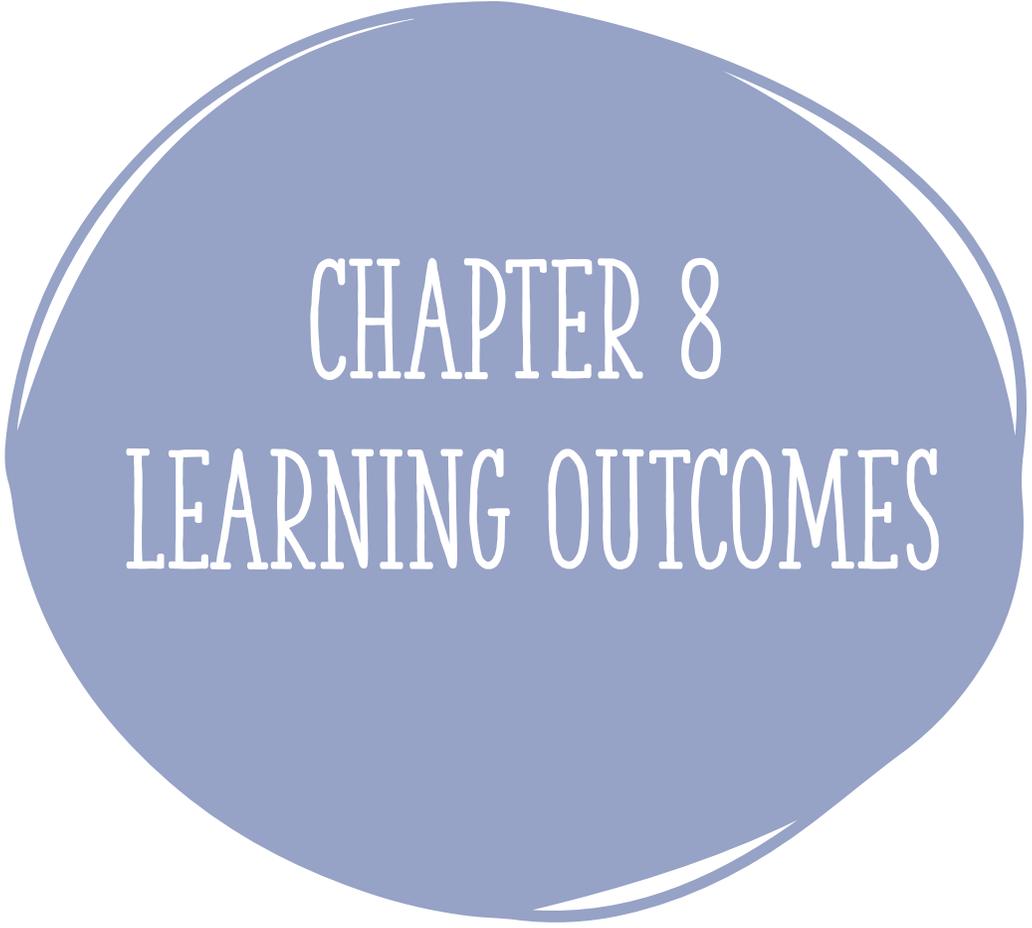


# USING DESIGN THINKING TO IMPROVE CUSTOMER EXPERIENCE

Chapter 8  
Customer Centric Strategy  
Kerri Shields | Pressbooks



Photo by Karolina Grabowska from [Pexels](#)



## CHAPTER 8

# LEARNING OUTCOMES

1. List five general principles of service design.
2. List the five stages of the Design Thinking process.
3. Explain what occurs at each of the five stages of the Design Thinking process.
4. Describe three service prototyping techniques.



# SERVICE DESIGN

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Service design refers to the planning and organizing of people, infrastructure, communication, and material elements of a service in order to improve its quality and the interaction between the service provider and their customers.

Service Design is about three things:

1. Customer Centricity
2. Co-Creation
3. Being Holistic

# GENERAL PRINCIPLES OF SERVICE DESIGN



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1. Services should be based on genuine comprehension of purpose, demand, and ability to delivery the service.
2. Services should be based on customer needs rather than internal business needs.
3. Services should deliver a unified and efficient system.
4. Services should be designed and delivered in collaboration with relevant stakeholders.
5. Services should be developed as a minimum viable service (MVS) and then deployed.

# CREATE INCLUSIVE CUSTOMER EXPERIENCES

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Inclusivity means to create experiences that reflect and enable people of all backgrounds and abilities to engage positively with the company brand and achieve their goals.

The most inclusive brands do this with equity, diversity, and inclusion efforts.



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# CONNECT EMPLOYEE EXPERIENCE

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Customer experience and employee experience must be aligned to be successful. When employees feel under compensated, undervalued, or taken for granted, they sometimes become angry or resentful toward the organization. When this occurs their performance may decline, and their interactions with customers may also become less what is expected.

# SERVICE DESIGN VERSUS DESIGN THINKING

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- Service Design is understood as designing where the outcome is a service.
- Design Thinking, on the other hand, is a broad methodology that is focused on the needs of the end-user when designing any type of innovation.



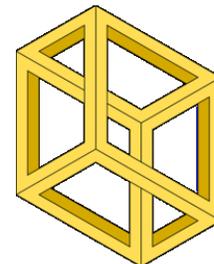
**Empathize**



**Define**



**Ideate**



**Prototype**



**Test**

# CHAPTER 8: THE END

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