Implementing Service Design Methods and Tools into Software Development

A case study: Service Design sprint

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Currently working in a small Finnish software company, which provides a software for staffing and workforce scheduling.
Topics of research interest

• https://des.utu.fi

• https://www.oulu.fi/m3s/
Research Area & Research Gap

Research area:

• Utilizing Service Design in software development as a pre-development phase of the agile software development process
• Identifying the benefits, challenges & critical factors when implementing SD methods and tools

Research gap: Service Design & Software development

What is missing?

• Research about including Service Design as a part of the software development process
• Best methods and tools for software development
• Critical factors in the implementation process
• Attitudes & assumptions of different stakeholders
Service Design

- Can be seen as a mindset, a process, a tool-set, a cross-disciplinary language or a management approach
- In this research: a holistic and collaborative approach to create value for the service user and the service provider
- Includes multiple methods and tools for different phases of the process
- Combines different methods and approaches that have been utilized before
- Highlights the fact that value is co-created
Research questions

RQ1: How can Service Design methods and tools be implemented into internal processes in B2B software development?

RQ2: What are the benefits, challenges and critical factors when implementing Service Design methods and tools into software development?
Research process - an action research approach

**Diagnosing** (October-January)
- Literature review
- Focus group interview and analysis of relevant documentation

**Action planning, round 1** (January-February)
- Planning a suitable Service Design sprint for the case study

**Action taking** (March)
- Case: 3-day Service Design sprint → Postponed to May due to Covid-19

**Action planning, round 2** (March-April)
- Planning a remote version of the Service Design sprint

**Action taking** (May)
- Case: 3-day remote Service Design sprint

**Evaluating** (May)
- Meetings / discussion / query for Service Design Sprint participants

**Specifying Learning** (May-June)
- Identifying the general findings and planning further actions
Contributions

Research:

RQ1: “How can Service Design methods and tools be implemented into internal processes in B2B software development?”

• A carefully planned pilot project is in a key role while implementing Service Design
• The Service Design sprint worked as a compact and efficient pre-development phase in the agile software development process

RQ2: “What are the benefits, challenges and critical factors when implementing Service Design methods and tools into software development?”

• Benefits: e.g. improved internal motivation, identifying the actual needs and challenges of the customer, efficient resource allocation, improved customer satisfaction
• Challenges: e.g. lack of time and commitment, internal assumptions, selling Service Design as a concept to the customer, involving the relevant people to the process

Practice:

For Company X:

• Service Design sprint → a repeatable template, traditional + remote version
• The results were further utilized in Company X's product development
• Embedding Service Design as an ongoing activity

For the customers of Company X:

• Customer oriented approach
• Co-creating
Thank you!