

Method

# Service safari

A research method in which the team uses real services, their own or competitors', and notes what works and what fails.

In Spanish

*Safari de servicio*

Origin

Stickdorn and Schneider (2010)

Output

Notes and photos of real services, with what works and what fails



## What it's for

Understanding a service as a customer experiences it, firsthand, before proposing changes.

## Key elements

### First-hand

The team uses the service as any customer would.

### With a mission

Each person sets out with specific tasks to complete, such as opening an account or disputing a charge.

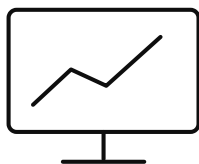
### Compare

Contrast your own services with competitors' and other sectors'.

## An example

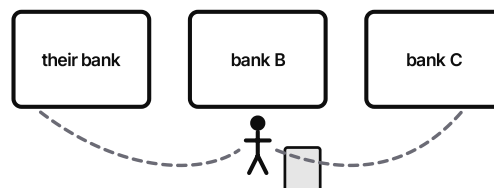
Imagine a team redesigning the experience of a bank.

## From the office



The team reviews internal processes and data. **Sees the processes, not the experience.**

## On safari



Each person opens an account at the client bank and at two competitors, and notes every step. **Experiences it as a customer.**

Experiencing the service reveals details that do not appear in any report.

## How it's done

1



**Choose which services** to experience and what to observe.

2



**Use them in real conditions**, taking notes and photos.

3



**Compare** the experiences as a team.

## Applications in design

### ✓ When to use it

At the start of a service project, before proposing changes.

### ✗ Avoid

Mistaking your experience for that of all users: it is a starting point, not a conclusion.

### 👁 Don't fall for it

Combine it with interviews and observation of real people, and also try services from other sectors: they give ideas your competitors do not have.

## Connections

Builds on

■ Touchpoint

Related to

|                           |                    |                         |
|---------------------------|--------------------|-------------------------|
| ■ Benchmarking            | ■ Mystery shopping | ■ Analogous inspiration |
| ■ Service design research | ■ Journey map      | ■ Shadowing             |

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## Authors and works

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2010

**Marc Stickdorn and Jakob Schneider**

They describe it among the research tools of service design.

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### Sources

#### Secondary sources

- Stickdorn, M., & Schneider, J. (Eds.) (2010). This is service design thinking: Basics, tools, cases. BIS Publishers.

Last reviewed: October 25, 2026

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