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**

(A) (T) (O) (N) (E)

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.
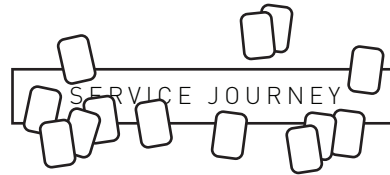
SERVICE JOURNEY

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 bes experience for each step.
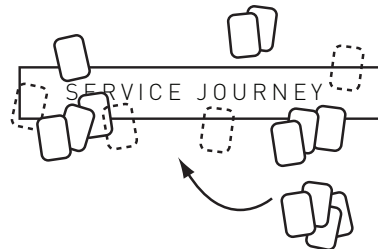
| 1 | 2 | 3 | 4 | 5 | 6 |
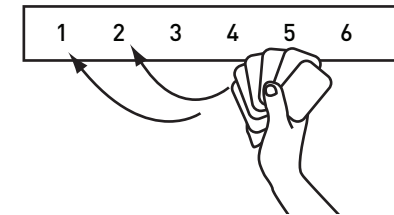
For all ages. 1-10 players

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?
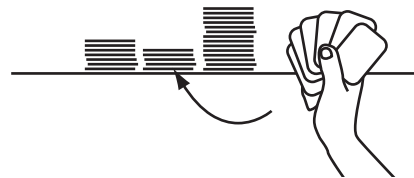
SERVICE JOURNEY

For all ages. 1-10 players

Tool 4:
Whose touch point is it anway?

This helps you to identify if your oganisation 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.

SERVICE JOURNEY

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.
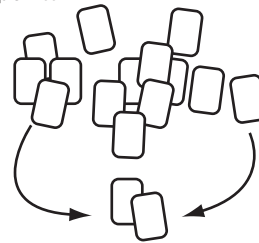
SERVICE JOURNEY

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
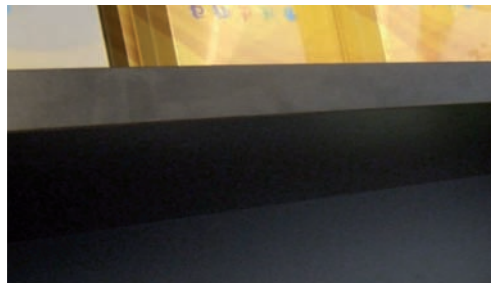
welcome package

brochure

give-away
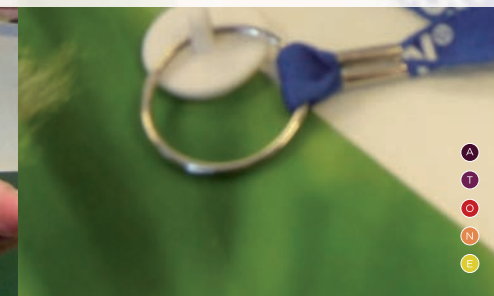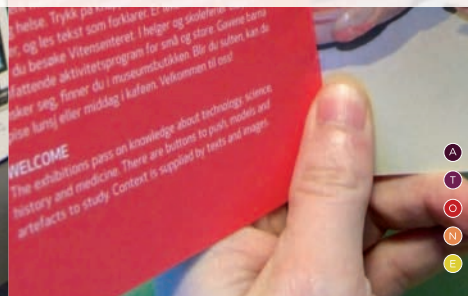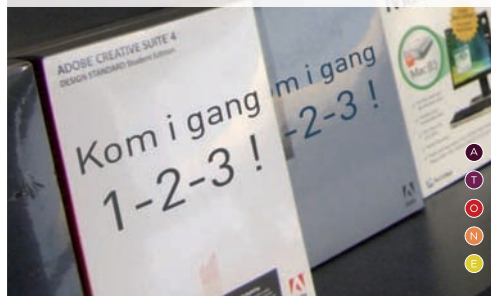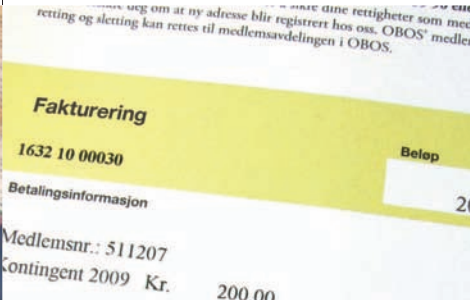
newspaper **bill/invoice** **receipt**
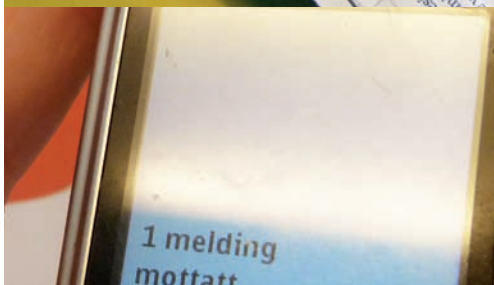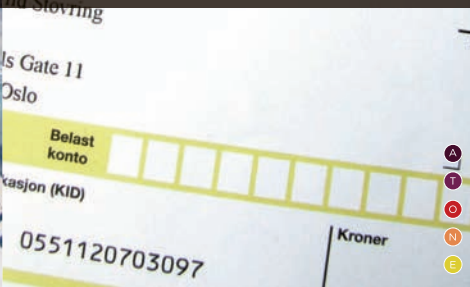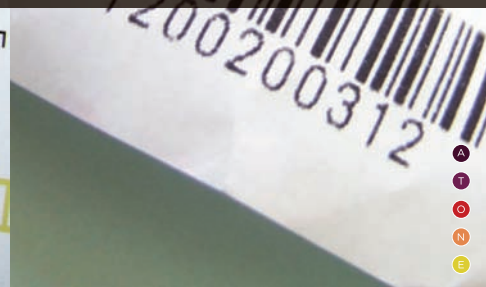
SMS **self-service** **letter**

app/widget

sponsorship

logo

Minimumsavstanden tar utgangspunkt
i bredden på logoens pil-element.

Den røde rammen an
logoen som andre gra
ikke skal plasseres inn
Rammen angir også r
ytterkant av flate.

ssering av tekststørrelser opptil 50% av logoens he
den på pil-elementet angir også minimumsavstanden som skal benyttes

Grunnlinjen

maks 50%

x-høydens overkant

smartphone

contract

instructions

om at depositum kan utbetales slik:

kroner: 3

Til konto: 0

05-09 OSLO

Underskrift leietaker:

ranti gitt av: 30.000,-   den

OSLO

Ta bilder med automat
'INTELLIGENT AUTO-läget'

Kameran/Riktningsavkän

Stå med armarna nära kroppen
ben.
Rör inte linsen.
Håll inte för mikrofonen när du
Håll inte för blixten eller lampn

Lägesratt

blog

mobile phone

community

twitter FOLLOW US

log-in

radio

viral

signage

web-site

packaging
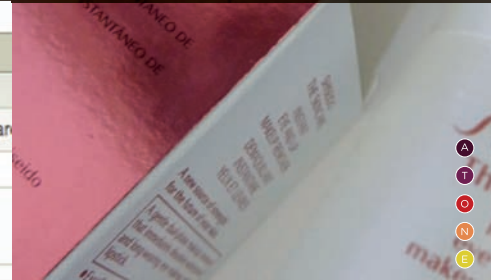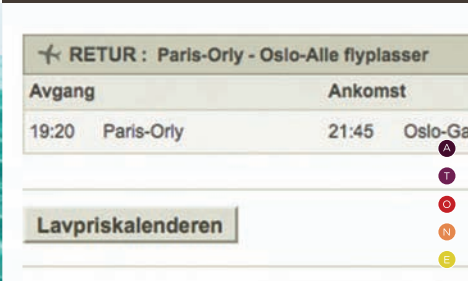
event

wayfinding

advertising

interior fittings

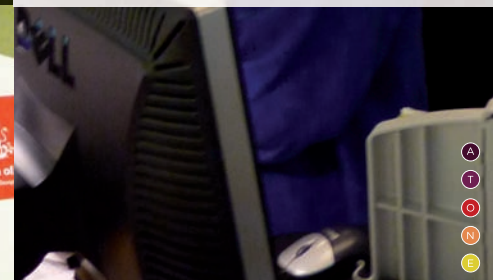queue
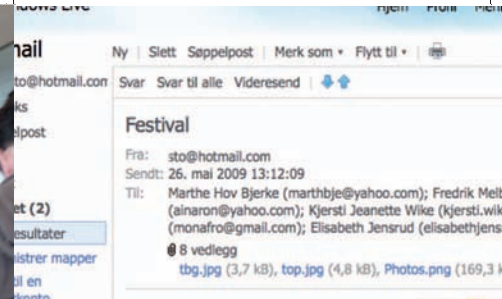
e-mail
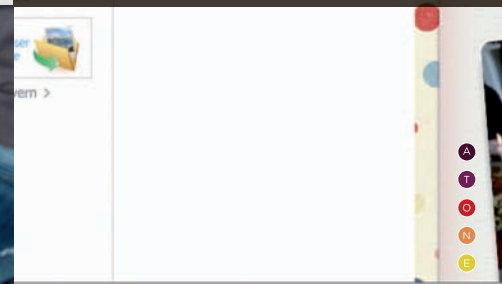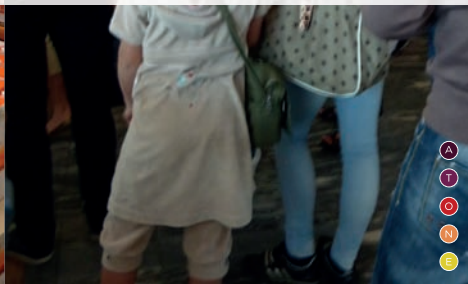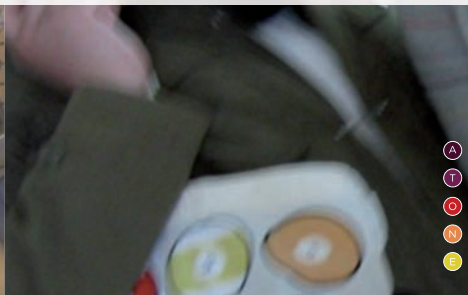
employees

phone

building

myths
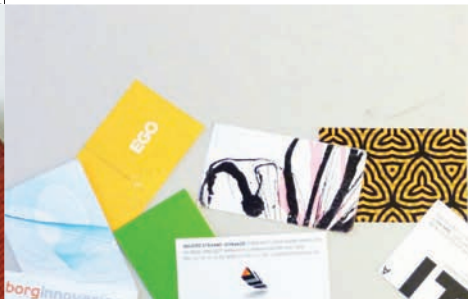
business card
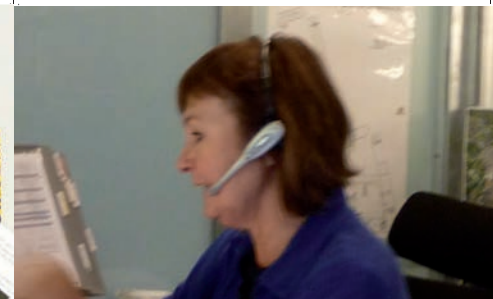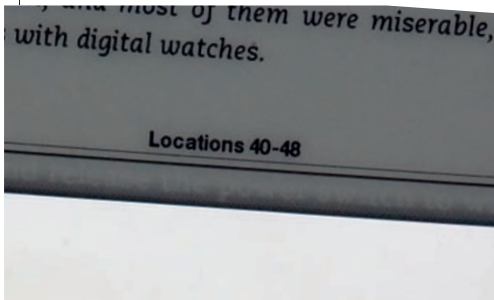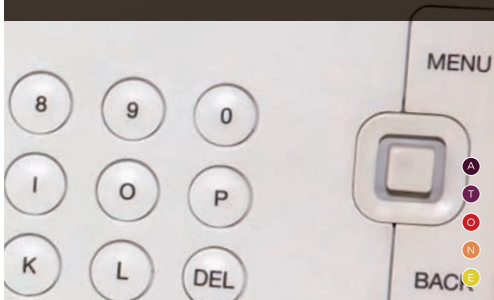
call-centre

point of sale
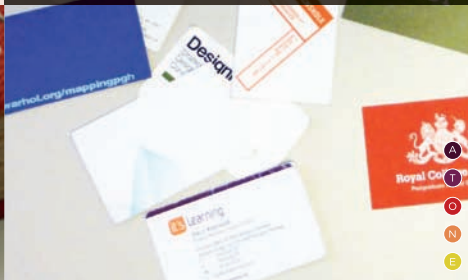
friends/family

word of mouth

service as a product

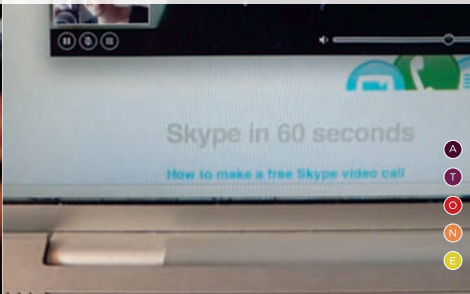service as a product

TV

iPad/tablet

video call/conference

ambience-smell
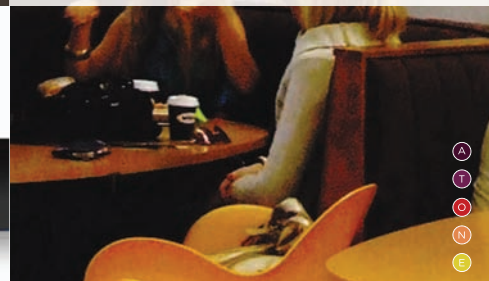
interactive table/surface
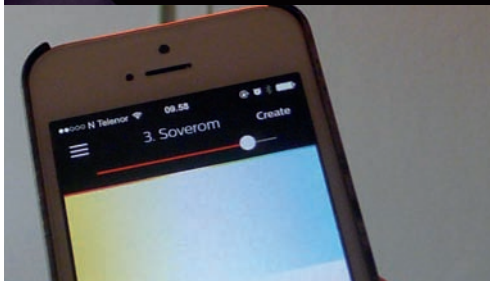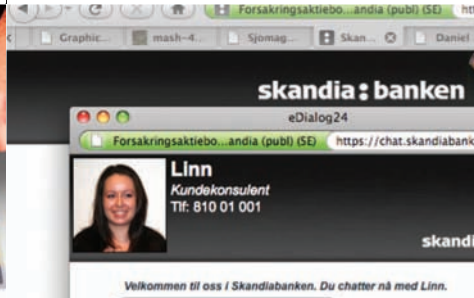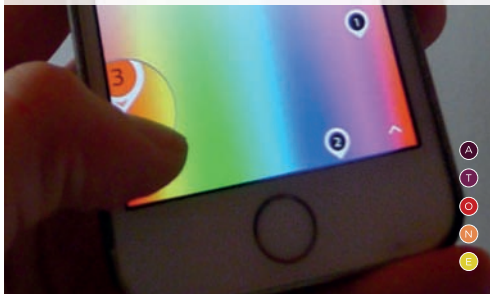
chat/IM
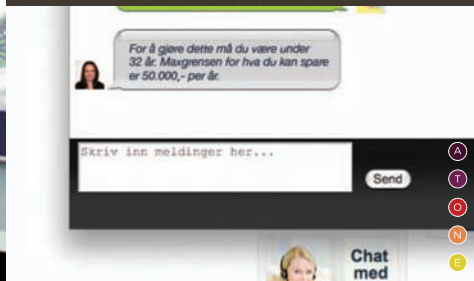
ambience-sound

internet of things

internet of things

large display

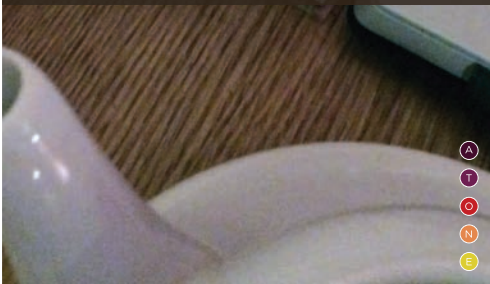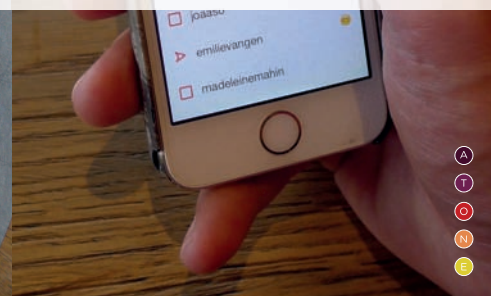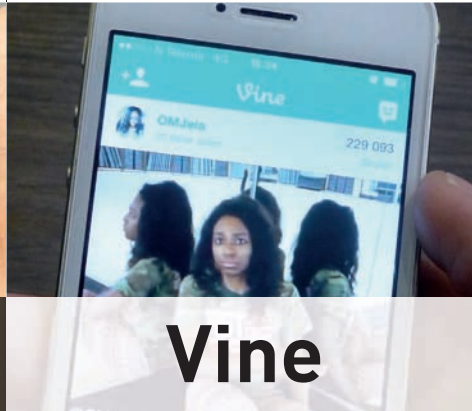beacon

interactive advert
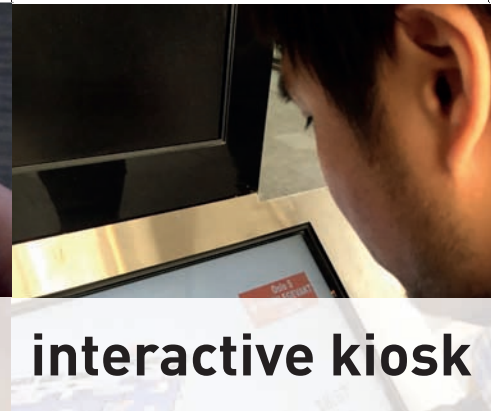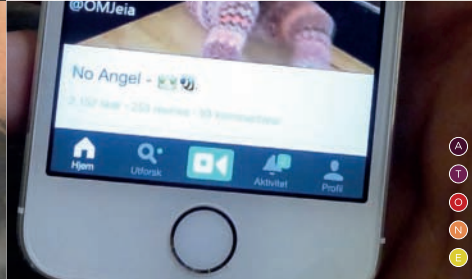
van/car

lorry/delivery

LinkedIn

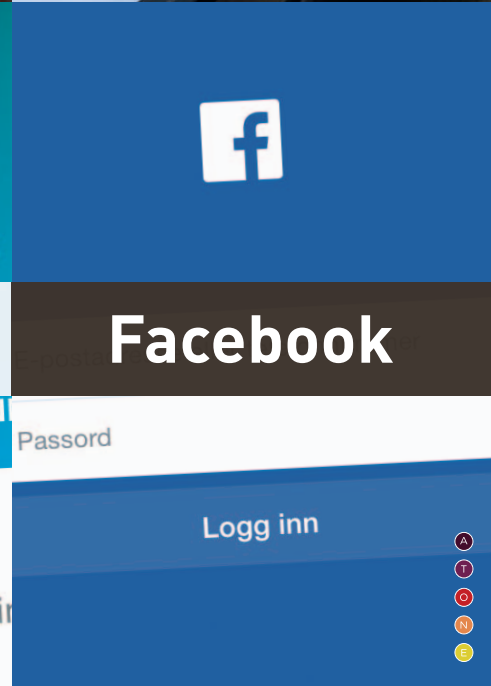Snapchat
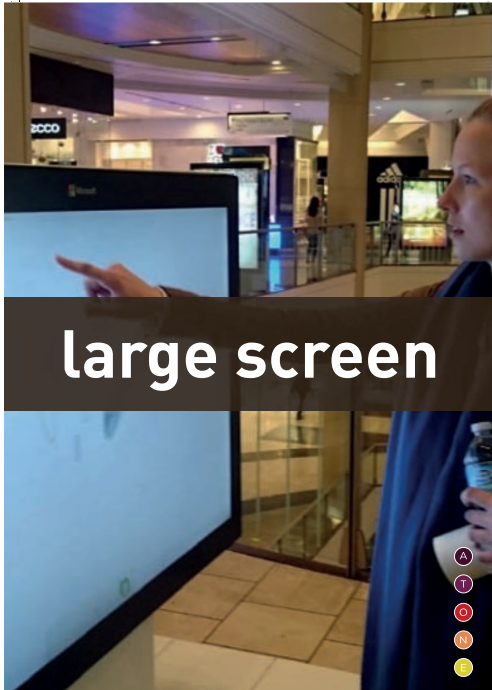
smartwatch

Vine

interactive kiosk

Twitter

Instagram

Facebook

large screen

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

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Draw or write it, and tell us about it!

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Draw or write it, and tell us about it!

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