Year One of the University IT Service Design Team

IT Unconference – December 8, 2016
Megan Erin Miller, Service Design Manager, University IT
What is service design?
Service design is...

Design thinking & Human-Centered Design, applied to services
Example 1

IT Unconference
Example 1

IT Unconference

Your journey as a participant

“Frontstage” (end-to-end)
Example 1

IT Unconference

Your journey as a participant

“Frontstage” (end-to-end)

Delivery of the “experience” from the planning committee

“Backstage” (surface-to-core)
Frontstage / Backstage
Line of visibility

CUSTOMER
BEHIND THE SCENES

FRONT STAGE

BACK STAGE

ORGANIZATION
BEHIND THE SCENES
Example 2

AT&T - phone
Example 2

AT&T - phone

Service is a relationship over time, made up of many interactions

“Touchpoints” (occur in channels)
Touchpoints + Channels
Touchpoints + Channels
The experience of a service creates the relationship between the service provider and the client.
Service Experience Lifecycle
Service Experience Lifecycle

Before

Begin

During

After
Service Experience Lifecycle

Communications  Ordering  Service Team  Help Desk  Service Team  Help Desk  Service Team
Client Experience
How our services are experienced

Customer Lifecycle

BEFORE  BEGIN  DURING  AFTER
Business Process

How we manage and deliver our services

Service Lifecycle
Two perspectives...

**Customer Lifecycle**

- *BEFORE*
- *BEGIN*
- *DURING*
- *AFTER*

**Service Lifecycle**

- *DISCOVERY*
- *DESIGN*
- *LAUNCH*
- *SUPPORT*
- *SUNSET*

*CSI*
Designing for service

- **Client benefit:** seamless, quality, consistent service experiences

- **Organizational benefit:** efficiency, integration, automation, process improvement, and also making our lives better!
So, how does this all work?
The University IT Service Design Team
Our Mission

Design and facilitate quality service experiences across the entire University IT service catalog.
We partner with teams across the organization to...

• Improve client experiences
• Incubate new services
• Cultivate a human-centered design culture and capability across University IT
Context...

- Formed October 2015
- Situated in Service Management Office, Shared Services, UIT
- Year one: piloting, experimenting, developing practice and project partnerships
Who we are

- Megan Erin Miller, Manager
- Jo-Ann Cuevas, Service Designer
- Megan Stanbury Miller, Sr. UX Designer (started this week!)
- Sarah Traxler, Service Designer (joining January 2017)
What we offer

• User research to understand client experience
• Facilitating ideation of design solutions
• Prototyping and testing new service concepts
• Designing solutions for service concepts
• Trainings and workshops for UIT teams
Highlights from Year One
Highlights from Year One

Document Storage & Collaboration

Conducted in-depth user research to understand how campus community is using our file storage and collaboration services, to inform strategic recommendation.

Highlights from Year One

“Security as a Service” Workshops

Designed series of workshops for ISO all-staff retreat to guide team in adopting more user-centered mindset and practices, resulted in service re-architecting.

March – April 2016
Highlights from Year One

ServiceNow Portal Design

Design of front-facing user experience of Stanford’s new Services portal, including user testing of interface and taxonomy.

March 2016 – Ongoing
Highlights from Year One

Technology Training Service Design Workshops

Providing training and coaching regarding adopting more human-centered design practices to assist in redesign and streamlining of core infrastructure, processes, and services.

*June – December 2016*
Highlights from Year One

“IT of the Future” and Workforce Mobility

User Research

Conducting research in partnership with CRC, Computing Services, and Office of Sponsored Research to understand current pain points and needs for OSR staff around computing environment and support model.

July – August 2016
Highlights from Year One

Service Management Toolkit

Designing and launching web-based toolkit to promote consistency of Service Management process and practice.

January 2016 – Ongoing
What’s Underway
What’s underway

Remote Presence & Videoconferencing UX Testing

Partnering with School of Medicine and Redwood City A/V Subcommittee on evaluating user experience of videoconferencing and presence tools.

October 2016 – January 2017
What’s underway

Identity Access Management: Group Infrastructure

Work with core team to improve the service experience of group infrastructure, informing choice of technology going forward, and defining future user experience.

October 2016 – Ongoing
What’s underway

Research
Information
Ecosystem

Partnering with Dean of Research to conduct discovery and design around how UIT technology systems can better support faculty research.

November 2016 – Ongoing
What’s underway

Operator Services Center training: Quality Service Engagement

Designing a reusable training program for OSC staff to reinforce quality client engagement skills and mindset, with plan to scale workshop to all UIT.

*TBD January 2017*
Looking ahead to year two

- Develop team practice
- Partner for impact
- Design Playbook for UIT
- Scale capability
So...
Let’s discuss: How might service design be used to benefit campus through our IT service organizations?
To be continued!

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Service Design Community of Practice
Email service-designers-owners@lists.stanford.edu to be added