SHAPE
BETTER SERVICES

TOOL

INTRODUCTION

Service Design Tools are an open collection of communication tools used in design processes, dealing with complex systems. The tools are displayed according to the design activity they are used for (when), the kind of representation they produce (how), the recipients they are addressed to and the contents of the project they can convey (what).

DESIGN ACTIVITIES	REPRESENTATIONS	RECIPIENTS	CONTENTS
CO-DESIGNING	TEXTS	STAKEHOLDERS	CONTEXT
ENVISIONING	GRAPHS	PROFESSIONALS	SYSTEM
TESTING & PROTOTYPING	NARRATIVES	SERVICE STAFF	OFFERING
IMPLEMENTING	GAMES	USERS	INTERACTION
	MODELS		

NOTES

Tools

- Task analysis grid
- Service image
- Touchpoints matrix
- Lego serious play
- Design games
- Role script
- Evidencing
- Role play
- Personas
- Offering map
- Actors map
- Blueprint
- Group sketching
- Issue cards
- Constructive interaction
- Rough prototyping
- Poster
- System map
- Specification
- Service prototype
- Affinity diagram
- Wizard of Oz
- Experience prototype
- Motivation matrix
- Mind map
- Use cases
- Mock up
- Moodboard
- Heuristic evaluation
- Tomorrow headlines
- Storyboard
- Cognitive walkthrough
- Usability testing
- Story telling
- Customer journey map
- Character profiles

USEFUL LINKS

- http://www.servicedesigntools.org/