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

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A quick word on Service Design
Service Designers mainly use qualitative data.
Goal of design research is to get empathy for stakeholders.
Visualizations have a long tradition in design
How do you visualize a service?
Visualizations are commonly seen as one of the distinguishing features of Service Design.
Reasons to visualize

(Segelström, 2009)
Mapping visualization techniques of user research
(Segelström & Holmlid, 2009)
Different aspects of visualizations
(Diana, Pacenti & Tassi, 2009)
Relation between visualization types
(Diana, Pacenti & Tassi, 2009)
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Standard and long tail techniques  
(Segelström, 2009)
Blueprints - Adaptations by designers

(Wreiner et al, 2009)
Blueprints - Adaptations by designers (Wreiner et al, 2009)
Customer Journeys
HOW DO ARGOS PROVIDE A SERVICE FOR THEIR CUSTOMERS? ONE INTREPID REPORTER FINDS OUT...

**THE ARGOS EXPERIENCE...**

**Step 1: Select Product**

HERE'S ALL THE CLOTHING IN THIS SECTION...

**Step 2: Pay**

THANK YOU SIR. HERE'S YOUR CHANGE.

**Step 3: Collect**

THANK YOU FOR YOUR ORDER. IT WILL BE READY IN A COUPLE OF MINUTES...

**The End...**

Photo credit: thinkpublic
Personas

(see Cooper, 1999, for more)
An open collection of communication tools used in design processes that deal with complex systems. The tools are displayed according to the design activity they are used for, the kind of representation they produce, the recipients they are addressed to and the contents of the project they can convey.

www.servicedesigntools.org
ServDes. SERVICE DESIGN AND INNOVATION CONFERENCE

Exchanging Knowledge
1-3 December 2010

WHAT
The Nordic Conference on Service Design and Service Innovation is the premier research conference within service design and service innovation.

WHEN
The 2nd Nordic Conference on Service Design and Service Innovation will be held December 2010. There are several ways for you to participate.

WHERE
Linköping, Sweden, hosts the 2010 edition of ServDes. Linköping is Sweden's fifth largest municipality and easily accessible by air, rail and road.

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