

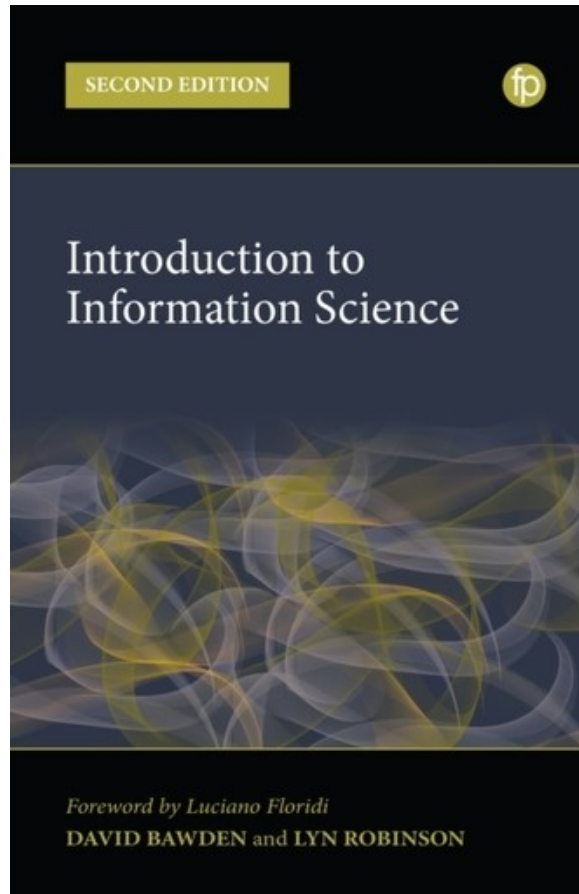
Design informačních služeb

Úvod do předmětu

Ladka Zbiejczuk Suchá

23. 9. 2022

Design informačních služeb?



Library It's Not ~~Rocket~~ Science: Design Epistemology and Libraries

Rachel Ivy Clarke, MLIS, PhD

Oborová základna informačních služeb (a knihovnictví)

56 – Librarianship of the Internet with Lou Rosenfeld



Listen to Podcast Audio



„Information scientists were studying information system performance long before the Web was a sparkle in Tim Berners-Lee’s eye. They’ve known for years that users had a terrible time finding the information they need in CD-ROM databases, library catalogs, and other online systems.“
(LR)

<https://www.thundernerds.io/2017/03/librarianship-of-the-internet-w-lou-rosenfeld>

Služby

„The difference between products and services is more than semantic. Products are tangible objects that exist in both time and space; services consist solely of acts or process(es) and exist in time only.“

G. Lynn Shostack,
How to design a Service, 1982

Služba =

- Výměna hodnoty (tu určuje uživatel)
- V některých případech výměna probíhá nepřímo (veřejné služby, sdílená ekonomika)
- V některých případech neprobíhá nebo se zrcadlí v širších sociálních interakcích

**A service is
something
that helps
someone to
do something**

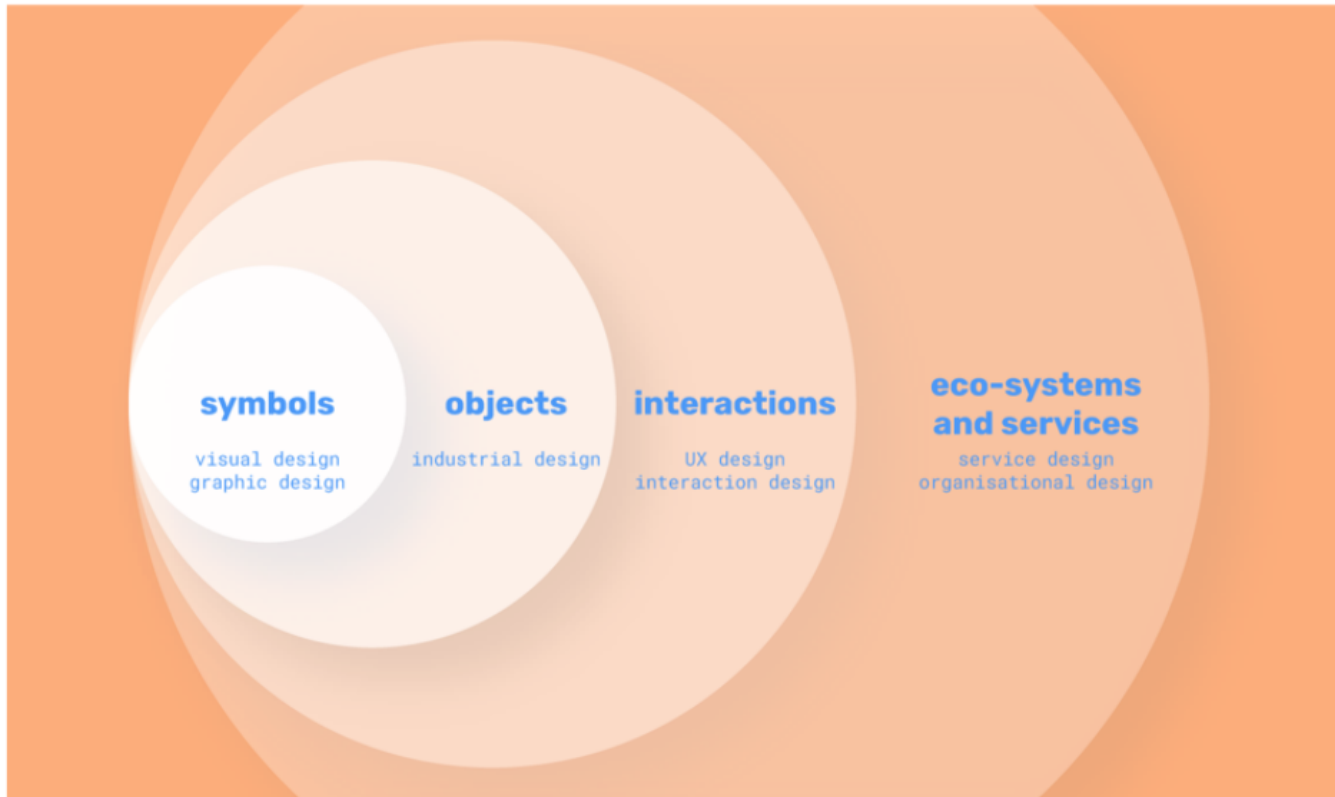
Extract from *Good Services: How to design services that work* by Lou Downe

**Good services
are verbs**

**Bad services
are nouns**

Extract from *Good Services: How to design services that work* by Lou Downe

Design služeb



Adapted from Richard Buchanan's "Wicked problems of Design Thinking"

Zdroj obrázku: <https://www.imaginarycloud.com/blog/what-is-service-design/>

Design služeb



Zaměření na uživatele/člověka

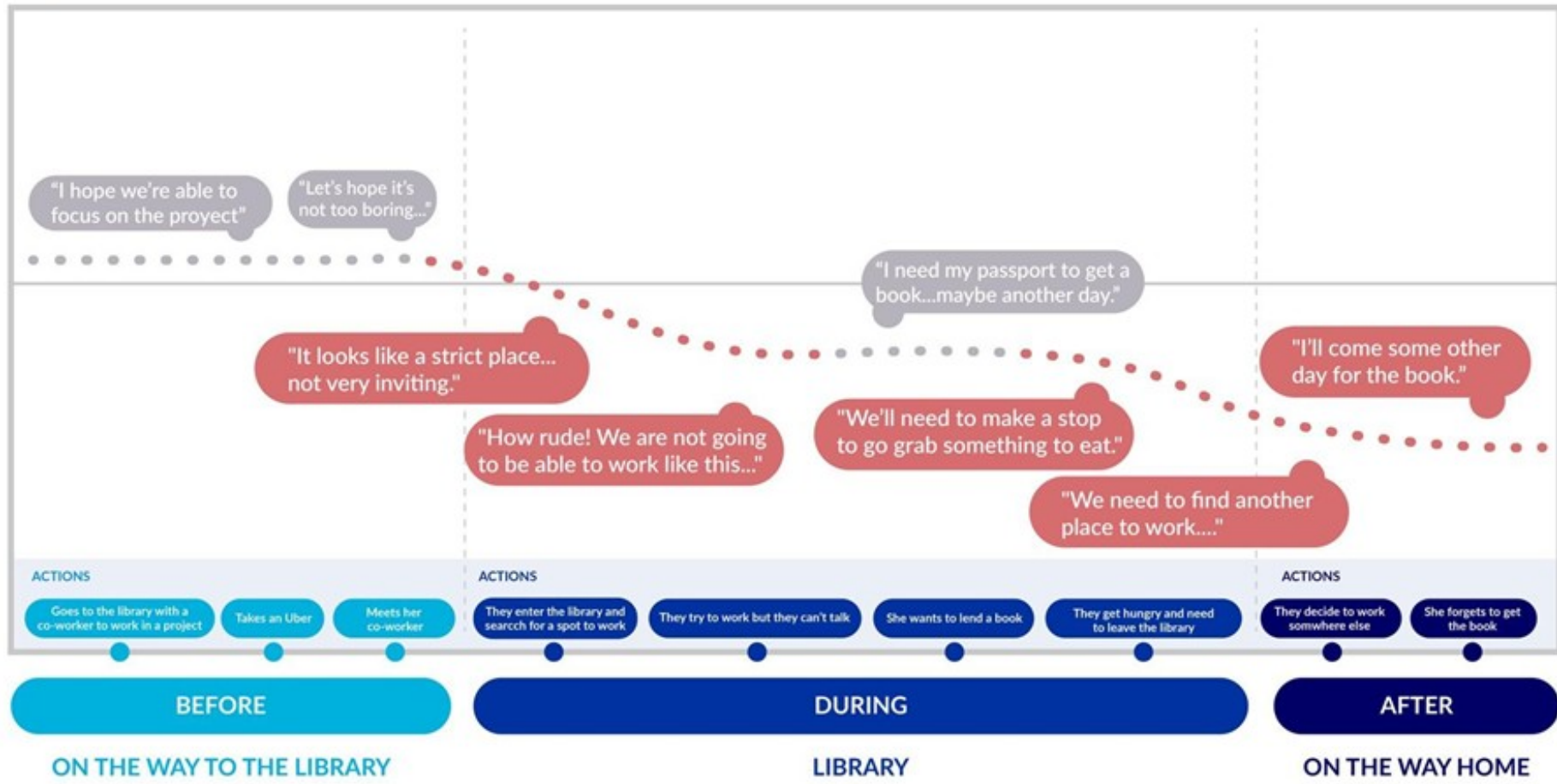
„ Velmi záleží na slovech, která používáme. Mění totiž způsob, kterým o věcech přemýšlíme. Například slovo ‚uživatel‘ je hrozné. Za každou cenu se ho snažím vymýtit z našeho slovníku. Myslím, že to správné slovo je ‚lidé‘ “

Donald Norman



User Journey Map

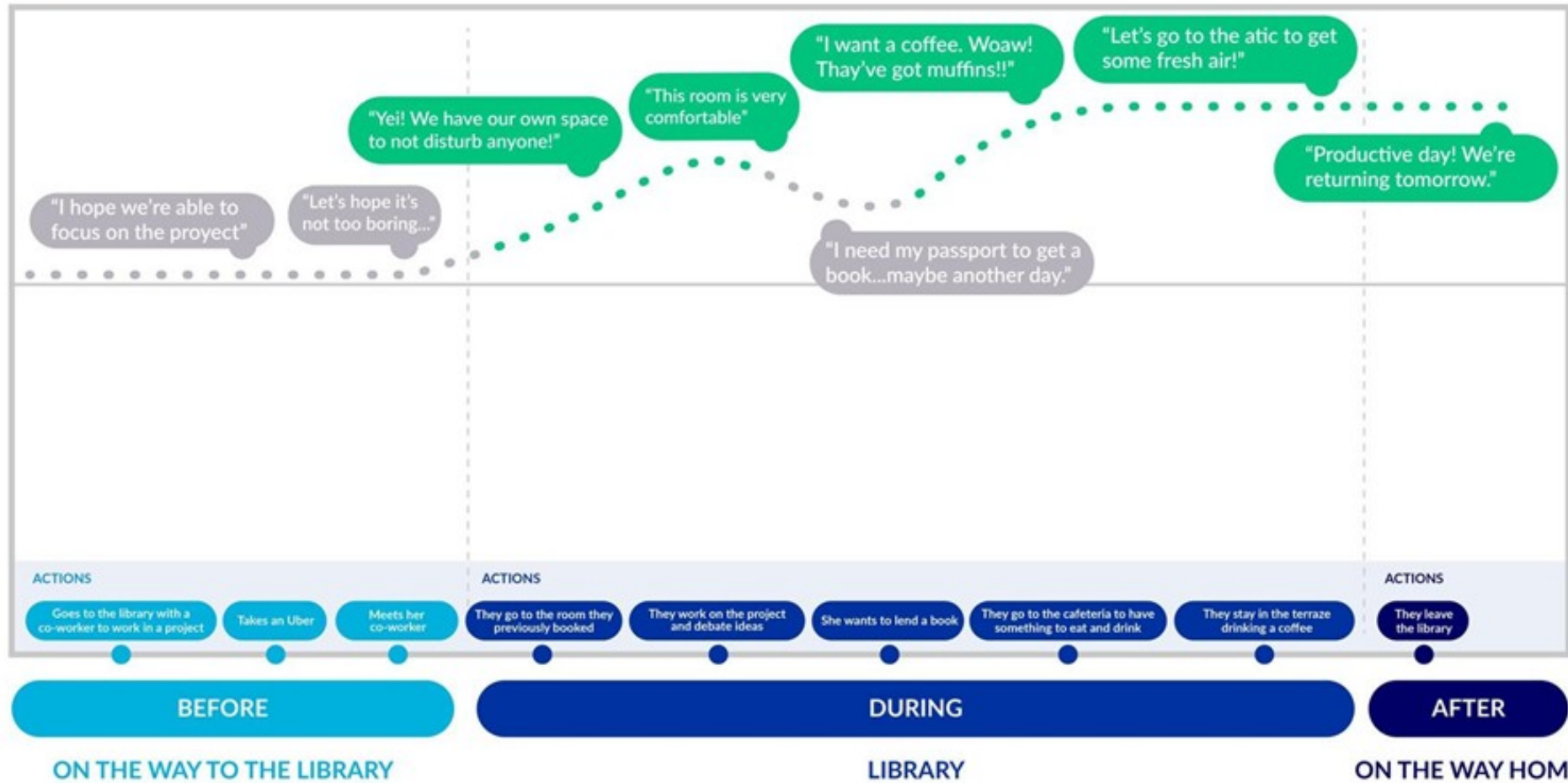
Bárbara Álvarez





User ProtoJourney Map

Bárbara Álvarez



Klientská trasa "Chceme se vzít" Cesta na Matriku



Fáze klientské trasy

Akce

Co klient dělá? Co je jeho cílem?

Parkování

Vybírání vchodu

Obcházení úřadu

Hledání cesty

Nalezení a pochopení cesty na matriku

Dotaz na recepci

Hledání těch správných dveří

Pracoviště

Čekání na obsluhu

Vyřízení požadavku v klientské zóně

Kontaktní bod služby

S jakými prvky služby klient přichází do styku? Co vytváří jeho zážitek ze služby?

Webové stránky

Venkovní cedule

Orientační tabule u vchodu

Recepce

Navigační systém

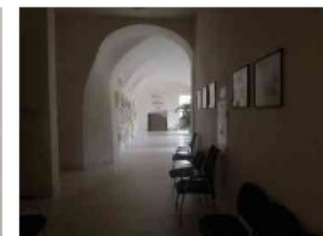
Cedulky u dveří

Čekárna

Kancelář

Fotografie

Jak místo vypadá? Které detaily jsou důležité?



Customer Feeling

Jak se klient cítí? Kdy je spokojený a kdy frustrovaný?



Co si klient myslí?

Jak o průchodu službou klient mluví? (Autentické výpovědi z výzkumu)

"Jaký vchod máme použít?"

"Budova by měla být více označena"

"Necítím se tu bezpečně"

"Vyhovuje mi značení podle barev"

"Na recepci mi poradili"

"Když je tu ta cedule, tak jsem čekala, že už to bude někde tady"

"Tady se teda myslím, že to nebude..."

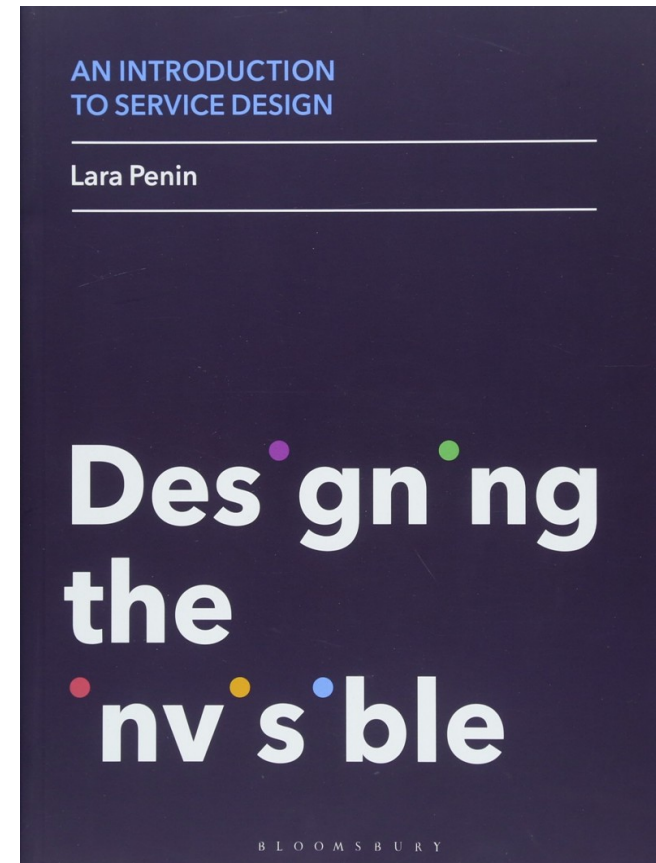
"Našli jsme to"

"Není zde nic co by čekání zpříjemnilo"

"Prostor je ztísněný"

Služby jako proces

On one hand, for some designers, previously accustomed to the assurance of tangible artifacts, entering the unpredictability of services and interactions will seem painfully complicated, or at least challenging. Product designers know that they will design a three-dimensional object, graphic designers know they will be designing a two-dimensional visual piece, and architects know they will be designing a physical space. **Service designers might not know what they will be designing until further into their research process.**



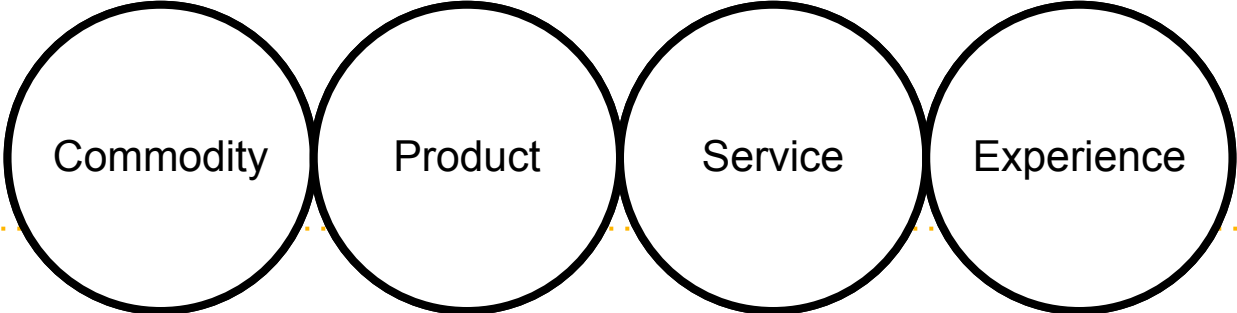
Prožitek/experience

- Forma percepce a responze při využití produktu, služby nebo systému

*SO 9241-210:2010 Ergonomics of human-system interaction —
Part 210: Human-centred design for interactive systems.*

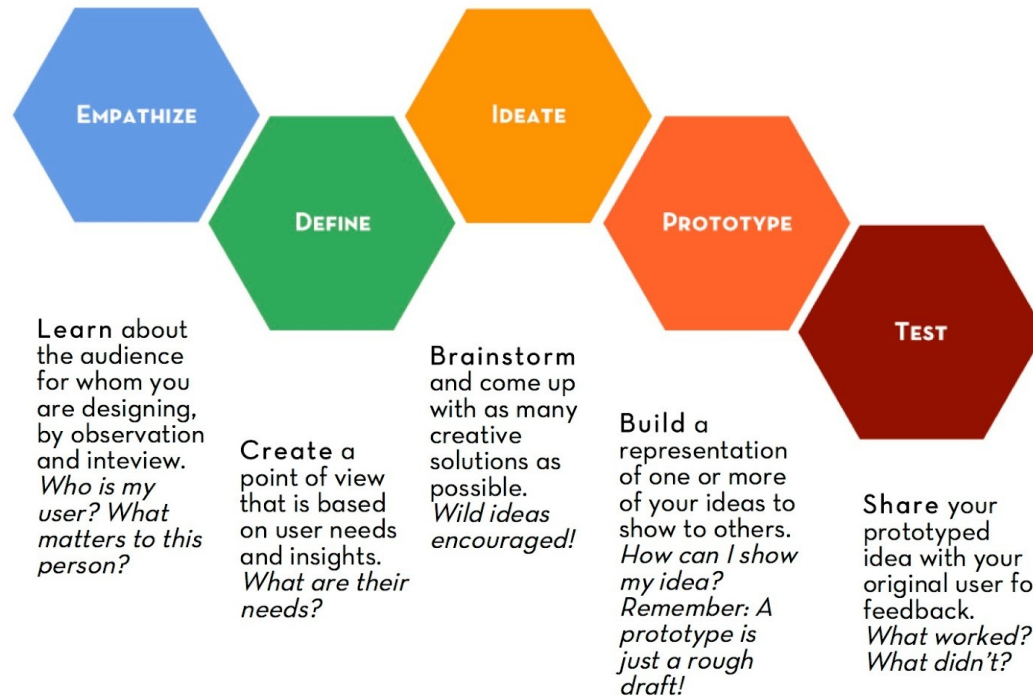


*Customer always believes
he/she is right*



Designové myšlení jako základna

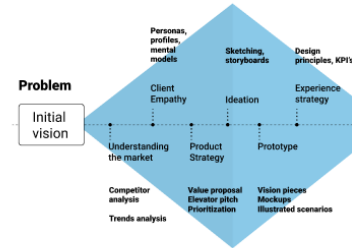
We are all DESIGNERS!



<https://dschool.stanford.edu/resources/getting-started-with-design-thinking>

Definition

Strategy and planning. Why? How?

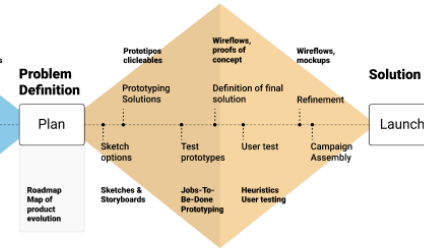


Discover Define

Research and Observation, Insight into the Problem
 Synthesis and Problem Definition, Explore Define, Scope down the Focus

Execution

The goal is to offer an optimal solution. What?

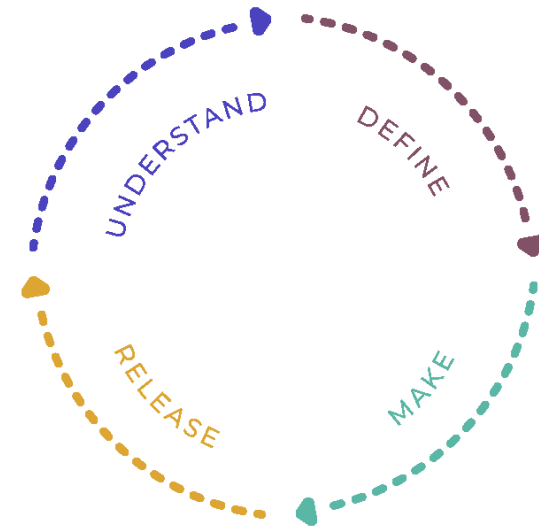


Design Deliver

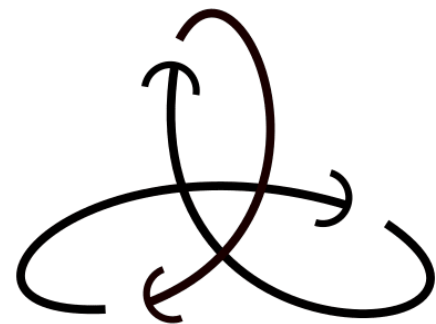
Ideation and Design, Develop Test, Potential Solution
 Implementation and Measurement, Deliver Listen, Solutions that Work & Receive Feedback

Iteration

Iterative testing and learning

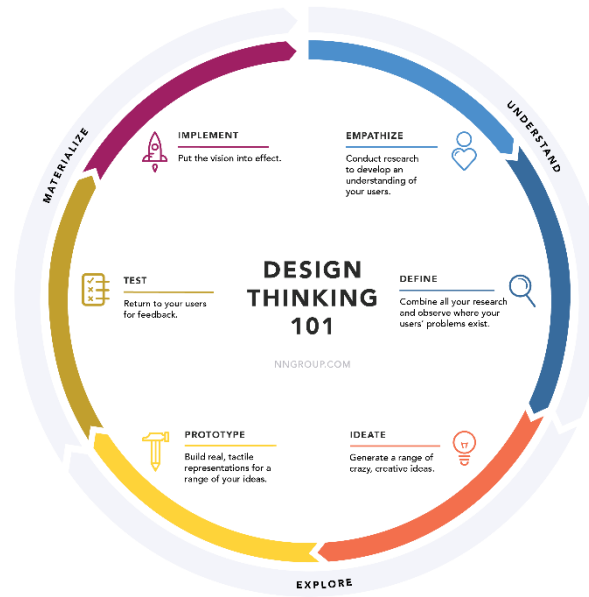


INSPIRATION

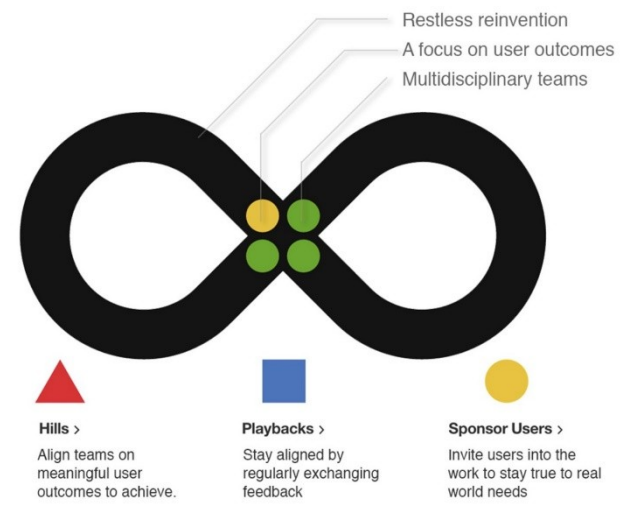


IDEATION

IMPLEMENTATION



The Loop Observe | Reflect | Make





MUNI ARTS 100 metod

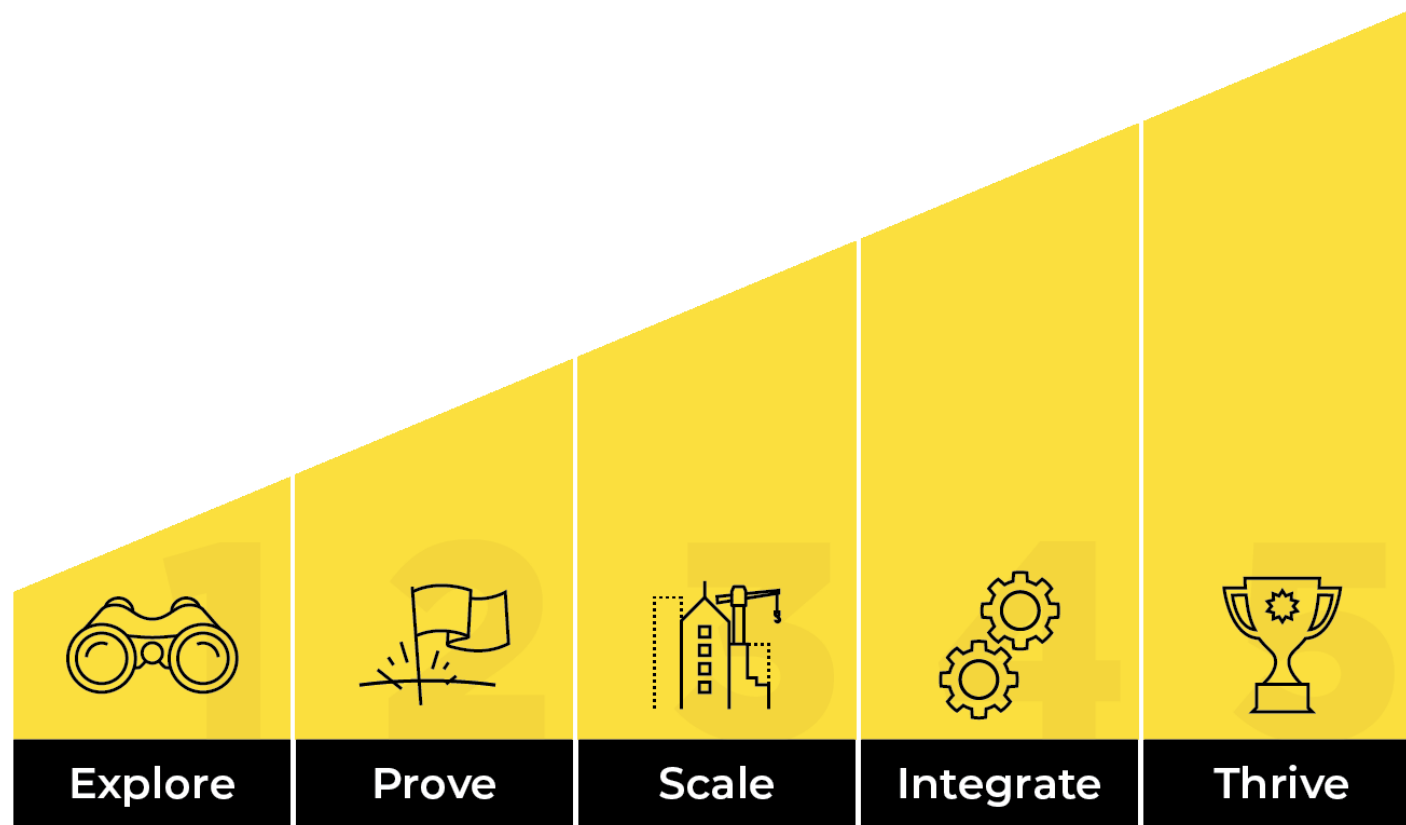
Metody Principy Přístupy Projekt

100 metod






Rozcestník metod pro odpovědný design informačních služeb. Učební pomůcka (nejen) pro studenty a studentky Katedry informačních studií a knihovnictví (KISK) na FF MU.

Metody Poznávání Definování Navrhování Ověřování

Model vyspělosti v designu služeb



Model vyspělosti v designu služeb

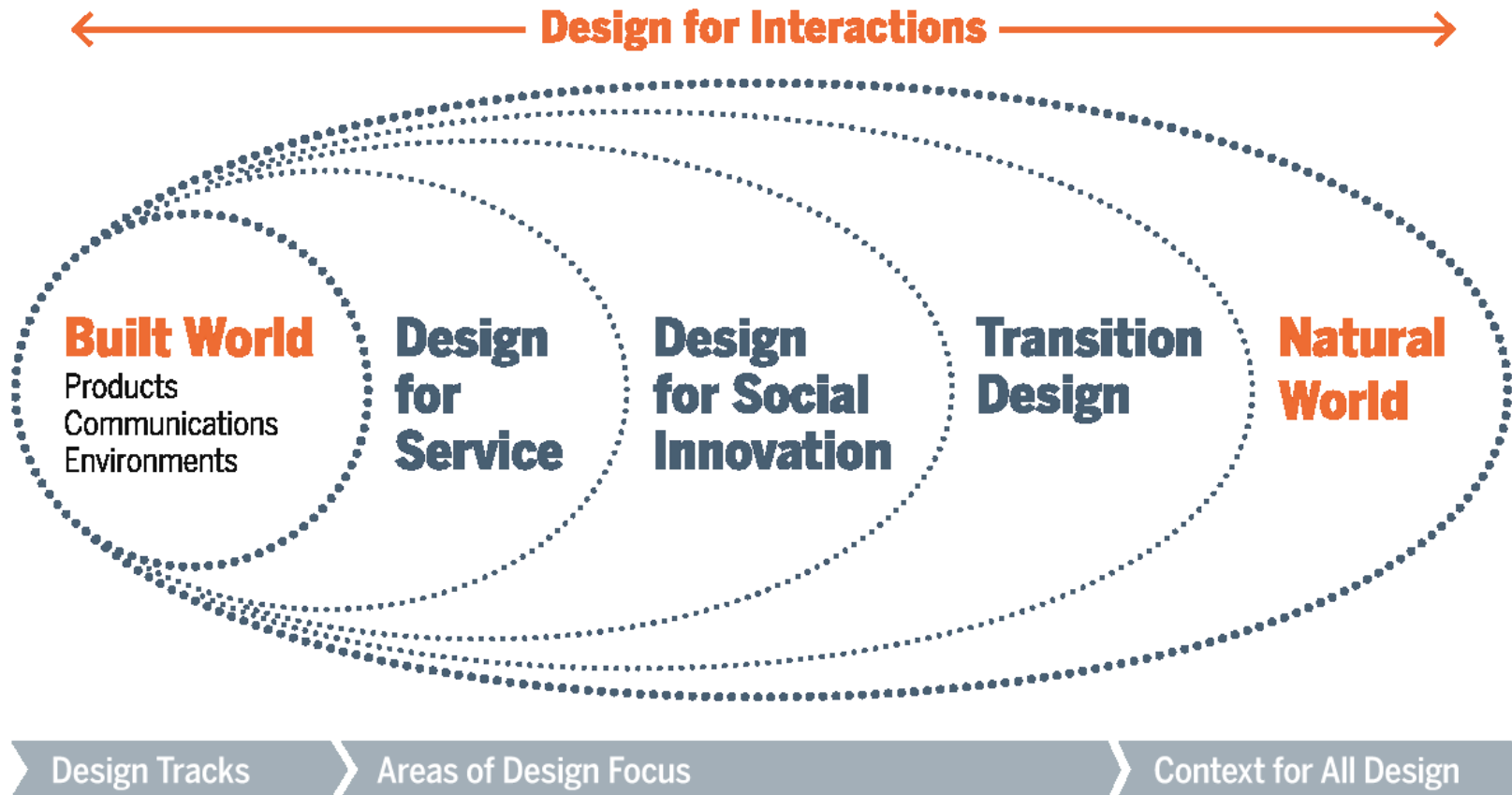
		People and Resources	Tools and Capabilities	Beliefs and Behaviours	Organisational structure	Metrics and Deliverables
	Explore	There are some service design enthusiasts, but the majority is not involved. There is no budget, time and facilities dedicated to service design.	Knowledge of service design is scattered throughout the organisation, mostly self-acquired through books, articles or trainings.	Dominant beliefs are business-focussed and risk-avoidant. There is little collaboration and creativity and decision-making is driven by hierarchy.	Generally, there is a siloed organisational structure. No systems and responsibilities regarding service design have been assigned.	Customer-centric metrics and deliverables are non-existent.
	Prove	First project team of enthusiasts is formed, often in collaboration with a design agency. Budget and management buy-in are still missing.	First capabilities (sometimes adjacent to service design) are being bundled in the project team, mostly coming from multiple people.	Beliefs about customers have a predominantly functional focus. The value of a holistic view and collaboration are being established.	The first multidisciplinary team is being formed. First initiatives are taking place, regardless of organisational structure.	First project often creates first deliverables, like a customer journey map. First measurable results are often lacking.
	Scale	Increasingly more people get involved and incidental budgets are created for service design projects. Rooms and facilities are being hijacked.	Capabilities are spreading outside of the initial team. First employees start to specialise and CX / SD departments are being formed.	Beliefs around the customer are mainly transactional. Decision-making is increasingly based on empathy and customer centricity.	Interference with the existing way of working is felt. Silos starts to suffer under the demands of multidisciplinary teams.	Project results are becoming increasingly apparent. First customer-centric KPIs are set specifically for the CX/SD department.
	Integrate	The majority of people is engaged with service design and teams have dedicated service design budgets and facilities in place.	The company has a unified methodology and aligned capabilities. The capabilities are now decentralised, and are present within each team.	There is an emerging experiential focus on the customer. Experimentation is cultivated through a strong customer-centric vision.	The silo-breaking structure is fully institutionalised. The teams have ownership and mandate over their (part of the) service.	Customer-centric KPIs go company-wide, which stimulate a multidisciplinary culture. Customer centricity is now represented on C-level.
	Thrive	Everyone is involved in service design and is aware of his / her impact on customer experience.	Methodology can be let loose, as employees act from the right beliefs and mindset.	Focus on the customer is now relational, where customer obsession is evident on all levels across the organisation.	The new organisational structure allows for close co-creation of service experiences within and across teams.	Each initiative is tied to customer-centric metrics that contribute to a better customer relation. It is important for the entire C-suite.

Design (informačních) služeb v kontextu

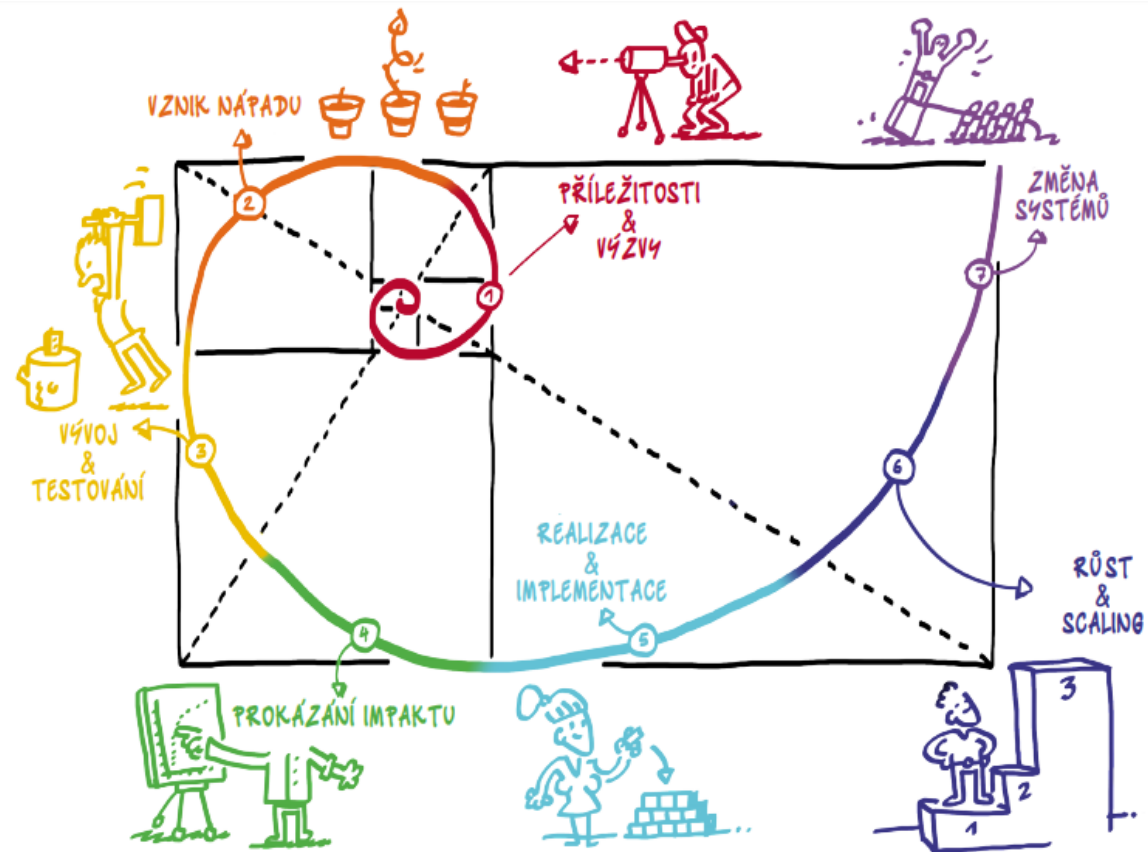
„Designér má sen, který jde daleko za to, co dnes existuje. Snaží se vytvořit takové řešení, v němž se odráží hluboké porozumění zákaznickovy situace a širšího společenského kontextu.“

David Kelley,
IDEO

It's complicated...



Design pro sociální inovace



Design „for good“

Backcasting

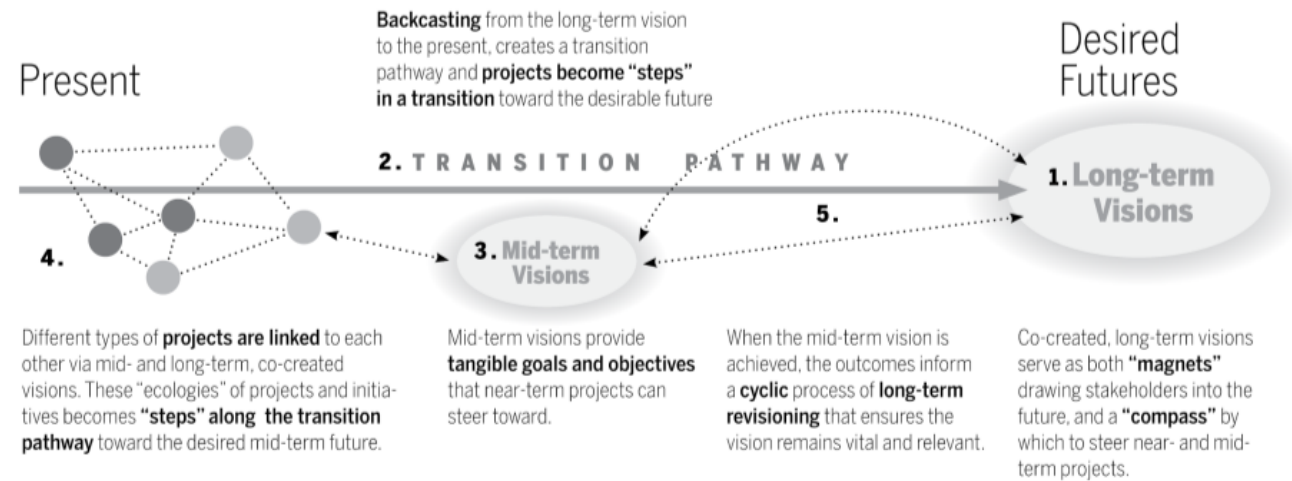


Diagram: Irwin, Kossoff, Tonkinwise

6. semestr

Design služeb jako věda, praxe, komunita



Design služeb jako věda, praxe, komunita



**Děkuji za
pozornost**

Otázky?

