

Hlutverk stafrænna lausna í framúrskarandi þjónustu

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Stafrænn hönnunarstjóri

Upplifunar- hönnun (*experience design*)

- Þegar við notum vöru eða sækjum okkur þjónustu, skapar það hughrif, upplifun.
- Notandinn verður alltaf fyrir upplifun.
- Upplifunarhönnun er að reyna að skapa viljandi upplifun sem styður (og jafnvel gleður) notandann.

Upplifun (*experience*)

- Stafrænar lausnir eru mikilvægur hluti af upplifun – en engu að síður bara hluti.
- Upplifun á sér upphaf og endi – hún hefst ekki við innskráningu eða lýkur við útskráningu.

Notendaferill (*journey map*)

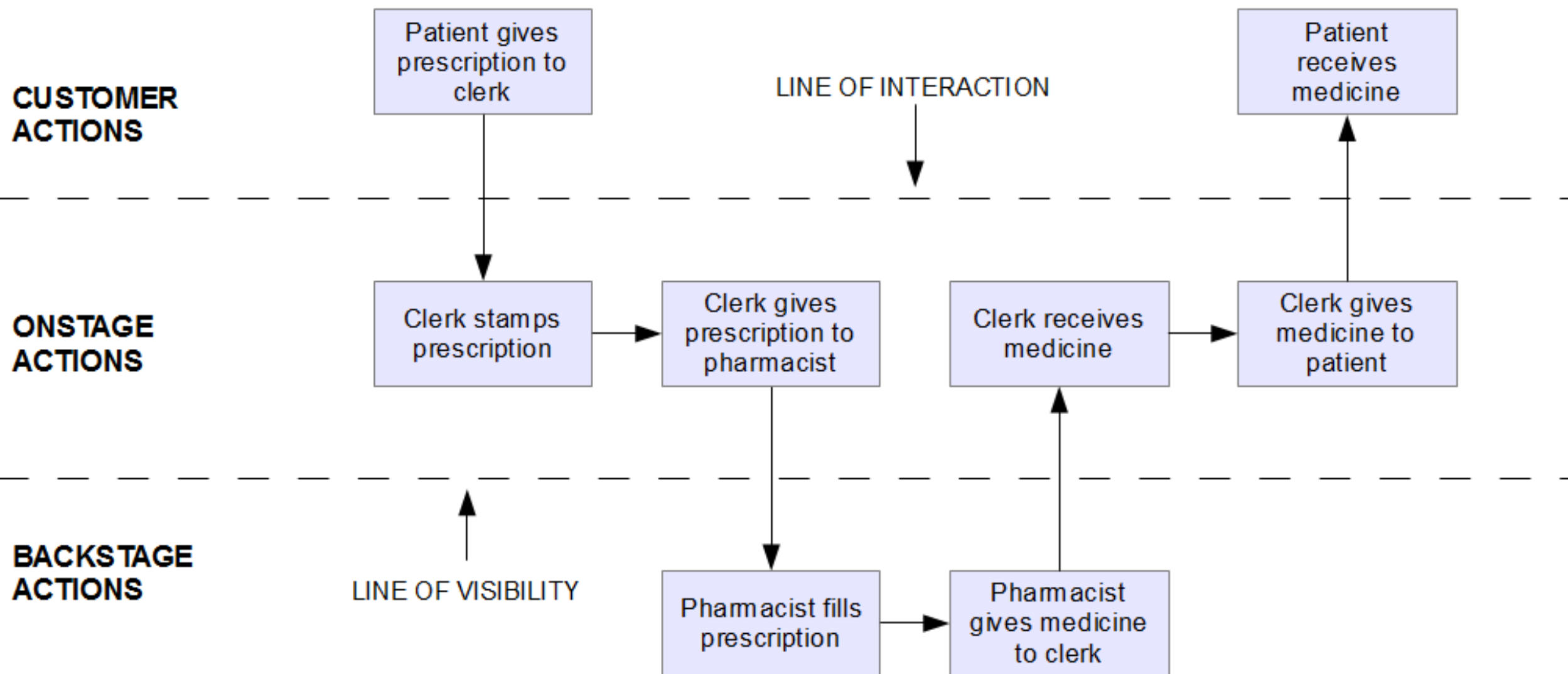
Notendaferill er **tímalína** sem
lýsir **sambandi** einstaklings við
kerfi/vöru/þjónustu/stofnun/fyrirtæki
frá öllum **hliðum**
og þeirri **upplifun** sem það skapar.

Greina og
finna lausn á
ákveðnum vanda
fyrir fyrirtæki

- Til að hanna upplifun og skilja hvað í henni felst
 - Þegar á að búa til nýja vöru/þjónustu.
- Til að kortleggja upplifun og skilja hvað í henni felst
 - Til að skilja heildarupplifun viðskiptavinar.
 - Til að átta sig á hver ber ábyrgð á hverju
 - Til að finna göt í upplifuninni
 - Til að greina það sem betur má fara.

Þjónustuferill (*service blueprint*)

- Lýsir hvernig ákveðin aðgerð virkar
- Tímalína/flæðirit
- Sýnir þá þætti sem styðja við þjónustuna
 - Hvað gerist á bakvið tjöldin?
- Notað til að sýna eina virkni





BAKSVIÐIÐ – Allt sem gerist bak við tjöldin til að styðja við upplifunina (á að vera ósýnilegt áhorfendum).



SVIÐIÐ – Upplifunin sem ætluð er áhorfendum. Felur það sem gerist bak við tjöldin.

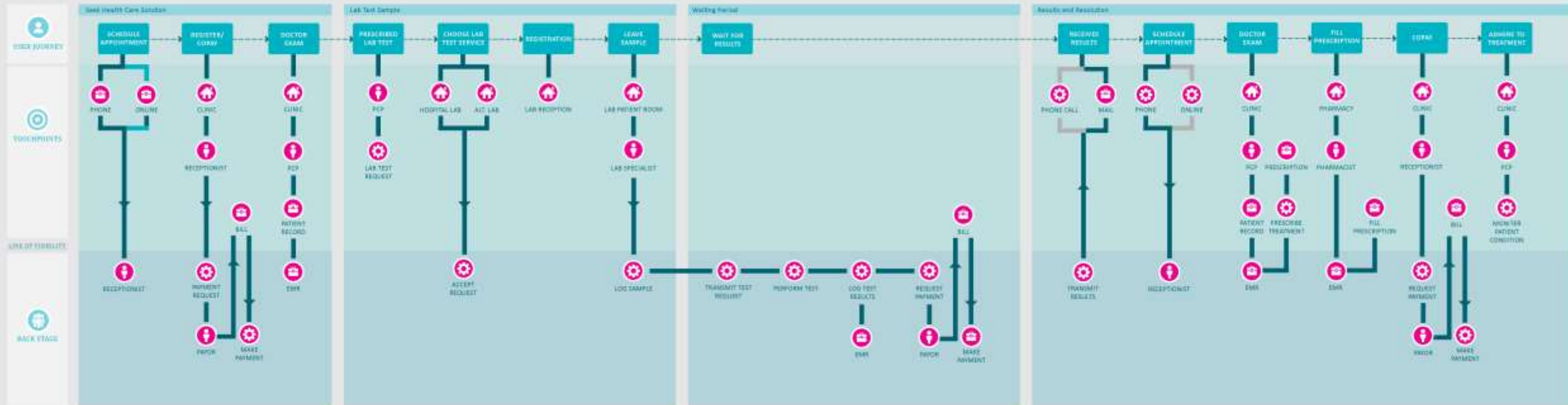


ÁHORFENDUR – Þátttakendur í upplifuninni.

Þjónustuferill (Service Blueprint)

mad-pow
SERVICE BLUEPRINT

HAVING A LAB TEST



Persónur (*personas*)

- Hverjir eru notendurnir þínir?
- Hvað eru þeir að gera?
- Hvað hvetur þá áfram til að nota vöruna þína?
- Hvað aðgreinir þá?

Notendaferill (*journey map*)

- Sýnir hvernig **persóna** nýtir sér þjónustu/vöru
- Nær yfir margar aðgerðir og alla mögulega snertifleti
- Dregur fram viðbrögð notandans (ekki bara athafnir)
- Notað til að sýna snertingu notanda við þjónustu/vöru frá upphafi til enda

Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.

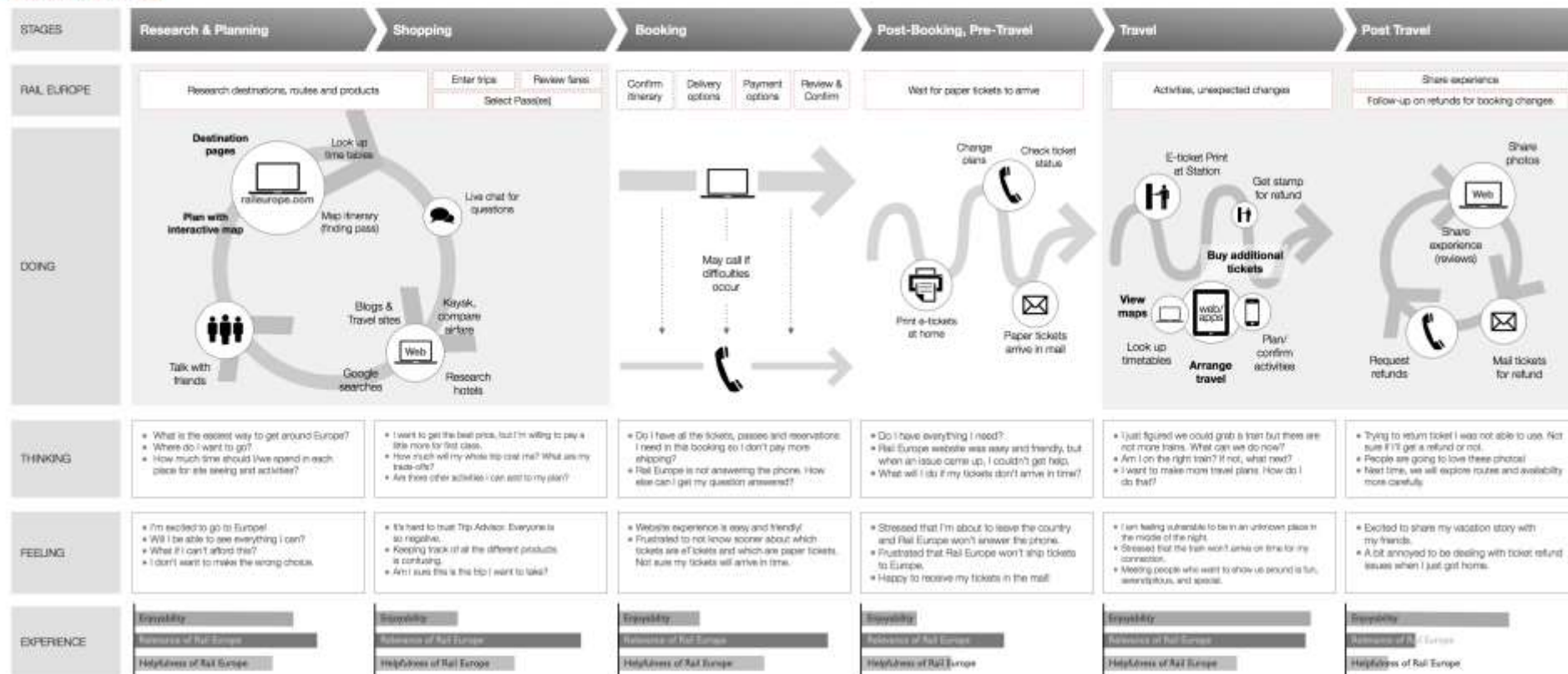
Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

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Customer Journey



Opportunities

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Enable people to plan over time.	Visualize the trip for planning and booking.	Arm customers with information for making decisions.	Improve the paper ticket experience.	Accommodate planning and booking in Europe too.
STAGES: Info web	STAGES: Global	STAGES: Global	STAGES: Planning, Shopping	STAGES: Planning, Shopping	STAGES: Shopping, Booking	STAGES: Post-Booking, Travel, Post-Travel	STAGES: Travel
Make your customers into better, more savvy travelers.	Engage in social media with explicit purposes.		Connect planning, shopping and booking on the web.	Aggregate shipping with a reasonable timeline.		Proactively help people deal with changes.	Communicate status clearly at all times.
STAGES: Global	STAGES: Global		STAGES: Planning, Shopping, Booking	STAGE: Booking		STAGES: Post-Booking, Booking	STAGES: Post-Booking, Post-Travel

Information sources

Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation



Ongoing, non-linear











Linear process

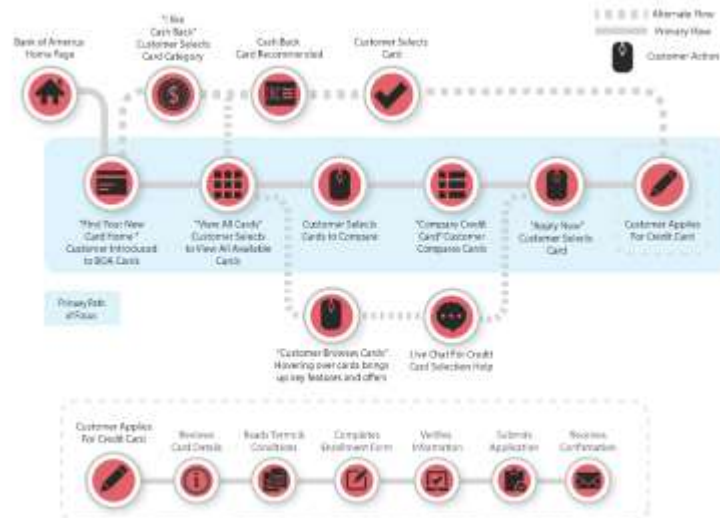


Non-linear, but time based

WEEK 6

DAILY LOGGING	MON	TUE	WED	THU	FRI	SAT	SUN
<div><div>↻</div><div>WAKE UP</div><div>weight</div><div>BREAKFAST</div><div>food, hunger, glucose, time</div><div>SNACK</div><div>food, hunger</div><div>LUNCH</div><div>food, hunger, glucose</div><div>SNACK</div><div>food, hunger</div><div>DINNER</div><div>food, hunger, glucose</div><div>BED TIME</div><div>glucose, mood, plan next day’s meals (if not already planned)</div><div>EXERCISE(S)</div><div>glucose before, type, duration, glucose after</div><div>STEPS</div><div>goal, actual</div></div>	<p>At work a colleague mentions he looks like he has lost weight. This spikes his motivation.</p> 	<p>Pete’s morning weigh-in is used to measure his ongoing progress. Although he has been on track for a 3% weight loss by week 6, his weight is the same as last week. He feels disappointed, but the site sends him feedback emphasizing that he had good adherence to his plan last week and has seen weight loss almost every other week, so this is a normal plateau and he should continue doing what he is doing.</p> <p>Because he’s seen other members of the group go through similar situations he is willing to post a brief message about his disappointment. He doesn’t expect it will be helpful to him to hear back from others, but finds that he is surprisingly encouraged when he gets messages to hang in there from other group members.</p> 	<p>Pete is a little frustrated at the gym in the morning because he can’t remember how to do one of the new exercises that was suggested for this week, so he does his usual routine. Tries to remember to watch the demo video again.</p> 	 <p>Feeling very hungry when he wakes up because of low blood sugar, he over-eats at breakfast and goes to work without tracking his meal or weight.</p> <p>He gets an email before lunch because he didn’t plan his food the night before and hasn’t logged anything this morning. The email contains some suggestions for lunch, and encourages him to log in at his earliest convenience to fill the gaps in his data.</p> <p>He signs into the site and goes to the “I’m struggling” section, looks under “feeling excessively hungry” and reads about some possible causes and suggestions to handle these situations. He realizes he has not had his medication adjusted in several weeks and lost 10 pounds since then. He emails his doctor, including an export of his log data.</p> <p>Armed with this knowledge he feels better and more empowered. He tracks his breakfast even though it was not “on-plan” and then plans and follows through with healthy meals for the rest of the day.</p>	 <p>Out for dinner with some friends, he remembers to get half of his entree boxed up. He’s feels a little weird about asking the server, but also guilty about yesterday’s breakfast slip-up (which his wife dubbed “The Pancake Incident” after the website emailed her about it). His friends tease him a little bit, but he fires back some interesting stats about restaurant food he learned a couple weeks ago.</p>	 <p>It’s a beautiful morning, so he goes for a long hike with his wife at the nearby state park. He also does some resistance exercises when they get home to make up for skipping the gym yesterday.</p> <p>Remembering his cooking success from Monday night, he decides to set a personal SMART goal to try at least two new dinner recipes each week for the rest of the program. He’s happy to have alternatives to Boost for breakfast since it’s halfway through the program, and decides to plan meals for the entire week to make sure he stays on track.</p> <p>He prints out a shopping list and takes it to the store.</p>	 <p>In the evening he looks at his log for the week and follows prompts from system to reflect on his data in terms of what was successful, not so successful, and what new strategies he might try. He also notices he has gotten a new award for most steps taken in a day with all the walking he did yesterday.</p> <p>After the reflection activity, he chats with a few other participants who are also online. They talk a little about their medications, and he makes a note to call his doctor if he doesn’t get a response to his email tomorrow.</p>
MOTIVATION TO STAY ON PLAN							
DESIGN CONCEPTS	<div>Enable participants to comment on program content such as recipes and exercises to share personal experiences</div> <div>Allow participants to post photos to celebrate healthy cooking</div> <div>Option to create and modify a specific meal plan at any time</div> <div>Weekly release of new program materials to keep participants consuming information at a steady pace without overwhelming them, and mirror the in-class experience</div>	<div>Scheduled program milestones to evaluate progress in addition to daily logging feedback loops</div> <div>Rule-based responses to logged data and trends that provide rational and emotional support</div> <div>Provide space for participants to converse about general experiences in addition to specific program content</div>	<div>[PHASE 2] Ubiquitous access to program materials and tools via mobile device</div> <div>Videos to demonstrate exercises</div> <div>Interactive activities and quizzes to teach and reinforce program lessons</div> <div>Printable reference materials available to all participants, but suggested more strongly when quiz performance is low</div>	<div>Emails triggered by lack of interaction with the program that provide just-in-time advice, encouragement, and a sense of accountability</div> <div>Provide quick tips and other reference content, organized around common questions or feelings participants have</div> <div>Log data export and/or formatted report designed to facilitate conversation with doctors about medication adjustment</div>	<div>Optional emails to participants’ family/friends to report success or setbacks, encouraging accountability and social support</div> <div>Allow logging of late data and missed items to provide a complete picture of activity</div>	<div>Formalized personal goal setting and tracking as part of the log</div> <div>Grocery shopping list generation based on menu book and user-entered items</div>	<div>Scheduled weekly reflection on log data, progress, and activities</div> <div>Notification of when other participants are online, messages, and shared activity</div>

Credit Card On-Boarding



Journey Narrative

With a growing family and a recently purchased house complete with a white picket fence, Brad is in need of a new credit card. Brad needs a line of credit that can increase his purchase power and provide cash rewards for the many new costs associated with being a new homeowner and dad. Brad is not the kind of guy that buys things on a whim, a stack of consumer report magazines and hours spent on CNET reviews reflects Brad's "research first" prerogative.

When Brad searches Bank of America he already has an idea of what type of credit card to look for. From the Credit card Overview screen Brad Selects "1 like Cash Rewards Card". A "We Recommend" BankAmericard Cash Reward card is displayed on the next screen. Not yet convinced that this card is "the one" Brad selects to view all cash reward credit cards to compare rates and review features.

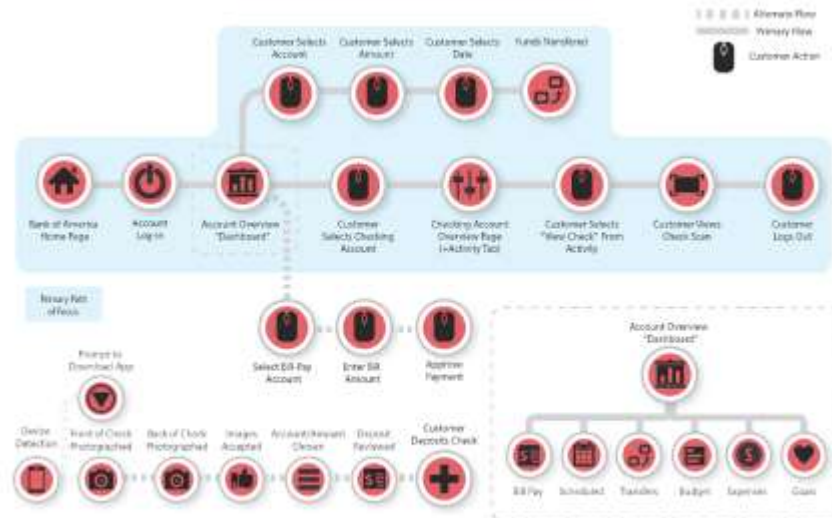
Brad is able to review details of each offer and selects potentials to compare. With APRs and annual fees shown in a well organized side by side comparison Brad feels good about making an informed decision and hits "Apply Now" on the BankAmericard Cash Rewards option.

Brad reviews the terms and conditions "Fine Print" and begins the application form. While filling out his information Brad is prompted to chat live with a Bank of America New Account Specialist. Confident with his ability to finish the enrollment form Brad declines the extra support, verifies his information and submits his application.

Primary Screens



Accounts Overview



When Brad says he needs to manage his money, what he really needs it to be able to manage his entire financial ecosystem. Brad uses smart money management tools including Quicken and Mint.com to track what is most important, to support his family and career. He expects the same level of detail and expert management tools with his Bank of America accounts.

Brad's always on the go, he needs account management tools to work the way he needs them to and follow him wherever he goes. If Brad can transfer funds at home he expects the same level of functionality at the airport and to not learn an entirely new process along the way.

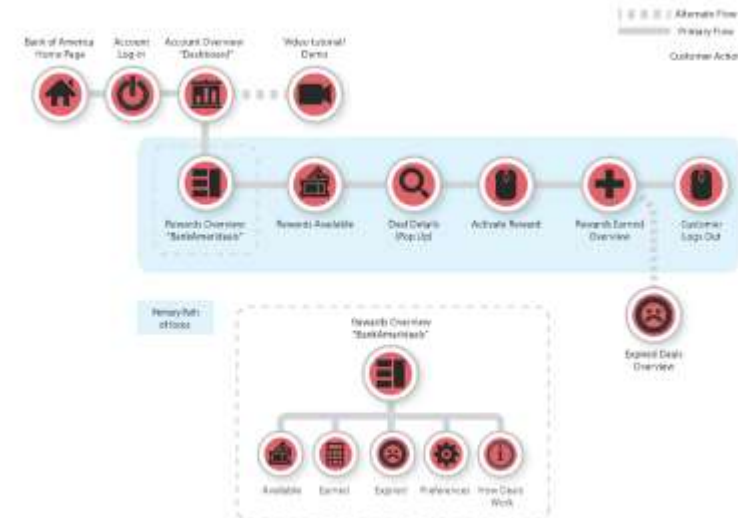
When Brad logs into Bank of America, his overview page provides him with a "quick view" all of his accounts at once, a real time saver. Better yet, core necessities like Bill Pay and Money Transfer can all be done from his account overview page.

When Brad needs to monitor the specifics of an individual fund, like his checking account for instance, he can simply click to the detailed account page. From here Brad can perform more complex tasks like viewing scanned deposited checks.



AmeriDeals

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Brad likes to get the most value out of his purchases and services, his credit card is no different. Brad's Cash-back rewards card comes with BankAmericards, adding potential further discounts to the stores and locations he already shops.

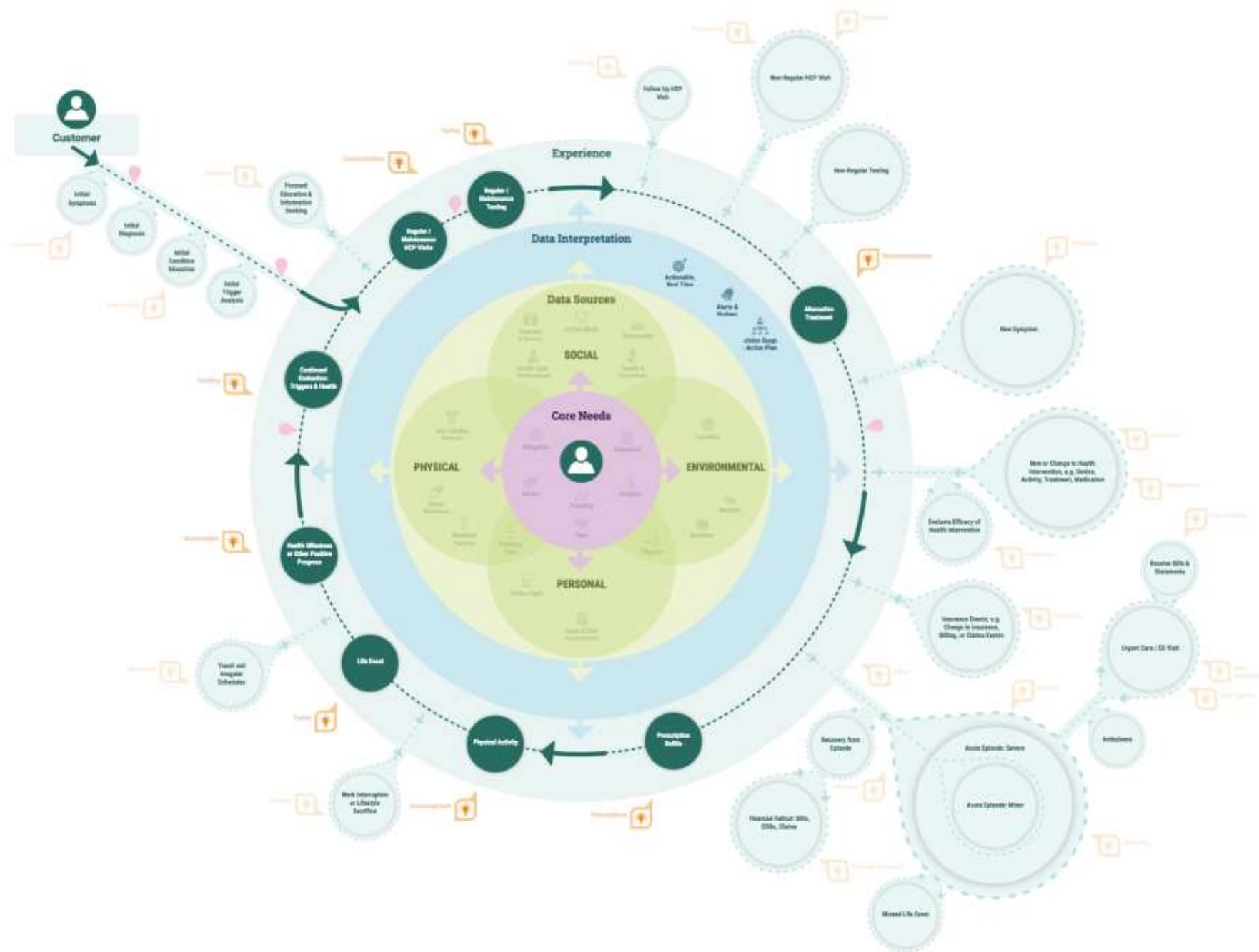
After a few weeks of using his credit card at his favorite stores and on-line retailers Brad is sent an e-mail that new Amerideals are available for activation. Brad logs into his account overview page and clicks "rewards". From his Amerideals homepage Brad selects the "Available" tab. A list of retailers with discount offers, that Brad visits on regular bases is shown.

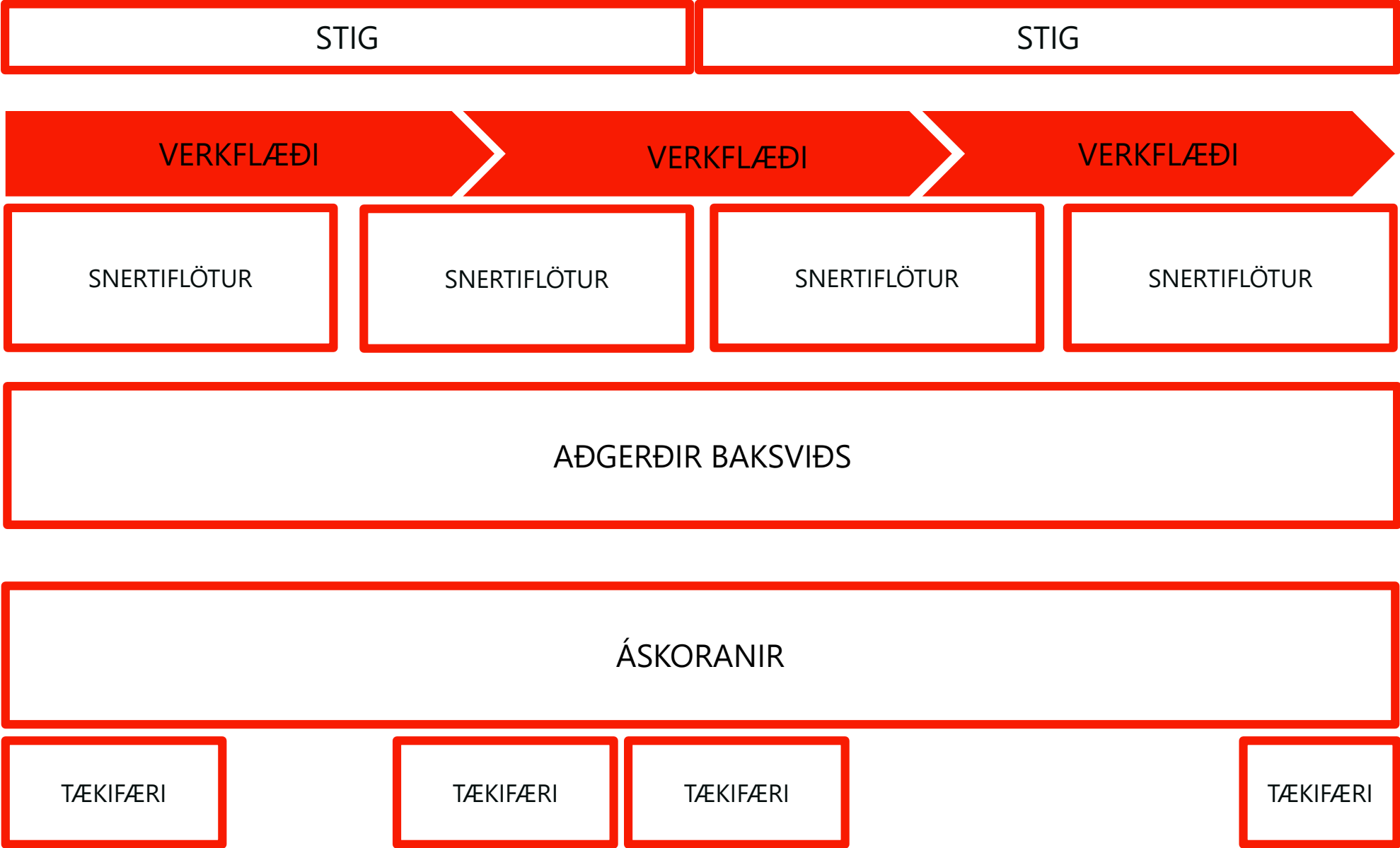
Brad sees a great cash back offer from Home Depot, a store he find himself going to often as a DIY weekend warrior. He mouse's over the deal and a pop-up window shows the terms and conditions of the offer. Everything looks great so Brad activates the reward.

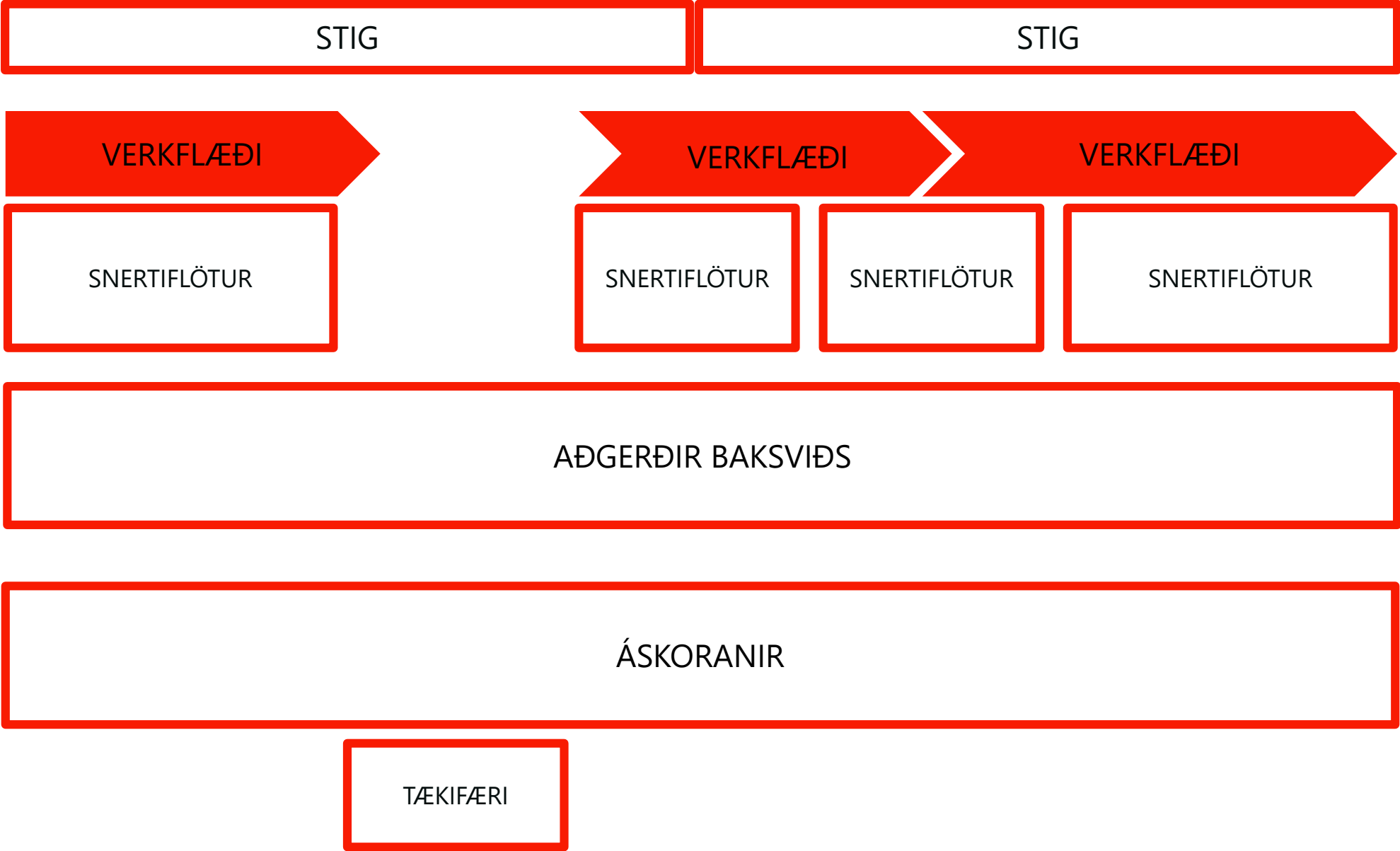
After Brad has utilized the offer he will be able to check back and see how just how much cash back dollars were earned.











Hvað þarf til?

- Persónur – hver er notandinn?
- Atburðarás / sena
 - Skýrt upphaf og endir
- Kveikur (*trigger event*)
- Fólk með þekkingu á allri upplifuninni
- Skýra mynd af því til hvers á að nota ferilinn

GroupView

publicly accessible &
internal view pages
of playground

Lesson

classroom, garden, and
all other places
where children are
not allowed
to play, e.g. library
and playground

2.1

Children are
permitted to
play in the
playground



Lesson: "You are not
allowed to play
in the playground
because you
are not
allowed"



Children are
not allowed to
play in the
playground



Children are
not allowed to
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playground



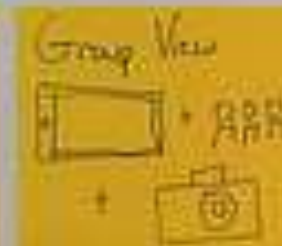
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Lifandi ferill
er sígildur

- Svona ferill er vinnuskjal.
- Forgangsraða tækifærum, skerpa á ábyrgð, halda áfram samtalinu.
- Lather, rinse, repeat

Takk fyrir mig!

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