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Zürcher Hochschule der Künste
Bachelor of Arts in Design

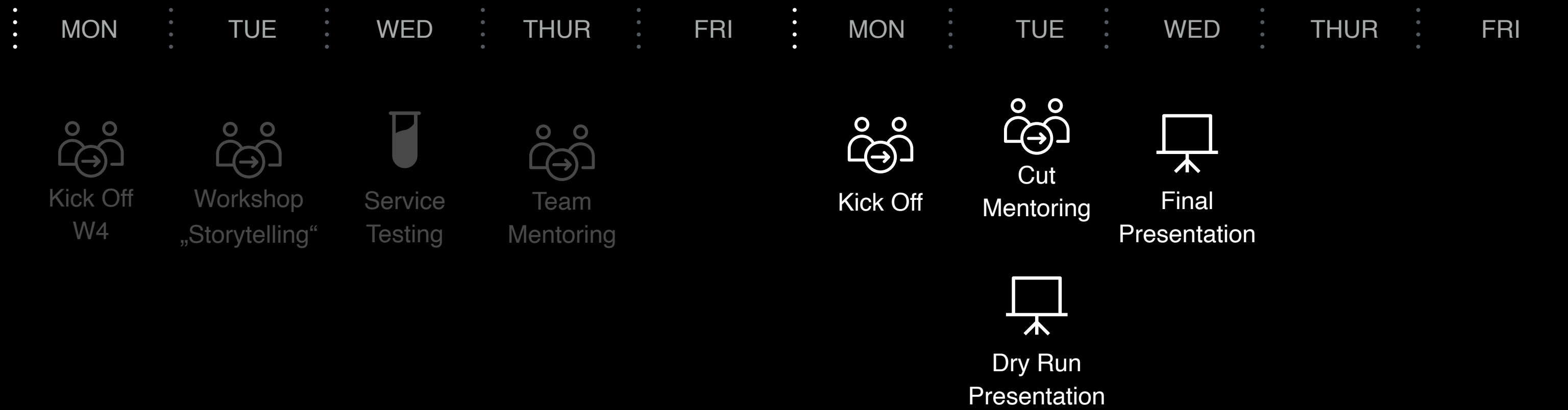
Kickoff Week 5

Service Design | 7th of April 2025

Florian Wille | Nicole Foelsterl

WEEK 4 - Enactment & Evaluation

WEEK 5 - Evaluation & Communication




SERVICE
ENACTMENT


SERVICE
COMMUNICATION

Edit Mentoring & Presentation Dry Run

Tuesday:

«Edit» Mentoring with Nicole on Tuesday 8th of April.

This mentoring is to review the rough cut of your video. Upload latest version of your video until noon of the 10:30 on the 8th of April to the [Upload folder on Sharepont](#).

Schedule:

- 11:00 Team Pepe
- 11:25 Team Schrödingers Cat
- 12:05 Team Peace Bunny
- 12:30 Team Sausage Hands

Presentation Dry Run with Florian

You'll be presenting to one other team and the lecturers.

	presenting	active feedback
13:00	Team Pepe	Team Peace Bunny
13:20	Team Peace Bunny	Team Pepe
13:40	Team Schrödingers Cat	Team Sausage Hands
14:00	Team Sausage Hands	Team Schrödingers Cat

Final Presentation

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Deliverables

- Service concept in the form of video scenarios
- Testable prototype
- Action plan & recommendations
- Summarized service concept handout complemented with visual explanations
- Service documentation



Susanna-Gossweiler-Platz

Musikwissenschaftliches Institut

Rämi59 Vegan Mensa

MNG Rämibühl

RAG Institutionen

Restaurant Hôtel Bourbon - ...
elegant, gemütlich & lecker

RAE

RAF

UZH Studentenschaft

Obere Zäune

Blaufahnenstrasse

Kunsthhaus Zürich

Bei Moudi am Kunsthaus

Kunsthhaus Bar

Jung von Matt LIMMAT

System4 Flagship Store
Modular erweiterbar
3D-Konfigurator

Kulturhaus Helferei

Villa Tobler
Vor Kurzem angesehen

Mori もり Ramen

Santa Lucia Teatro
Authentischer Genuss wartet

Parkhaus Hohe Promenade

Hottingerstrasse

Hottingerplatz

Frankengasse

17

Hohe Promenade

Wettingerwies

Steinwiesstrasse

Weisser Wind

How to pitch

Conceptual Designs - How to structure your presentation

Conceptual Designs: The fastest way to capture and share your idea

by BJ Fogg, Ph.D.
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Persuasive Technology Lab, Stanford University

Published chapter in *Design Research: Methods and Perspectives* (M.I.T. Press, 2004)

Brainstorming is not enough

Brainstorming can be pure pleasure. With a good creative team, the new ideas can keep rolling in like fresh waves to a shore, one right after the other, offering endless variations on a theme. Being in the creative flow and having so many ideas wash over you can be invigorating. But like the billions of waves that dissipate on the beach each hour, the energy of simple ideas – even excellent ideas – usually gets lost after the brainstorm is over.

There's a problem in the process of invention: Designers lack an efficient method for capturing and communicating the power of their best ideas.

In this chapter I hope to solve that problem. In the pages ahead you'll learn how to create what I call a "conceptual design." The process I describe can help you develop your idea, transforming it from a simple concept to something that seems on the verge of reality.

What's more, the process of creating a conceptual design is simple and fast. In less than three hours you can crank out a first draft. Once you have a conceptual design in hand--even a first draft--you can share it with your target users, your colleagues, or your boss.

Conceptual designs let you share and improve your idea

Sharing ideas early and often is one key to success for designers of end-user products and services. When you share with target users, you get feedback to help you improve your concept. When you share with your colleagues, you can make sure everyone on the team has a similar vision. When you share with your boss, you can enlist her support and feedback early. Or if your boss hates the concept, she can let you know right away, so you can scrap the idea and work on something else that has more potential for your organization.

If you don't have a method for taking an idea from a brainstorm and moving it toward an actionable plan, such as a prototype or user research, you will lose time, momentum, and perhaps support.

I've been developing the format for conceptual designs since 1996 when I worked at Interval Research. Since then I've taken the method with me to my professional work,

Final Presentation

Possible Structure

- **Title Page / Concept Name**
- **Overview / Purpose**
- **User Description**
- **Storyboard of user experience / short enactment (video scenario)**
- **(Lofi) Prototype**
- **Features / functionality**
- **Justification for design / rationale behind design decisions**
- **Results of (early) user testing**
- **Shortcomings of design / limitations**
- **Expansion – what else is possible**
- **Next steps in the design process**
- **Summary**

On Matters of Business

Is your idea viable?







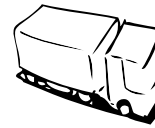


The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

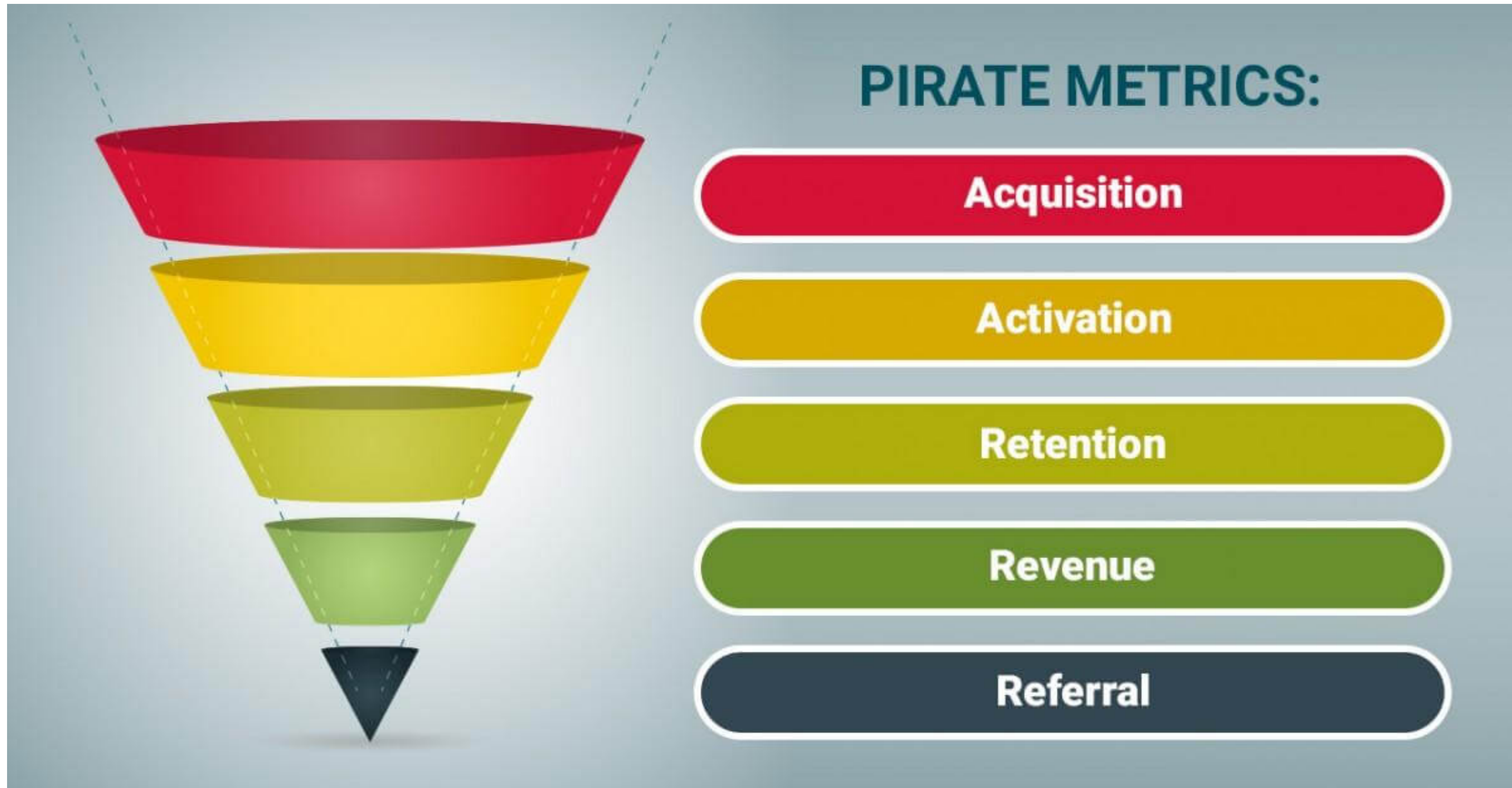
Iteration: %

<h4>Key Partners</h4>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIP: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h4>Key Activities</h4>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES: Production Problem Solving Platform/Network</p>	<h4>Value Propositions</h4>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Novelty Performance Customization "Getting the Job Done" Design Price/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h4>Customer Relationships</h4>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES: Personal assistance Dedicated Personal Assistance Self Service Automated Services Communities Co-creation</p>	<h4>Customer Segments</h4>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
<h4>Key Resources</h4>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical Intellectual (brand, patents, copyrights, data) Human Financial</p>		<h4>Channels</h4>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNELS PROCESS: 1. Awareness 2. Evaluation 3. Purchase 4. Delivery 5. After sales</p>		
<h4>Cost Structure</h4>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>BY YOUR BUSINESS MODEL: Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rent, utilities) Variable costs Economies of scale Economies of scope</p>			<h4>Revenue Streams</h4>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale Usage fee Subscription Fee Lending/Renting/Leasing Licensing Brokerage fees Advertising</p> <p>FIXED PRICING: Flat Price Product Feature dependent Customer segment dependent Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining) Yield Management Real-time Market</p>	



On Matters of Business

AARRR - how pirates measure success ;)



Thank you!

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