

Service design research

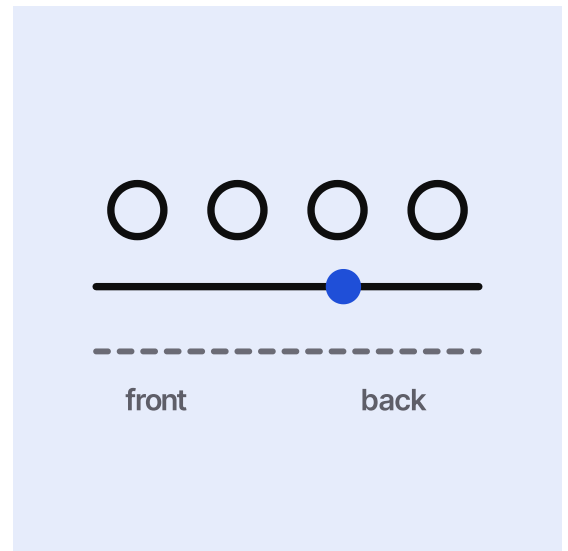
Researches how all the actors in a service (customers, employees, partners) experience it and how it works behind the scenes, to know what to change.

In Spanish

Investigación en diseño de servicios

Origin

Stickdorn et al. (2018)



What problem it addresses

Many people experience a service at once, and each one sees only their part.

Principles

All the actors

Customers, employees and partners.

Front and back

What is seen and what makes it possible.

In context

Observe the service as it happens.

Applications in design

✓ Use it like this

Also research the people who deliver the service, not just the customers.

✗ Avoid

Researching only what happens in front of the counter.

👁 Don't fall for it

Combine what people say with what they do and with the service's data.

Connections

Related to

■ Journey map

■ Service safari

■ Service blueprint

■ Shadowing

Authors and works

2018

Marc Stickdorn et al.

Brought together the research methods of service design in practice.

Sources

Original sources

- Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). This is service design doing: Applying service design thinking in the real world. O'Reilly Media.

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