

Service Design

- **techniques to improve the student experience**

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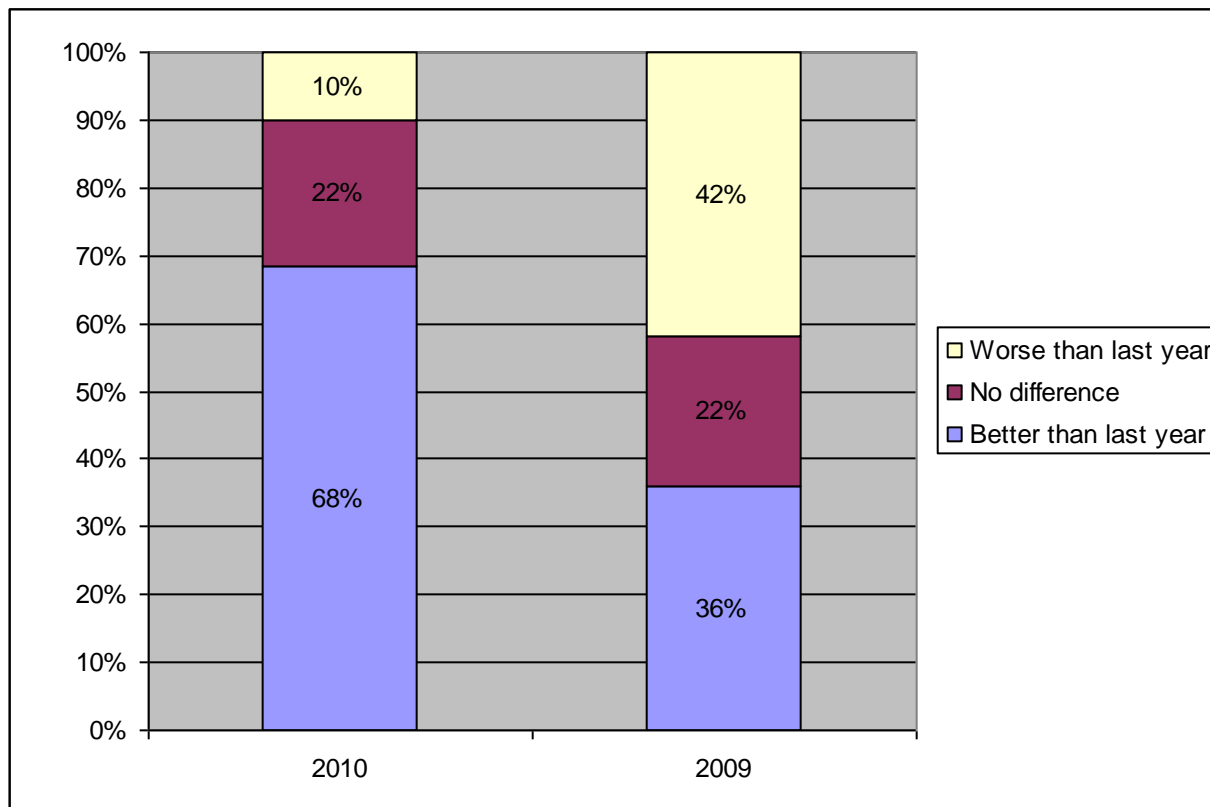
SROC - March 2012

DERBI and SETL Projects

- Service design & enhancement techniques
- Student transition (DERBI)
- Current students – retention, progression and achievement (SETL)

JISC

Responses to “How do you rate your overall enrolment experience compared to last year?”



Quotes from Students

- “It just seemed much easier and quicker this year. I spent a long time queuing to complete enrolment last year.”
- “Enrolment was spot on in terms of speed and reliability”
- “Smoothness and quickness was remarkably better than last year, last year I spent an hour in enrolment and this year was only about 5mins”

Design can go wrong...

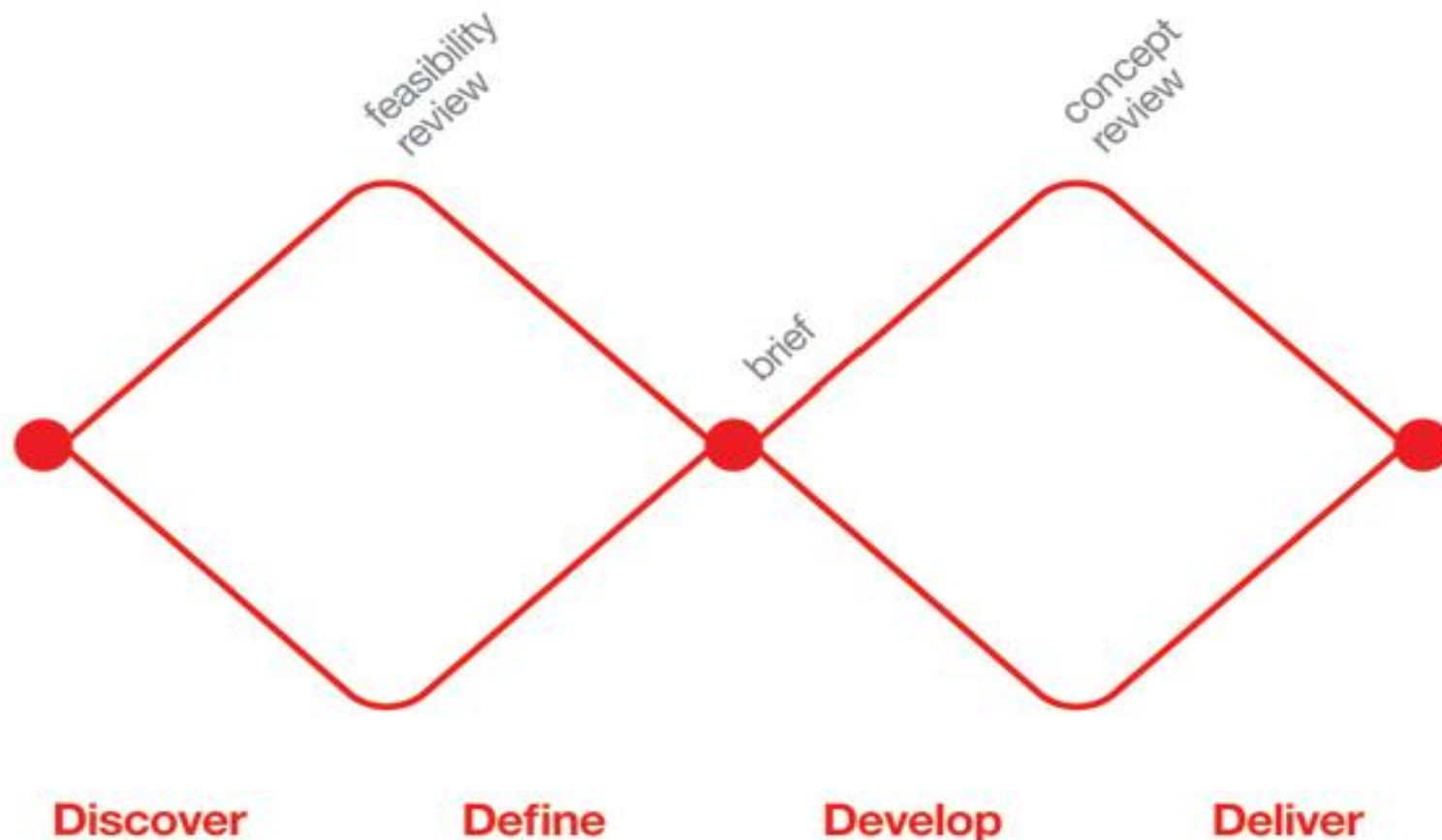


Services

- are intangible
- have benefits
- are perishable (time and place dependent)
 - cannot be stored or transported
- are inseparable from the service provider
- are often inconsistent or variable in quality
 - especially personal services eg hairdressing
- cannot be owned



The double diamond design process model



Front Stage

Stage

Target
Time

Participants

Tangible/
Intangible
evidenceBack
Stage

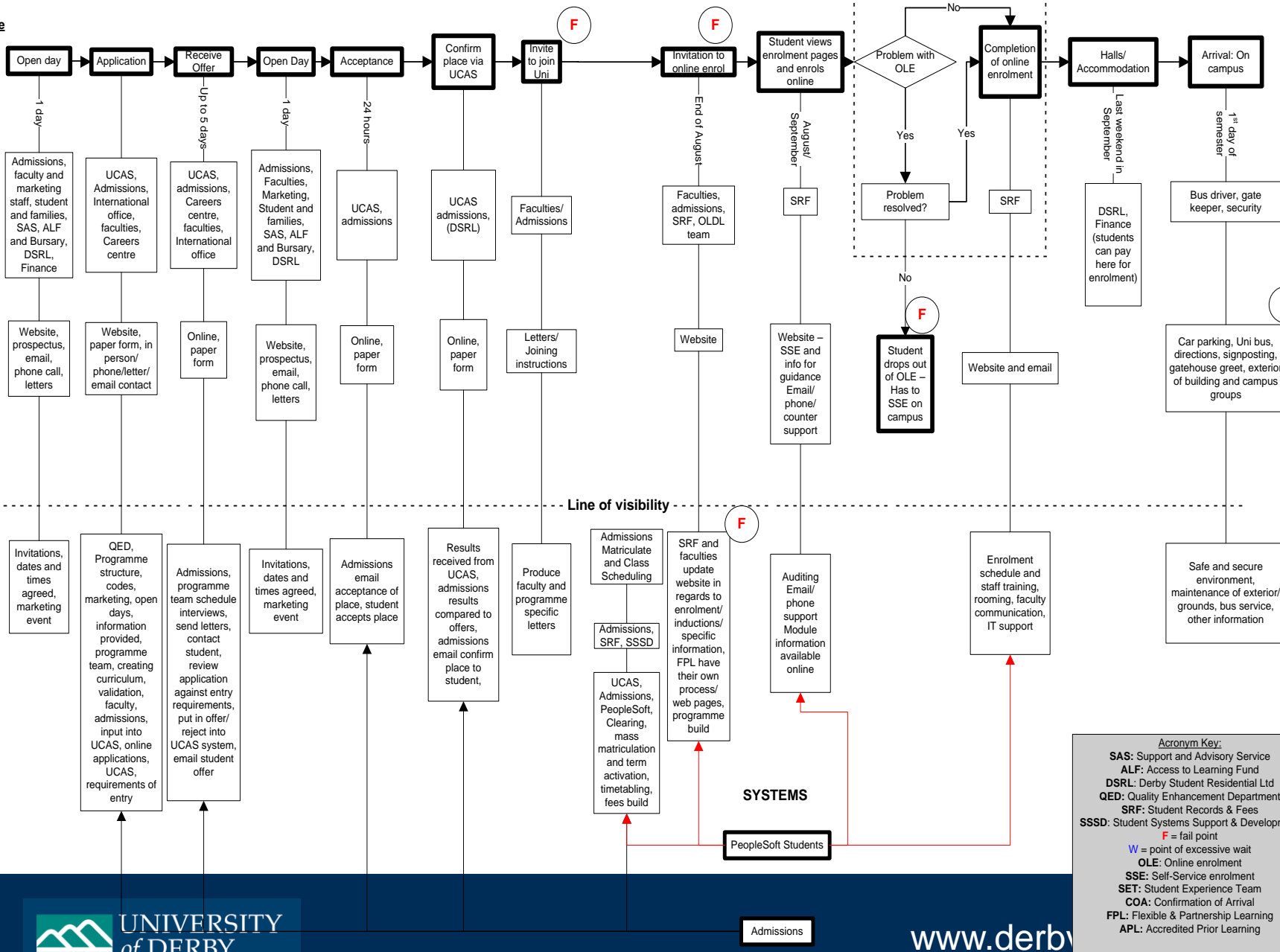
Line of visibility

SYSTEMS

Admissions

www.derby

CHANGE MANAGEMENT



Your turn...Service Blueprinting

Pick your persona – be that person!

You are out shopping and have decided to get a cup of tea in a café.

Working in your groups, map out your blueprint by writing activities on sticky notes.

Stick them to the flip chart paper but be prepared to move them around until activities have been properly sequenced.

Add other map components: front-stage/back-stage, actors, evidence, resources, etc.

Run through process - checking for accuracy. Identify fail points.

20 minutes.....then feed back to the group

Your turn...Storyboarding

Pick your persona – be that person!

You are out shopping and have decided to get a cup of tea in a café.

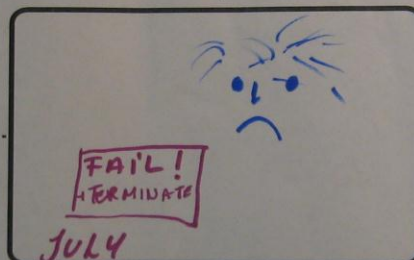
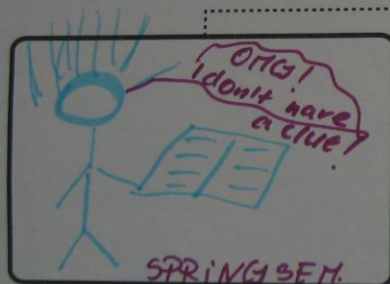
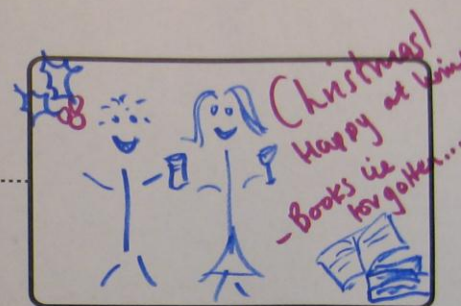
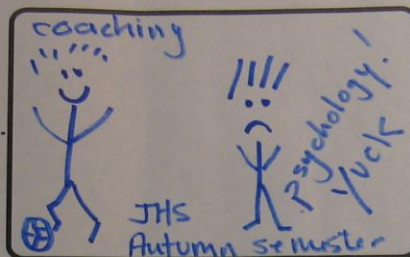
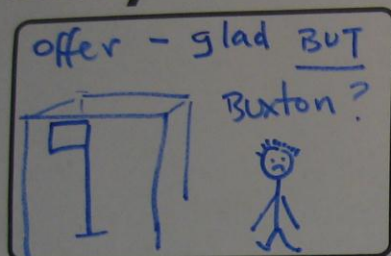
Working in small groups, draw your story.

Use as few words as possible – this is all about capturing the *experience*.

20 minutes.....then feed back to the group

Storyboard

ROBBIE.



AUGUST



SEPTEMBER →



NEXT YEAR



www.derby.ac.uk/experience/JISC-enrolment-project

<http://twitter.com/myderbi>