

Build it.

Use lego to build and plan how the service will work through the eyes of your persona.

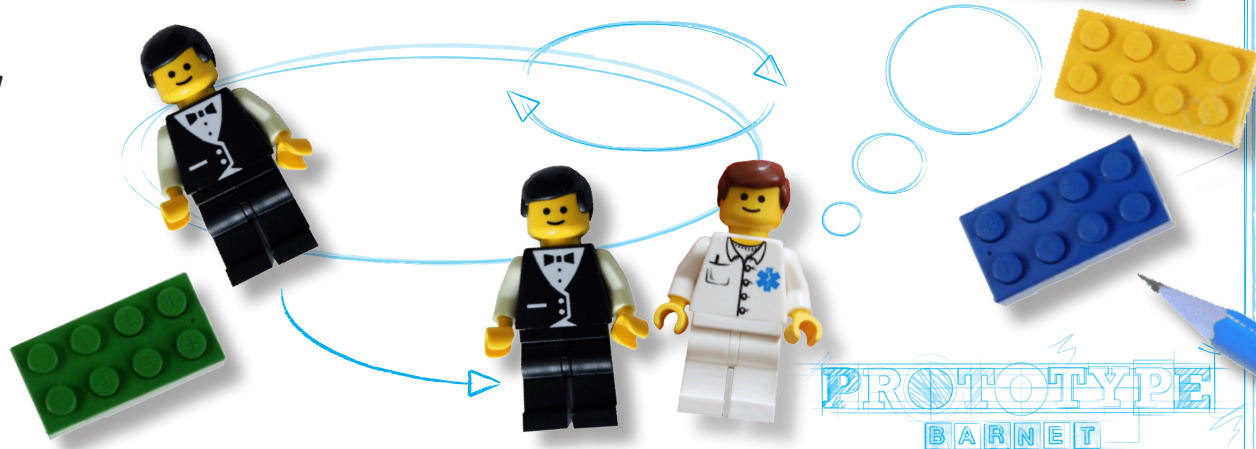
How?

Using the lego, paper and pens plot a user's journey through the service experience. Think about points of interaction and how they work.

Why?

Hands-on learning can create a more meaningful understanding of the service experience and its possibilities.

By creating something tangible together as a team, it will facilitate a debate and discussion around the service and allows for ongoing reflection.



Act it.

Using each other and the space around you, act out how the service will work through the eyes of your persona.

How?

Perform a hypothetical service experience through the eyes of the customer. Act out each experience they have using the service, for example if they come into contact with a website, someone be the website!

Why?

Putting yourselves in the shoes of your customers will allow you to understand how they feel during the service journey. Being able to imagine a specific experience will encourage empathy for service users and allow you to discover the challenges to overcome. It will also make the service come to life.

Make sure you capture this in some way. Someone in the group needs to either make quick sketches, take notes or use the flip cameras to film.

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Visualise it.

Using paper, pens and post its, map the journey of your persona through the service.

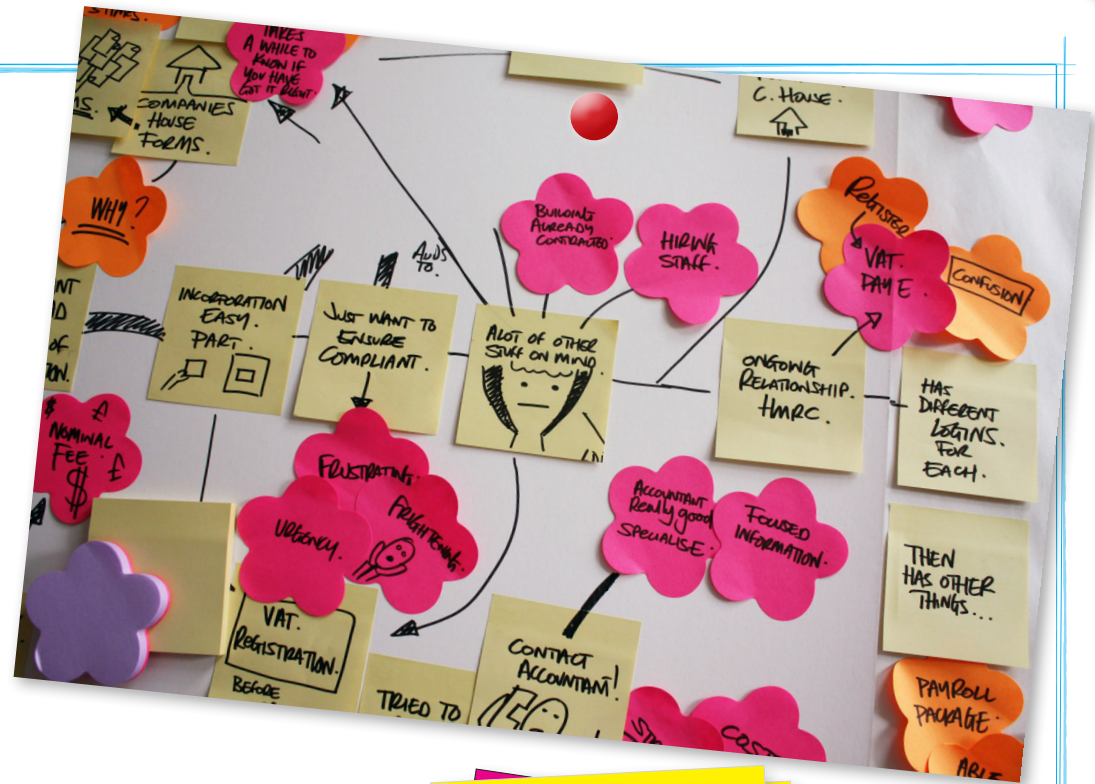
How?

Think about the steps the customer would go through in their ideal journey. Map the points of contact with the service, including what they would look like.

Why?

By visualising a journey it allows you to spot gaps in service delivery and ask questions about how each interaction would work.

It also allows you to see connections and moments of interaction between things that you may not have expected.



AN EXAMPLE OF
ROUGH JOURNEY
MAPPING.

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