

The Strategy and Experience Design Services

Strategy and Experience Design engagements are highly collaborative, enable organisations to visualise the services they provide, agree how the overall health of services might be measured, and then identify opportunities for these to be enhanced with a clear prioritisation framework.

The engagement will always begin by working with the sponsor and key stakeholders to understand the desired scope and outcomes, before then engaging with customers and employees to create an end to end and front-to-back map of the services offered. Highly-skilled service design practitioners will lead the planning and execution of these activities, delivering agreed artefacts such as Insights, Service Blueprints, Outcome measures, and prioritised enhancement backlogs. These activities require direct access to customers, employees, and owners of enablers such as platforms, products, automation, and process modelling.

The power in this approach lies in bringing together core teams of experts to understand services and identify the ‘right thing to do’, before engaging with execution capabilities, to do the ‘thing right’.

01. Strategy and Experience Design Services: Map

Shared understanding of the moving parts of a service.

Mapping a service with an organisation delivers a visualization of all the interdependencies both backstage and frontstage helps to understand the service and all its moving parts - from roles and behaviors to touchpoints, tools and processes. This ‘outside in’ focus allows everyone across organizational boundaries to work together for the users, both employees and clients.

02. Strategy and Experience Design Services: Measure

Measure the value and health of a service to inform prioritisation

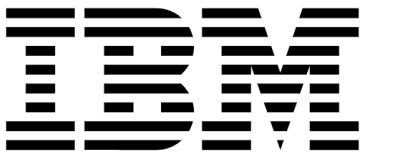
To enable accountability of services offered by an organisation, we work with client to agree key outcomes and metrics, and inform evidence-based decision making on where to invest to improve the service, and track impact.

03. Strategy and Experience Design Services: Enhance

Prioritisation of ideas and prototyping

The goal of this stage is to clearly prioritise ideas to improve the service back against reliable research in the Blueprint, and the agreed Outcomes. Once selected, an idea can be prototyped with users quickly evolving this based on feedback, ascertaining its value, and having a robust view of feasibility and investment required to launch this with a group of users before scaling.

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