Intro

Customers experience services through touch-points.

Designers work to ensure consistent experiences across multiple touch-points, innovate through new touch-points, and on the design for the customer experience of a single touch-point.

We have designed these cards to help you think about touch-points during the design process.

If you like them, please tell us. If you don't like them, please tell us too.

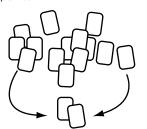
From the AT-ONE project. www.service-innovation.org

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Tool 1: **Forced** association

This helps you to generate service ideas using the well known forced association method. Its simple, fun and forces you to think in a different way.

Put all cards face down on the table. Pick two cards and create a service for your project based upon just these touch-points.



For all ages. 1-10 players

Tool 2: Mapping touch-points

Create a service journey. For each step of the service journey, choose the touch-point cards from the pack that the customer encounters.

This mapping can be used to then identify problems customers might have along the service journey, consistency of touch-point design, tone of voice differences between touch-points etc.

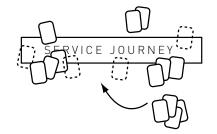


For all ages. 1-10 players



This helps you to renew touch-point thinking in a project.

Map the touch-points as described on tool 2. Identify the 2 most important touch-points at each step and replace them with alternatives. What does this add to the customer experience?

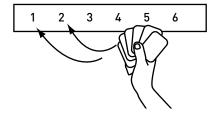


For all ages. 1-10 players

Tool 4: Can I use it here?

This helps you to renew touch-point thinking in a project.

Create a service journey for your project. For each step of the service journey, go through the touch-point cards and envisage how the touch-point could create value at this particular step.

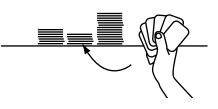


For all ages. 1-10 players

Tool 5: Whose touch point is it anway?

This helps you to identify if your oganisation has a fragmented touch-point approach.

Sort through the touch-point cards in terms of who is responsible for the touch-point content and form within your organisation. Discuss in the group, how, and how well these different departments work together to create a consistent customer experience.



For all ages. 1-10 players







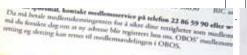


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Cool! Nerdy cool in some way

I couldn't help myself, I ordered one :-)



This is a cool watch! Are they actually available to buy? Id love to own one. geek but that only other geeks could identify it as geeky. Where can i get one Beply -More

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1.1 UPrinting 1 week ago Waahhi I don't know all of them T_T It looks nice though. Thanks for sharing. :) Reply - More : Andrew Keir 1 week ago wow, just when I thought people couldn't get any more into these sites :P



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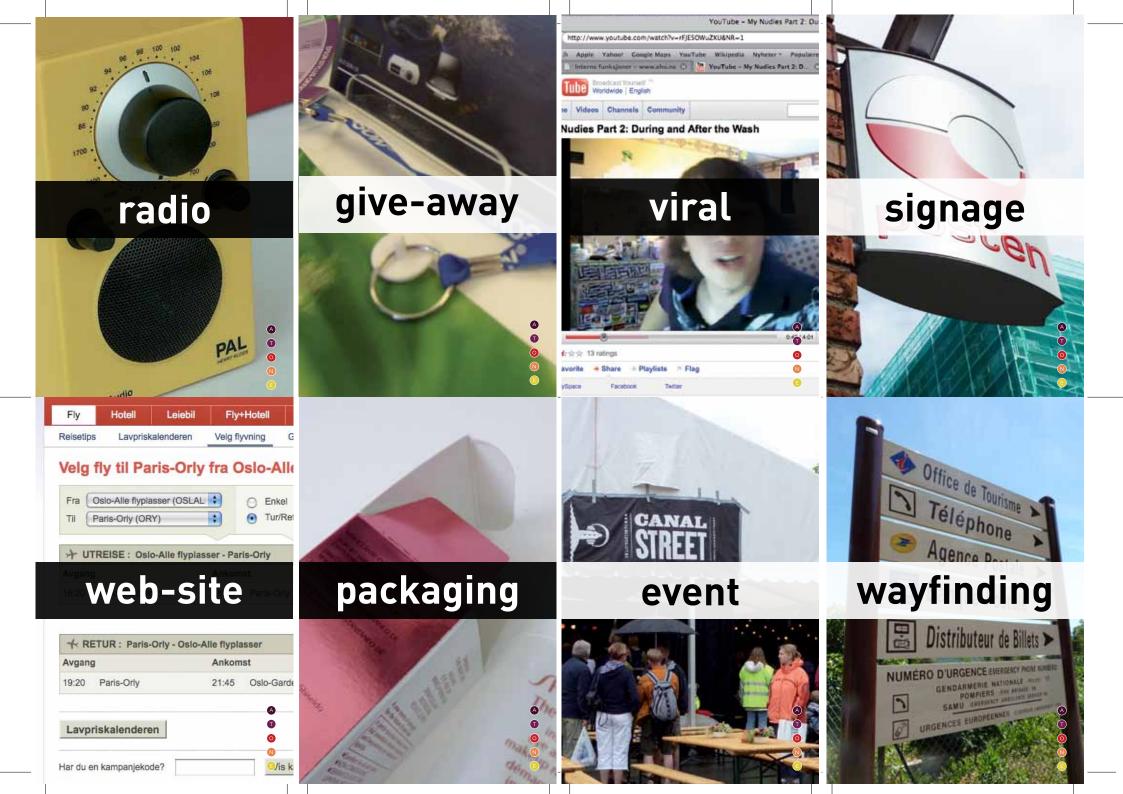
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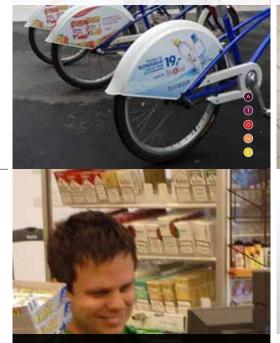
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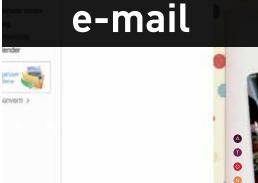
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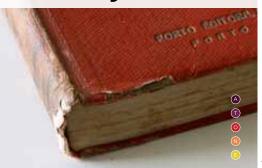
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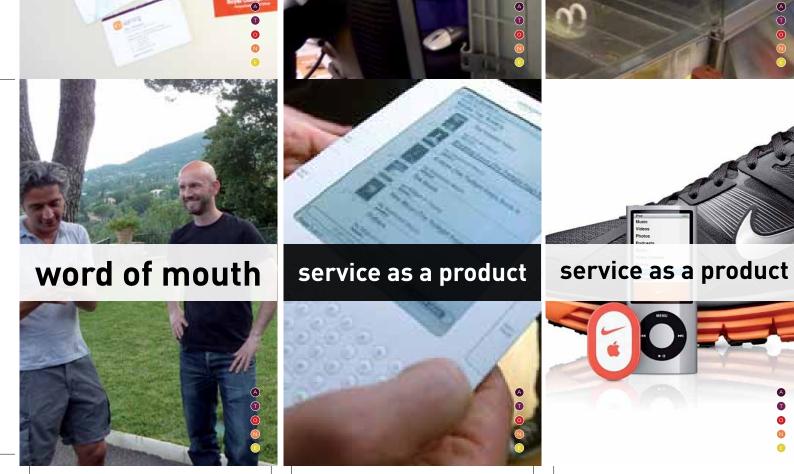
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Chat/IM





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welcome package



Touchpoint missing? Draw or write it, and tell us about it!

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