

MEGHAN
Armstrong
@she dio

#CanUX
CONUX

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Helping humanize the process

Making the
Invisible
Visible

Company "X"

CASE STUDY

Service Design

400+ EMPLOYEES
14 OFFICES
1200+ PROJECTS



Difficulties
THOUGHT TO BE
I.T. Service
SCALING ISSUE

FIND VALUE IN WHAT YOU GET.
IN THE END,
It was
a Revelation!
UNEXPECTED RESULTS

Constraints are often the
CAUSE FOR INNOVATION

* EXPECT PLAN for ITERATION *

THE PLAN...

1 UNDERSTAND the ORGANIZATION'S STORY



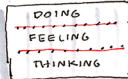
pain points?
priorities?

PAIN:
FINDING
PAST
WORK

"We have to pay \$50 to
get a copy of our own
reports!"

2 CAPTURE TODAY'S EXPERIENCE

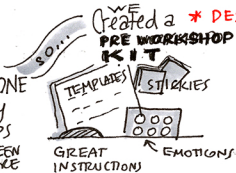
JOURNEY MAP



gather insights
to identify
opportunities

**Challenge: EVERYONE
WAS REMOTE!** only

3 GROUP WORKSHOPS
POSSIBLE via SCREEN
SHAKE



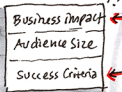
* DESIGN THE PARTICIPANT EXPERIENCE *

We thought it
through
MADE IT EASY

No one
cancelled!

Make
the
DELIVERABLES
MATTER

RETHINK the JOURNEY MAP.
Work with
what you
have



* RESPOND
AND ADJUST TO PROVIDE
THE BEST VALUE *

INCLUDE:
• opportunities
• owners
• success
metrics

*** FOCUS ON THE CONVERSATION ***

WE GATHERED, from 3 SESSIONS

20
MAPS

of which

18
WERE
UNIQUE

and
2
THERE WERE
I.T.
INTERACTIONS

**! NOW
WHAT?**

check it out

<http://hbn.ro/2016CanUX>

SKETCHNOTES @mjbroadbent