Core activities of the service design process *checklist*

Implementation

- Change management
  - Unpicking beliefs and emotions
  - Mapping the how, the what, the stages and tactics of change
- Software development
  - Preparation
  - Idea boards
  - Software prototyping
  - Research
  - Ideation and mini-sprints

Research

- Data collection
  - Observation and interviews
  - Prep and secondary research
  - Desk research
  - Generating 'jobs to be done' insights
  - Building a research wall
  - Creating journeys
  - Creating personas
  - Mapping journeys
  - Mapping systems
- Data visualisation and analysis

Ideation

- Pre-ideation methods
  - Breaking down the challenge
  - 'How might we' questions from insights
- Generating lots of ideas
  - Ideas from future-state mapping
  - Ideas from journey mapping
  - Various workshops
  - Brain storming
- Adding depth and diversifying ideas
  - Decision matrices
  - Ideas portfolio
- Understand, cluster and rank
  - Cluster techniques
  - Prioritisation workshops
- Reduce the options
  - Quick voting methods

Prototyping

- Service design/ Product management
  - Imagine the product
  - Define the product
- Service design/ Architecture
  - Mindset change
  - Needs assessment
- Service processes and experiences
  - Sketching
  - Crazy 8s
  - Business model canvas
  - Service blueprint
- Objects and environments
- Prototyping for digital
  - Desktop systems mapping
  - Wireframing and mockups
  - Paper prototyping
  - Cardboard prototyping
- Ecosystems and business value
- Further methods
  - Investigative and service rehearsals
  - Desktop walkthroughs

Implementation

- Support/use
- Testing
- Monitoring

Level 1

Level 2

Level 3