

Visualizations of Qualitative Research Material: Insights from the Service Design Community

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As qualitative research methods have become more prominent within the development of services, the nature of the data available to service developers have changed. This leads to new forms of representing the data. Taking the intangible nature of (most) services into account, it should not be a surprise that various ways of visualizing the experience of the service in regard have become important tools to service developers.

A community which has a long tradition of working with various visualizations is the design community. As service has become a focus for the design community, with the growth of service design and experience design, the tradition of visualizing has been brought along. This has led to a number of new approaches to the visualization of services.

The first part of the presentation will give an overview of how visualizations are used within the service design community based on recent research (Segelström, 2009; Segelström & Holmlid, 2009; Diana, Pacenti, & Tassi, 2009). It is concluded that visualizations are used as a communication tool by the designers. Different types of visualizations can provide various types of communication; to stakeholders, within the design team and to keep insights alive. Furthermore, various approaches to how to represent the intangible services are highlighted.

The second part of the presentation will present the most common visualization techniques, focusing on what could be included in the toolbox of all interested in developing new services, not just service designers:

- **Blueprinting**, as pioneered by Shostack (1982) within services marketing, is widely used within the service design community. Examples are given of how it has been appropriated for design purposes, based on Wreiner et al (2009).
- **Customer journeys** focus on the customer's experiences throughout the service system.
- **Narratives** are a family of visualization techniques that tell the story of a service delivery.
- **Personas** are representations of different customer segments which are used to make the segments more vivid (Cooper, 1999).

References

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