



# Introduction to Product and Service Design

**Community Innovation - From Idea to  
Implementation 2020 – 9.11.2020**

Jaen Aps, [storiesforimpact.com](https://www.storiesforimpact.com)



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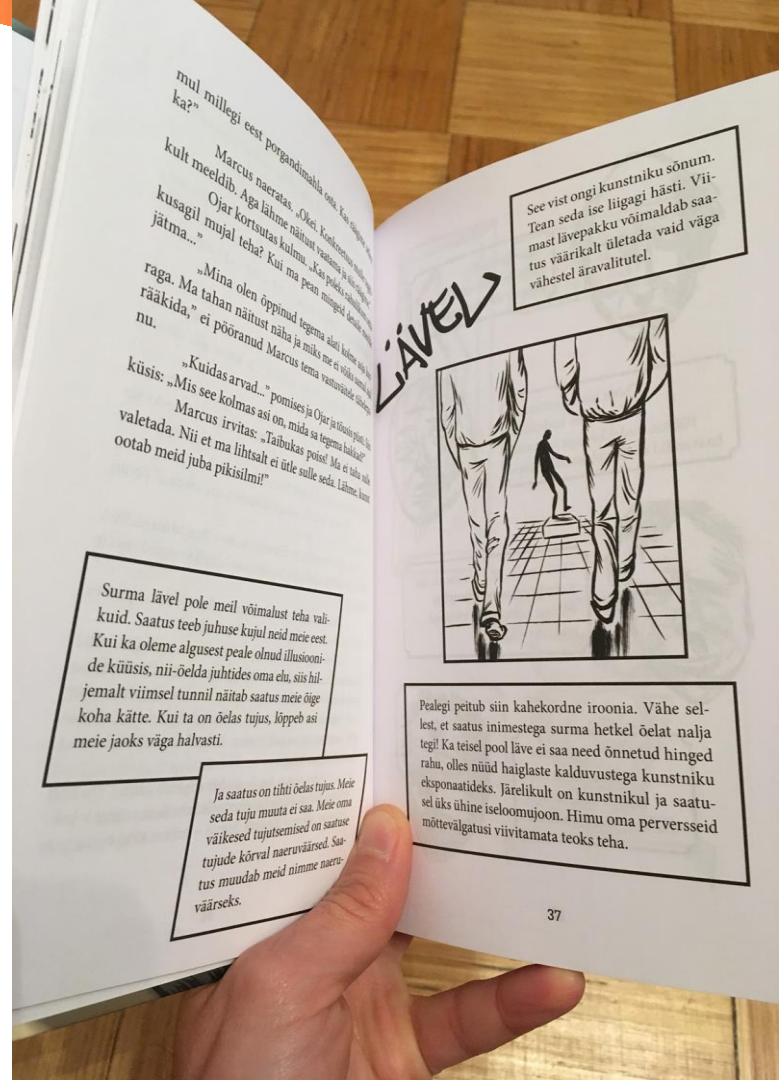
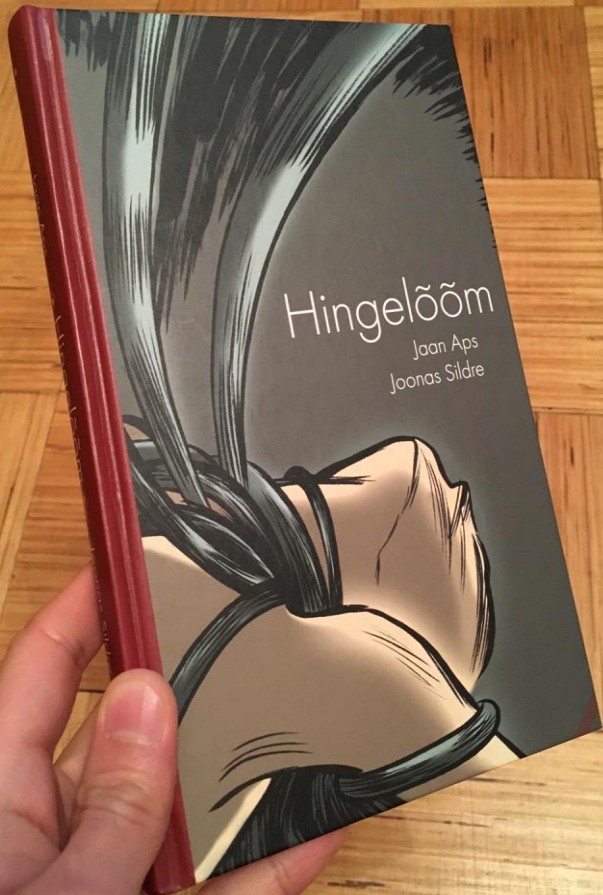
# Intro

# About the presenter

- Educational background: MA in Economics.
- In 2012, co-founded the Estonian Social Enterprise Network. Its chairman in 2012-2019 (full time in 2016-18).
- Currently:
  - Managing a social business Stories For Impact that provides impact management solutions & consultancy.
  - Teaching at Social Entrepreneurship MA program (international) at Tallinn University.



<https://www.linkedin.com/in/jaanaps/>





### STSENAARIUM



### OSAPOLITE KLARIFIKATS



### OSAPOLITE KLARIFIKATS



AED

ELEKTER

VESI

TERVIS

TAASKASUTUS

KLIIMA

ENDLA AIA LASTE LOODUSHOIU LEPPED ...

ELUOLU VEETAMISEL...  
KASUTAMINE ON VESI!  
KASUTAMINE KASUTAMISEL 2-TUNNI

OLEN NÕUKAS TAASKASUTAJA JA MÄNGLIDE LÕDJA, nt (PÄKENDIDEST JA KORKIDEST) ☺  
SORTEERIN! PRÜGI...  
KASUTAJA AITAD TÄÄN SÕPRADELE VÕI NEILE, KES NEID VAJAVAD...

LÜGJIN VÕIMALUSEL JALÄ VÕI JALGRÄTTÄGÄ... ☺  
PIEST OSTUDE TOOMISEKS KASUTAN RIIDEKOTTI...  
PESTIKOST PÄKENDID JA 1x NÕUD JÄTÄN OSTMÄTÄ...



# **Defining products and services**

# A product, a service and / or an experience?





**Which product(s) and/or service(s) would your solution be about? *(as an effective response to the systemic challenge)***

### 3 Possible Responses

Which product(s) and/or service(s) would your solution be about (as an effective response to the systemic challenge)? Collect as many ideas as possible on post-its in the area below. Cluster related topics.

A large, empty rectangular area with a pink border, intended for collecting ideas on post-its. The area is currently blank, with no text or drawings.

**Why all the fuss about design?  
Why is designing important?**

# **A story about product design**

**PIMEDATE TÖÖKESKUS HARINER**

PUIT - JA  
PLASTMA  
TOOTED

**MÜÜK**  
HARJAD

**AVATUD**  
**9-16**  
L.P. ....















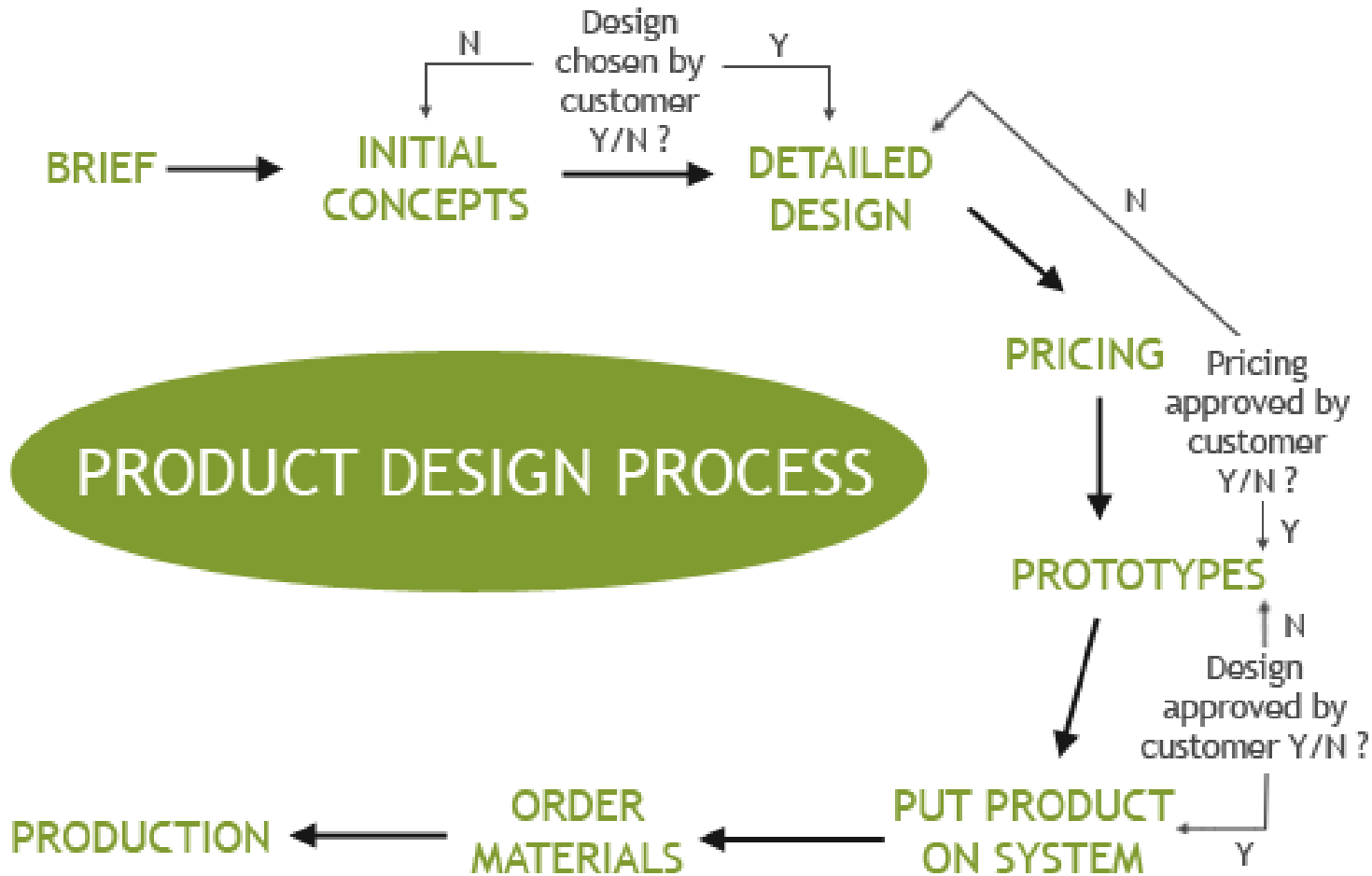






<http://defol.io/eda/2012sasi--1-139>

**From entrepreneur's point of view, a design process is a business process**



# **Tools of design thinking, including service design**



## PHASE I: PROBLEM DEFINITION

Selecting a focus user  
and clearly defining  
his or her problem



## PHASE II: NEED FINDING

Building up empathy  
by interviewing and  
observing the user



## PHASE III: IDEATION

Creating many ideas  
to solve the problem



# DESIGN THINKING PROCESS

## PHASE IV: PROTOTYPING

Rapid prototyping  
of one or more ideas

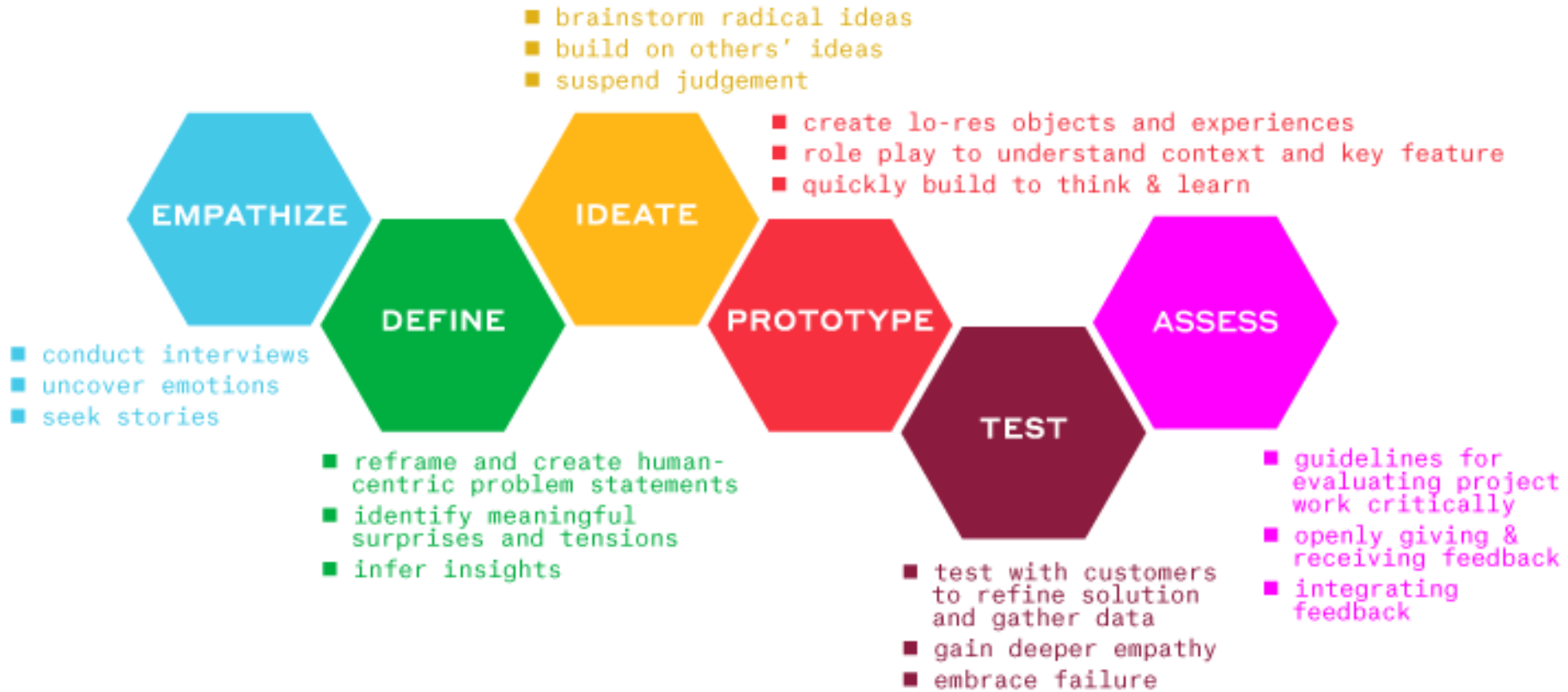


## PHASE V: TESTING

Getting feedback  
on the first prototype  
to improve it



<https://medium.com/@sebastiankummetzbrunetto/a-glimpse-on-innovation-how-do-we-structure-the-design-thinking-process-at-innovation-radicals-6fcdf5583d74>



<http://longevity3.stanford.edu/designchallenge/design-thinking-process/>

# **Tool #1: PERSONA**

# PERSONA PROFILE



**Name:**  
Fictionalize it

**Profession:**  
Be very specific

**Age:**  
Choose a number,  
Not a Range

**Personal  
BG:**  
Mini Life story -  
Hometown, Family,  
Schooling, Work, etc

## INTERESTS:

What does she spend her  
time on?  
What enravens her?  
What does she read, watch, ?  
listen to.

## NEEDS:

What does she need,  
in her life, in her work?  
What's ESSENTIAL for her,  
what does she require?  
WHAT'S MISSING?

## VALUES:

What carries MEANING For Her?  
WHAT'S her MORAL COMPASS?  
What makes her INDIGNANT,  
SATISFIED, FRUSTRATED?  
What does she WANT for the world?

## POWERS:

What Resources does she  
control?  
What can she do, muster?  
Who does she have INFLUENCE  
OVER?

## BEHAVIORS:

What ARE her  
ROUTINES  
BUYING  
Free Time  
Rituals

## ASPIRATIONS:

What KIND of person  
do they want to be?  
Brands?  
Spending patterns?  
Life Dreams? Heroes?  
Role Models?

# Clark Andrews

AGE 26

OCCUPATION Software Developer

STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly

Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

## Motivations

Incentive

Fear

Achievement

Growth

Power

Social

## Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

## Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

## Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

## Personality

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

## Technology

IT & Internet

Software

Mobile Apps

Social Networks

## Brands



<https://uxdesign.cc/heres-why-you-should-stop-using-personas-63c09a844e67>



**To be useful, personas need to be based on research (especially interviews and observations).**

## **What to keep in mind?**

**Focus on behaviours and motivations, not characteristics.**

**1) Who would be two of your most important  
persona types?**

**2) Which of their characteristics are likely the  
most important ones?**

## 4 Personas of your story

Who would be two of your most important persona types?

Which of their characteristics are likely to be the most important ones?

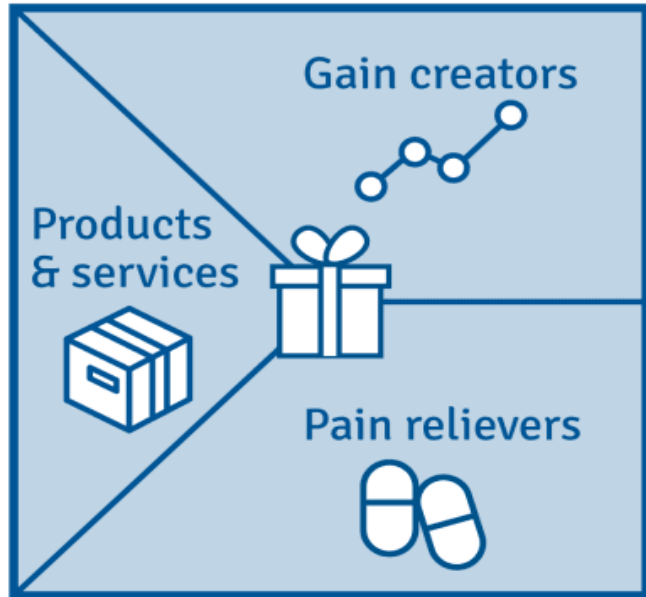
Place post-its around your figures to specify them. What are their needs, fears, hopes, opportunities and headaches? What is their demographic and social background?



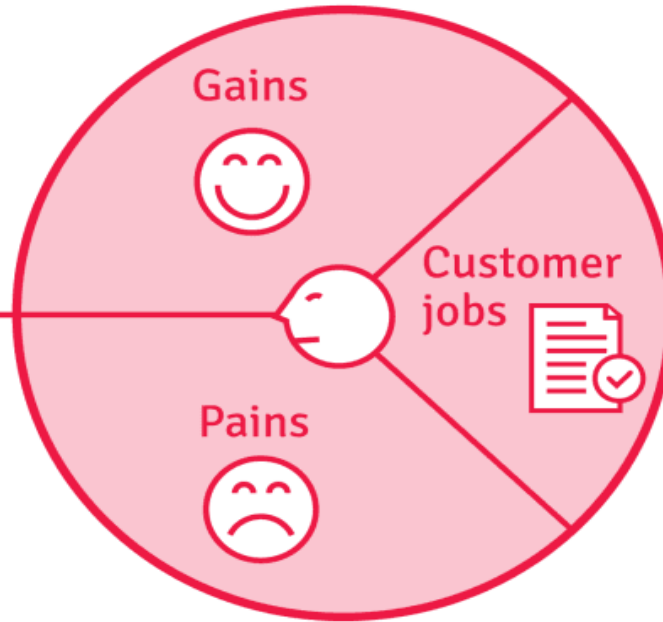


**Tool #2:**  
**VALUE PROPOSITION CANVAS**

## Value Proposition



## Customer Profile

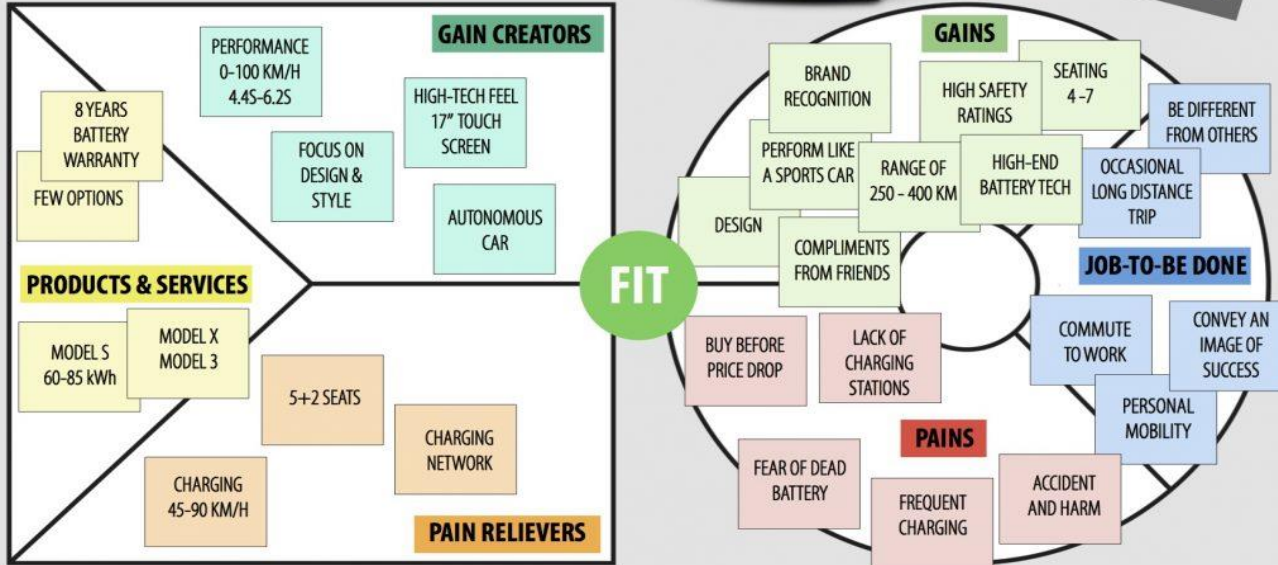


# VALUE PROPOSITION CANVAS

**TESLA**

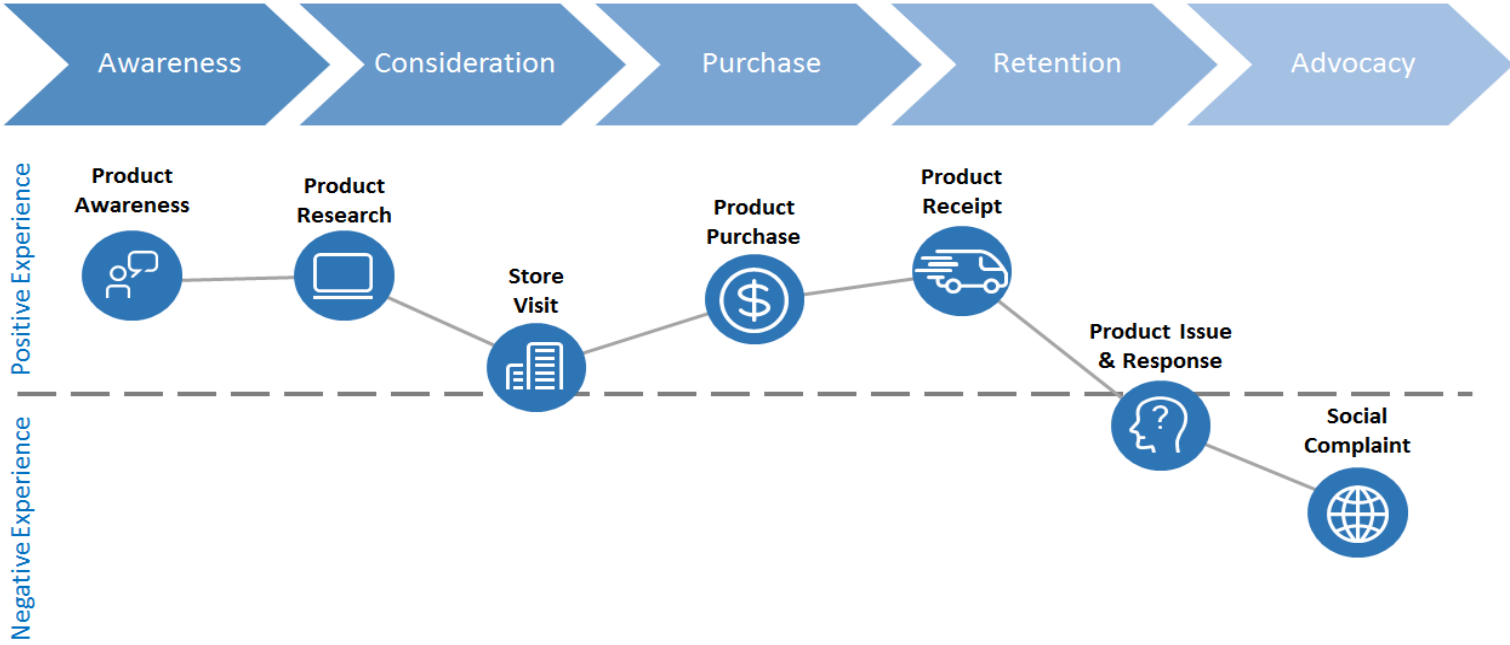


UPPER MIDDLE CLASS MALE \$100k+ INCOME



<https://designabetterbusiness.com/2017/10/12/how-to-really-understand-your-customer-with-the-value-proposition-canvas/>

**Tool #3:**  
**CUSTOMER JOURNEY MAP**





Sarah

### Scenario

Sarah is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

### Expectations

- Great movie
- Friendly staff
- Good seat

### Decide

1. Looks up movies on phone
2. Decides which movie to see and which theater to go to
3. Buys ticket online from phone

"I wonder if I can find a closer theater."

### Travel

4. Drives to movie theater
5. Stands in line and buys popcorn
6. Finds seat next to friend

"Traffic is always so bad!"

"Where is my friend?!"

### Experience

7. Watches movie

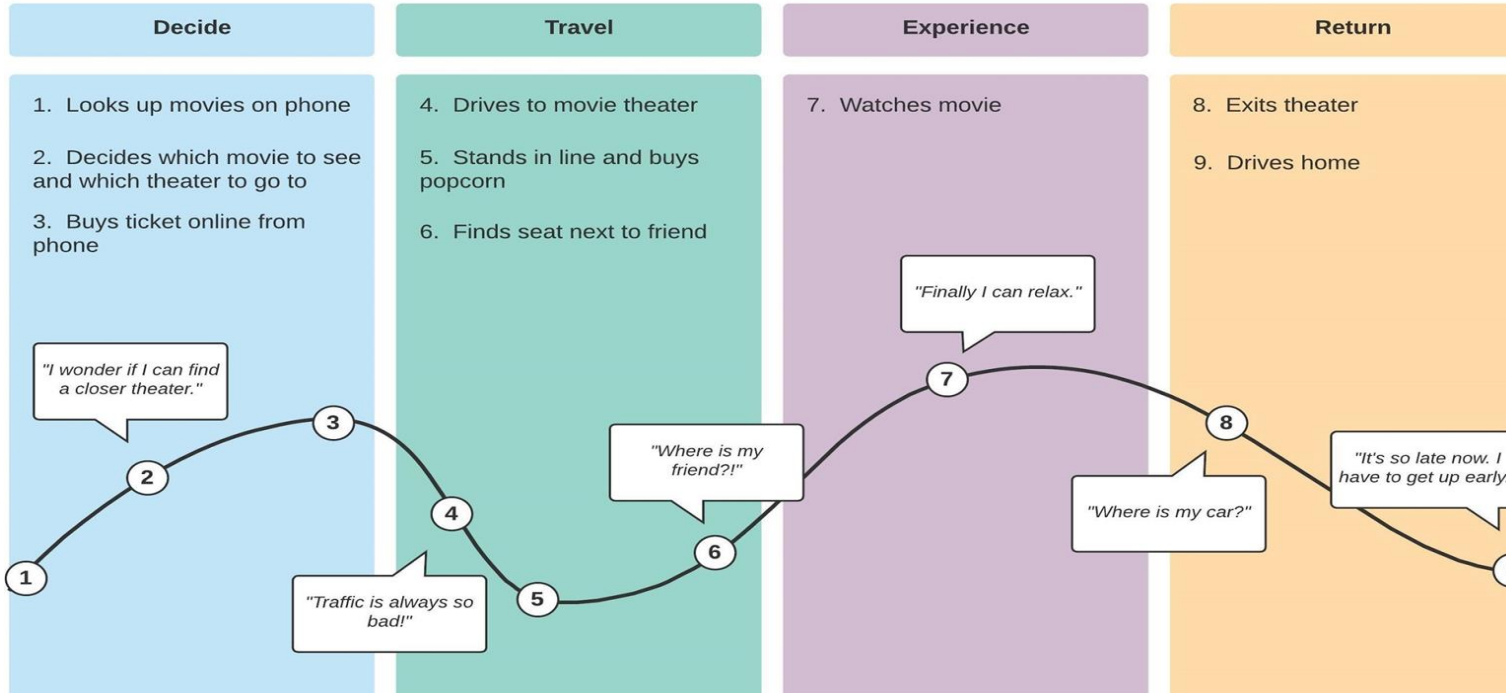
"Finally I can relax."

"Where is my car?"

### Return

8. Exits theater
9. Drives home

"It's so late now. I have to get up early."



**What are the main customer touchpoints  
(i.e., where customers interact with your  
brand, product, service)?**

## 5 Your customer touchpoints

What are the main customer touchpoints (i.e., where customers interact with your brand, product, service)?





# What we can and should influence during customer's journey?

## SERVICE DESIGN

### Policy

The rules, standard operating procedures and workflows the company uses to provide the service.



### Culture

The unwritten rules that dictate employee attitudes and approaches. Thinking born from history, management style and employee experience.



### Assets

The physical and digital touchpoints that the customer interacts with, and the tools employees using to deliver a service.



### People

Anybody who contributes to the service either directly or indirectly. For example, although management has little direct contact with customers, they are still hugely influential in shaping their experience.



# Thank you!



[storiesforimpact.com](https://storiesforimpact.com)



[info@storiesforimpact.com](mailto:info@storiesforimpact.com)



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[Jaan Aps, jaan@storiesforimpact.com](mailto:jaan@storiesforimpact.com)