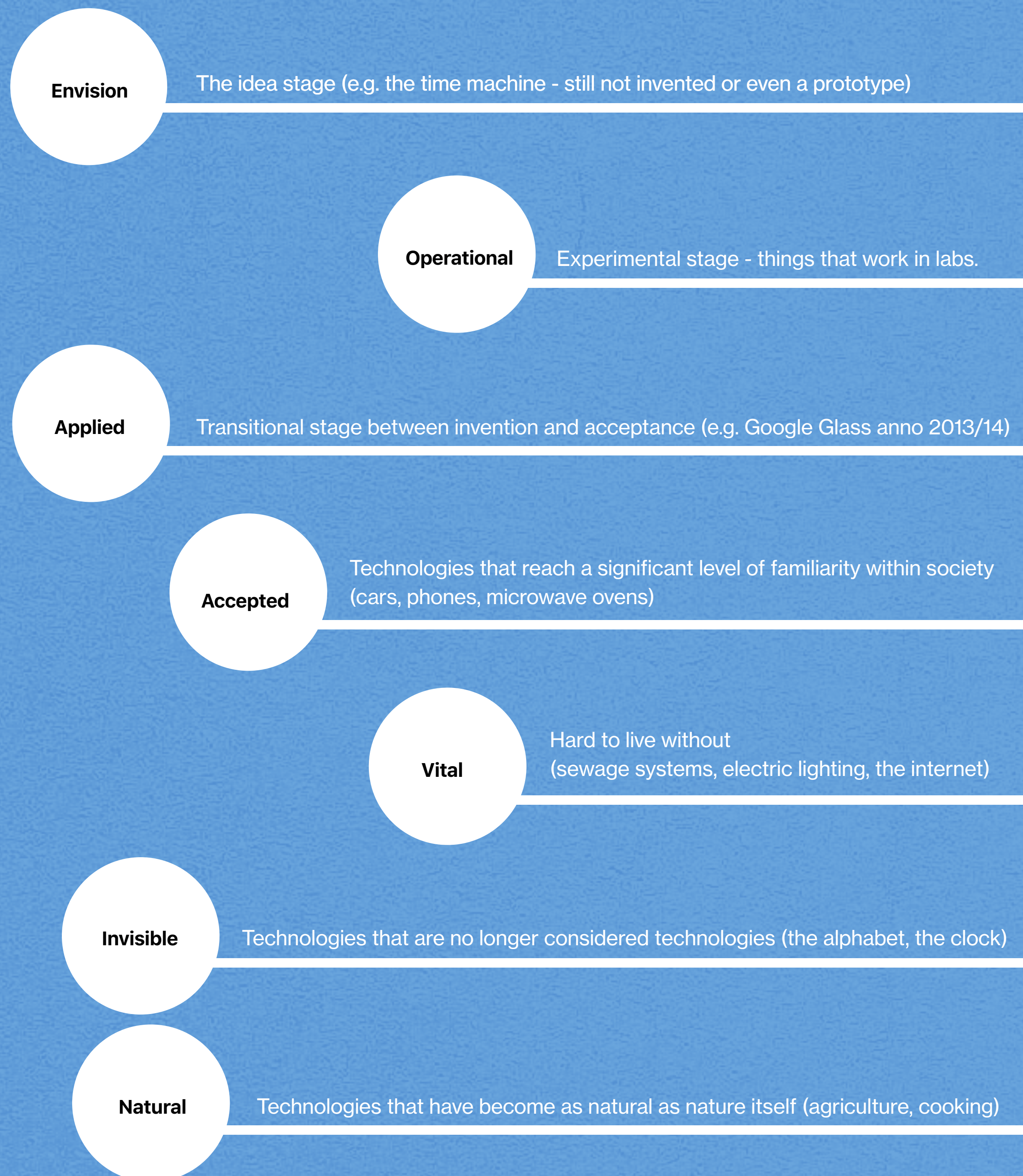
that _____
one key benefit

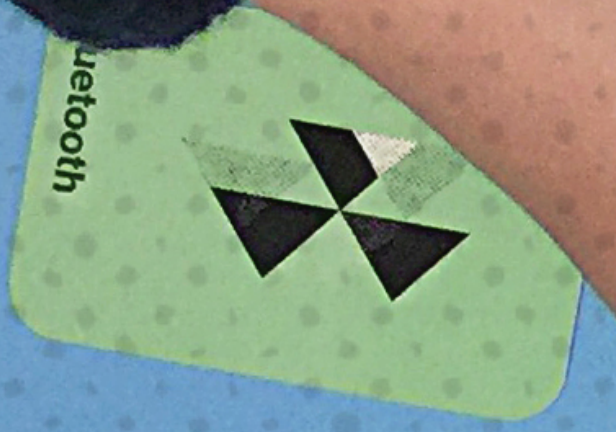
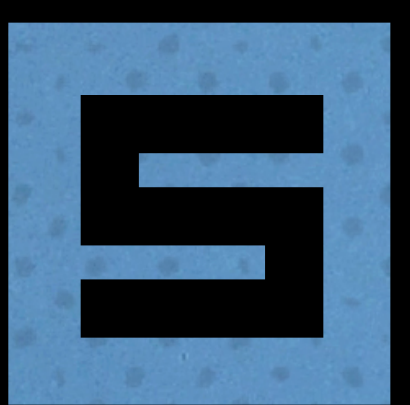
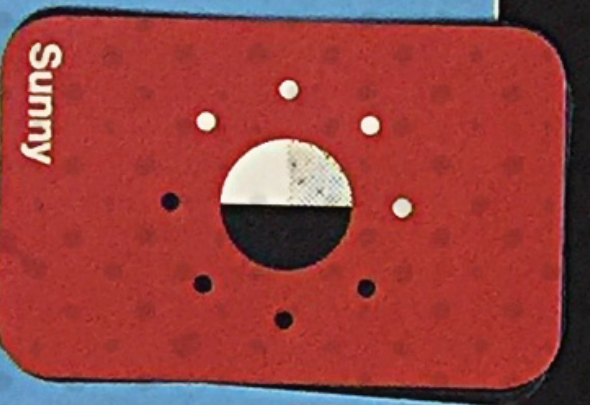
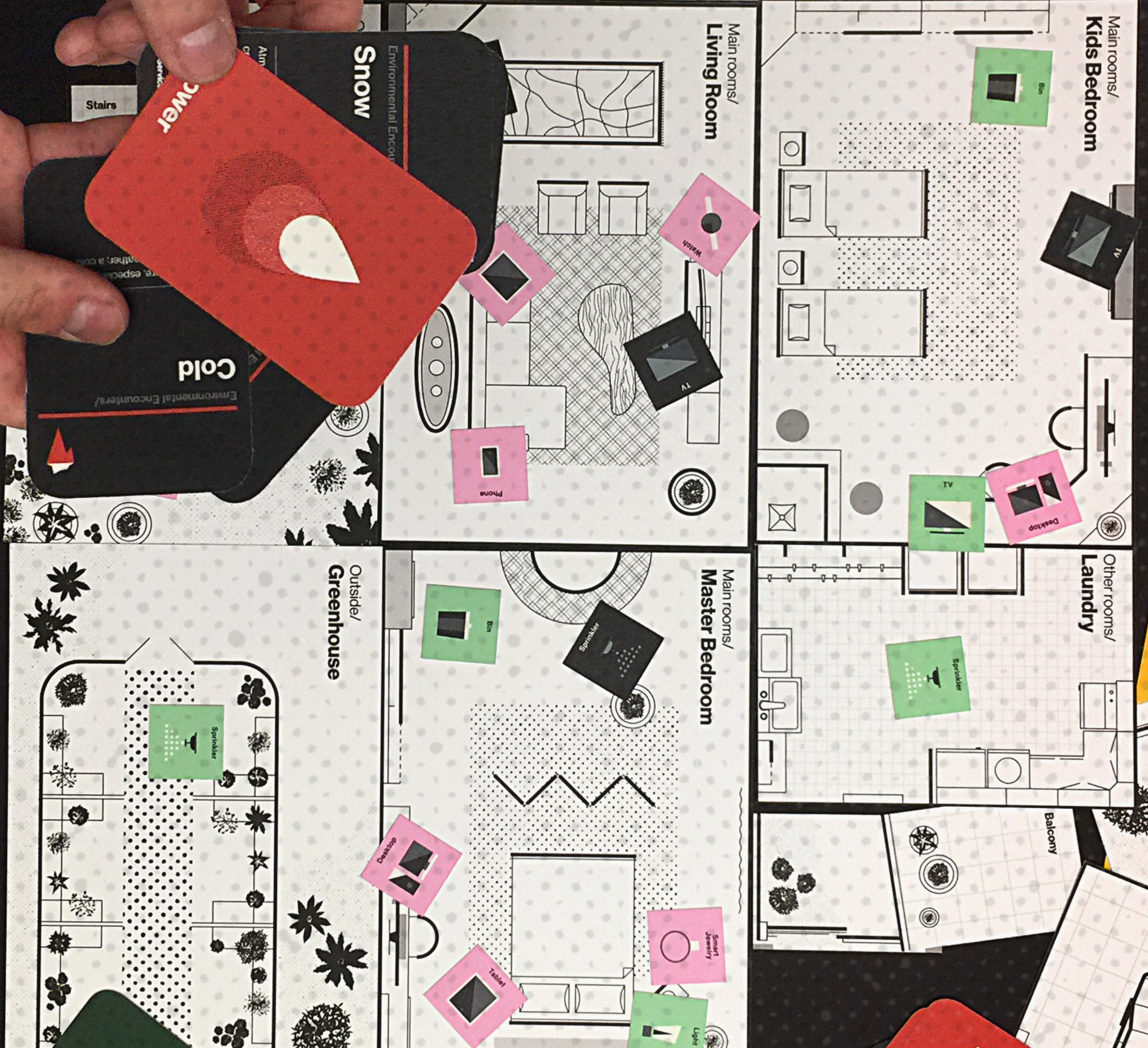
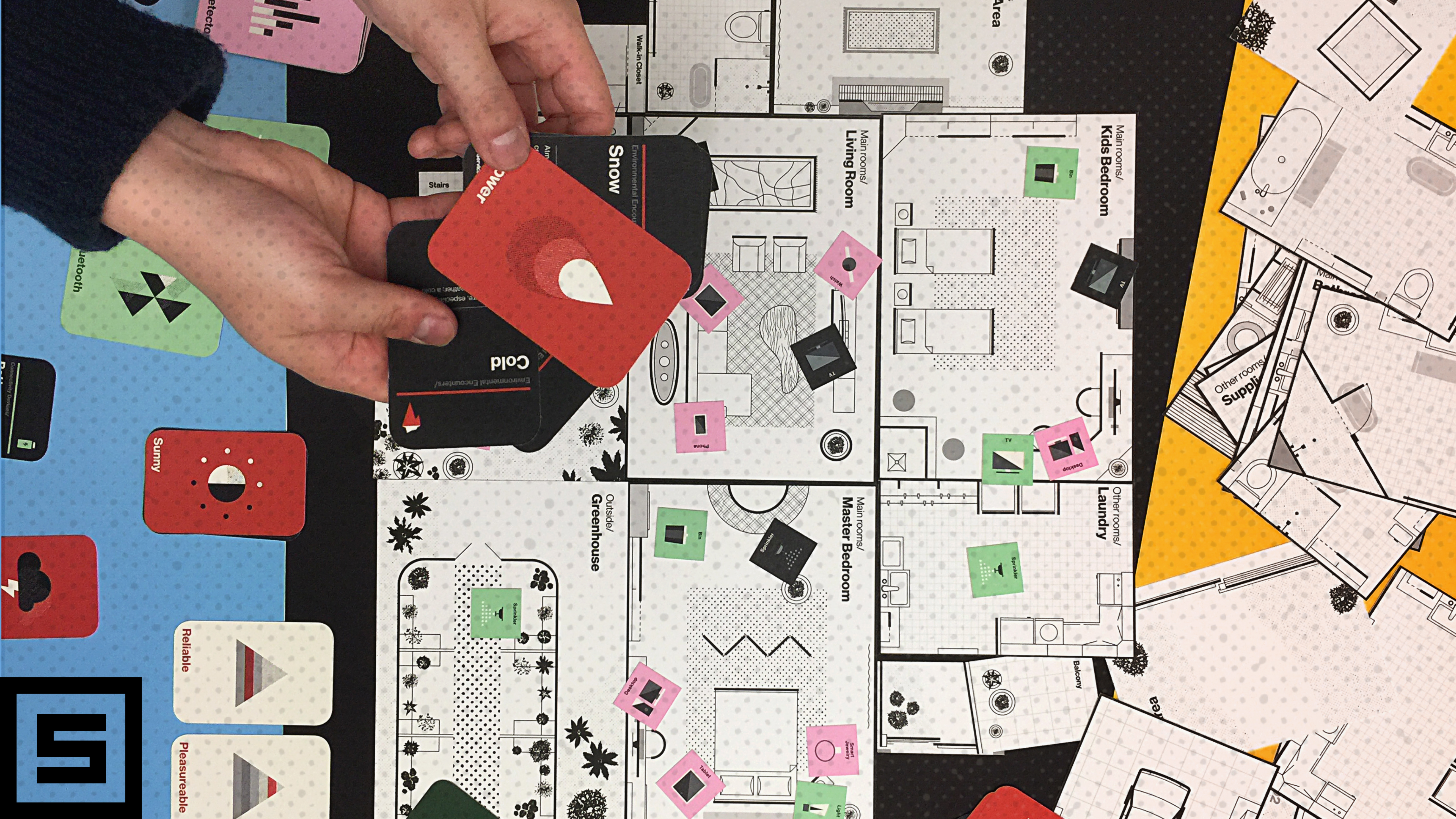
unlike _____
competition

the service / our product _____

unique differential

Source: Dutch artist, philosopher and scientist Koert van Mensvoort of Next Nature book





Thank you!

<http://www.servicesandbox.net>

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