

GLOSSARY

The SDN Glossary can be a valuable resource for service designers. In the service design sector, there are various phrases that are employed. Many terms have variations, and new terms are added on a daily basis, so it's critical to stay up to date. Explore our SDN Glossary to learn new terminology, what they imply, why they are important in the subject of service design, and how you can apply them to your service design work.

Service Design

Service Design choreographs processes, technologies, and interactions within complex systems in order to co-create value for relevant stakeholders. (Birgit Mager, 2012)

Service design is the practice of designing services. It uses a holistic and highly collaborative approach to generate value for both the service user and the service provider throughout the service's lifecycle.

In practice, service design helps to choreograph the processes, technologies and interactions driving the delivery of services, using a human-centred perspective. Service design today is applicable across multiple sectors, helping to deliver strategic and tactical objectives for both the private and public sector. (SDN, 2019)

Actor

A role in the service experience. Actors can represent those that consume (e.g. Customers, users, patients) or provide (e.g. client, employee, doctor, etc.) a service.

Actor Network Map

A role in the service experience. Actors can represent those that consume (e.g. Customers, users, patients) or provide (e.g. client, employee, doctor, etc.) a service.

Back Stage

Refers to the domain of service elements (touchpoints or processes) that are invisible to end user of the service.

Co-creation

The act of involving the end-users and other stakeholders of a service in the design of (elements of) the service itself.

Customer

A specific term describing a type of user: In this case, one that has an existing transactional relationship with the service provider.

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INFORMATION RESOURCES

Service Design Network gGmbH
<https://www.service-design-network.org/>
<https://www.service-design-network.org/service-design-glossary>

Culture probe

A user-centred approach aimed at understanding users and exploring design opportunities. Probes are based on user participation by means of self-exploration. They might include audio documentation, photos, diaries, collections of evidences - the cultural probes are designed in correlation to the issues that are being explored.

Design Probes

Design Probes are a method used to gather information about people's lives, routines, and needs. They are typically a set of open-ended prompts or tasks that are given to participants to complete in their own time and environment. The goal is to gain insight into the participant's everyday experiences and the context in which a product or service will be used.

Emotional Journey Map

Extended journey map with an explicit visualisation of the emotional reaction of the users throughout the process.

Enactments

Enactments, also known as "role-playing" or "scenario-based" methods, are a technique used in service design to simulate real-world situations and gather feedback on potential services. Participants are given a scenario and asked to act out their roles as if they were using the service in a real-life setting. This allows designers to observe how people interact with the service in a realistic context and identify any usability issues or areas for improvement.

Exploration/Discovery/Understanding

Exploration refers to the phase of activity in which a team determines the context for the design work they will undertake. This includes an understanding of the user groups and stakeholders in a service, external factors, competitors, existing service experience, etc.

Front Stage

Refers to the domain of service elements (touchpoints or processes) that are visible or perceptible to end user of the service.

Ideation

The process by which concepts (or ideas) are generated. The process is structured around specific exercises aimed at generating ideas that may be evaluated later for possible applications.

Implementation

It describes the step moving into production and rollout. It can involve various fields, such as change management, software, and product development, engineering, architecture, and construction.

Mock-up

A mock-up is a low-fidelity prototype of an element of a service. It is used in research contexts to determine how something will perform with real end-users, without investing the effort required in creating a fully-working and complete product.





Persona

Personas are fictional users profiles based on research data collected in the exploration/discovery phase. These composite characters include name, picture, descriptions of needs, preferences behavioural patterns and relevant demographic data - and often a significant quote. Personas are used to summarise research findings and make them concrete, in the form of tangible representations of key actors in a service.

Prototype

A prototype is a simulation of a service through different touchpoints that can be used in research contexts to see how it performs with real end-users.

Research

Research refers to the phase of activity in which a team determines the context for the design work they will undertake. This includes an understanding of the user groups and stakeholders in a service, external factors, competitors, existing service experience, etc.

Role-play

A collaborative, theatre-based and physical approach to bring ideas and sequences of service scenarios to life. The service design team or co-creation groups embody the various roles in a service scenario in order to uncover insights into transactional moments in the service. Enactments can be used in ideation or in prototyping phase.

Service Blueprint

A service blueprint shows systems and processes that must be in place to delivered a desired service experience. In the same manner a customer journey, it follows the progression of a user through a service (or phase of a service), and shows the underlying elements that come into play. These can be activities and roles played by people and or systems, some of which are visible to the user (typically, "front stage"), and others which are invisible ("back stage").

A service blueprint is crucial to accomplishing the orchestration of different touchpoints to provide a holistic experience. It can also serve as one of the final deliverables of a service design engagement, because it can be used as a briefing document (specification) for detailed, touchpoint design activities, such as UX design.

Stakeholder Map

A visual diagram displaying the importance of and relationships between actors within a service ecosystem. This diagram exclusively displays actors who have direct or indirect influence on a service provision, service delivery systems, or individuals within the service ecosystem.

Storyboard

A visual representation of a service (concept), with a focus on the user's perspective. The actors (e.g. Customer, service provider), the stage (e.g. Context or setting) and the props are visualised with a focus on the key moments of the service experience. A storyboard can be low-fidelity (e.g. Pencil sketch or cartoon) or high-fidelity (e.g. Detailed illustration). It can also lead to an enactment or a video-representation of the service.

Touchpoint

The tangible or intangible medium upon which a service provider comes in contact with the service user.

User

The role in a service scenario which makes use of the service without necessarily paying for it.

Need more Service Design terms? The SDN Glossary is an evolving repository that aims to encompass an expanding array of service design terminology.

As the field advances, the glossary adapts, embracing emerging concepts and methodologies. It stands as a testament to the collective wisdom of the community, fostering a shared language and understanding.