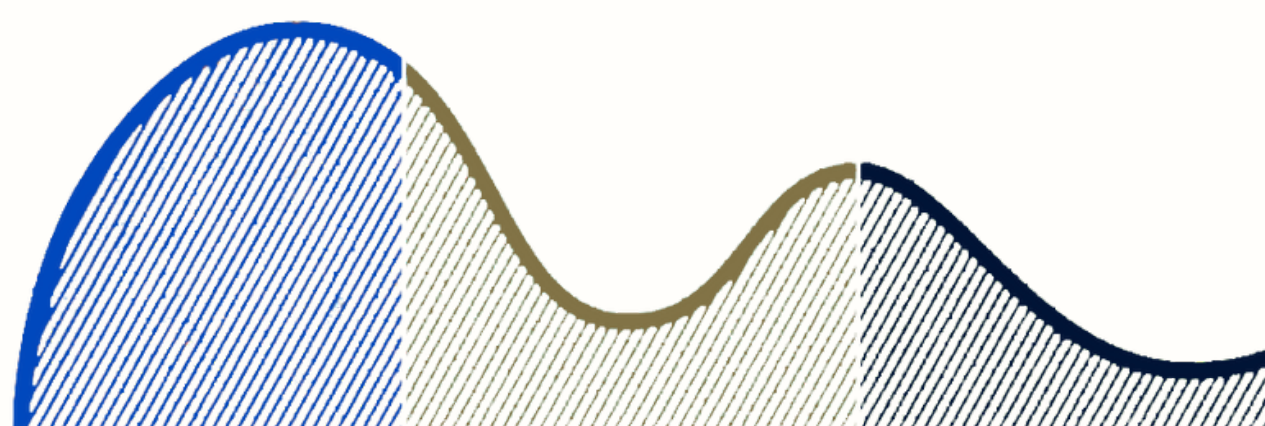


# WHY DO YOU NEED STRONG SERVICE DESIGN PROCESS?

## — Service Design Thinking Process —



### INSPIRATION

- Identify the design challenge
- Conduct user research survey through surveys and other research methods
- Capture your learnings with a focus on understanding and mapping the user's needs
- Create your persona
  - Who are we designing for?
  - What are their pain points?
- Brainstorm initial ideas

### IDEATION

- Analyze research results more in depth
- Sketch ideas for your solution and select the most promising ideas
- Generate prototype of your solution
- Test and get feedback
- Integrate feedback and iterate

### IMPLEMENTATION

- Create the final prototype
- Do a final prototype evaluation
- Test and get feedback
- Integrate feedback and iterate
- Create an action plan
- Launch in the market
- Scale towards impact

## What are the benefits?

Ensures that the teams consider the customer's view of the service process.

Improves the reliability and consistency of service delivery across all units.

Facilitates cross-functional communication.

Improves the project completion time.

Offers an excellent training guide for new employees.

Identifies inefficiencies and non-value-added activities.

Provides a list of challenges and roadblocks that impact service delivery

Gives management the opportunity to make structured improvements.



Ready to explore EXCELLENCE further?

Discover our [Service Excellence toolkit](#)