Why teaching design for services to Product Design and Product Design Engineering students enhances their ability to design products for improved user experiences

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We live in interesting times!

- Ever-changing global economy.
- Shifting economic landscape affecting manufacturing and design.
- Increasing service economy
Innovation as economic ‘saviour’

Increased interest in design-led innovation.

Design for customer/user experiences.

"... as the economy shifts from the economies of scale to the economics of choice and as mass markets fragment and brand loyalty disappears, it is more important than ever for corporations to improve the consumer experience."

Enhance product design processes with service design thinking, methods and processes.
Understanding the user:

“All design starts, or should start, with a need that, when satisfied, will fit into an existing market or create a market of its own.”

“The user need/customer requirement/voice of the customer is paramount to the success or failure of the product.”

Stuart Pugh, Total Design
‘Old school’ product/industrial design

user described by categories defined from market demographics

designers design based on product design specification.
Design for customer experience considers a number of interactions between the user, product and services. Service design thinking, methods and tools help designers design for multiple interactions.
Designing for increasing complexity

When consider the channels of service delivery; design for multiple users, multiple interactions, and multiple touchpoints / products.

user experience context
(the environment and context within which the user experiences the service, or product, in order to perform a task or fulfil a function)
Thinking design for services:

Encourages an holistic, user-centred, OUTSIDE-IN approach

rather than,

an INSIDE-OUT component based approach.
User Experience defines requirements for products.

Service provision design determines user experience of product/service.

Product

Introduced social science and service design methods, integrated with interaction and product design methods to design for user experiences.
Create personas and visualise desires rather than market demographics.
Identify **user scenarios and requirements** rather than Product Design Specifications

User journeys and scenarios can be used to record and analyse user research as well as to visualise alternative future opportunities.
Insights rather than Matrices

When determining the ‘voice of the customer’ - engage with them. Analyse responses and draw out insights to frame the problem.
Propose *opportunities* rather than specifications

Generate opportunities from insights identified from user research.

Visualise ‘what-if’ opportunities and obtain feedback from key stakeholders.
Visualise proposed user experiences

Test concept proposals by prototyping the experience as user journeys - sketch, role-play, animate or video prototype.
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FCR takes down notes from EMDC on to notepad on device. Device straps easily on to arm. FCR can look at address while driving. Device is designed to not be in the way during D.R.S.A.B.C.

Device has led light to see in the dark as well as a clock. The tablet is easy and hygienic to wipe off. The most important info will go to the paramedic. A carbon copy of the most important info is pasted on to the entire form.
Visualise proposed user experiences

Test concept proposals by prototyping the experience as **user journeys** - sketch, role-play, animate or video prototype.
Visualise proposed user experiences

Communicate concept proposals by prototyping the experience as *user journeys*. 
Some benefits:

Encouraged to work in multidisciplinary teams

Early and continuous user engagement

Visualisation of user requirements and insights

Testing and prototyping of concepts through visuals and models

Visualisation aids user feedback and input
Thank You

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