

Case Activities Module 2.4.2 2016

Service Design: Analysing a Customer Journey Week 16 & 17

Now I can do

- Identify, analyse and evaluate different Touchpoints that encircles a service experience
- Identify, analyse and evaluate a Customer Journey from both service and design perspectives
- Establish a knowledge about multimedia design opportunities within service designing
- Identity and set up parameters to establish lasting customers relationships and loyalty

Story line

The State Museum of Art Copenhagen (SMK) has invited Cphbusiness students to suggest and re-new their portefolio of customer journeys. In mixed teams amongst SEM/MUL students you are to identify a given challenge and analyse, research and design solutions to be presented in the Ignite format. Parallel to the team assignment subject relevant classes and guest lectures are offered.

Teams

Students will be divided into teams of approximately 5 students, one student from each of module 5 involved SER/SEM/MUL/MIL 2nd semester classes. Most days during this two week module students will follow classes in their teams to ensure team time to work on each their task.

Assignment

SMK has produced the following list of optional 11 challenged areas, and they would like each team to choose one area to develop a solution for, to be presented Friday 29th of April in class:

1. Orientation help to guests who do not often visit SMK.
2. What's on? Information to guest what happens today.
3. How to make interactive offers/ activities visible to guests, ex. To children, remix ect.
4. How to help the 5-10% guests whom according to surveys have a wish to find out more. For inspiration: <http://www.cmog.org>
5. Guest in small "chill out" groups who are asking for more help to explore. Ex. there is a SMK highlight book; could there be a way to find these highlights in the museum?
6. Loyalty – how to make guests a part of the SMK universe; make them accept newsletters, annual membership cards, etc.?
7. Make the guests purchase the SMK catalogue?
8. How to create an exclusive feeling amongst loyalty card holders to make them feel special?
9. Current guest have difficulties navigating the wardrobe area and remembering their box number; perhaps a complete rebuild of the area is needed?

10. How to incorporate existing social media in the experience before, during and after? Currently there is only a sign with information by the staircase.
11. Each summer the chairs around the fountain outside are used by non-SMK guests. How can SMK invite these guest into the SMK universe; ex. via social media?

The presentation is a power point that must follow the Ignite rules' format of 20 slides x 15 seconds as well as using the NABC approach analysis platform, where each letter in the NABC must be at least 2 slides. Each team member must participate in the oral presentation and talk during at least one slide. The solution must further include:

- a minimum of 3 different media (1 digital, 1 physical and 1 at your own choice)
- a flow chart of the digital media including 3 screen prints in the finished layout
- documentation and results from a user test (of your digital solution)
- demonstration of usage of a Service Design Improvement table
- 1 slide must show the customer journey

The power point must be uploaded as a team upload in both the MUL & SEM assigned module folders by Thursday 28 April 16.00. Cover page in slide deck must show all team member's names and for Multimedia students also link to their portfolio.

The oral presentation will take place at the same time in four different rooms. Please see your team's class room in TimeEdit. All students will vote for the best presentation in their room. The 2 best presentations per room will be presenting again in front of the SMK board at SMK Friday 13 May 2016 13.00-15.00. The lecturer in each class room has a wildcard option to point out an additional winning team to present at SMK.

OBS: All students must follow the SMK guest rules at the SMK visit Tuesday 19 April 2016; **MUST CHECK** Fronter uploaded SMK guidelines before the visit. As coast and bags are not permitted into the museum we suggest you do not bring a bag at all, but only paper, pen and keep your purse and phone in your pocket.

Study points & Grading

If above presentation assignment requirements are fulfilled the task is approved. Approval of the presentation and for SER/SEM students also reflections questions listed on Fronter by Tuesday 3 may 16.00 will grant you 10 study points.

Multimedia students will be granted an additional 5 study points for updating their portfolio with this project (thus a total of 15 study points for this project).

Lecturers:

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