

How might I start using Service Design in my work?

Here are a few behaviours and methods that you can begin to incorporate into your own processes to take on a more human-centred approach to your work:

Demonstrate empathy

To put this into practice:

- Conduct **interviews** with stakeholders and users early on so that you can design with their needs in mind
- Practice **active listening**
- Be **willing to learn** from your stakeholders and users so that you can understand your challenge from **multiple perspectives**

Be curious

To put this into practice:

- Ask **“why”** to go beyond the “what”, asking **follow-up questions** so answers can be elaborated upon
- **Embrace ambiguity** and **explore new directions** based on new learnings
- **Understand your own biases**

Involve people who use your service

To put this into practice:

- **Involve people** to collaborate from the start, from design through to implementation
- **Refine assumptions and solutions** based on feedback, ensuring that what you are solving for is meeting real needs

Develop an iterative mindset

To put this into practice:

- Be open to sharing **early and rough work**
- **Prototype and receive feedback early** in the process
- Plan for **multiple review cycles** at different stages of your project

If you want to go further, here are some methodologies that can facilitate the service design process:

- Leverage both **quantitative and qualitative** studies to enable both breadth and depth in your research
- Create **visual prototypes** (e.g., storyboards, screen mockups) to help convey your idea and communicate what it might look like in practice
- Consider **roleplaying exercises** to pressure test your ideas in action and as a way to build empathy with the users
- **Validate your ideas** with users to ensure you're meeting their needs with your solutions

Additional resources

Books

This is Service Design Thinking' and 'This is Service Design Doing'

by Marc Stickdorn, Jakob Schneider, Adam Lawrence, Markus Edgar Hormess

Service Design – From Insight to Implementation (Rosenfeld)

by Andy Polaine, Ben Reason, Lavrans Lovlie

Service Design for Business

by Ben Reason, Lavrans Lovlie, Melvin Brand Flu

Online resources

Bridgeable blog and website

www.bridgeable.com

SDN Global

www.service-design-network.org

Practical Service Design

www.practicalservicedesign.com