Service Design & Service Blueprinting

Build the model, execute the plan
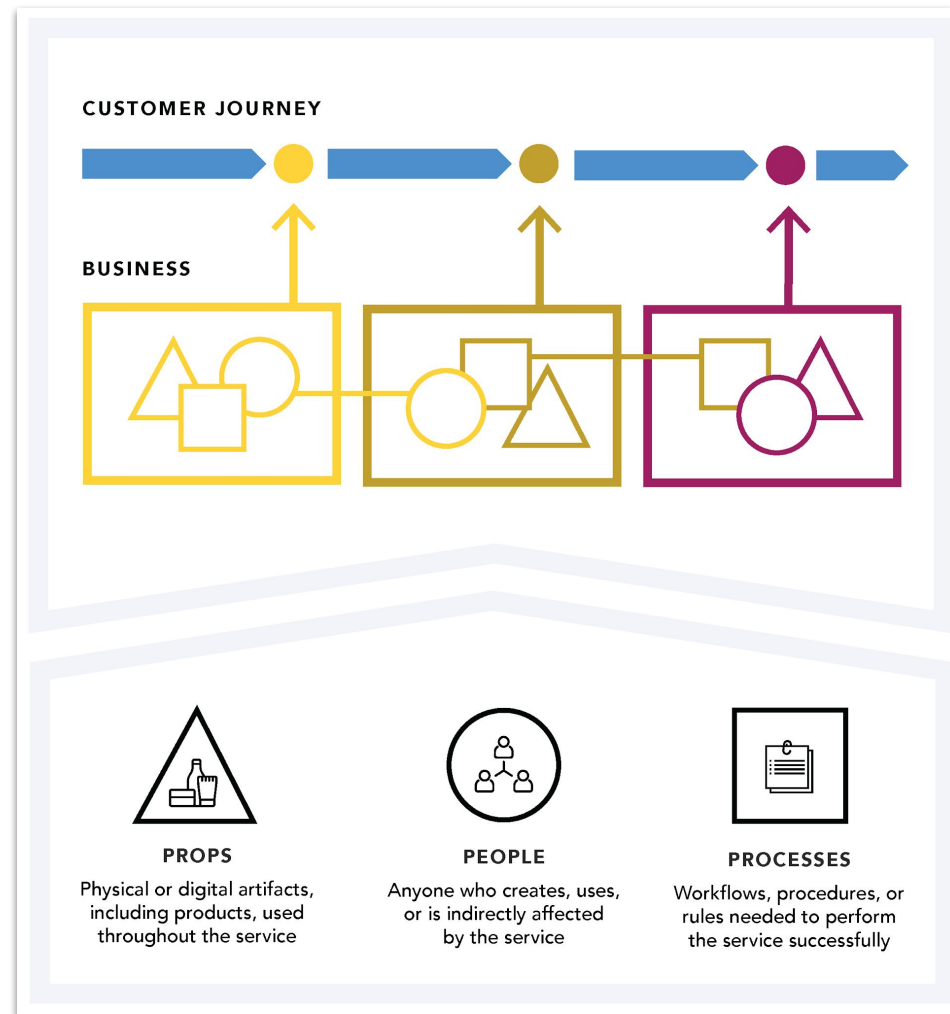
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DLF Project Managers Group, 15 May 2020

Service Design & Service Blueprinting

I. What is service design?

Image credit: NN Group, Service Design 101

II. What does this have to do with user experience?

Based on what you've heard so far...

what do YOU think

service design blueprints

have to do with user experience?

III. What does this have to do with libraries?

From Yale Library's Request to Delivery task force charge:

"Review[ing] [the library's] request-to-delivery workflows to **identify possible areas for improvement**… [and] making recommendations to improve the turnaround time and efficiency of request-to-delivery workflows for YUL collections that support the sciences."

III. What does this have to do with libraries?

But... workflows ≠ services?

IV. What is a service blueprint?

- It is a detailed **model of the steps in a service** from start to finish *

- It is a **communication tool** and a path to shared vision

- It is a generator of **team buy in**

- It is an **analysis** of the critical points in a service

- It is an **artifact** that can and should be shared, edited, and discussed widely

* "Start" and "finish" are relative terms!

IV. What is a service blueprint?

Reasons to generate a service blueprint:

Improve an existing service.
By understanding the original service in detail – it's possible to **identify pain points** and eliminate or ameliorate them.

Design and plan a new service.
A blueprint for a new service allows for the creation of **service prototypes** and testing before a service is launched to customers.

Understand an existing service.
There are many services which have become so ingrained in organizational culture that they are no longer understood by anyone. Blueprints can reveal **silos and areas of opacity** in existing processes.

IV. What is a service blueprint?

Reasons to generate a service blueprint:

Understanding the actors in a service.
When there are many actors (customers, suppliers, consultants, employees, teams, etc.) it can be very useful to have a blueprint to help **manage the complexity of a situation**.

Transitioning a high-touch service to a low-touch service or vice-versa.
Broadening or narrowing the audience for a service requires careful consideration as to how that might be achieved. A blueprint can help guide the way for this.
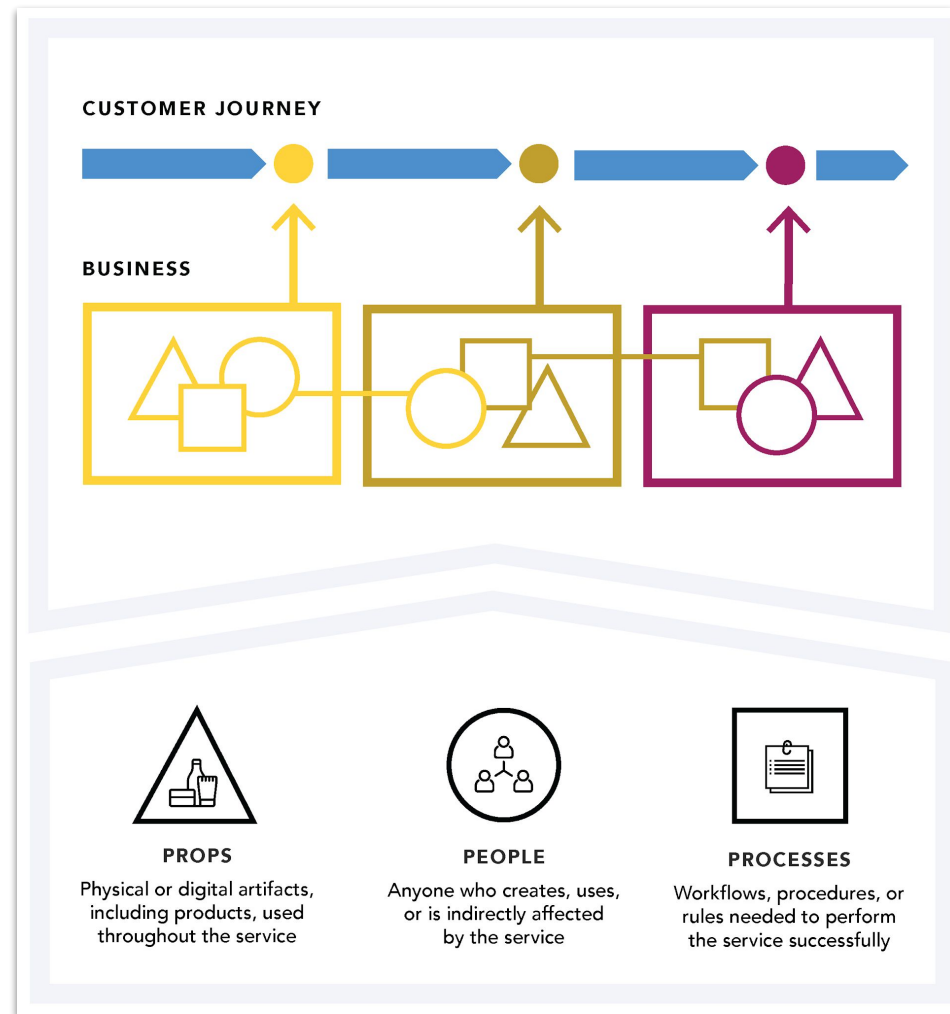
V. Service blueprinting applications

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| Wants to buy new shoes | Clicks ad to landing page | Browses in e-Shop | Goes through Checkout | Lands on the Thank You page | Waiting for the Package | Receives Package | Tries on shoes – Do not fit | Wants to send shoes back – But does not understand the process | Calls Hotline | Carries out return process | Waiting for returns confirmation | Waiting for credit |

V. Service blueprinting applications

Image credit: NN Group, Service Design 101

V. Service blueprinting applications

Student Driven Course Reserve Request Process - For Recalled Items

Student makes a request for an item on their syllabus. It is currently checked out and will be recalled and made a 2-hr reserve item.
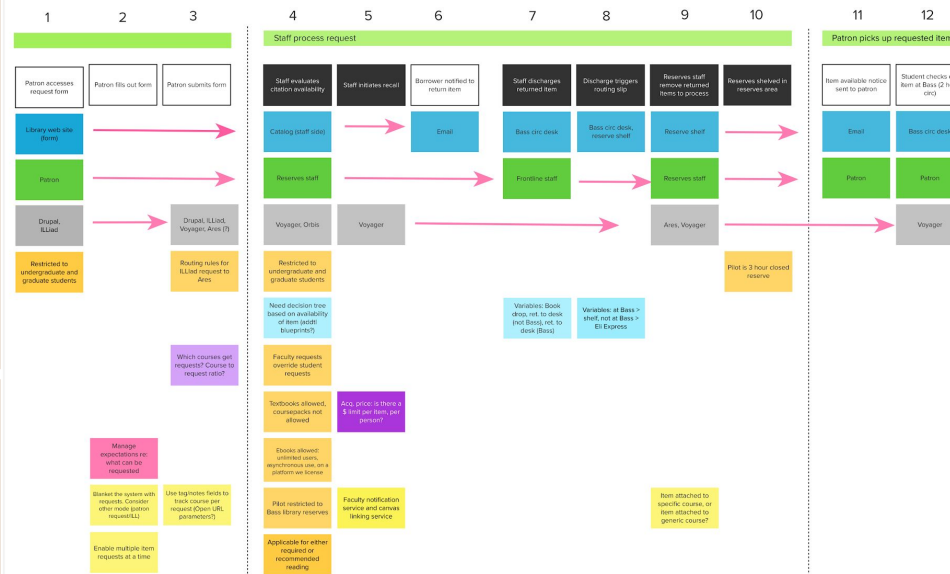
References

IDF Article: Service Blueprinting

Practical Service Design

Customer journey map - Bright Vessel

Service Design 101 - NN Group

Young SW, Mannheimer S, Rossmann D, Swedman D, Shanks JD. Assessing and Improving Library Technology with Service Blueprinting. Journal of eScience Librarianship 7(2): e1134.https://doi.org/10.7191/jeslib.2018.1134