

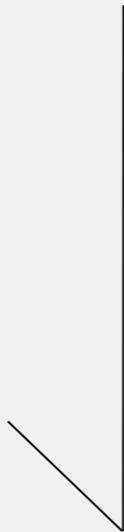


Ottobre 2014 | Politecnico di Milano - Scuola del Design

VISUAL TOOLS *to* DESIGN

**STRUMENTI DI
RAPPRESENTAZIONE VISIVA**
Roberta Tassi

PRODUCT
SPACE
SERVICE
EXPERIENCE
INTERACTION
SYSTEM
PROCESS



From the design of a product to the design of an experience or a system, the **growing complexity** designers deal with has raised the need to identify new methods and tools.

COMPLEXITY
IS IMPLICITLY
GENERATED BY
THE **INTANGIBLE**
NATURE OF THE
SUBJECT ITSELF

Ideate a concept for a service, which by definition is a **heterogeneous mix** of tangible and intangible elements, raises specific needs, different from the ones that emerge when designing a simple product (physical object).

#experience #system #process #information #flow

COMPLEXITY
IS INCREASED BY
THE **MULTIPLE**
ACTORS INVOLVED
IN THE DESIGN
PROCESS

When dealing with services, the number of interlocutors increases, raising the need to open the process towards the outside (**users and service operators**) and towards the inside (**organisations and project stakeholders**).

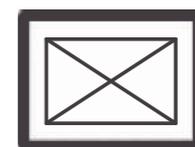
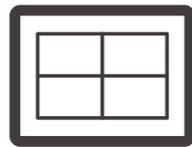
#designer #stakeholder #expert #provider #user

VISUAL TOOLS
GIVE **TANGIBILITY**
TO THE CONTENT
THAT WE NEED
TO COMMUNICATE,
MAKING IT
SHAREABLE.

It is not about building intriguing visual narration. It is about shaping solid models, that support conceptualisation and formalisation of intangible design assets to support thinking, collaboration and idea development.

HOW?

VISUAL REPRESENTATIONS CAN ADOPT DIFFERENT
LEVELS OF ICONICITY



**ABSTRACT
REPRESENTATIONS**

use of a symbolic language or a
codified set of signs

**REALISTIC
REPRESENTATIONS**

reproduce the original object
that we need to visualise

VISUAL REPRESENTATIONS CAN DIFFERENTLY HANDLE
REPRESENTATION OF TIME



-

+

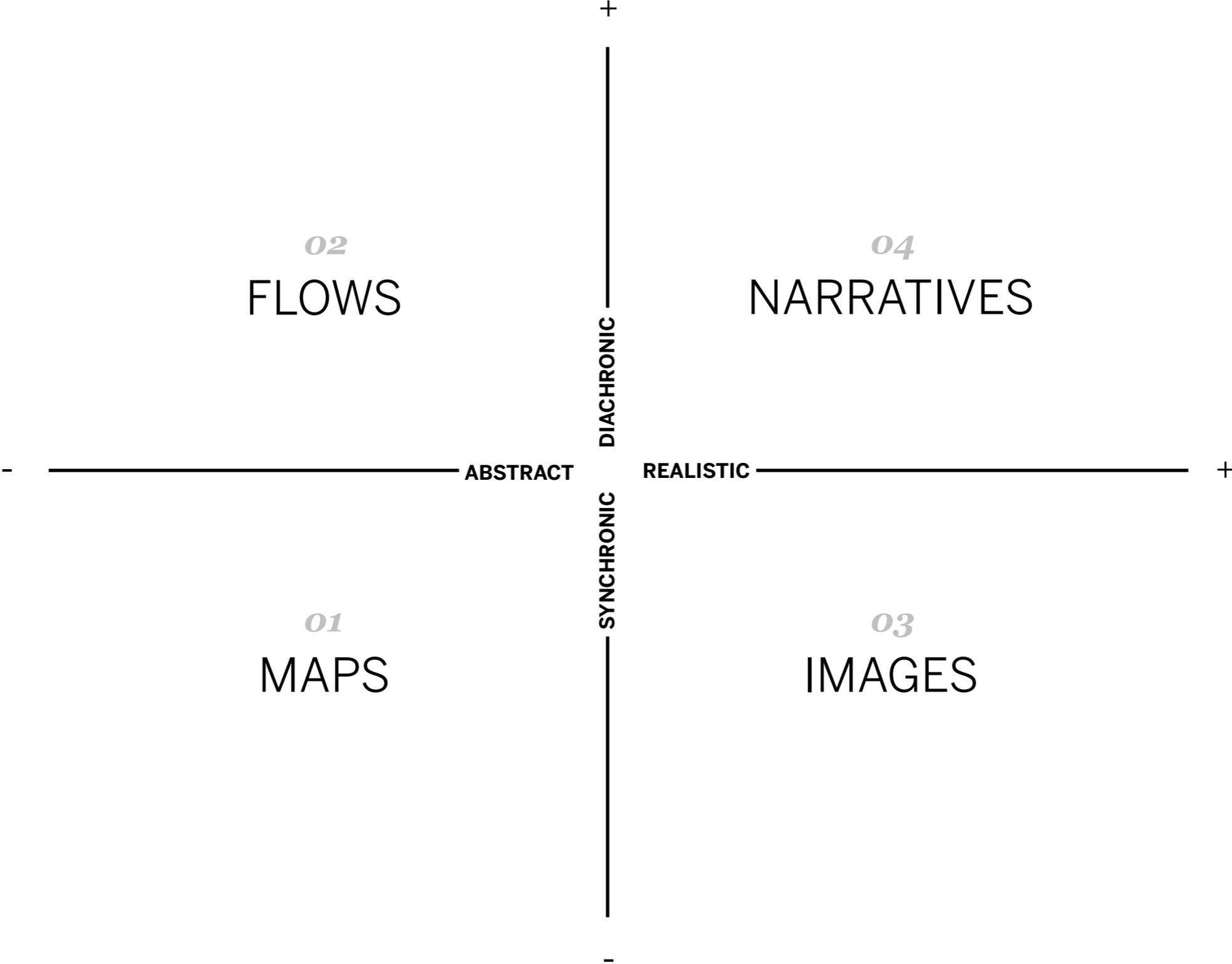
**SYNCHRONIC
REPRESENTATIONS**

describe the object in
a single moment in time

**DIACHRONIC
REPRESENTATIONS**

generate meaning from
a sequence of frames

VISUAL TOOLS TO DESIGN HOW



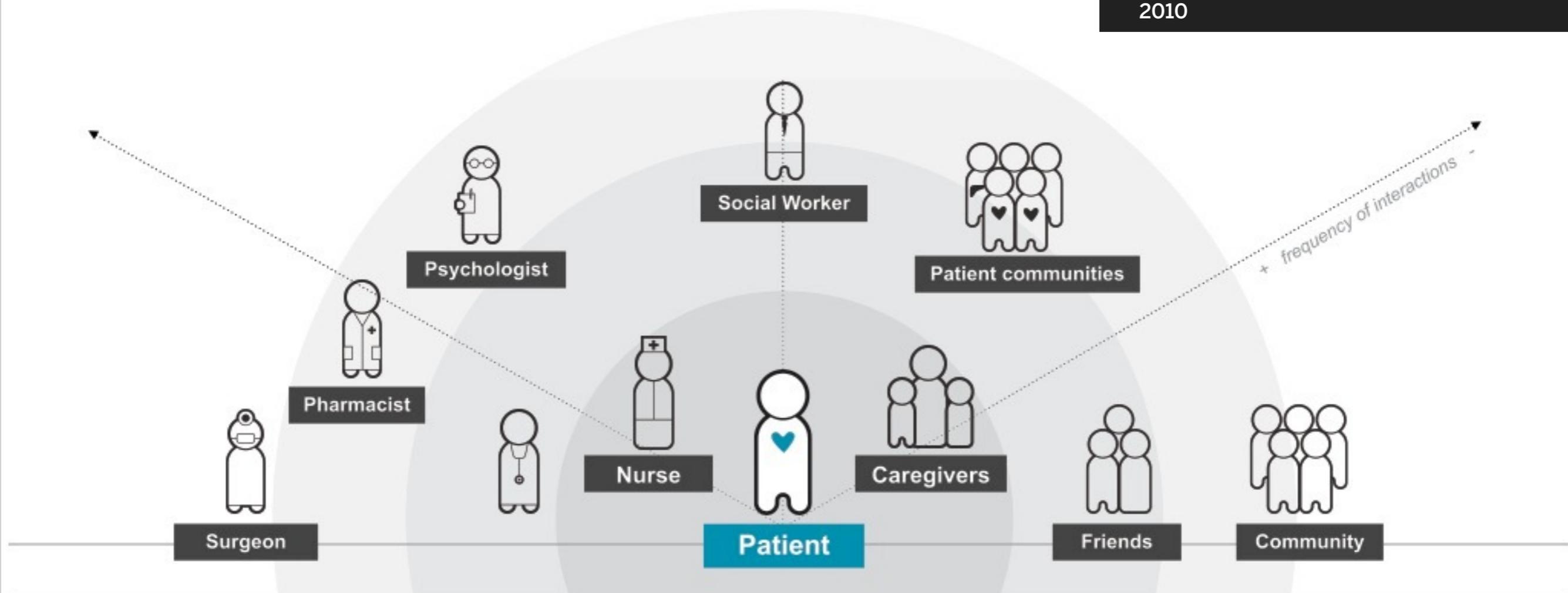
01/MAPS

VISUALLY SYNTHETIC DESCRIPTIONS OF CLUSTERS OF CONTENTS, THEY GIVE VISIBILITY TO THE STRUCTURE THAT LIES BEHIND AN EXPERIENCE AND THAT MAKES IT POSSIBLE.

ACTORS MAP

From the final users up to the service providers, we map the roles within the experience ecosystem (creation, development and delivery)

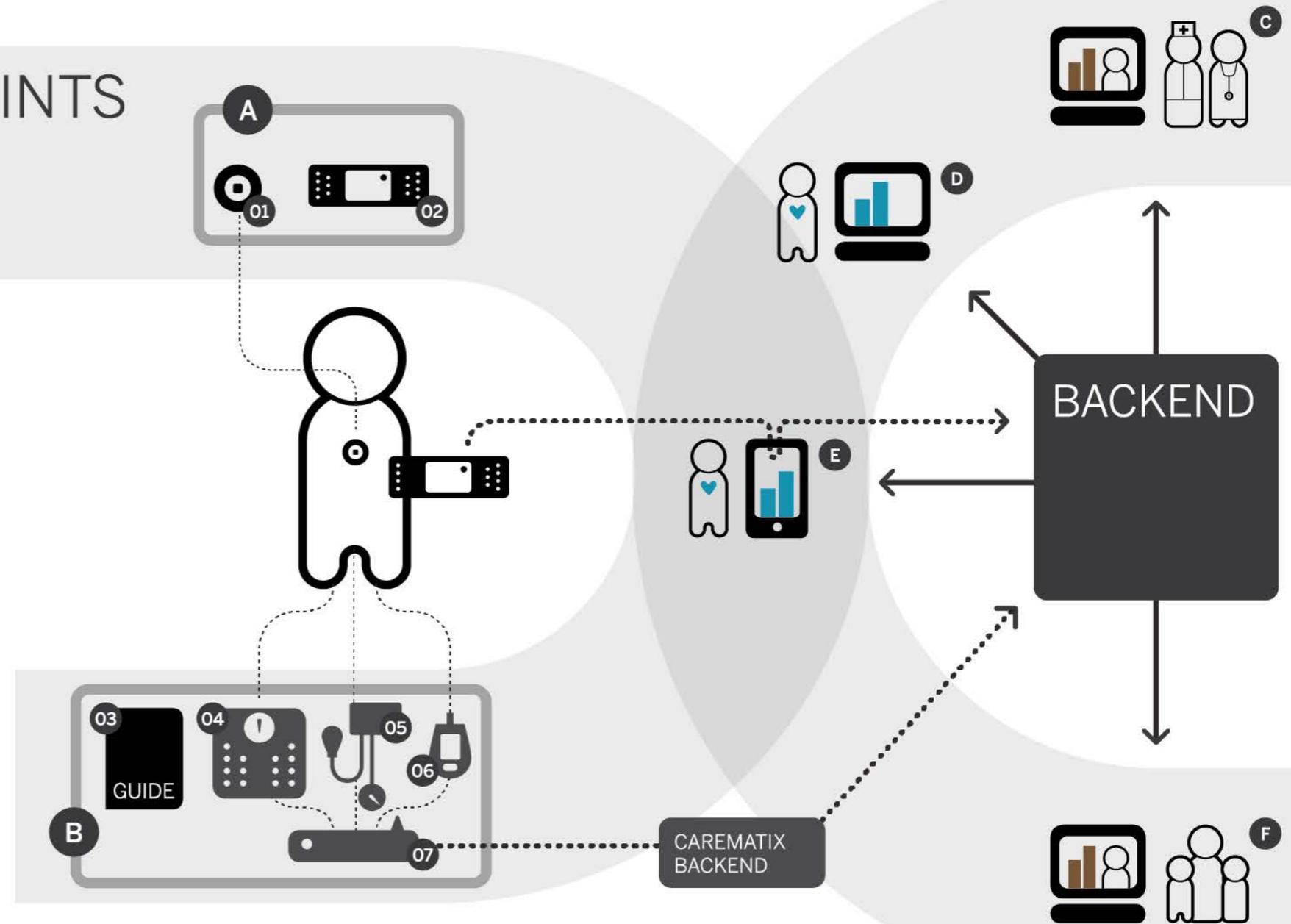
2010



The world around the patient

PHYSICAL TOUCHPOINTS

- | | | | |
|----|----------------------|----|----------------------|
| A | BOX containing | B | BOX containing |
| 01 | MYFORTIC PILLS | 03 | QUICK GUIDE |
| 02 | PATCHES | 04 | SCALE |
| | | 05 | BLOOD PRESSURE METER |
| E | PATIENT MOBILE PHONE | 06 | CREATININE METER |
| | | 07 | HUB |



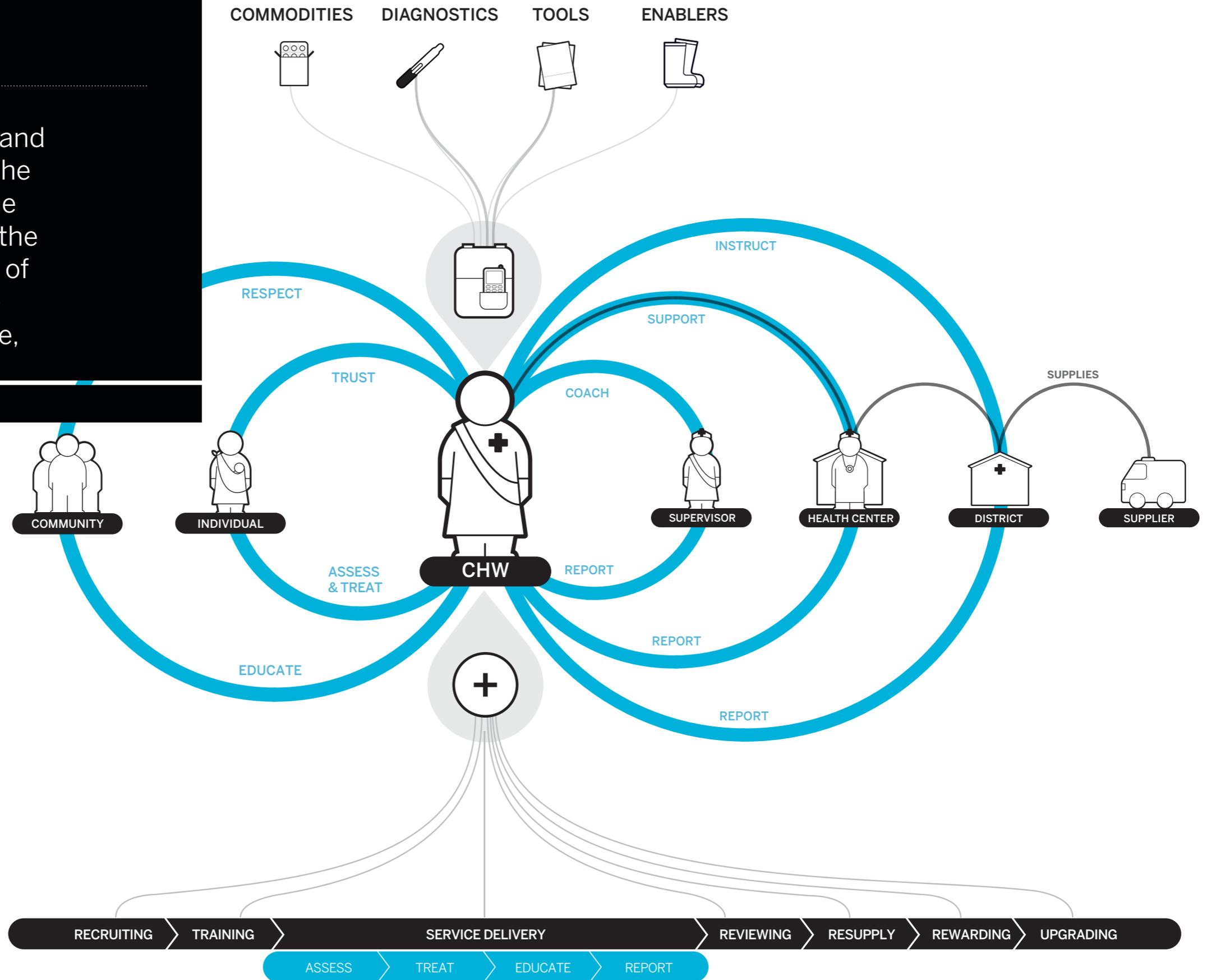
ECOSYSTEM MAP

The system that enables the experience, as devices the users interacts with, context and technological infrastructures behind and information flows.

SERVICE MODEL

Both the tangible and tacit advantages the actors get from the service as well as the macro-categories of performances the service will provide,

2013



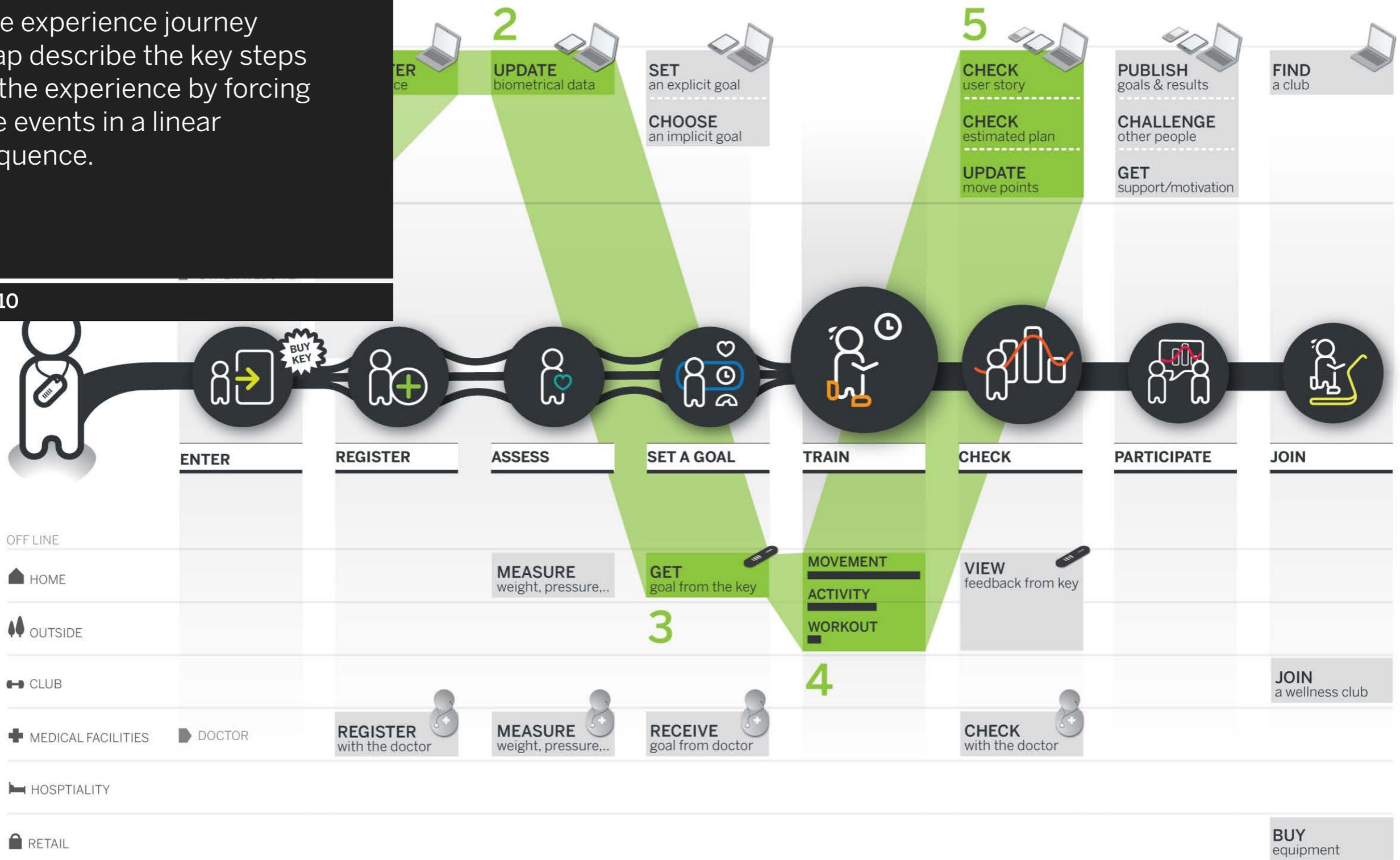
02/FLOWS

WITH AN EXPLICIT ORIENTATION THAT DETERMINES THE READING PATH, THEY'RE USED TO DESCRIBE THE EXPERIENCE BY REPRESENTING ITS DIFFERENT PHASES.

EXPERIENCE JOURNEY MAP

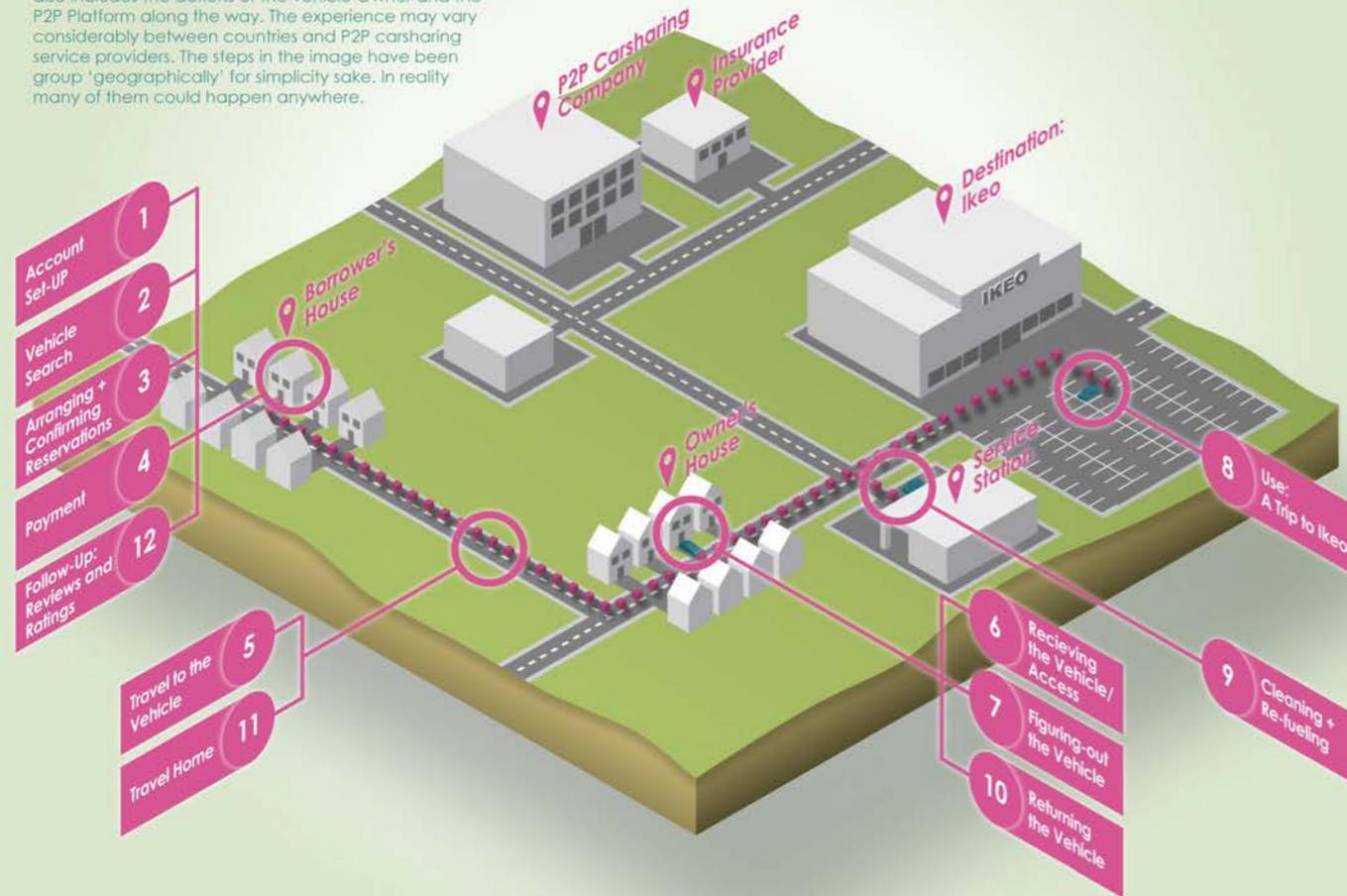
The experience journey map describe the key steps of the experience by forcing the events in a linear sequence.

2010



P2PCARSHARING: The Borrower's Customer Journey

This is a generalized and simplified Customer Journey Map depicting the Borrower's service experience. It also includes the actions of the vehicle Owner and the P2P Platform along the way. The experience may vary considerably between countries and P2P carsharing service providers. The steps in the image have been group 'geographically' for simplicity sake. In reality many of them could happen anywhere.

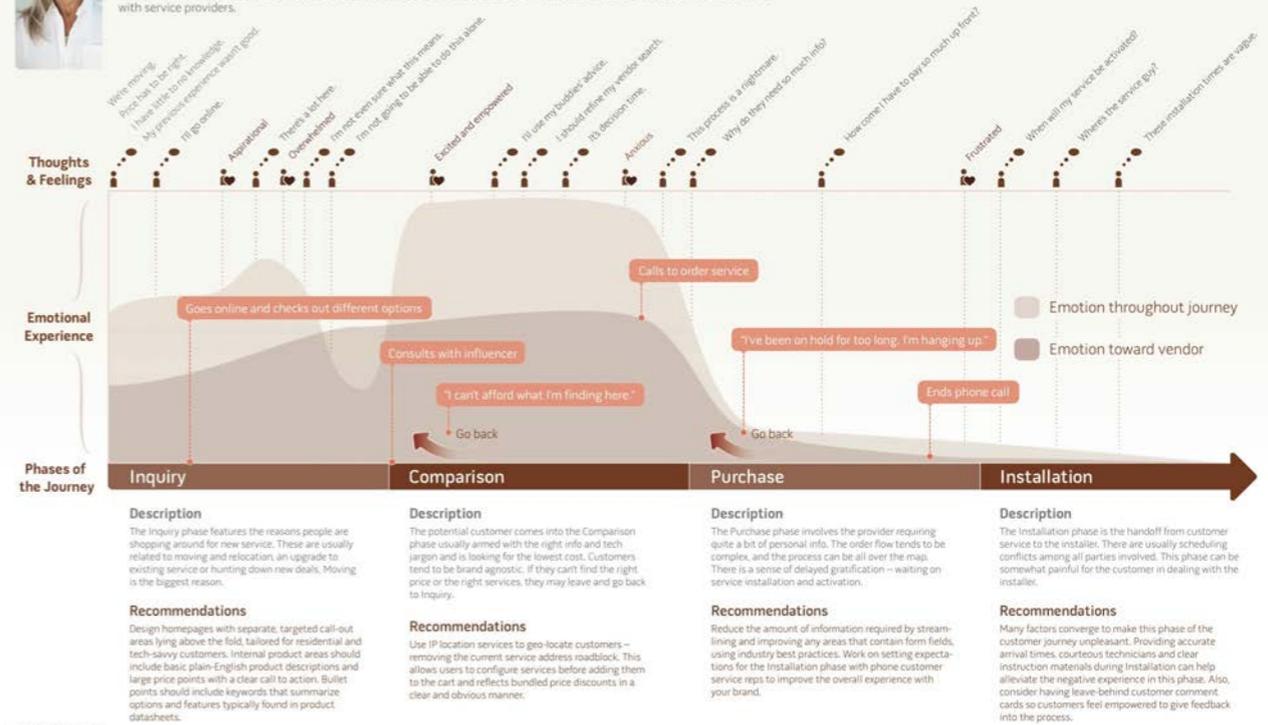


	1	2	3	4	5	6	7	8	9	10	11	12
	Account Set-Up	Vehicle Search	Arranging + Confirming Reservation	Payment	Travel to Vehicle	Vehicle Hand-over/ Access	Figuring-out the Vehicle	Use	Cleaning + Re-fueling (if required)	Returning the Vehicle	Travel Home	Follow-Up
Borrower	Context: Online	Context: Online	Context: Online	Context: Online or In-person*	Context: In-person	Context: In-person w/ car and the owner**	Context: In-person w/ car and the owner**	Context: In-person w/ car	Context: In-person w/ car	Context: In-person w/ car and the owner**	Context: In-person	Context: Online
Borrower	Creates account, must fulfill eligibility requirements (license check, etc.) and sets up profile.	Searches through the online listings for a vehicle that meets their needs and is available at the desired time.	Makes requests to owners and waits for confirmation (if necessary). Some systems do not need confirmation from the owner - they allow instant rental if the vehicle is available.	Makes payment to the platform. *Note, some companies do not handle the payment, in which case the users arrange the payment themselves.	Gets to the agreed upon pick-up spot; walk, bike, public transit, taxi, etc...	Key Exchange: Meets the owner and receives the keys. Keyless: The vehicle is equipped with a "car kit" that allows remote access - no need to meet owner.	Gets accustomed to the layout and controls and customizes (ie: adjusting the seat) the vehicle to their preferences. * the owner may or may not be present.	Drives the vehicle in this scenario, to Ikeo. The use phase can involve a variety of things, but can be simplified down to driving, parking and being out of the vehicle.	Returns the vehicle to the condition it was received in. This may include cleaning and re-fueling, although some services include gas in the rental price.	Drops the vehicle off at the agreed upon spot and returns the keys to the driver (if necessary). * the owner may or may not be present.	Travels back home; walk, bike, public transit, taxi, etc...	Rates and reviews the experience (the owner and the vehicle) online.
Borrower	Online profile.		Series of messages/emails.	Transaction receipt (e-mail and record on profile)		The vehicle and the keys.			Receipt for the fuel (if applicable).	Handing over the keys and vehicle.		Reviews and ratings displayed on the owner's and borrower's profiles.
Owner			Reviews borrower's profile and request, and decides to accept or deny it (if necessary).	Receives their portion of the payment (between 40% - 100%) from the platform. Usually this is paid out on a weekly or monthly schedule.		Ensures the vehicle is in the agreed upon place. Meets the borrower and hands over the keys (if necessary). Some systems require a vehicle check and the signing of an agreement.	Explains the controls and idiosyncrasies of the vehicle (optional).		Receives the keys and checks the vehicle to see if it is the same condition that it was handing over in.			Rates their experience with the borrower.
Carsharing Company	Ensures borrower meets their eligibility requirements. This may include checking their driving record with the state.	Maintains database of available vehicles.	Provides communication system to facilitate communication between borrowers and owners.	Handles payment and pays out designated amount to the owner.		Provides instructions for vehicle hand over process. Provides technology solution for keyless access (if applicable).			Provides instructions for vehicle hand over process. Provides instructions what to do in case of abuse or misuse of the vehicle.			Encourages users to rate and review their experiences. Provides system to handle and display this ratings.



Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.



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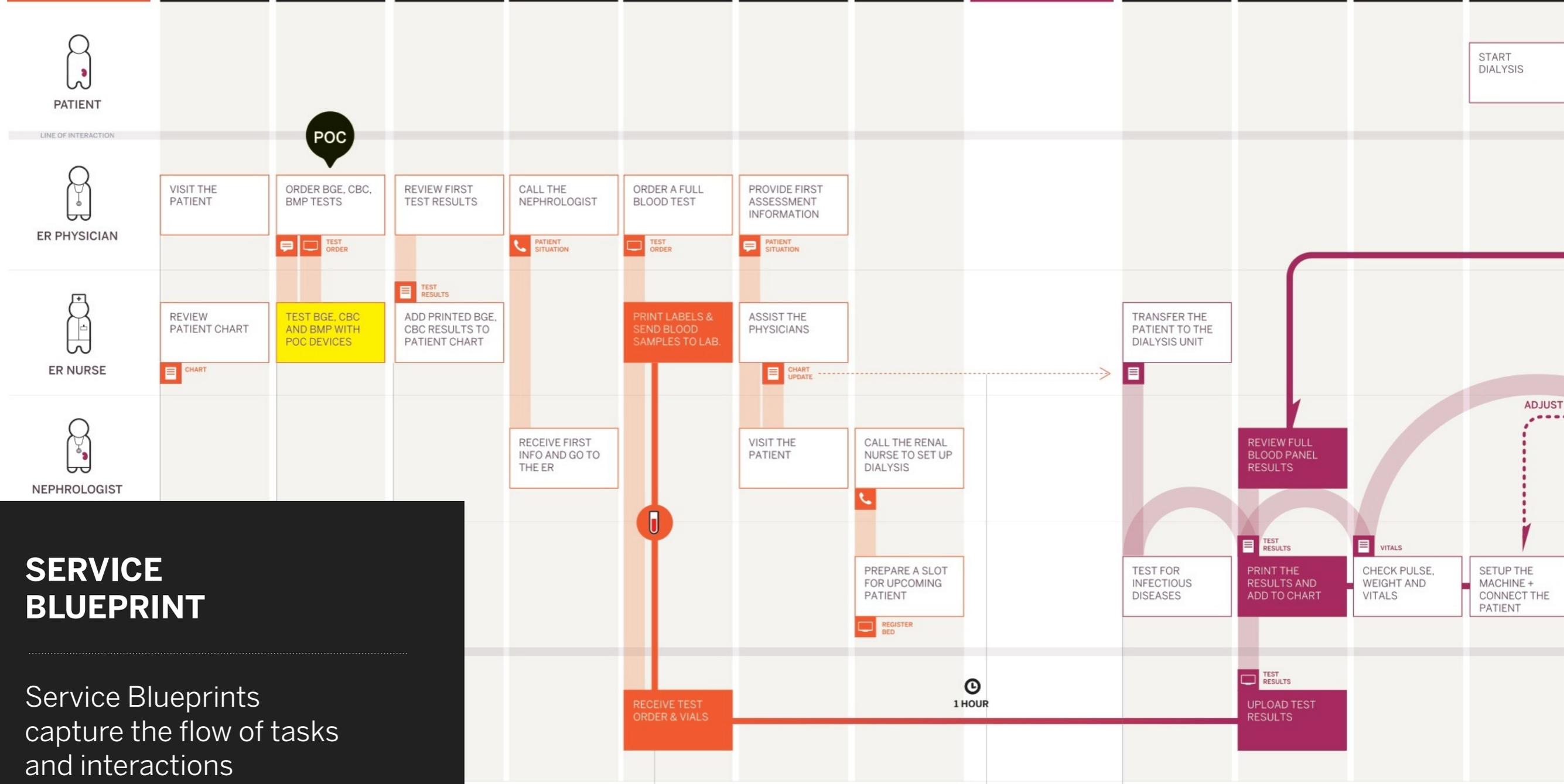


DIAGNOSIS



PREPARATION

	FIRST EXAMINATION	POC TESTING	INITIAL EVALUATION	SPECIALIST CALL	LAB TESTING	SPECIALIST VISIT	DIALYSIS SET UP		PATIENT TRANSFER	PRE-DIALYSIS CHECK	VITALS CHECK	START DIALYSIS
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SERVICE BLUEPRINT

Service Blueprints capture the flow of tasks and interactions underlying the delivery of a service experience.

When not hospital units are special could be by to be vital chart.

**Liver functions
Kidney functions
Coagulation
CRP**
Sometimes the nephrologist orders an ultrasound in addition to the complete blood panel.

Patient chart
During the transfer the chart travels with the patient.

Infectious diseases
Rapid HIV, hepatitis B and C testing is done right before starting. New patients are always put on single use machines to reduce infection risks.

03/IMAGES

A REALISTIC REPRESENTATION,
THROUGH ITS EVOCATIVE POTENTIAL,
PROJECT THE AUDIENCE INTO
EXPERIENCEABLE SITUATIONS,
SUPPORTING THE COMMUNICATION
OF THE SOFT INTANGIBLE
QUALITIES.

VISUAL TOOLS TO DESIGN IMAGES



COLLAGE / MOODBOARD

An association of photographic images used to convey a specific feeling/emotion/atmosphere that the concept should embed.

VISUAL TOOLS TO DESIGN IMAGES



VISUAL TOOLS TO DESIGN IMAGES

Anjali

THE CONNECTED TEEN

Late teens, school student

*“My friends are number one.
We are always in touch,
chatting and sharing - either
in person or online.”*

PERSONAS / USER ARCHETYPES

Personas are fictional characters describing behaviour patterns, goals, attitudes, and environment (clusters of users that the design team take as reference).

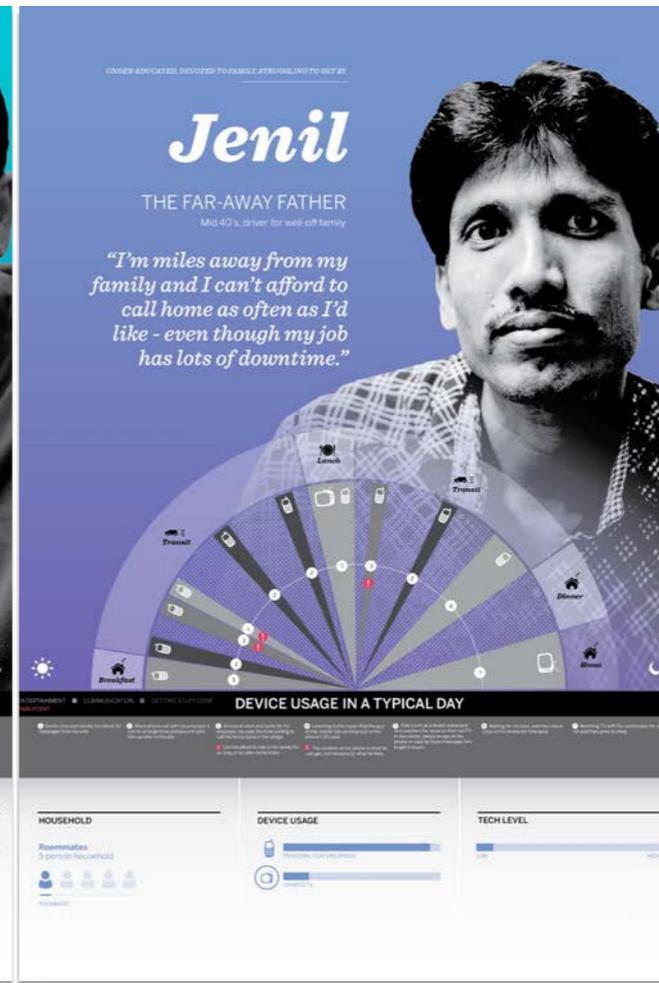
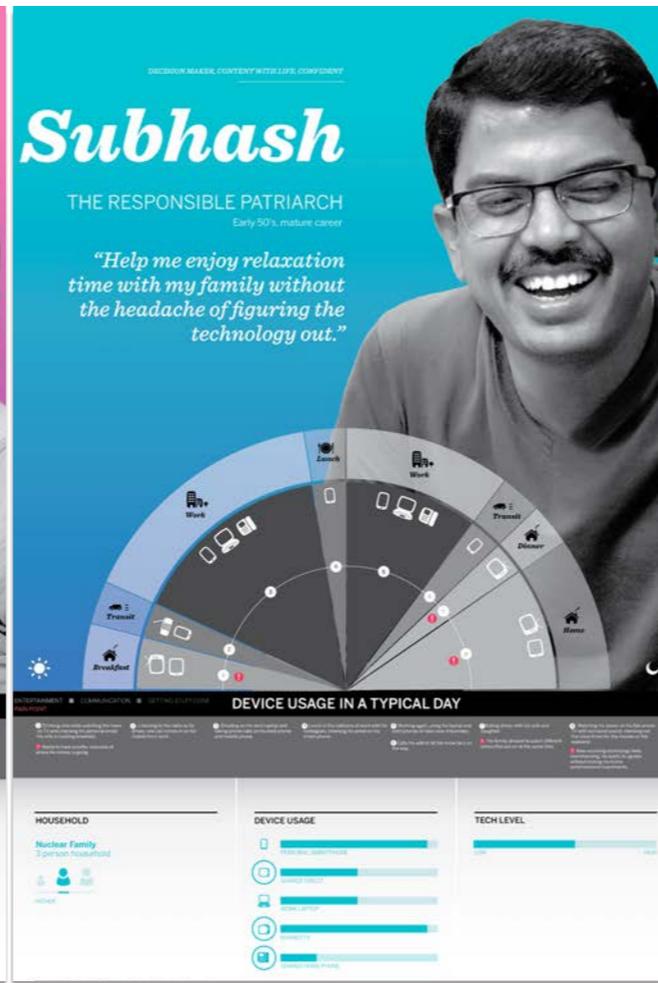


 Transit

 Tutoring

 Transit

VISUAL TOOLS TO DESIGN IMAGES



CONCEPT IMAGE

A single shot describe the key moment of the concept/experience the design team is envisioning (usually based on the signature moments).

2010

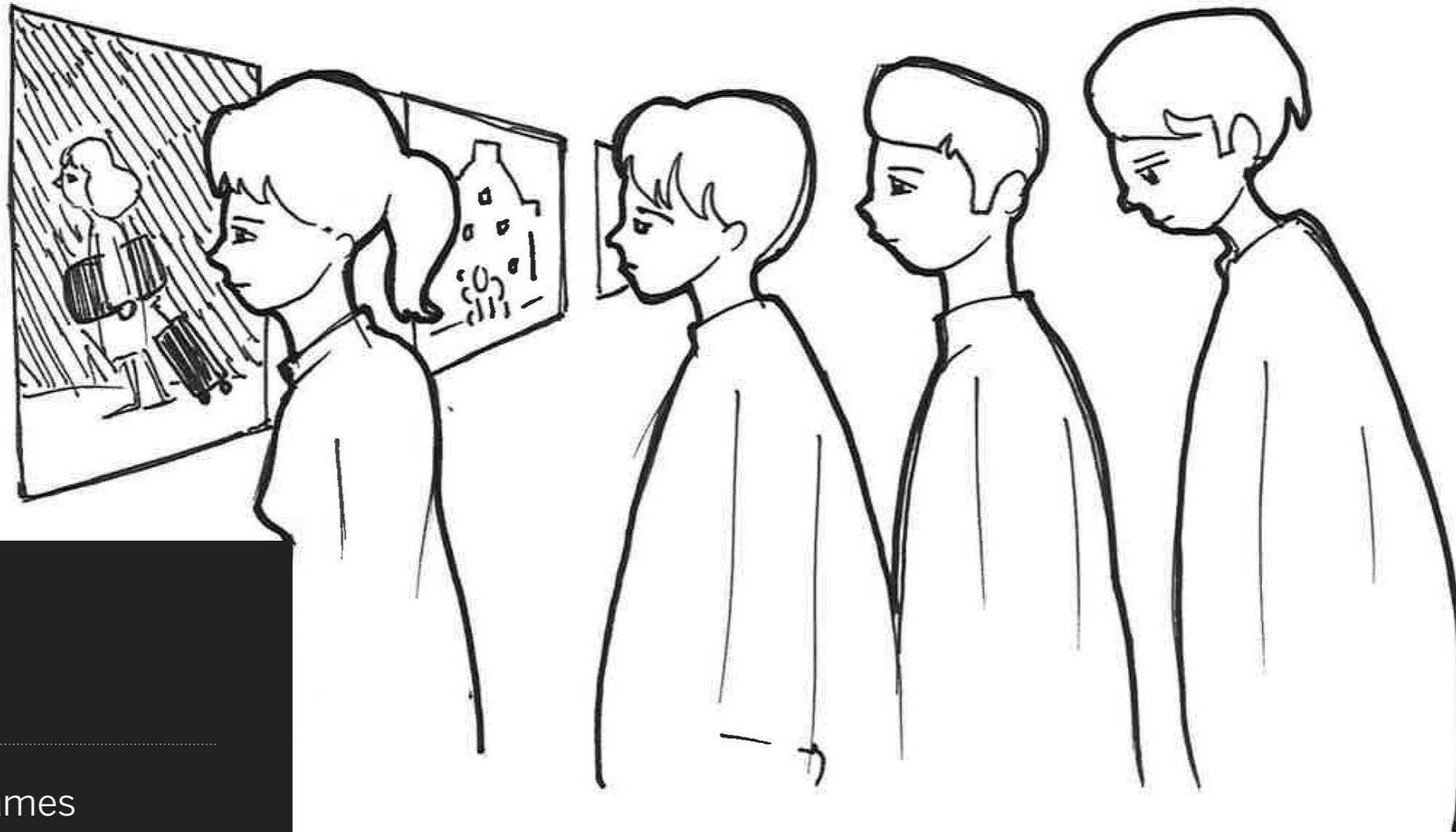


VISUAL TOOLS TO DESIGN IMAGES



04/NARRATIVES

MAINLY USED FOR THE VISUALISATION OF THE USER EXPERIENCE, THEY COMPREHEND ALL THE VISUAL STORYTELLING TECHNIQUES, FROM THE ILLUSTRATED STORYBOARDS TO THE CINEMATOGRAFIC SIMULATIONS.

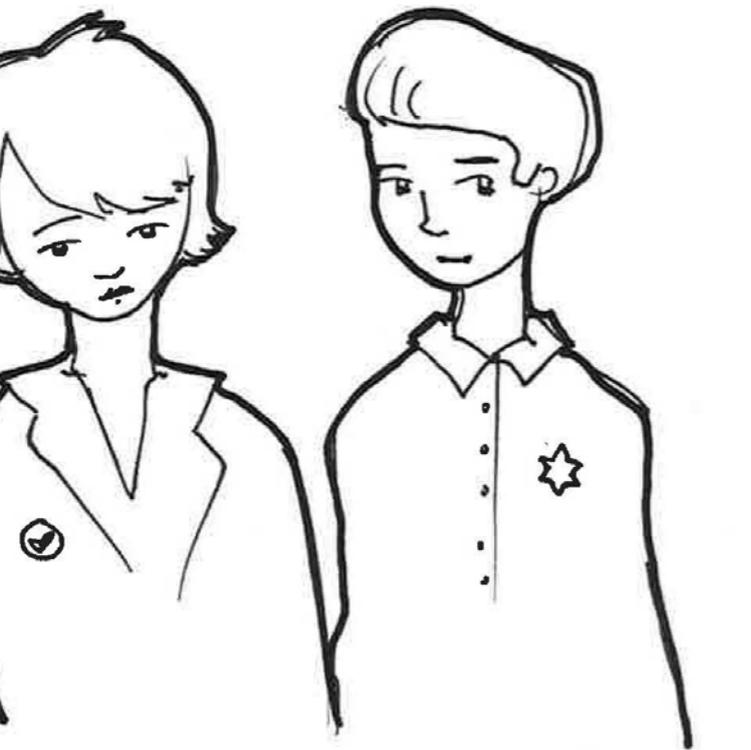


STORYBOARD

A sequence of frames describing the story of a user interacting with a product/service.

TIME VISITORS SPEND IN LINE TO TELL THE STORY OF
HIDING.

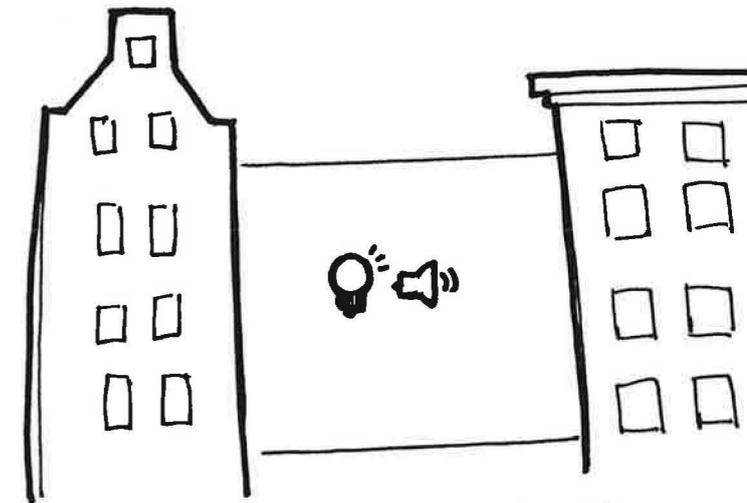
VISUAL TOOLS TO DESIGN NARRATIVES



ENTRANCE
PROVIDE PEOPLE WITH A PIN AGAINST
PREJUDICE AS THEIR MUSEUM "TICKET"

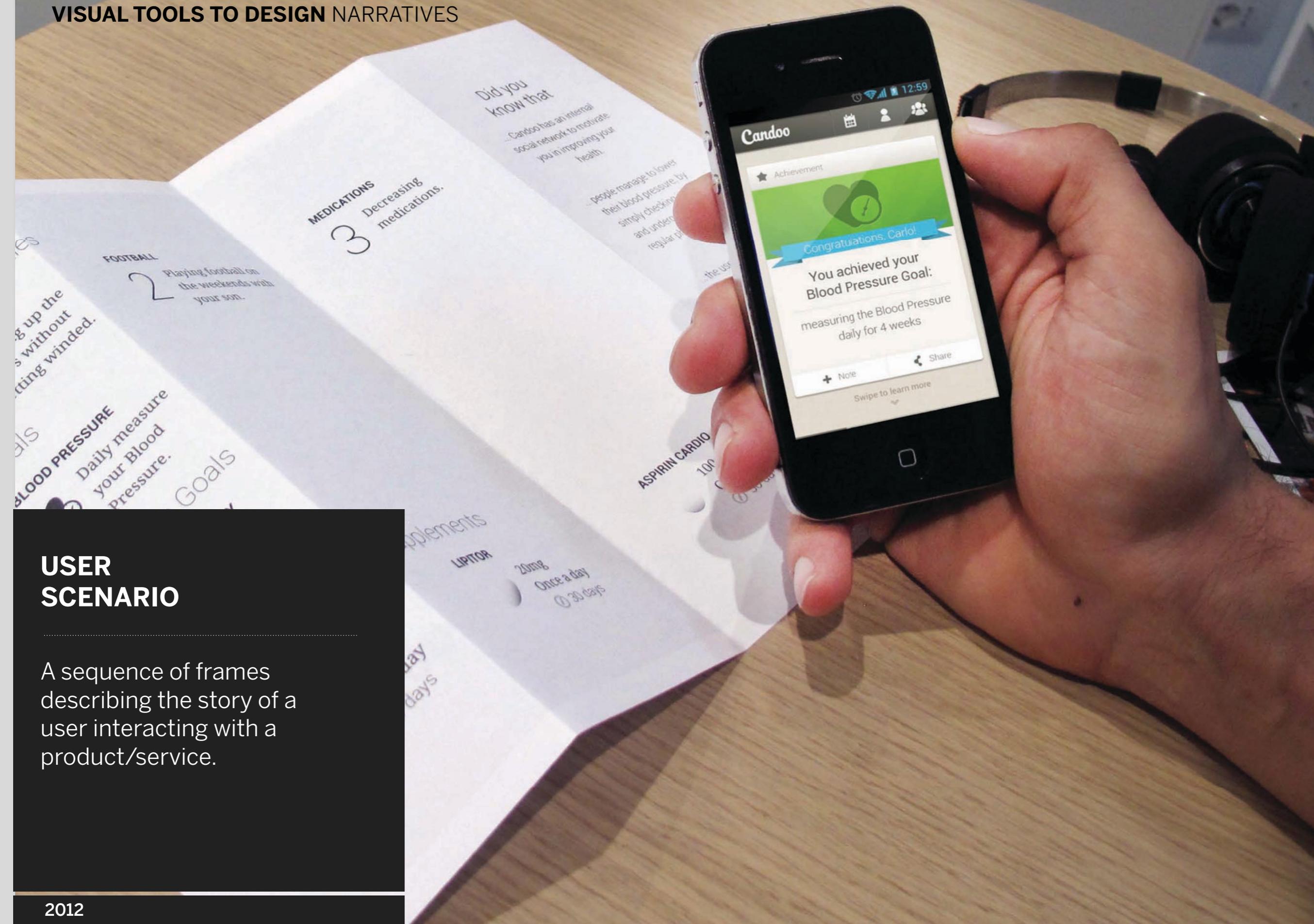


USE THE FLOOR
MARK PLACES WHERE ANNE
DID SPECIFIC THINGS.
OR WHERE FURNITURE ONCE
WAS.



USE LIGHT AND SOUND
TO CREATE AN EXPERIENTIAL
SHIFT BETWEEN HIDING IN THE
ANNEXE & THE CONCENTRATION
CAMP.

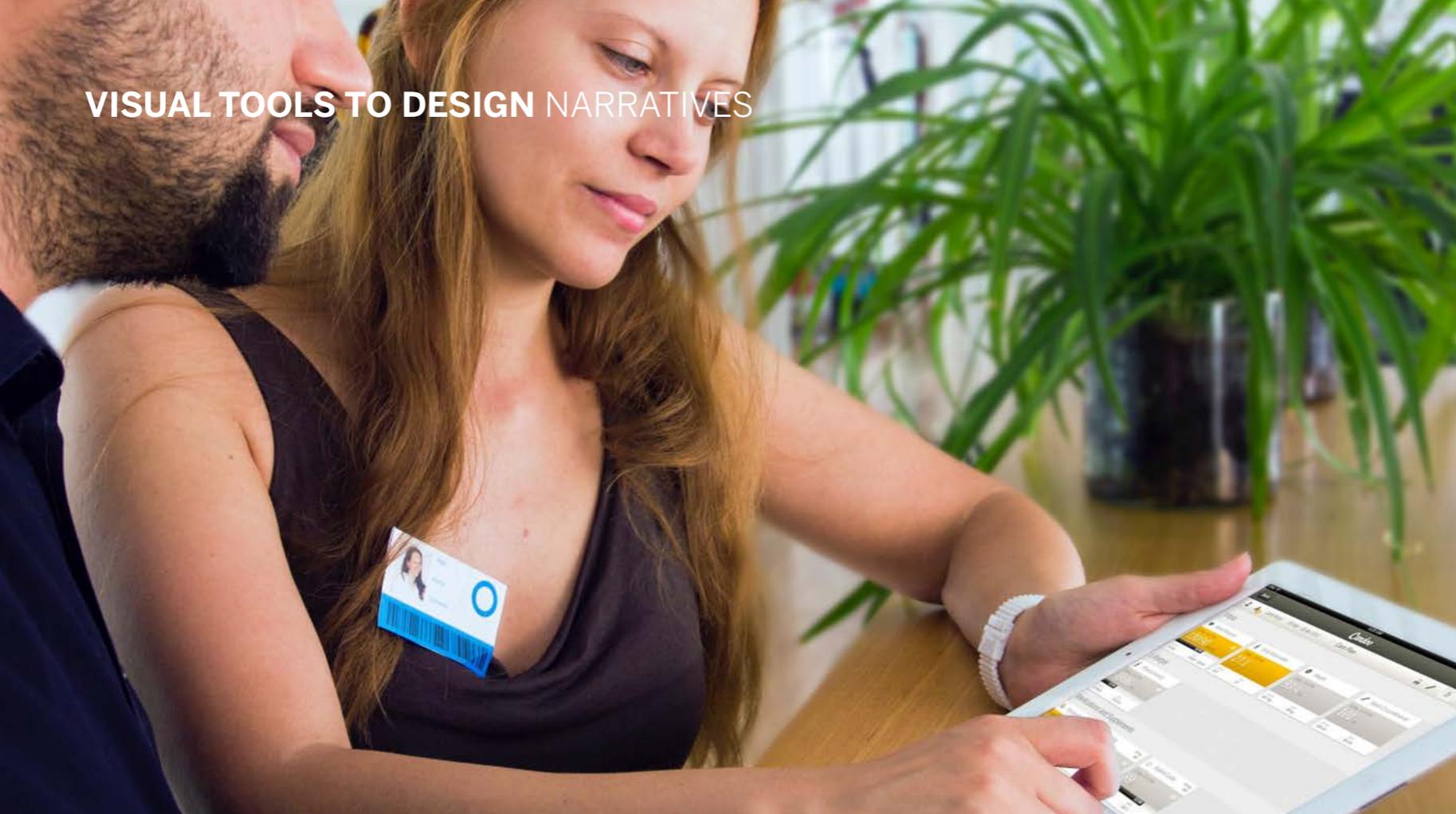
VISUAL TOOLS TO DESIGN NARRATIVES



USER SCENARIO

A sequence of frames describing the story of a user interacting with a product/service.

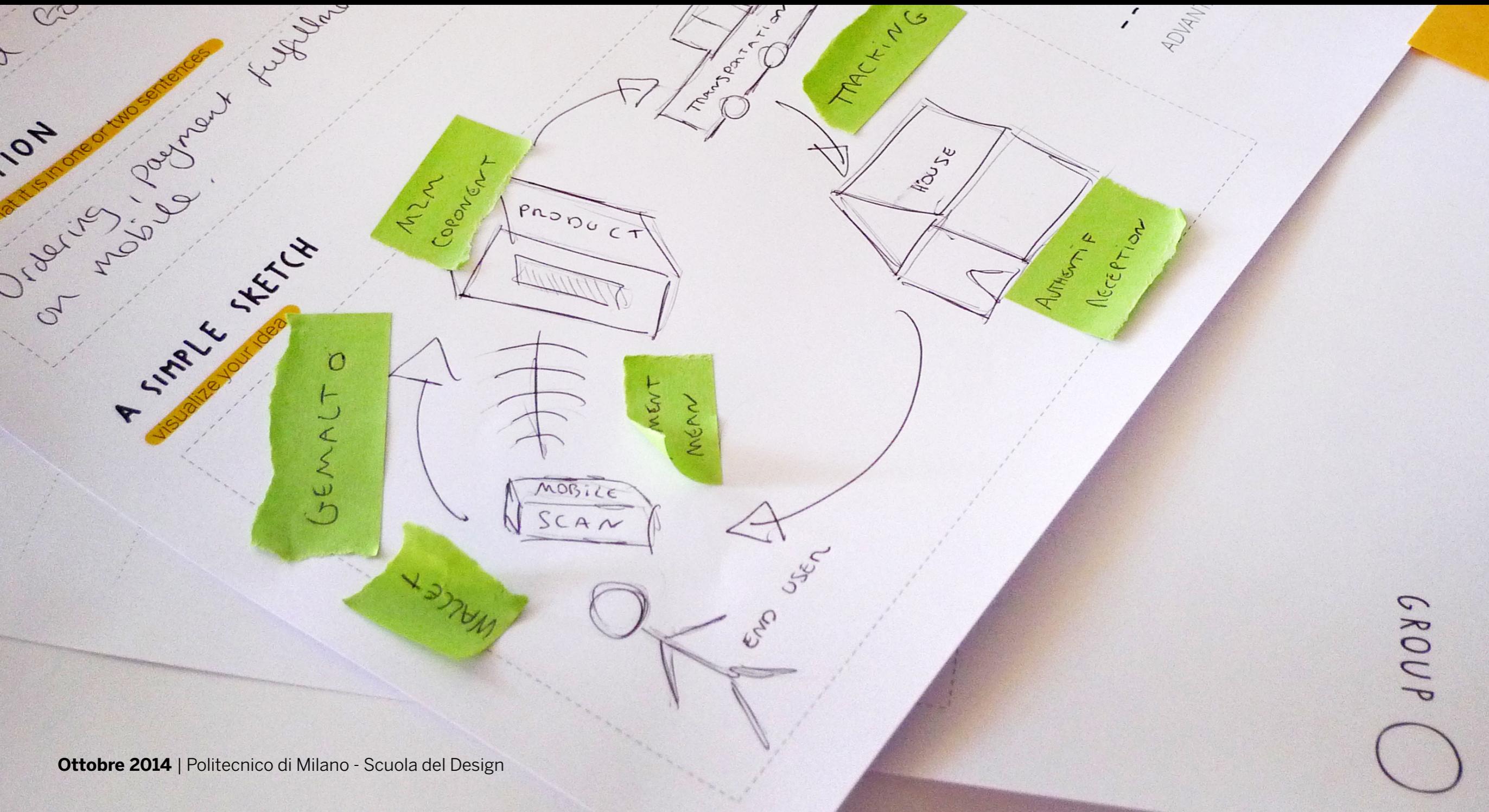
VISUAL TOOLS TO DESIGN NARRATIVES



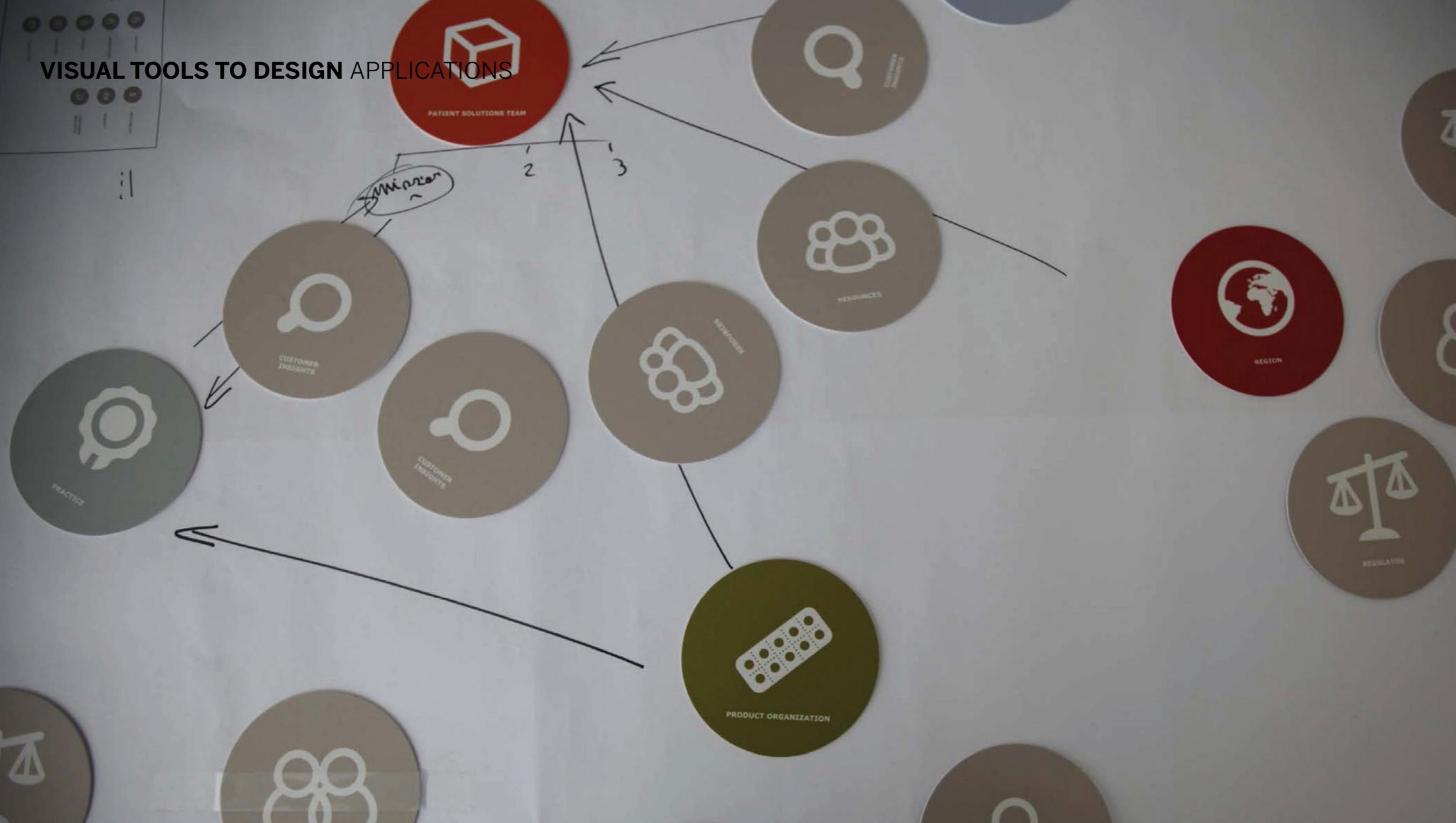
WHEN?

THINK

2013, User Centered Design Workshop, System Map



VISUAL TOOLS TO DESIGN APPLICATIONS

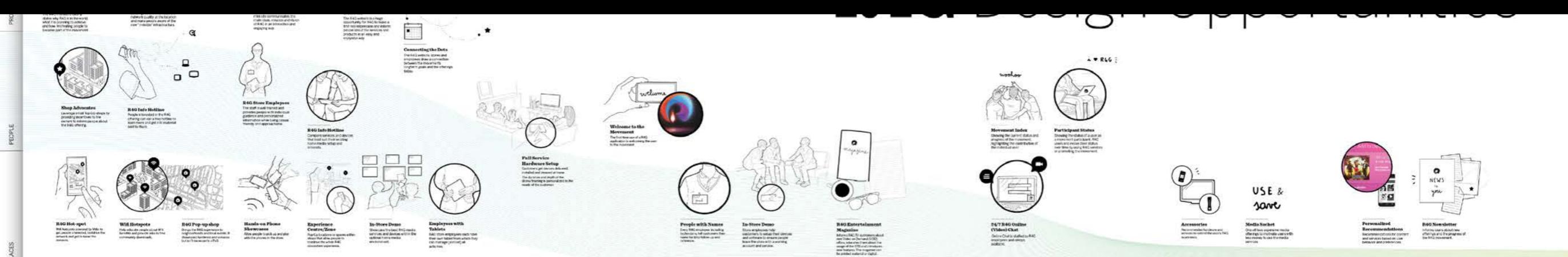


COLLABORATE

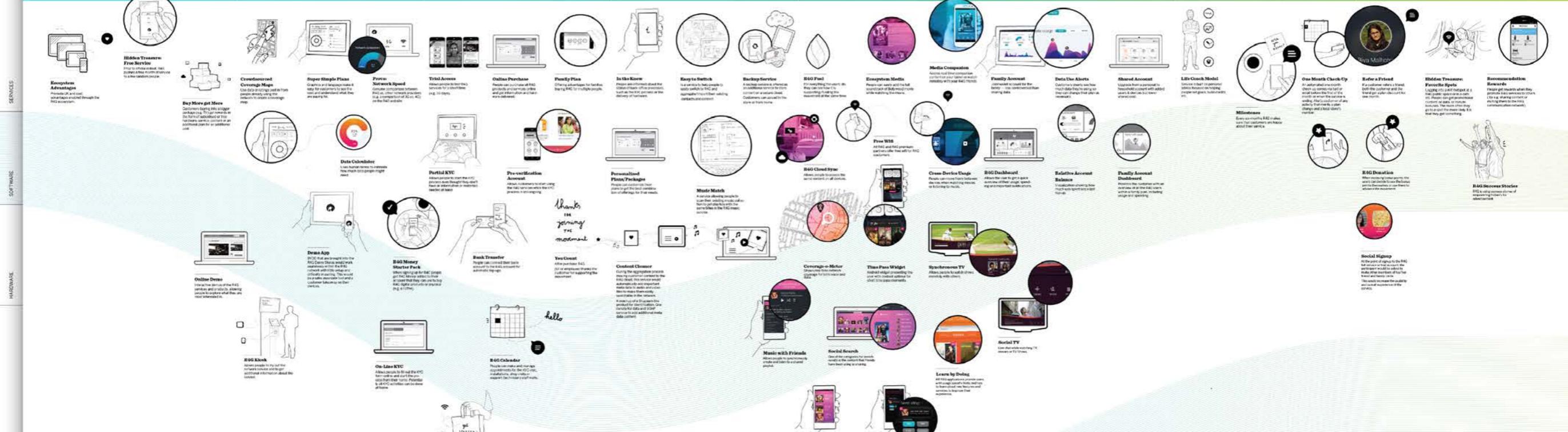
2013, Company Reorganization Workshop, Ecosystem Map

ANALYSE / IDEATE

2012, Telco Experience - Customer Journey Map



Attract	Learn	Buy	Setup	Use	Manage	Extend	Advocate
The first contact of the user with R4G, leading to pro-actively learning about the offering. Focus on capturing the user's imagination how R4G can improve their life and how they can help to improve India.	Exploring the offering through demos, tryouts and individual education, leading to purchase. Prove the quality of the services and touchpoints. Show that you are real and overcome the bad karma of network providers in India.	Choosing the right plan and hardware option, starting the KYC process, and then leading to getting started. Add value by catering to the customer's needs to get them experiencing the service ASAP.	From account creation, to hardware delivery, to installation and first use, and then leading to continuous use. Prove that this can be a positive experience and make people feel proud to be part of the movement.	From consumption, to communication and sharing for learning new features, and then leading to extending & advocating. Prove the power of the network and device ecosystem establish rituals that are fun and delight the user.	Managing the account and contacting customer service leading to extending and advocating. Prove that people can trust you and that you care about them.	Top-Up of the account, changing plans and trying into new aspects of the service ecosystem. Prove that it is in their best interest to continue or extend their relationship with you.	Receiving rewards and promotions, sharing services and content with others and recommending R4G. Reward people for using or recommending your service, and encourage them to share and talk.



VISUAL TOOLS TO DESIGN APPLICATIONS



ENVISION

Disney Experience

A picture is worth a
thousand words

THANKS