

# Modeling Services: Service Slices

## Overview

# Service slices isolate specific aspects of an experience, so we can better make sense of complexity.

Our goals are:

- To hone in on specific touchpoints, in order to better understand and empathize
- To create a visual representation of something intangible, in order to create a shared language among the design team
- To develop artifacts that communicate complexity in a simple and easily consumable format

## Overview

# Service slices cut through time.



Experiences are shaped by interactions of a variety of types. Service slices cut through the time of interactions, essentially freezing time in order to inspect the experience.

We'll inspect each step of the experience through four lenses, crafting a diagram for each lens:

- Behavior and information exchange
- Power, policy, influence and emotion
- Artifacts
- Environments

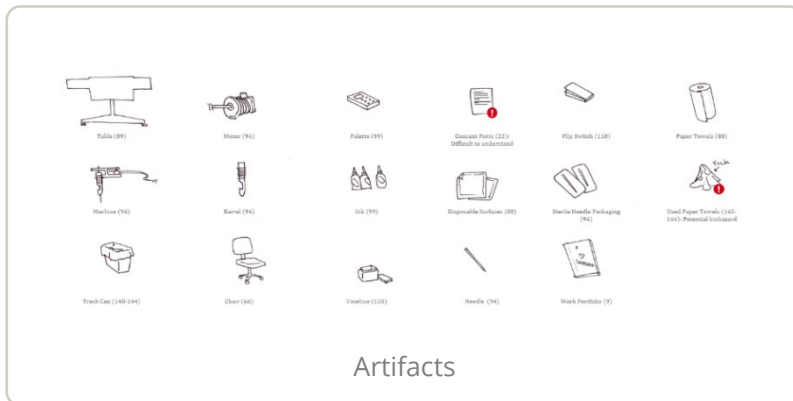
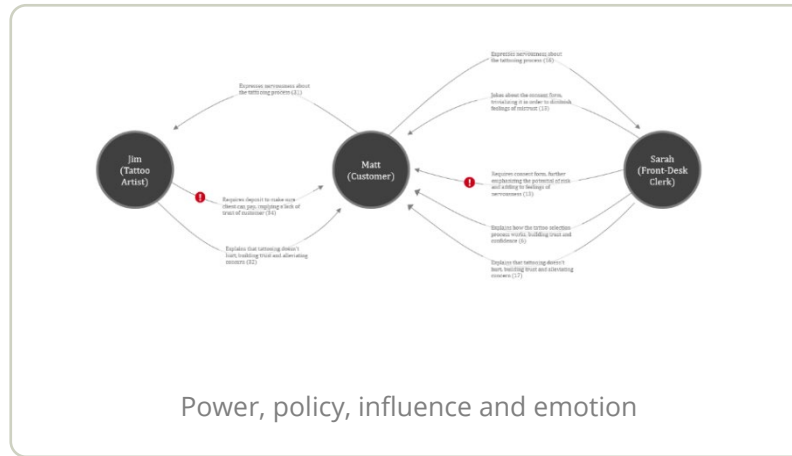
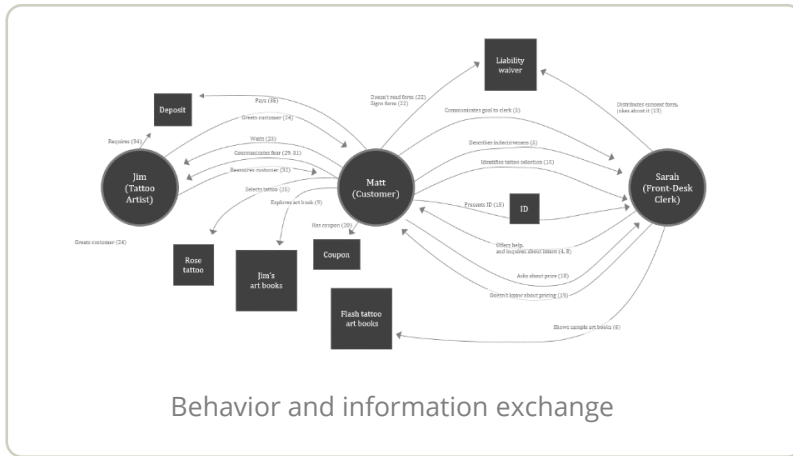
## How to create service slices

# Service slice diagrams are created through a rigorous process:

- Base your work on a 1:1 transcript of research.
- Hand out the transcript; make sure everyone has a copy with line numbers labeled. Individually, read the entire interview.
- As a group, discuss the interview in general terms to make sure everyone is at the same starting point.
- Set up large sheets of paper on the walls, one for each slice.
- Step through the interview transcript line by line, and begin to create the slices. For each line in the transcript, make additions to each slice as relevant.
- Identify problems, frustrations, and disconnects with a 
- Add design ideas to the design idea parking lot 

How to create service slices

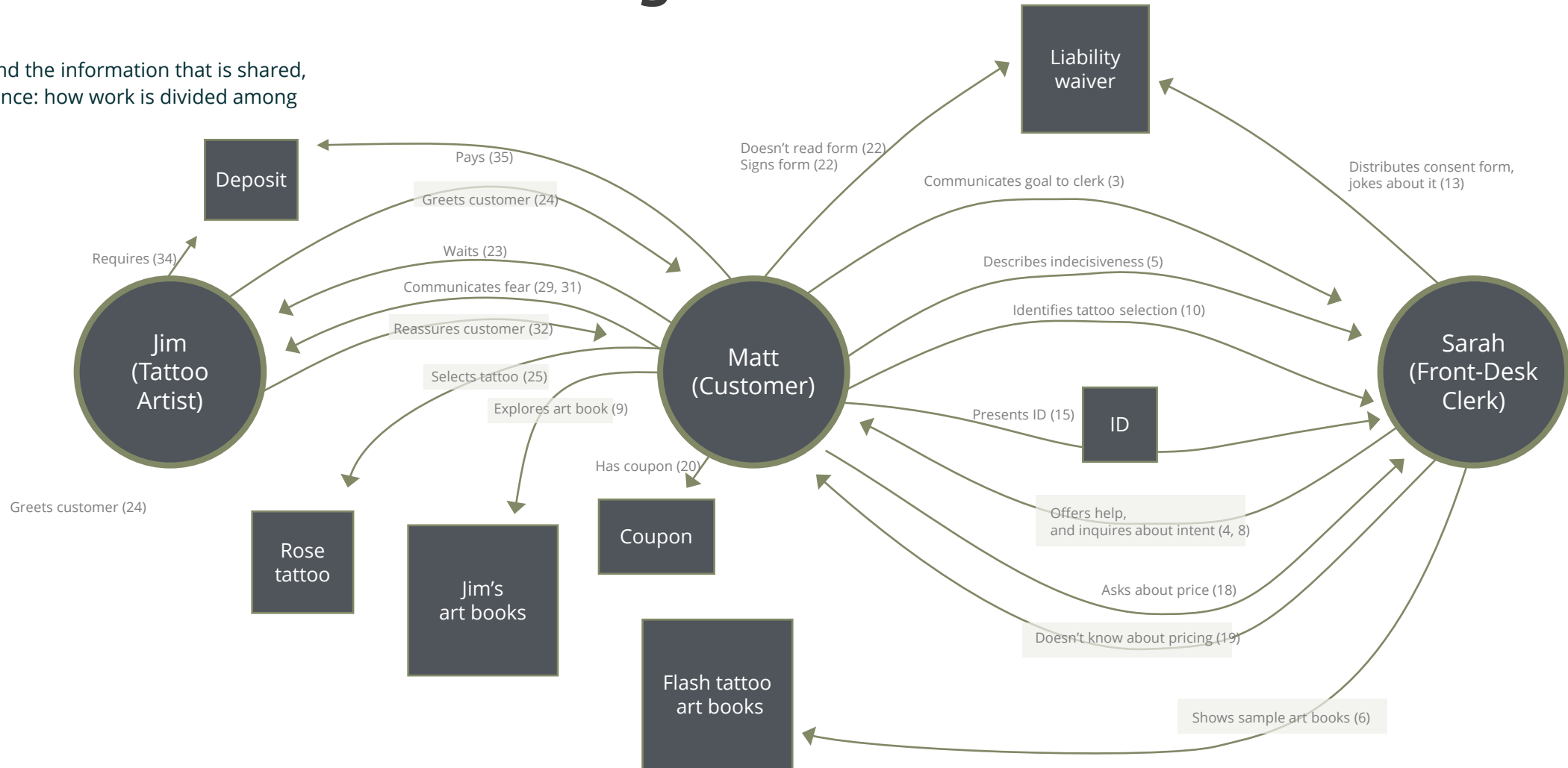
# We'll create four different slices:



Service slices

# Behavior & information exchange

The things people do, and the information that is shared, during a service experience: how work is divided among roles and coordinated.



## Service slices

# Behavior & information exchange

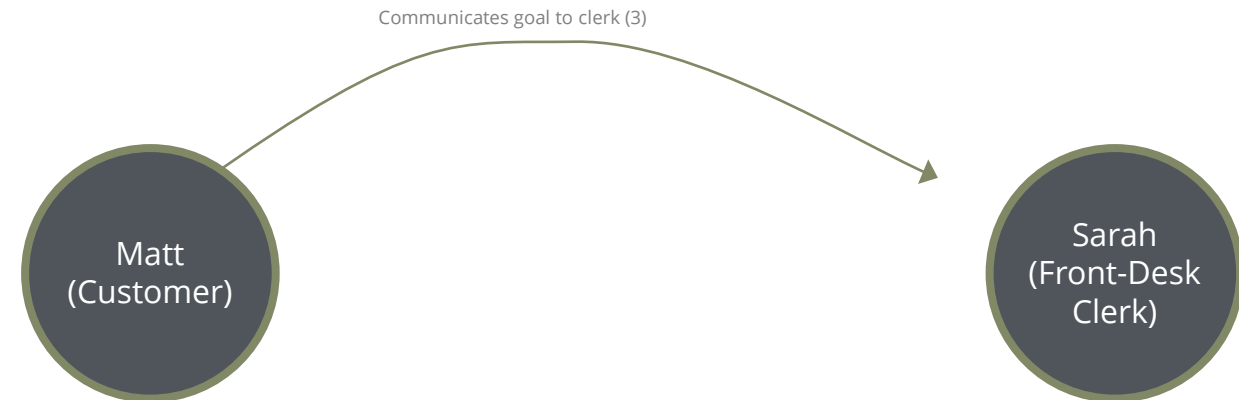
The things people do, and the information that is shared, during a service experience: how work is divided among roles and coordinated.

Tattoo Visit  
Kicking Edge Tattoo

## Overview

This transcript summarizes a visit to a tattoo shop, where a customer picked out a tattoo design and received the tattoo. The total time of the visit was two hours.

1. **Matt (M):** (Waiting at front desk)
2. **Sarah, Front Desk Clerk (S):** Hi, can I help you?
3. **(M):** I'm thinking of getting a tattoo.
4. **(S):** Ok, we can help you with that. Do you know, like, what you want to get?
5. **(M):** I think I want some sort of flower, roses or something. I want to get something on my arm. This is my first one, I'm not sure how it works, but I want something on my upper arm.
6. **(S):** OK, come over here – these are some of the books of our artists. You can see what kind of work they do. This is Jim's book, he's working today and I think he could fit you in. Take a look through this and see if there are styles you like, and this – these are called flash, look through these – we have a lot of flower choices you can look through.
7. **(M):** Ok, cool.
8. **(S):** Ok, just let me know if I can help you find anything.
9. **(M):** (flips through flash art).
10. **(S):** Ok, I think I found something I want.
11. **(S):** OK, is that it?
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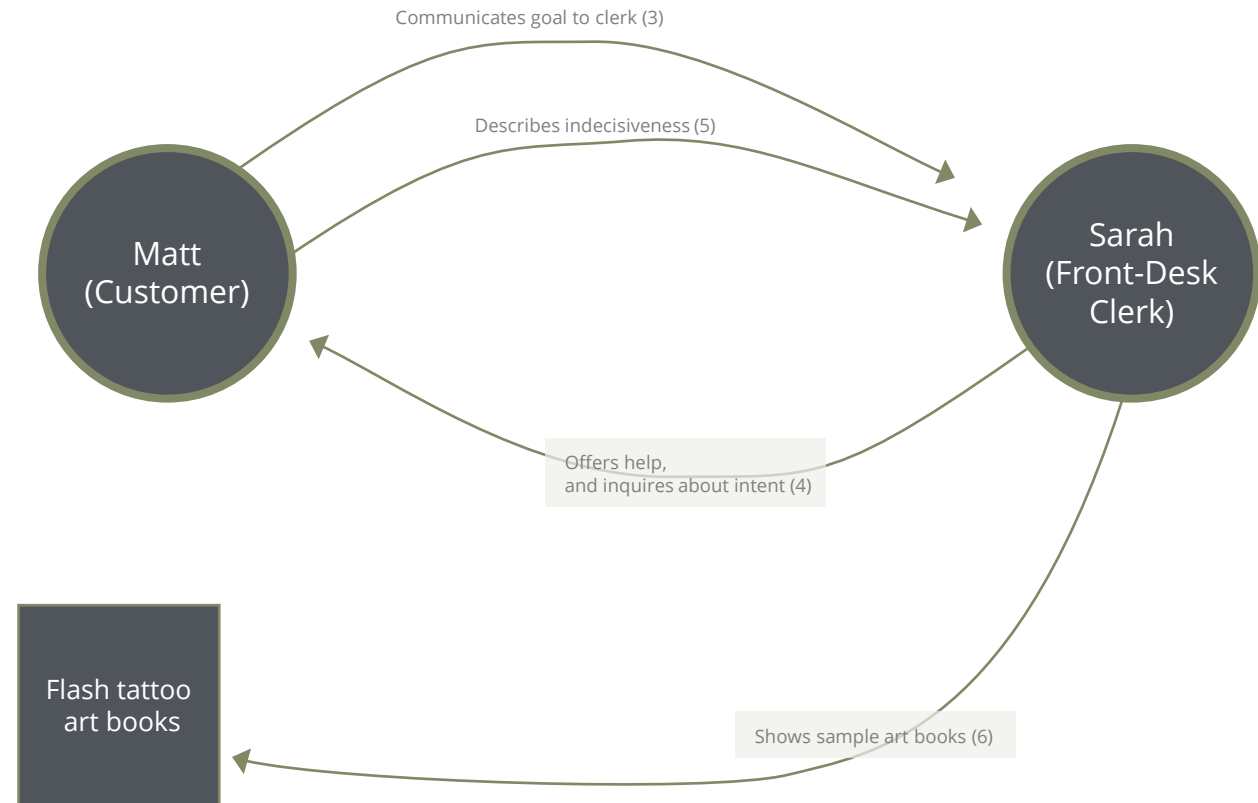
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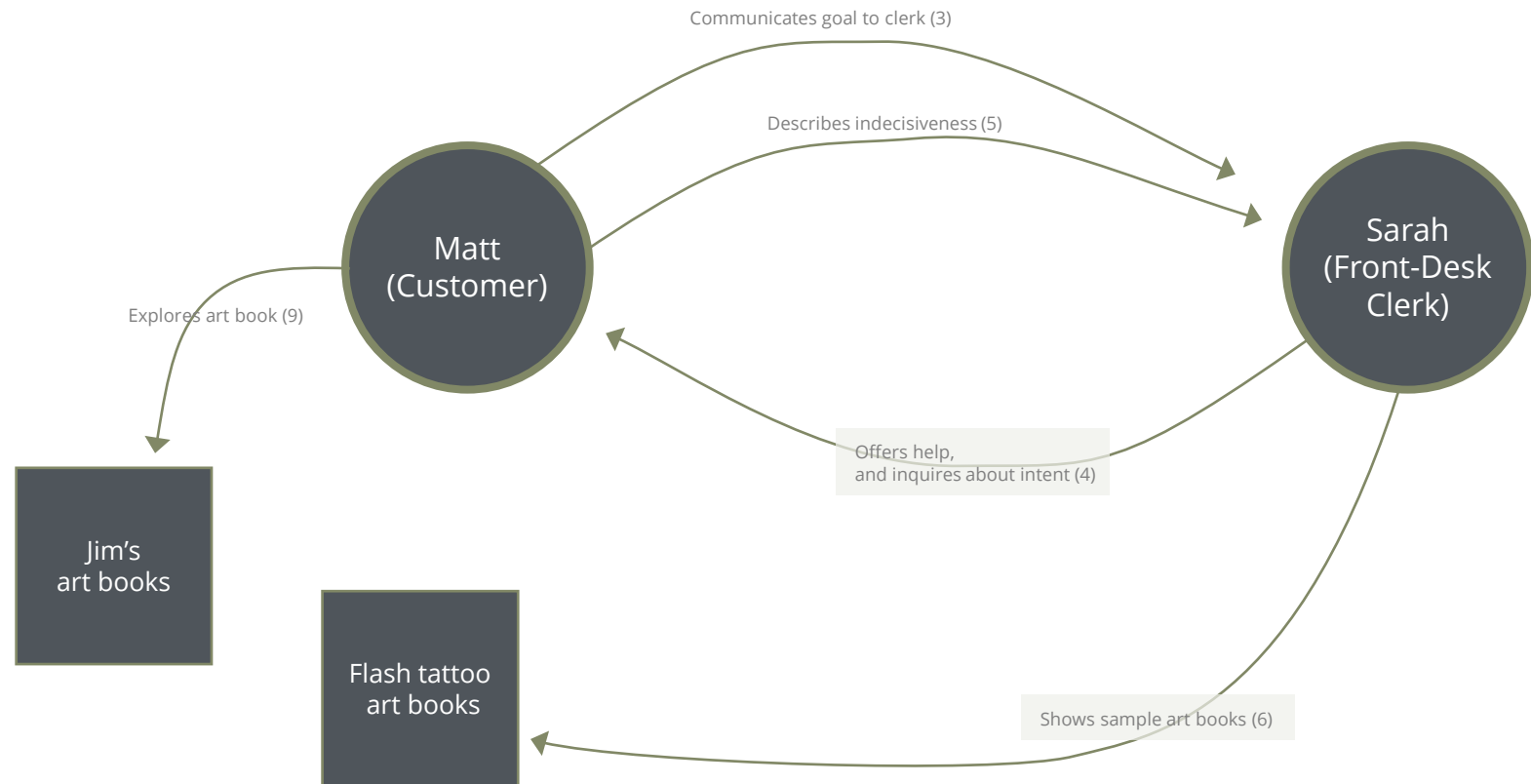
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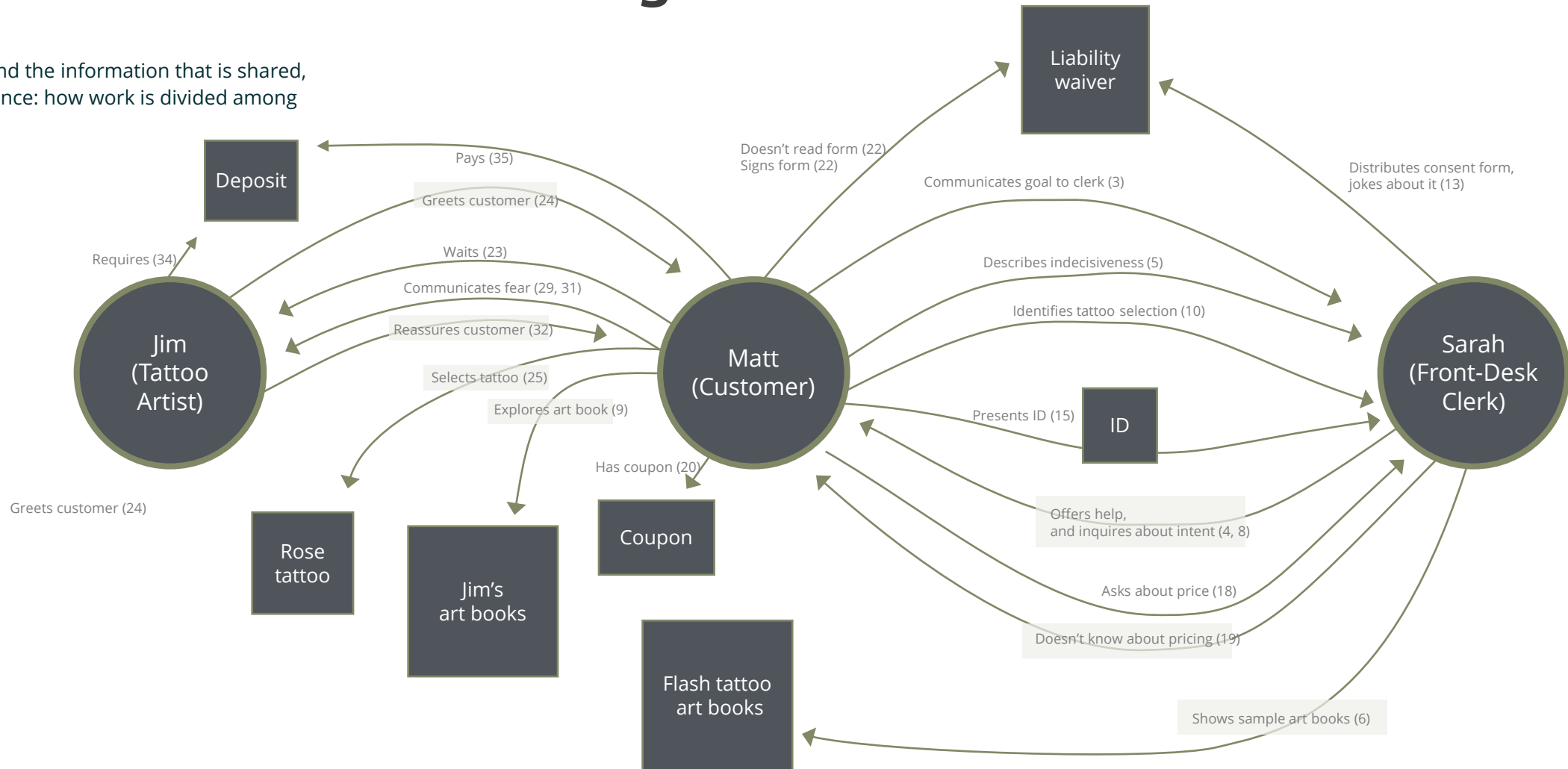
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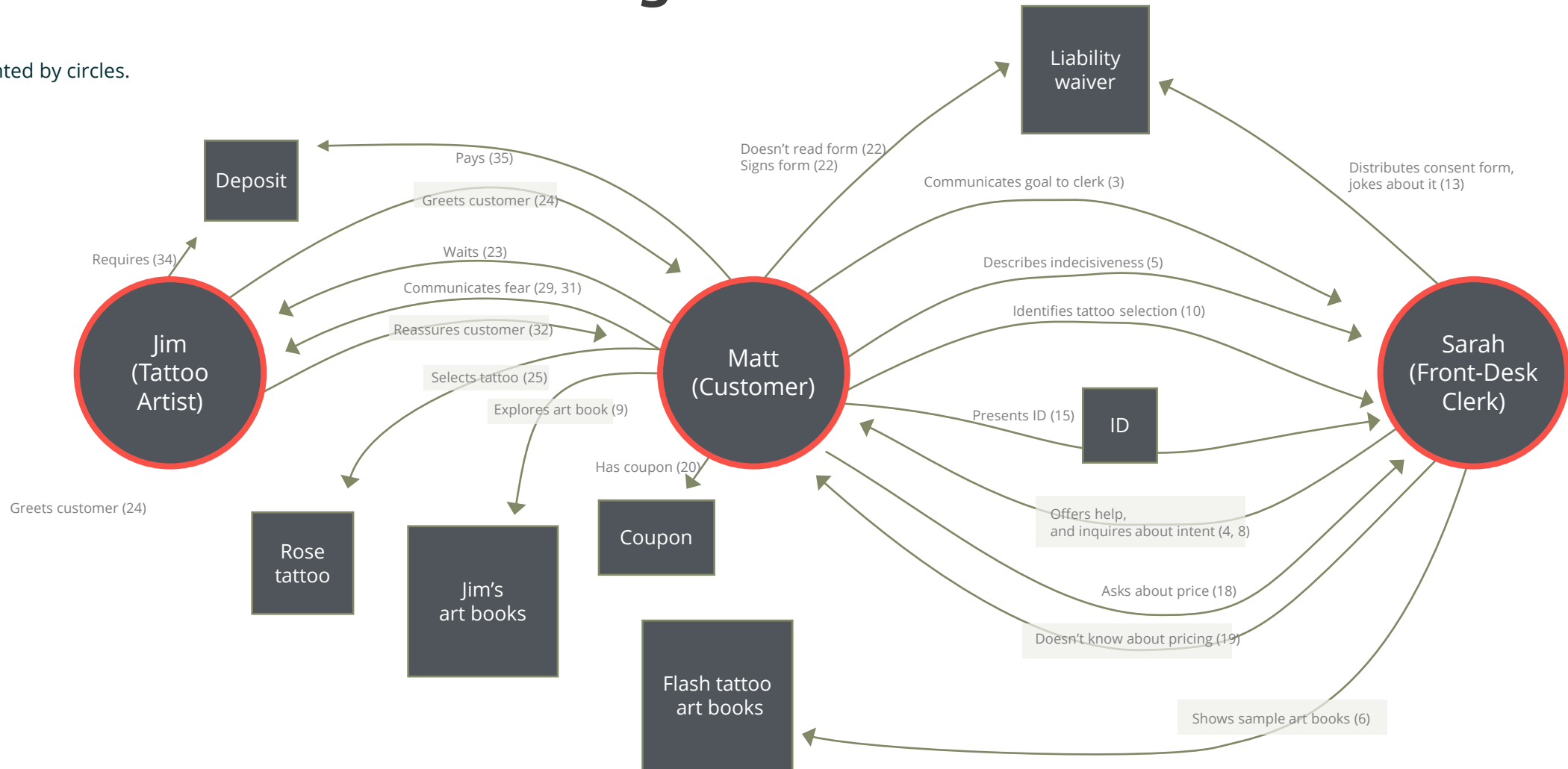
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Service slices

# Behavior & information exchange

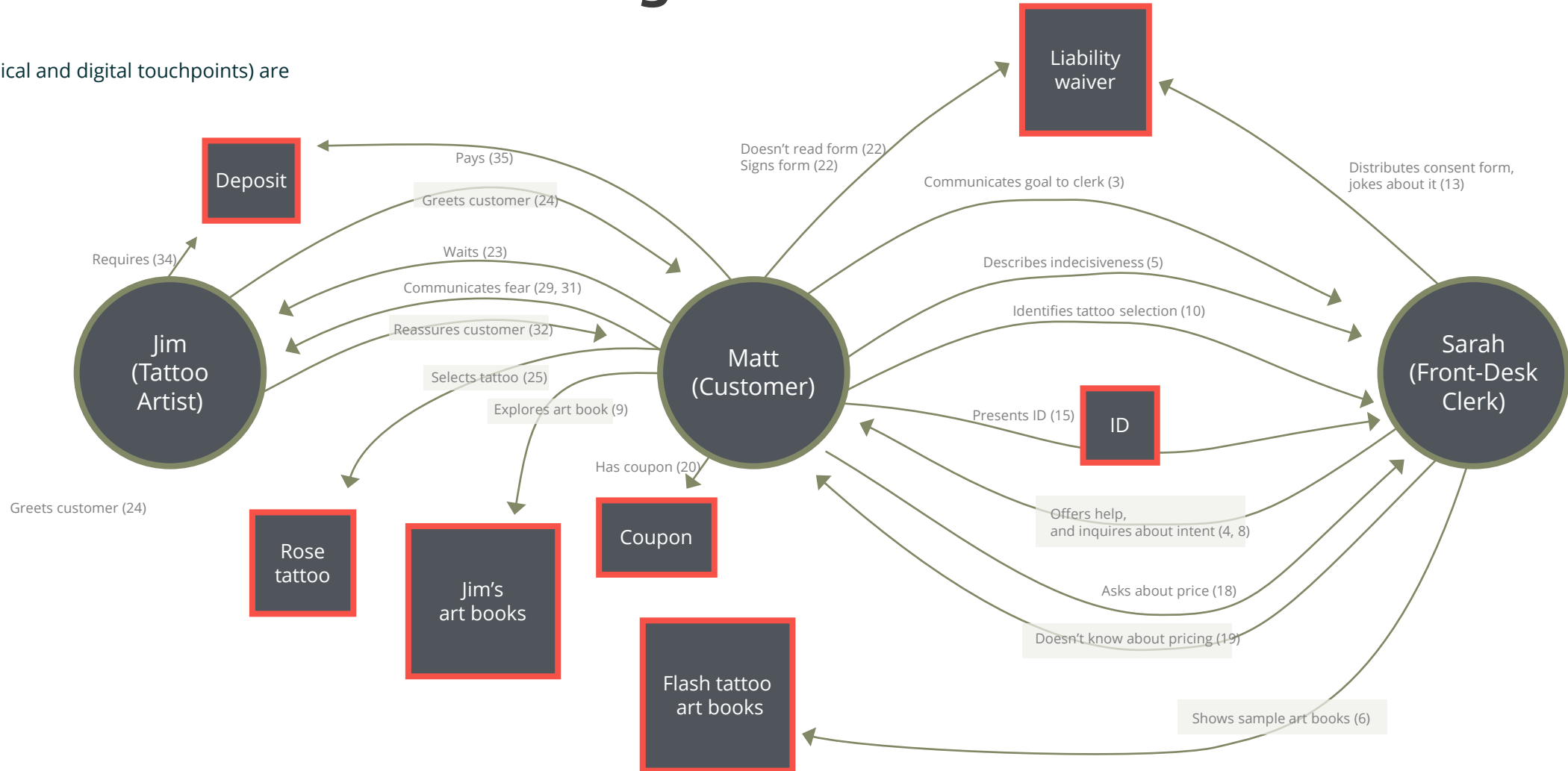
Individuals are represented by circles.



Service slices

# Behavior & information exchange

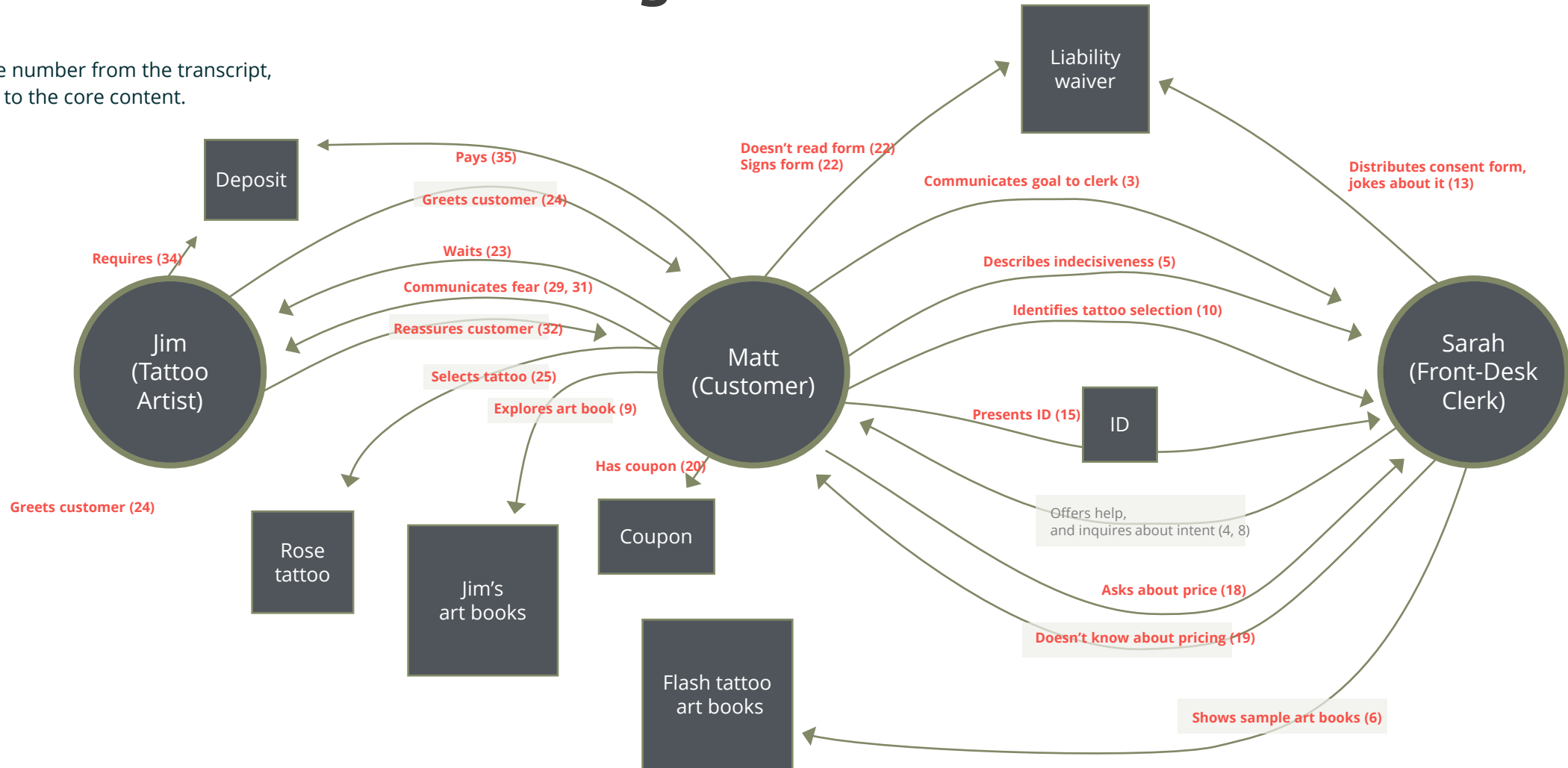
Artifacts (including physical and digital touchpoints) are indicated by rectangles



Service slices

# Behavior & information exchange

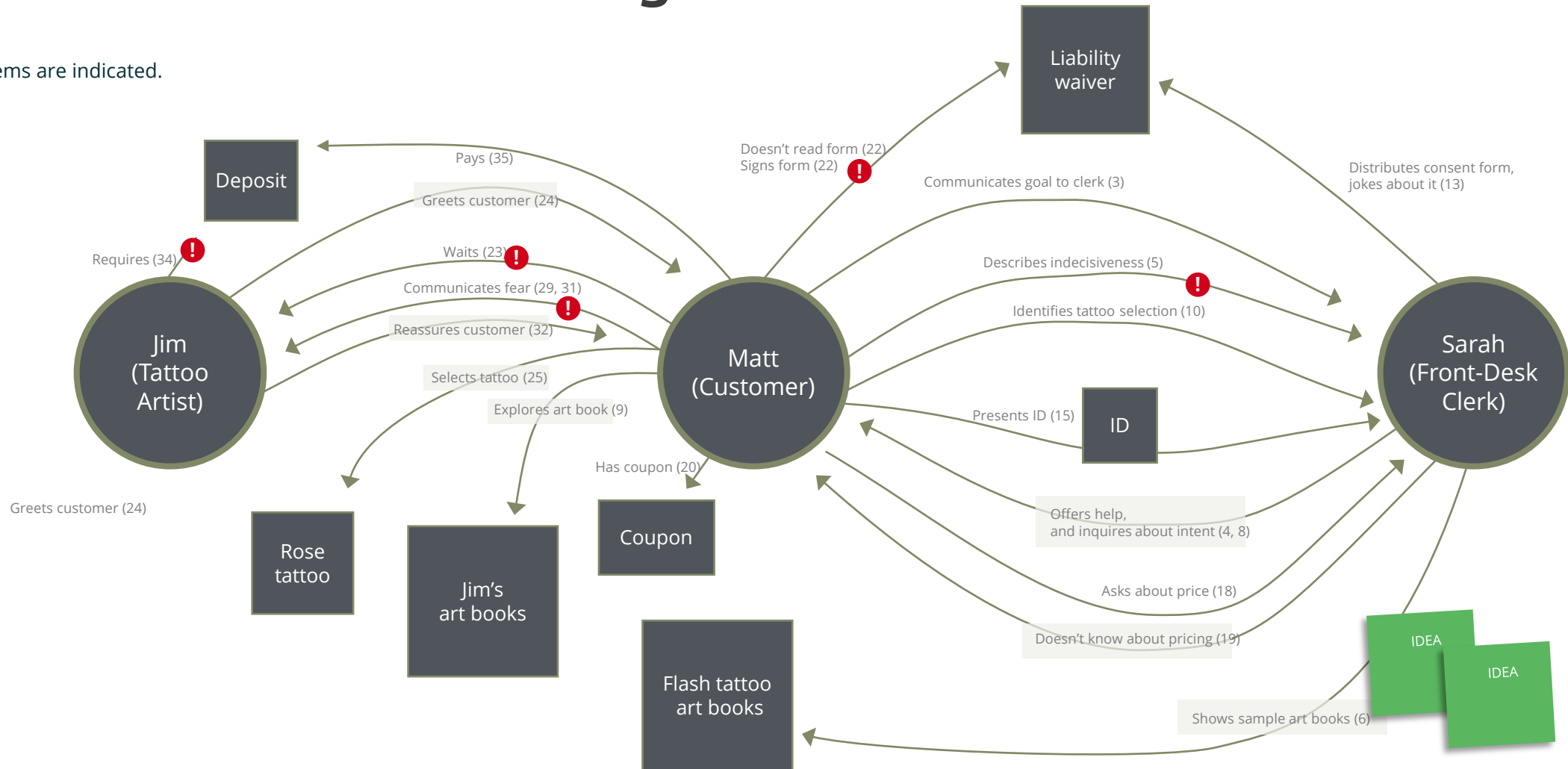
Each item includes a line number from the transcript, acting as a citation back to the core content.



Service slices

# Behavior & information exchange

Design ideas and problems are indicated.

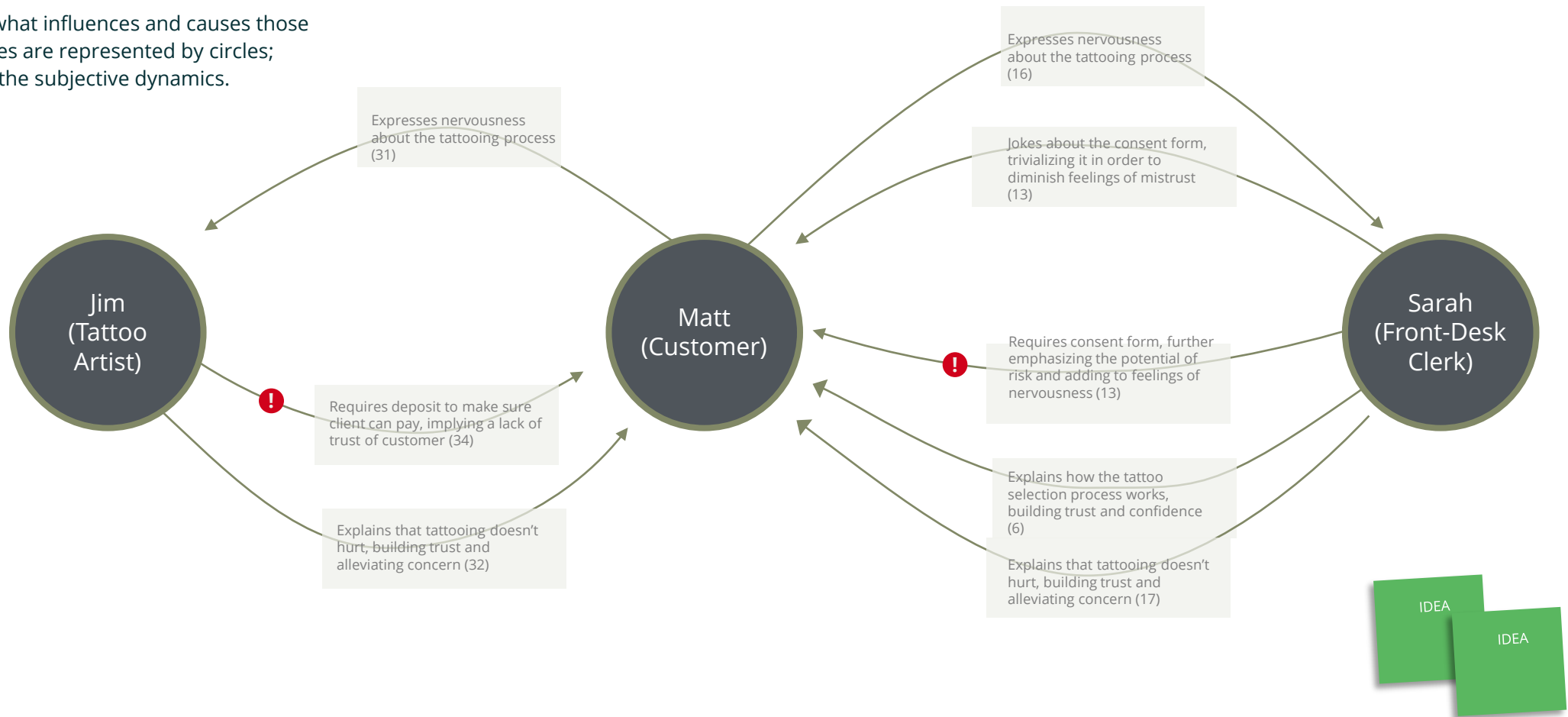




Service slices

# Power, policy, influence & emotion

The way people feel, and what influences and causes those feelings. People and policies are represented by circles; connection lines illustrate the subjective dynamics.



Service slices

# Artifacts

The items (both physical and digital) that are used throughout the service experience, represented by illustrative sketches.

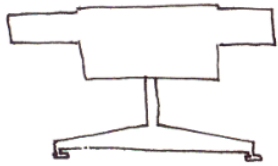
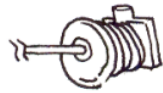


Table (89)



Motor (94)



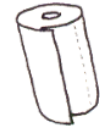
Palette (99)



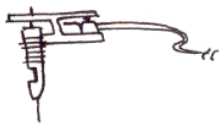
Consent Form (22):  
Difficult to understand



Flip Switch (110)



Paper Towels (88)



Machine (94)



Barrel (94)



Ink (99)



Disposable Surfaces  
(88)



Sterile Needle  
Packaging (94)



Used Paper Towels  
(140-144): Potential  
biohazard



Trash Can (140-144)



Chair (66)



Vaseline (120)



Needle (94)



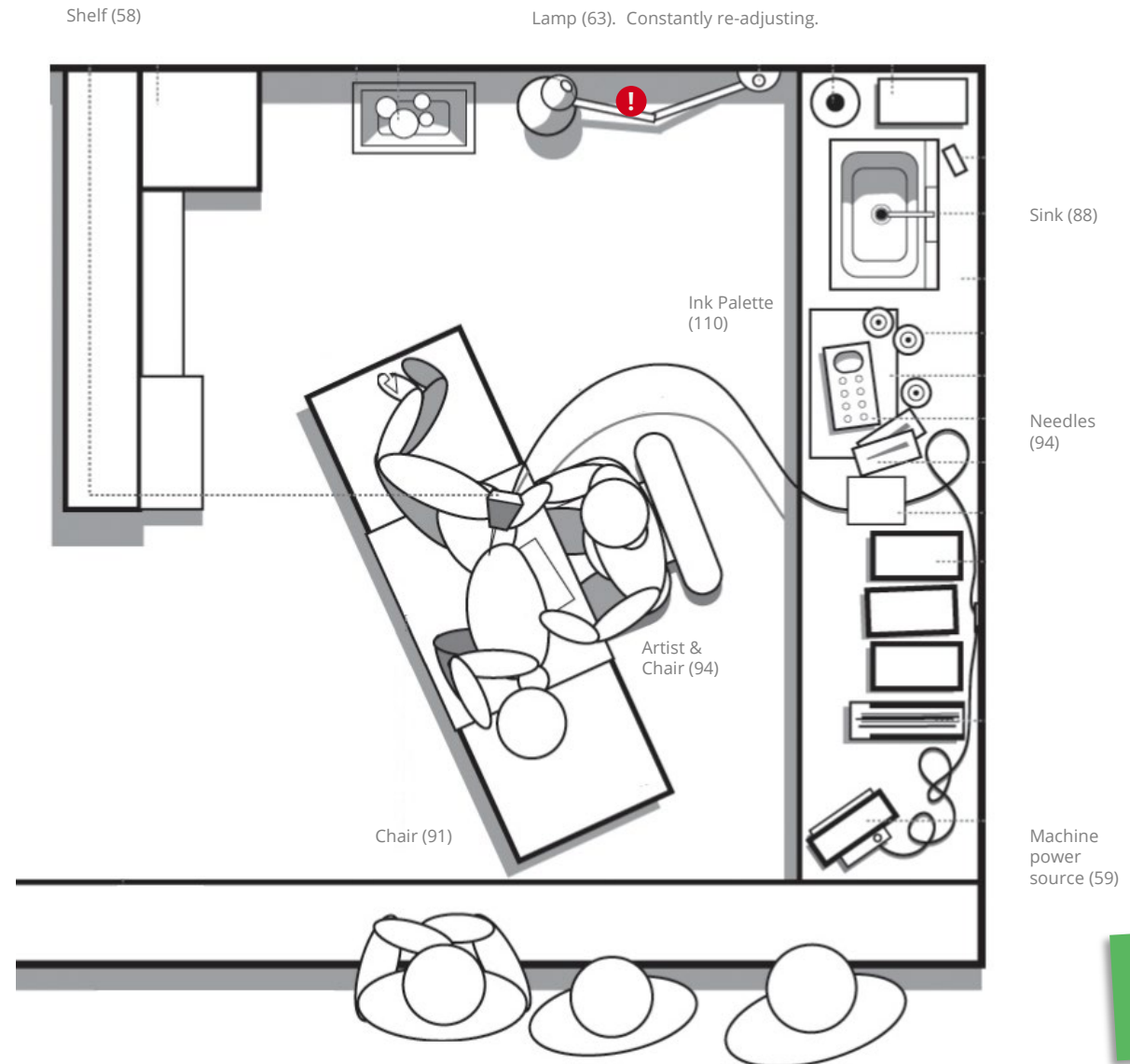
Work Portfolio (9)



Service slices

# Environment

The place where a service experience occurs; the physical space and context. Plan-view (top down), with the ability to show movement.



## Service slices

# How to build service slices

Pin up four large sheets of paper, and label them:

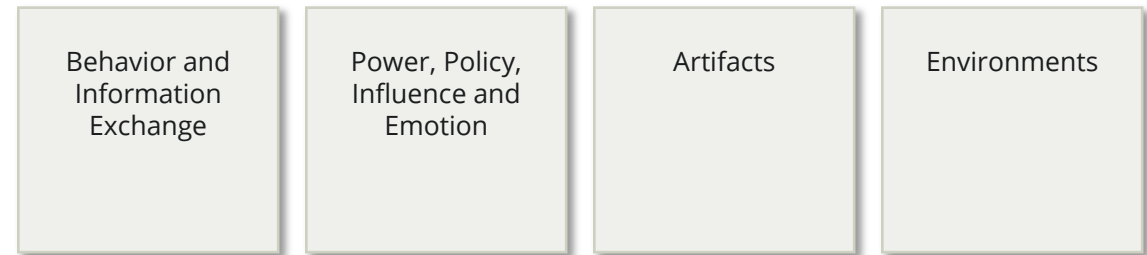
- Behavior and information exchange
- Power, policy, influence and emotion
- Artifacts
- Environments

Work through the transcript line by line.

For each line, identify if there are things you can add to each sheet of paper. If there are, add them, and label them with the transcript line number.

When you identify disconnects or problems, add a 

(Optional) When you are done, recreate the diagrams (as vector art) so that they are legible.



## Service slices

# In summary

By creating service slices, we:

- Build tacit understanding of how a service is experienced, so that we can empathize with users and customers.
- Simplify a service so that we can identify and think about touchpoints individually and in a limited context.
- Start to think about how time plays a role in our experience with a service.

# Thank you!

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