

# SERVICE DESIGN

Gaining a holistic understanding of your organization's customer touchpoints and maintaining continuity throughout the customer experience.

From finance and hospitality to healthcare and media, modern urban economies are highly service driven. While design has traditionally focused on products and places, the service economy compels designers to empathize with users and understand people-business interactions as a series of experience-based touchpoints. Service touchpoints can be specific to the service or may be part of a broader commercial ecosystem that also involves goods.

Pivot's Service Design process allows us to simultaneously observe all the specific details as well as the overall landscape of the customer experience. This holistic understanding may lead to new opportunities and innovative ideas, an improvement to, and validation of, existing services, and/or further modifications and iterations of your customer experience.

## OUR SERVICE

Based on the services your organization offers, Pivot's design team will develop a holistic understanding of customer touchpoints. We will develop an experience walkthrough, which stimulates key value propositions to evaluate your customers' interactions with various products, spaces, services or systems. This method is strongly grounded in the idea that people understand best through the experience of doing. Through the activities listed below, our designers will build an understanding of your customers' existing service experience:

- > Expert Evaluations
- > Field Research & Observation
- > Mind Mapping Exercises
- > Role-playing/Simulation Sessions (with props/prototypes)
- > Rapid Prototyping
- > Scenario Development



*“By understanding what happens in a customer service journey, a business can create and improve their brand experience.”*

## BENEFITS

By mapping how a customer uses a service, we gain an empathetic connection with your customers and their contexts. Using this understanding we can:

- Validate existing services
- Discover gaps in customer service,
- See ways to improve the experience,
- Discover new opportunities for innovation.

## CALL US TO DISCUSS YOUR PROJECT

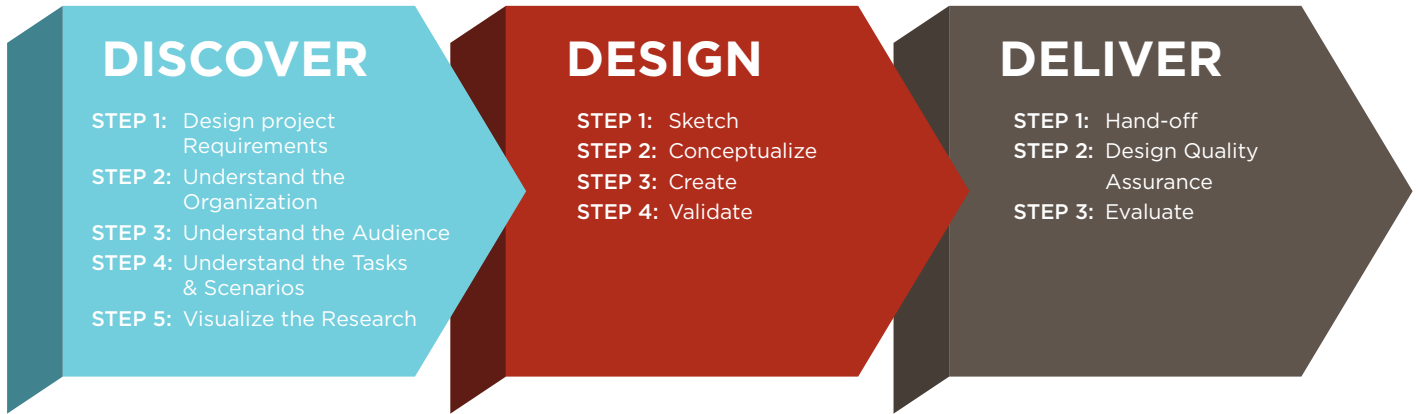
We'd love to hear from you!

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## THE INFORMED DESIGN PROCESS

Pivot is a people-oriented informed design company. Our three-phase, Discover > Design > Deliver process combines insights and analyses about customer behaviour and business goals with our visual design expertise to create high-impact experiences.

## OUR SERVICES

Whether you are launching a new product or service in the mobile space, arming your sales team, or taking your social message to the streets, Pivot's designers can provide everything from memorable identity programs to immersive web sites, compelling collateral materials and integrated mobile applications. Using our informed design process, we take the time to understand the people involved in all aspects of the project so your organization's voice is clear, consistent and persuasive.

### Design Research

- > Task & Scenario Visualization
- > Experience/Mind Mapping
- > Profiles (Audience modeling)
- > Competitive Landscape Review / Client Material Audit
- > Field Research & Observation
- > Audience/Stakeholder Interviews

### Digital Design

- > Web Sites & Portals
- > Mobile: Applications, ePub
- > Software UI, GUI Design
- > Social Networking

### Print Design

- > Brand Identity Programs
- > Naming, Positioning & Messaging
- > Communication Materials & Collateral
- > Brand Guidelines Document
- > Packaging
- > Exhibit & Tradeshow Design

### Service Design

- > Expert Evaluations
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## SERVICE DESIGN WORK



Clockwise from top left: Mapping Exercise, Expert Evaluation, Customer Experience Map, Simulation Exercise.

## ABOUT PIVOT

Pivot's mission is to help our customers strengthen their products and services through the use of a three phase process: discover-design-deliver. With insight, imagination, and impact, we deploy informed design to create impactful user experiences.