
Hello, my name is Kevin.



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Service Design Portfolio

A selection of images demonstrating examples of Service Design from previous work experience and current study projects.

EMPATHIC DESIGN FOR THE ELDERLY OF COPENHAGEN

September 2015 – December 2015

Observation methods Systemic thinking UI Design

Overview

As part of a project group, I researched the service experience among elderly members at an activity centre in Copenhagen. I discovered that there were increasingly frequent problems with the transportation service, and that service delays were a cause of great worry for elderly members, many of whom suffered from age-related psychological conditions.

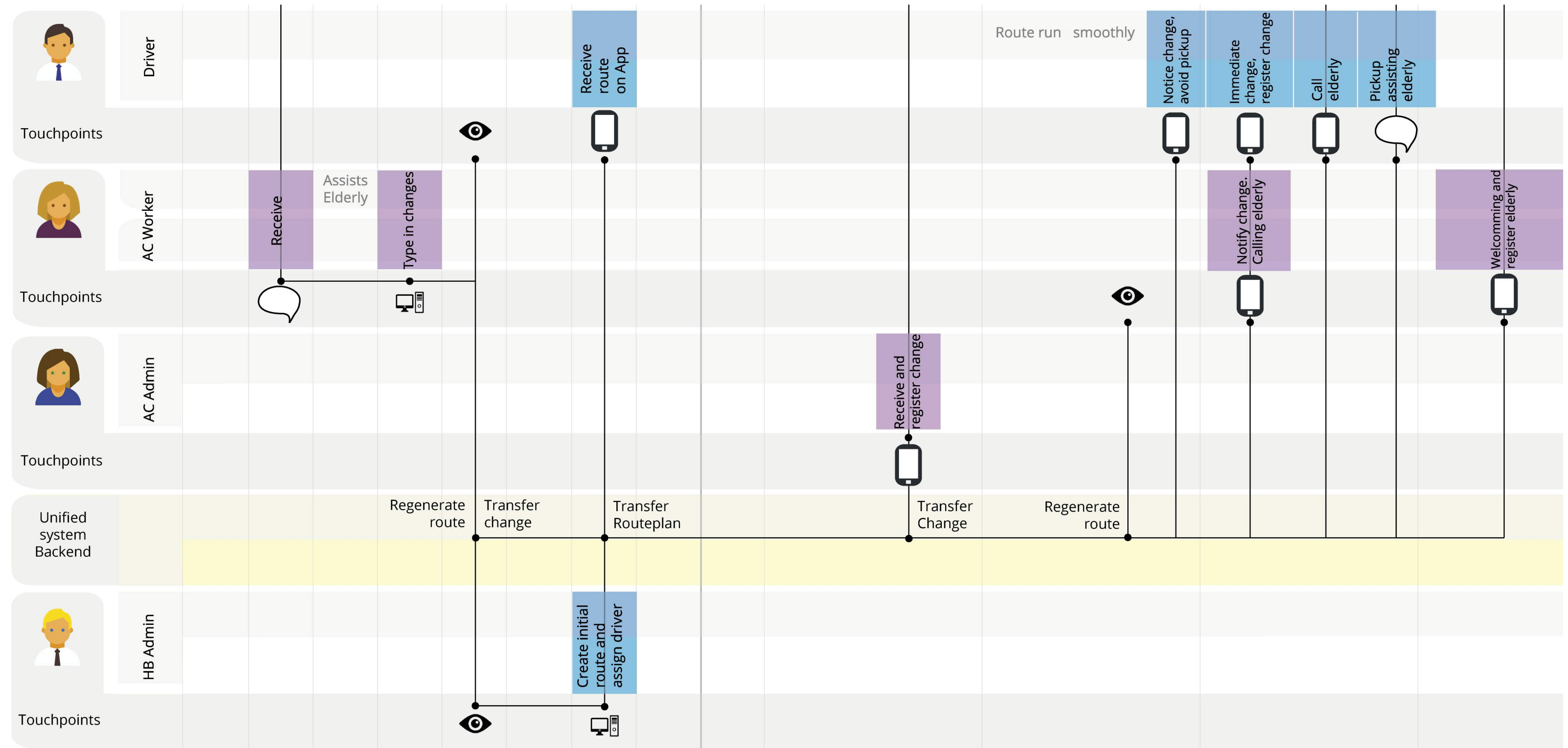
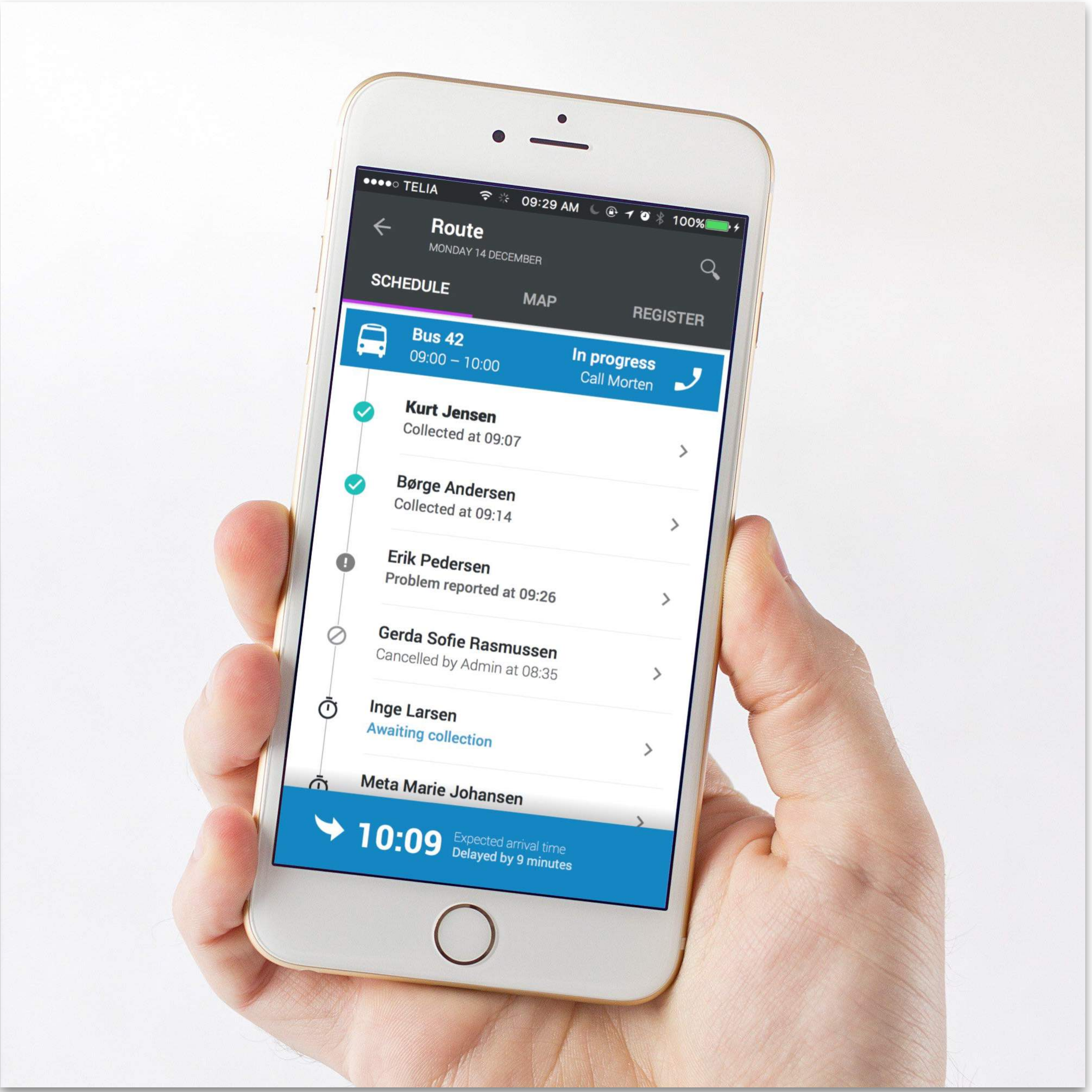
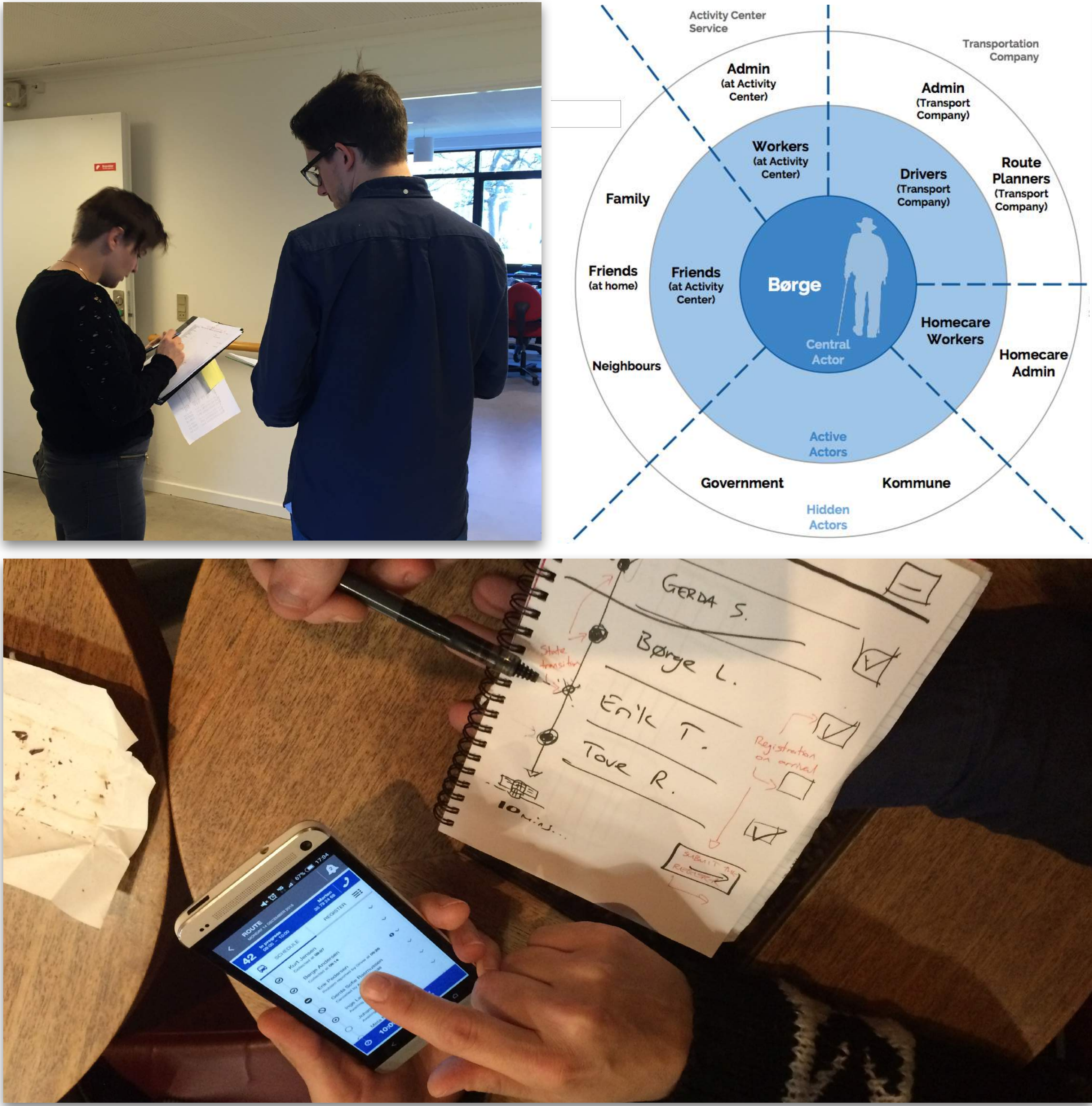
Approach

I took an empathic design approach to help uncover the emotions and frustrations experienced by actors during service delays. Using a variety of research techniques, I found that there were a number of reasons that caused service delays. I therefore decided to create a service that provided a sense of perceived value and reassurance for all stakeholders.

Outcome

The project culminated in a relatively simple mobile application to be used initially by activity center workers. It offered workers access to crucial, real-time information on the status of the bus routes, which allowed them to for example whether there were any absent members, or delays to the bus service. This information allowed workers to mitigate service delays by offering an appropriate response once the service had arrived.

Images (from top, clockwise): Service blueprint; Final product design; Co-designing with users; User shadowing (research observation); Actor map.



DESIGNING A PRODUCT SERVICE SYSTEM

December 2015 – January 2016

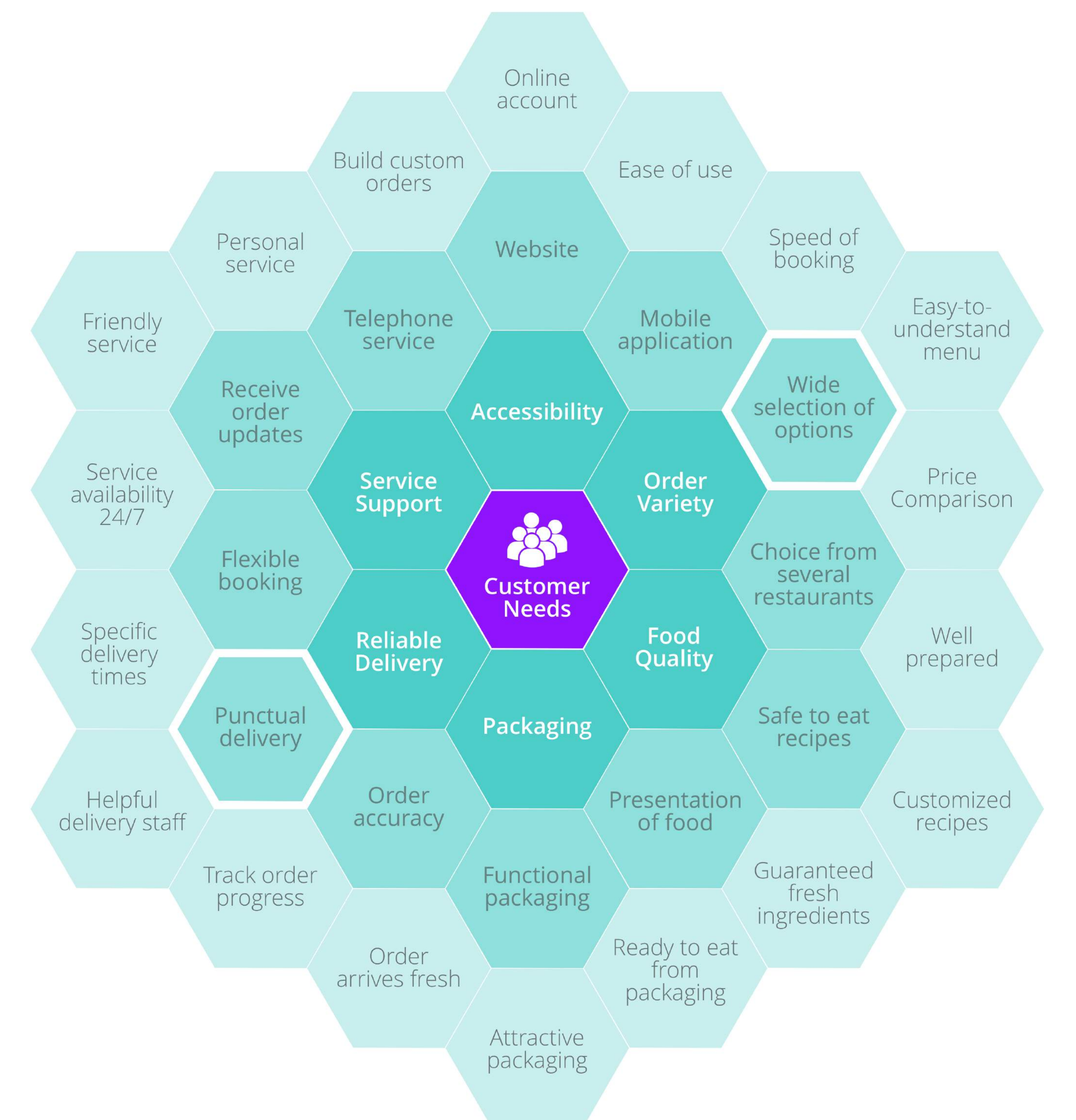
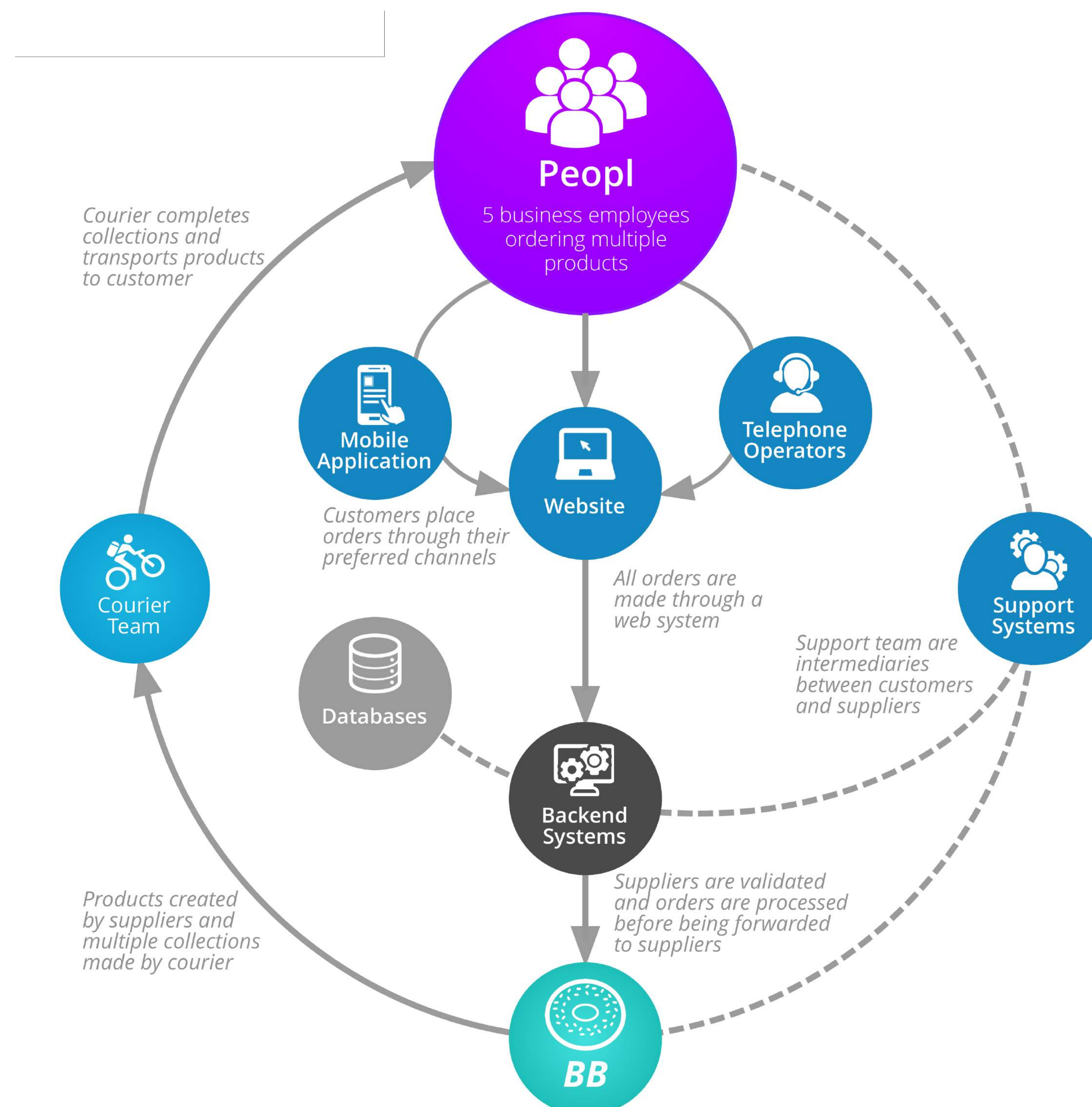
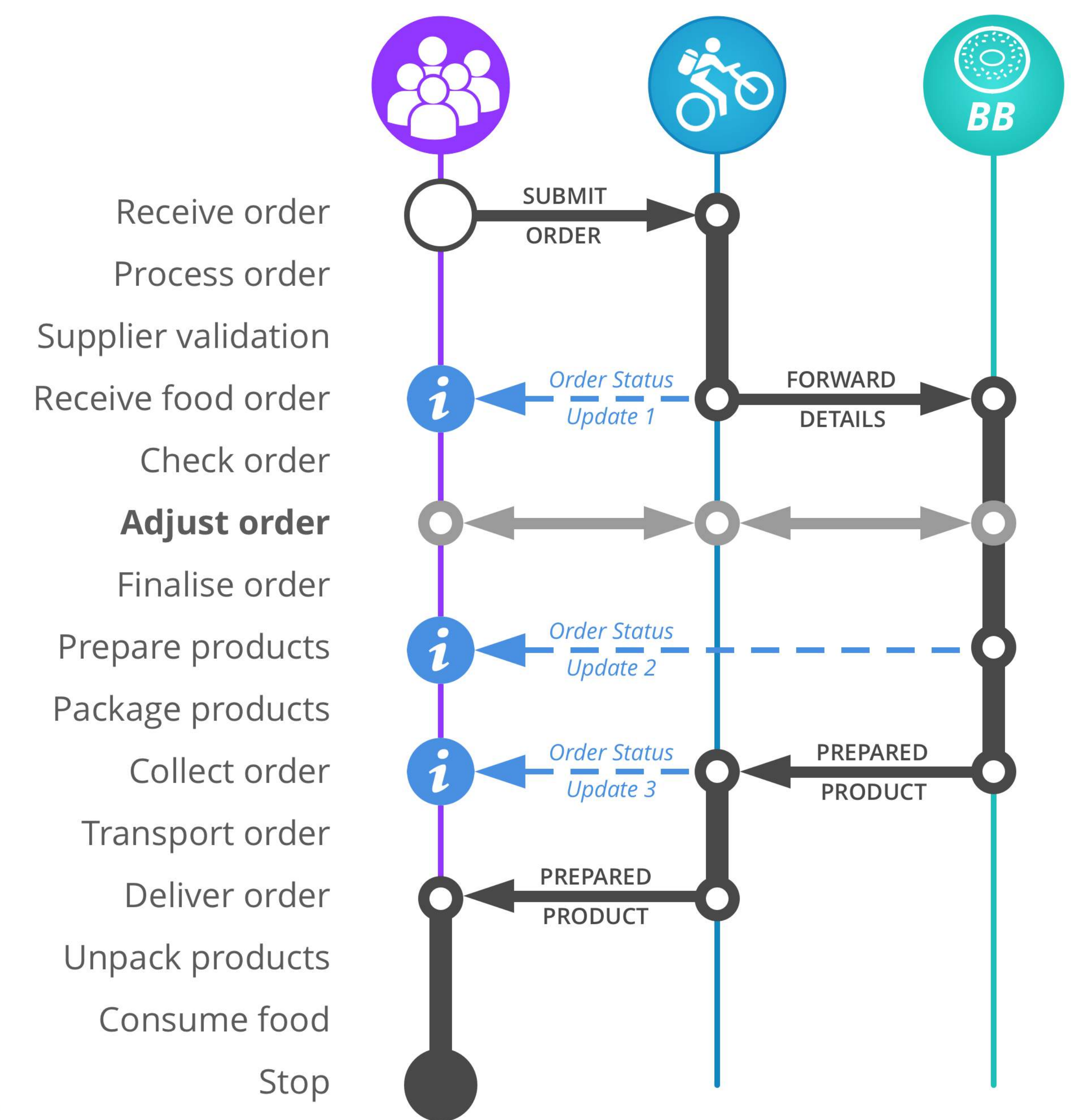
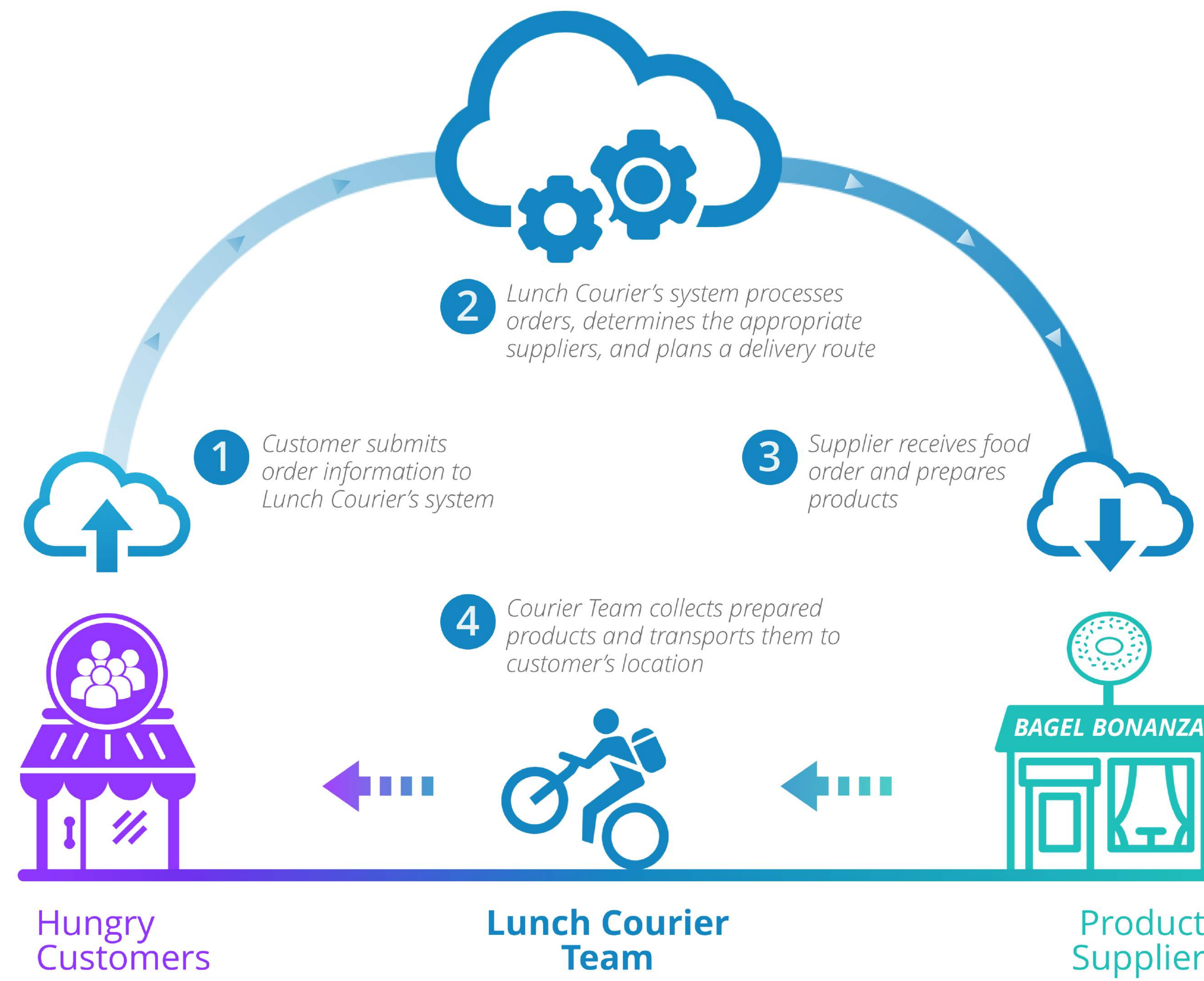
System architecture Process management User needs

Overview

During my first semester, I developed the service architecture for a food delivery service in Copenhagen. I then selected a specific touchpoint in the service to investigate and explain more detail about the interaction between stakeholders.

Approach

I began the task by creating a diagram to display different levels of customer needs. Following this, I imagined a system architecture diagram to describe the interaction between front-end actors and back-end systems. Along with a service blueprint, I created a role interaction diagram which focused on a scenario where a supplier was unable to provide the customer with the requested dish. This diagram served to highlight the importance of quick communication between the three parties – something which could be considered one of the most complex and time-pressured interactions within the service.



Images (from top, clockwise): Service blueprint; Product design; Testing with users; Actor map; Shadowing technique.

DEVELOPING A GLOBAL RESEARCH NETWORK

October 2014 – March 2015

Product design Experience design Process workflow

Overview

A social networking project that connected researchers from institutions and universities around the world. I was mainly involved as a business analyst, defining user cases and requirements. I also acted as the mediator between the client, development team, and external design agencies, keeping the focus on the end-user throughout the development of the product.

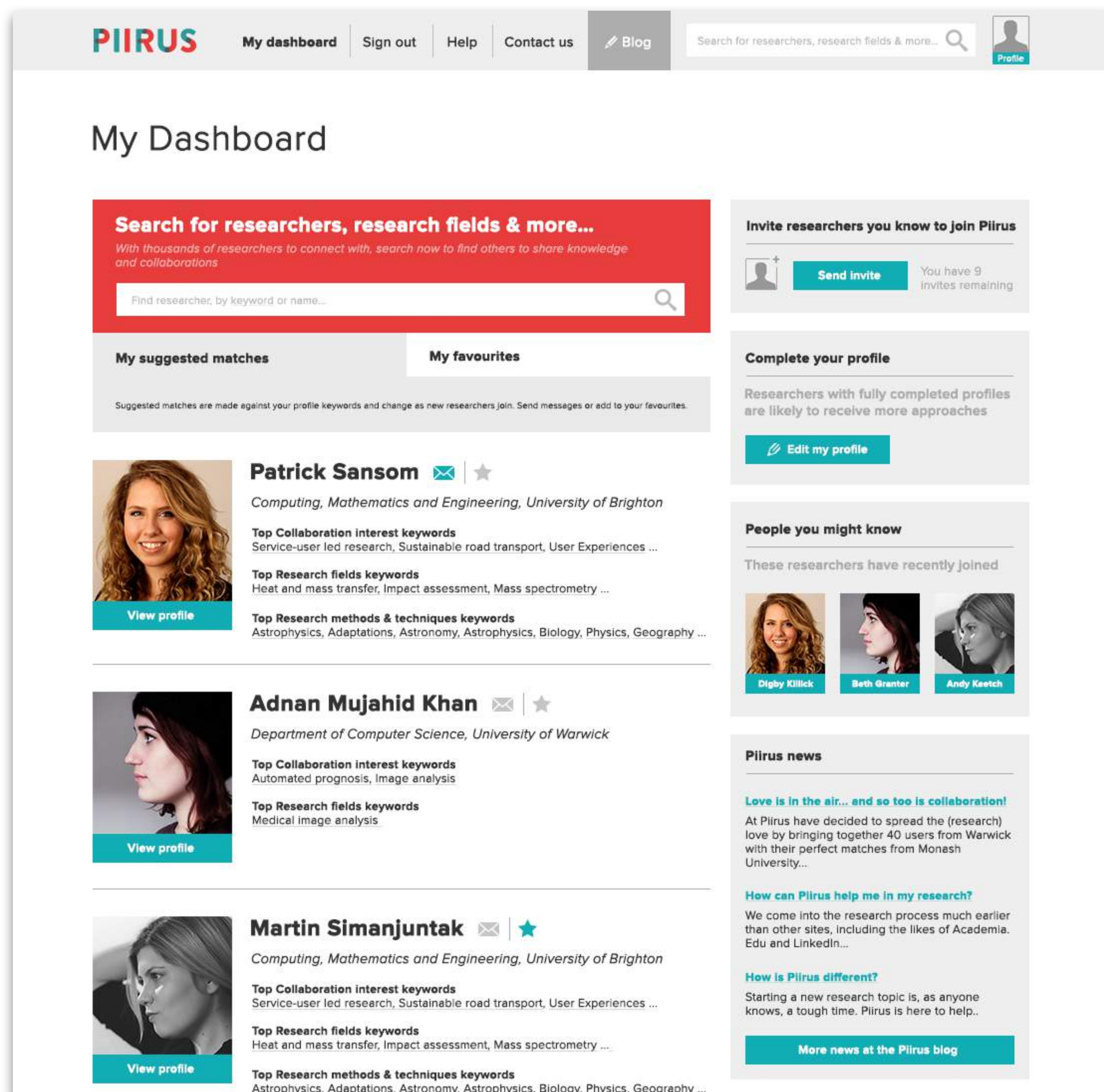
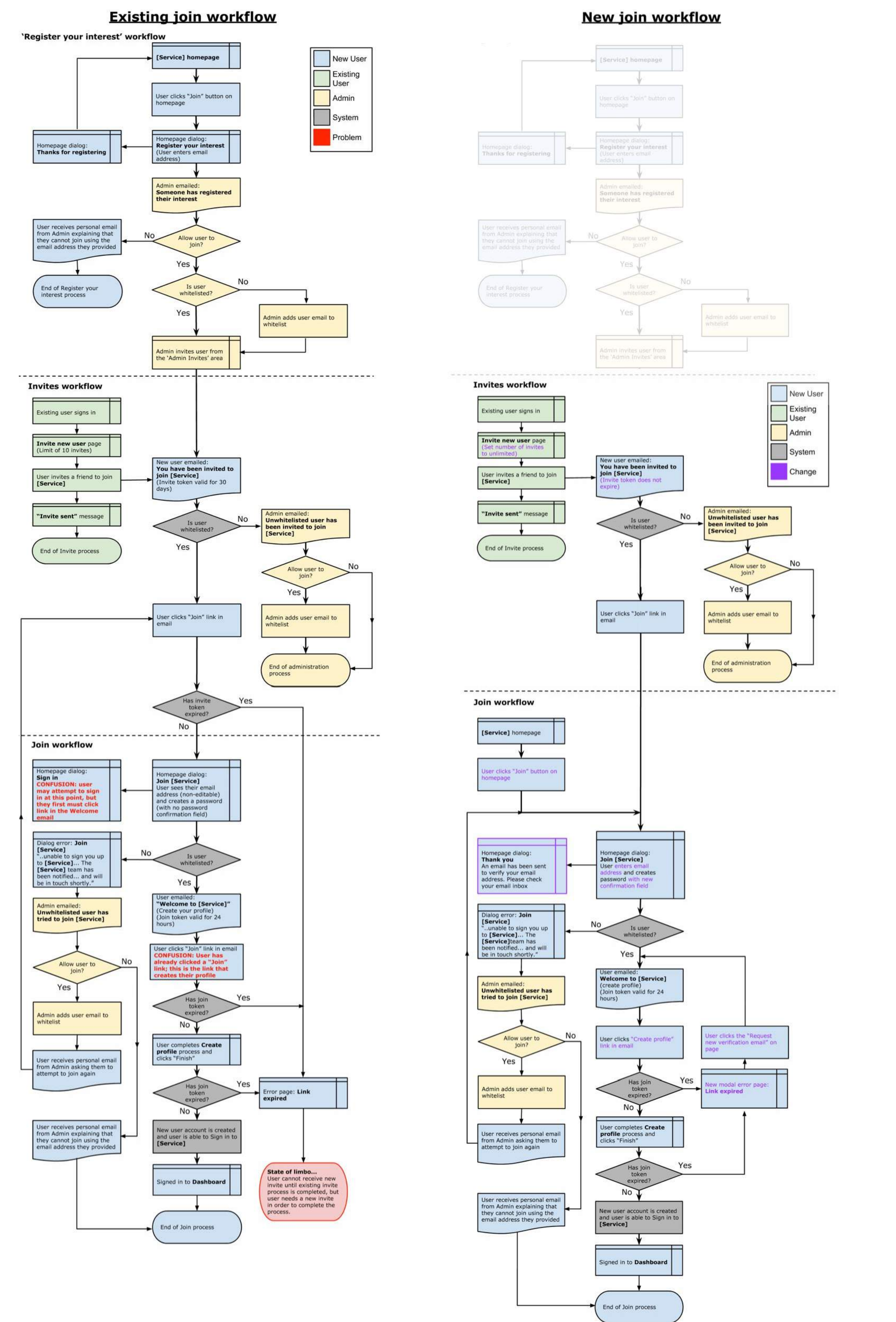
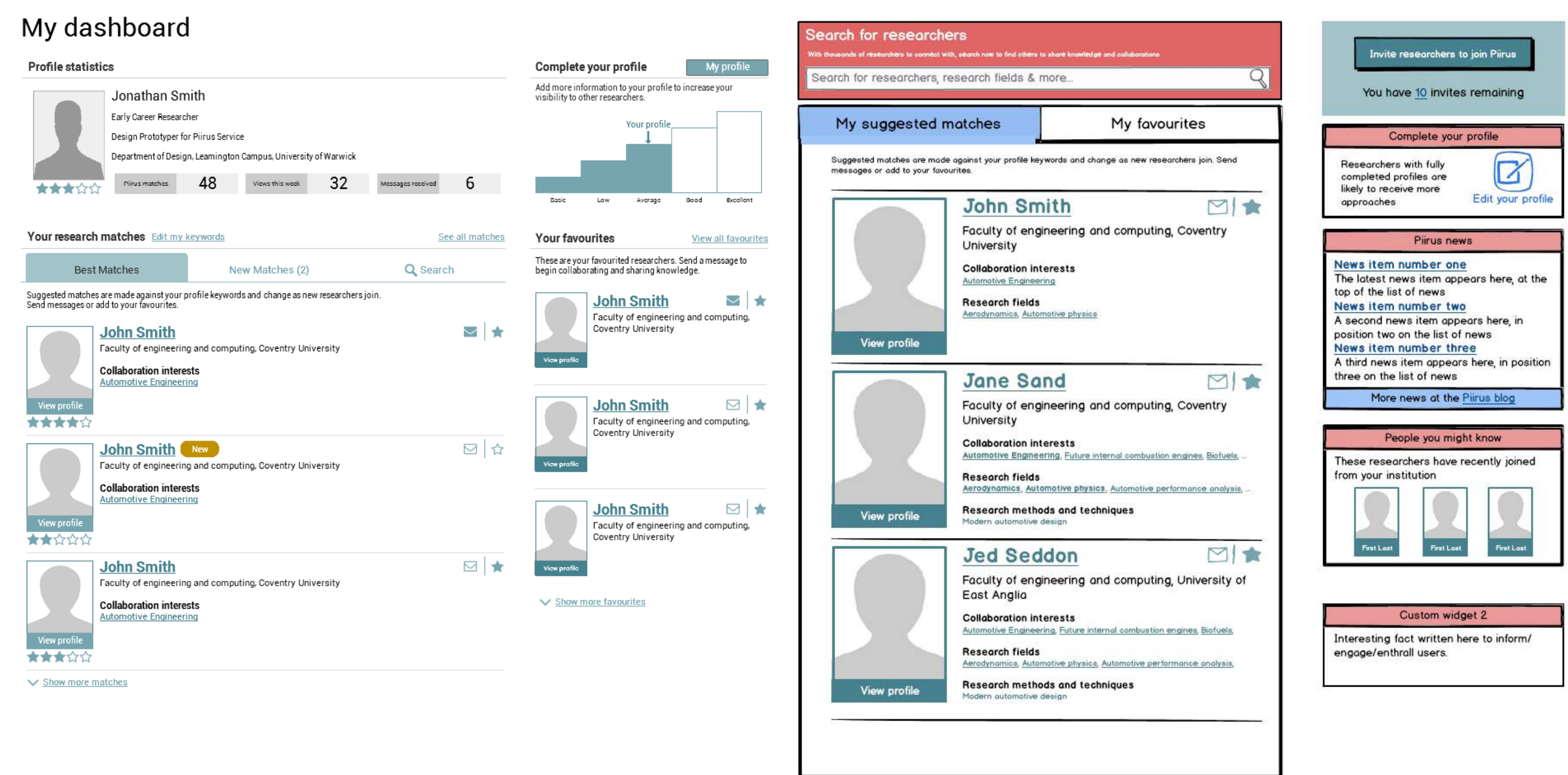
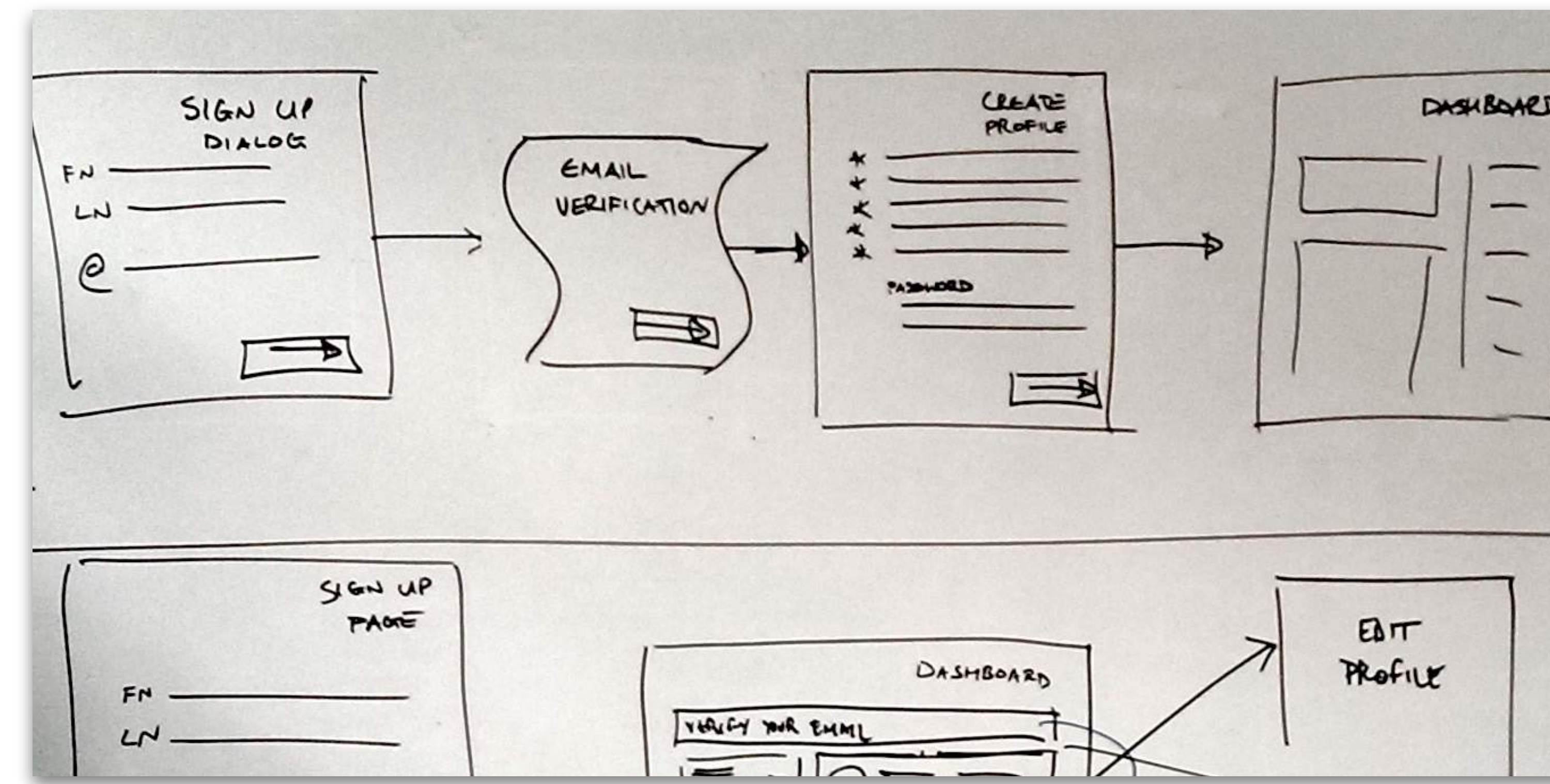
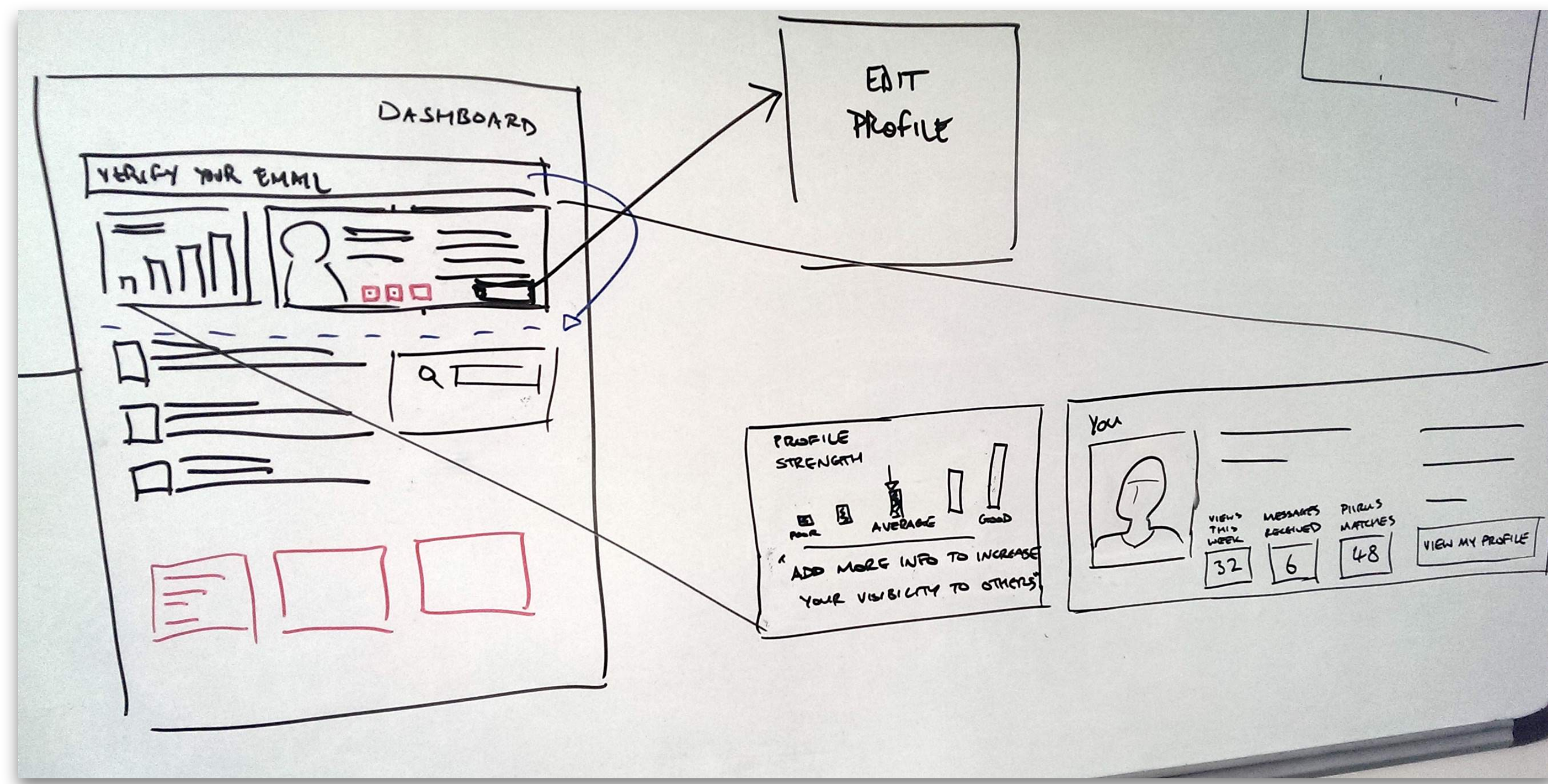
Approach

There were several occasions where the client had to decide on which features were most crucial in the development of the product. This often resulted in problems later in development, which the client would realise too late. I took it upon myself to engage with the client at an earlier stage, producing several design solutions for each new feature. To help the client make better informed decisions, I would outline the pros and cons for each design. This allowed the client to better understand the importance of their design decisions.

Outcome

I identified problems with the registration process and designed a solution that restructured the back-end of the service. I used analytics to measure the 'drop-out' rate of users signing up to the service, and was able to reduce this number by 75%, adding hundreds more new users.

Images (from top, clockwise): Researcher profile design; Mapping the registration process; Improving user workflow; Primary interface; Development of the user dashboard.



DESIGN CONCEPT FOR A CURRENCY EXCHANGE APP

April 2014

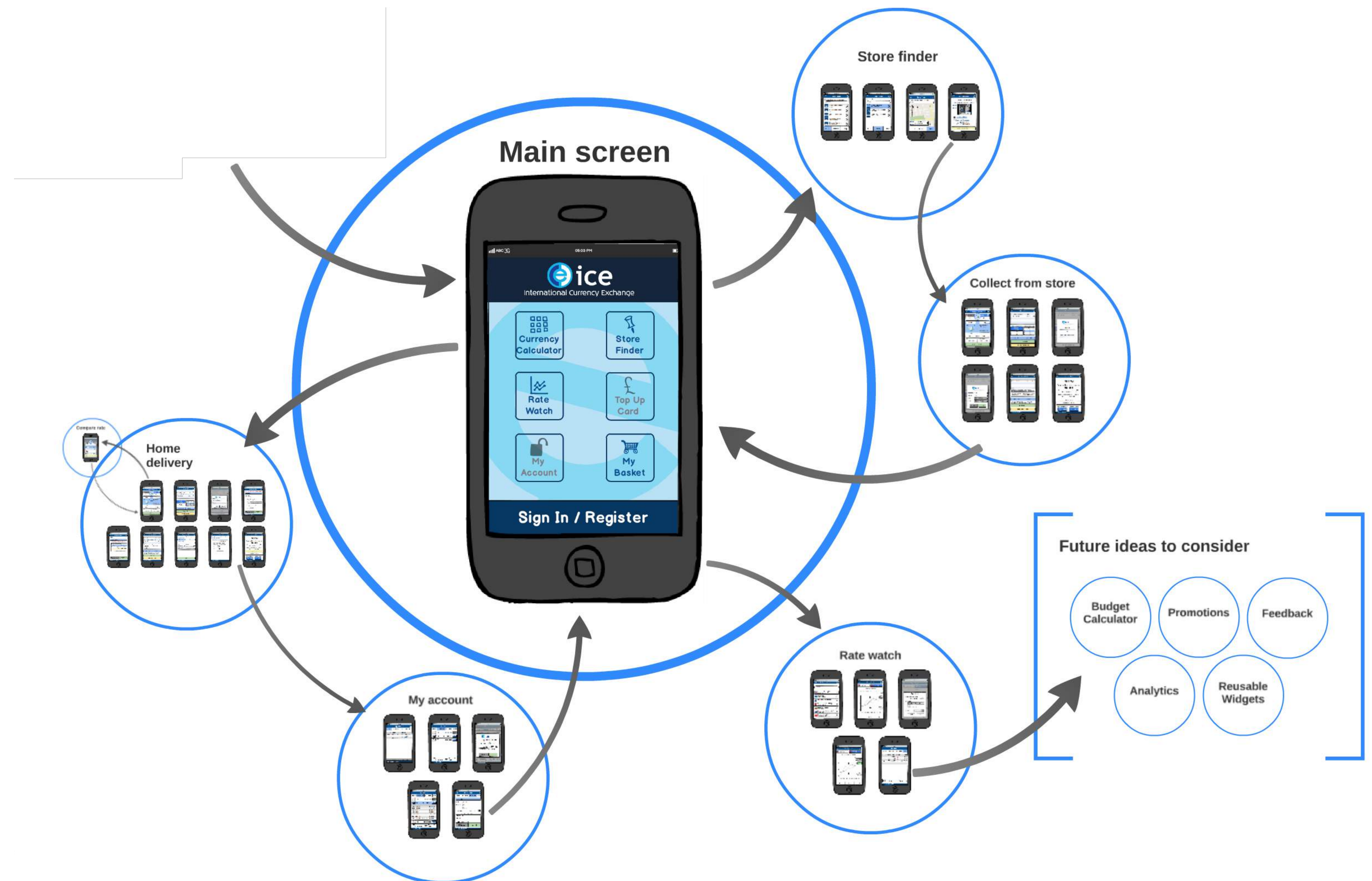
Concept development | UI Design | Workflow design

Overview

As part of the bidding process to develop a mobile application for a currency exchange organisation, I was asked to create a functional prototype based on a specific set of customer requirements. Within the space of five days I had created a system structure, and designed an interface that featured each one of the requirements.

Approach

I worked closely with a business analyst to interpret the design requirements and research the current service offering. I drew upon existing app designs to compare design trends and features, and developed a concept tailored towards the client's customer base.



Images (from top, left-to-right): Concept submission; Select currency screen; Create rate alert feature; Reserve an amount; Rate comparison feature; Confirm order screen.

CREATING AN INTERACTIVE VIDEO EXHIBIT

April 2016

Interactive storytelling | Arduino | Experience design

Overview

In the space of three days I created an interactive video exhibit for an assignment based on experience design. My intention was to create a more immersive viewer experience than compared to watching a normal video clip. I also wanted to experiment by using narrative as a way to engage with the viewer, causing them to empathise with a fictional character.

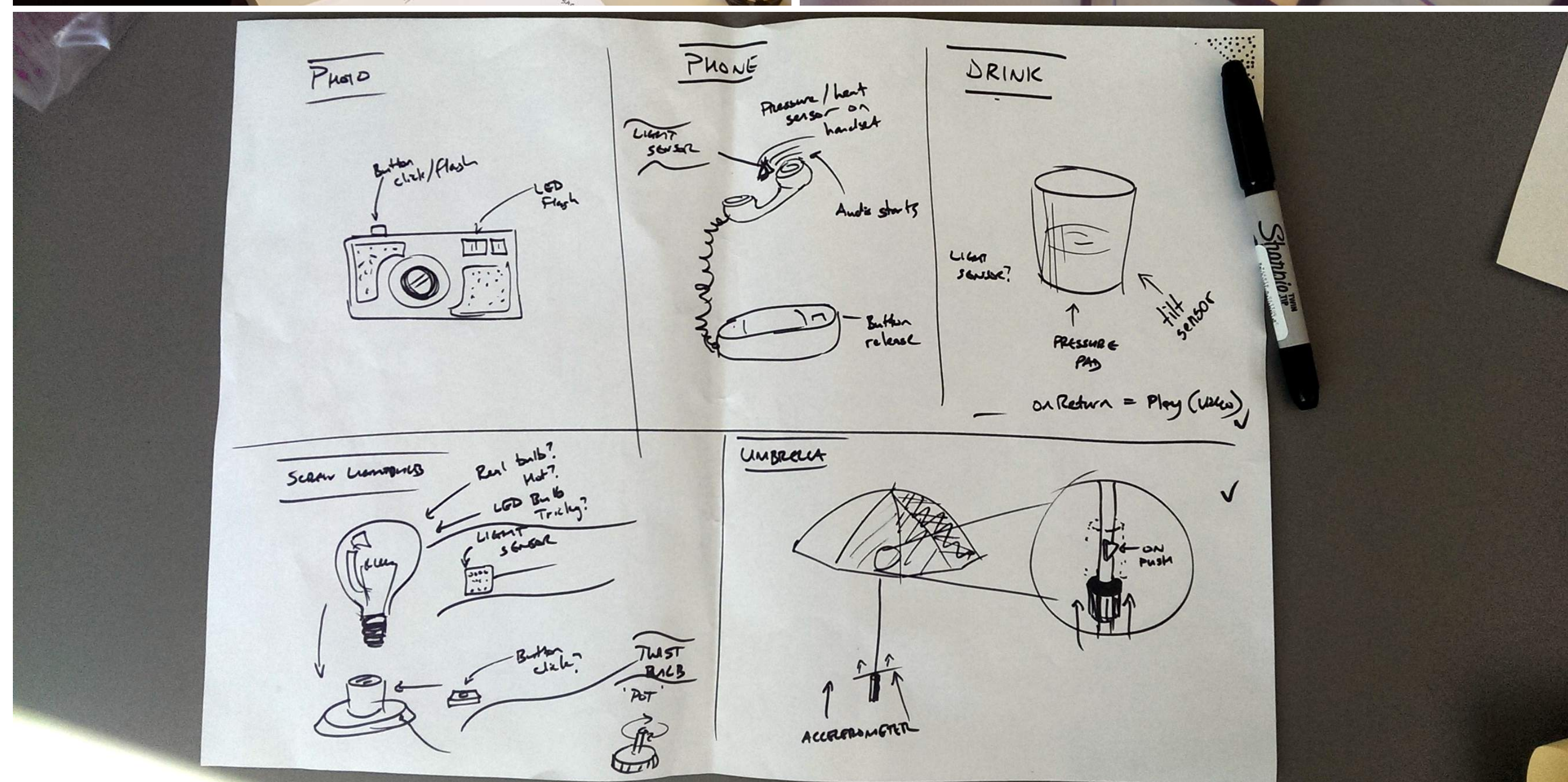
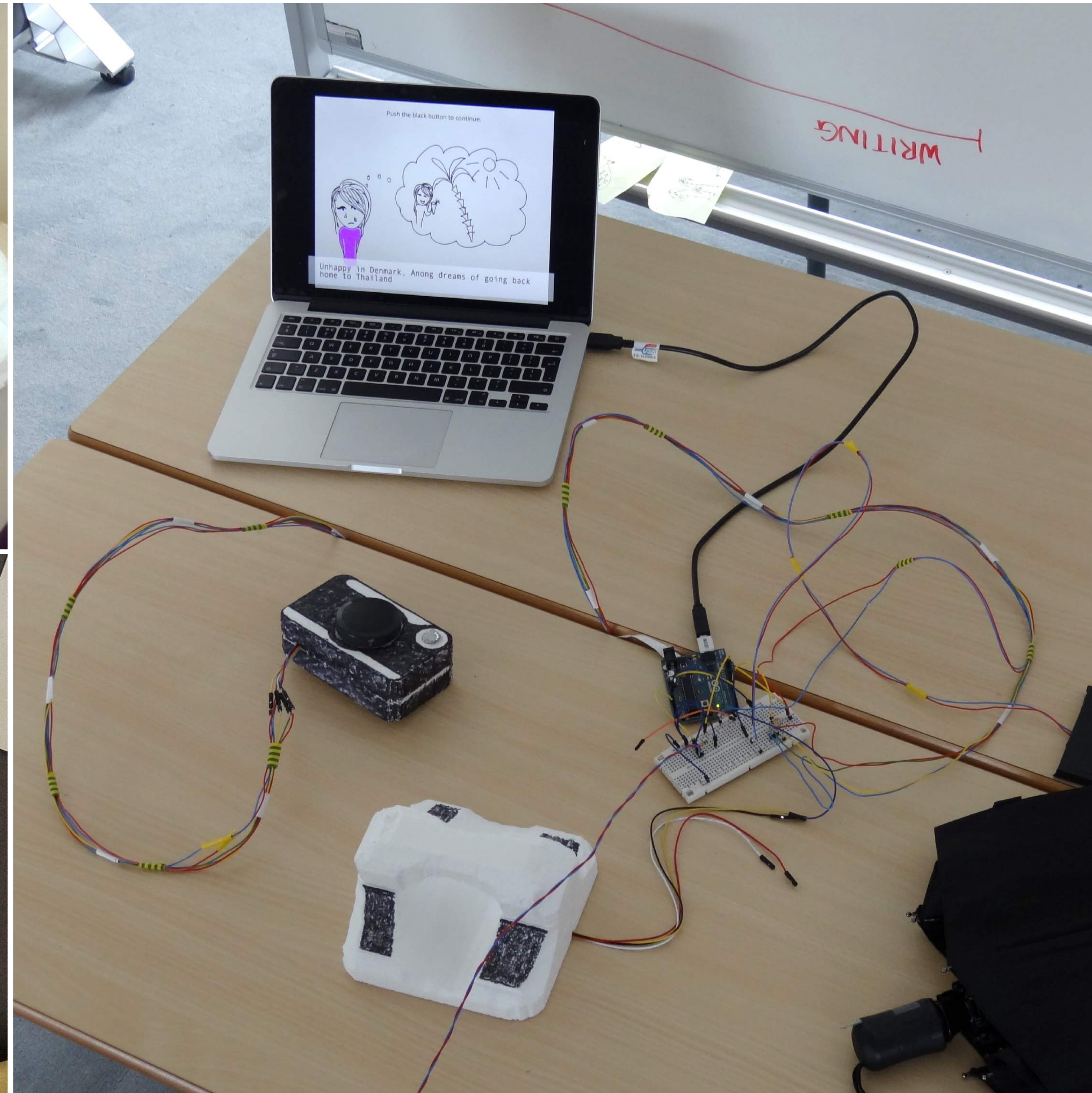
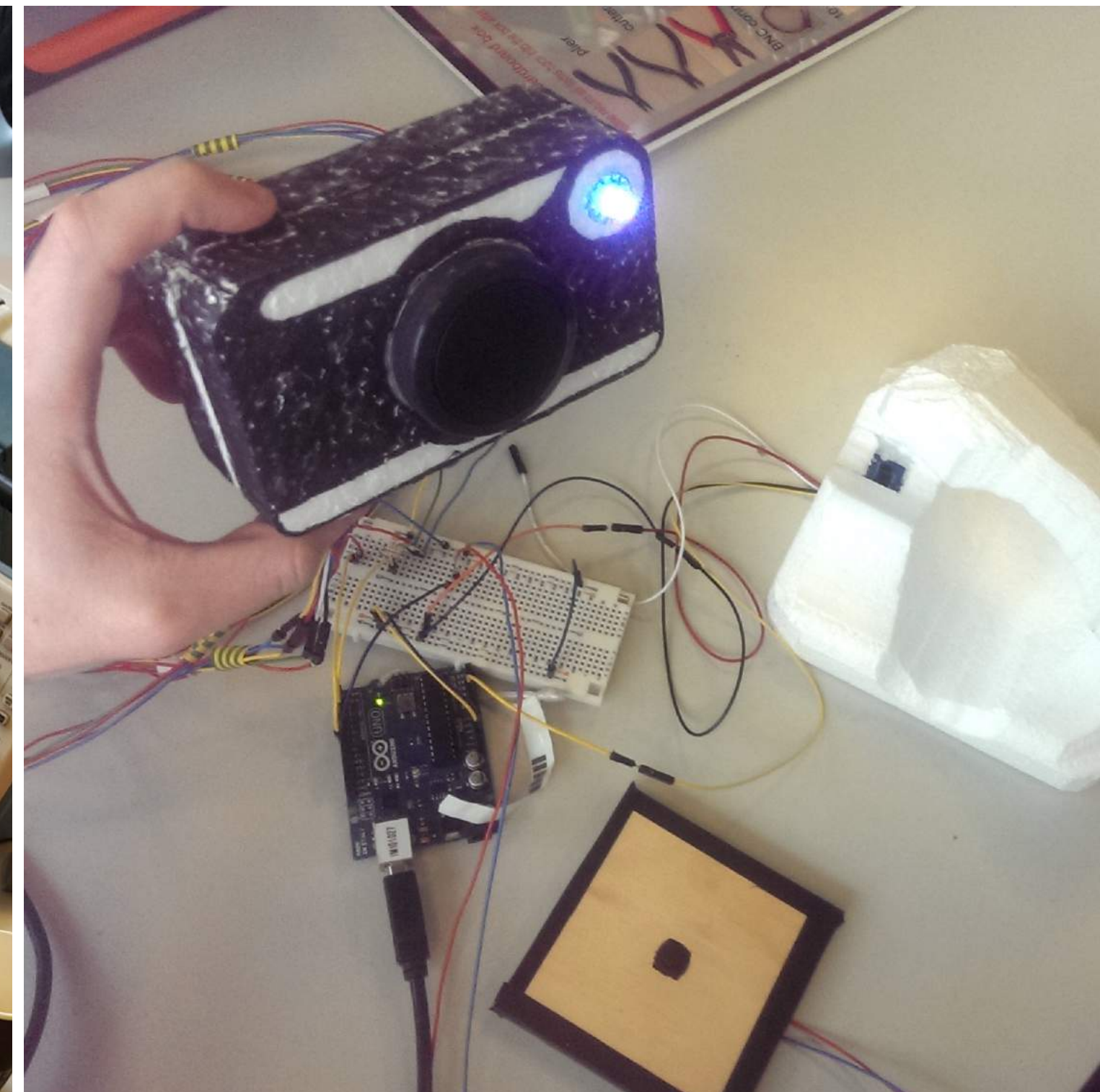
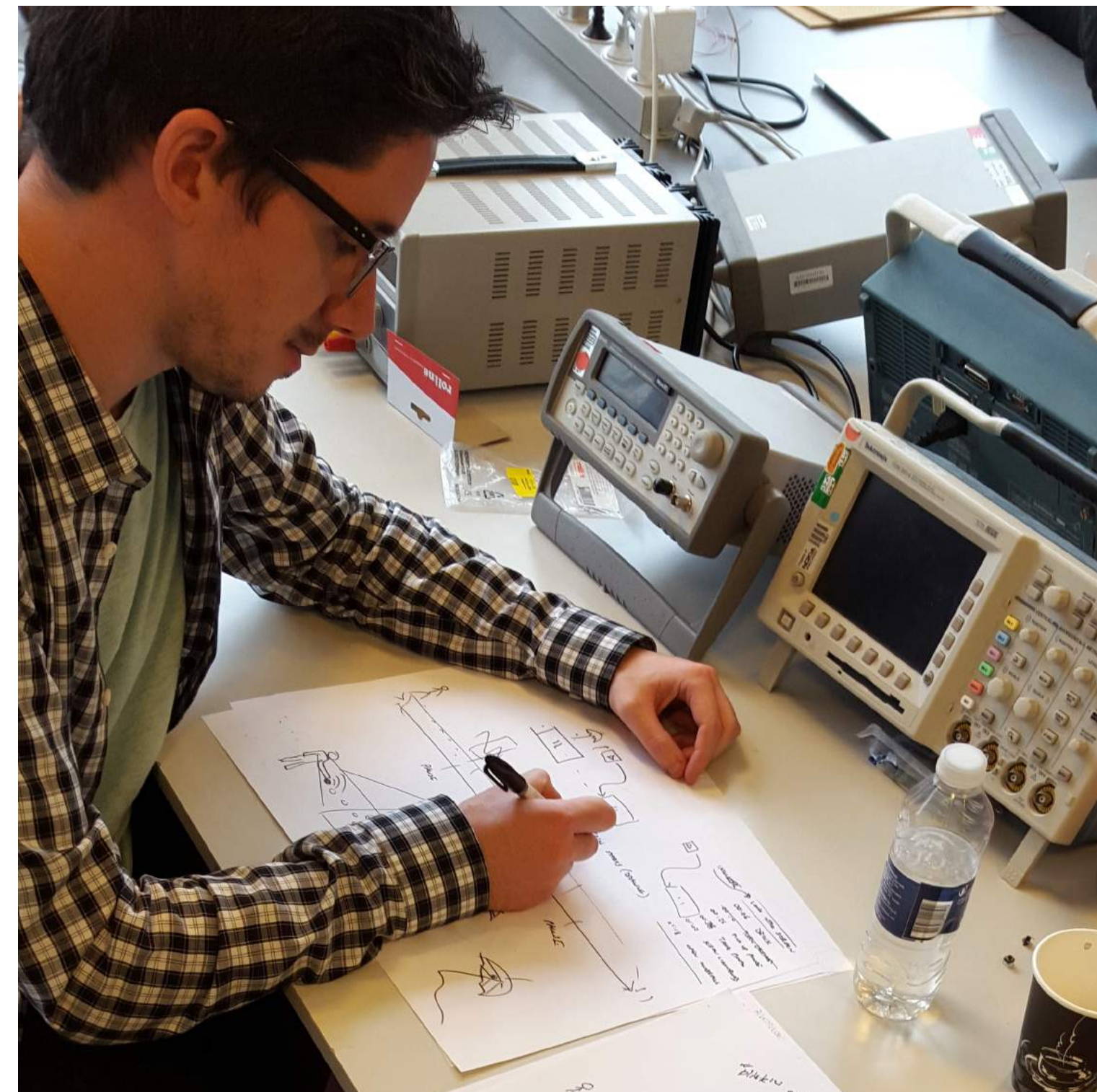
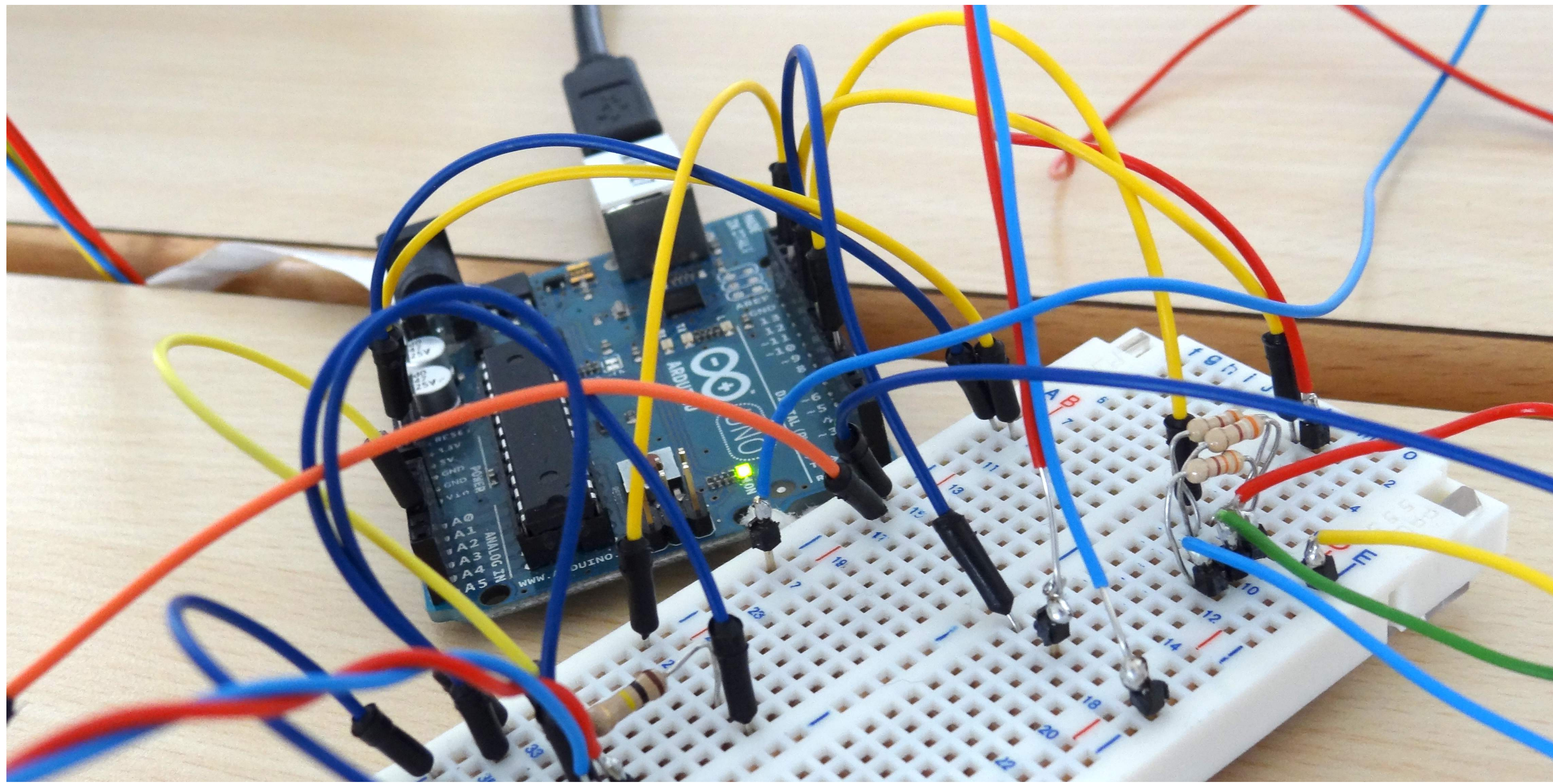
Approach

I connected a series of switches to an Arduino board and programmed a sequence of triggers to control the playback of a premade video clip. These triggers took the form of physical objects, and were connected to the storyline of the character. Each object was developed using a different sensor to generate both digital and analog values. I used a piece of software called Programming to automate the playback of the video clip, and the Arduino board as a control surface to relay signals from the objects.

Outcome

After meeting a tight deadline, I demonstrated three interactive objects that fitted in with the storyline of the video. Viewers commented that they felt more immersed, and more engaged with the actions of the on-screen character.

Images (from top, clockwise): Arduino circuitry; Objects controlling video playback; Design sketch of five interactive objects; Outlining circuit diagrams; Prototype testing.



SHARING NEIGHBOURHOOD PRIDE

March – April 2016

Social innovation Design games Concept development

Overview

The outline for this project was to connect the old and new neighbourhoods in the South of Copenhagen. Following exploration of the area, I used design games to engage with people from different communities to understand the levels of diversity in the area. This resulted in a concept aimed at supporting community-driven showcase events across both neighbourhoods.

Approach

I developed a design game to question citizens on the subject of neighbourhood pride. The intention was to understand whether there was enough motivation to develop an area-wide initiative. I learned that there was a significant number of individuals who are invested in their neighbourhood, and interested in having an opportunity to show-off their favourite features in the area.

Outcome

I created a conceptual exhibition piece to represent multiple 'spotlights' across the neighbourhood. I then presented this concept at a gathering of citizens from the area. Out of five presentations, the audience agreed that my concept would be the most feasible. Following the presentation the head of the regional regeneration project stated his interest in taking the concept forward.

Images (from top, clockwise): Concept sketch for 'bridging' neighbourhoods; Collating data using Post-It notes; Conceptual project exhibit; Explaining the design game to a citizen.

