

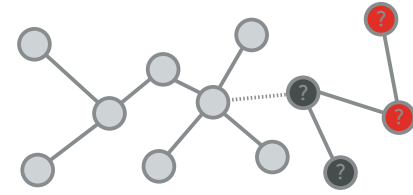
# AT • ONE

## Service Innovation Method

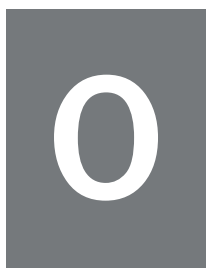
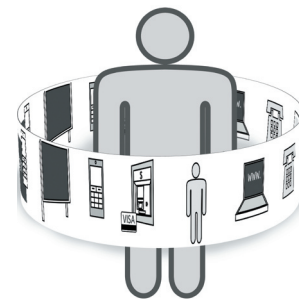
**AT-ONE** is a method aimed at improving the early stages of service innovation, through the integration of design-thinking into a structured innovation process. Service-Design is emerging as a response to industries' needs to improve service innovation and uses design skills such as customer-insight, cultural understanding, creativity and the designers ability to create solutions that are attractive and desirable.



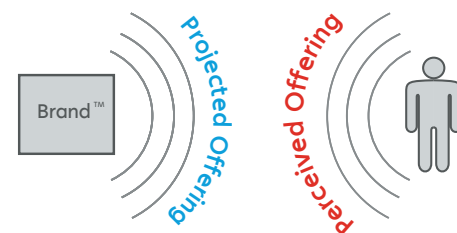
**Actors** - Services are often delivered by complex collaborations of actors in the form of a value network. There is considerable opportunity to be gained from innovating services based upon new actor constellations.



**Touch-points** - Services are delivered across multiple touch-points over time. Often, touch points are not exploited well, or are poorly co-ordinated. Focus upon touch-points and how new touch-points can be integrated allows a new view of service provision.



**Offering** - Services are usually based upon a core offering, although not all companies understand what their core offering actually is. By describing a companies projected offering and how this is perceived by the market, new services can be developed.



**Need** - Services should be based upon customer needs, wants and desires. This part of the method uses this as an innovation start-point.



**Experience** - Services are experiential in nature and experiences can be designed and staged. By defining desired experiences and developing a vocabulary for this, we hope that services can be developed from experience-pull rather than the traditional technology-push.



**GJENSIDIGE**



**NORSK TIPPING**



The AT-ONE project aims to further develop the AT-ONE method and develop the area of service-design in Norway. The project combines academic and commercial resources to iteratively refine and develop the AT-ONE method. The project is partly financed by the Norwegian Research Council.  
More information: [www.service-innovation.org](http://www.service-innovation.org)  
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