

MOVING FROM USER-CENTRED THINKING TO SYSTEM THINKING

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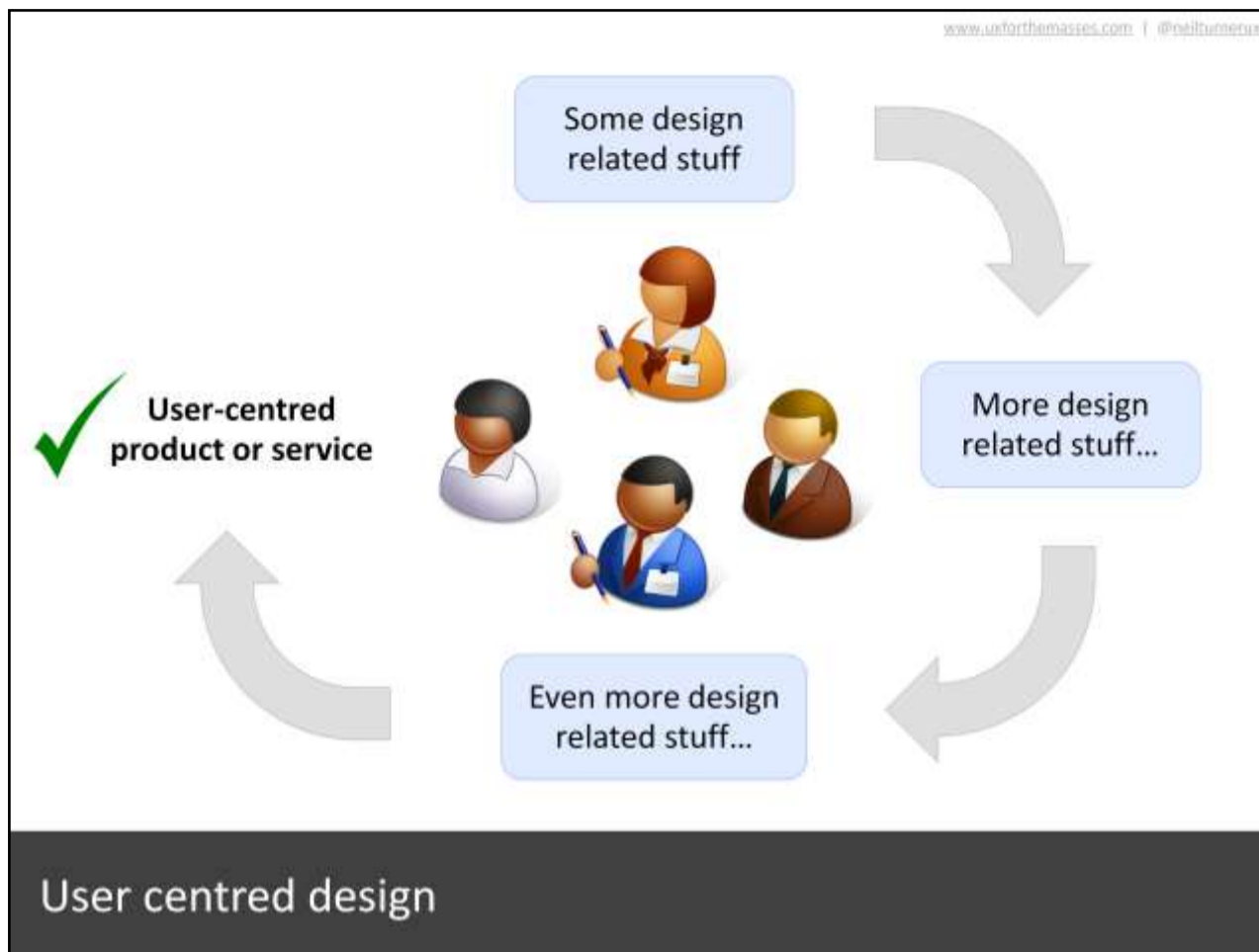
WHAT IS USER-CENTRED THINKING?

- Open up to the audience – what is user-centred thinking?

“Needs, wants, and limitations of end users of a product, or service are given extensive attention at each stage of the design process”

Wikipedia

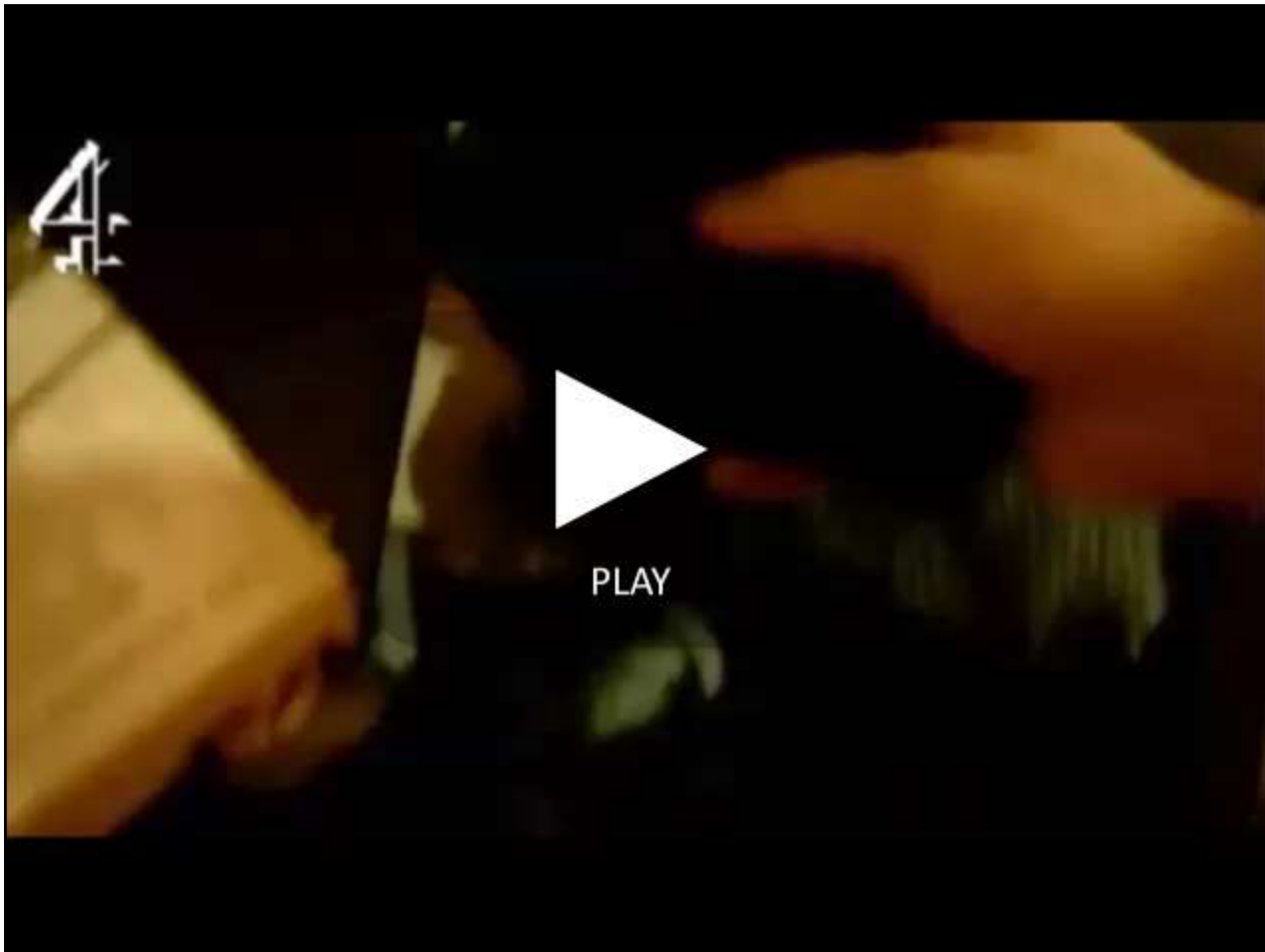
- If we look at user-centred design
- Wikipedia (the fountain of all knowledge) defines user-centred design as...



- We carry out some design related stuff, could be research, actual design or getting feedback from users
- We think USERS, USERS, USERS



- Which is absolutely as it should be
- Don't think I'm here to knock user-centred design as it's not only great, it keeps me gainfully employed
- But it can sometimes be a little bit blinkered



- When we focus, focus, focus on the user it can often feel a little bit like this...
- <https://www.youtube.com/watch?v=JkrGOhLJuhY>
- We only see the user's perspective and their side of the story
- We become so preoccupied with THE USER that we forget about all the other stuff that is going on
- We lose sight of the bigger picture...



- Of course we need to focus on the user, but we also need to consider the bigger picture
- We need to embrace the chaos and complexity of the real world so that we have something that feels more like this...
- <https://www.youtube.com/watch?v=QYTqhmzROko>



- Which is where system thinking and service design comes in...
- System thinking and service design is about looking at the bigger picture
- Its considering the wider eco-system that our users, product and service inhabit
- Its taking a holistic view, not just solely being focused on the user



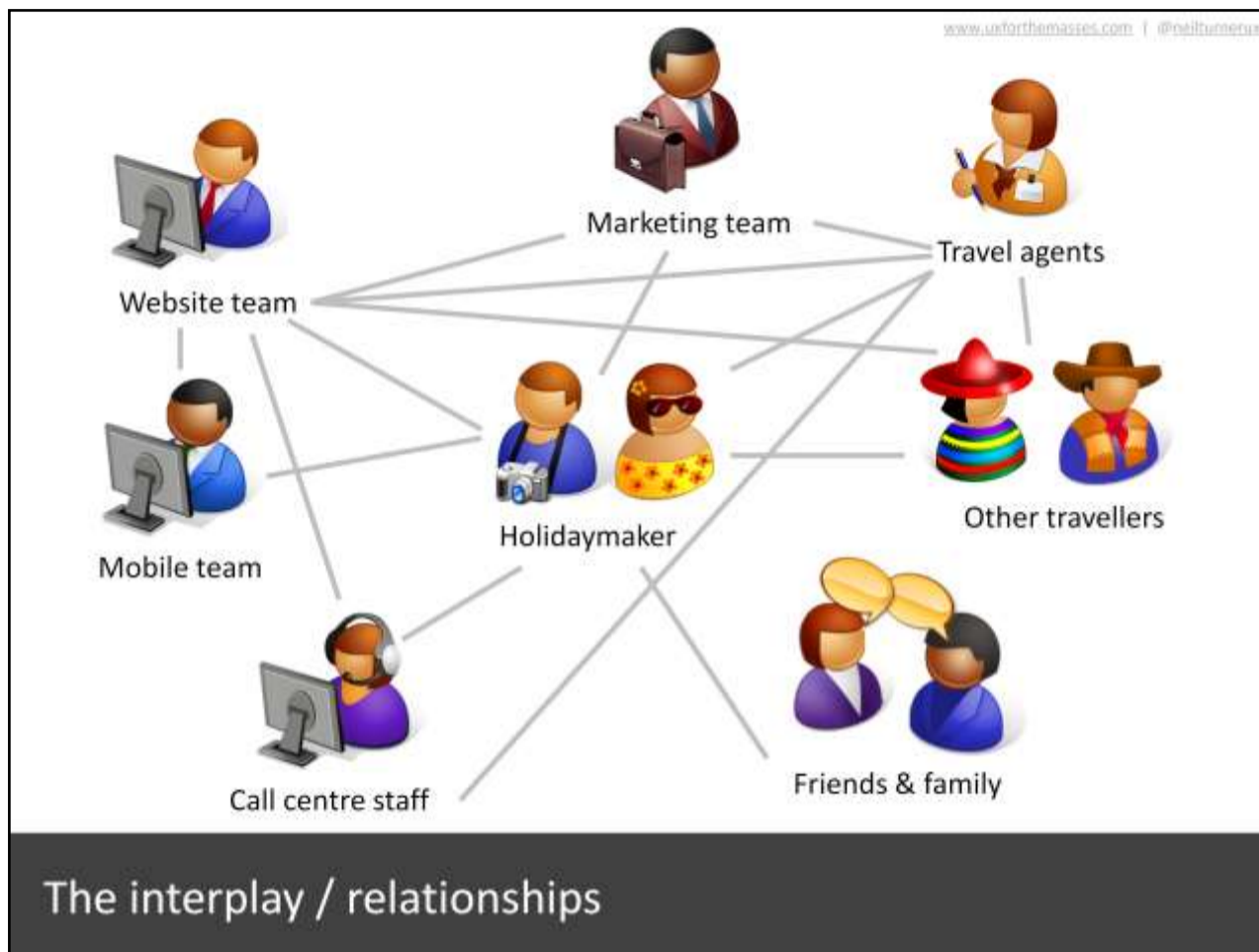
- Because designing a product or service is a lot like writing a movie (bear with me)
- Think about a favourite movie, chances are there are lots of different characters, stories, locations, scenes and so on...
- As a filmmaker you have to think about all this different stuff going on and how it all fits together as a coherent story
- The same is exactly true of designing a great product or service
- You need to take a holistic view, consider all the different stuff going on and how it all fits together to deliver an exceptional user experience



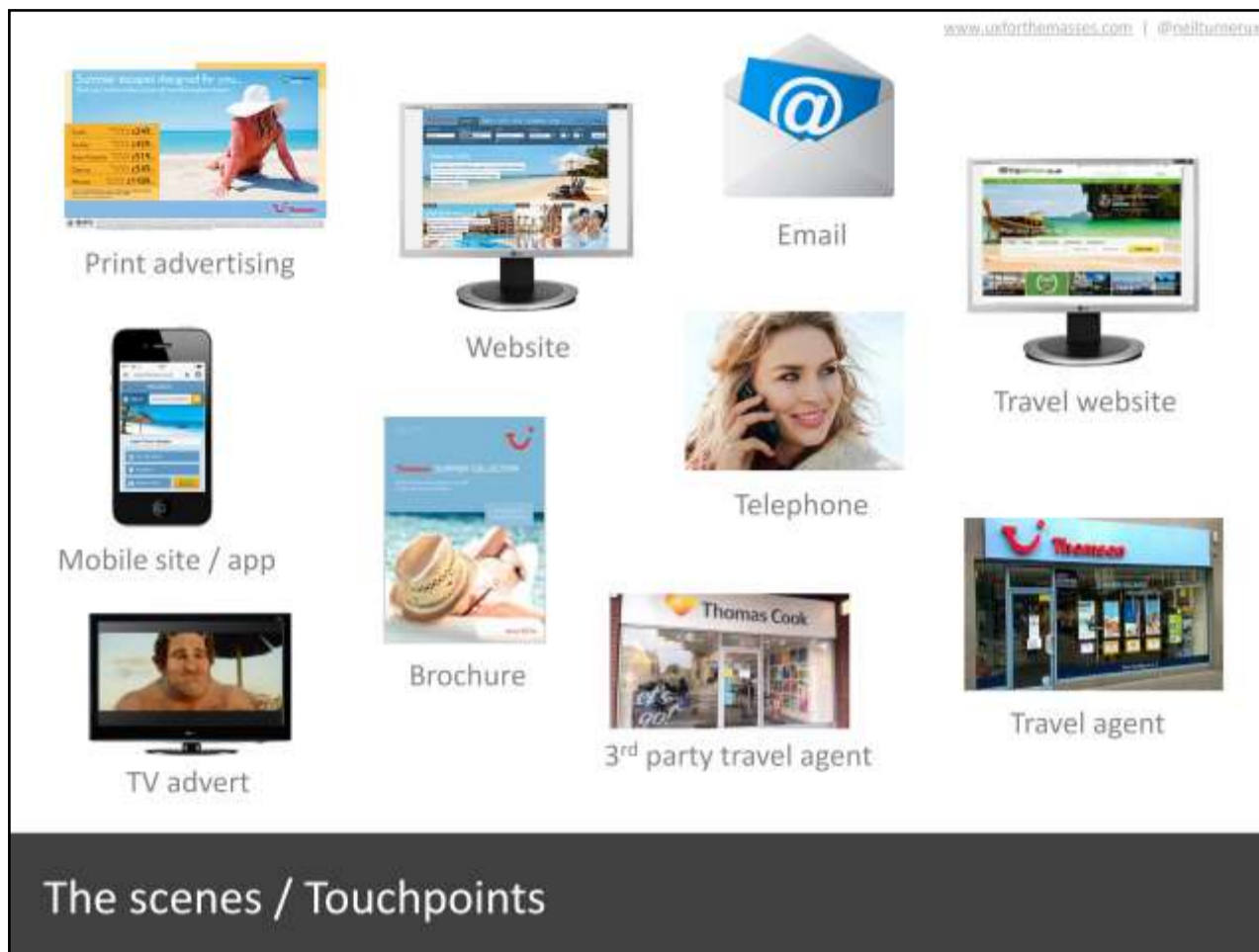
- Lets take a family booking their summer holiday as an example
- This is a story that hopefully should be familiar to you
- Its one that I can also confidently talk about having spent the last 3 years working in travel



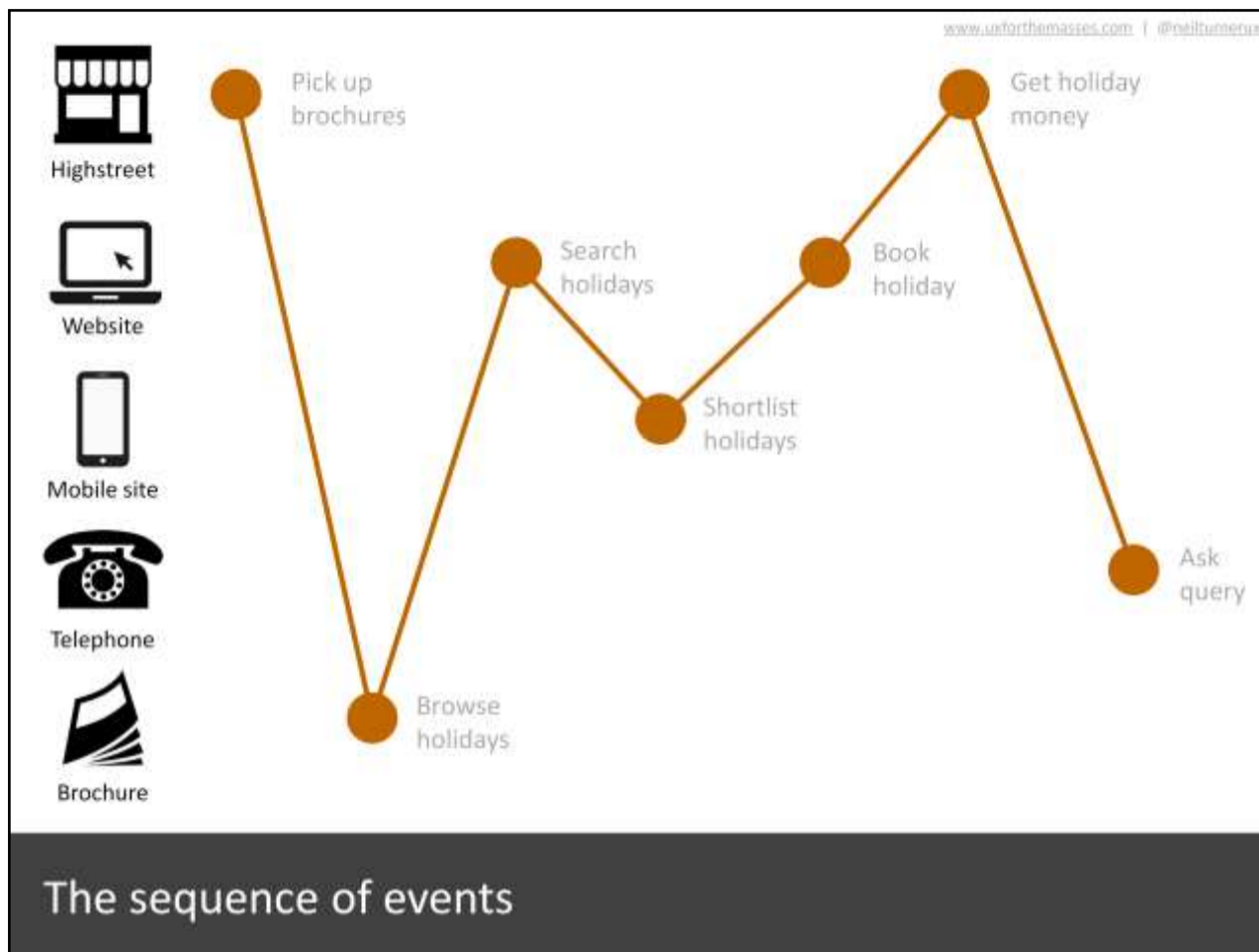
- If we take a purely user-centred thinking approach then surely we would pretty much only focus on our primary user – the holidaymakers
- But hang on, what about the other actors involved?
- What about the travel agents that provide advice, and guidance
- The friends and family that might recommend possible destinations
- The head office staff that provide the content for the holiday website
- Even within our holidaymaker family we've got different people to consider



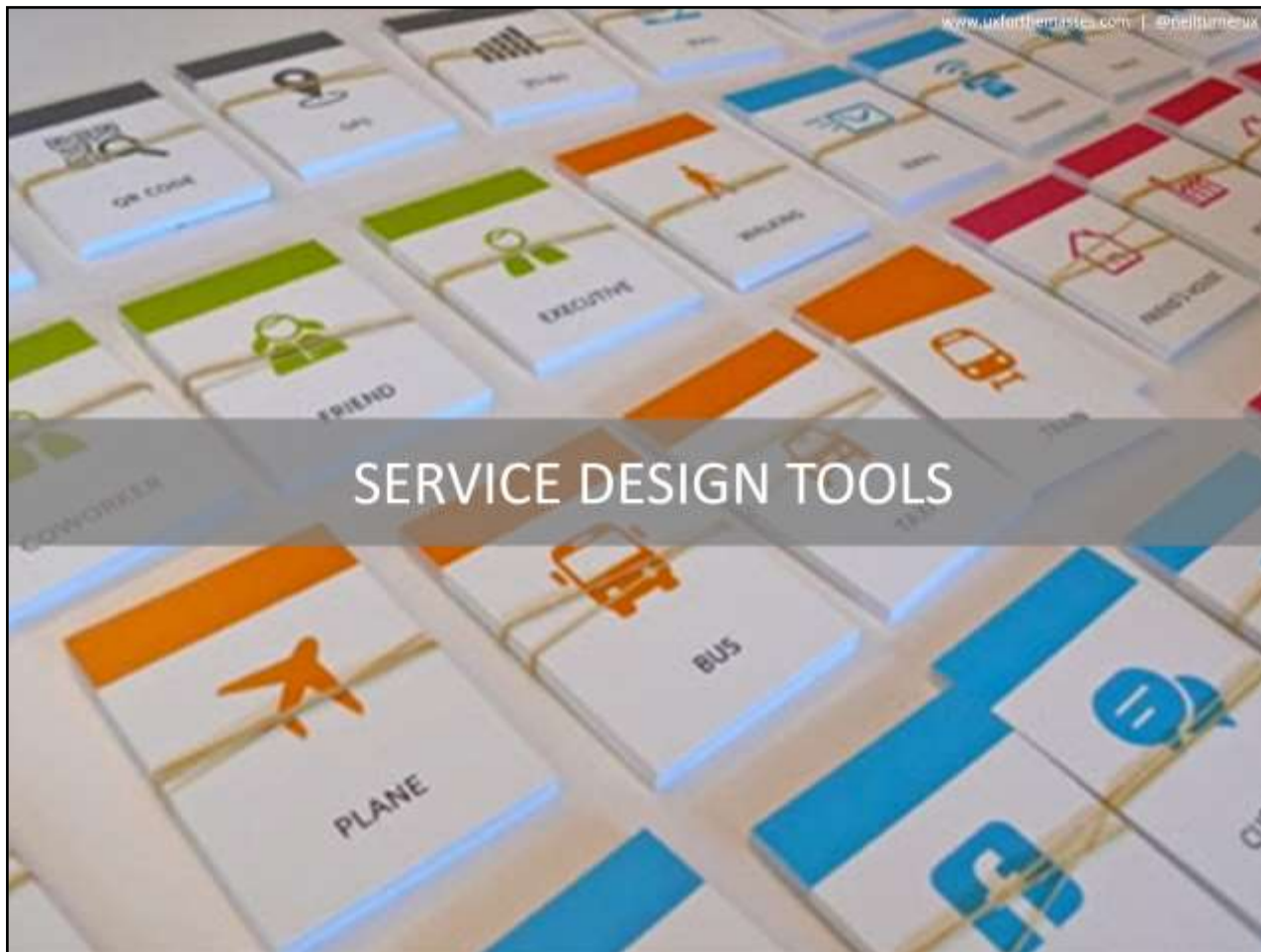
- It's worth also considering the different relationships in action that can impact the service
- A bit like the intertwining stories within a movie
- For example, a holiday maker might have separate dealing with a travel agent, call centre operator and website
- This sort of multi-channel experience is becoming increasingly prevalent
- They might read reviews and ratings online that other travelers have posted or ask friends & family for advice



- We should also consider the different touchpoints
- These can be viewed a bit like different scenes in a movie
- They show different points of contact that a user might have with a product or service
- For example, a holiday maker might use a brochure, open an email, visit a travel agent in the high street and so on...

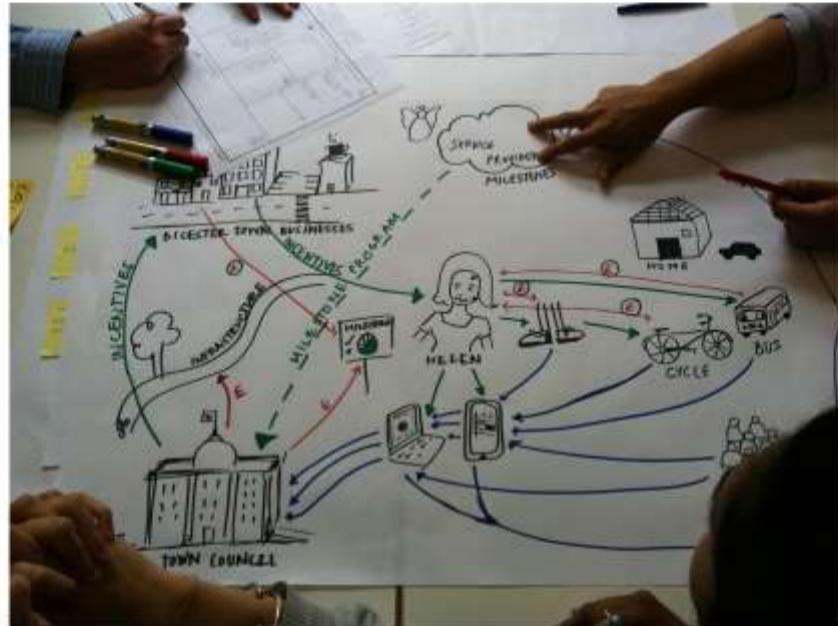


- Finally we should consider the sequence of events
- Not just for one particular interaction, but holistically across the whole experience
- For example a mum might visit the high street to pick up some brochures
- Often we focus on just one of these interactions, perhaps searching for a holiday, or booking a holiday
- But if we are to provide a truly great user experience we need to take this more holistic view



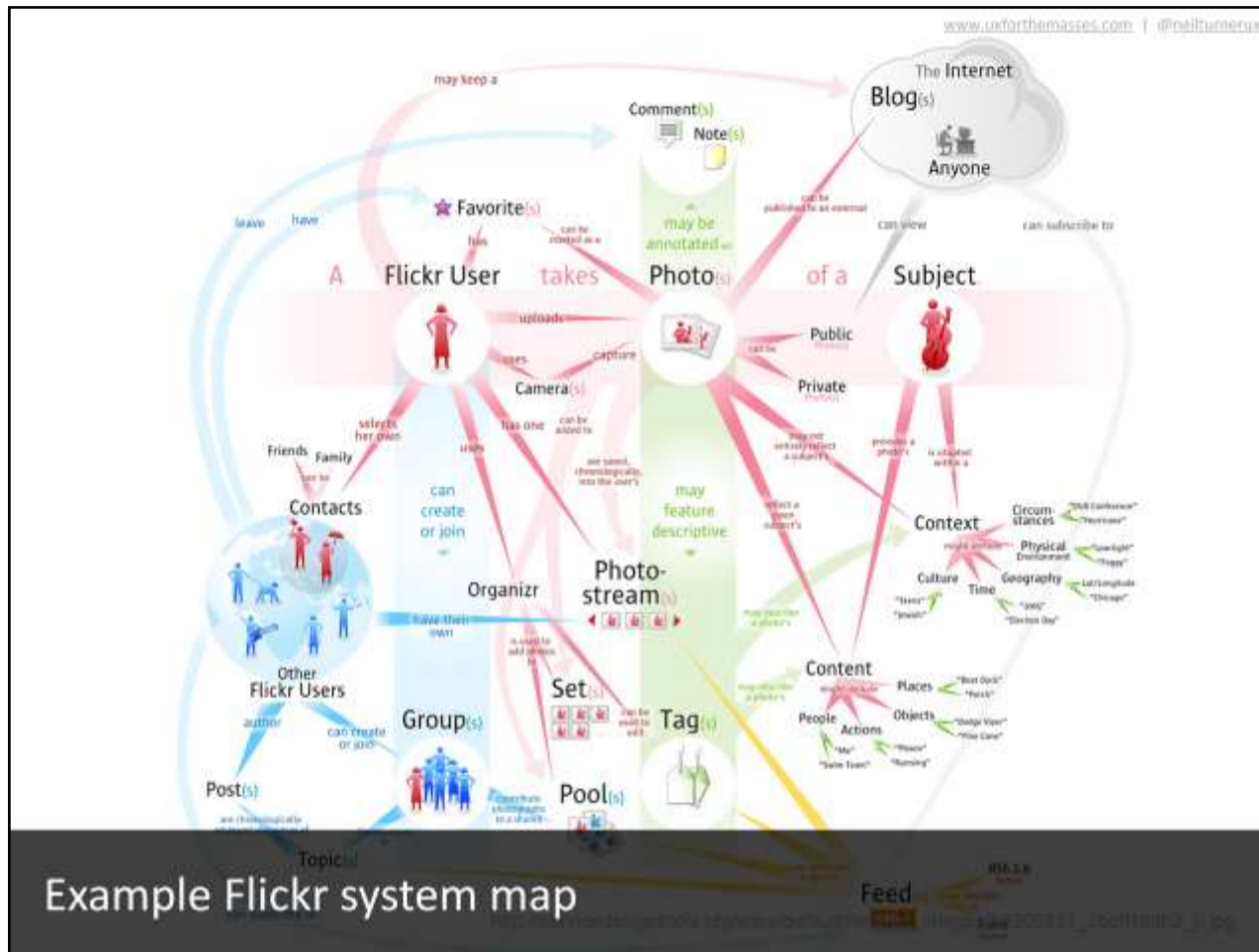
- As I've mentioned service design expands on UCD to consider the wider people, infrastructure, communication and components that make up a service
- I thought that I would quickly run through 3 service design tools that can help with system thinking

A system map visually shows the different actors and artefacts, and the relationships between them.



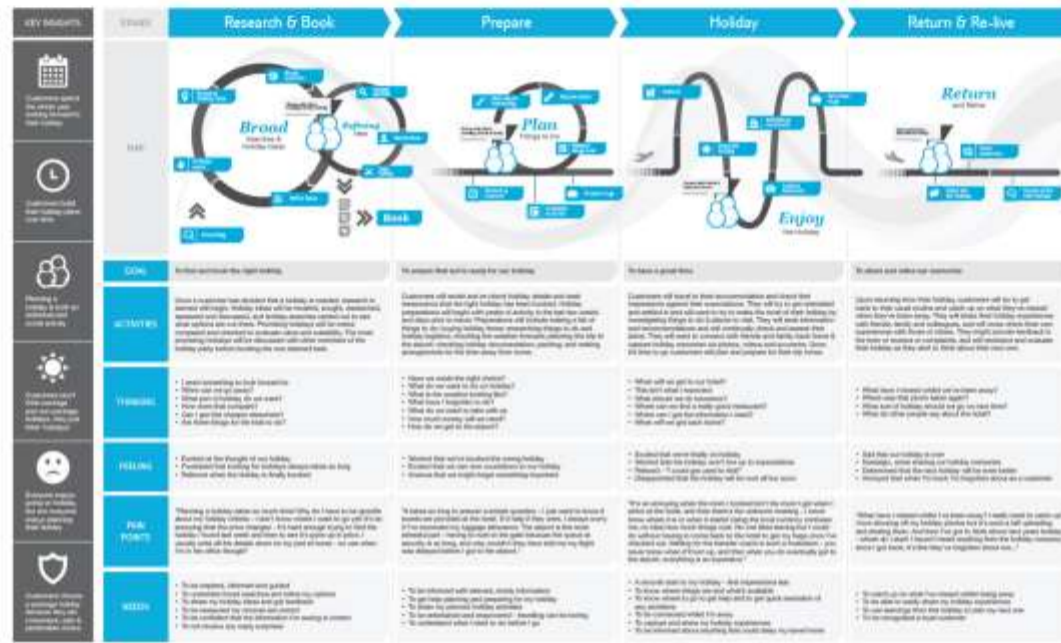
System map

- Tool number 1 is a system map
- Typically starting with your main customers in the middle
- Sketch out all the different actors and artefacts and map out the different relationships
- Can be useful to collaboratively create a system map
- Very useful for thinking about all the different elements in play
- The different touchpoints and the scope and nature of the product or service



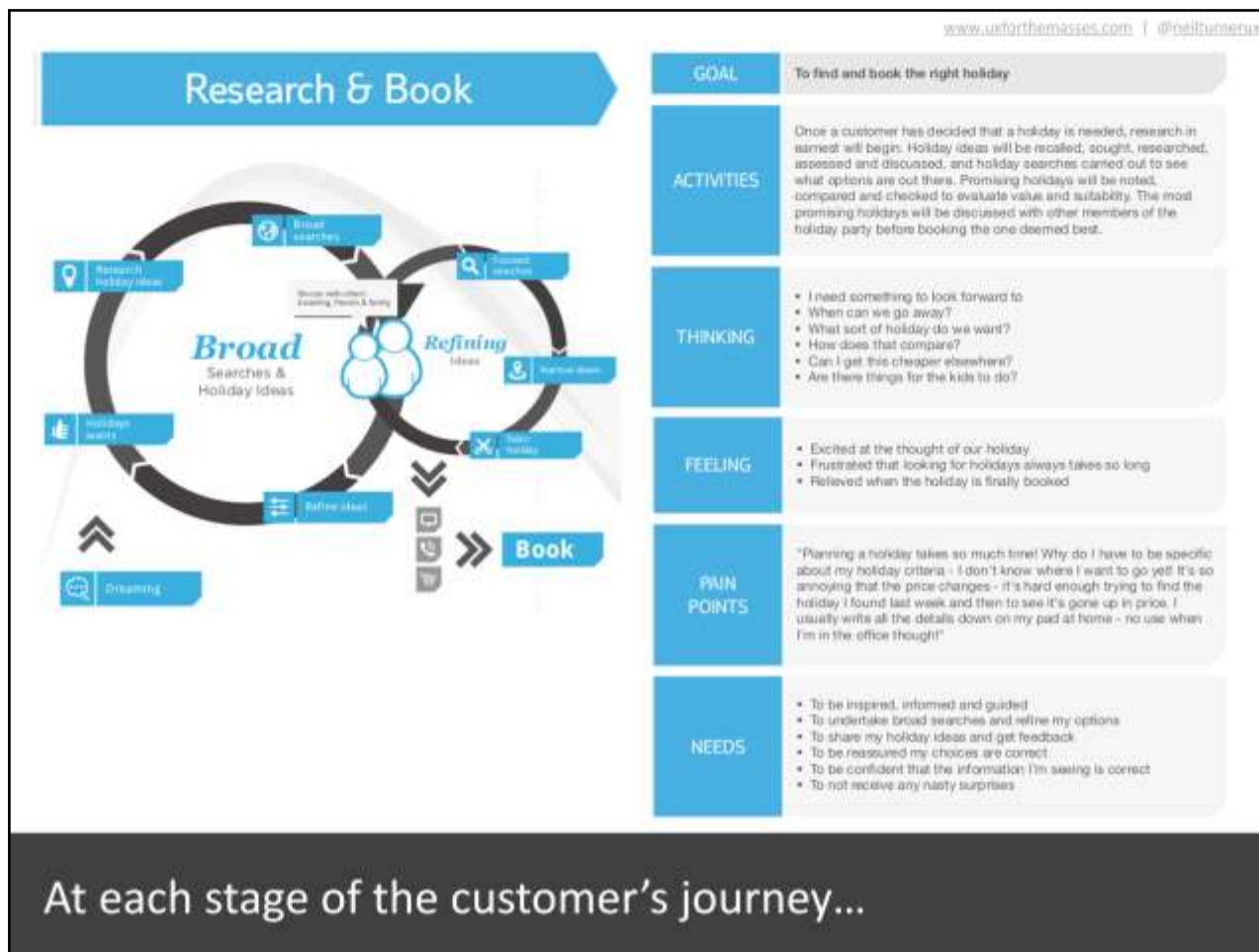
- Can see system map very similar to a domain model
- For new products and services sometimes also called a concept map

An experience map shows a customer's end to end journey across multiple touchpoints in the pursuit of a goal



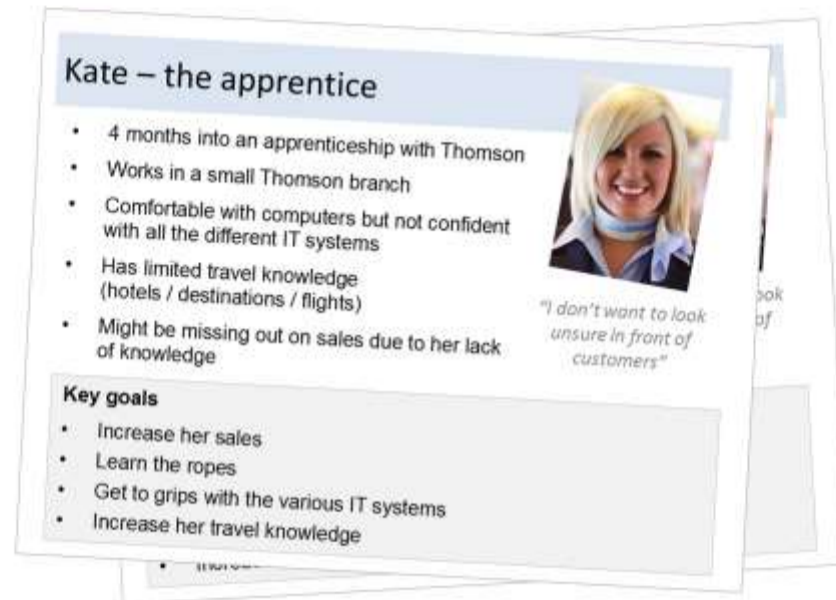
Experience map

- Sometimes called a customer experience map
- Shows the customers end to end journey, a bit like their scenes in a movie
- Might have multiple experience maps for different customers
- Can create an experience map for an existing service, or more usually for designing a new service



- At each step outline...
- Goal, touchpoint, activities, thinking, feeling, pain points, needs
- Try to focus on what customers do, not necessarily how they do it
- Good to create experience map with those close to the research and then validate with stakeholders

Personas are fictional characters that represent the different actors within a system. They are fictional but should be based on fact.




Personas

- Personas represent the different actors within your system
- They are fictional characters, but should be based on fact
- Personas can be used as design tool and to communicate information about your users
- Whilst UCD might typically only consider a few primary personas
- When expanded to the whole system will typically have more


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[Service Design - From Insight to Implementation \(Book\)](#)

Service Design Toolkit
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[Adaptive Path's guide to experience mapping \(free eBook\)](#)

ac4d
Austin Center for Design
<http://library.ac4d.com>

Some service design resources

- Service design is an emerging area
- Here are some useful books and online tools
- I'll make sure the slides are online and send out the link to the group



- Hope you've found that useful
- If you only take one thing away then consider these words from wise cat
- Thank you...



Psst...
Want some
slides?

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