

RECIVISE

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Service Design Course Documentation

Bachelor Interaction Design, 4th Semester 2019

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SERVICE EXPLORATION

Image top: Edna speaking to the 20 years old student Gora which has a gluten intolerance.

Image bottom: Colin interviewing the self employed 26 years old Gianni which does not like to talk to people while grocery shopping.

Contextual Interviews

Method

We made interviews with people from the target group to get a feeling for their habits, needs and wishes relating grocery shopping. We prepared several questions to start a conversation that ideally flows naturally by itself, split into these three sections: eating behavior, cooking behavior and finally shopping behavior. Besides we always asked about their special preferences or diets. We documented the whole thing with audio recordings and were able to draw interesting and useful results from them.

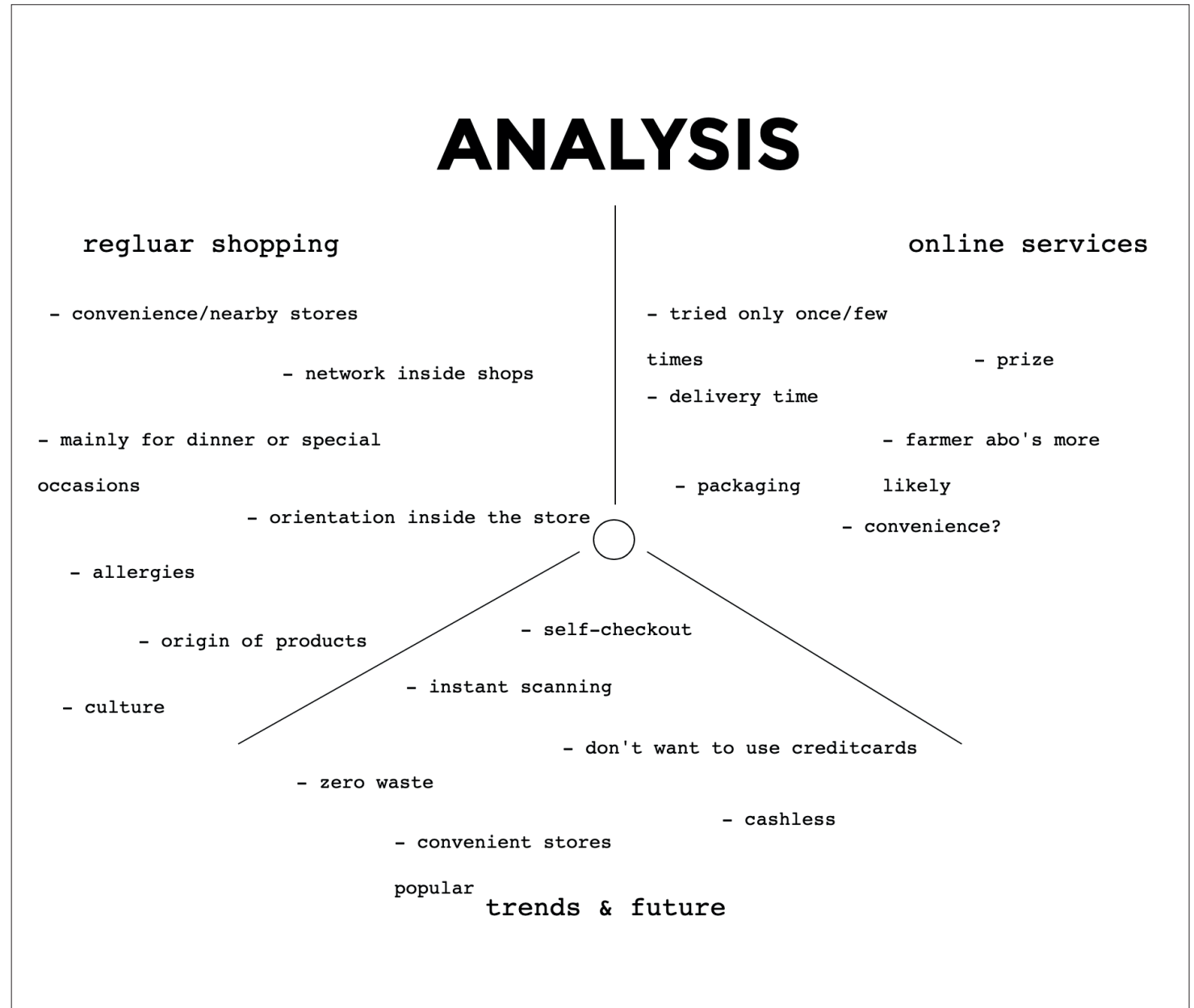
Findings

One main finding for sure was that none of the interviewed uses online shopping for food or drinks. What comes closest to online shopping is a subscription with the farmer where every week a basket of seasonal vegetables and fruits is delivered. Other issues that were named are in-store orientation, origin of products / locality, product information, seasonality, self-checkout and crowdedness of the store.

Regarding the interview methods we only made good experiences, because we have prepared ourselves very well the conversations could flow as intended and as a result we actually found out interesting and unexpected facts.



Image: The analyse we drew out of the eleven interviews conducted



Experience Mapping

Method

Based on our analysis of the interviews we mapped out the user journey of a shopper doing his grocery shopping in an experience mapping workshop.

Findings

In service design it is crucial to know the full customer journey. The experience mapping method was very helpful for in achieving this. Our key painpoints turned out to be in preparation for shopping, way to and back, in-store orientation, financial constraints and the checkout experience.

What if...

Method

We used the «What if...» method to come up with ideas distributed across our experience map. We collaborated on a google maps document and wrote down our ideas while we discussed them. Later we made a selection of the most valuable ones.

Findings

It was not easy to keep ourselves from delving into details and start designing or conceptualising our ideas at this early stage. We had to constantly remind ourselves to maintain a high level perspective and think without constraints.

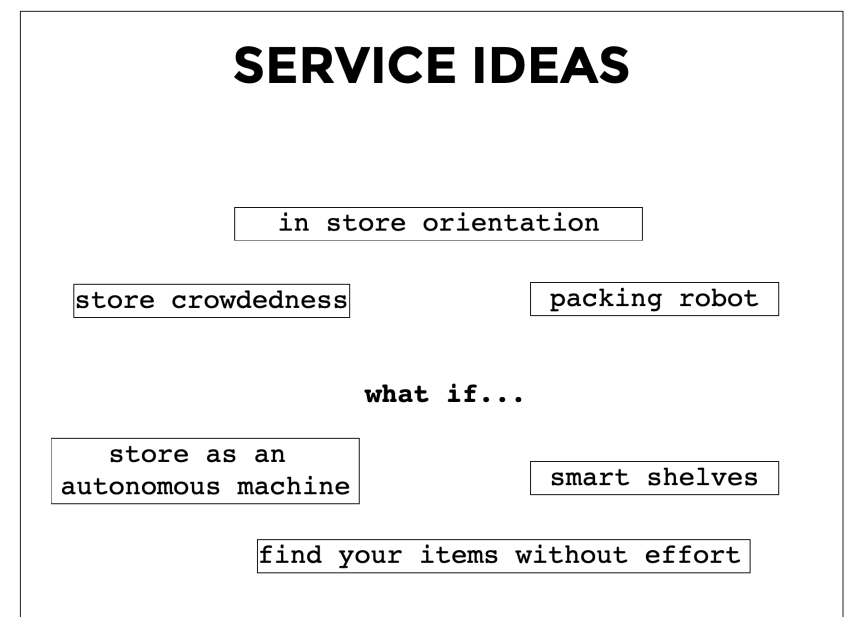


Image top left: The PickMup station at Migros. Here people can pick up deliveries from their online shopping.

Image top right: Migros' concept store at the main station in Zürich has very different layout and product displays.

Image bottom: Cooled products are behind glass doors which has a nice experience and saves a lot of energy.



Service Safari

Method

During the whole course we kept going on service safari and exposed ourselves very consciously and attentively.

Findings

These experiences brought us a lot of inspiration. We collected lists of things that could be improved and sometimes used this method just to free our minds.



SERVICE IDEATION

Image next page: Our team canvas.

Team Canvas

Method

Since we had some difficulties finding our roles within our teams as well as with communication, we decided to use the team canvas workshop to fix these.

Findings

Team Canvas is a great tool and helped us a lot to strengthen our team spirit and clarify a handful important questions and differences among us.

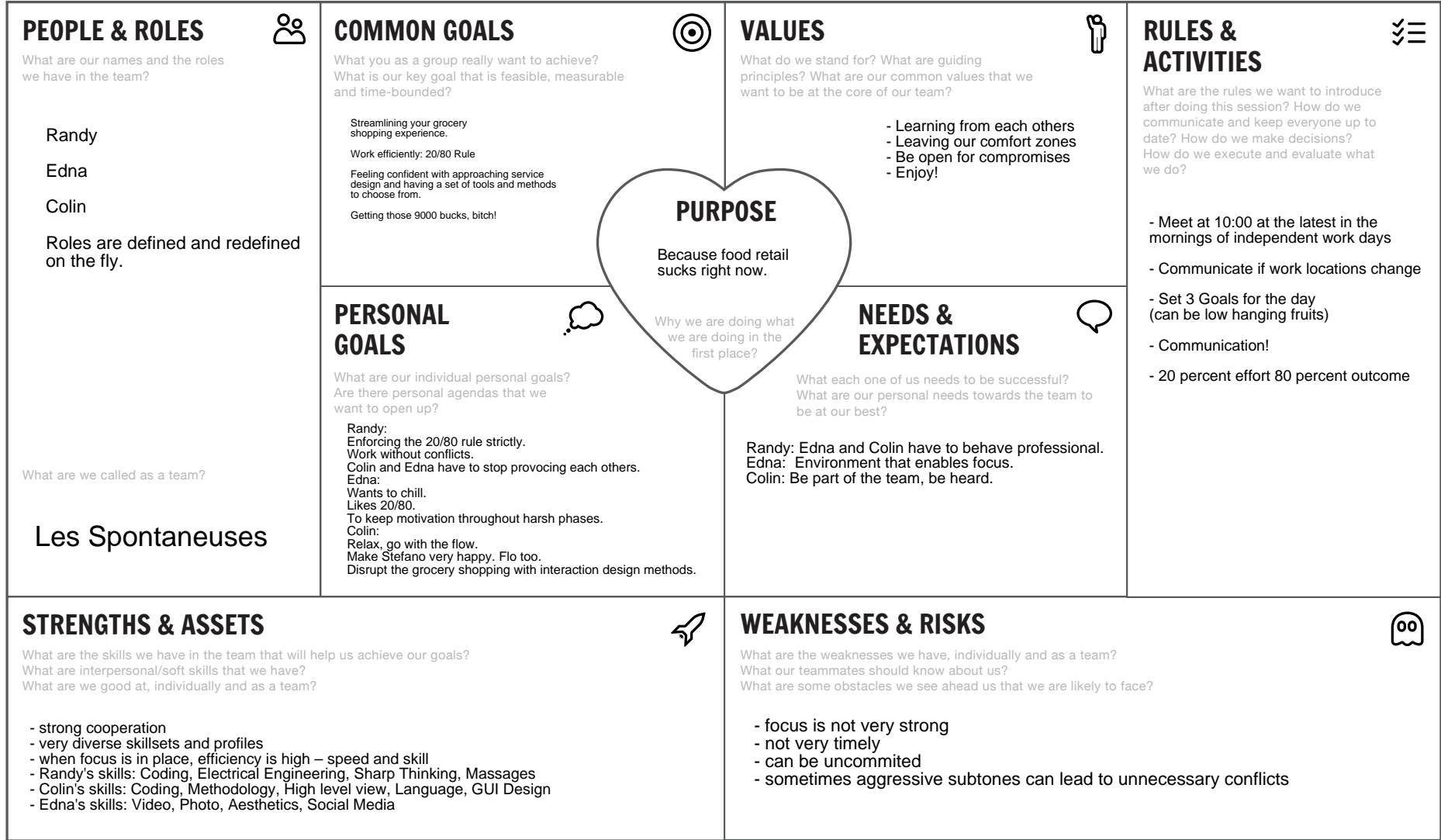


Image top: Still from the video about the crowdedness of stores..

Image bottom: Stills from the «Busyness» app. The app to see how crowded a store is.



Service Performance Videos

Method

In order to visualise a selection of three ideas we had developed based on our findings, we decided to shoot quick videos on location in actual grocery stores. The services we prototyped where an app to show crowdedness of stores, a packing robot as well as a pick up locker to pick up your shopping at the exit.

Findings

We cristallised our goals into one sentence so we had a goal in mind. We decided to make it our goal to streamline grocery shopping experiences and combining it with efficiency. Having this overall goal in mind helped us a great deal to work with focus.

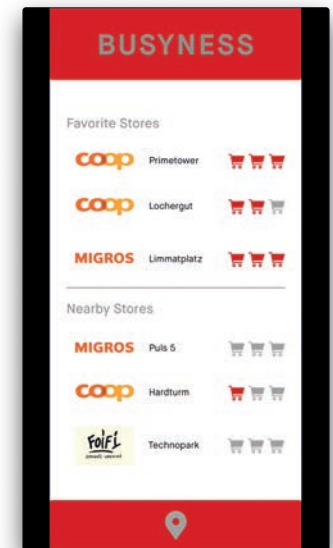
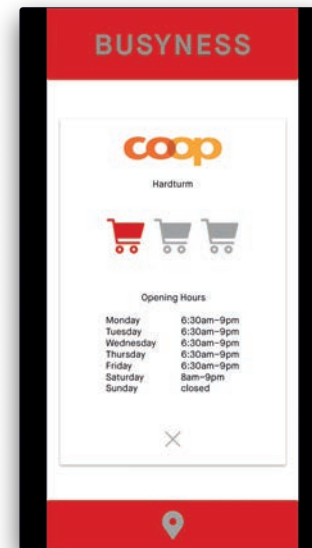


Image 1: Video still from the video about the pickup locker.

1. You choose in store the items you'd like to buy and the purchases are packed by a robot.

Image 2: Still from the same video as Image 1.

2. You pick up the things you have chosen previously in the store at a remote locker.

Image 3: Video still from the «Packing Robot».

Image 4: Video still from the «Packing Robot». When you struggle with carrying everything while grocery shopping the packing robot is right there for you to support a carefree shopping experience.



SERVICE PROTOTYPING

Story Mapping

Method

To condense our many ideas from the Experience Map as well as our small video prototypes, we mapped as many ideas as we could on a User Story Map.

Findings

Formulating ideas in User Stories is not as easy as it seems. There are some pitfalls. Especially the risk of getting technical or choose wording that suggests approaches for implementation was a thing we struggled with. We kept reminding ourselves of it and got better with time. The method encouraged us to come up with fresh ideas and enabled us to have a high level view of all the concepts across the whole user journey.

Top: Edna during our shopping trip. Randy and Colin were shadowing her and we discussed and documented her decisions.

Bottom: In order to access the serving suggestion for the Burrata, Edna had to remove it from its packaging.



Shadowing

Method

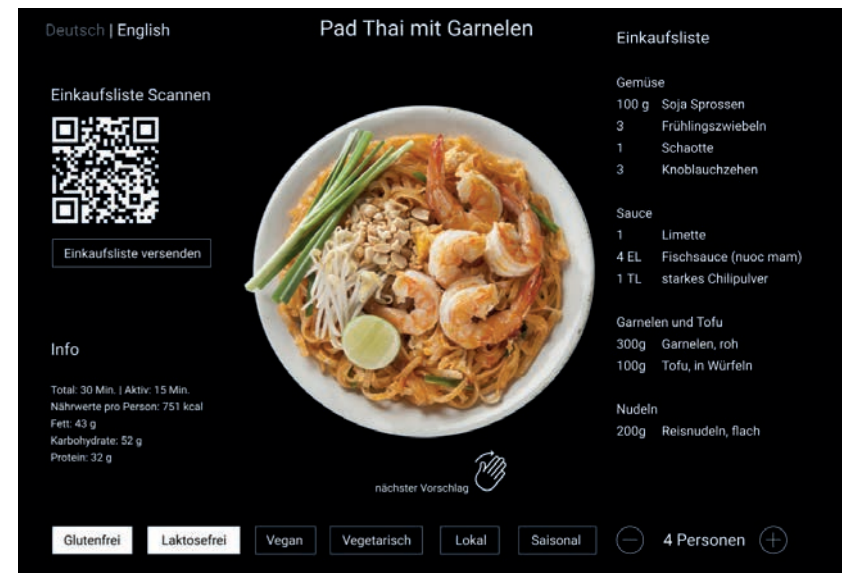
Trying to find the right user stories to implement we were confronted with the question of which micro decisions during the actual browsing in the shop we'd like to focus on. We decided to go out and shadow ourselves during a shopping trip. We recorded key moments using our smartphone cameras.

Findings

It was a good decision to clear our heads at this moment of the process. We needed to nail down our ideas and find inspiration for how to solve the posed user stories. We took away that supporting shoppers in their decision process and supplying them with recipes and inspiration to try new products.

Image top: Live demonstration with working prototyp

Image bottom: Screenshot of the projected image



Prototype

Method

After defining our goal to be instant visual recipe suggestions, we built our first prototyp. With the technological practicability in mind, we decided to use projection mapping as a simple solution with great effect. The idea was that for a few articles that are chosen there are 3 meals that you could choose from and all the information you needed to know. With filters on the bottom you could change the recipe to your needs.

Findings

The feedback was that our layout is a bit loaded and almost overwhelming. What we realized was that this has great potential for a more playful approach and to combine it with the same tangibility that the sensory experience while shopping is offering.

SERVICE ENACTMENT

Image top: Live demonstration with working prototyp

Image bottom: Screenshot of the projected image



Service Enactment Video

Method

In our video we wanted to start with the shopping experience we all value. All the senses we are using to try to get inspired. With fast cuts and macro shots we wanted to create an appealing video for our target group of 20 – 30 year olds. We intentionally didn't rely on animations because our message was more relateable through realistic moments. The final prototyp of the table we changed to be more interactive as you can bring your own items and also combine many together and have full control over the recipe.

Findings

We're quite happy with the outcome and with the overall journey we had up until this point. We think a improvement would be the showcase of what happens after leaving our inspiration table and also other details but for the actual prototyp we did, we think works well for near future but also is versatile enough for futuristic scenarios.

