Service Design: Thinking Holistically about Services & Technology

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http://bit.ly/ThinkingHolistically

Abstract: In Spring 2017, our library started to transform how it designs and implements its virtual and physical services iteratively through user and staff engagement and service design thinking. Service design is a user-focused technique that involves understanding and planning for user needs, service touchpoints, and employee and user workflows. This presentation will use a case study to illustrate how we integrated user needs, current and future library services, and technology in the redesign of a web application and the service offering. Attendees will learn the basics of how to create a service blueprint.

Helpful Links

More info about our collaboration with brightspot

- brightspot strategy: https://www.brightspotstrategy.com/
- Presentation given at 2018 Designing for Digital conference: http://bit.ly/SDTF-D4D2018
- Presentation given at 2017 CNI Membership Meeting: http://bit.ly/SDTF-CNI2017

Service Design Resources

- *Service Innovation Handbook*, by Lucy Kimbell: https://serviceinnovationhandbook.org/
- *Library Service Design: A LITA Guide to Holistic Assessment, Insight, and Improvement*, by Joe J. Marquez and Annie Downey
- Service Design 101: https://www.nngroup.com/articles/service-design-101/

Service Blueprint Resources

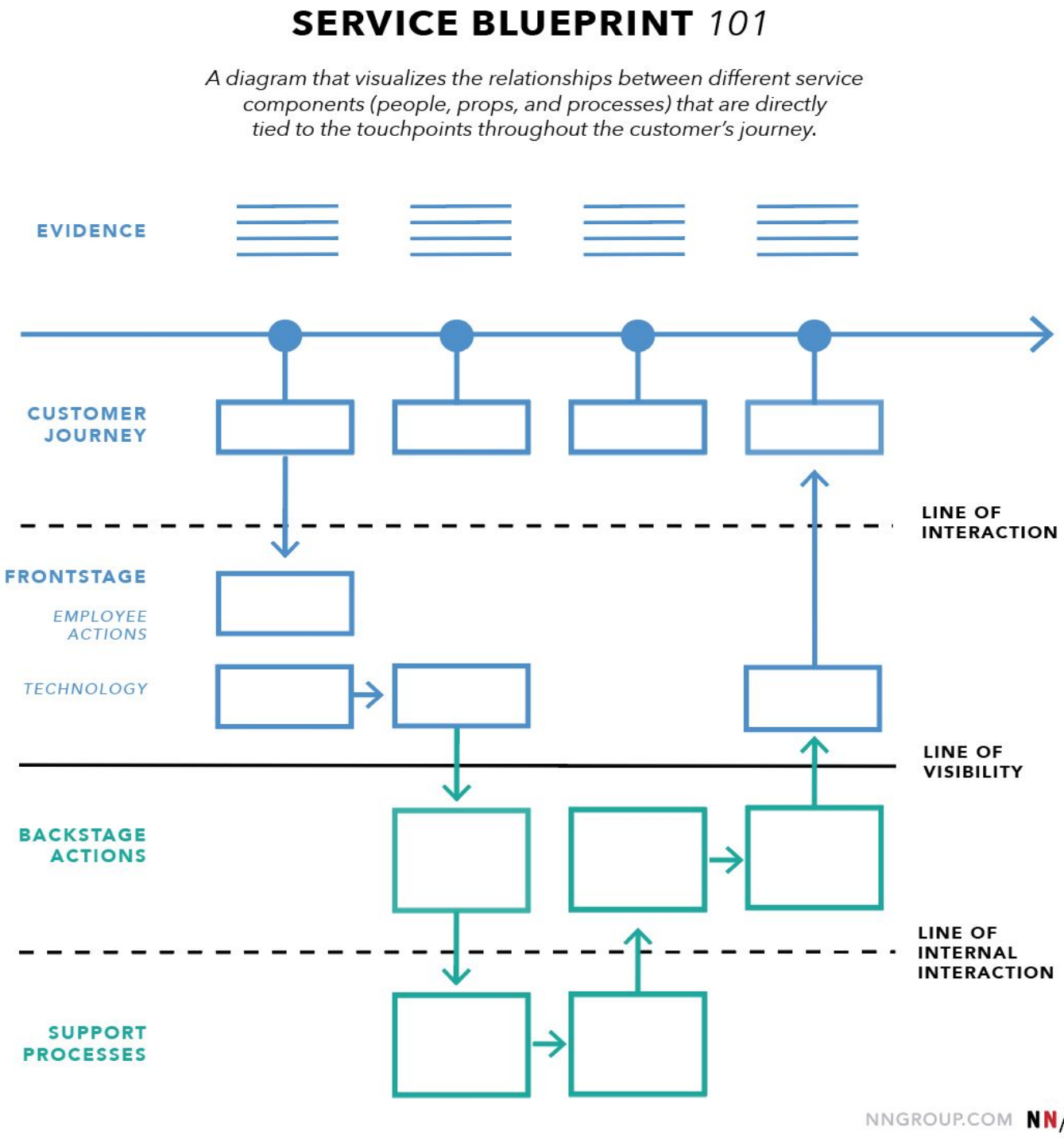
- Service Blueprints: Definition: https://www.nngroup.com/articles/service-blueprints-definition/
- Service Blueprints - Communicating the Design of Services: https://www.interaction-design.org/literature/article/service-blueprints-communicating-the-design-of-services

Agile Resources

- The Agile Manifesto: http://agilemanifesto.org
- Overview of Agile: https://www.atlassian.com/agile
- Epics, Stories, Tasks: https://www.atlassian.com/agile/project-management/epics-stories-themes

Online Tools to help with Diagramming

- Mural: https://mural.co/
- Google Sheets (for asynchronous online spreadsheets): https://www.google.com/sheets/about/



From: https://www.nngroup.com/articles/service-blueprints-definition/