

# How sticky research drives service design

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**How can we create a service experience  
that is enjoyable and valuable  
for the people we design for?**





We need to put ourselves into the shoes of our future users and walk around in them for a while.



In an ideal world, ethnographic research helps

- identifying insights
- inspiring ideas
- evaluating and communicating results

A common problem is that the shoes get lost during the process.



How can we keep walking in the shoes of our users throughout the whole design process?



**Project example:**

**How can we enhance community interaction on mobile phones?**



SPUR



Deutsche Telekom Creation Center



STBY



SPUR

Creation Center



STBY



Research participants



T-Mobile product managers



Research as inspiration:  
new ideas need to be nudged by something.



Messages

12:23

+49 172 1080808

Call

Edit

Add to Contacts

21.10.2009 11:59

Suppose your friends could always see where you are and what you do, if you let them. Attach a tool to something you really don't want them to see. Please film your 3 clips, and talk about what you don't want to show your friends. Thanks!

.....T.....

We considered editing right from the start through our scripting.



"As for my style, for my vision of the camera, editing is not simply one aspect, it's the aspect"

(Orson Welles)



More than 250 clips

+ 1 person

+ 1 day of editing

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= 36 movies

**Movie 1:**

**We managed to get close to people even in moments when they wanted to be left alone.**



SPUR

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STBY

Inspiration



Research participants



SPUR

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Inspiration



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Inspiration

Inspiration

Inspiration

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**Movie 2:**

**The results were powerful because we got very personal stories.**





Our movies were:

intense, real, undigested, emotional, spicy.





Strong ideas need to be rooted in everyday life.

From insights to concepts, movies are strong evidence.



## Movie 3:

The movies helped us to understand how our concepts would work in everyday life.





To see if our ideas work, we need to get back into those shoes again.



Ideas only become really valuable both for the user and the company if they get implemented.





Research participants



Project team



Company executives



## What the movies do:

- show our process
- illustrate opportunities
- explain and show the relevance of ideas



How the movies are doing it:

- by providing a universal language
- by helping us to empathise with our users
- by bringing everyday life into every discussion

"The research and the ideas are  
burned into my head."

Axel, Head of Messaging and Community Products



"It was not anything I could have developed  
at my desk."

Tony, Marketing Manager Messaging



**"Now we have much more confidence  
that the ideas we have come up with  
are valuable for our customers."**

Thomas, Senior Manager Mobile Community Messaging



# Thank you.

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