Resit brief for Service Design

Project Time: 2 weeks
Marks - 100
Instructor - Prof. Karishma Dotia

Service Design is a human-centered, collaborative, interdisciplinary, iterative approach which uses research, prototyping, and a set of easily understood activities and visualization tools to create and orchestrate experiences that meet the needs of the business, the user, and other stakeholders.

Choose from one of the following topics given below to develop an understanding of the core needs and challenges of various stakeholders in the domain and develop a Rapid Service Design project that serves to solve the problem for the primary user.

(1) Financial Inclusion for senior citizens in India. Primary user = Indian senior citizens
(2) Healthcare access and experience of Indian women approaching menopause. Primary user = India women approaching menopause
(3) Travel experience and needs for millennials in India. Primary user = Indian millennials who travel.

To develop the project, following are key activities and deliverables you will need to complete

1) Primary research - conduct some observation studies and user interviews with at least 5-10 primary users to identify key challenges, motivations, needs, and opportunities for improvement. Make a miro/figma board that collates all the data gathered.
Suggested time to be spent on this: 3-4 days // Marks - 10

2) Stakeholder map - Draw a stakeholder map, highlighting the primary, secondary and tertiary stakeholders and their roles in the ecosystem.
Suggested time to be spent on this: 20 min // Marks - 5

3) User Persona - Identify and draw various user personas that highlight key challenges, motivations, needs, and opportunities for improvement.
Suggested time to be spent on this: 2 hours // Marks - 5

3) Ecosystem research - conduct some observation studies and interviews with at least 2-3 primary stakeholders and 2-3 secondary stakeholders to understand how these stakeholders influence, support, increase, reduce, serve the needs and the challenges of the primary users identified.
Suggested time to be spent on this: 2-3 days // Marks - 10

4) Data synthesis - Transcribe all the learnings from the primary as well as stakeholder interviews and make theme clusters and identify patterns. Using themes and patterns, build

6-10 insight statements each supported with quotes from the interviews or data points from the observation.
Suggested time to be spent on this: 5-6 hours // Marks - 20

5) Defining the problem statements - Using the insights, identify top 3 opportunities to design for. Build 3 How Might We questions that are supported with 1-2 insights and 2-3 data points.
Suggested time to be spent on this: 4-5 hours // Marks - 10

6) User Journey Map - Draw a user journey map that highlights the pain points faced by the primary user and build an empathy for the user.
Suggested time to be spent on this: 45 min - 1 hour // Marks - 5

7) Ideation and concept generation - Using the problem statements, ideate solutions that could solve the problems for the user. Generate at least 5-10 ideas for each HMW and then pick top 2 ideas to develop a concept. Add the following details in the presentation-
What is the concept? Why will it be useful? How will it be incorporated into the ecosystem of your domain? Who will be all the users among your stakeholder list? What benefits will the users have, if any? What benefits will the stakeholders have, if any?
Add a drawing/ maps/ clay model / paper model / cardboard model / 3d sketch of the concept - remember ideas are quick thoughts whereas concepts are a few steps further and more detailed ideas that derive details from the research.
Suggested time to be spent on this: 4-5 hours // Marks - 10

8) Lo-fi prototype and User Testing - Pick a concept and develop a lo-fi prototype that explains the concept and conduct user testing with 3-5 potential users to understand if this concept works or not. Document the learnings from the user testing and share steps for the next iteration.
Suggested time to be spent on this: 1 day // Marks - 5

9) Hi-fi prototype and User Testing - Based on the learnings from the lo-fi prototypes, develop a higher fidelity prototype. Conduct user testing with 3-5 potential users to understand what works and what should be iterated in the next iteration.
Suggested time to be spent on this: 1-2 days // Marks - 10

10) Service Blueprint - Map out how the service delivery of the product(s)/ intervention will work by listing all the activities that happen at each stage, performed by the different roles involved. Make a pdf or add in a figma/miro board.
Suggested time to be spent on this: 2-3 hours // Marks - 10

Document the entire project on a powerpoint/ pdf/ webpage and add relevant links to miro/figma board.

[Link to lecture notes](#) for reference. Suggested books for reference to any of the methods and activities- THIS IS SERVICE DESIGN DOING by Marc Stickdorn, Adam Lawrence