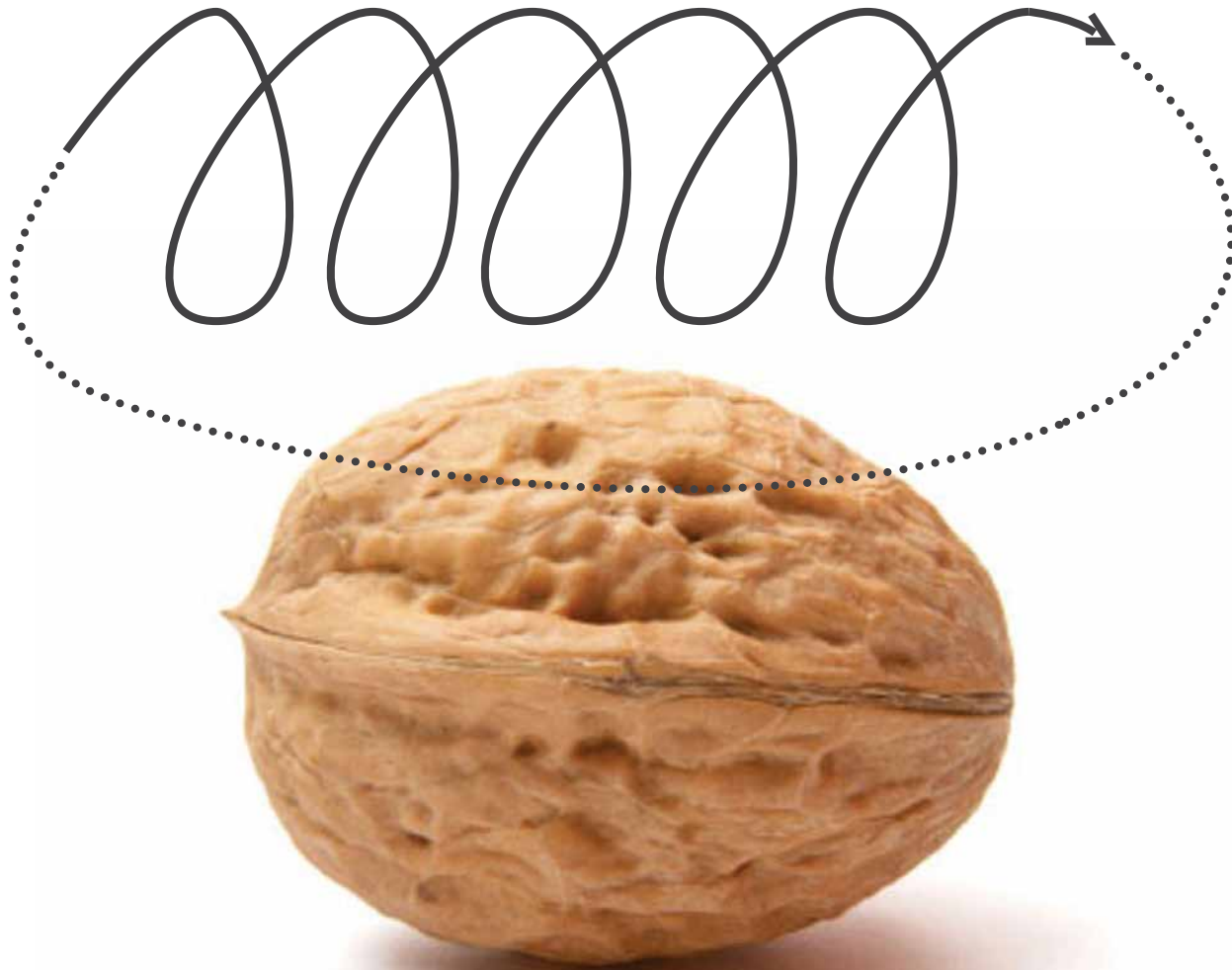
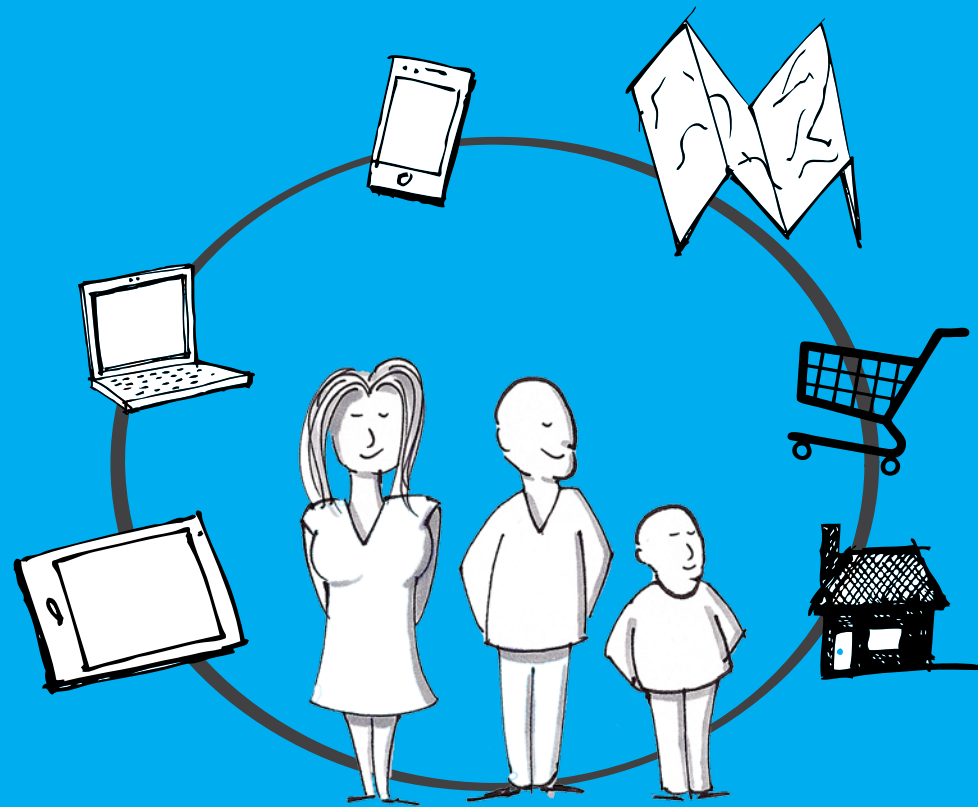


# Service Design in 'n notendop





# Koos helpt bedrijven de markt te veranderen door waardevolle product-service systemen te ontwikkelen



# Onze klanten



AEGON

Ahold

Amsterdam Museum

Beter

Borgesius Convenience

Fashiolista

GoldDirect

Heineken

Innopay

Justlease.nl

John's Phones

KLM

Pon

Sanoma media

Schiphol

Spiked cycles

Telegraaf Media Group

The Entertainment Group

Unilever

# Vandaag



- De veranderende wereld
- Wat is Service Design?
- Het Service Design proces
- Contextmapping oefening
- Service Design toolkit
- Toekomst van Service Design

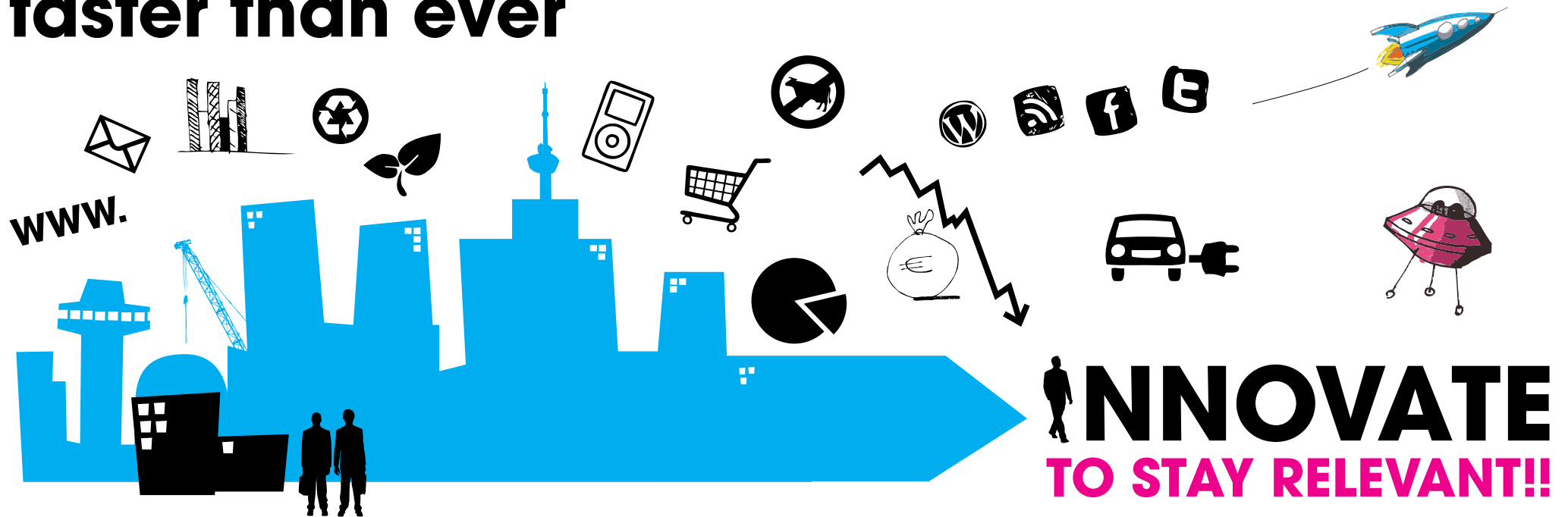
# Service Design 'definitie'



Het verbeteren en creëren van diensten, die waarde toevoegen aan de gebruiker en de organisatie.

# Let's start with why...

The world evolves  
faster than ever





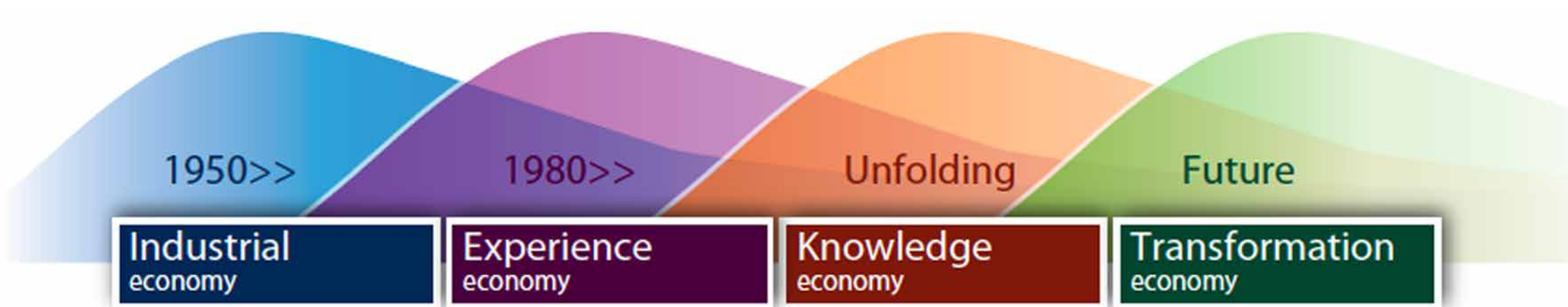
**NOKIA**  
Connecting People





Hyves





Source: Philips design paper, Rethinking value in a changing landscape, 2011

# Enabling platforms



# Enabling platforms



**MARKTPLAATS.NL**

# Enabling platforms



# Opkomst Service Economie



The image shows a screenshot of the CAR2GO mobile application interface overlaid on the background scene. The interface features a blue header with the 'CAR2GO' logo. Below the header is a list of filters with checkboxes and corresponding counts:

Filter	Count
<input checked="" type="checkbox"/> Home area	246
<input checked="" type="checkbox"/> car2go	205
<input type="checkbox"/> Parkspots	0
<input type="checkbox"/> Gas stations	0
<input checked="" type="checkbox"/> Reservations	0





# Opkomst service economie



# Product - service systemen



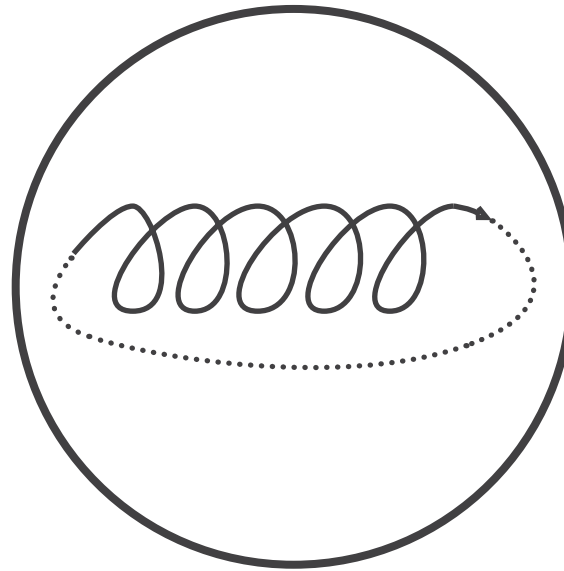


# Wat is Service Design?

# Wat bedoelen we met design?



Design as an  
**object**



Design as a  
**verb**



Design as a  
**mindset**

# Design as an object



**style**

**shape**

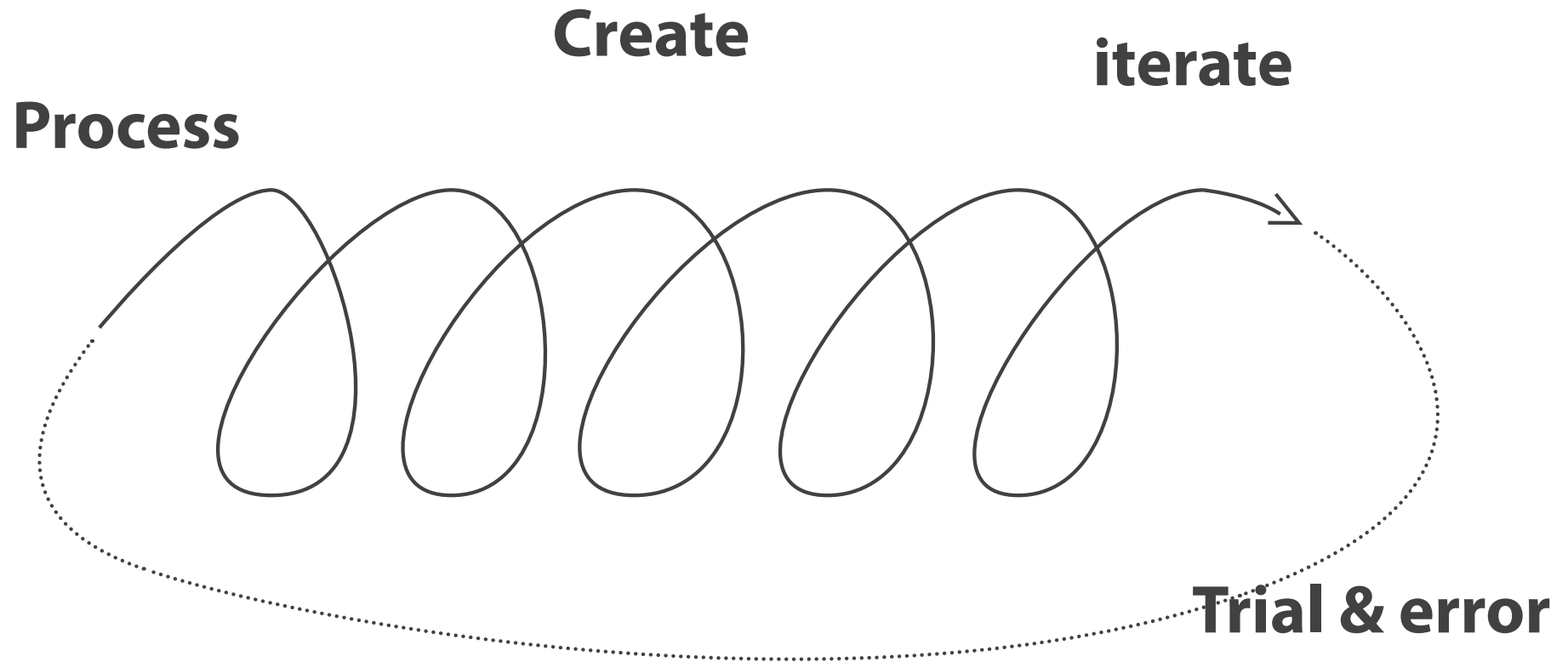
**aesthetics**

**materials**

**taste**



# Design as a verb



**From nothing to something**

**Multi-disciplinair**

# Design as a mindset



**Company culture**

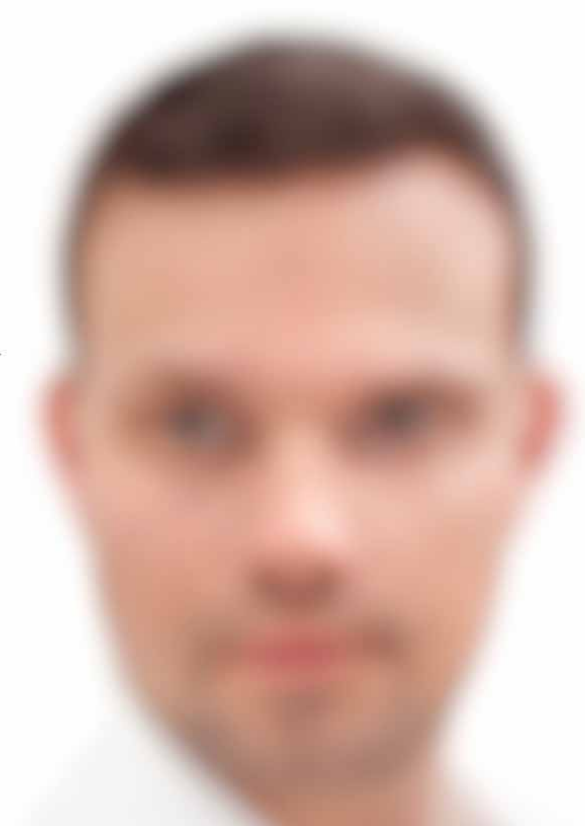
**Customer centric**

**Creative & Analytic**

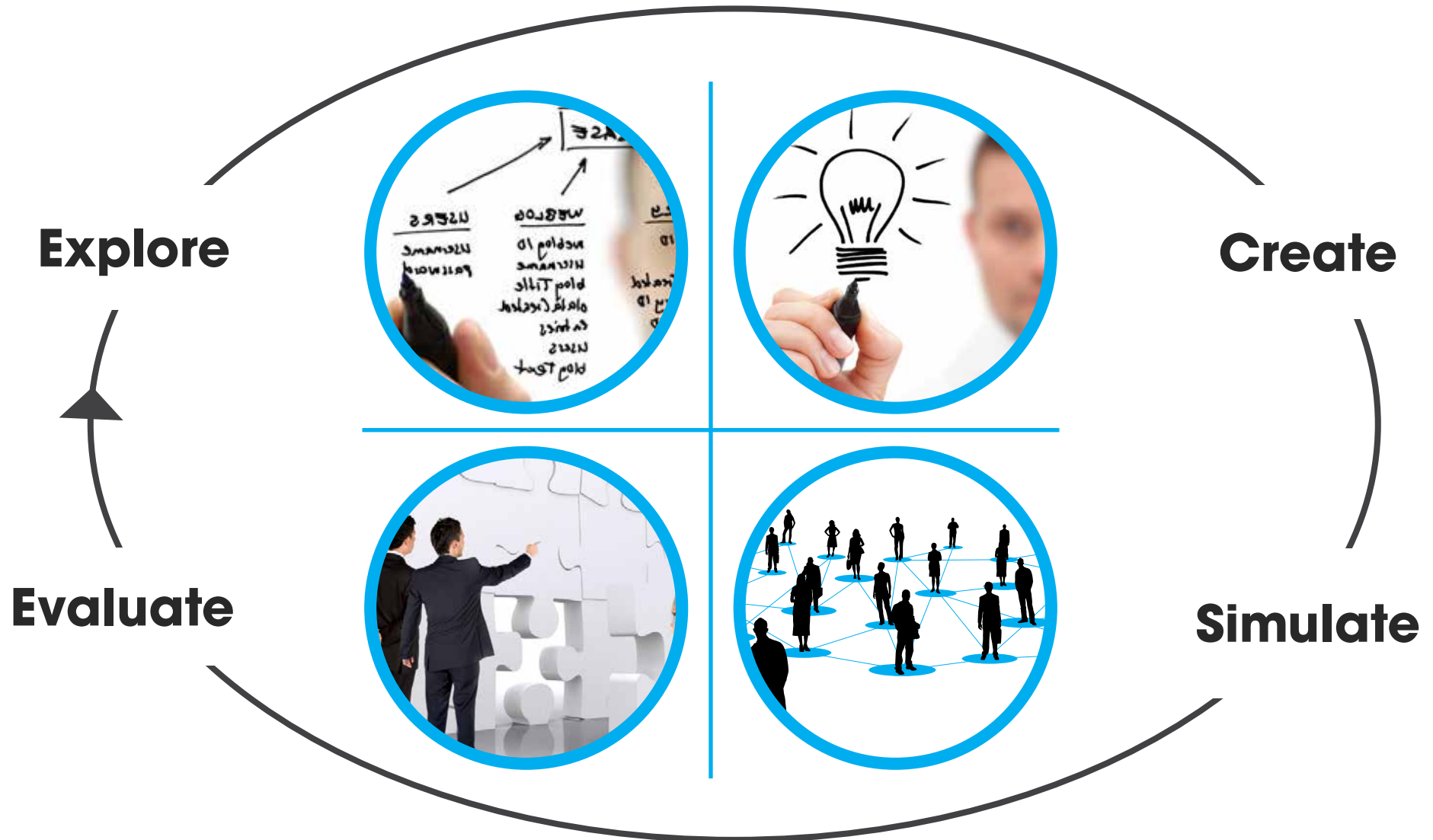
**Brand focused**

**Optimistic**

**Visual**



# Design is an integral approach to innovation





# Service design creëert en verbetert diensten om waarde voor de gebruiker en de organisatie toe te voegen



# Service Design doing & thinking

## Service design doing

Het ontwikkelen van  
nieuwe diensten,  
experiences en  
touchpoints

## Service design thinking

Het gebruiken van  
een design aanpak en  
design methodes om de  
organisatie te veranderen

# Service Design doing & thinking

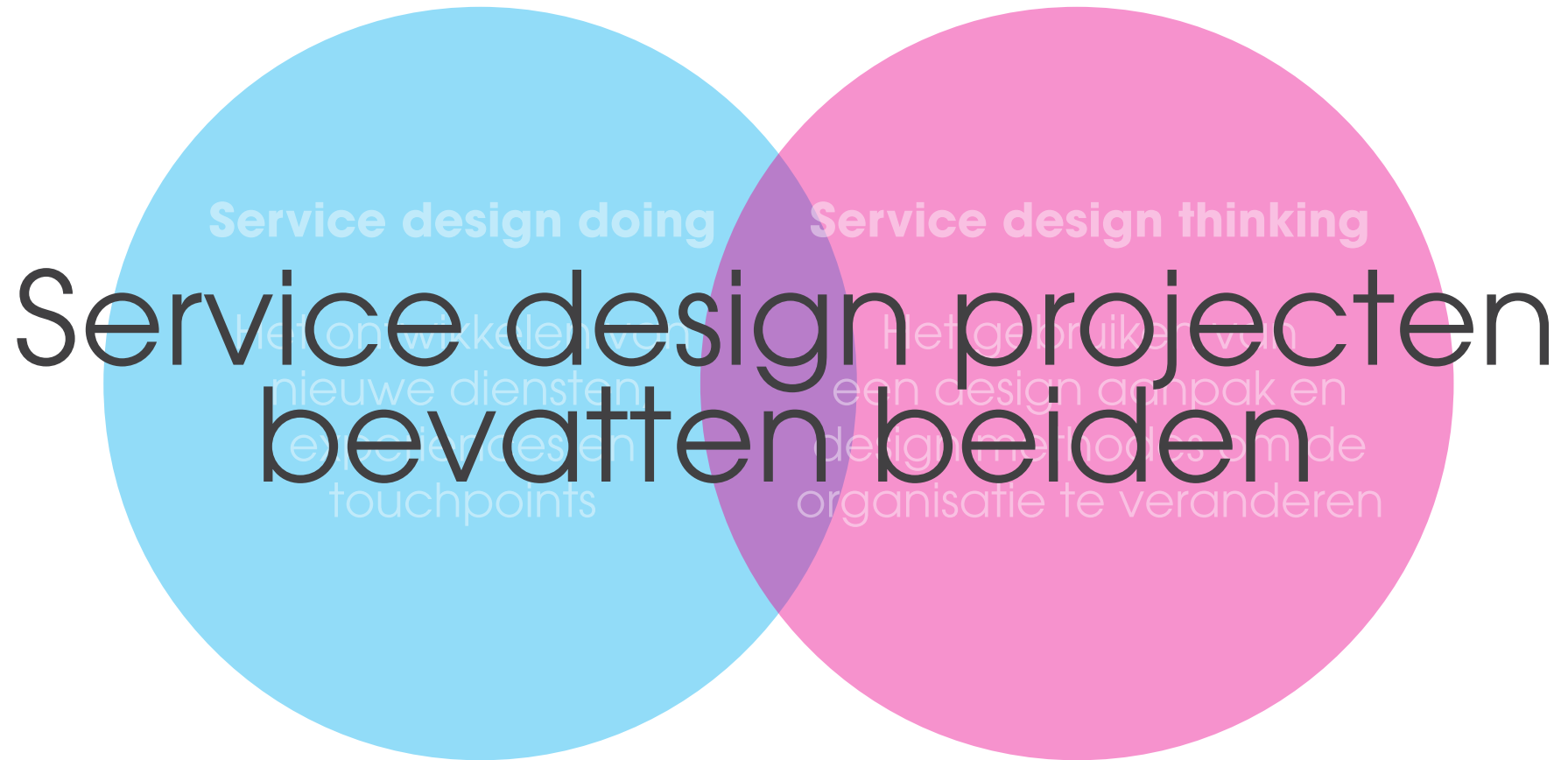
## Service design doing

1. Touchpoint ontwikkeling
2. Creëren van gebruikerservaring
3. Het design proces
4. Creëren van visie

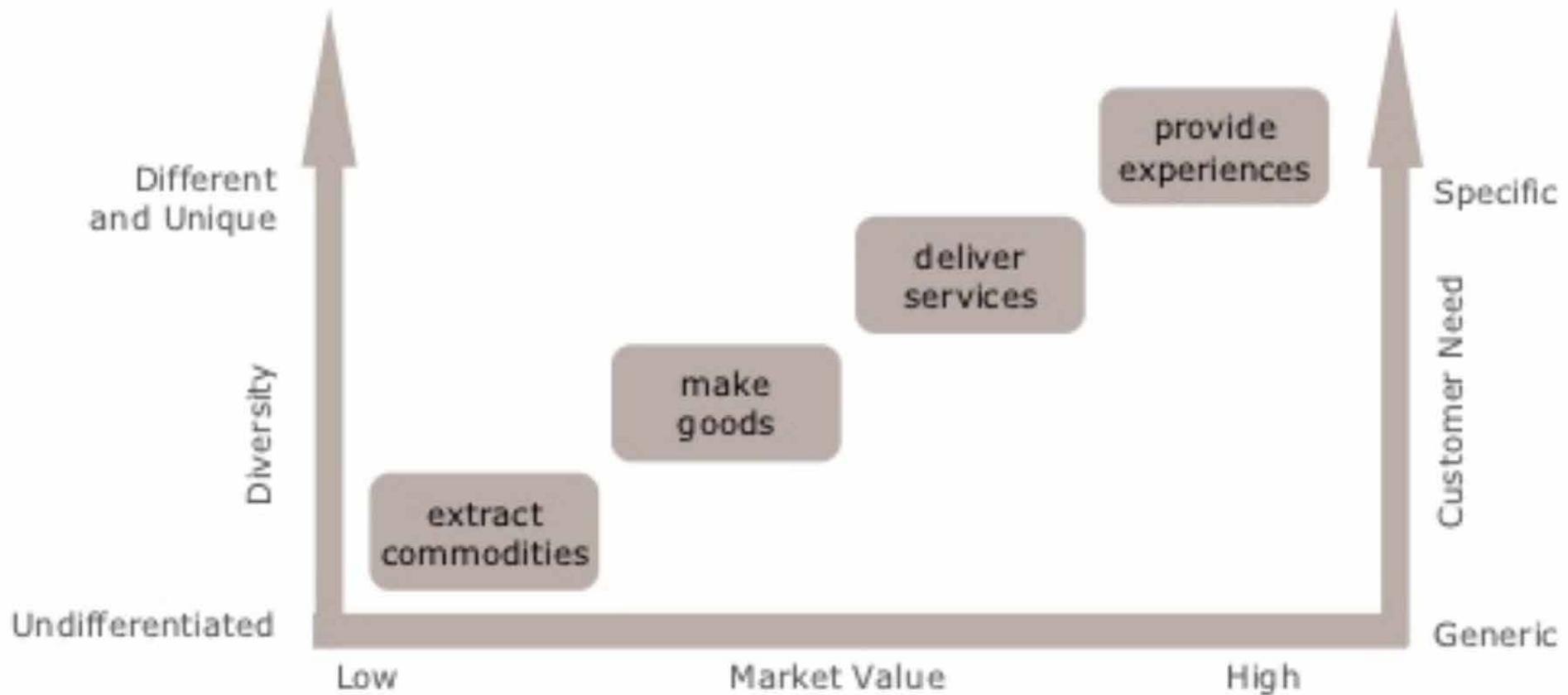
## Service design thinking

1. Denken als designer
2. Helpt focussen op gebruiker
3. Innovatieve cultuur
4. Visualiseren & concreet

# Service Design doing & thinking



# De toegevoegde waarde van diensten en ervaringen



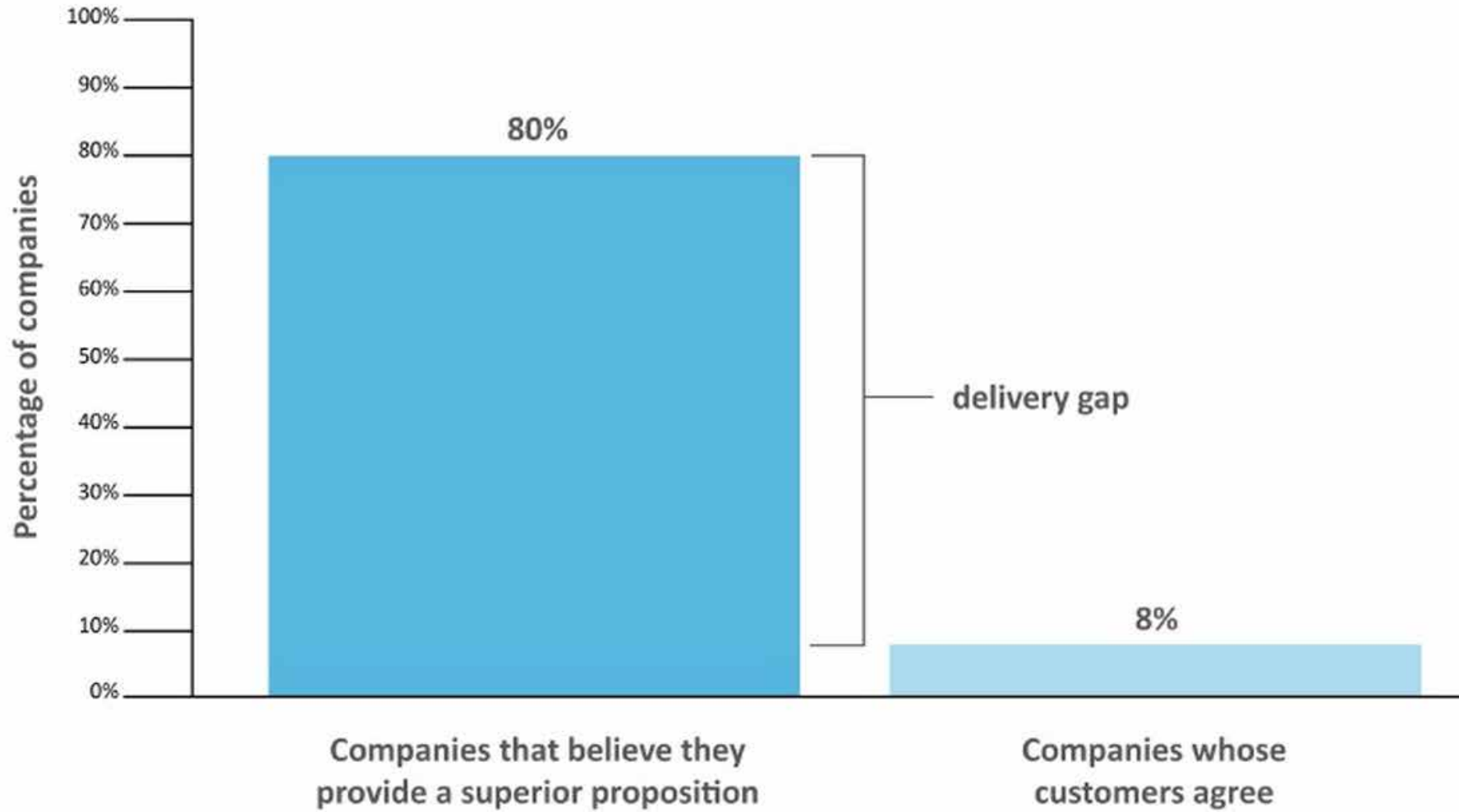
# Eigenlijk is het heel eenvoudig en logisch...



*“Find out what people want,  
and give it to them”*

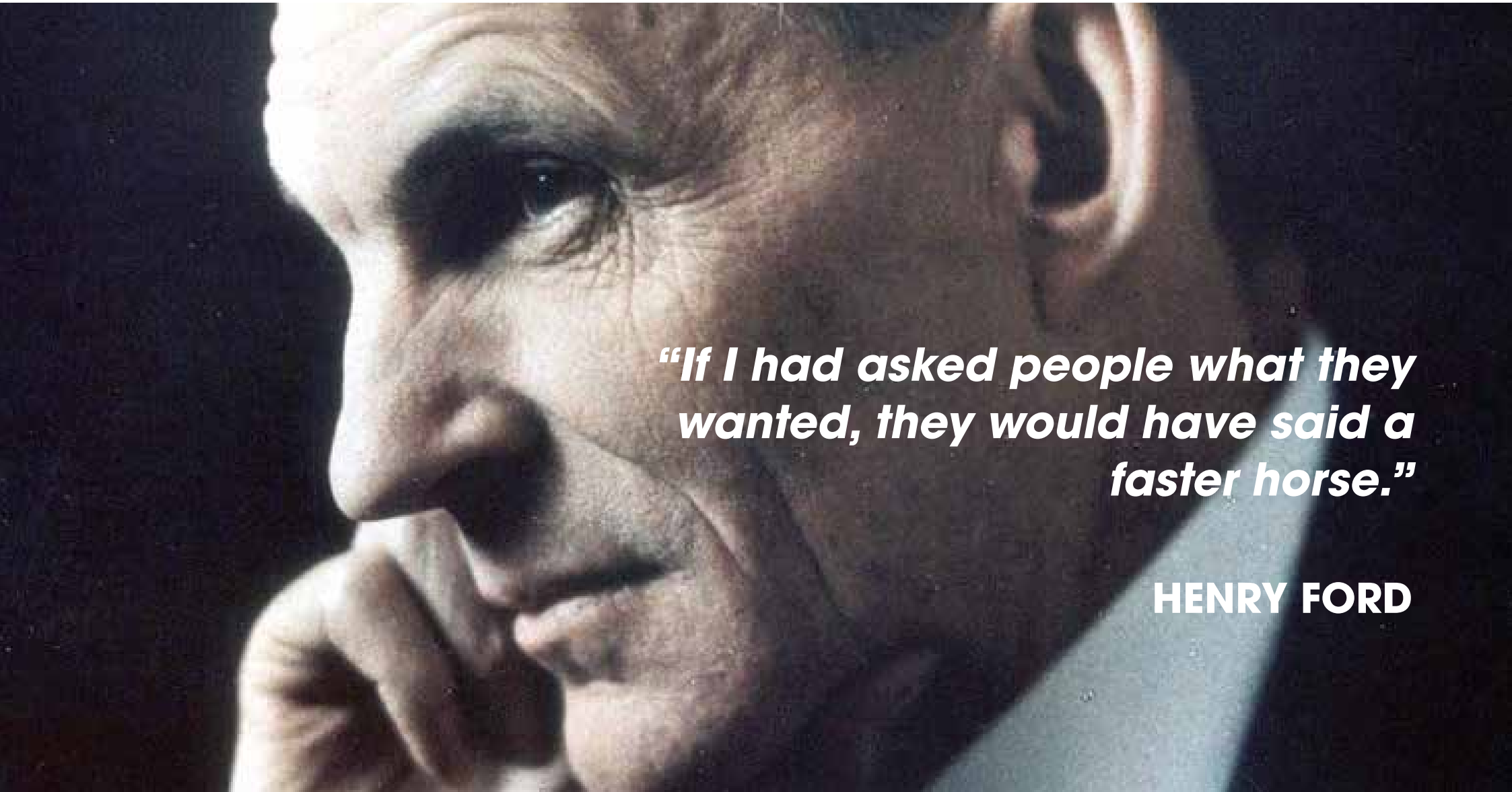
**TIM BROWN**  
CEO, IDEO

# Toch?



Source: Bain Customer-Led Growth diagnostic questionnaire; Satmetrix Net Promoter database

# Is uitvinden wat iemand wil dan toch niet zo eenvoudig?

A close-up, black and white photograph of Henry Ford's face, shown in profile from the left. He has a thoughtful expression, with his hand resting near his chin. The lighting is dramatic, highlighting the texture of his skin and the contours of his face.

*“If I had asked people what they wanted, they would have said a faster horse.”*

**HENRY FORD**



# 1980: Research was primarily focused at the product



# 1990 - 2000: Focus shifts towards the user of our products



# Now: The context of the user as the main influencer



# 95% of our decisions are made subconsciously



# Design Research gebruikt generatieve technieken om latente behoeftes te ontdekken



**Diaries**

**Cultural probes**

**Creative**

**Visual**



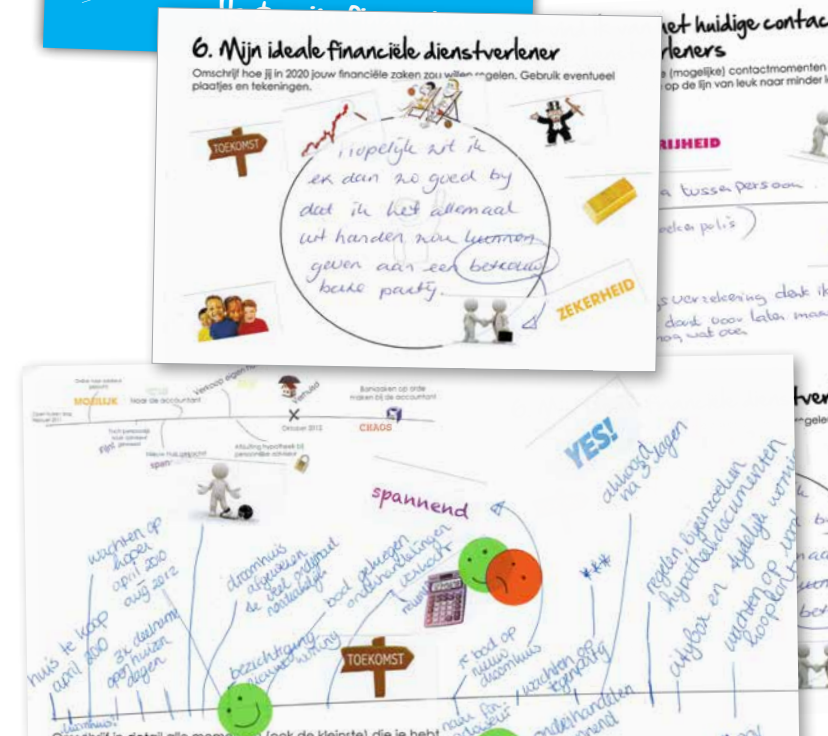
# Contextmapping: TU Delft onderzoeksmethode



Contextmapping is an exploratory research method developed at TUDelft by Professor Pieter Jan Stappers.

It aims at capturing and understanding the total user experience by focusing on the **context of users, products and services.**

Contextmapping is extremely valuable as it delivers very **usable and applicable results** by using generative, visual research techniques.



# Een kleine introductie in contextmapping



Hoe ben je hier gekomen?  
(Tekent/schrijft/plakt in 5 minuten)



**Blij!**



**STRESS**



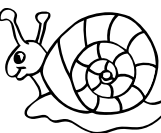
**makkelijk**



**RELAXED**



**MOE**





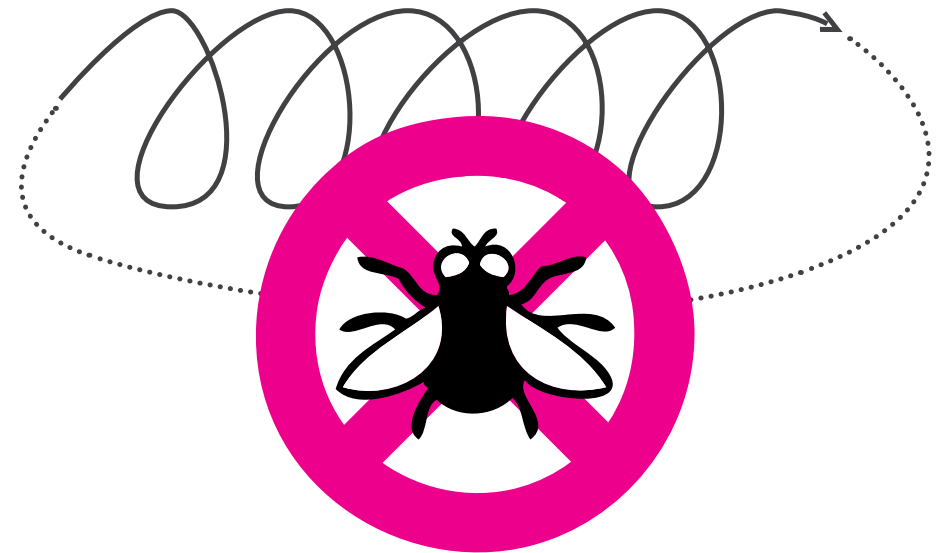


# Wat bedrijven kunnen leren van service design?



## Service design is:

- Failing soon to succeed faster
- Gebruikers betrekken
- Multi-disciplinair
- Focus op 'echte' waarde
- Analytisch & creatief
- Een cultuur verandering
- Broodnodig



# Service Design Toolkit - een praktische handleiding



We gaan een boek schrijven over Service Design. Heel praktisch en actiegericht ingestoken.

Geïnteresseerd om mee te denken? Neem contact op!  
[robbertjan@burokoos.com](mailto:robbertjan@burokoos.com)



# Contextmapp, de mobiele app voor customer journey onderzoek



App Store



Google play

# Mobile captures significant rich insights when they happen



contextmapp™

WIE IK BEN



Dit heb ik gekocht



Ik kook meestal zelf.  
Daaraan besteed ik meer dan 20 minuten.  
Verder vind ik een goed gevulde koelkast soms belangrijk.

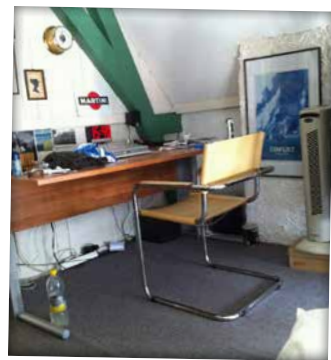


> 20 MIN

Ik doe zelf 6 keer per week boodschappen.



Niet super gezond, wel genoeg en redelijk voedzaam. Te weinig fruit helaas, wel genoeg groenten.



mijn huis

Wij hebben een huishouden van 2 personen



mijn gezin



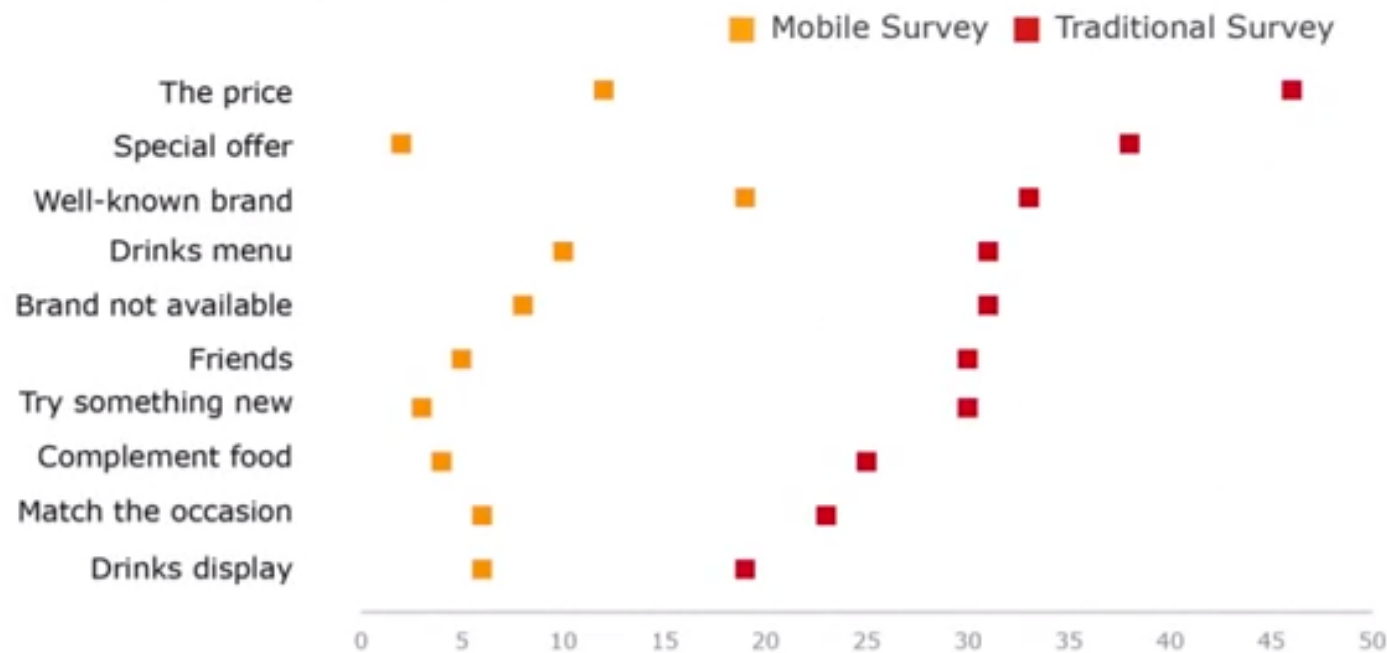
mijn koelkast



# ... and strips down to the deciding factors



Mobile strips down to the deciding factors and reveals a sharp swap of priorities



Traditional survey

3.8



Mobile survey

1.4

influences mentioned per respondent

\* TNS research amongst 250 participants on factors influencing the ordering of a beer in a bar

We help organisations to change the market by designing winning, value adding product - service systems

Koos



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0641858364

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[www.burokoos.com](http://www.burokoos.com)