

Sustainability-driven Entrepreneurship

Learning material

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Service Design

LO 5: Students can use service design tools to support business model innovation and to generate, develop and test sustainability-driven business ideas and opportunities



Service Design - Designing positive impact: an introduction

- Watch this video to find out more about Service Design:



- [This website](#) gives you supplementary information



Service Design - Designing positive impact: how does it work?

Sustainable change can be achieved from different perspectives:

1. **Designing sustainable behaviour:** Designing a more sustainable product or service, that fully matches the needs of your users.
2. **Designing circular services:** Developing sustainable business models, moving from a product based company to a service oriented company, or developing a sustainable way of offering your products and services.
3. **Designing resilient systems:** And last but not least, creating a sustainable ecosystem by involving all stakeholders





Service Design – tools to use designing sustainable driven services

- **Personas**
- **Customer journey maps**
- **Experience prototypes**
- **Service blueprints**
- **Storyboards**
- **Scenarios**



Personas

PERSONA CANVAS Persona type _____ Author _____ Date _____ [BDT]

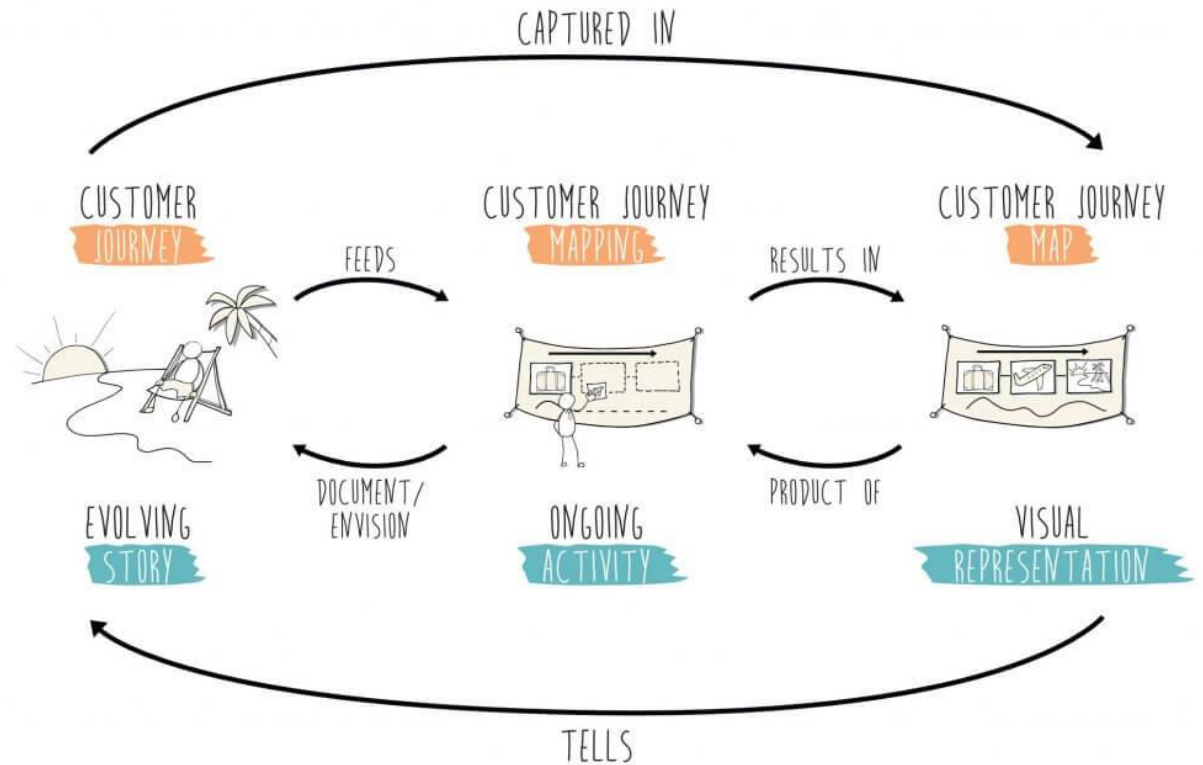
Priority <input type="checkbox"/> PRIMARY <input type="checkbox"/> SECONDARY  “ Statement/behaviour ” Name _____ Age _____ Occupation _____ Location _____ Status _____ Bio	Personality EXTROVERT _____ INTROVERT _____ SENSING _____ INTUITION _____ THINKING _____ FEELING _____ JUDGING _____ PERCEIVING _____ PASSIVE _____ ACTIVE _____	Technology expertise IT & INTERNET _____ SOFTWARES _____ MOBILE APPS _____ SOCIAL NETWORKS _____ INTERNET OF THINGS & VIRTUAL REALITY _____	Where to reach me TRADITIONAL ADS & DIRECT MAIL _____ ONLINE ADS & EMAIL _____ BLOGS & SOCIAL MEDIA _____ REFERRALS _____ PHYSICAL LOCATION/EVENTS _____
	What makes me get involved INCENTIVE _____ FEAR _____ ACHIEVEMENT _____ GROWTH _____ POWER _____ SOCIAL _____	Goals 	Pain points
	Fave brands/apps/influencers 	Top reason to use your product/service (USP) 	Relationship with your product/service 
	Devices and platforms 	Dealbreaker 	

www.businessdesigntools.com

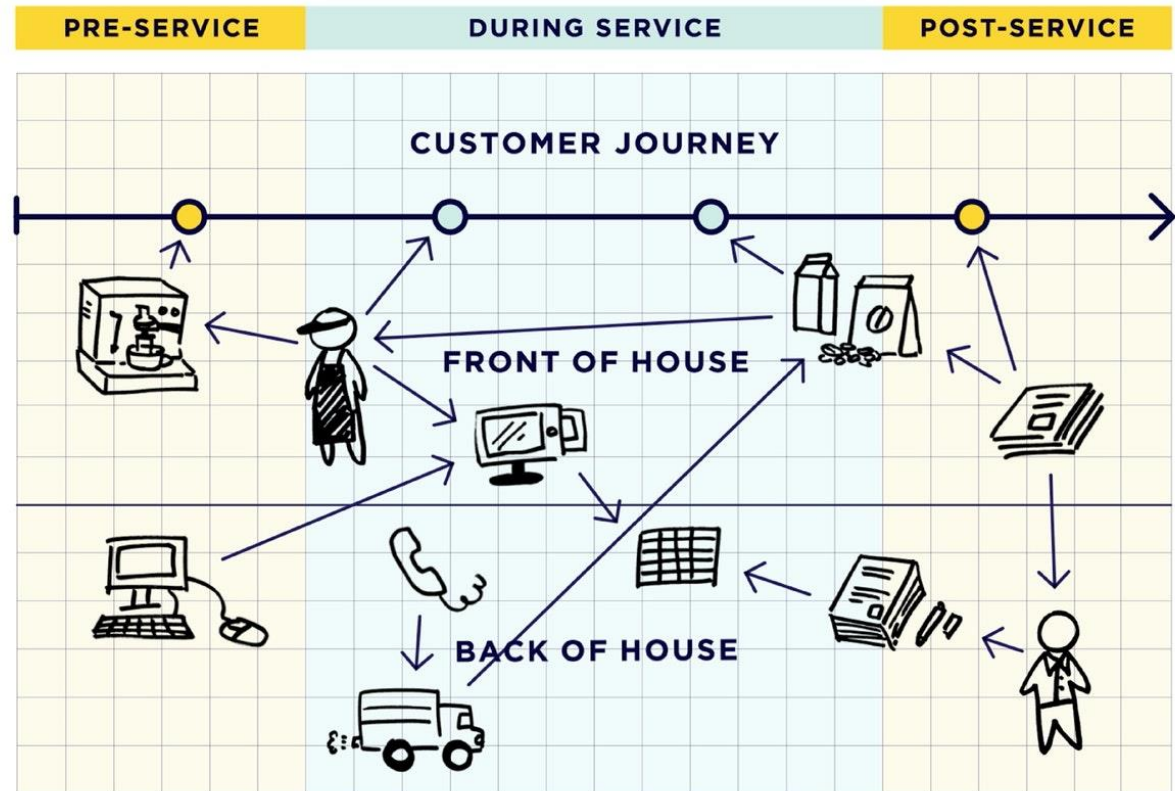
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Customer journey maps



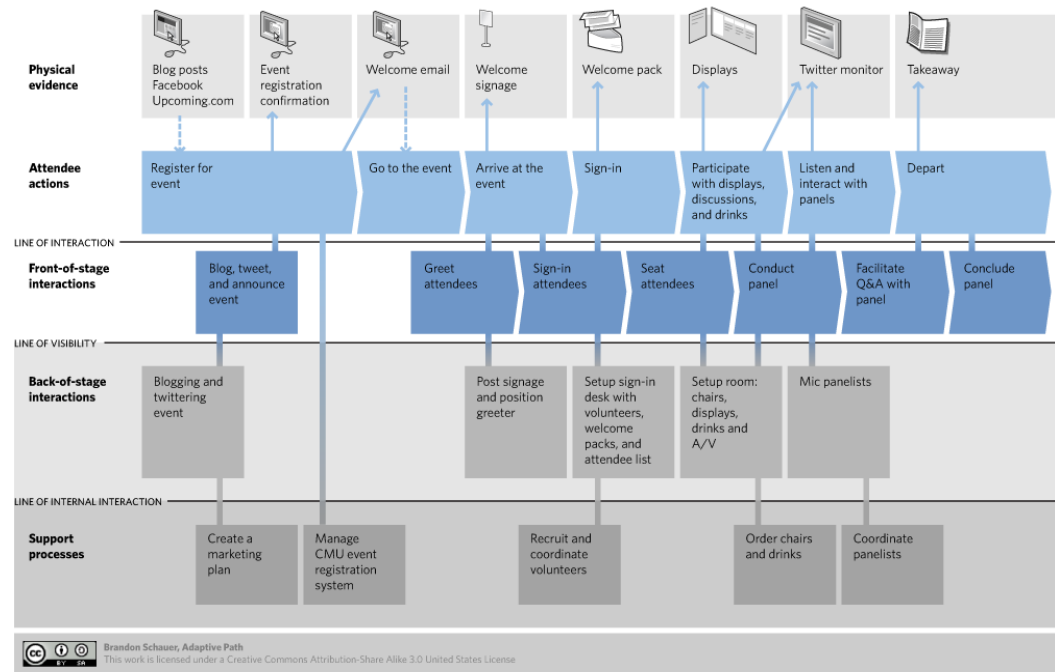
Experience prototype



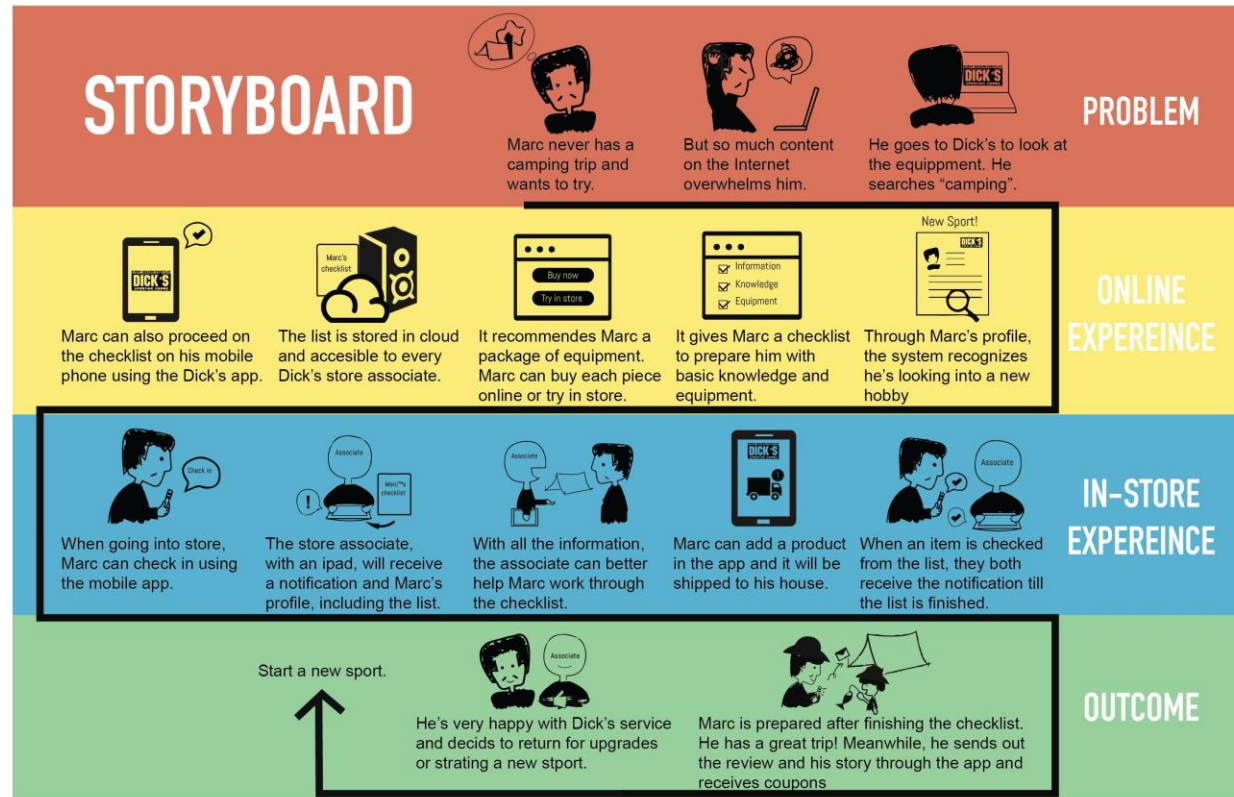
Service blueprint

Service Blueprint for Seeing Tomorrow's Services Panel

find out more: <http://upcoming.yahoo.com/event/1768041>

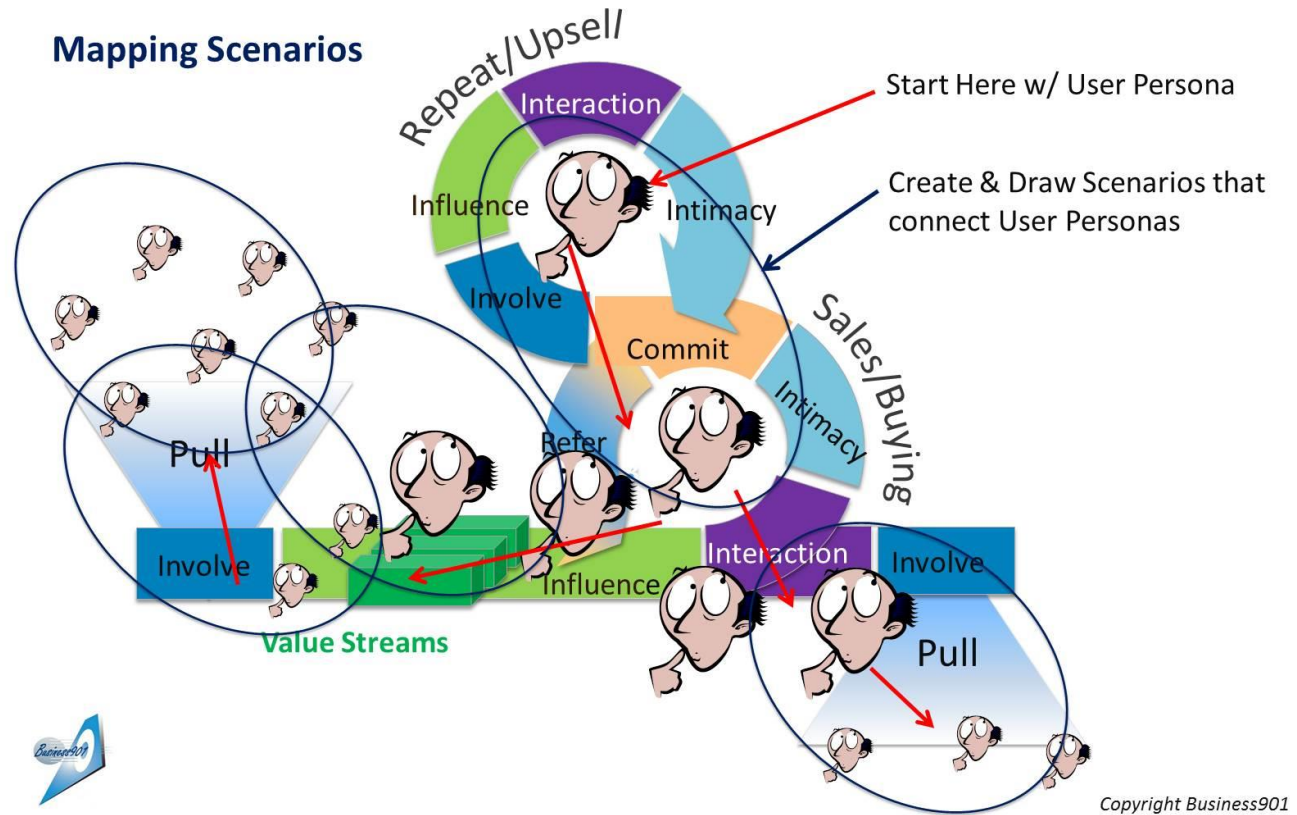


Storyboard



Scenarios

Mapping Scenarios



TASK

- Choose design a new product or service you want to design. You can use the idea of 5.2 as well.
- Apply the service design tools to your idea.
- Present your product or service to others
- Finally, reflect
 - How do the tools work?
 - How easy was it to use them from a sustainability perspective?
 - What was good about it and what was left to develop?
 - How could companies improve their own operations with these tools?

