

EMPATHIC
SYMPATHETIC, KIND



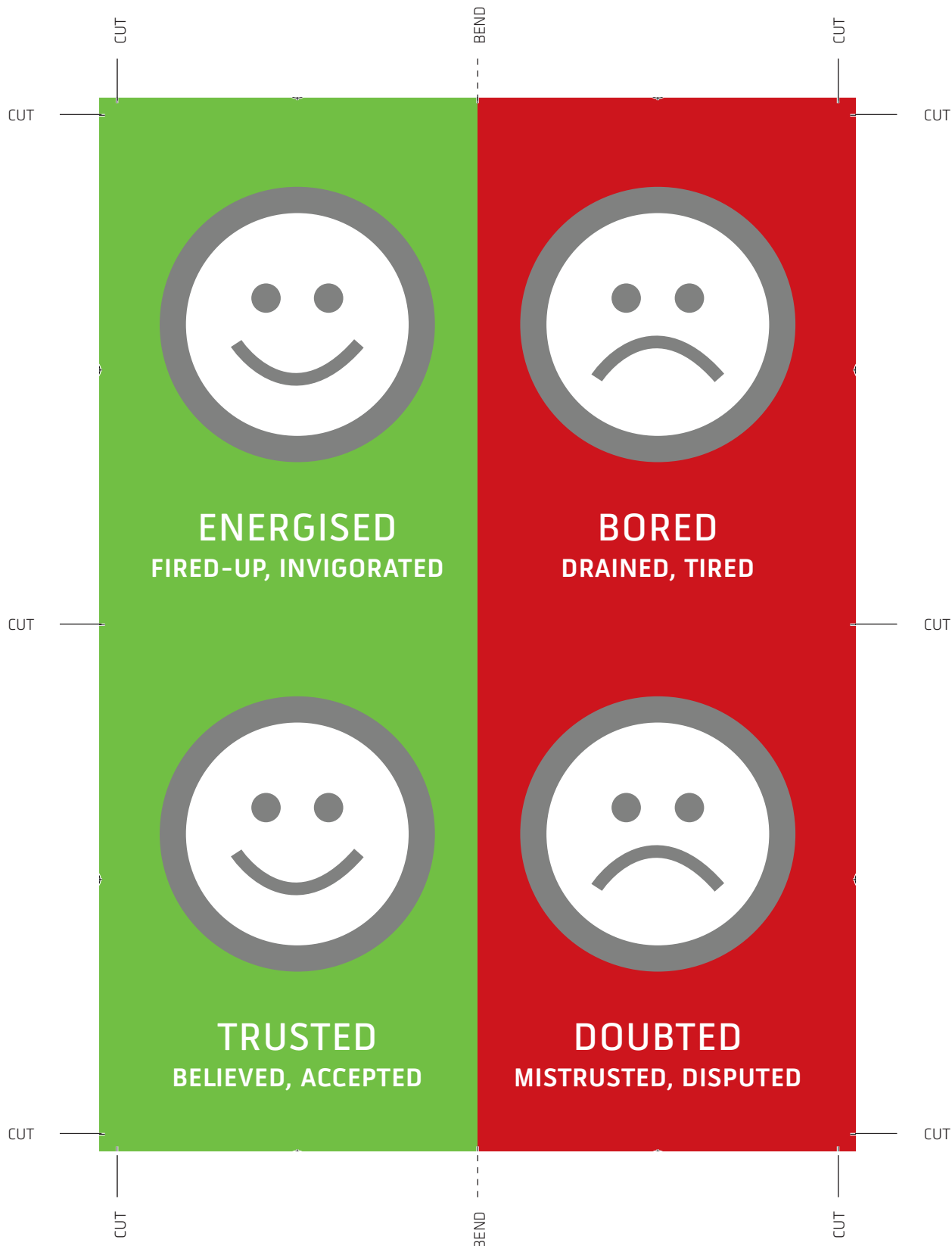
ATTRACTED
LOVE, DESIRE, WORSHIP



UNCARING
INCONSIDERATE, COLD



REJECTED
REFUSED, REPULSED





PROUD
SUPERIOR, MAGNIFICENT

ASHAMED
DISGRACED, INFERIOR

BOLD
BRAVE, ADVENTUROUS

SCARED
FRIGHTENED, TENSE



CLEAR
TRANSPARENT, EXPECTED

CONFUSED
DISORIENTED, UNCLEAR

CONFIDENT
PROUD, COURAGEOUS

UNCERTAIN
ANXIOUS, UNSURE





Intro

Customers experience services through touch-points.

Designers work to ensure consistent experiences across multiple touch-points, innovate through new touch-points, and 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

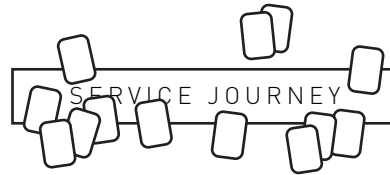


Tool 1: Mapping touch-points

Create a service journey.

For each step of the 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.

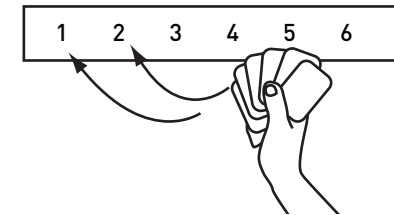


For all ages. 1-10 players

Tool 2: 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 place the ones that can be relevant for this particular step (probably a lot of them). Identify the touch-points that will give the best experience for each step.

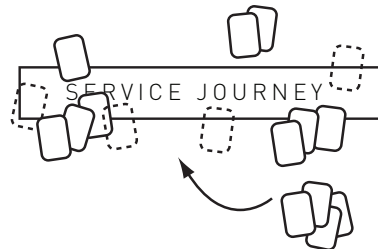


For all ages. 1-10 players

Tool 3: Touch-point take away

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

Map the touch-points as described on tool 1. Replace them, one at a time, with alternatives. What does this add/or take away from the customer experience?

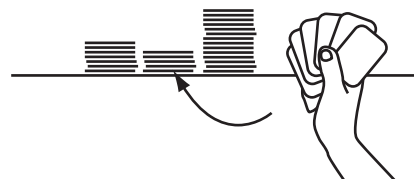


For all ages. 1-10 players

Tool 4: Whose touch point is it anyway?

This helps you to identify if your organisation 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

Tool 5: How does it feel?

This mapping can be used to identify pain points and to draw an emotional curve along the service journey.

Map the service journey (tool 1).

For each step of the service journey, choose the emotion card or cards from the pack that describes how the customer feels at this stage.



For all ages. 1-10 players

Tool 6: Turn it around!

Create a service journey and place the emotional cards to describe the customer experience for each step (tool 5).

If you have placed red cards, then turn each red card over, and ask the team: How can we change this experience (red side of card) to become this experience (green side of card). Redesign your service so that you only have green cards.

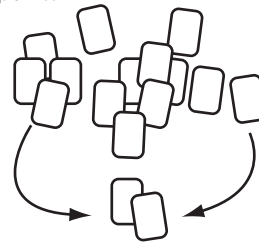


For all ages. 1-10 players

Tool 7: Forced association

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

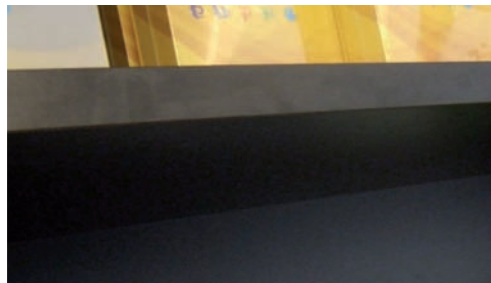
Put all cards face down on the table. Pick two cards and create a service for your project based upon just these touch-points.



For all ages. 1-10 players



credit/debit card



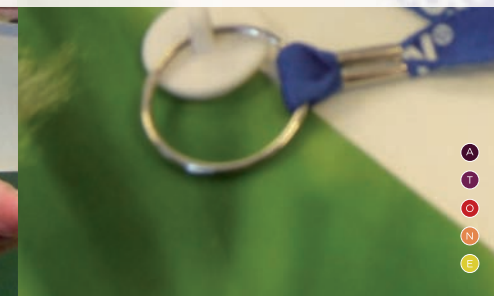
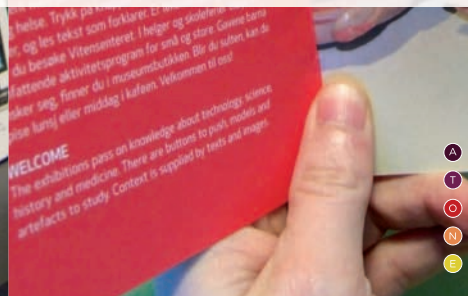
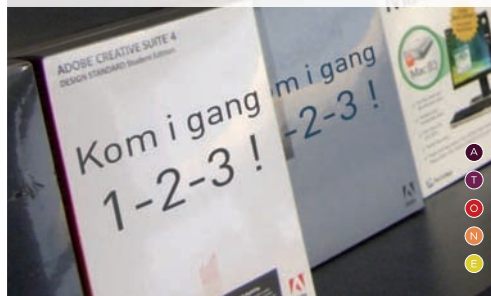
welcome package



brochure

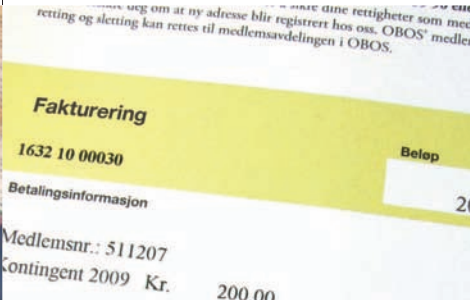


give-away





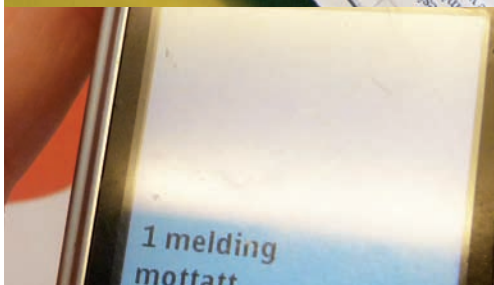
newspaper



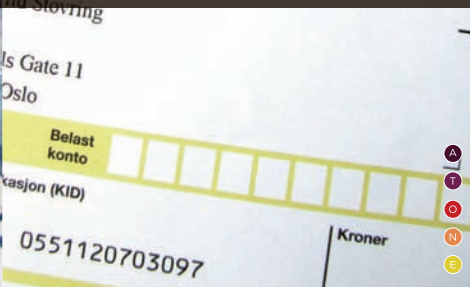
bill/invoice



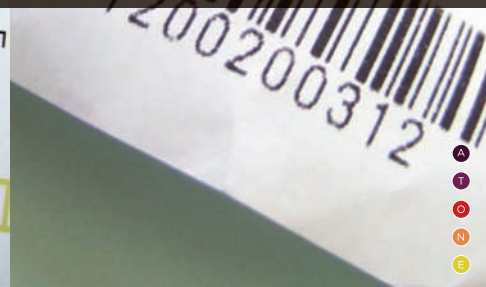
receipt



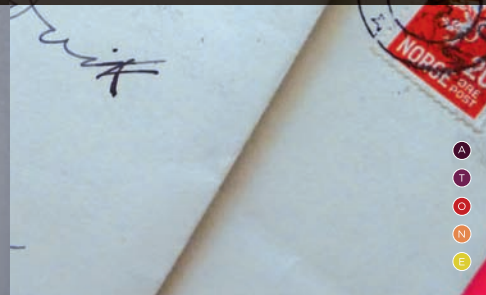
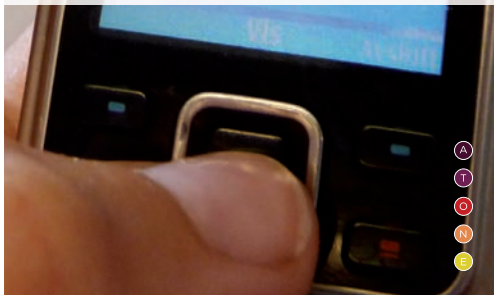
SMS



self-service



letter





app/widget



sponsorship



logo



smartphone



contract



instructions



blog



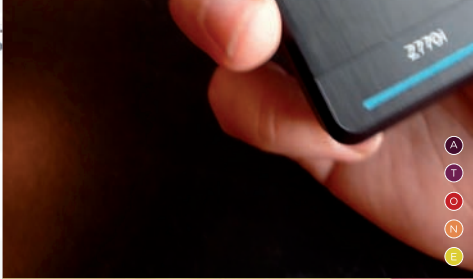
mobile phone



community



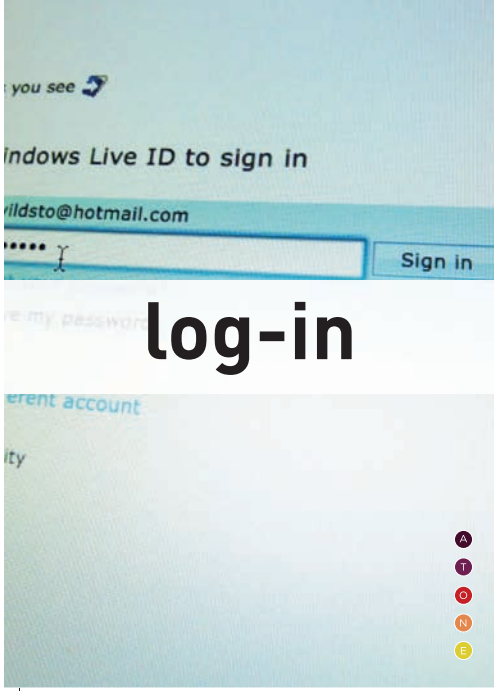
log-in



radio

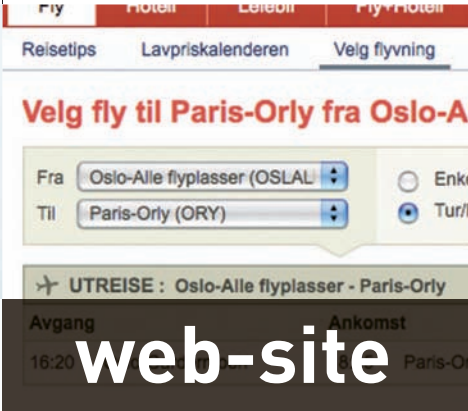


viral





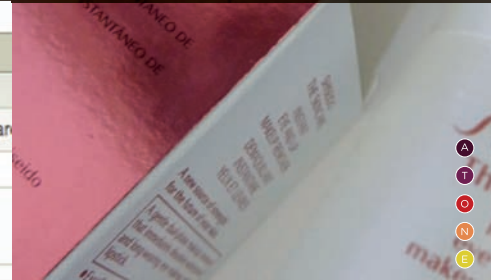
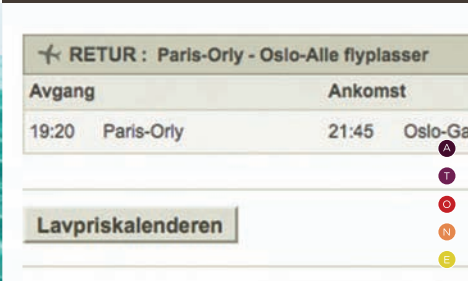
signage



web-site



packaging



event



wayfinding



advertising

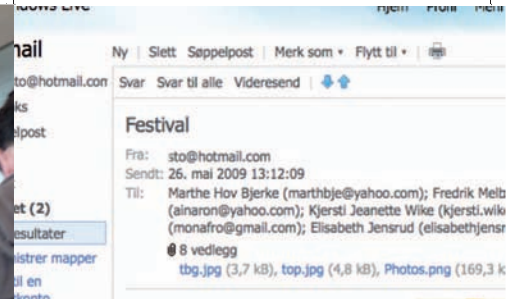




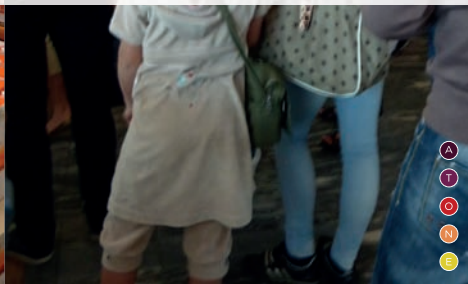
interior fittings



queue



e-mail



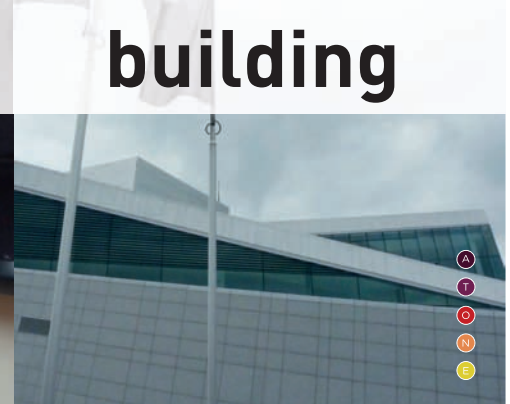
employees



phone

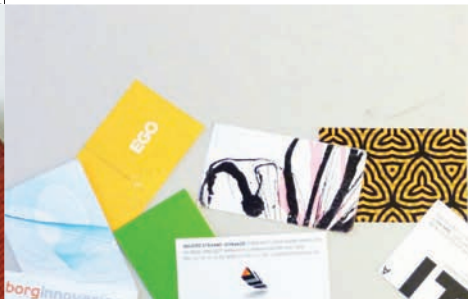


building

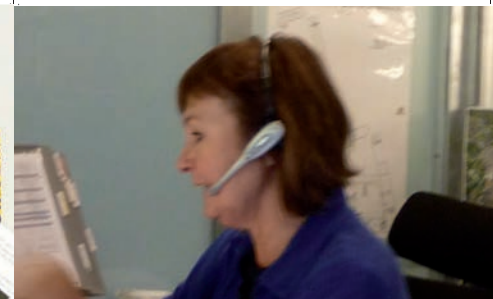




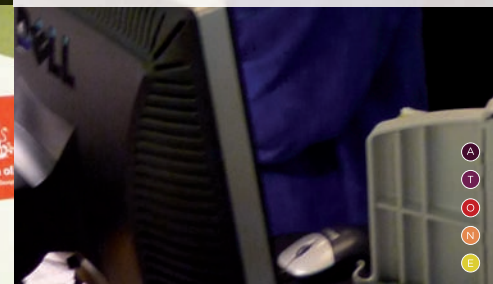
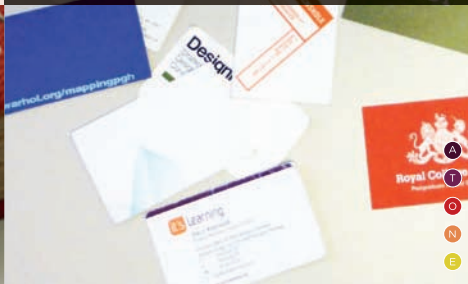
myths



business card



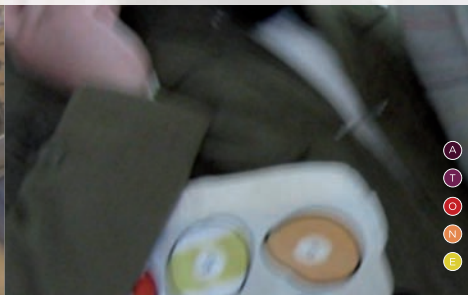
call-centre

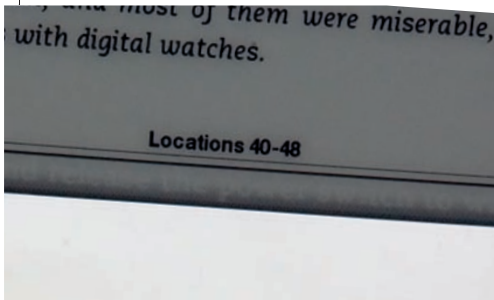


point of sale

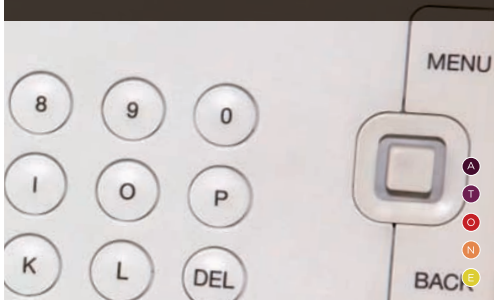
friends/family

word of mouth





service as a product



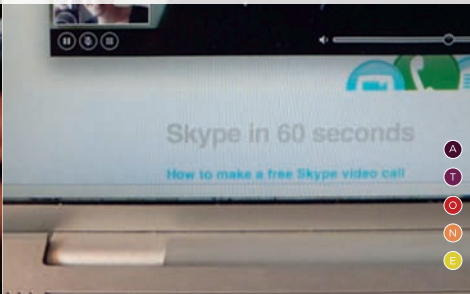
iPad/tablet



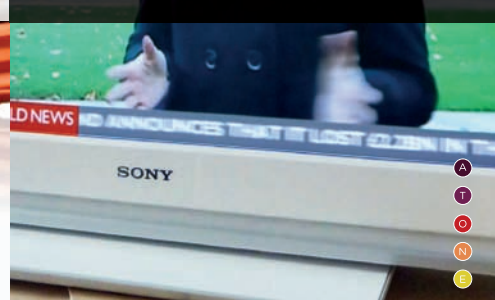
service as a product



video call/conference



TV

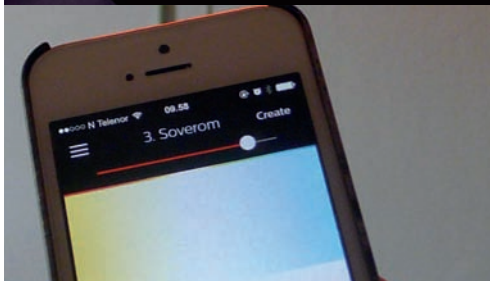


ambience-smell

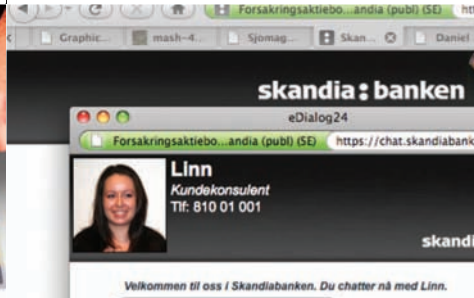
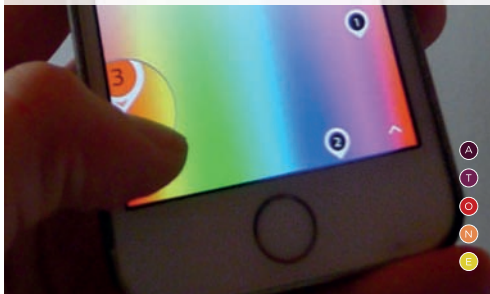




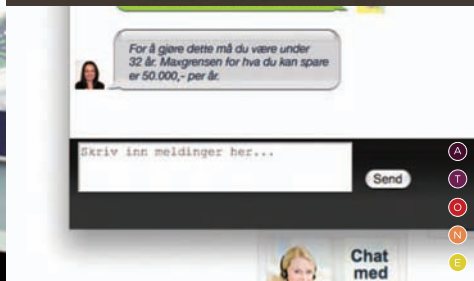
interactive table/surface



internet of things



chat/IM



internet of things



ambience-sound



large display





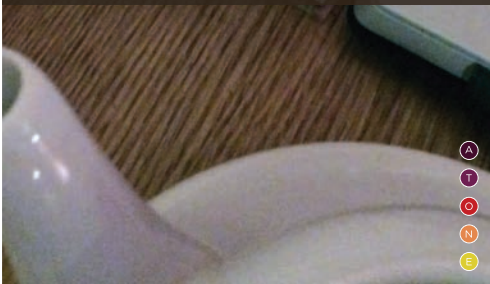
beacon



interactive advert



van/car



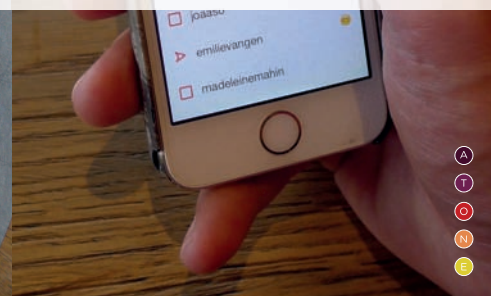
lorry/delivery



LinkedIn

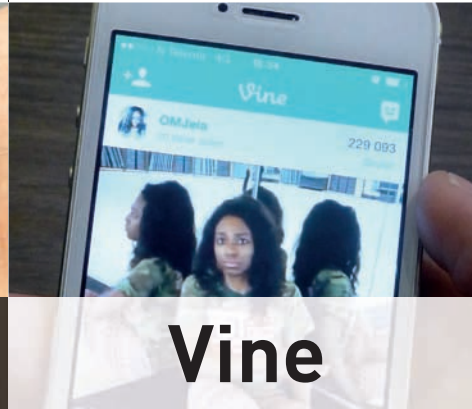


Snapchat

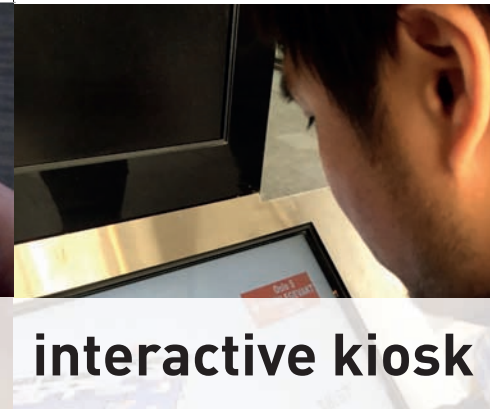




smartwatch



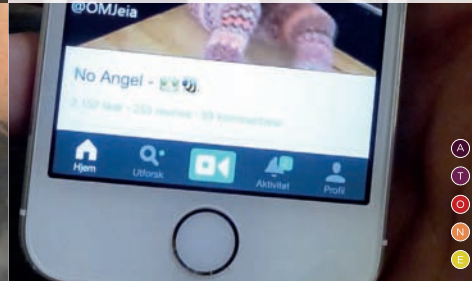
Vine



interactive kiosk



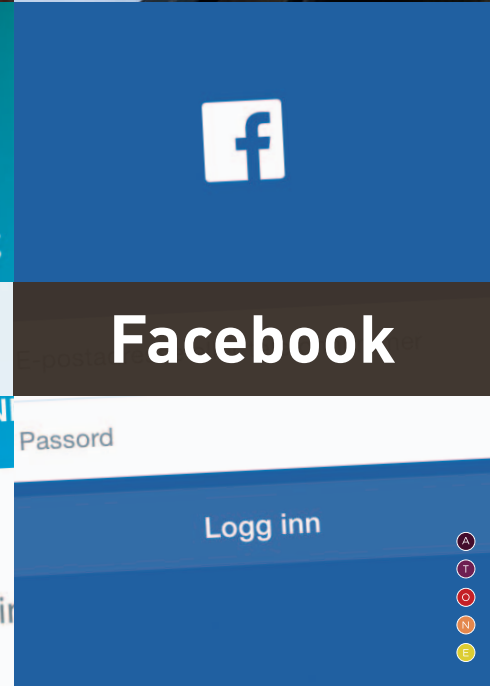
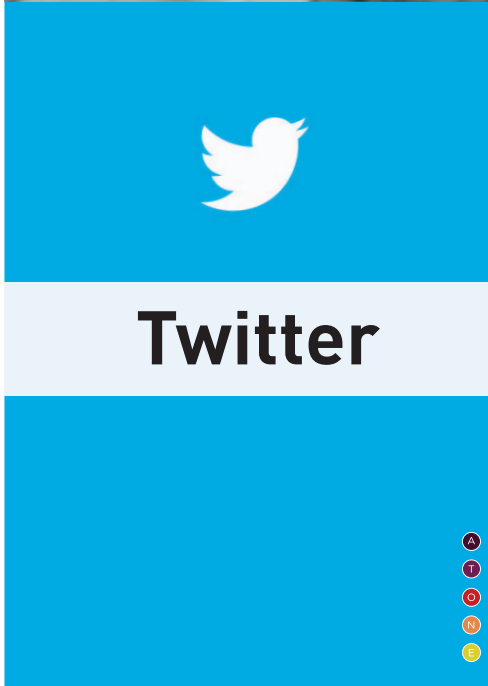
Twitter

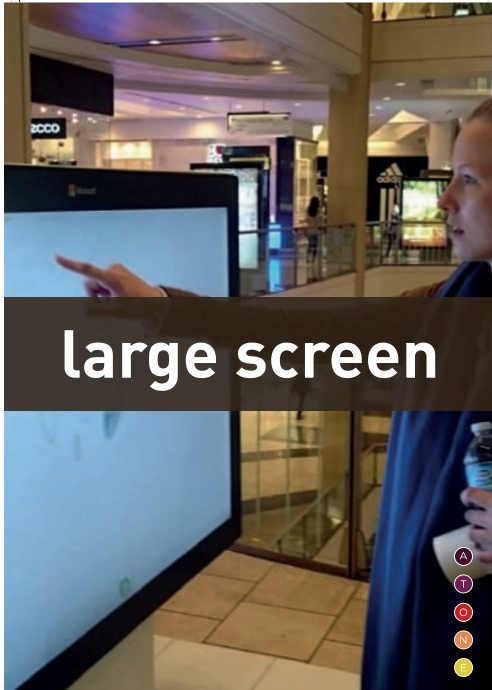


Instagram



Facebook





large screen

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

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

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

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

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