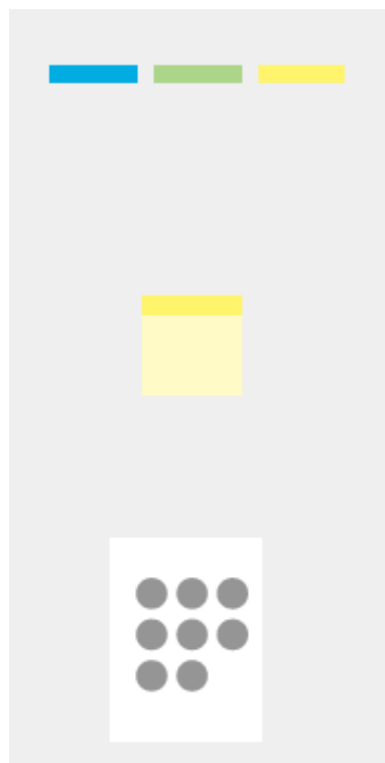


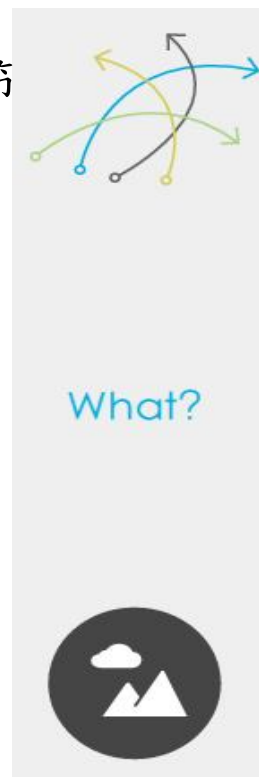
本書的設計就是一個服務設計



不同顏色代表不同章節

標出頁數與章節

書末有圖像的索引



圖像連結

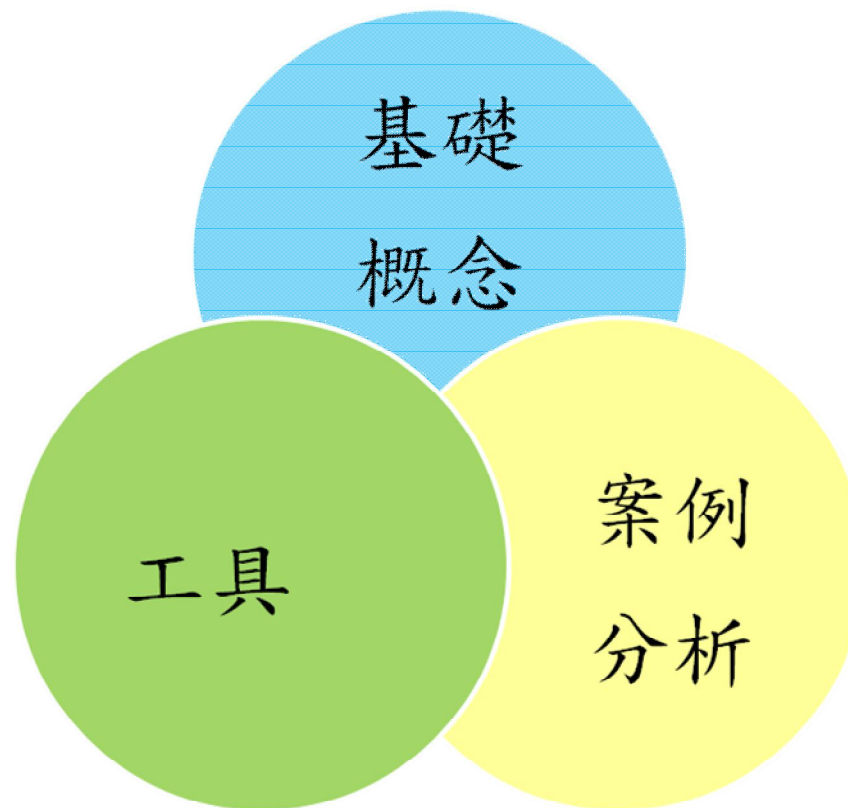
文章所指出的
重點問題

所使用的
工具方法

- 服務設計思考是一種

跨學科的思考模式

- 包含三大部分



- 什麼是服務設計？
- 服務設計是



• CIID說服務設計是...

服務設計是知識經濟中不可或缺的元素

整合有形、無形的媒介，創立完整、縝密的服務經驗，能創造許多優勢

新興的
學術領域

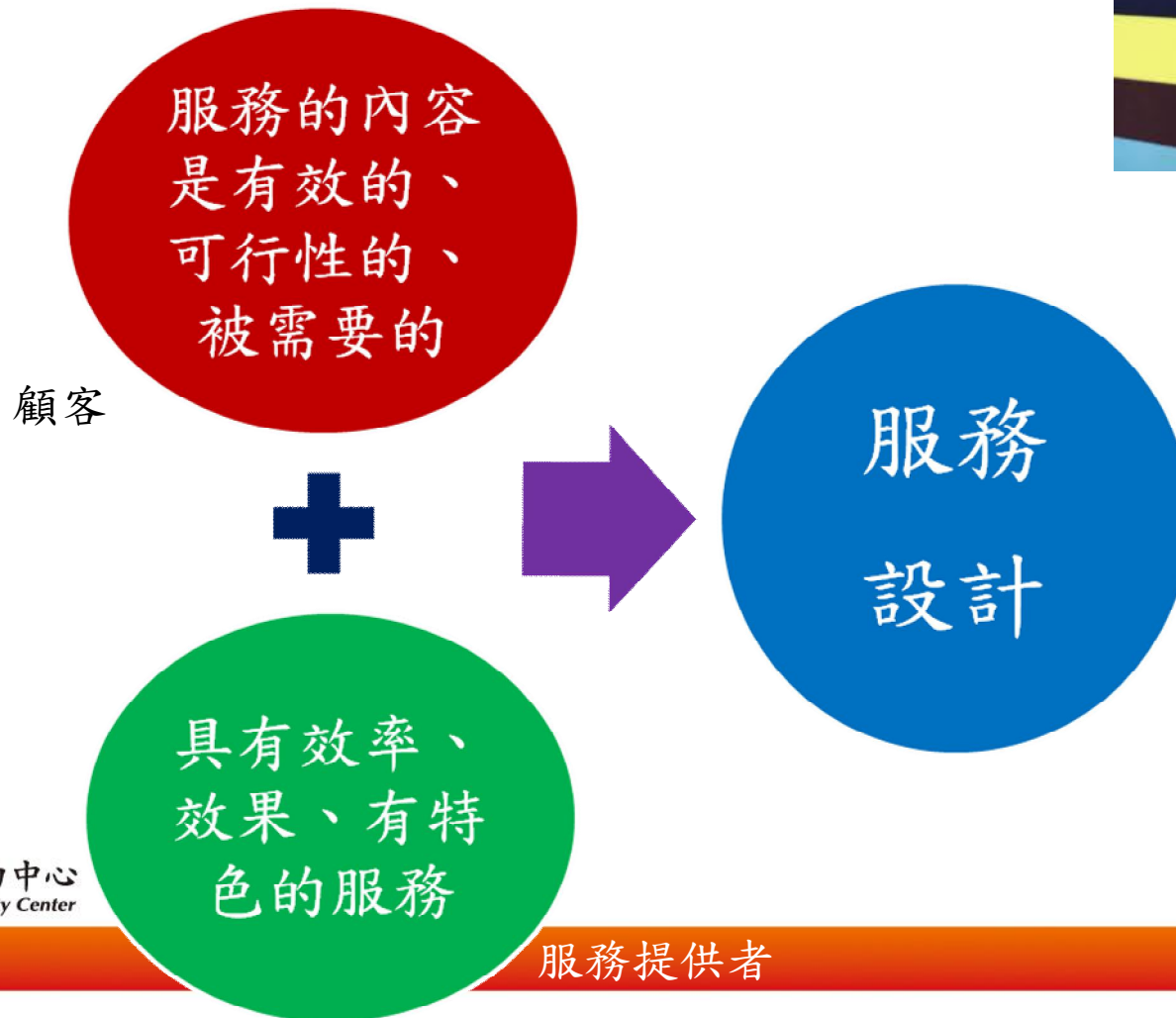
以提供使用者完整服務為目標，所規劃的系統與流程設計

納入瞭解使用者需求的新商業模式。在社會上創造新的社經價值

跨領域的學問，結合許多設計技巧、管理與程序工程。



歐洲第一位服務設計教授Birgit Mager說...



服務設計思考5原則

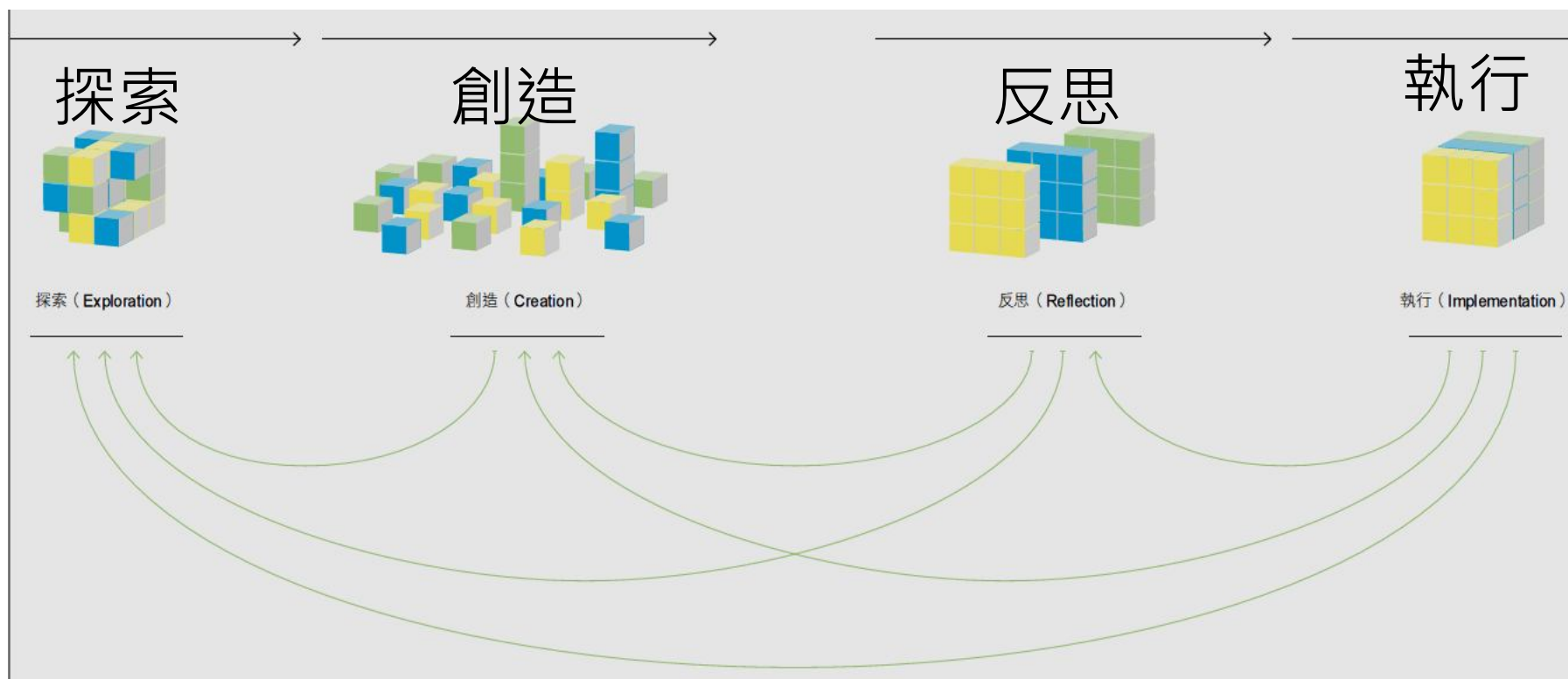


有哪些學科跟服務設計有關?



服務設計思考工具

- 這是一個不斷反覆進行的流程



服務設計思考工具

• AT-ONE

A

ACTOR



T

TOUCHPOINT



O

OFFERING



N

NEEDS



E

EXPERIENCE





服務設計工具箱

探索

- 利害關係人地圖
- 服務探索之旅
- 影子計畫
- 顧客旅程地圖
- 情境訪談
- 5個為什麼
- 文化探測
- 行動人種誌
- 日常生活的一天
- 期望地圖
- 角色



創造與迭代

- 創意發想
- 假使
- 設計情節
- 故事板
- 桌上演練
- 服務原型
- 服務演出
- 敏捷式開發
- 共同創作



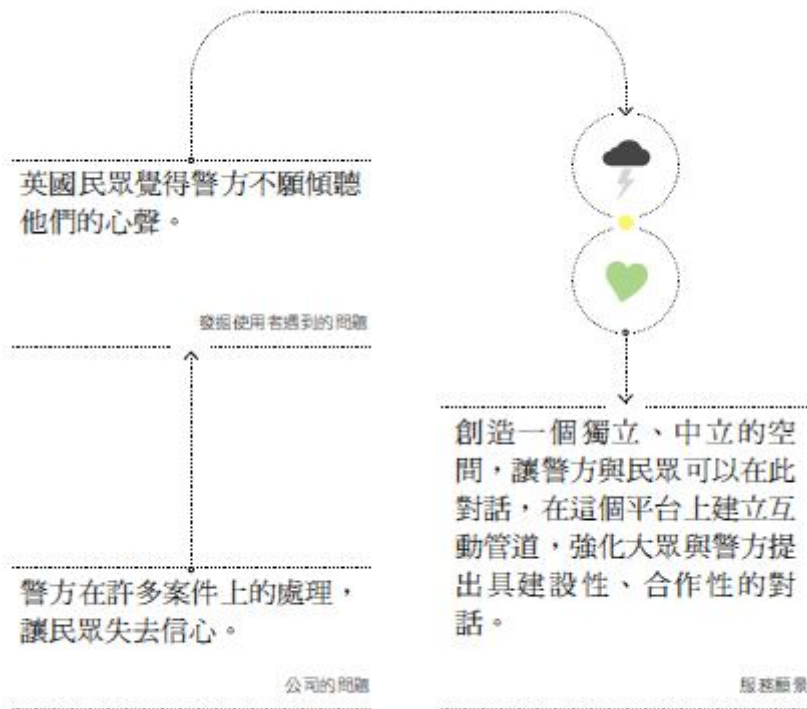
執行

- 說故事
- 服務藍圖
- 服務角色扮演
- 顧客生命週期圖表
- 商業模式草圖

服務設計案例(一)

- 蘇格蘭警局服務改造

- 提供警察與民眾中性對話平台



- 使用工具

- 描繪領域的輪廓
- 情境
- 服務藍圖
- 紙本原型
- 情境訪談
- 5個為什麼
- 角色
- 觀察
- 故事腳本
- 敏捷式開發
- 共同創造

MyPolice

- 利用社群媒體，讓民眾有和警察直接溝通的中性管道



THE RESULTS

1

Pilot launched with Tayside Police in Scotland

1

Service change implemented and profiled in BBC news

24K

Story views during pilot

50K

Website hits during pilot

8

Police officers actively responding to stories on MyPolice during pilot



MyPolice

My Noisy Neighbour

I remember hearing noises coming from my next door neighbours house. I went downstairs and followed the noise, it was coming from my neighbours back garden and the woman who lives there was arguing with the person who shared the house with her. The woman started making threats to the other occupant. So my mother quickly called the police and was immediately threatened herself along with the occupier of the house on the other side of the house where the noise was coming from. The police arrived... [\(Read more\)](#)

Suggestion

The service was exceptional and the police were extremely helpful it couldn't have gone any better.... [\(Read more\)](#)



Posted by P808Tayside98 10 months ago
0 Responses / 0 Comments / 517 Views



Country In Chaos (Perth In Pandemonium)

what is happening in Perth? It is really scary all these stabbings, drug addicts and alcoholics everywhere. I dont go out at night because of it. However, Im not even safe from it in my own home. Sick of the lack of accountability in this society. Things need to change. Target the correct people. Show respect to people who respect themselves, others and our environment.If someone lives in an undesirable part of town - it certainly does not mean we are all the same. Please keep that in mind when ... [\(Read more\)](#)

Suggestion

the people make a stand to change what is happening to /in this country. The police dont seem to hav... [\(Read more\)](#)



Posted by anonymous over 1 year ago
0 Responses / 0 Comments / 736 Views

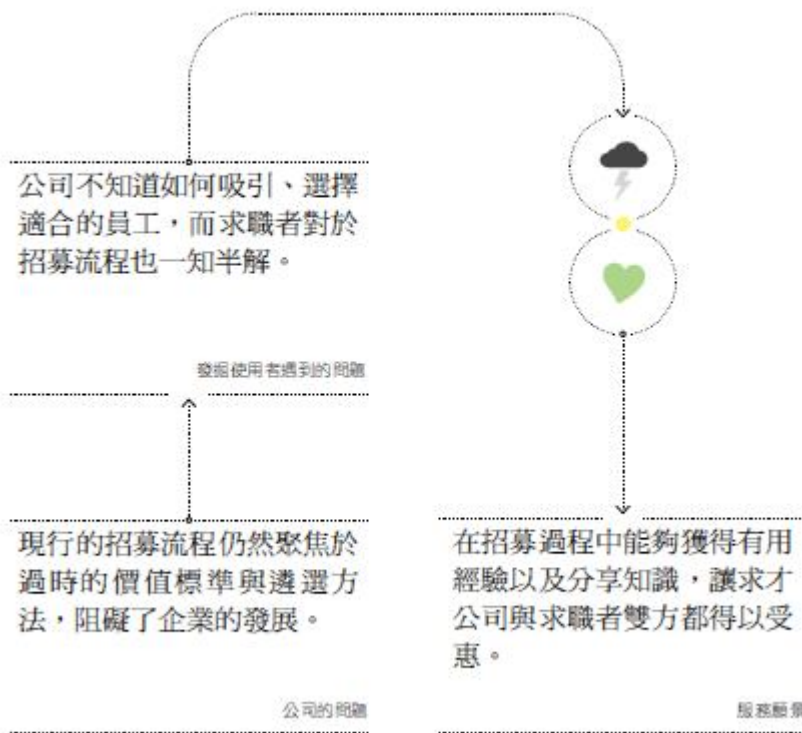


- 民眾上傳故事，警察提供建議，其他民眾也可表達自己的意見
- 事後可針對處理方式加以評比
- 民眾與警察共創更好的社會

服務設計案例(二)

- 人力銀行的服務改造

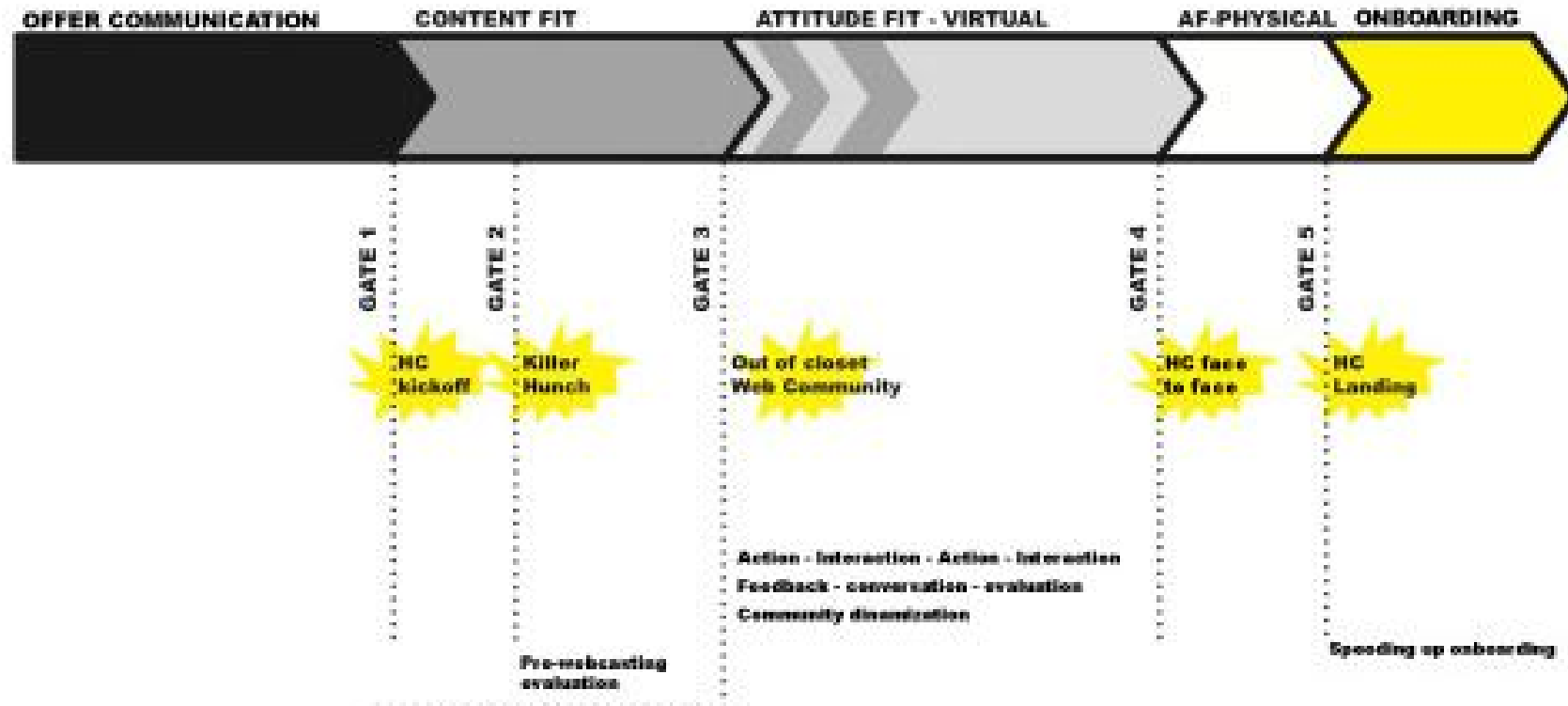
- 運用服務設計打造獨樹一格的商業模式



- 使用工具

- 訪談
- 討論會議
- 情境故事
- 原型
- 共同創作

改變人力銀行流程



避免
干擾

設定問題
偵測技能

廣播系統
推薦自己

雙方
面談

正式
工作

成果



Home

The Process

A larger version of the 'hello change!' logo is centered in a light gray box. To its left and right are black square buttons containing white double arrows pointing left and right, respectively. The logo itself has a yellow sun and blue clouds behind the text.

hello change!

A NEW RECRUITMENT PROCESS

Hello Change is a recruitment service based on the mutual allurements of the candidate and the employer. It helps the right people to meet the right company. And vice-versa. Hello Change lowers the risk in hiring and increases chances of a happy team story. Hello Change emerges as a new service for companies that believe they are made up of people, not resources, and who look for the best fit when they need to add new people to their team.

Employee Branding

Saids & reads

About Funky Projects