

The hitch-hiker's guide to service design

THE HITCHHIKERS GUIDE TO THE GALAXY

By DOUGLAS ADAMS



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navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)
- [Wikipedia store](#)

search

Go

Search

interaction

- [Help](#)
- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact page](#)

tools

 [Clagnut](#)



[talk](#)

[sandbox](#)

[preferences](#)

[beta](#)

[watchlist](#)

[contributions](#)

[log out](#)

[article](#)

[talk](#)

[edit this page](#)

[history](#)

[watch](#)

Earth

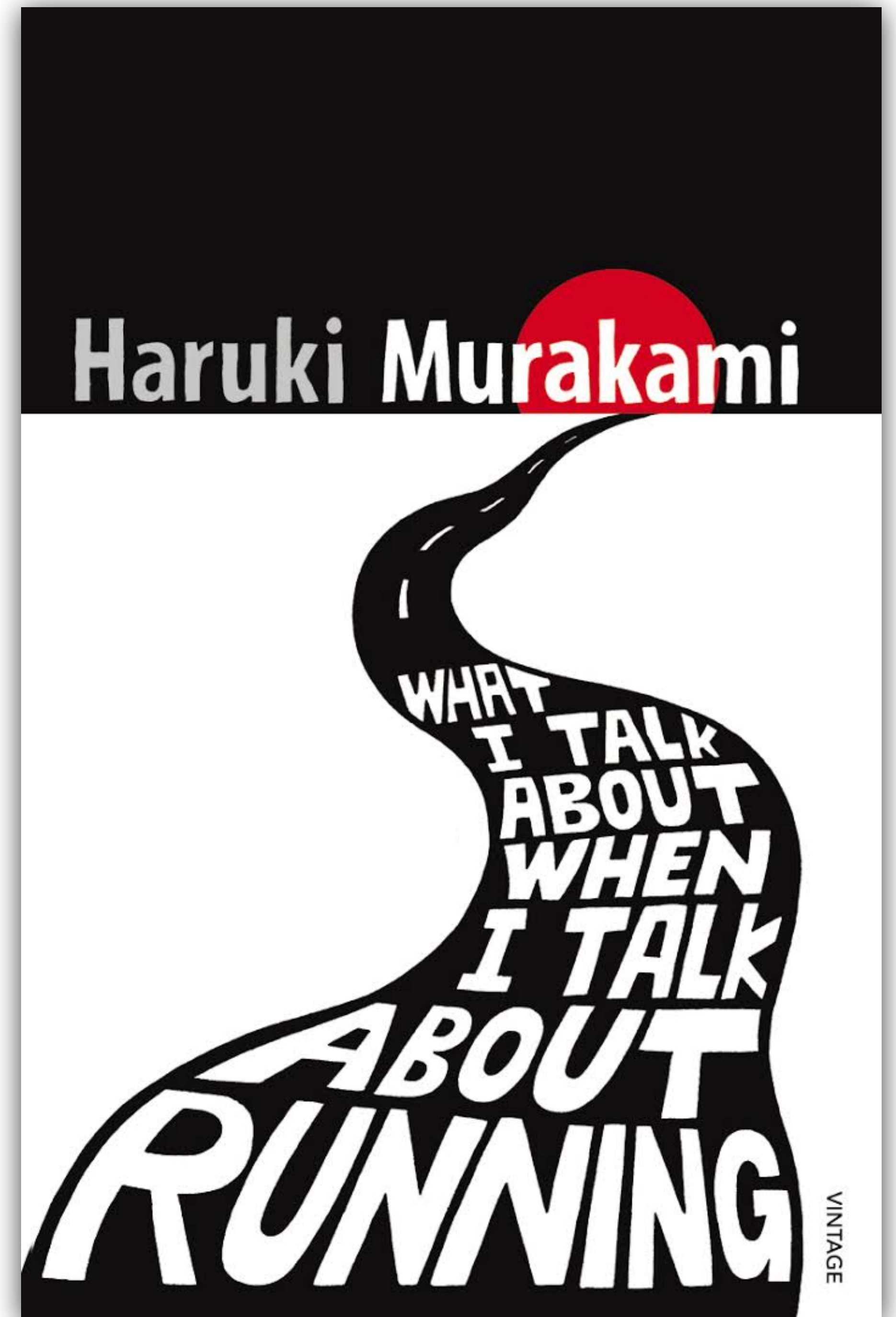
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This is an **old revision** of this page, as edited by [lboughttoomanygames](#) ([talk](#) | [contribs](#)) at 02:29, 14 May 2017 (*←Replaced content with 'Mostly harmless. Also a miserable little rock that's now a concrete parking lot.'*). The present address (URL) is a **permanent link** to this revision, which may differ significantly from the **current revision**.

(diff) [← Previous revision](#) | [Latest revision \(diff\)](#) | [Newer revision](#) [→](#) (diff)

Mostly harmless.

***"Pain is inevitable.
Suffering is optional."***



**Is UX design
service design?**

**Is UX design
service design?**

It depends.

Partly.


It should be.

It used to be.

Is UX design service design?



NN/g Nielsen Norman Group

 Bigbelly

80% of litter
in the **Sea** comes
from **land**

Brighton & Hove
#StreetsAhead





Report a problem

Problem type *

- ☐ Broken street furniture
- ☐ Cleaning / fly-tipping
- ☒ Dead animal
- ☐ Graffiti or fly-posting
- ☐ Problem with gully or drain
- ☐ Street lamp

Please tick all that apply:

Priority statements

- ☐ There is a serious risk to public safety
- ☐ There is an obstruction to traffic
- ☐ This is a health hazard near a school or playground

Other statements

- ☐ The animal is a badger
- ☐ The animal is a cat
- ☐ The animal is a deer
- ☐ The animal is a dog
- ☐ The animal is a fox
- ☐ The animal is a reptile
- ☐ The animal is a rodent
- ☐ The animal is a seagull
- ☐ The animal is a sheep
- ☐ The animal is an other bird
- ☐ The animal is an other farm animal
- ☐ The animal is an other mammal

Next

Cancel



Nearest street *

Please give us the street, or the nearest street, to where the problem is.

Previous

Next

Cancel



Please select a point on the map

Nearest street *


You must enter a value for this field

Please give us the street, or the nearest street, to where the problem is.



Please complete the form below to register your request, enquiry, praise or feedback. This information will be used to process your report and will not be used for any other purpose.

Your details

Title	<div>Select...</div>
First name *	<input type="text"/>
Last name *	<input type="text"/>
Postcode or building and street	<input type="text"/>
	<div>Search</div>
Email address *	<input type="text"/>
Mobile phone number	<input type="text"/>
	<input type="text"/>



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Cancel

The question protocol

The Question Protocol

1. Why do you need this information?
2. Who will use the information, and what decision will be made or action taken based on the information collected?
3. How will you validate the information that is submitted?
4. What happens if the submitted information is false or made up?
5. What's the impact of the information not being submitted?
6. What happens if the information goes out of date?
7. Can a customer update their submitted information? Should they be able to?
8. Are you allowed (legally and ethically) to collect this information?
9. How is it shared? With whom? What are the privacy implications?
10. How securely does it need to be stored?



Le
de TOUR
France
2018

Le
de TOUR
France
2018

Champions grease the wheels of change.

**They are obstacle clearers, problem
insulators and praise singers.**





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	<div>Search</div>
Email address *	<input type="text"/>
Mobile phone number	<input type="text"/>
	<input type="text"/>

Locate on map



Yes

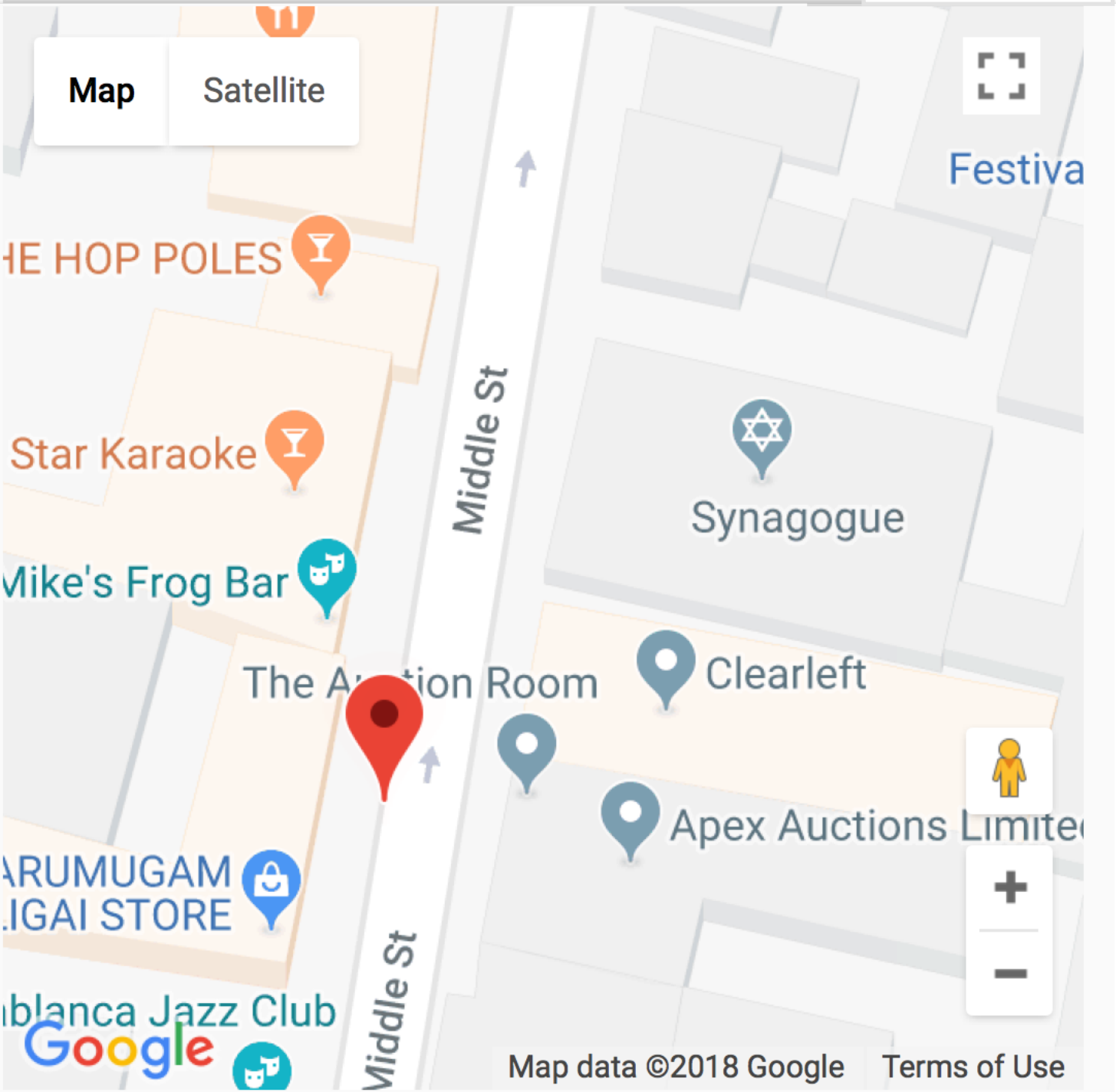


No

Use the search box below to find an address or landmark. Please help us out by dragging the marker to the location where the problem is.

Search address

Search



Use current location

Do you think the problem is hazardous or an emergency? *

☒

Yes

☐

No

What is the problem?

☐

Needles and/or drugs litter

☐

Asbestos

☐

Spilled blood

☒

Broken glass

☐

Spilled oil or fuel

☐

Dead animal

☐

Offensive Graffiti

☐

Other

Report a problem and request a clean-up

Contact details

You do not have to provide your contact details. However, if you do we can:

- let you know when we have fixed the problem
- contact you if we need to find out more about the problem

Full name

Email



Upper Hollingdean Rd

Brighton &
Hove City Clean

Malpass Market

Darey Dr

Upper Hollingdean Rd




Brighton & Hove
City Council





Upper Hollingdean Rd

Brighton &
Hove City Clean

Malpass Market

Darey Dr

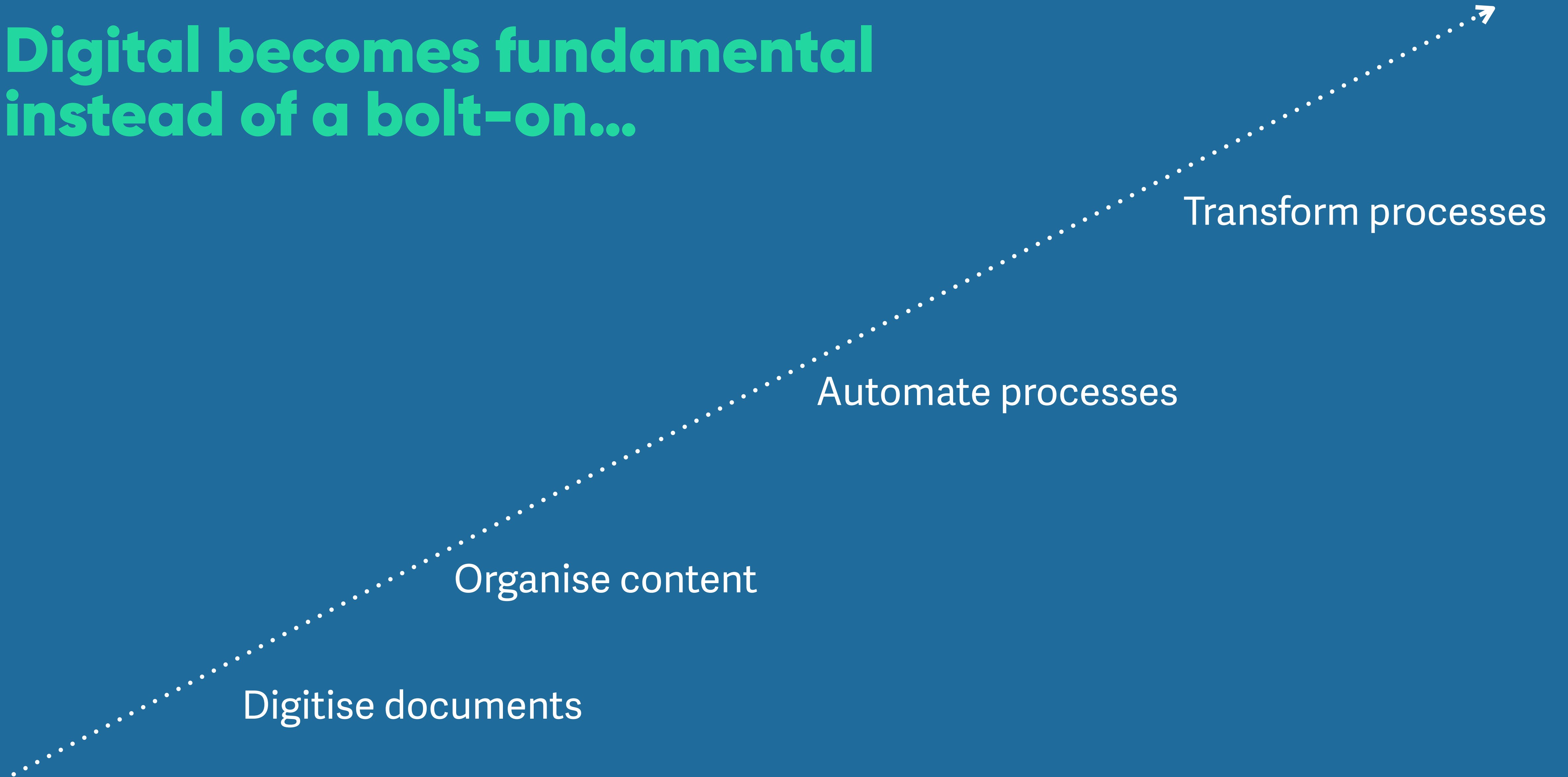
Upper Hollingdean Rd



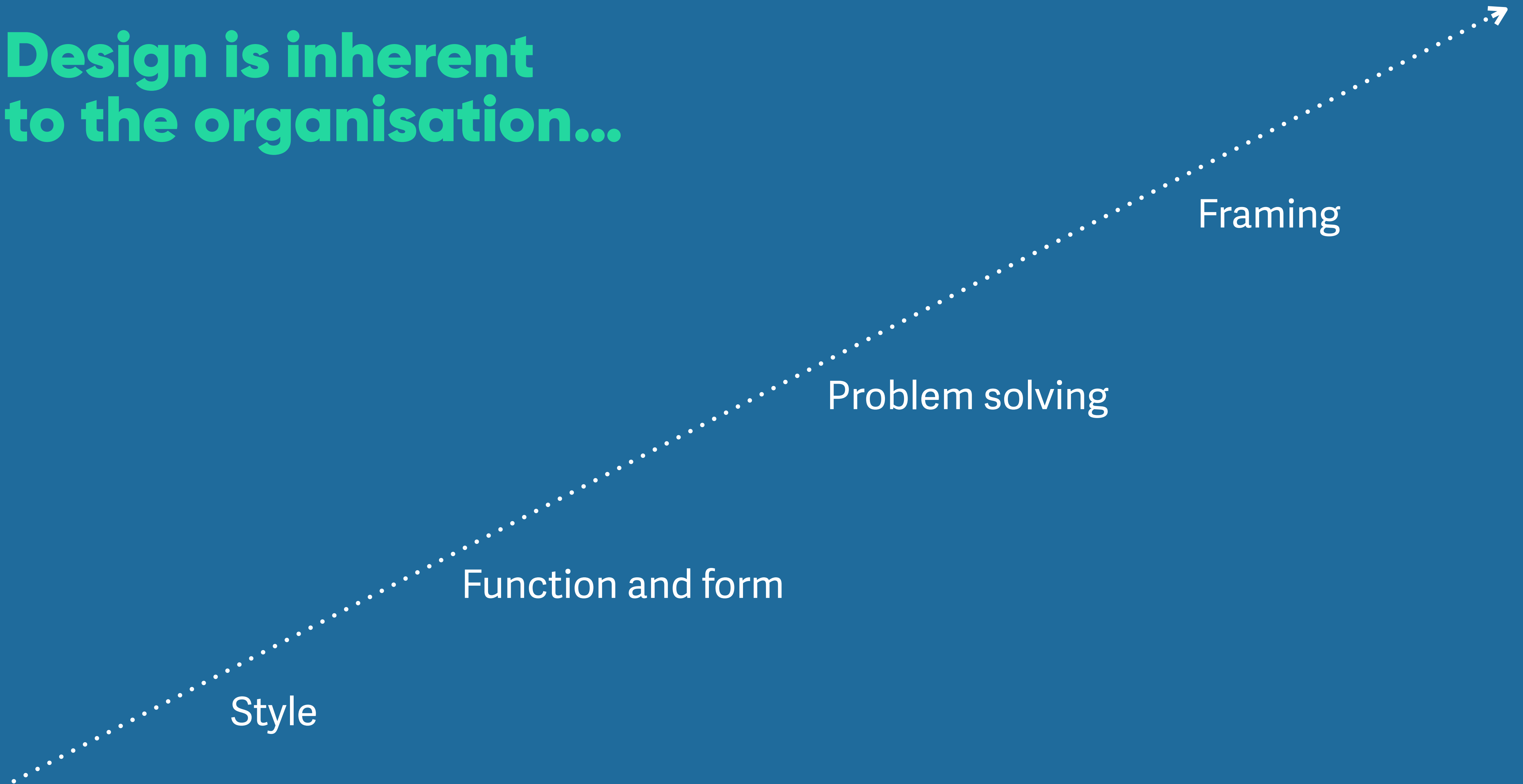




Digital becomes fundamental instead of a bolt-on...



Design is inherent to the organisation...



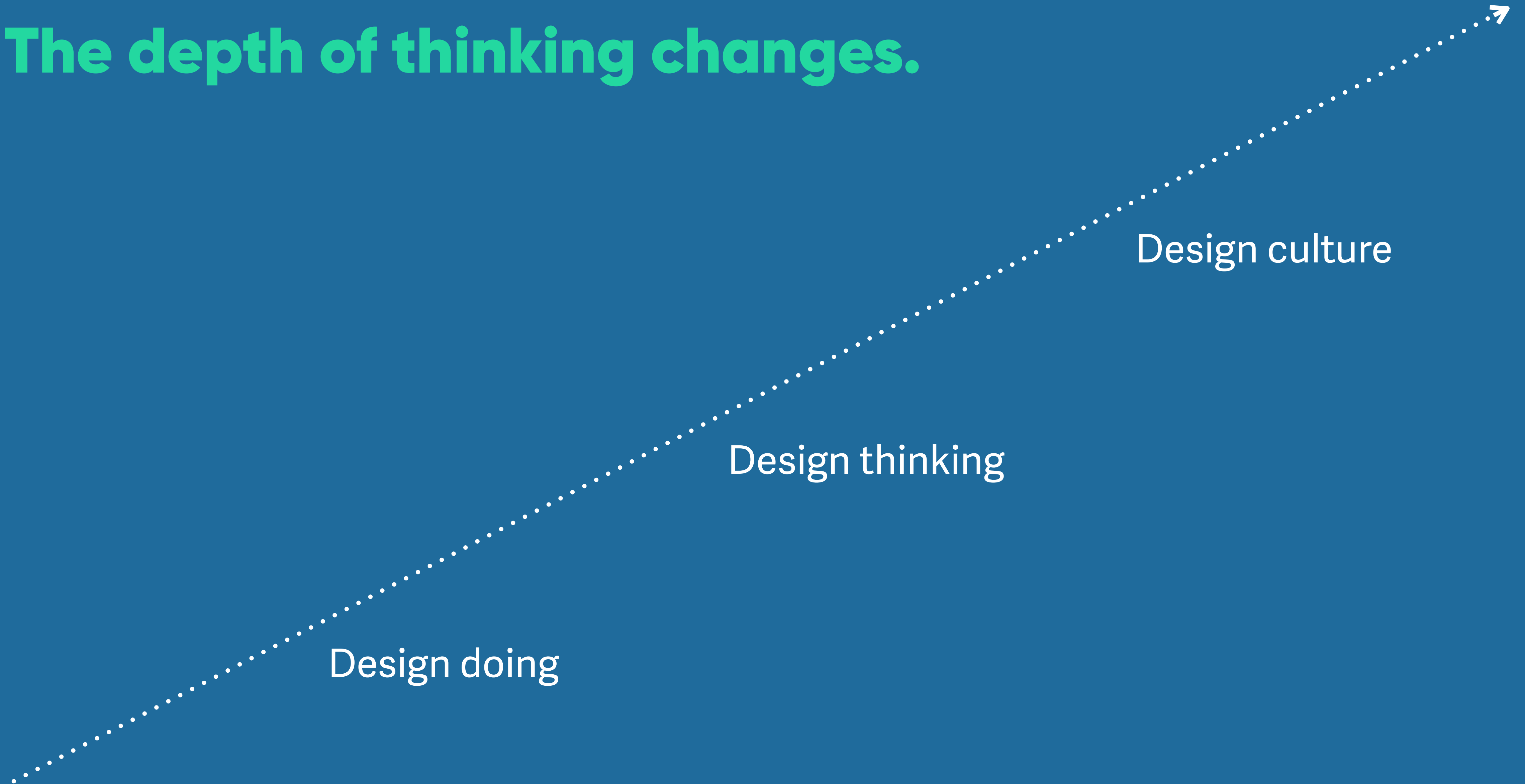
Style

Function and form

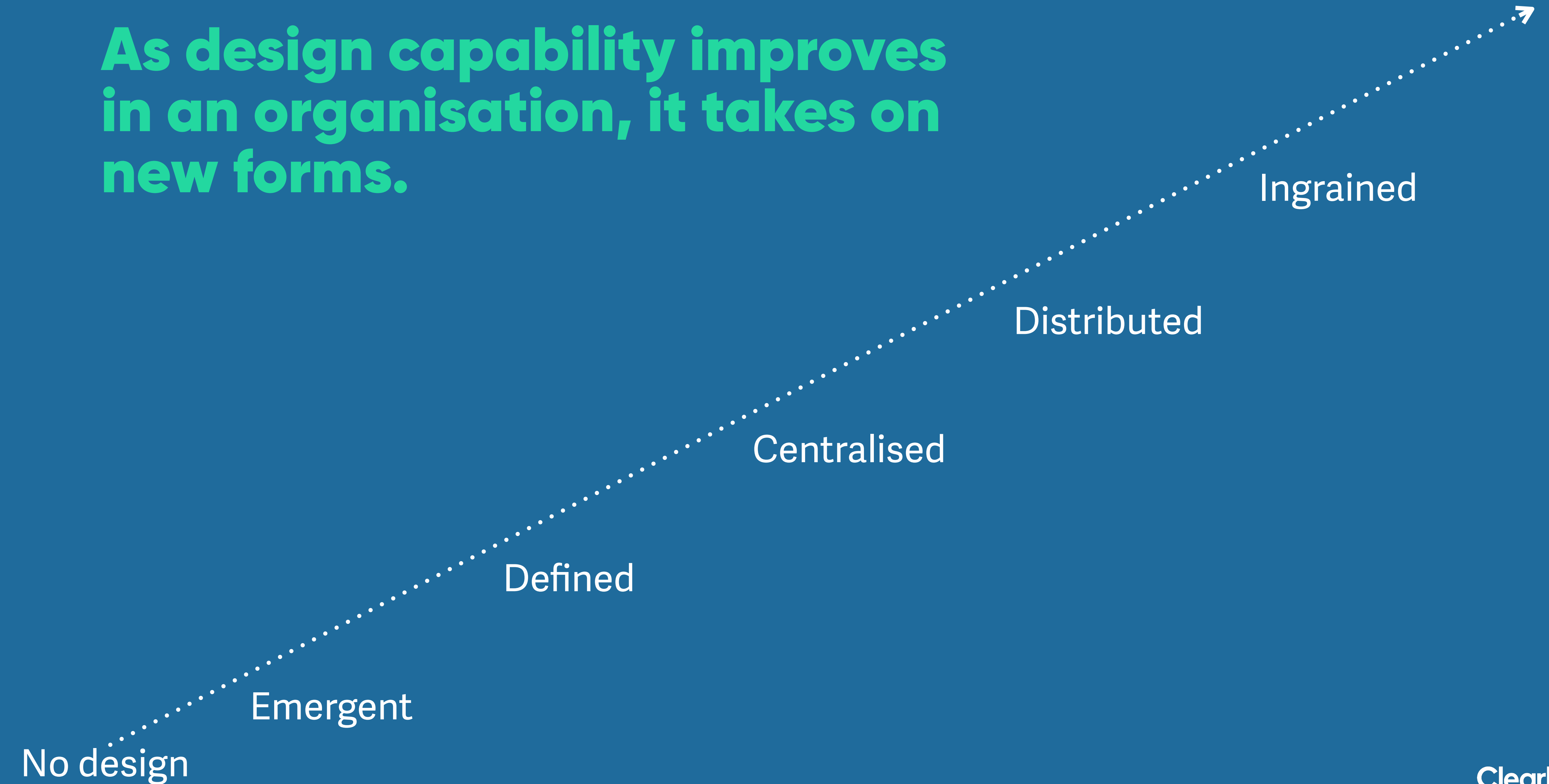
Problem solving

Framing

The depth of thinking changes.



**As design capability improves
in an organisation, it takes on
new forms.**



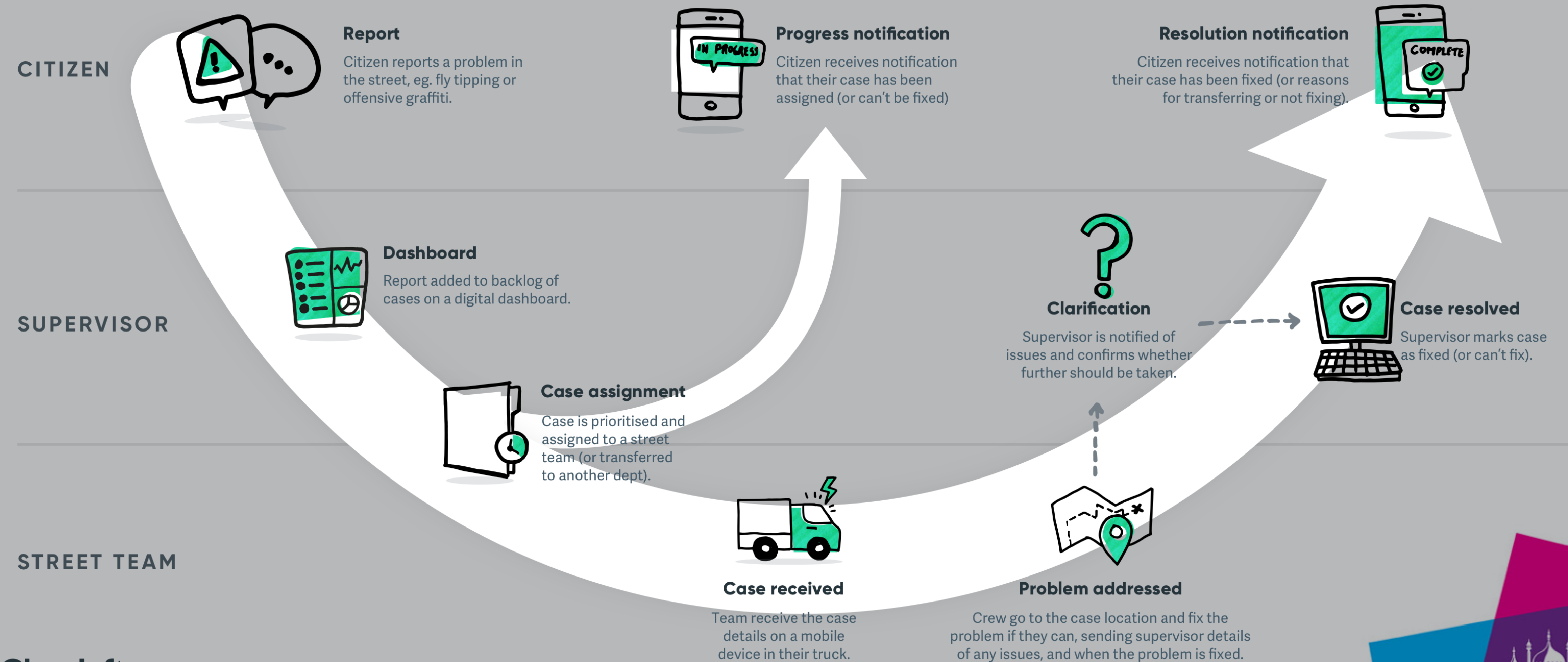
Seizing the opportunity

1. Make a case
2. Get the beneficiary on-side
3. Convince the blocker
4. Meet the decision makers
5. Make a prototype

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1. Make a case
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Cityclean system blueprint





Dashboard

Report
cases o



Clarification

Supervisor is notified of
and confirms whether
her should be taken.



Problem addressed

the case location and fix the
can, sending supervisor deta
and when the problem is fixe

cklog of
ashboard.

Case assignment

Case is prioritised and assigned to a street team (or transferred to another dept).



Case received

Team receive the case details on a mobile device in their truck.



Clarification

Supervisor is notified of issues and confirms whether further should be taken.



Problem addressed

Crew go to the case location and fix the problem if they can, sending supervisor details of any issues, and when the problem is fixed.



Case resolved

Supervisor marks case as fixed (or can't be fixed).

Issue notification

Citizen receives notification that their case has been received (or can't be fixed)

Resolution notification

Citizen receives notification that their case has been fixed (or reasons for transferring or not fixing).



Clarification

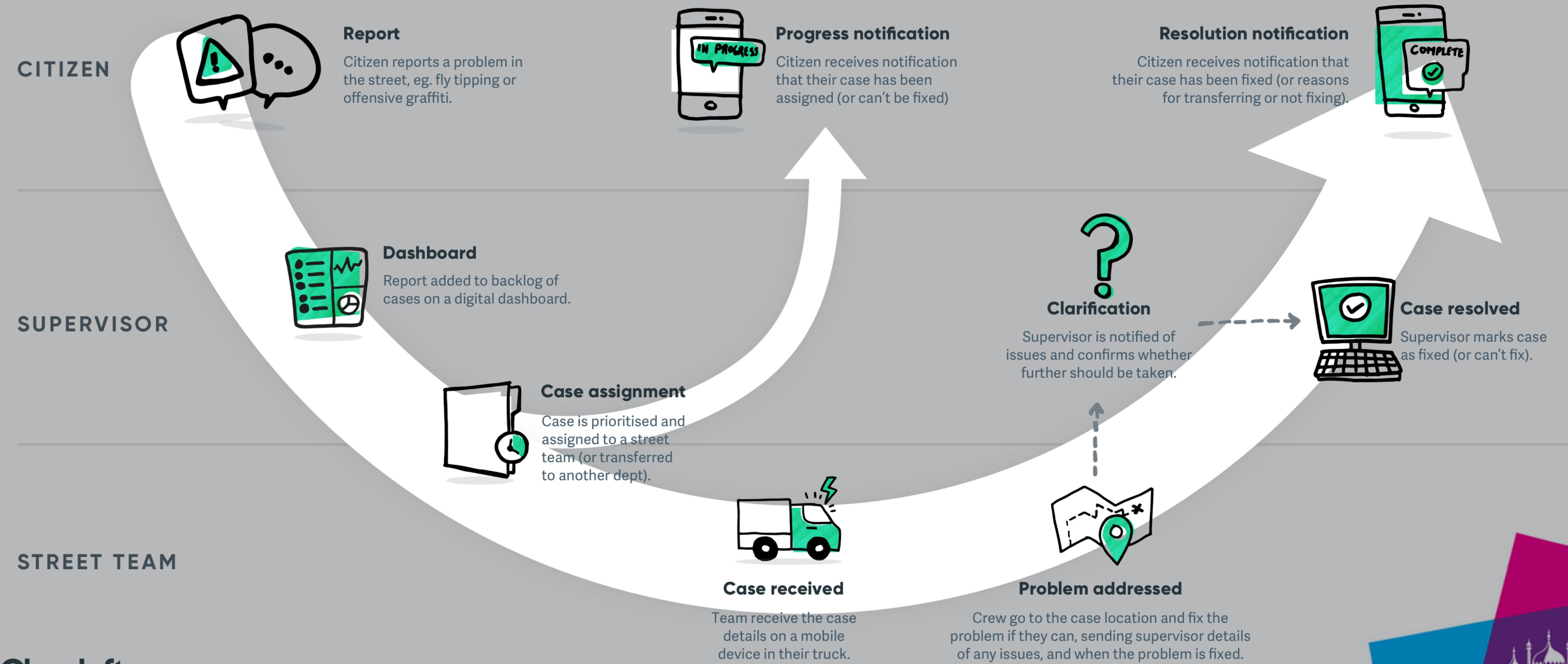
Supervisor is notified of issues and confirms whether further should be taken.



Case resolved

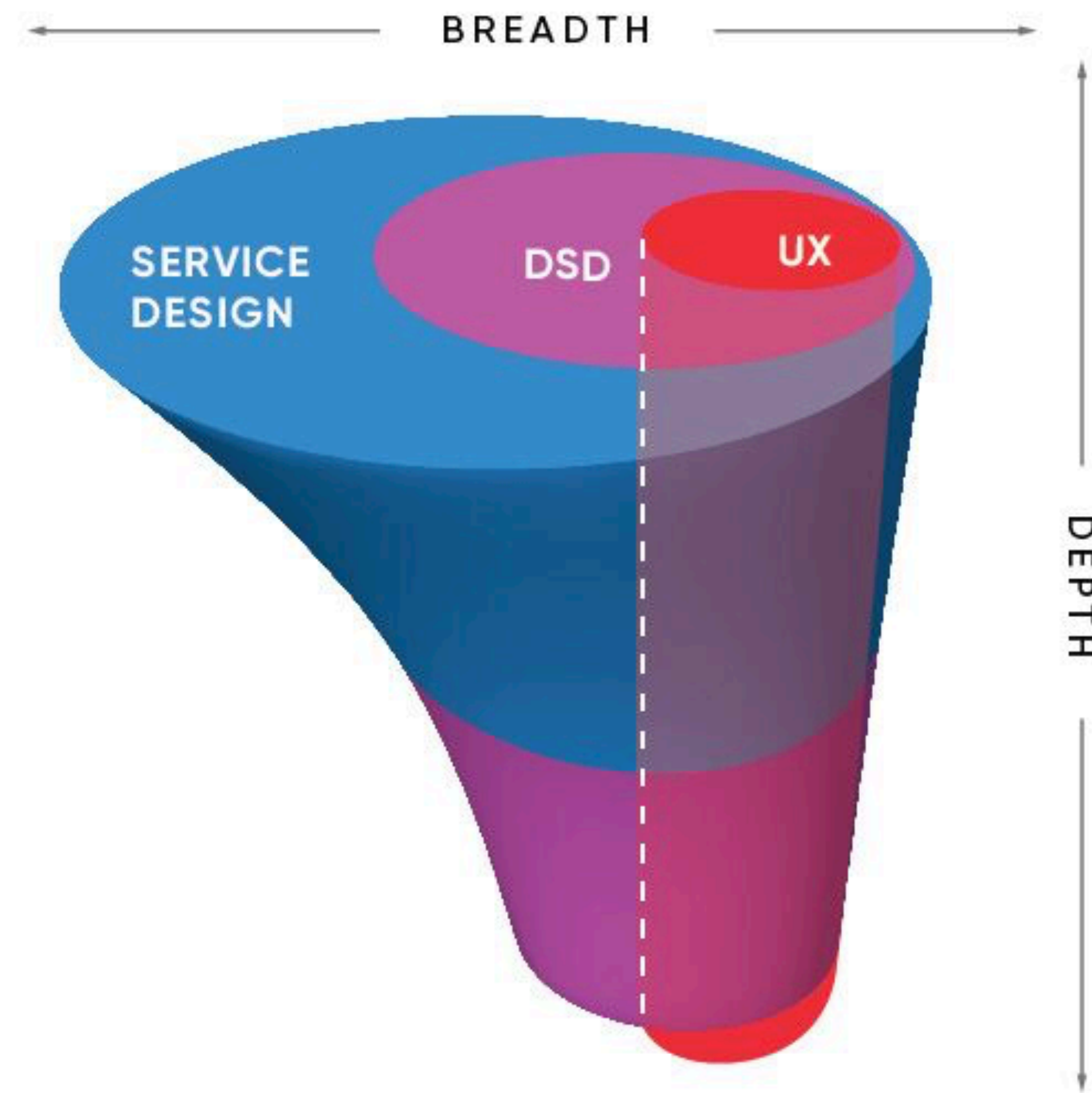
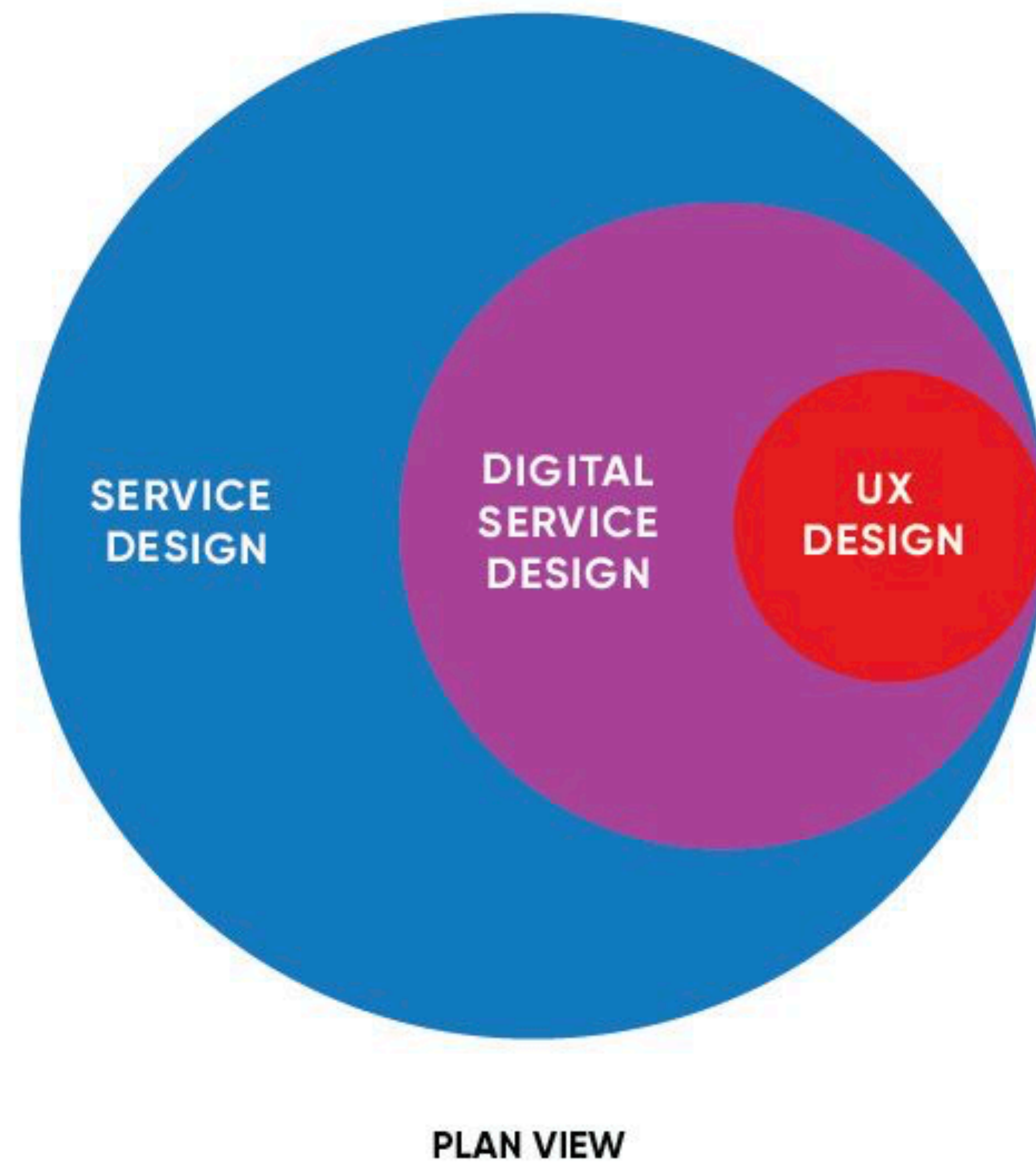
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Cityclean system blueprint



Digital service design

Digital service design

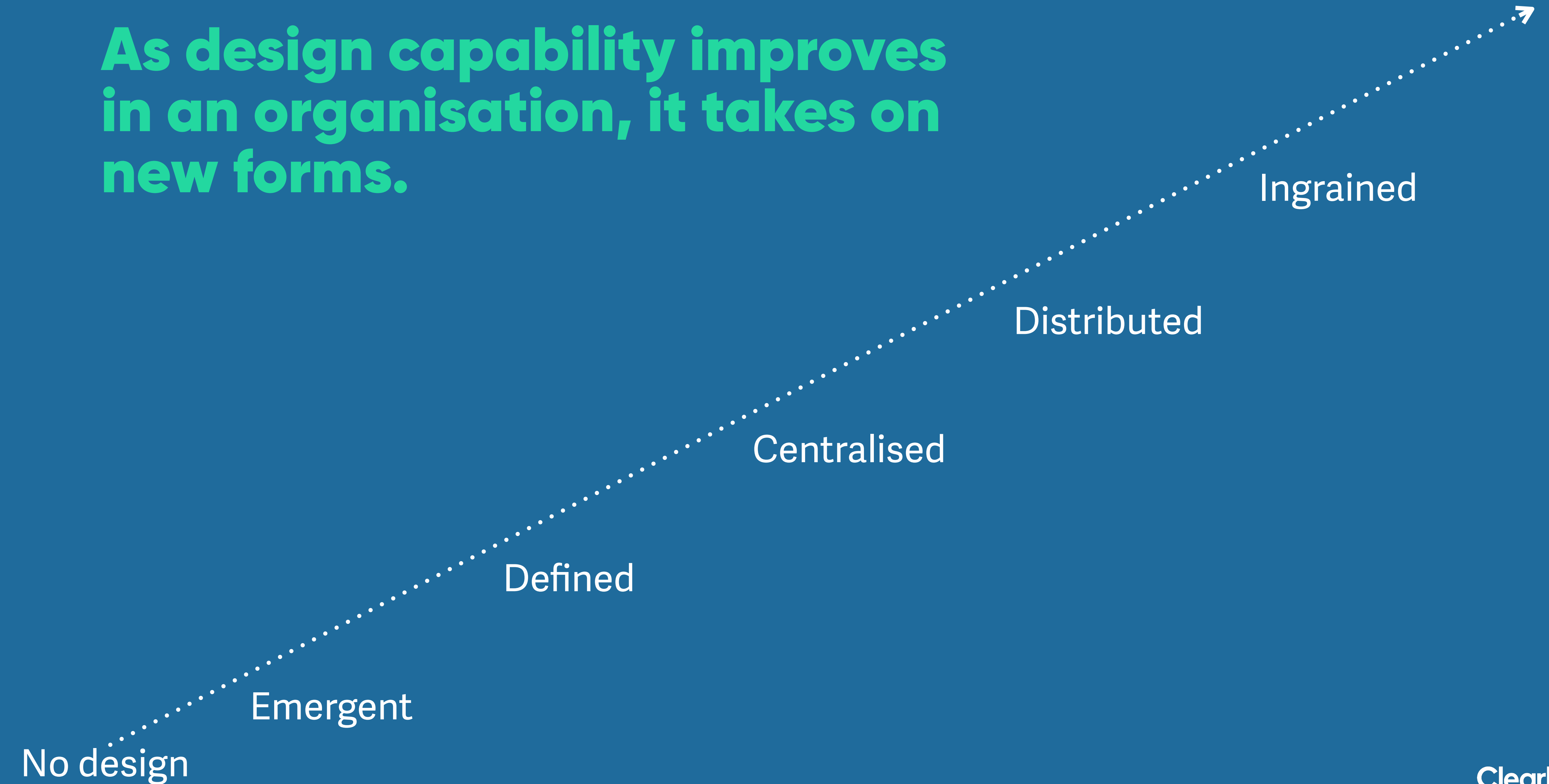


*Always design a thing by considering it in its next
larger context – a chair in a room, a room in a
house, a house in an environment, an
environment in a city plan.*

Eliel Saarinen, Finnish architect



**As design capability improves
in an organisation, it takes on
new forms.**



Impact of design tends to increase exponentially as maturity moves beyond 'centralised'

Impact

Emergent

Defined

Centralised

Distributed

Ingrained





Richard Rutter
@clearleft