

The hitch-hiker's guide to service design



THE HITCHHIKERS GUIDE TO THE GALAXY

By DOUGLAS ADAMS



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Earth

From Wikipedia, the free encyclopedia



This article is about the planet itself. For its human aspects, see [World](#). For other uses, see [Earth \(disambiguation\)](#) and [Planet Earth \(disambiguation\)](#).

Earth is the third [planet](#) from the [Sun](#) and the only [astronomical object](#) known to harbor [life](#). According to [radiometric dating](#) and other sources of evidence, Earth [formed](#) over 4.5 [billion years ago](#).^{[24][25][26]} Earth's [gravity](#) interacts with other objects in space, especially the Sun and the [Moon](#), Earth's only [natural satellite](#). Earth [revolves around the Sun](#) in 365.26 days, a period known as an Earth [year](#). During this time, Earth [rotates about its axis](#) about 366.26 times.^[n 5]

Earth's [axis of rotation](#) is tilted with respect to its orbital plane, producing [seasons](#) on Earth.^[27] The [gravitational interaction](#) between Earth and the Moon causes [ocean tides](#), stabilizes Earth's orientation on its axis, and gradually slows its rotation.^[28] Earth is the densest planet in the [Solar System](#) and the largest of the four [terrestrial planets](#).

Earth's [lithosphere](#) is divided into several rigid [tectonic plates](#) that migrate across the surface over periods of many millions of years. About 71% of Earth's surface is [covered with water](#), mostly by [oceans](#).^[29] The remaining 29% is [land](#) consisting of [continents](#) and [islands](#) that together have many lakes, rivers and other sources of water that contribute to the [hydrosphere](#). The majority of [Earth's polar regions](#) are covered in ice, including the [Antarctic ice sheet](#) and the sea

Earth ⊕



The Blue Marble photograph of Earth, taken during the [Apollo 17](#) lunar mission in 1972

Orbital characteristics

Epoch J2000^[n 1]

Aphelion

152 100 000 km^[n 2]

(94 500 000 mi; 1.017 AU)



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Clagnut



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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**.

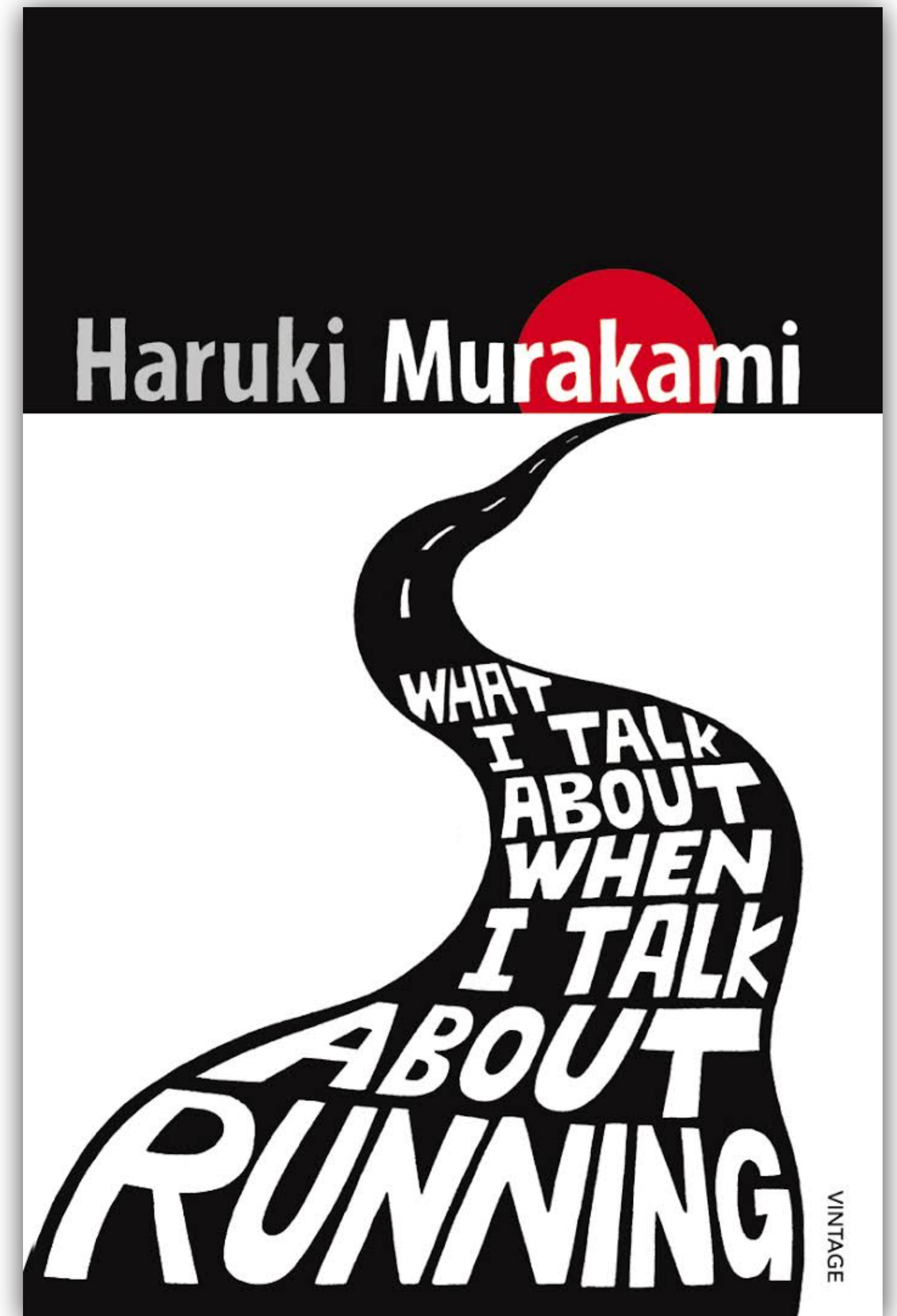
(diff) [← Previous revision](#) | [Latest revision \(diff\)](#) | [Newer revision](#) → (diff)

Mostly harmless.

Haruki Murakami



***"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?





News ▾

Jobs ▾

Sport ▾

Albion

What's On ▾

Photos ▾

Announcements ▾

E-Newspapers

Competitions ▾

Education ▾



News

9th December 2016

Southern Water ranked bottom of country's water firms again

By Neil Vowles



Industry regulators have once again taken a glass half empty attitude towards the conduct of Southern Water.

SOUTHERN Water has once again been named the worst in its field after failing to provide customers with “timely, complete and accurate” information.

Most read

Commented

1



WATCH: A27 closed after two cars crash then catch fire

2



Person dies after being hit by train at Hassocks

3



Propper blow for Albion

4



'Catastrophic' tyre blowout on A23 causes major delays on A27

5



WATCH: Air ambulance called after four cars and a van crash on A29



 Southern
Water
www.southernwater.co.uk



Southern
Water

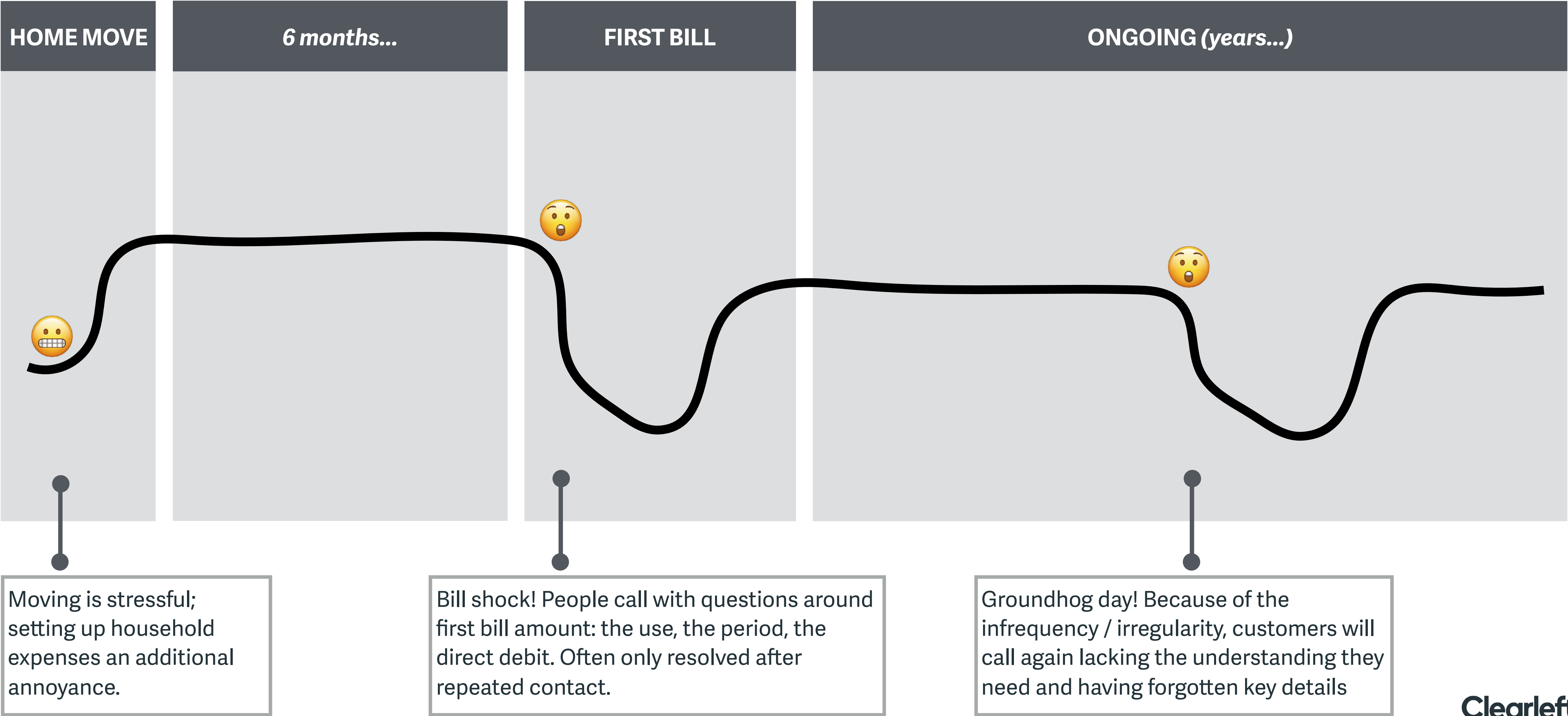
Southern House

This organisation
operates 24/7
surveillance

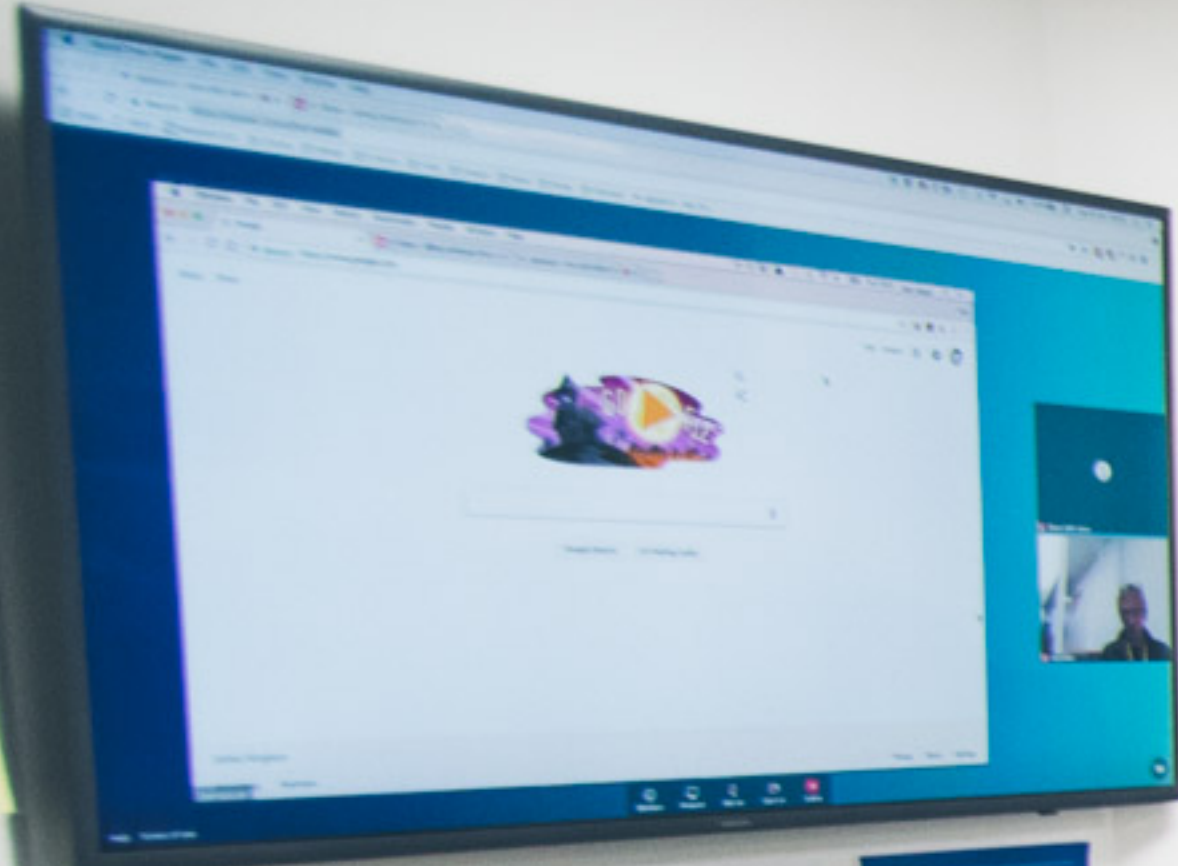
Pedestrian
Access



The billing experience







SHOW THE THING

two hours every six weeks


User research is a team sport

Good services are verbs
Bad services are nouns



Your bill

16 Feb 2017 – 24 Oct 2017

Your last bill  Paid
Sep 2016 – Feb 2017

£210.00 6 month period

You've used
On average

£36.00 per month

Total to pay
For Feb 2017 – Oct 2017

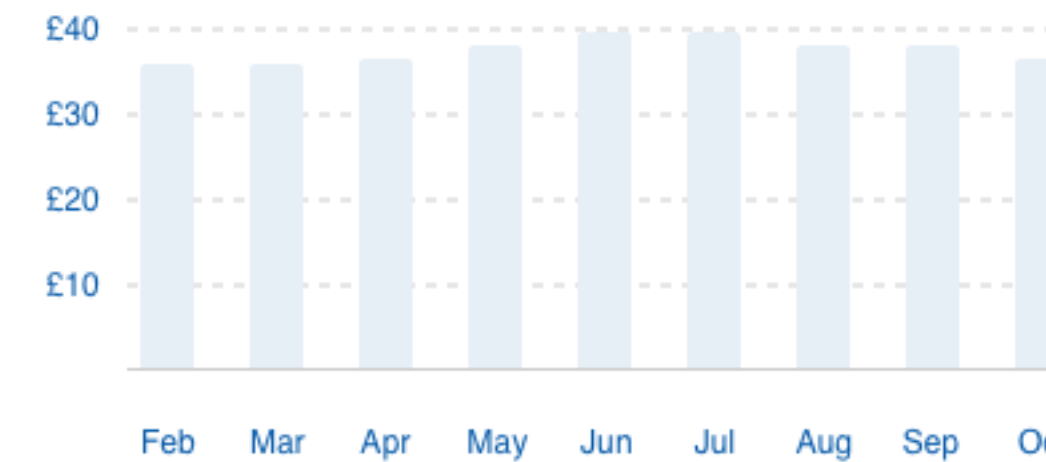
£324.00 9 month period

Pay now



Your usage

[Compare](#)



YOUR AVERAGE DAILY USE

250
Litres
(about 88 pence)

↓ 4%
Since last bill

↑ 9%
On last year

Water charged at 0.1233 pence per litre.
Waste water charged at 0.227 pence per litre.

Get detailed usage
information for every bill

Switch to paperless billing



GUIDE TO AVERAGE USE



1 flush

20
Litres

(about 7 pence)



1 shower

50
Litres

(about 18 pence)



1 bath

150
Litres

(about 52 pence)



1 person's daily use

120
Litres

(about 42 pence)

How do you move from

Improving the way people get answers



Fixing the problems people have

Improving answers → solving problems

Present the evidence


Get the beneficiary on-side

Present the way forward

Work collaboratively in public

We learned how quickly we could prototype designs that naturally brought together customers, staff, data and research. This left us with an energetic view on how we can drive more effective improvement across the company.

— Rob Cockburn, Southern Water Customer Services Programme Manager

 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

Select...

First name *

Last name *

Postcode or building and street

Search

Email address *

Mobile phone number



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- ☐ The animal is an other bird
- ☐ The animal is an other farm animal
- ☐ The animal is an other mammal

Next

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?

The Question Protocol

Is the question really *necessary*?

The Question Protocol: costs

1. An impairment to accurate completion of the process
2. Collecting, storing and processing any additional information
3. Handling situations where the information is missing, false or inconsistent.



Champions grease the wheels of change.

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

Help your champion:
Get the design message across
Tell a convincing story
Look good





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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"/>

Locate on map

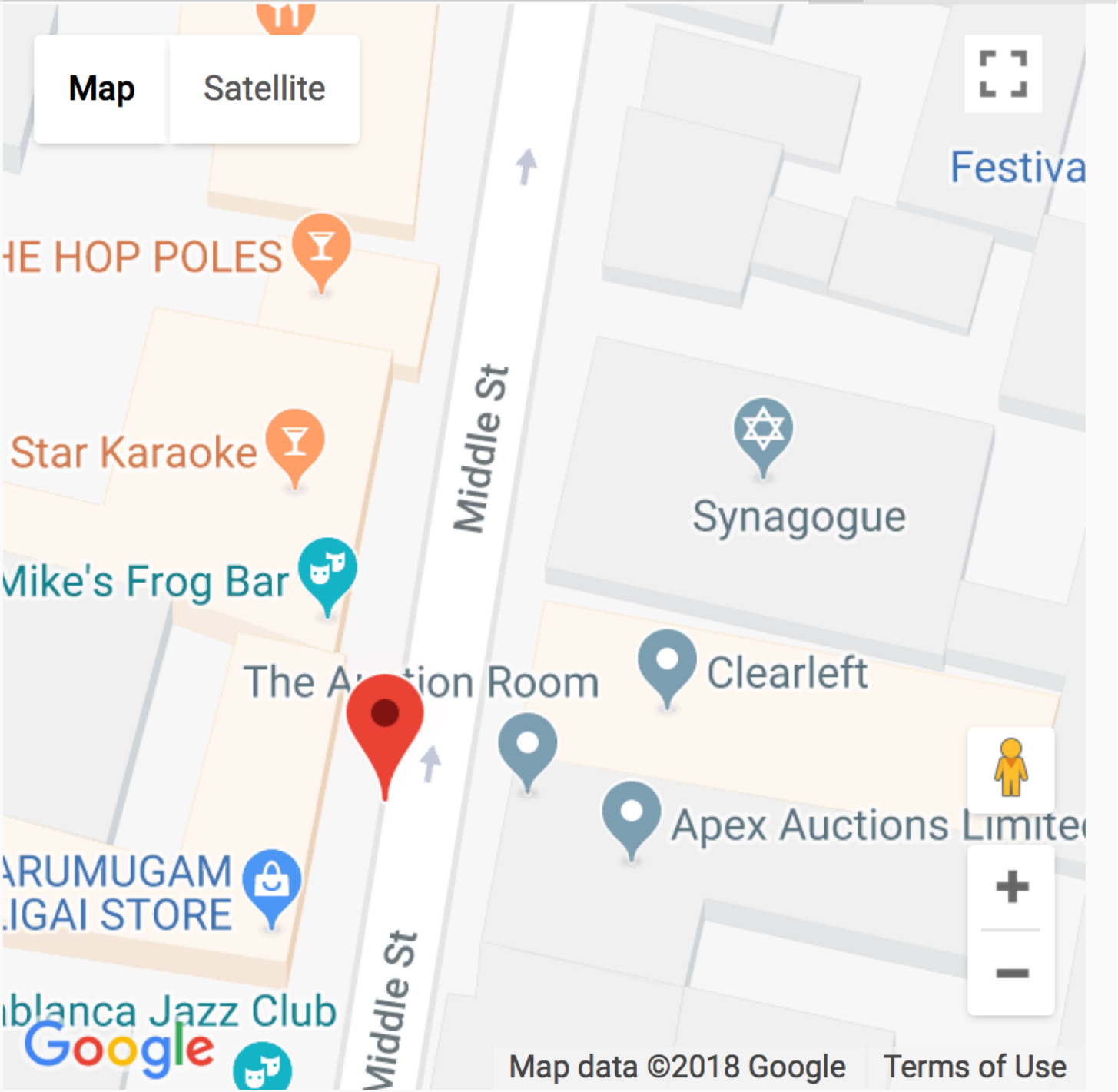
☒ Yes

☐ 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

Upper Hollingdean Rd

Malpass Market

Davey Dr

Upper Hollingdean Rd




Brighton & Hove
City Council





Upper Hollingdean Rd

Brighton &
Hove City Clean

Upper Hollingdean Rd

Malpass Market

Darey Dr

Upper Hollingdean Rd

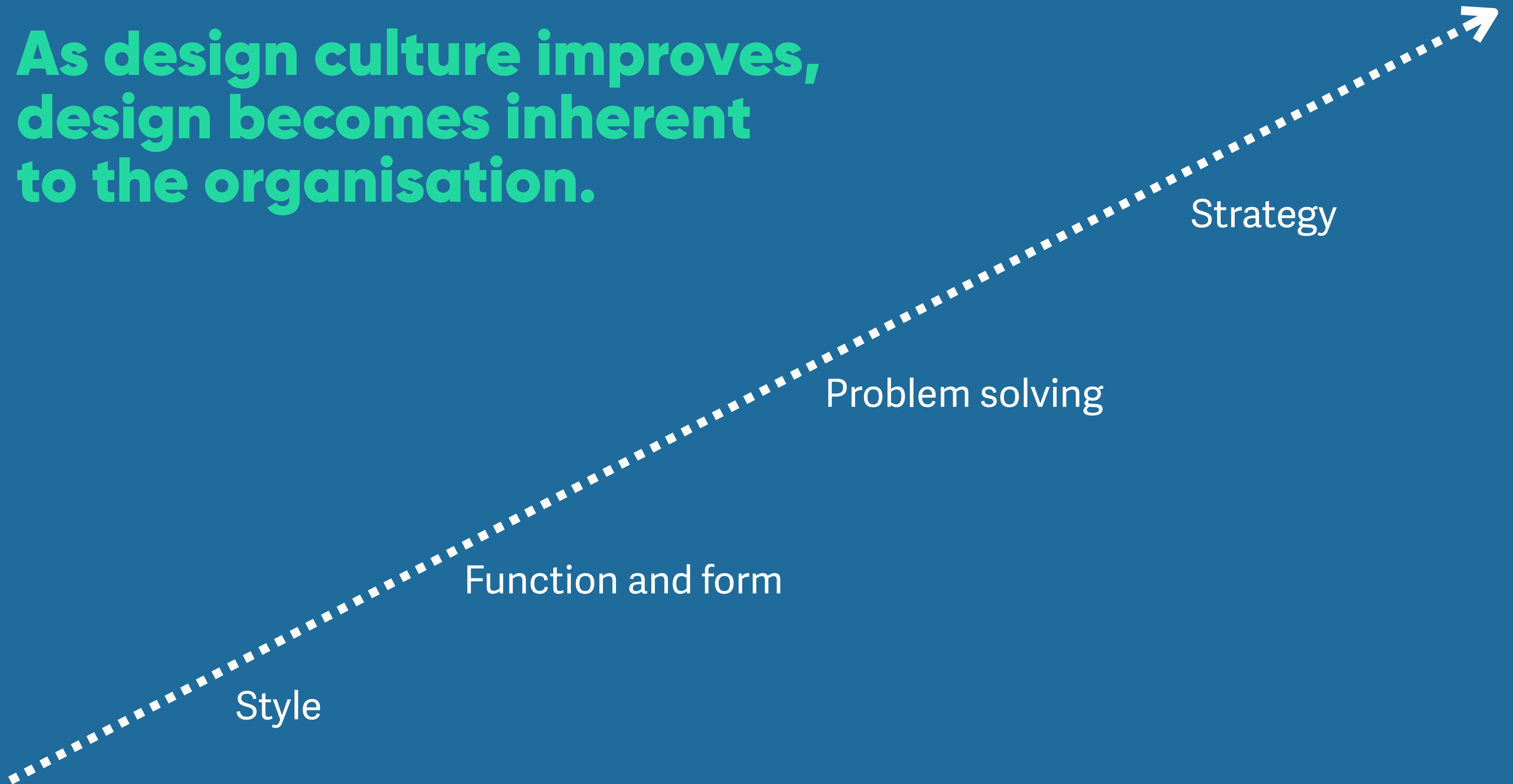
Wigmore



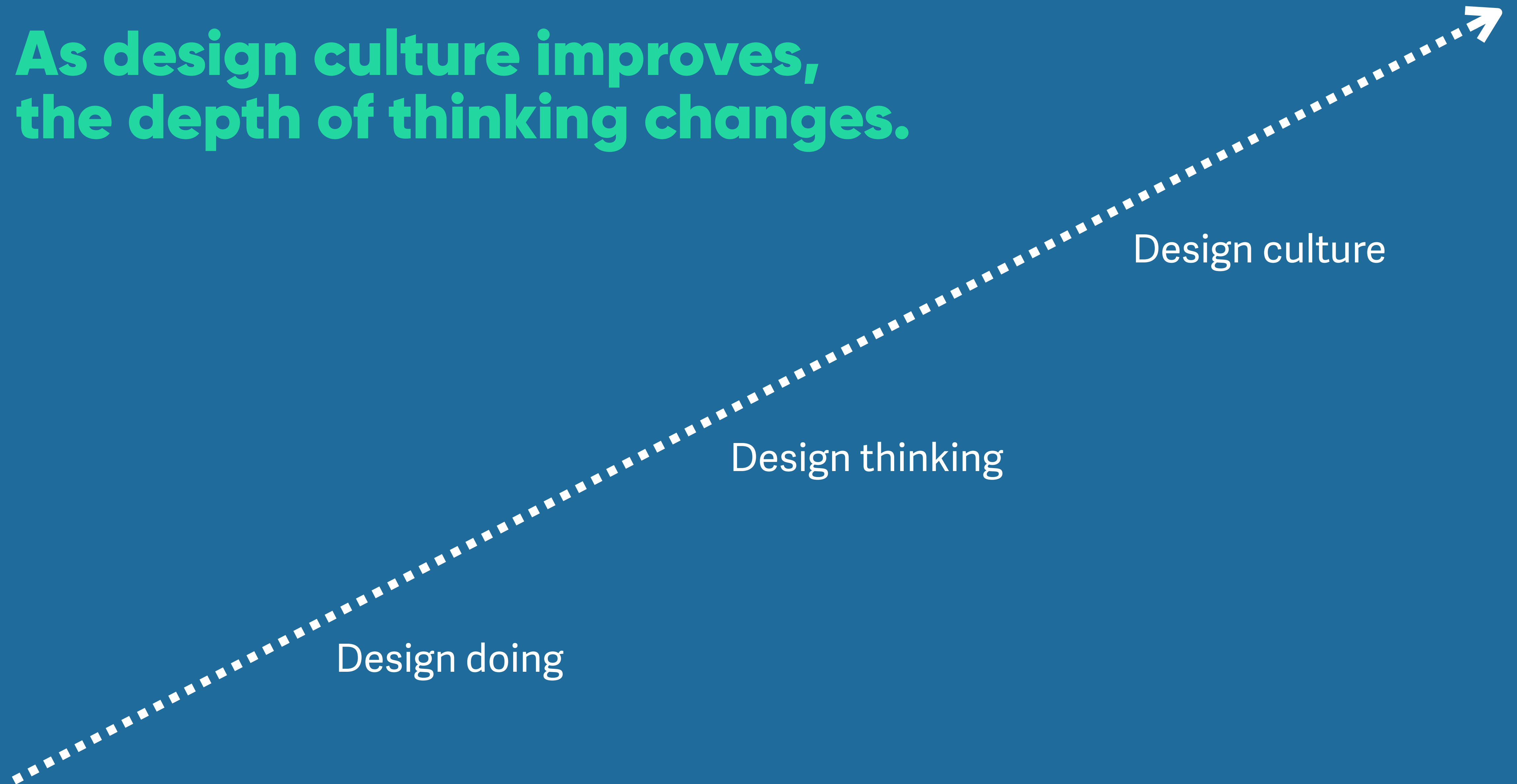




**As design culture improves,
design becomes inherent
to the organisation.**



**As design culture improves,
the depth of thinking changes.**



Design culture

Design thinking

Design doing

Seizing the opportunity:

Make a case

Get the beneficiary on-side

Help the blocker

Make a prototype

Seizing the opportunity:

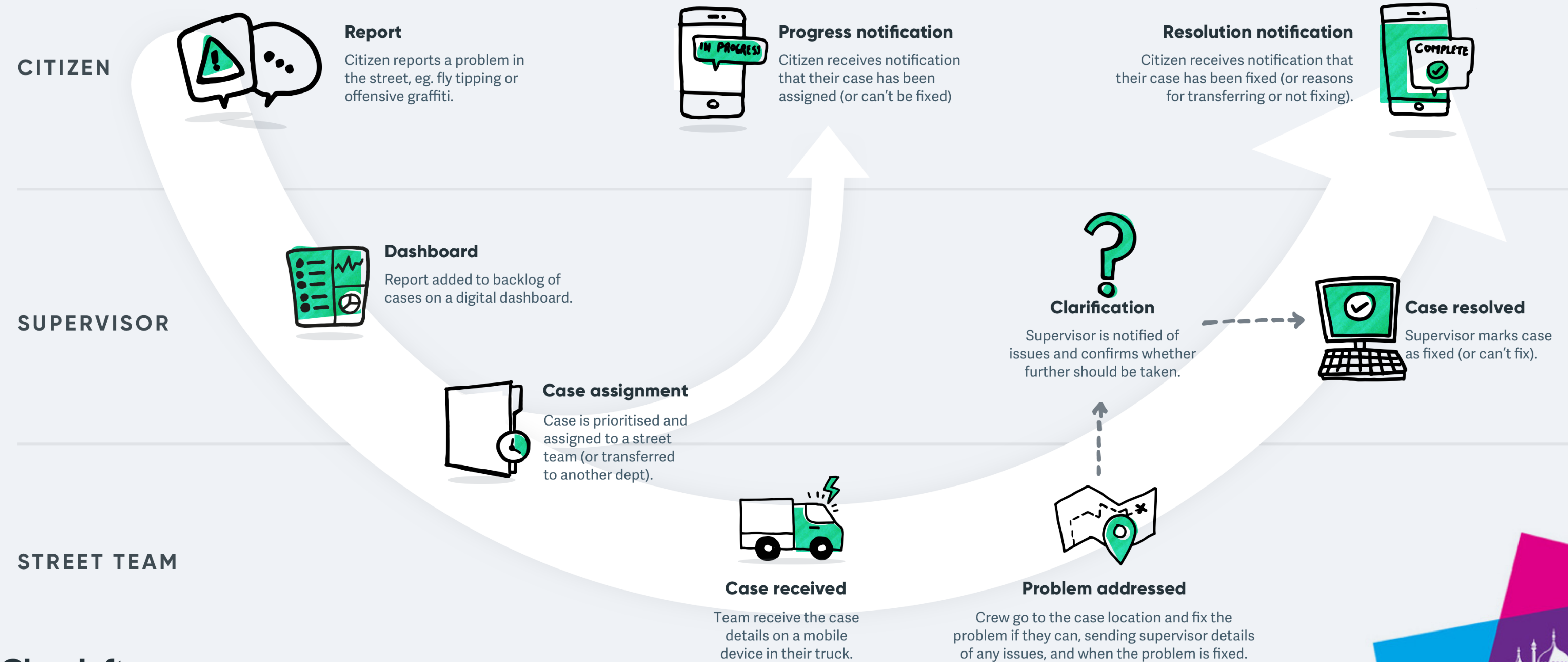
Make a case

Get the beneficiary on-side

Help the blocker

Make a prototype

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

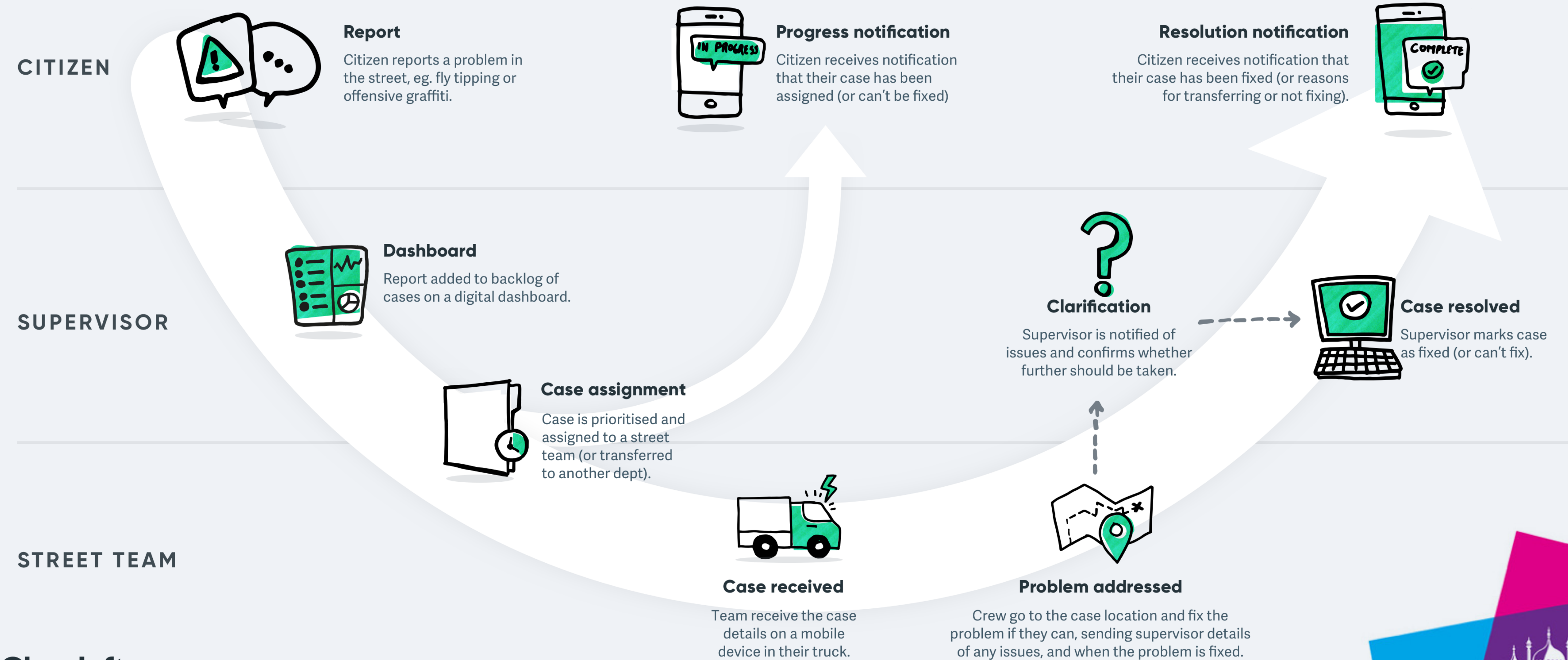
Supervisor is notified of issues and confirms whether further should be taken.



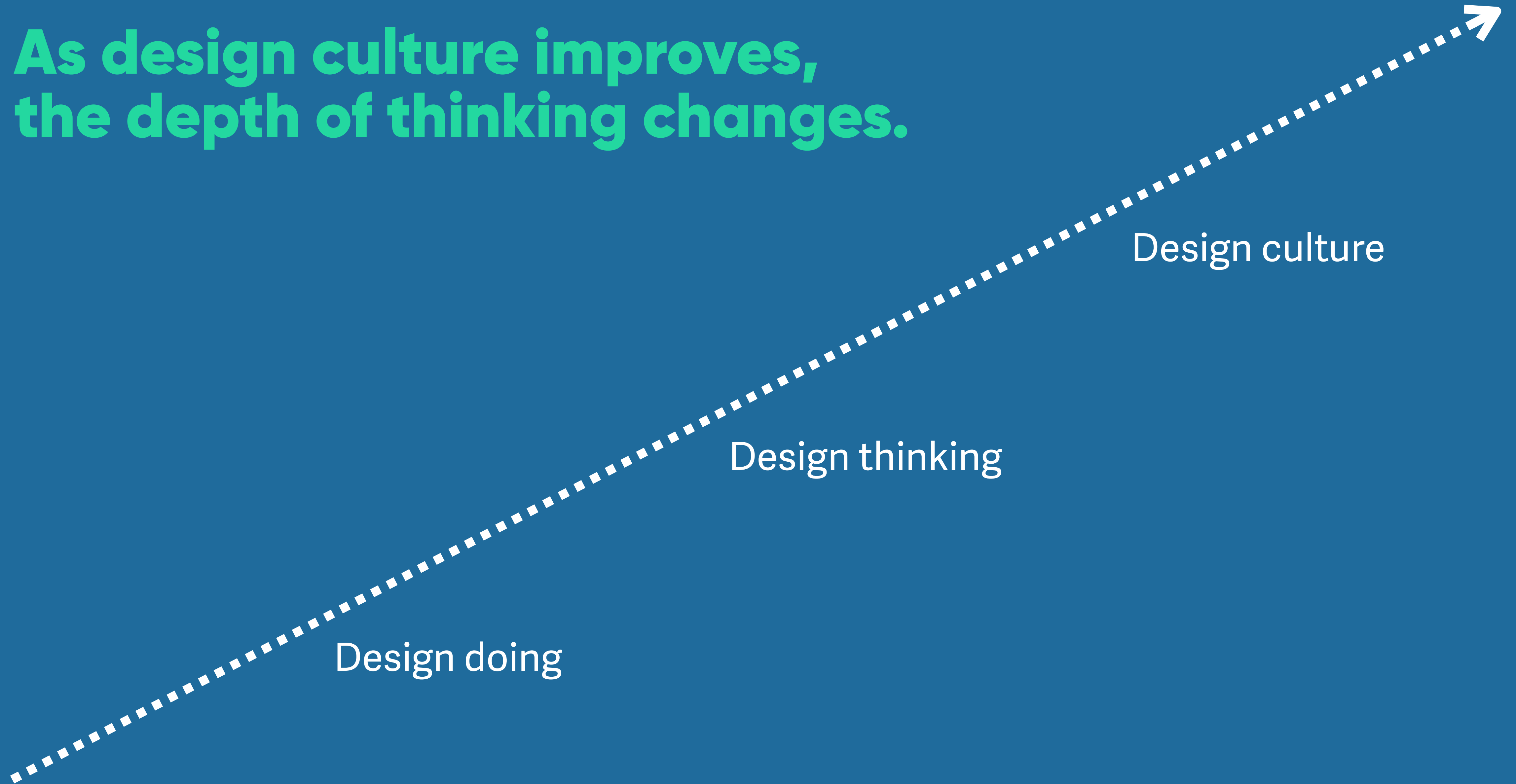
Case resolved

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

Cityclean system blueprint



**As design culture improves,
the depth of thinking changes.**



Design culture

Design thinking

Design doing

Impact of design increases exponentially as design thinking becomes ingrained.

Impact

Design doing

Design thinking

Design culture





Richard Rutter
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@clearleft