



6. PROTOTYPE NEW PRODUCTS & SERVICES
SERVICE SAFARI.

"Design like you're right; listen like you're wrong."

JOHN LILLY

Service Safari is an exercise that enables us to understand how services work and to diagnose how they can be improved. By going out, visiting and using a service we can draw structured conclusions that help us create an effective service innovation.



SERVICE SAFARI.

"Design like you're right; listen like you're wrong."

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1 What is the service?

2 What are the users of the service doing?

3 Which people are involved in delivering the service?

4 What information is displayed about the service?

5 What physical objects are being used in the service?

6 What makes the service work well / not so well?



NAME :

DATE :

TEAM :



SERVICE SAFARI - EXAMPLE.

"Design like you're right; listen like you're wrong."

JOHN LILLY



1 What is the service?

Post Office counters

2 What are the users of the service doing?

Queuing for a long time!
Browsing leaflets
Talking to each other

3 Which people are involved in delivering the service?

1. Counter staff
2. Someone offering to help with parcels
3. Video presentation

4 What information is displayed about the service?

Leaflets, forms, a video presentation about insurance, posters about exchange services.

5 What physical objects are being used in the service?

The glass counter scales for weighing parcels.
Pens on strings
Money, cheques, paying in forms and plastic money bags
Stamps and parcel packaging materials.

6 What makes the service work well / not so well?

- + Breadth of things you can do.
- + Expert advice from the counter staff
- + Parcel helper

- Waiting for too long.
- Someone in front counting out £10 in 1p pieces!
- Hard sell from the environment and staff in some cases
- Having to refer to supervisors for some transactions like opening a savings account

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DATE: 1st March

TEAM: Open Innovation