

Service Storming



Presented by:
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August 21, 2019

Source: Jamin.org

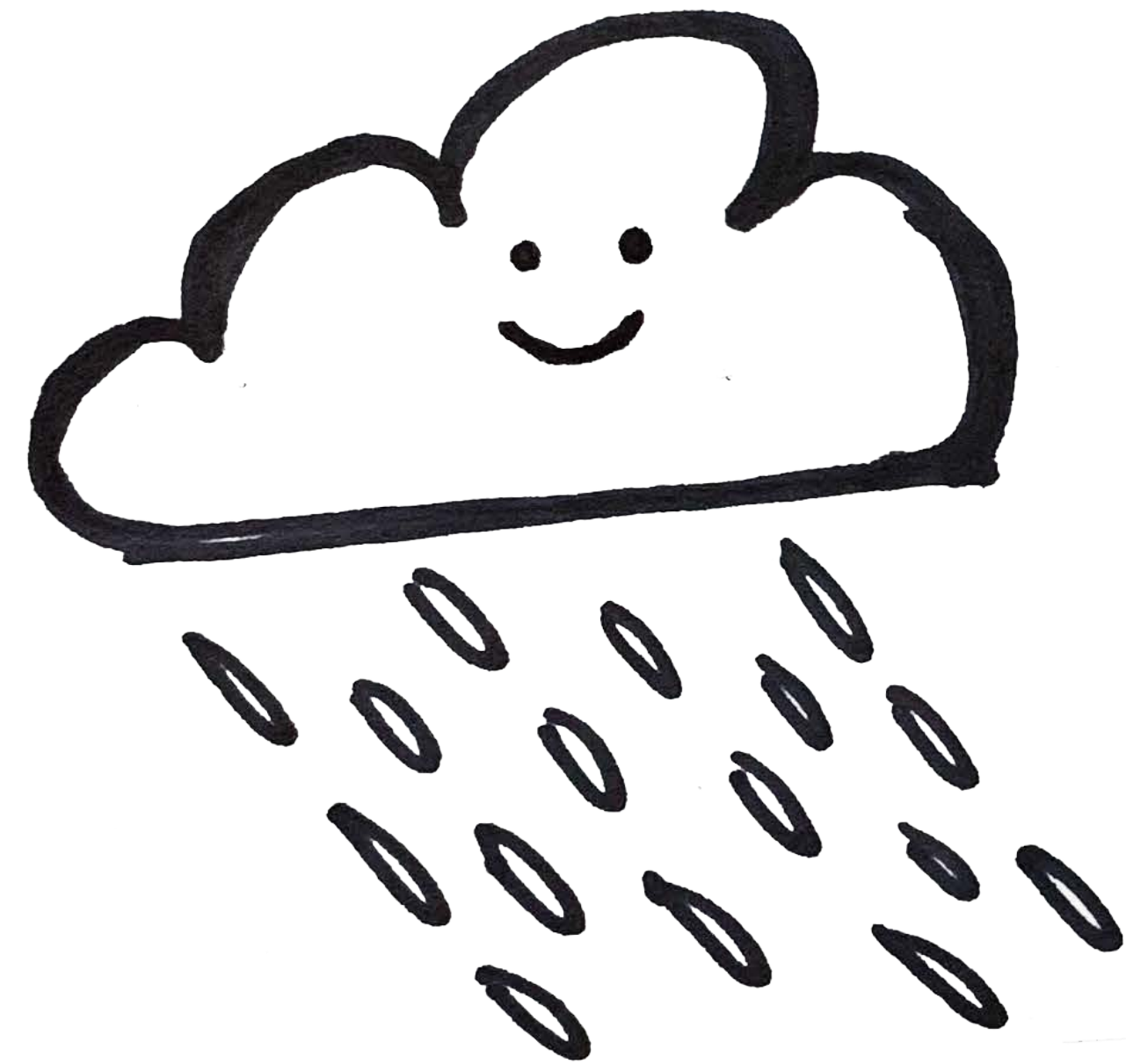
~~Service~~ Storming
Body



~~Service Storming~~

Body

Role Play



What you'll walk away with...

What is service storming?

When do I use it?

How do I do it?

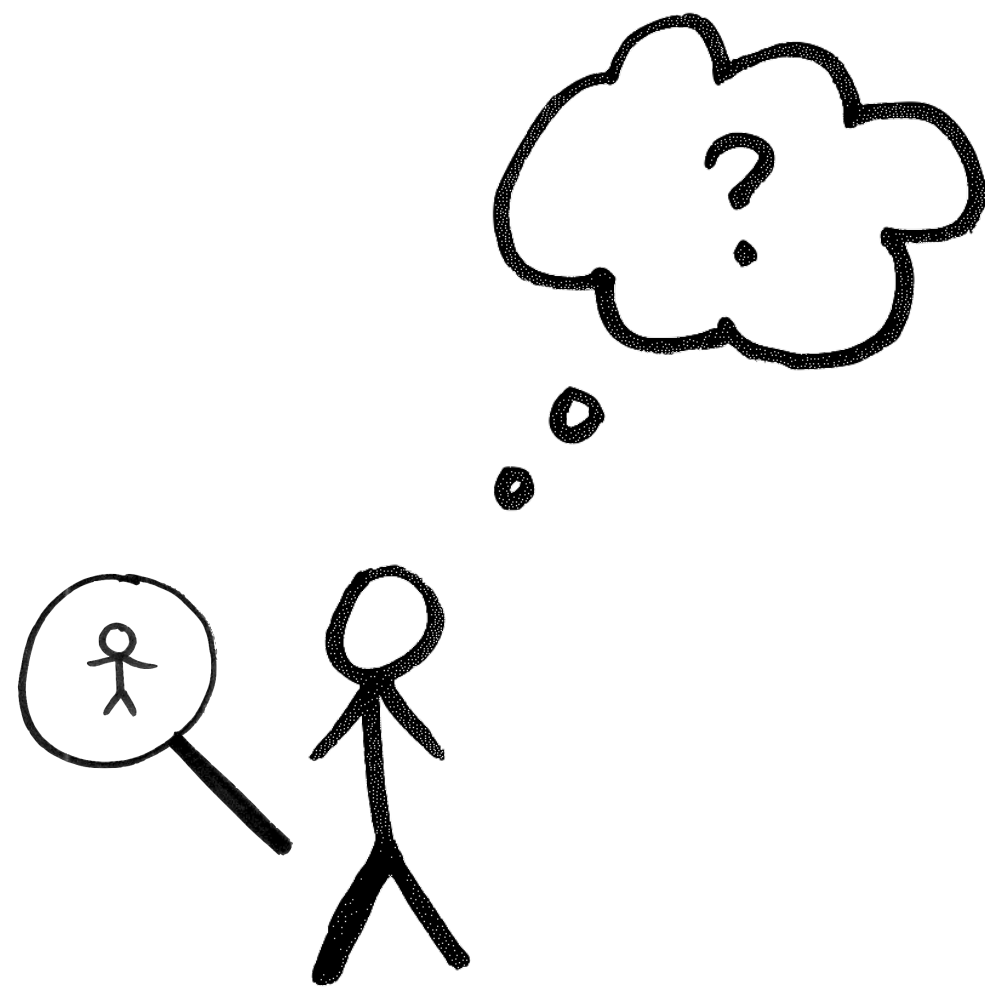
Trying it out!



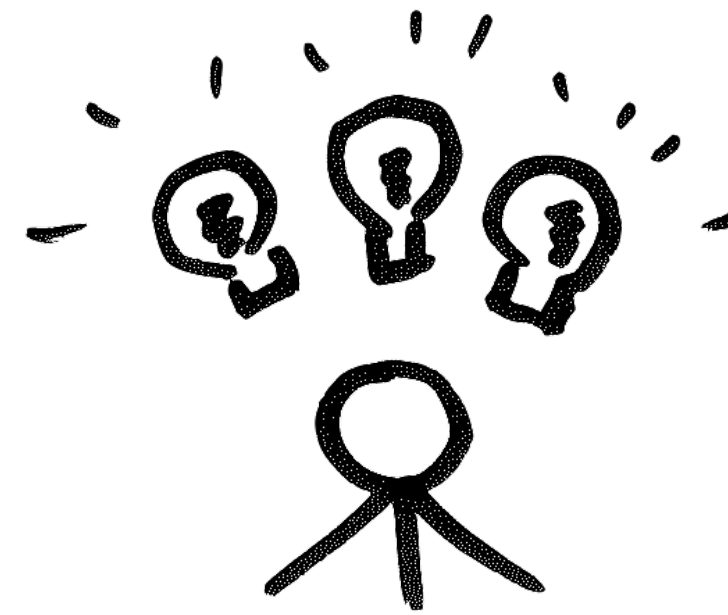
Test an idea by **acting it out** the way
it could potentially **play out in real life.**

Source: Ideo

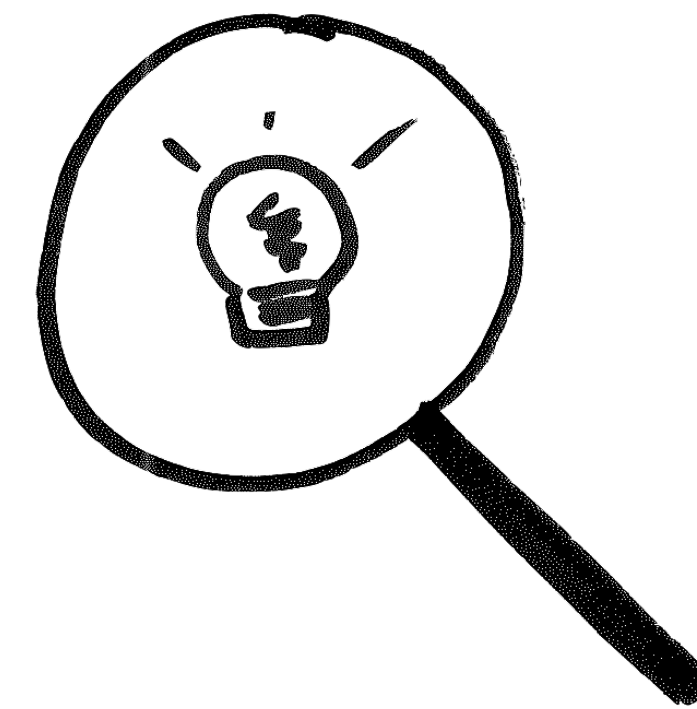
What do you get from this methodology?



Observe / Understand

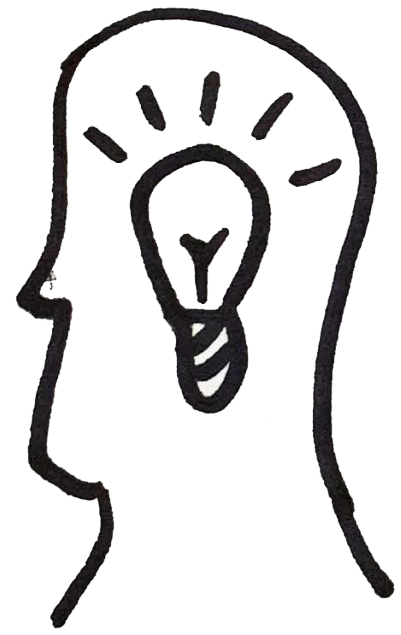


Ideate



Evaluate / Refine

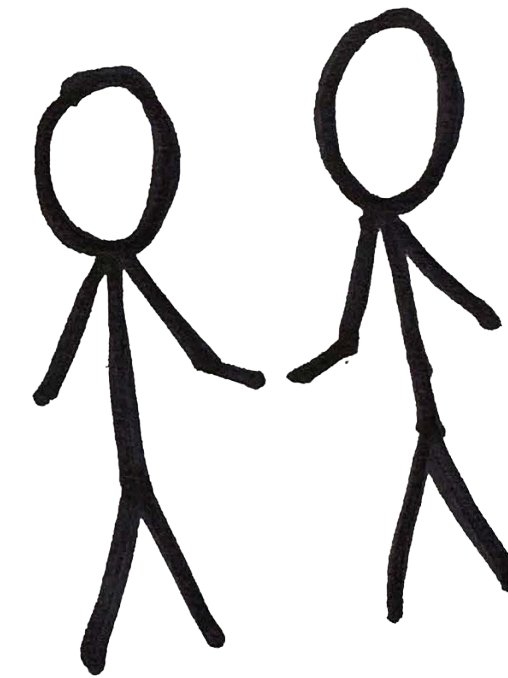
When would you use this methodology?



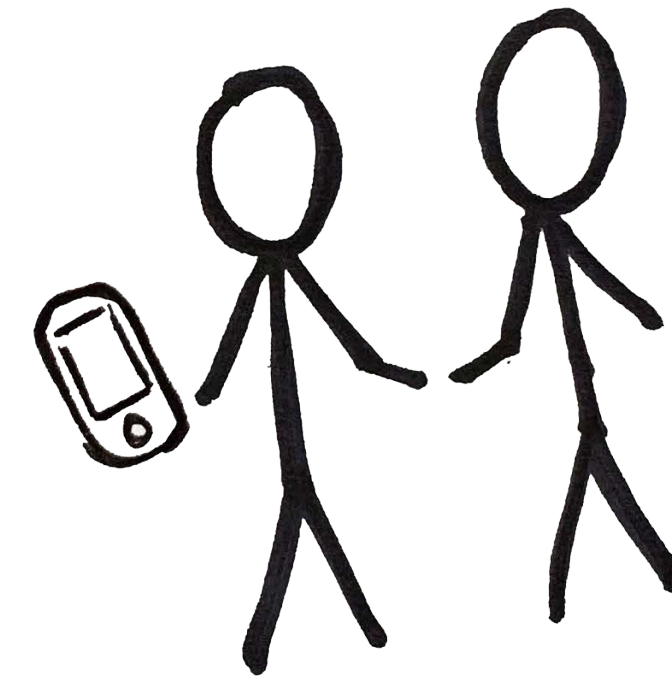
A new and innovative
service



Conversational
Design

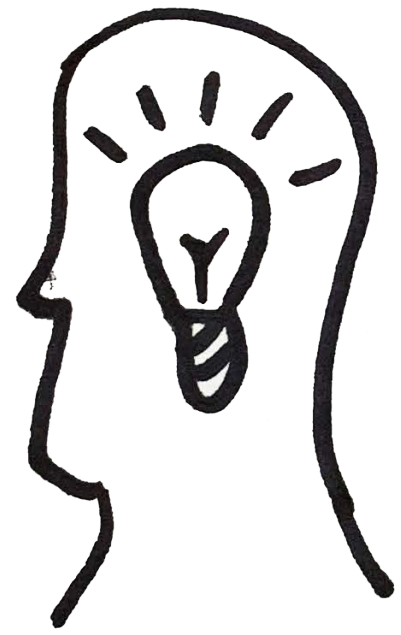


An in person
interaction



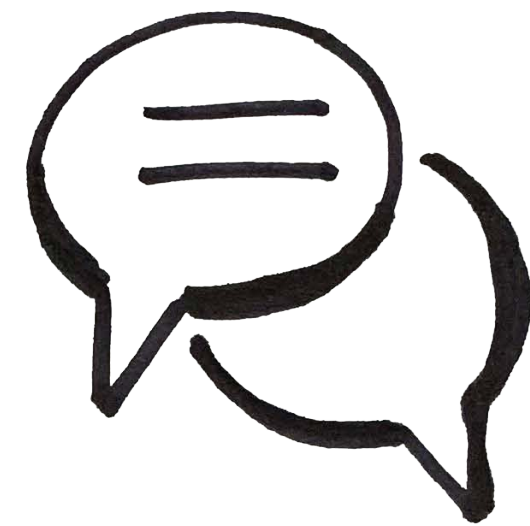
A web or mobile
product that would
aid in an in-person
interaction

When would you use this methodology?



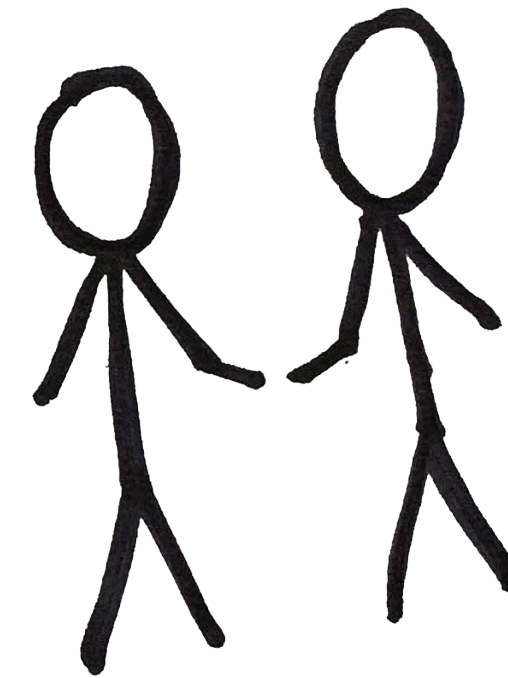
A new and innovative
service

Autonomous cars



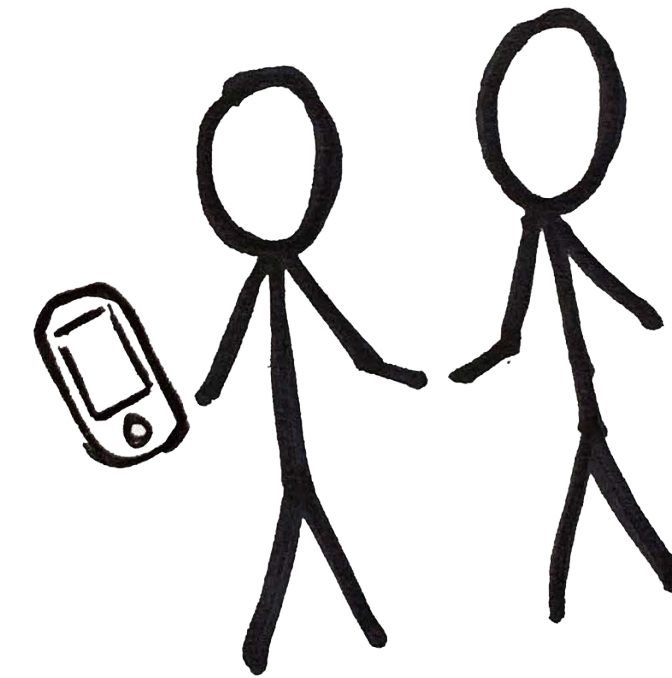
Conversational
Design

Home Assistant



An in person
interaction

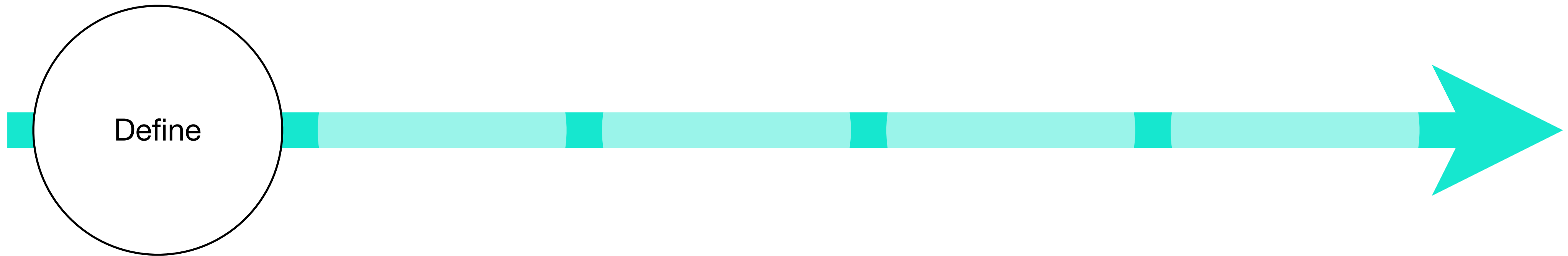
Hospitals



A web or mobile
product that would
aid in an in-person
interaction

Peer-to-Peer
home sharing

How do you do it?

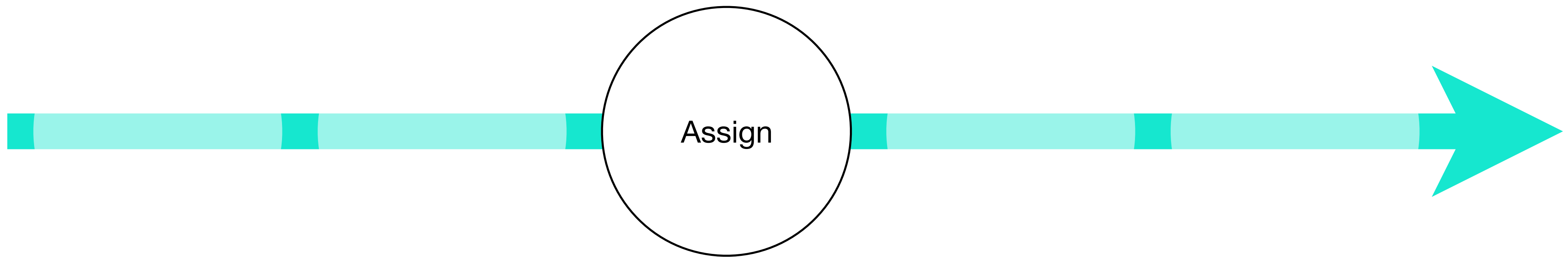


Define what you want to learn

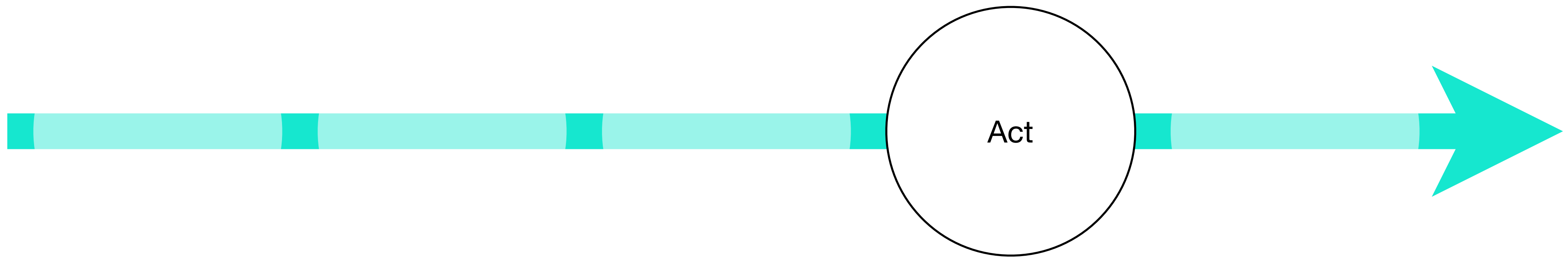


Outline and **prioritize** roles, scenarios, and constraints*

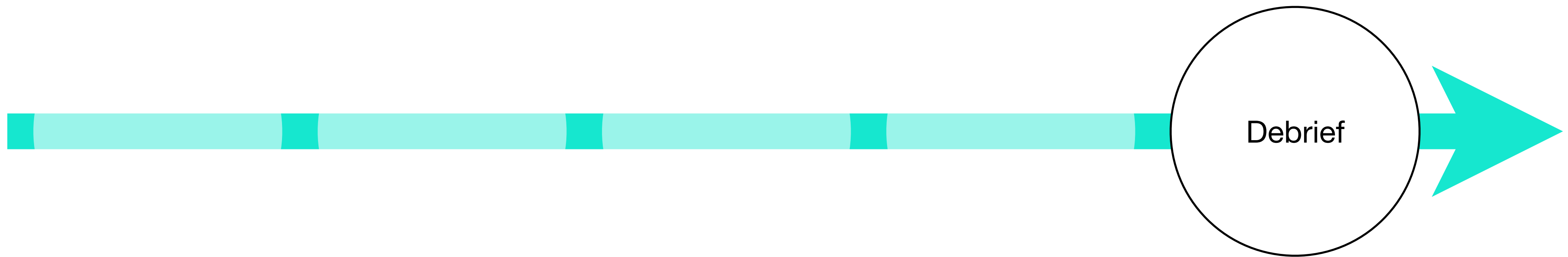
*Constraints are optional; varies by industry / business. Used more in refine / evaluate stages.



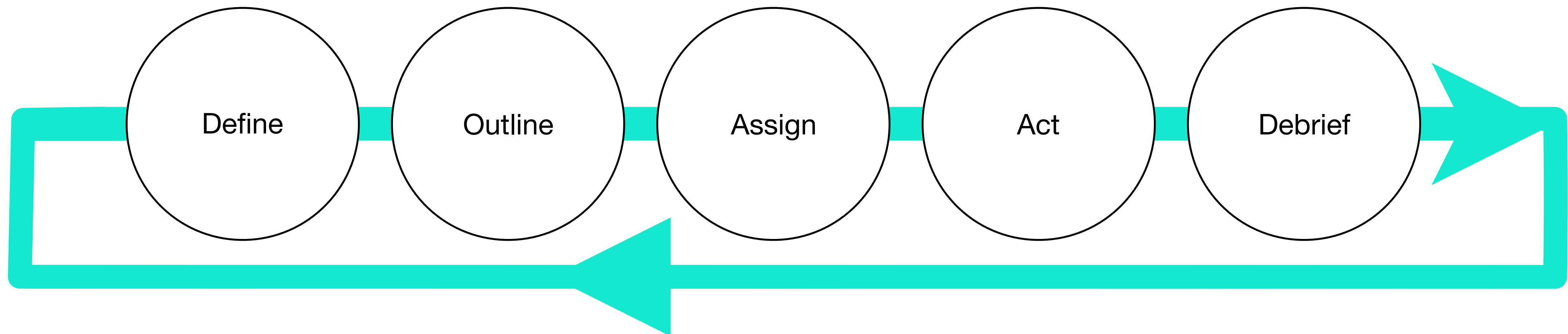
Assign roles



Act it out and **take** notes

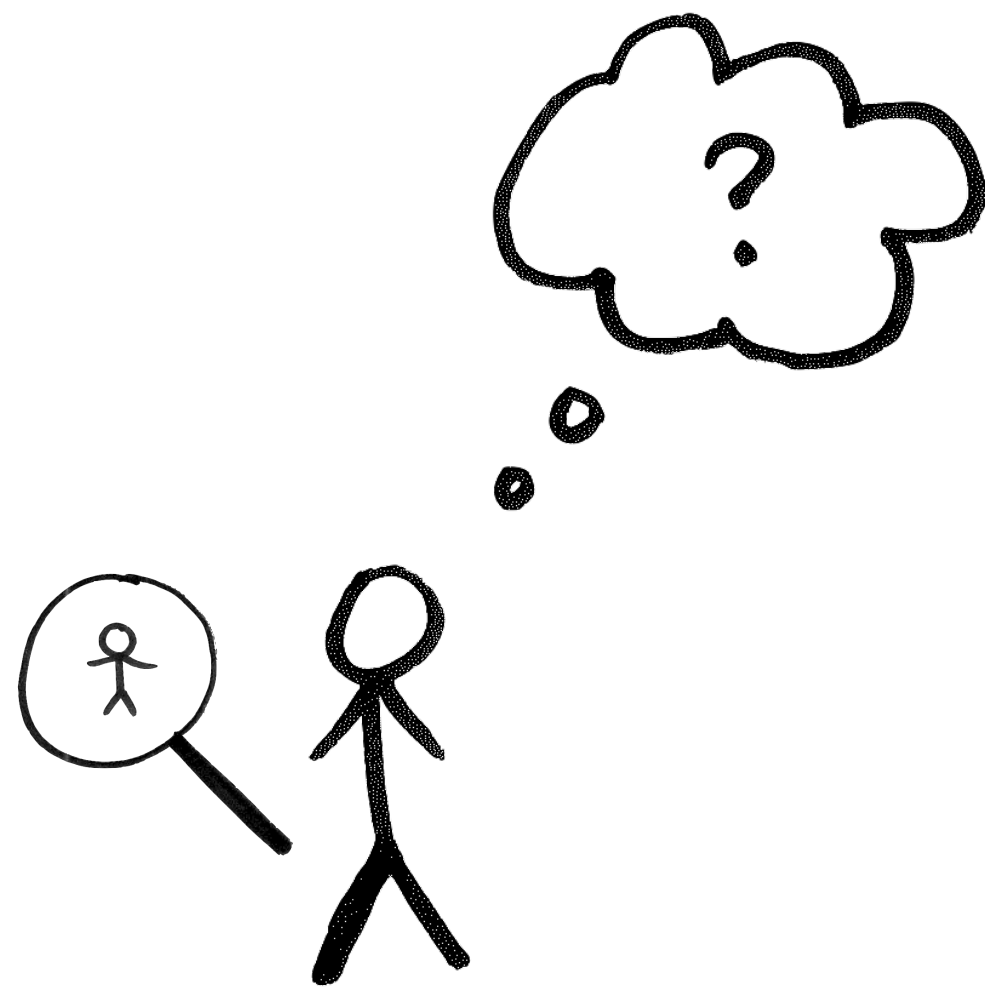


Debrief on what you learned + next steps

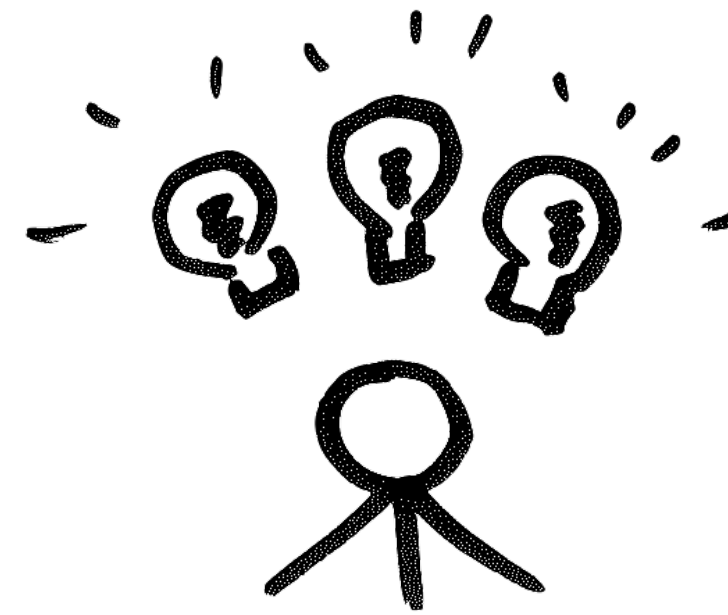


Repeat and iterate as needed

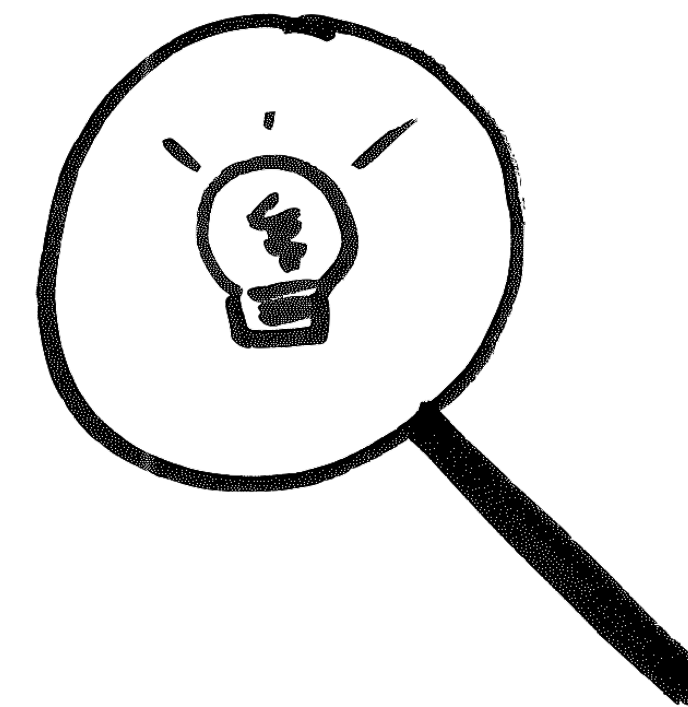
Service Storming in Action



Observe / Understand



Ideate



Evaluate / Refine

You can shift direction to build products and services that reflects **how people actually behave** that you wouldn't get in usability testing.

Failing in lab versus failing in-market means there is **less investment**; it is **easier to fail fast and pivot quickly**.

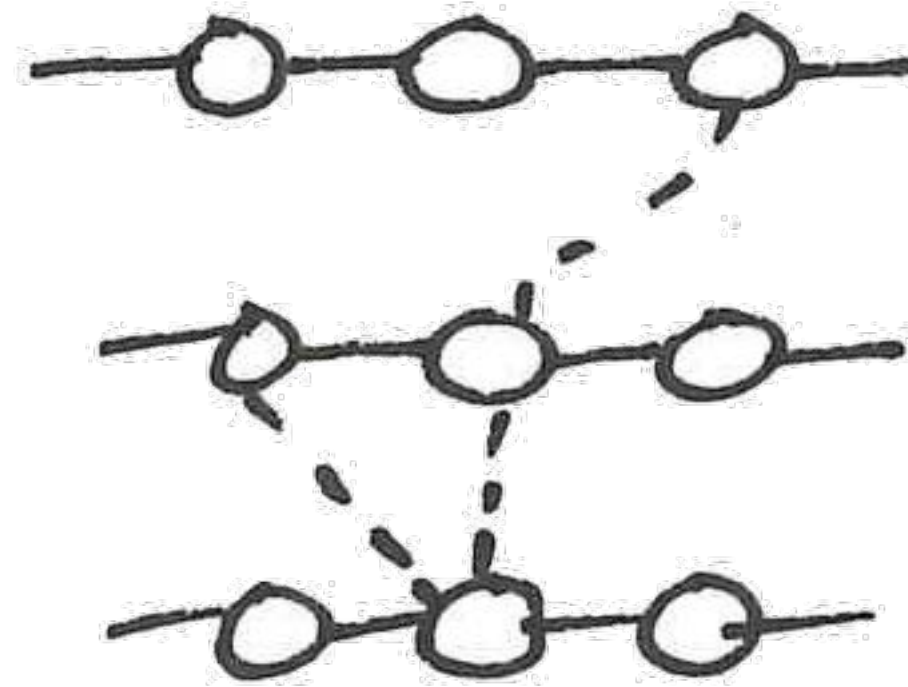
Tips and Tricks

- Co-create with **actual participants**.
- **Record** (with consent).
- Observe **interpersonal body language** and **facial expressions**.
- Break the ice; run through **an example**.
- Be sure to take **room layout** and **interpersonal body language** into consideration.
- Get into character and “**talk the talk**”; speak the local language.
- Add **curve balls** that are realistic for your industry / business.
- Run a **post-interview** (where we got a lot of our insights!).

What makes this methodology different?



Deeper empathy in context
*closer** to reality

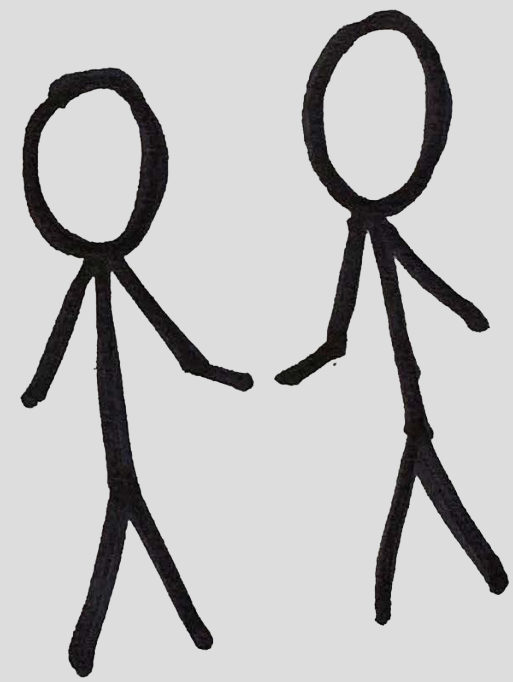


Explore touch points
and uncover gaps

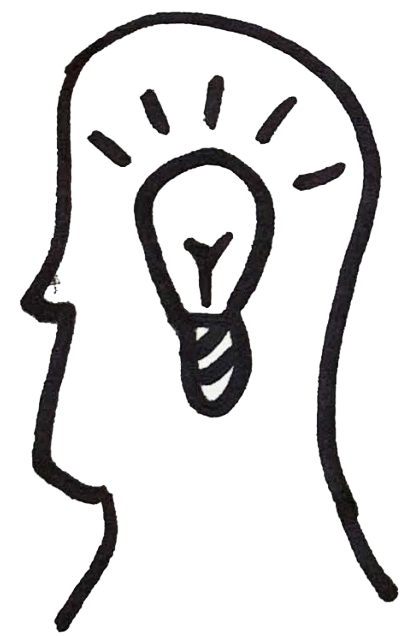


Observe interpersonal
interactions

*It's not perfect, but it's closer.



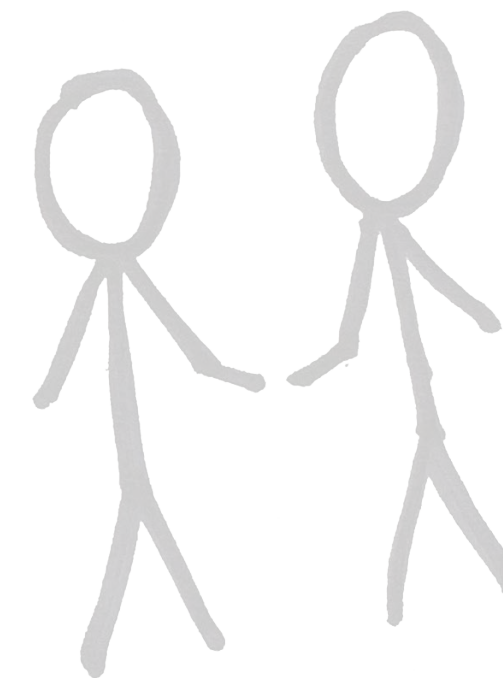
Let's try it out!



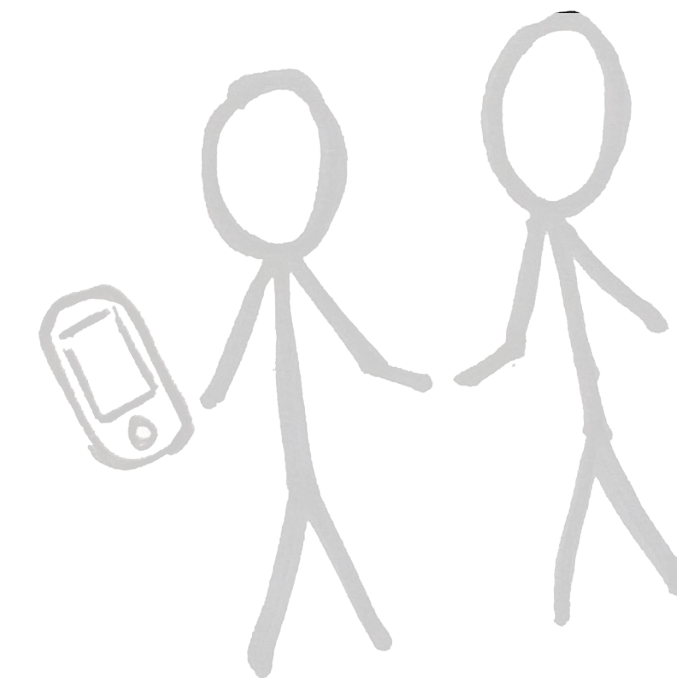
A new and innovative
service



Conversational
Design



An in person
interaction



A web or mobile
product that would
aid in an in-person
interaction

Pain Point

As a restaurant manager, I **don't have enough employees** to take orders and payment **during peak hours**, and I **don't want to hire more people**.

Goal

How might we make it easier for customers to **order, pay and pickup food inside a fast food restaurant?**

1. Define what you want to learn

- What's the best way **to allow ordering and payment with a kiosk?**
- How should the content **be presented?**
- Where do customers need to go to **pickup the food?**
- How do the customers **get their food?**

2. Outline roles, scenarios, and constraints / 3. Assign roles

Scenarios

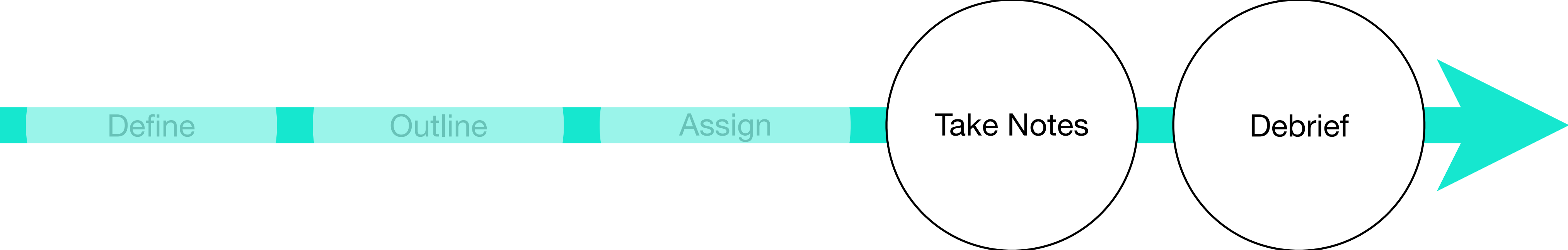
- Submitting an order
- Making a payment
- Picking up food

Roles

- Food kiosk
- 1 guest
- Delivery mechanism
- Note Taker

Constraints

- No employee can be used during ordering/paying
- No cash is accepted
- Multiple orders will be called at pickup



Notetakers, take note of...

Flow (steps,
processes)

Negatives

Delighters

Observations
(e.g. body
language)

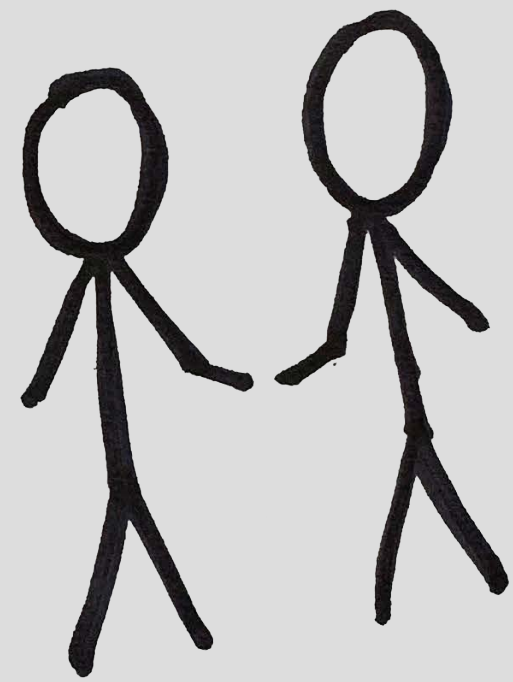
Needs/
Wishes

5. Debrief on what you learned + next steps

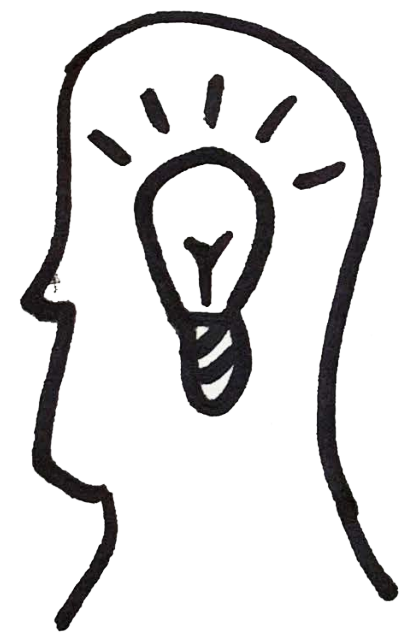
What are your three main takeaways?

- What **surprised** you?
- What **pain points** did you observe?
- What went well? Not well?

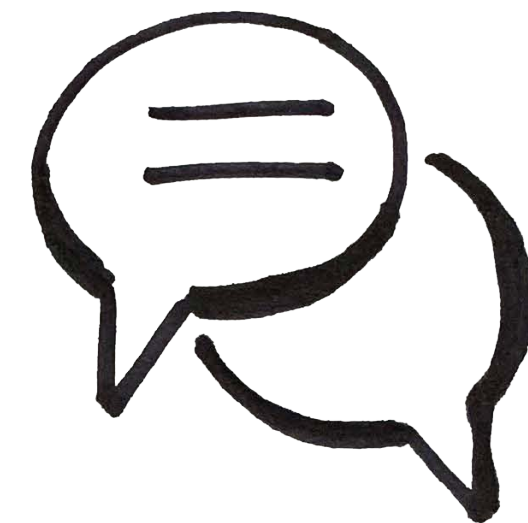
What would you do differently next time?



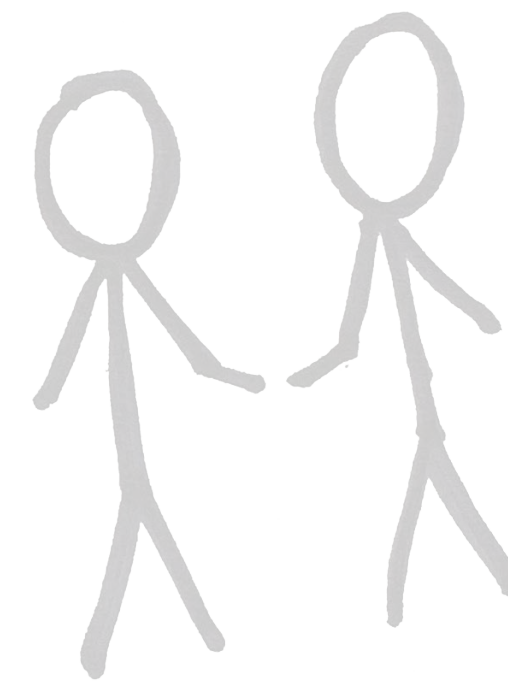
Now, your turn!



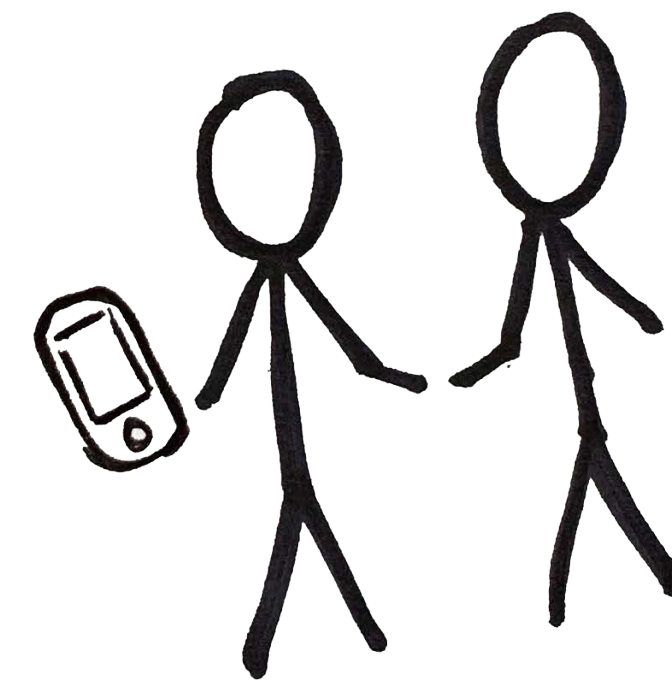
A new and innovative
service



Conversational
Design



An in person
interaction



A web or mobile
product that would
aid in an in-person
interaction

Pain Point

As a hotel manager, I **don't have enough employees** to complete room delivery requests (e.g. I forgot and need a toothbrush) during peak check-in and check-out times; I **don't want to hire more people.**

The idea

A **robot** will **delivers** requested items
(e.g. toothbrush, snacks, etc.) to a guest's
hotel room and **maintain a great**
experience.

1. Define what you want to learn

- How should the robot **behave** around people?
- How should the robot **communicate** with guests?
- How do we know the robot was **successful**?
- What **personality** should the robot have?
- How much personality is **too much**?

2. Outline roles, scenarios, and constraints

Scenarios

- Request toothbrush
- Robot delivers toothbrush to room

Roles

- Robot
- Hotel Guest
- Hotel Employee
- Note Taker

Constraints

- Robot can only respond with short sentences.
- Don't cross the cool-creepy line - robot cannot be too sophisticated or come off as too "smart"
- Consider how you can up-sell other items
- Maintain customer satisfaction

Notetakers, take note of...

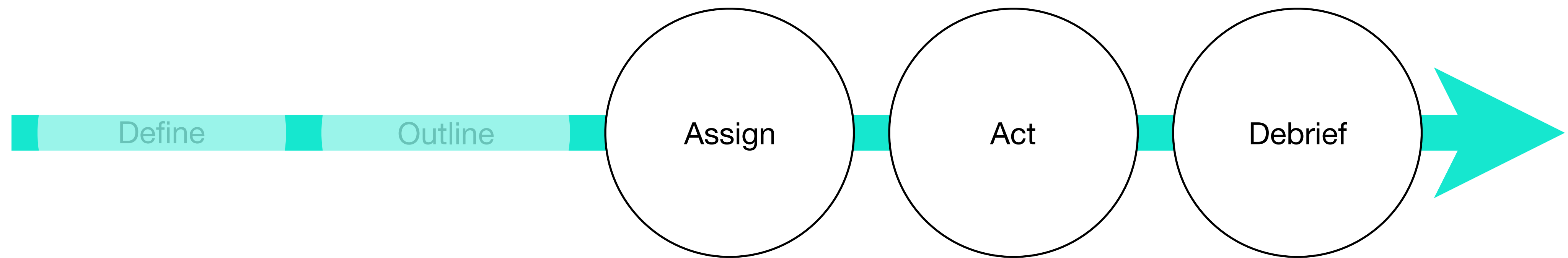
Flow (steps,
processes)

Negatives

Delighters

Observations
(e.g. body
language)

Needs/
Wishes



You have **15 minutes.**

5. Debrief on what you learned + next steps

What are your three main takeaways?

- What **surprised** you?
- What **pain points** did you observe?
- What went well? Not well?

What would you do differently next time?

By enacting the experience, the participants will naturally **explore new possibilities**, and **uncover flaws or assumptions** about how an idea could work.

Resources

Lena Quach

[linkedin.com/in/lenaquach](https://www.linkedin.com/in/lenaquach)

Becca Hummel

[linkedin.com/in/beccahummel](https://www.linkedin.com/in/beccahummel)

Resources

Background

<https://think.design/user-design-research/role-play/>

https://www.youtube.com/watch?v=3MEW2LQUM_w

<http://www.service-storming.com/>

Cultural Case Study

<https://www.ictworks.org/role-play-user-testing-methodology-mobile-applications>

How To's

<http://www.servicedesigntools.org/tools/42>

<https://uxmastery.com/design-games-role-plays/>

<https://dschool-old.stanford.edu/groups/k12/wiki/48c54/Bodystorming.html>

<http://designresearchtechniques.com/casestudies/bodystorming/>

<https://gamestorming.com/bodystorming/>