

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.

the guardian

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Workers in east China's Anhui province. The country's industrial slowdown has raised alarm bells. Photograph: Str/AFP/Getty Images

Posted by Phillip Inman, economics correspondent

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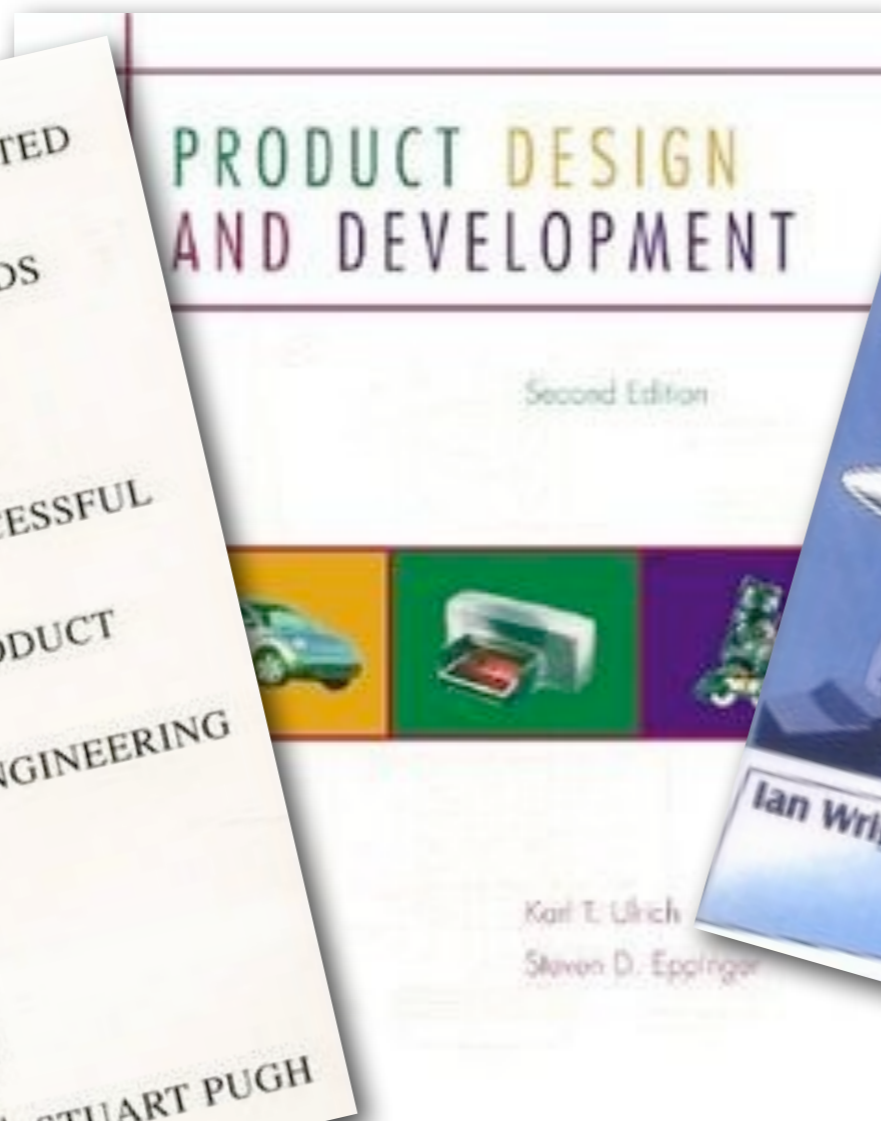
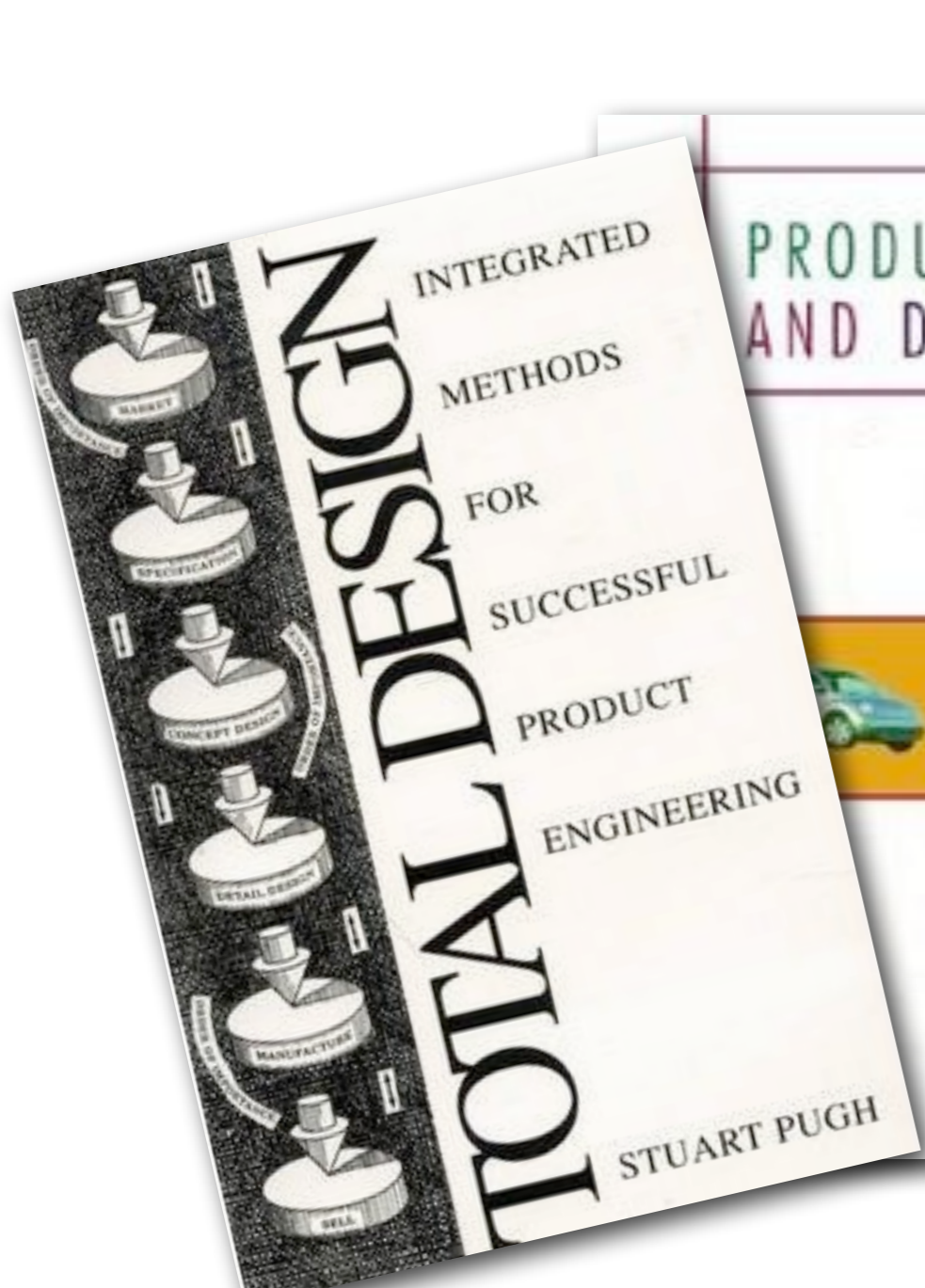
Innovation will get the economy moving

Investment in R&D is crucial for the long-term health of business

Larry Elliott
The Guardian, Monday 7 June 2010
Jump to comments (19)

*"... 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**."*

Nussbaum, B. The Power of Design, Business Week, 17 May 2004.



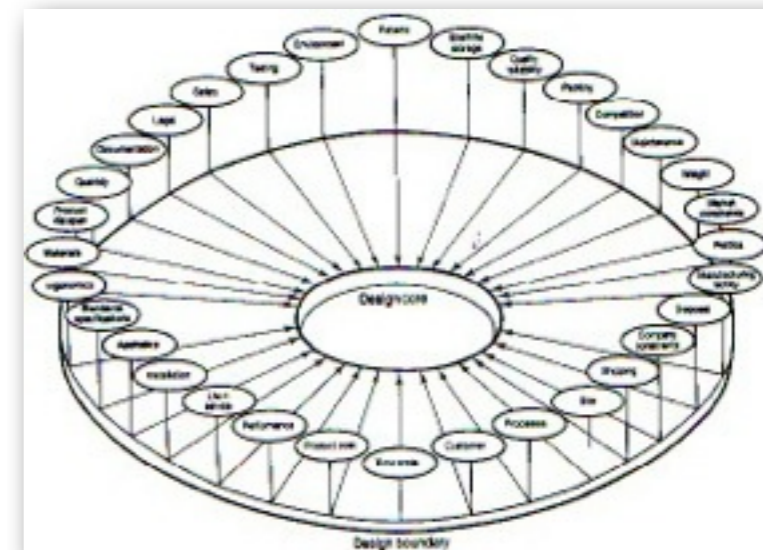
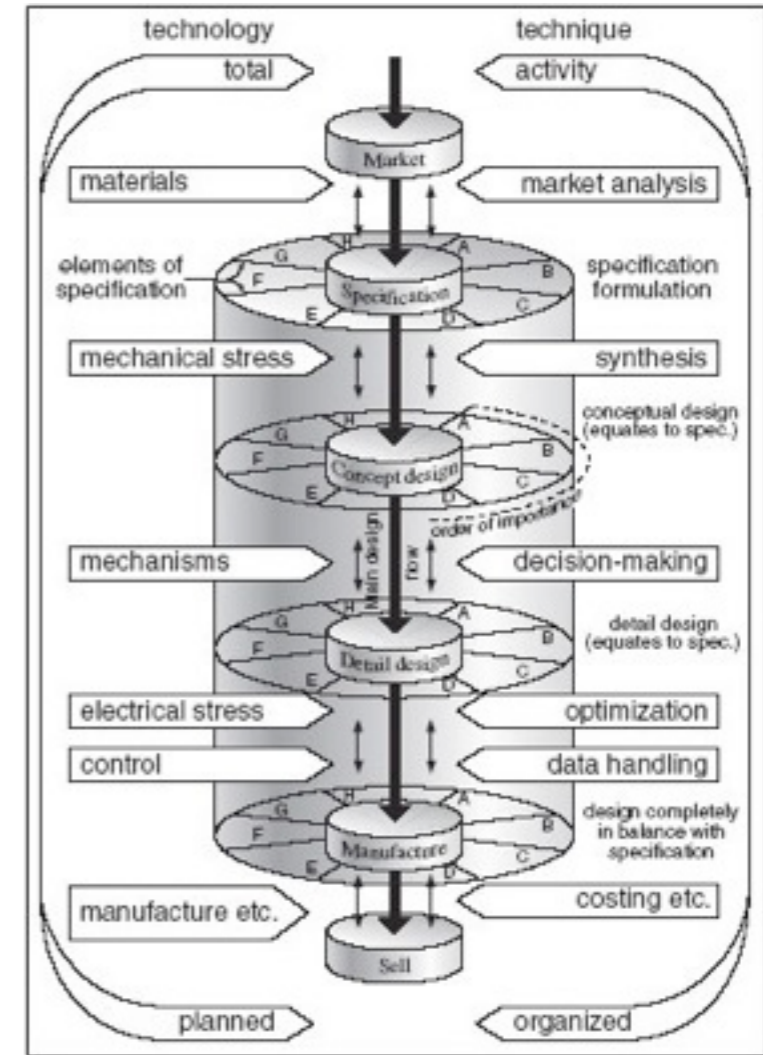
Enhance product design processes with service design thinking, methods and processes.

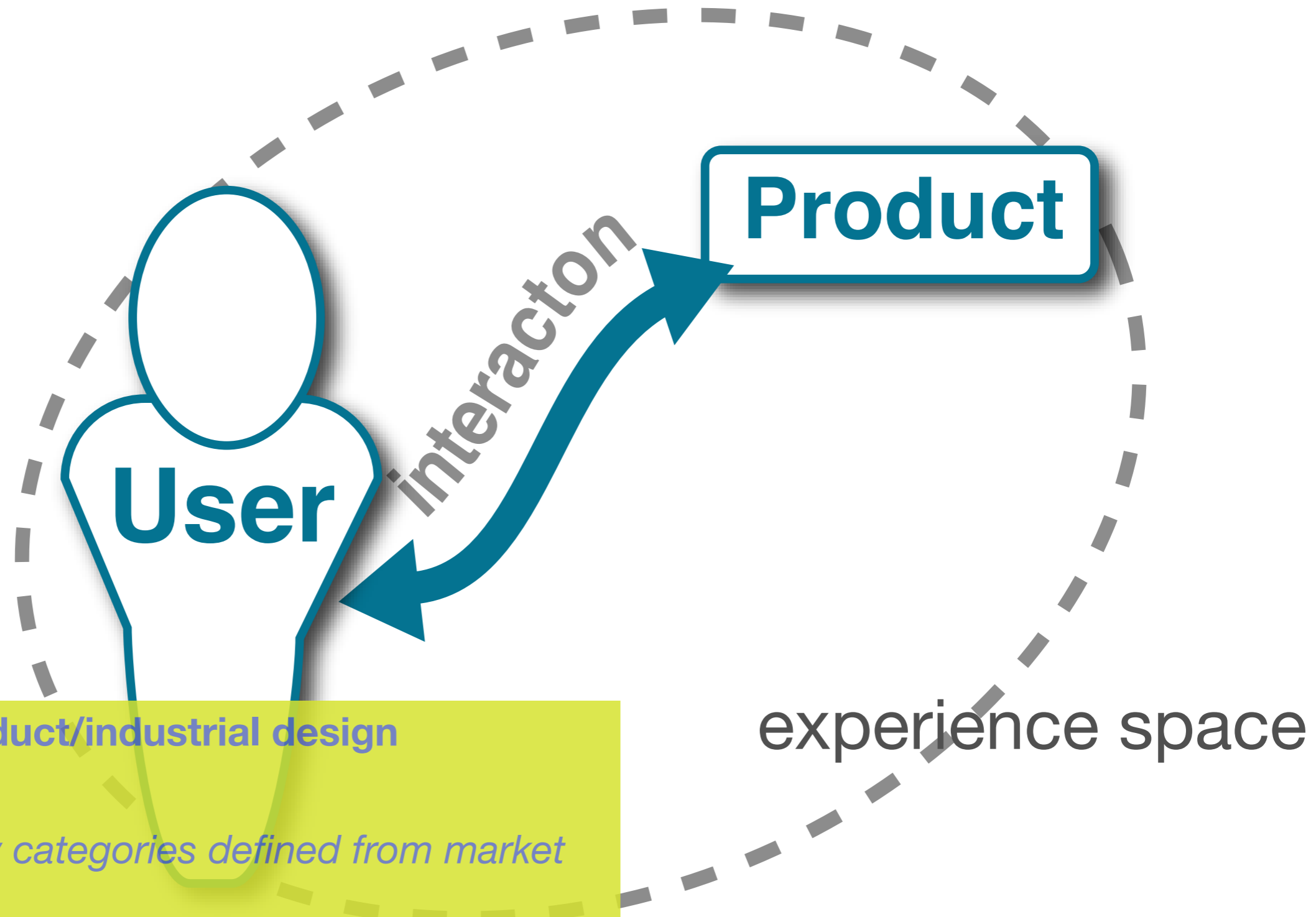
Understanding the user:

“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



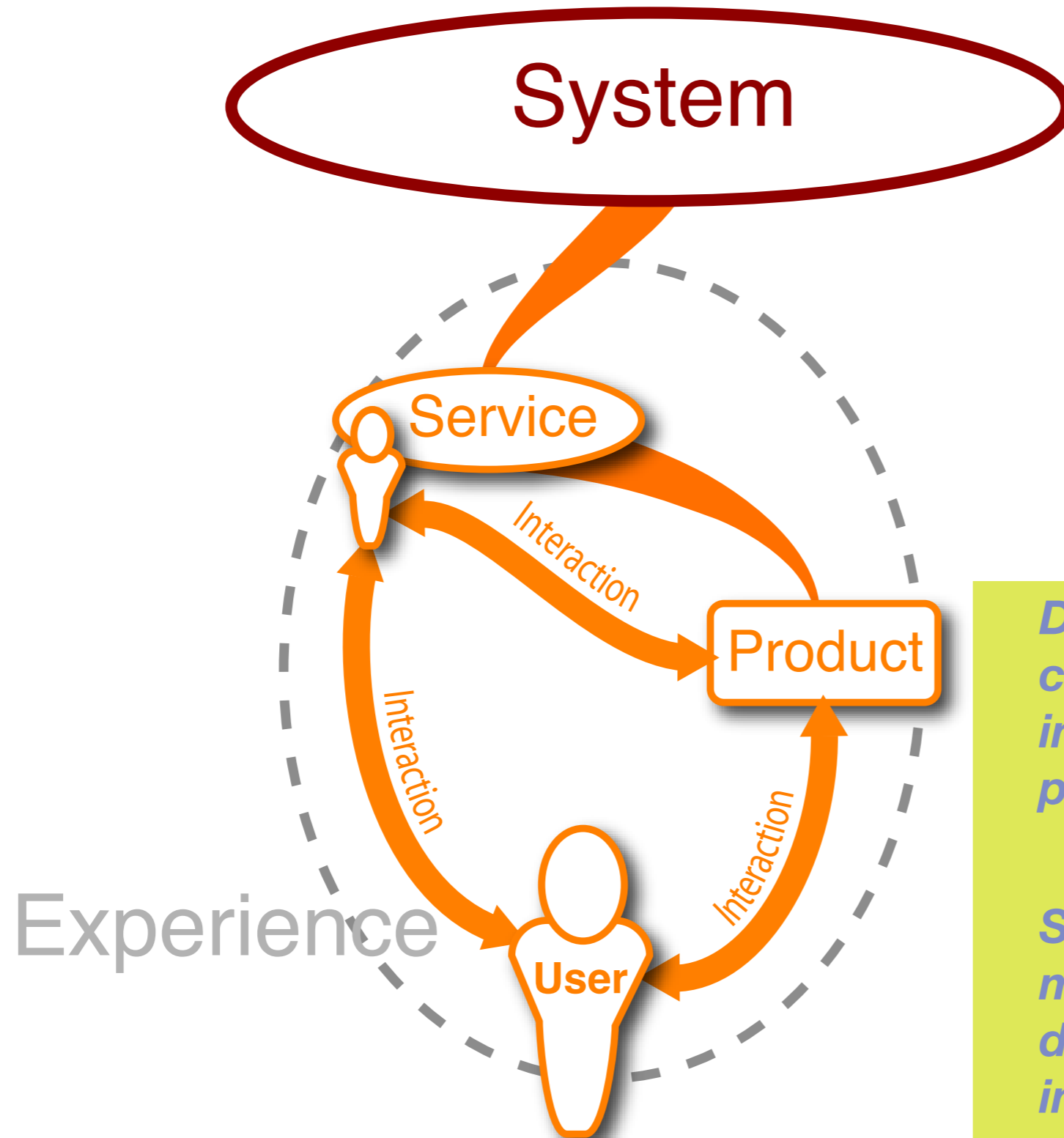


'Old school' product/industrial design

user described by categories defined from market demographics

designers design based on product design specification.

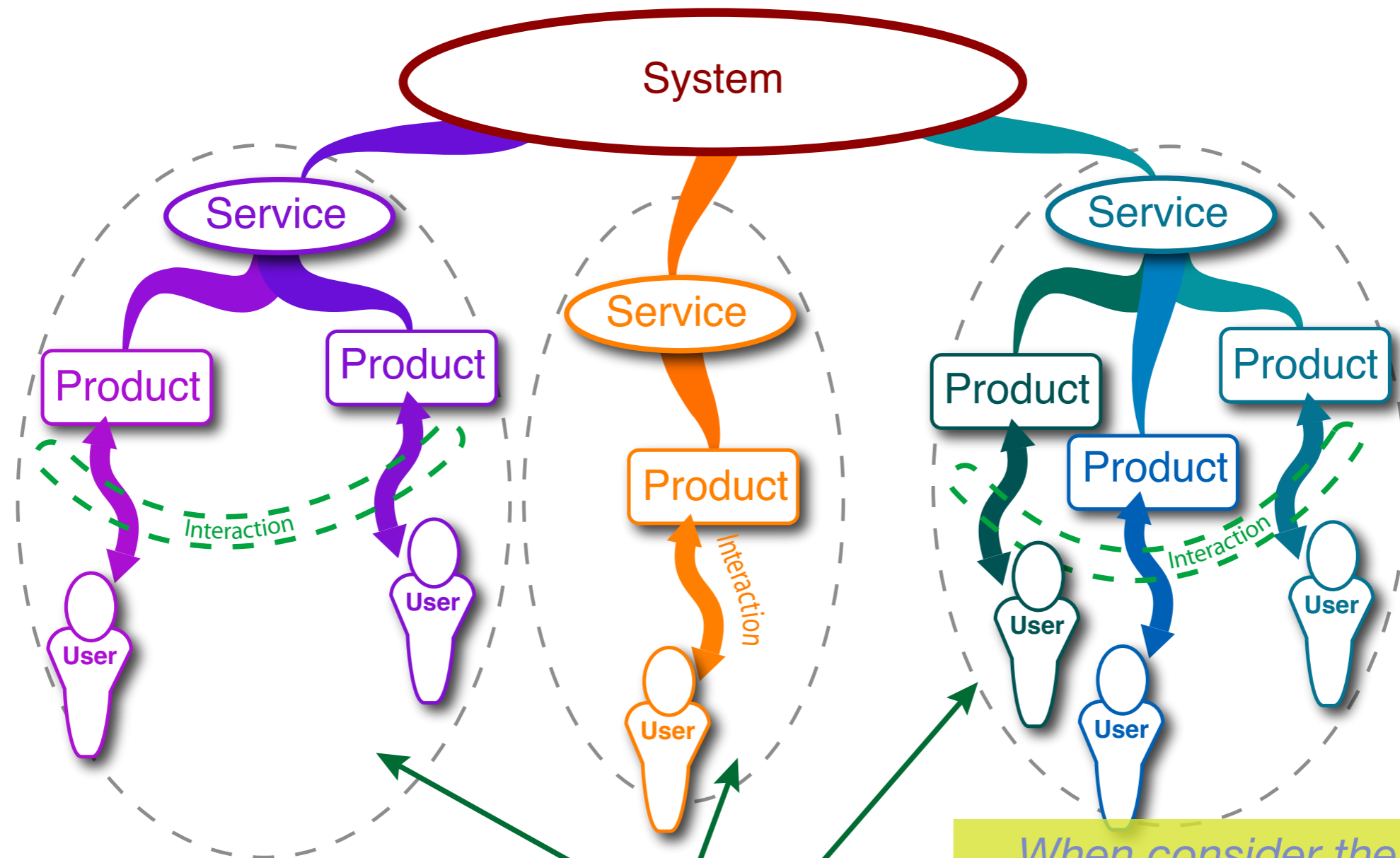
Designing for increasing complexity



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



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)

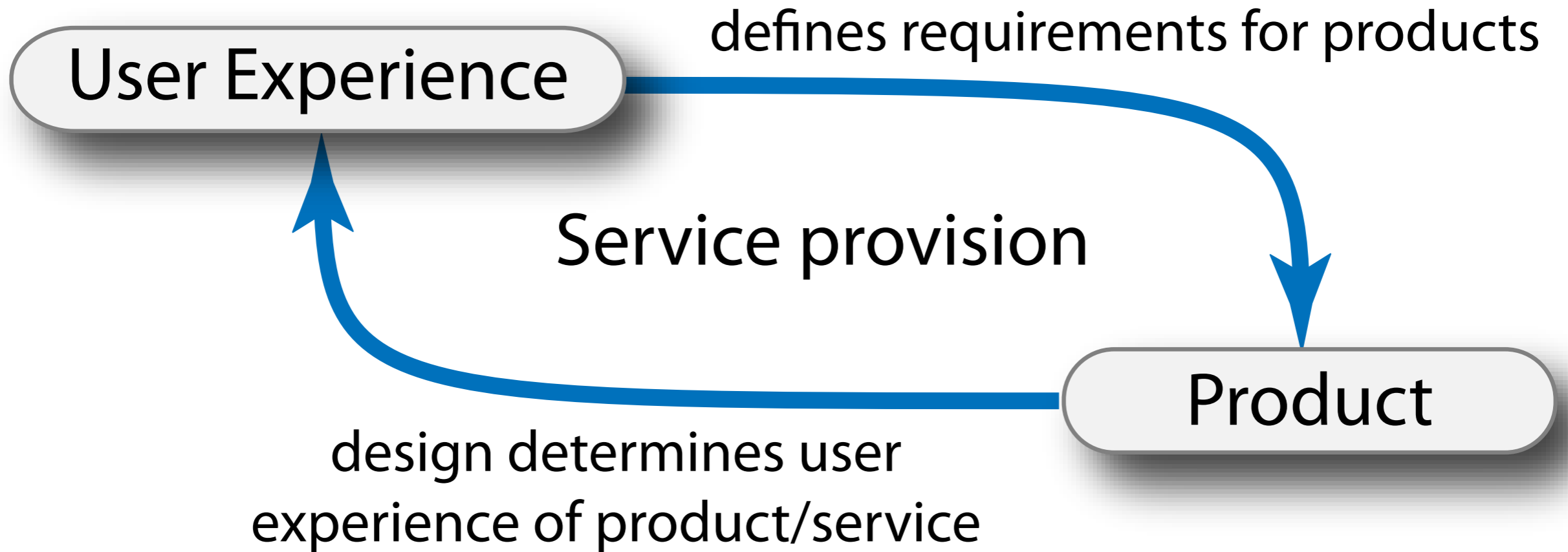
When consider the channels of service delivery; design for multiple users, multiple interactions, and multiple touchpoints / products.

Thinking design for services:

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

rather than,

*an INSIDE-OUT component based
approach.*



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.



My name is Betty - 80
Current issues: severe hip fracture
Has long been in hospital. I work
in a care home. I am fed up to the
teeth with the independence
difficult. Lack of choice
from people to make me - at least
be seen more often.

Key observations:

- ALONE
- Lack of communication - she doesn't have any way of
going to be this.
- Doesn't like asking for help - it means she can't sit
up by herself.

If nurses spend more time getting to know Betty & involving her in activities she may be more responsible with food and more willing to comply with staff requests to eat or drink.

By keeping Betty informed on her progress, she will feel more empowered and in control, and so will know what to expect.

By providing equipment which would assist Betty to be more independent and feel happier about her condition.

I need to wash my hands on the Ward

During Joan's meal

HELP

My Fish & Chips are Cold

I need some Salt

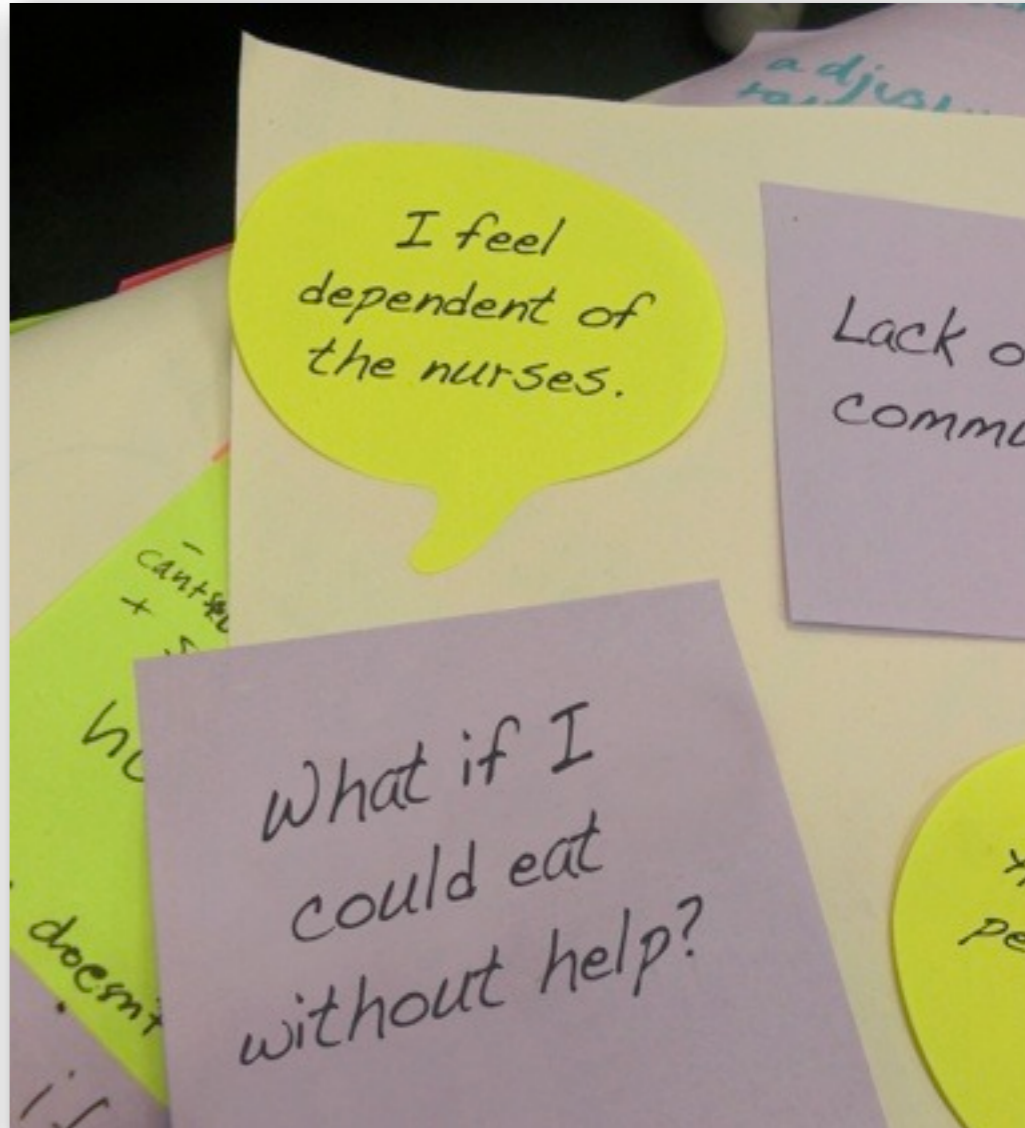
Description
Tray to bend forward to reach meal.
Table too high.



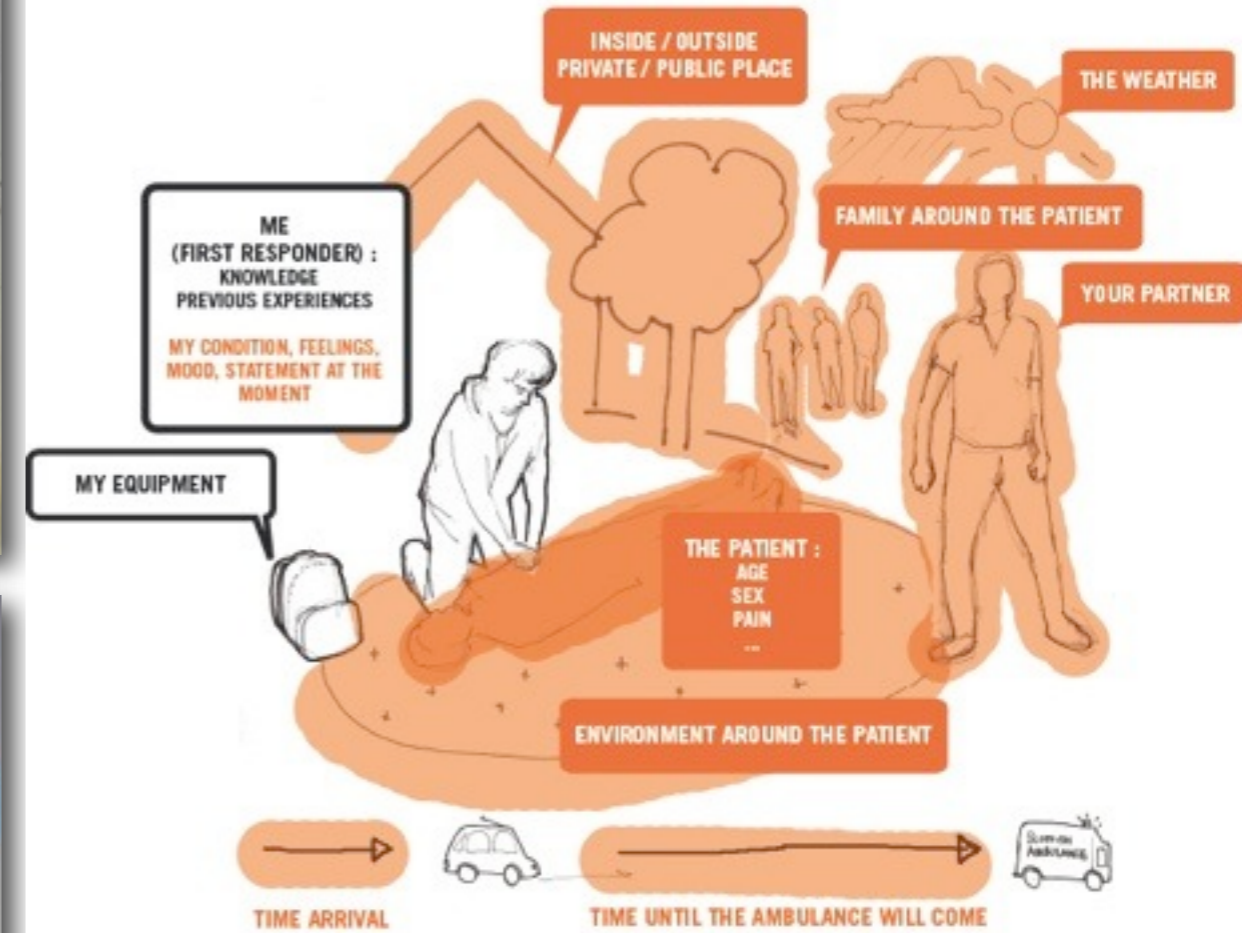
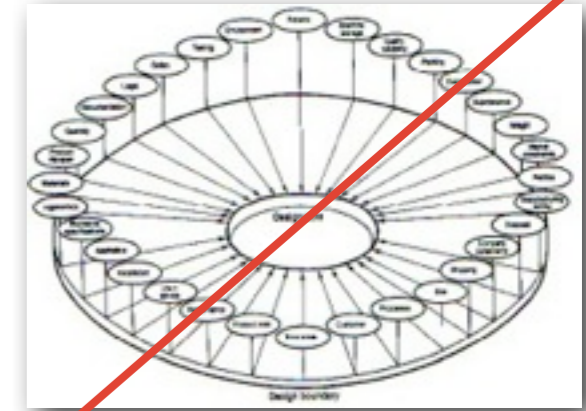
I feel dependent of the nurses.

Lack of communication

What if I could eat without help?



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

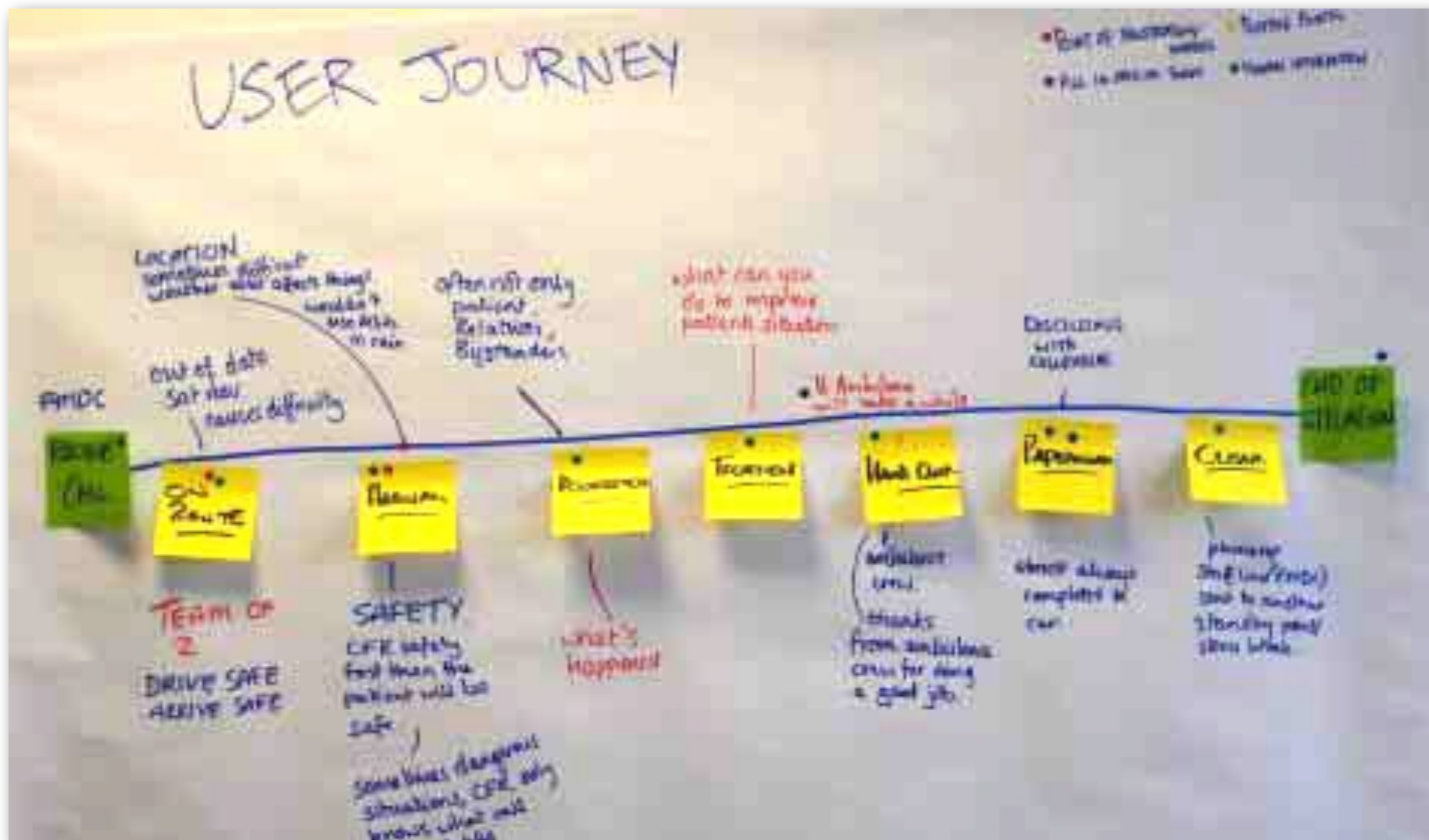
Generate opportunities from insights identified from user research.

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.

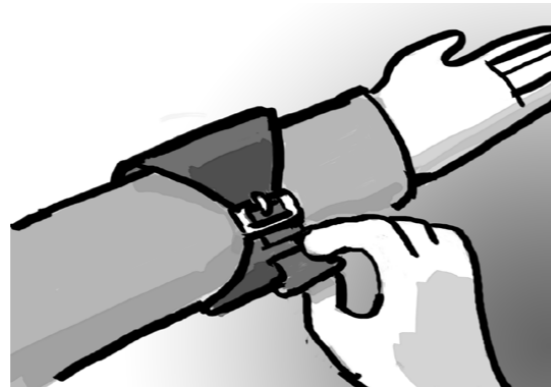


Visualise proposed user experiences

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



FCR takes down notes from EMDC on to notepad on device.



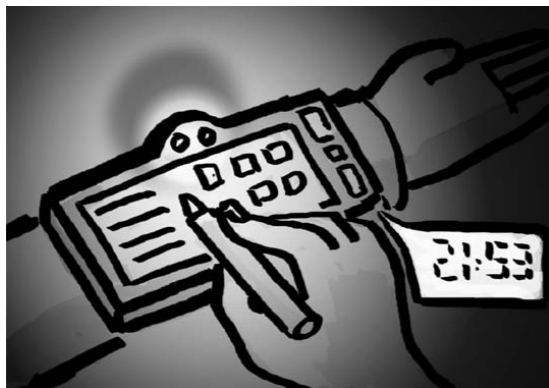
Device straps easily on to arm.



FCR can look at address while driving



Device is designed to not be in the way during D.R.S.A.B.C



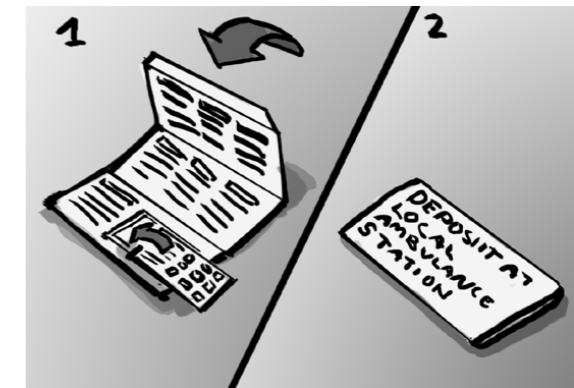
Device has led light to see in the dark as well as a clock.



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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