

**Hello!**

**Design:**

**How it looks.**

**Isn't service design  
user experience  
design?**

**Service design leans  
on many disciplines  
and approaches.**

**Service design is  
about experiences.**

**Service design is  
about people.**

**Sets the stage.**

**Listening to people.**

**Connecting dots.**

**Trying things.**

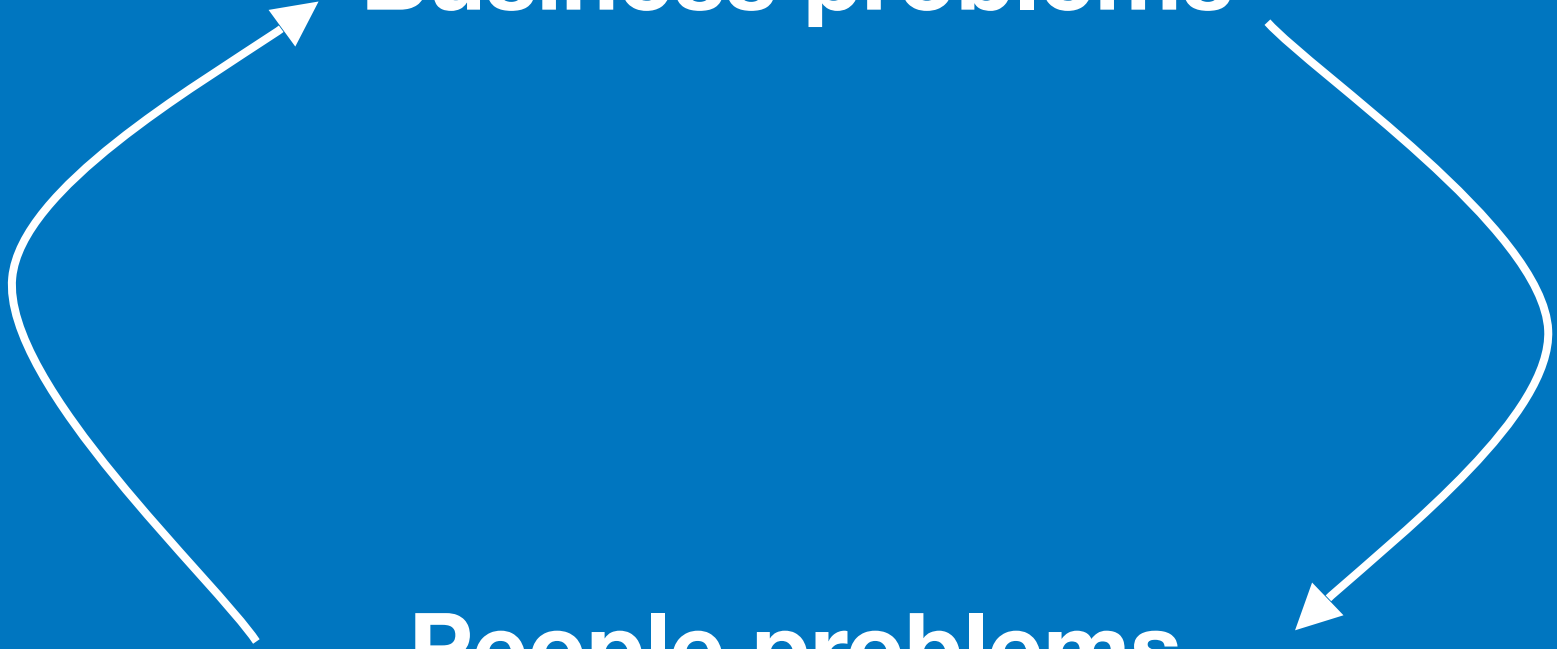
**Creating impact.**

**Services are what  
organisations and  
business offer.**



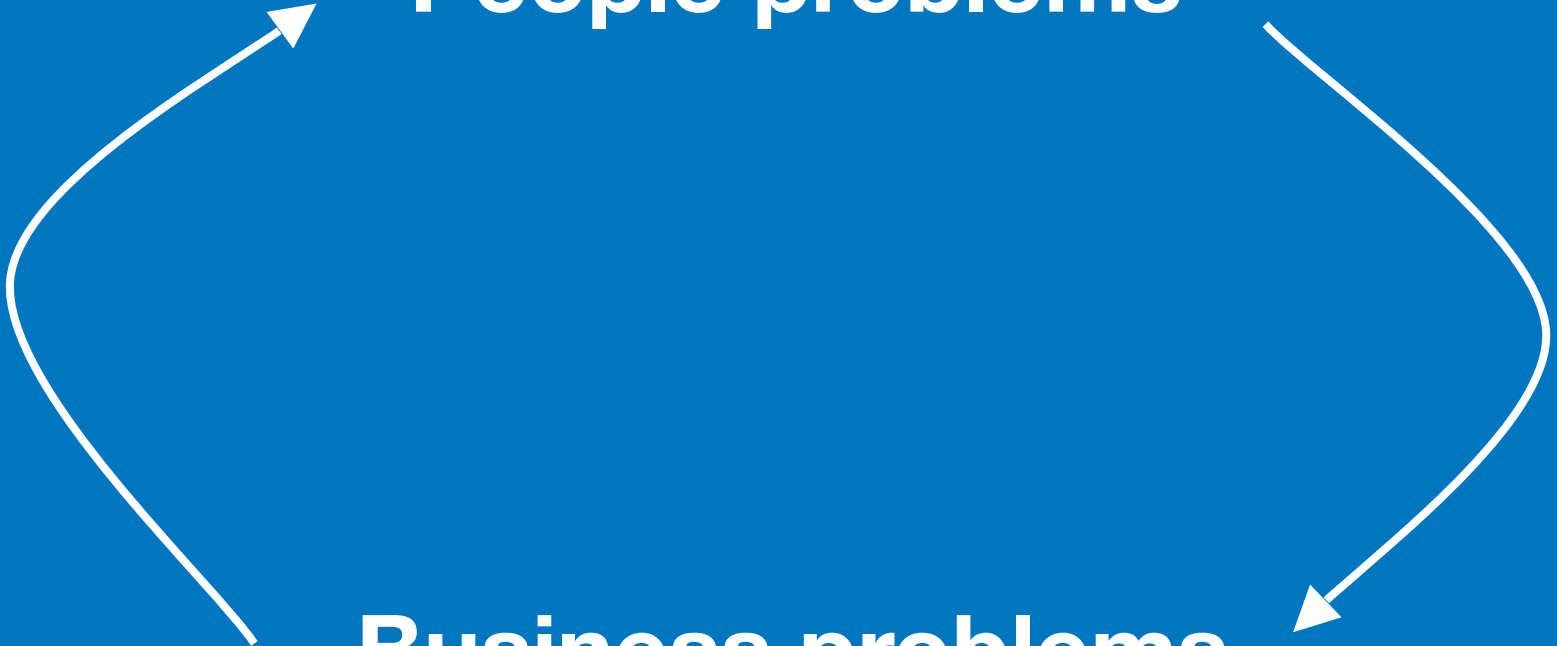
**Business problems**

**People problems**



**People problems**

**Business problems**



**Make it as  
frictionless as  
possible.**

**The designer as the  
facilitator.**

**Kick it off right.**

**Set down principles  
over process.**

“Recognising the need is the primary condition for design.”

Charles Eames

# Start with the needs\*

\*user needs, not organisational needs



**Make digital enabled  
services that are  
simpler, clearer, and  
better.**

**Look left.**

**Understand  
motivations.**

**What is the problem  
you are trying to  
solve?**

**Knowledge over  
assumptions.**

**Know nothing? Start  
with assumptions.**

**This is a  
hypothesis.**

**This is a  
hypothesis.**

**This is another  
hypothesis.**

**This is another  
hypothesis.**



**This is was a hypothesis that was proven to be invalid.**

**Yeah, this is still a hypothesis we're trying to figure out.**

**This is a hypothesis that turned out to be valid.**

**This is was a  
hypothesis  
that was  
proven to be  
invalid.**

**This is a  
hypothesis  
that turned  
out to be  
valid.**

**This is a  
hypothesis  
that turned  
out to be  
valid.**

**This is a  
hypothesis  
that turned  
out to be  
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valid.**

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that turned  
out to be  
valid.**

“Continual gradual improvement.”

Barack Obama

**Should do.**

**Can do.**

**Take your ego out of  
the picture.**

**This is for everyone.**

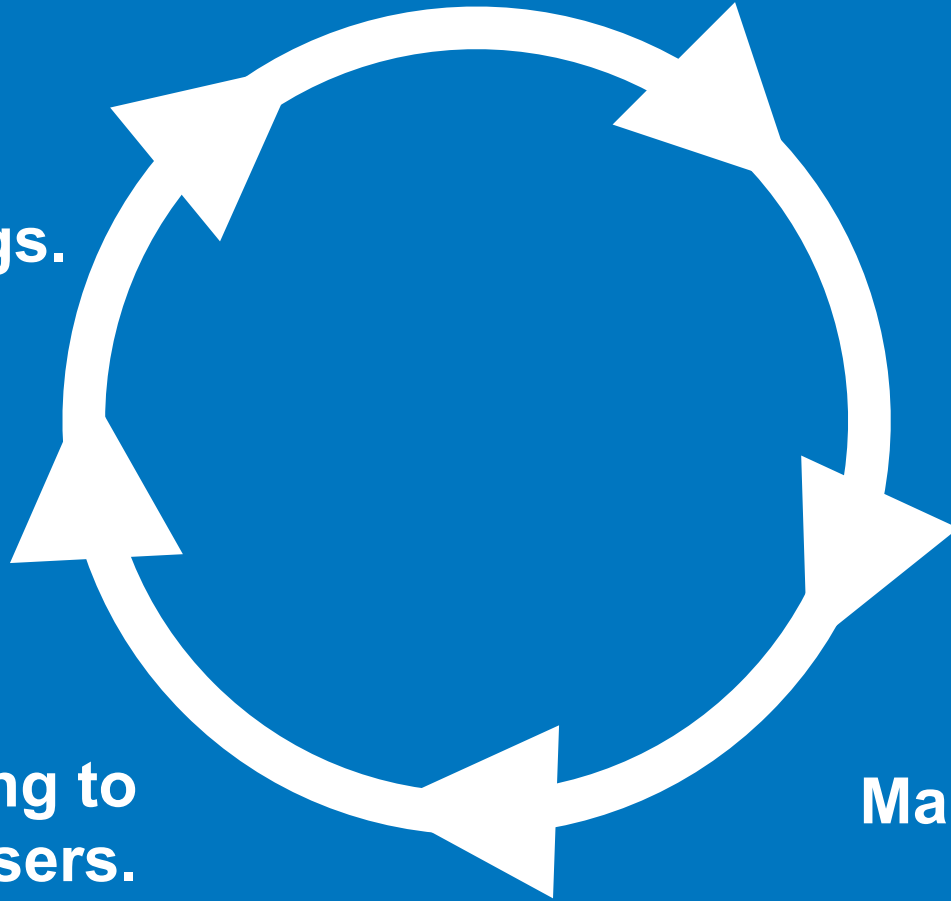
**Learn.**

**Design.**

**Make a thing.**

**Show the thing to  
users.**

**Analyse findings.**





**“Sprint”.**

**Don't keep polishing  
a turd.**

**Look sideways.**

**“Design is 50 percent  
designing and 50  
percent explaining.”**

**Observing.**

**Understanding.**

**Designing.**

**Explaining.**

**Must be great  
working somewhere  
where you can do  
that, eh?**

**Very, very, very, very,  
very, very, very, very,  
very, very, very, very,  
very, very, very, hard.**

**24 May 2016.**



**What is design to you  
now?**

**What is service  
design to you now?**

**Keep it real.**

“Want better not more.”

Anthony Burrell

Thanks.