

The future of Service Design

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IDEO

What are service
designers being asked to
do?

Technology

Strategy

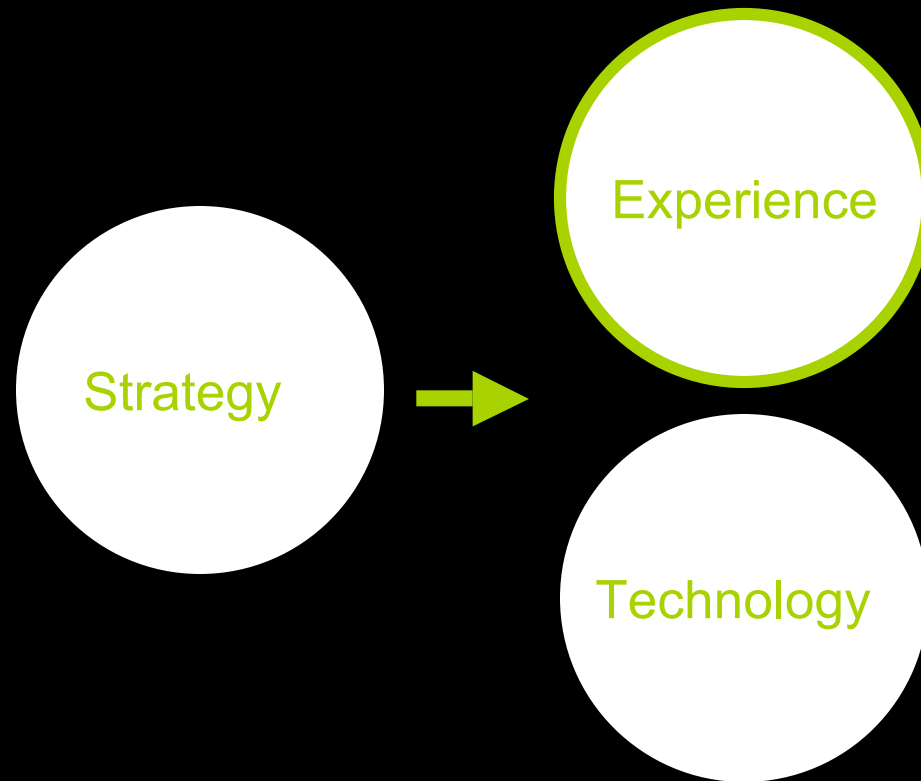
Experience

1. Service design details the user experience





2. Service design makes a strategy tangible

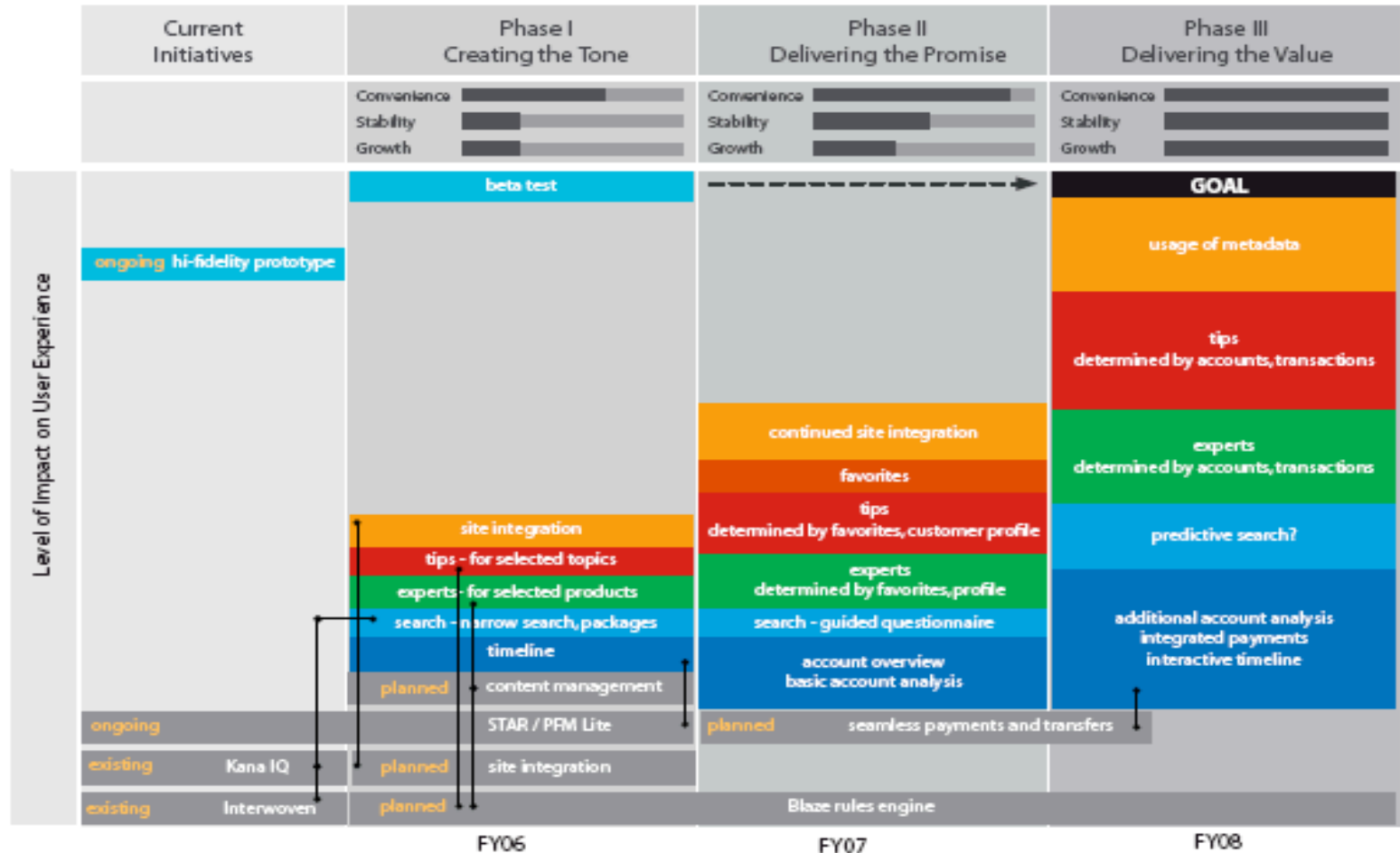


Roadmap Phases

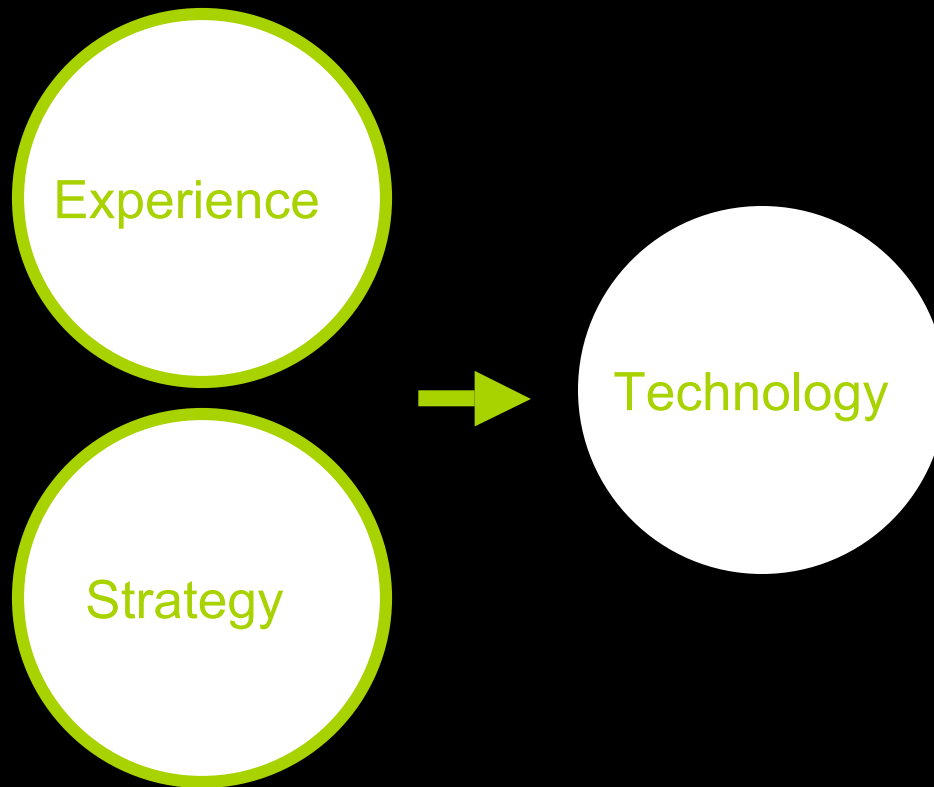
This diagram summarizes the component initiatives required in each phase and the dependencies on technology and other initiatives.

It recommends a high-fidelity prototype in FY05 and a beta test in FY06 to test the value proposition and user experience. (See p. 22 for details.)

It also illustrates the progress toward the goals of convenience, stability, and growth in each phase.



3. Experience focuses and drives strategy





What should we be prepared for?

More complex projects

Longer time frames

Bigger teams

Working with more diverse skill sets

Working across many parts of the organization

Designing for multiple touchpoints at the same time

Serial projects

Thanks.