

DESIGNING AND DELIVERING NEW SERVICES FOR OUR CLIENTS

An Overview of Two Complementary
Methodologies



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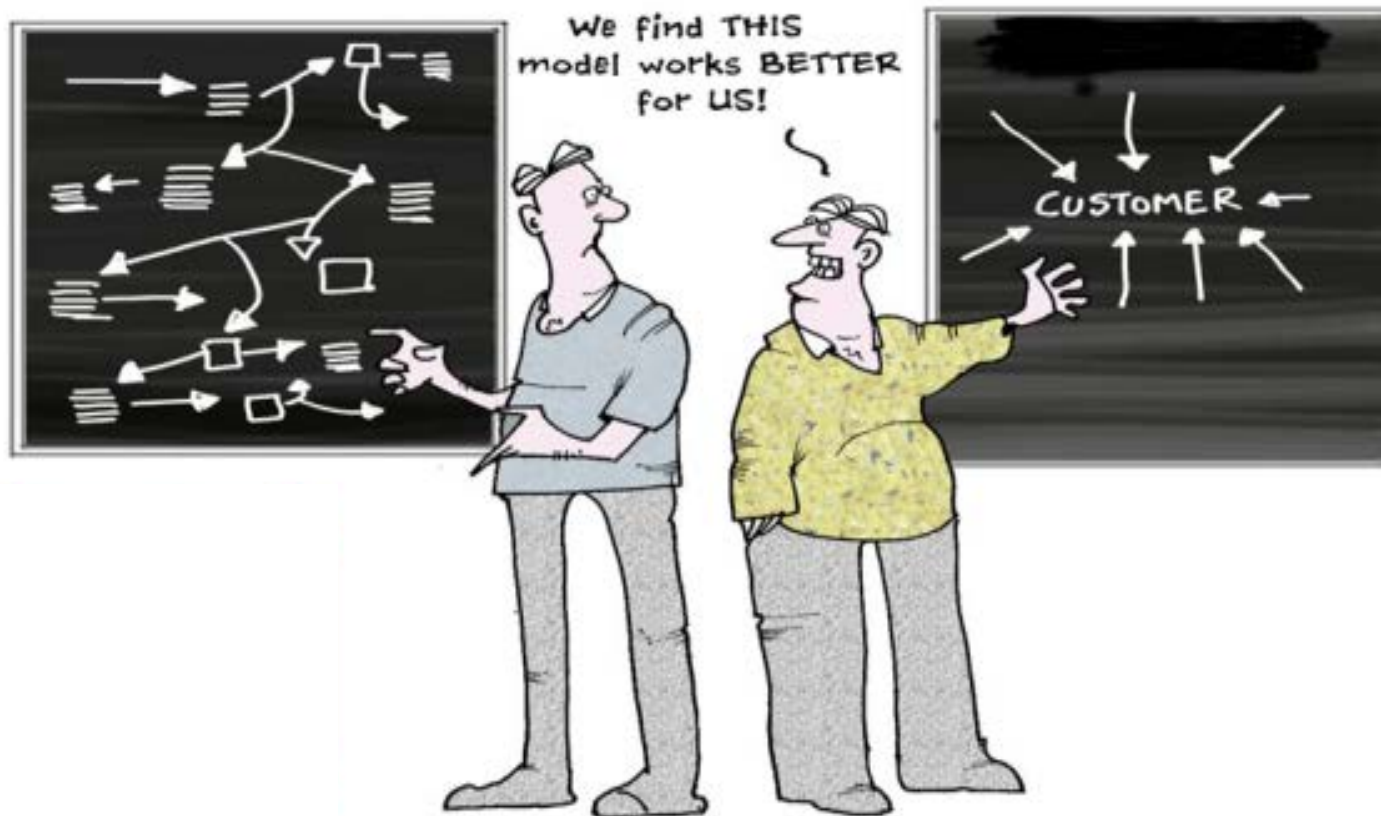


**“*DELIVERING PARLIAMENTARY
LIBRARY AND RESEARCH SERVICES IN
AN INTERCONNECTED WORLD.*”**

Delivering and improving **services to
clients**

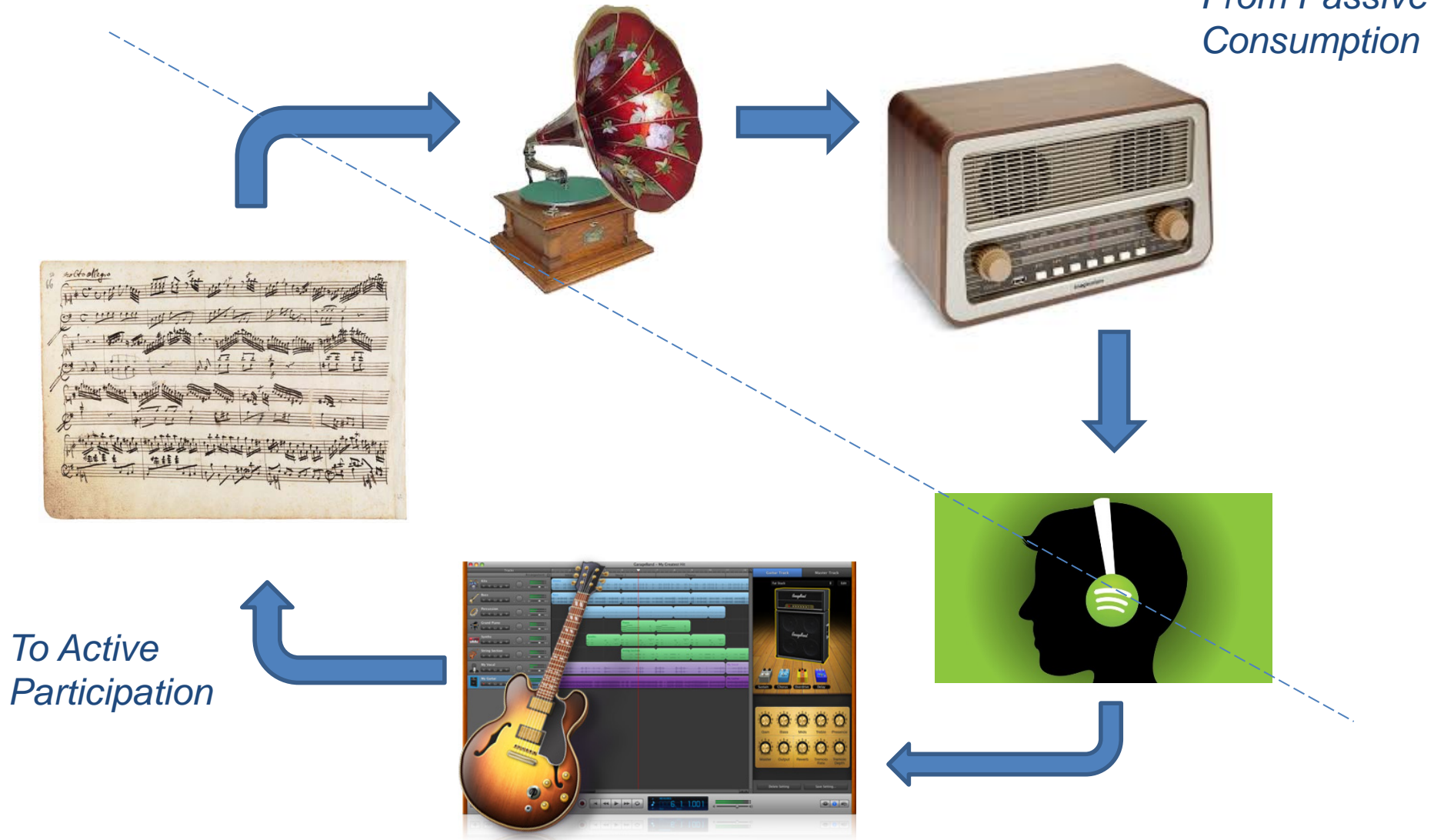
Developing and improving **tools and
processes**

Two different approaches?



The Evolution Of The Consumer

From Passive Consumption

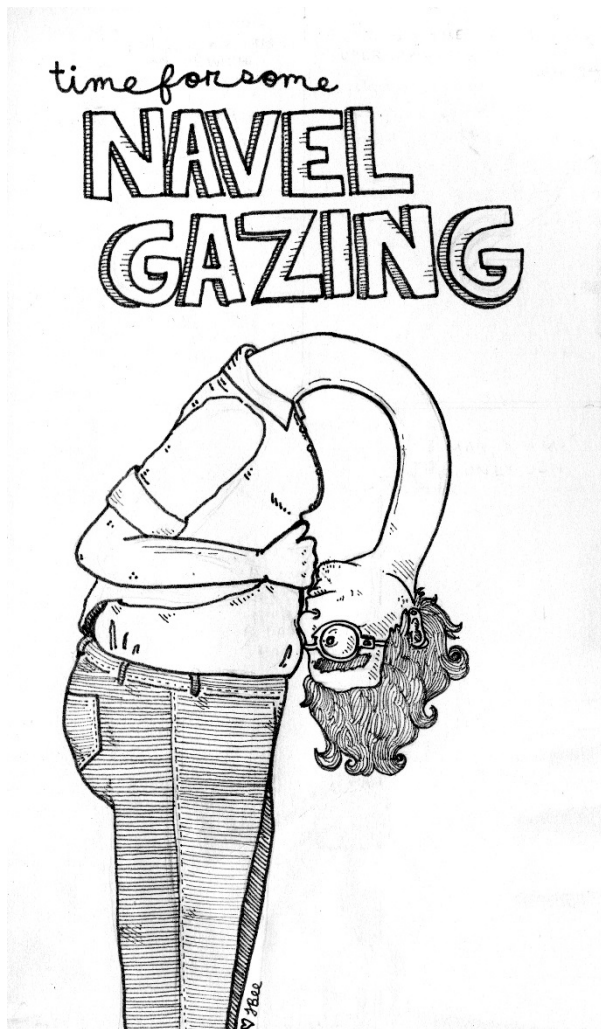


Clients Today...

- Have fast on-line access to virtually unlimited informational content
- Can choose among several search engines
- Buy books on the web
- Read and watch news on their smartphones
- Produce their own digital content

And many of them think they don't need us anymore...

You are faced with two choices...



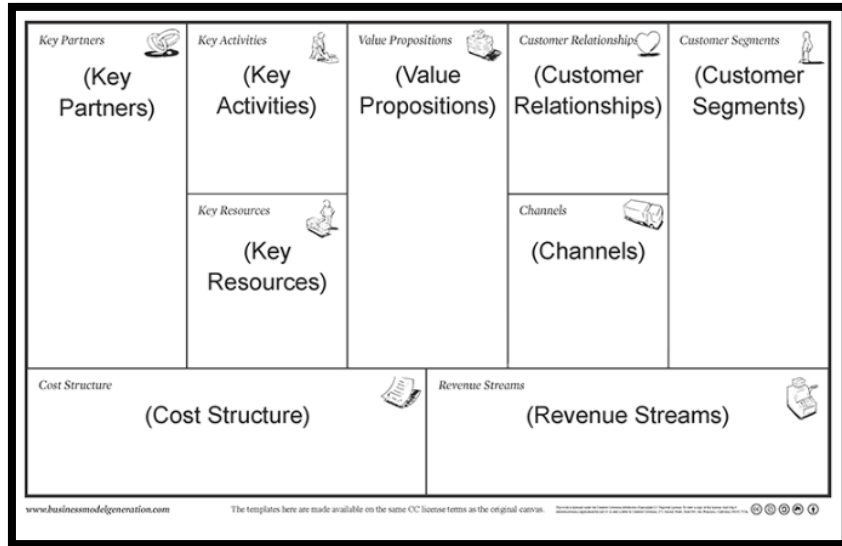
or

Put yourself in
THEIR
shoes



Two Client-Oriented Methodologies

Business Model Canvas



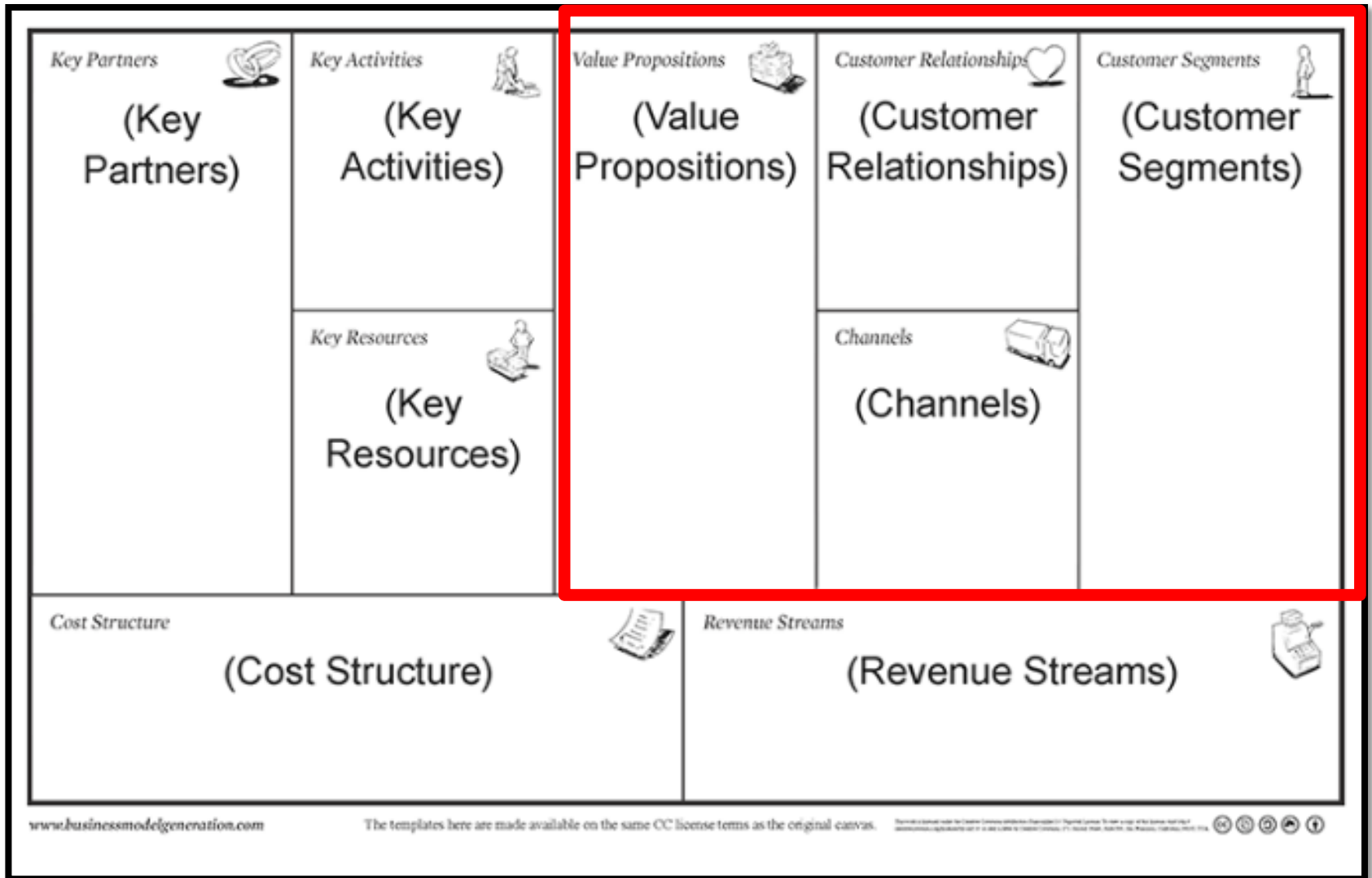
and



What do they have in common?

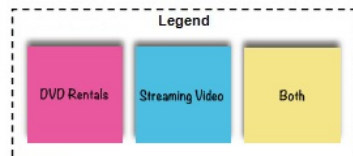
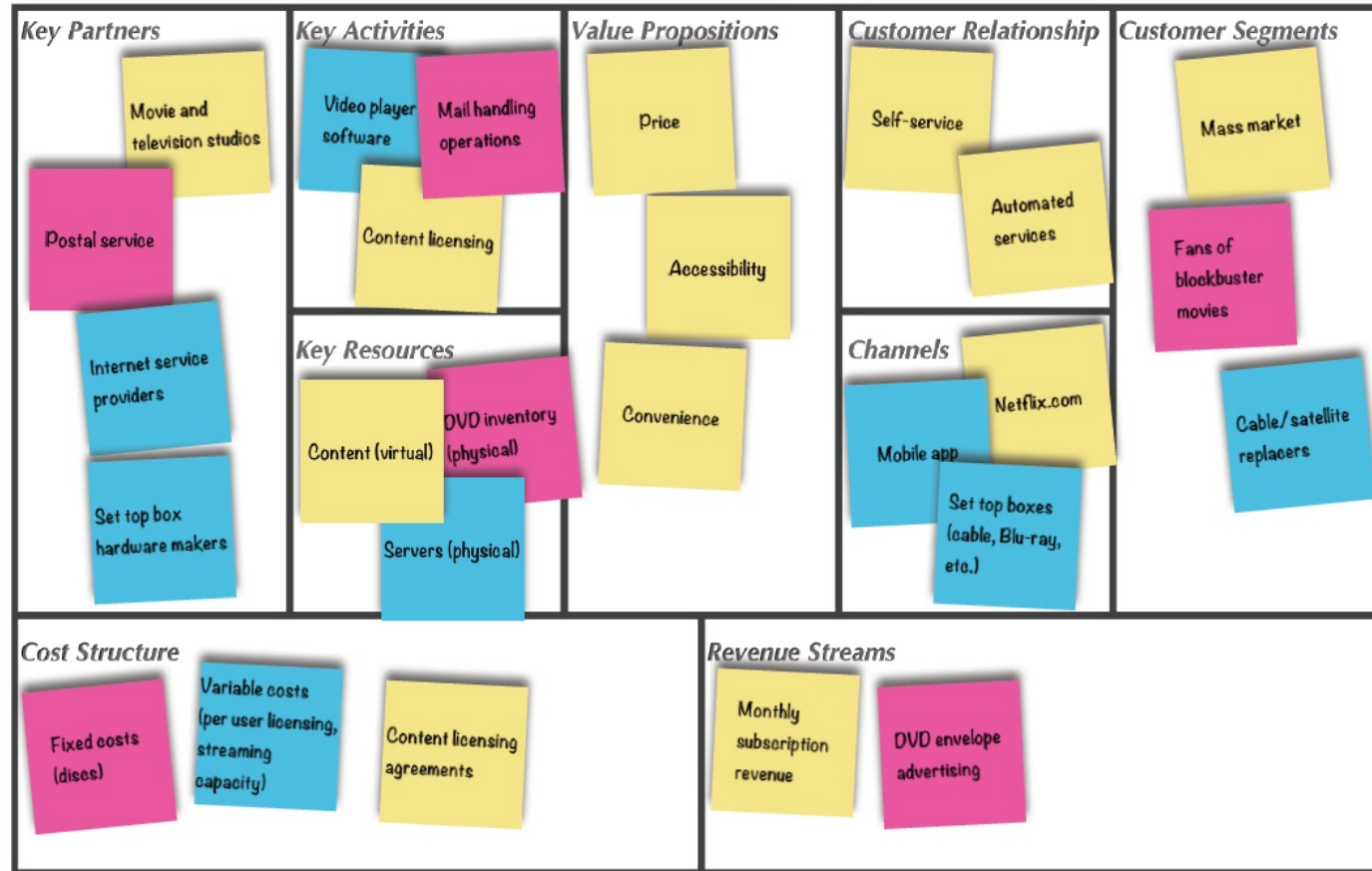
- Client as a starting point
- Client collaboration and interaction
- Use of project management tools
- Involvement of partners and other stakeholders
- Feasibility, viability and desirability

Business Model Canvas

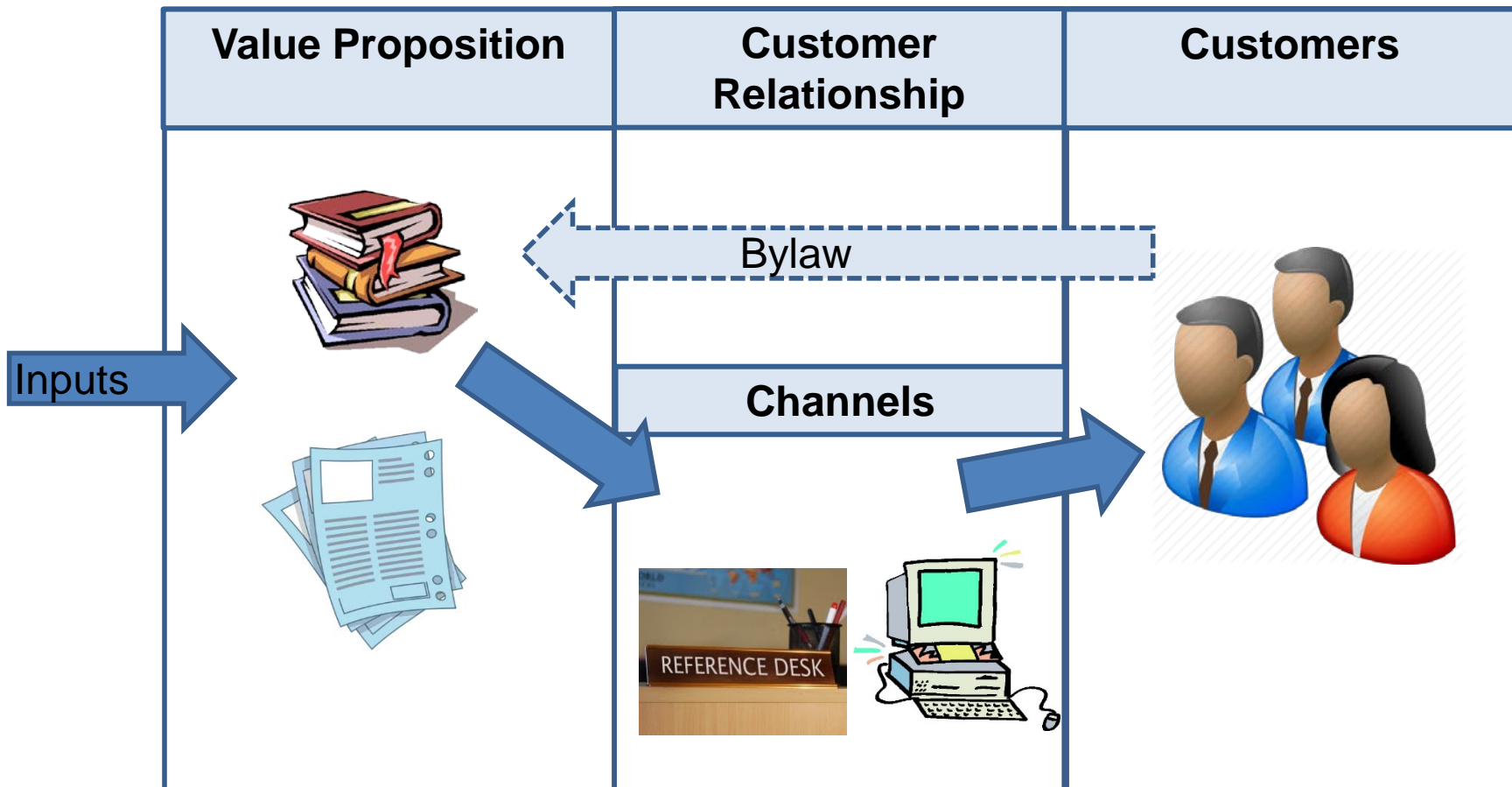


Business Model Canvas

Business Model Canvas: NETFLIX



The Traditional Way



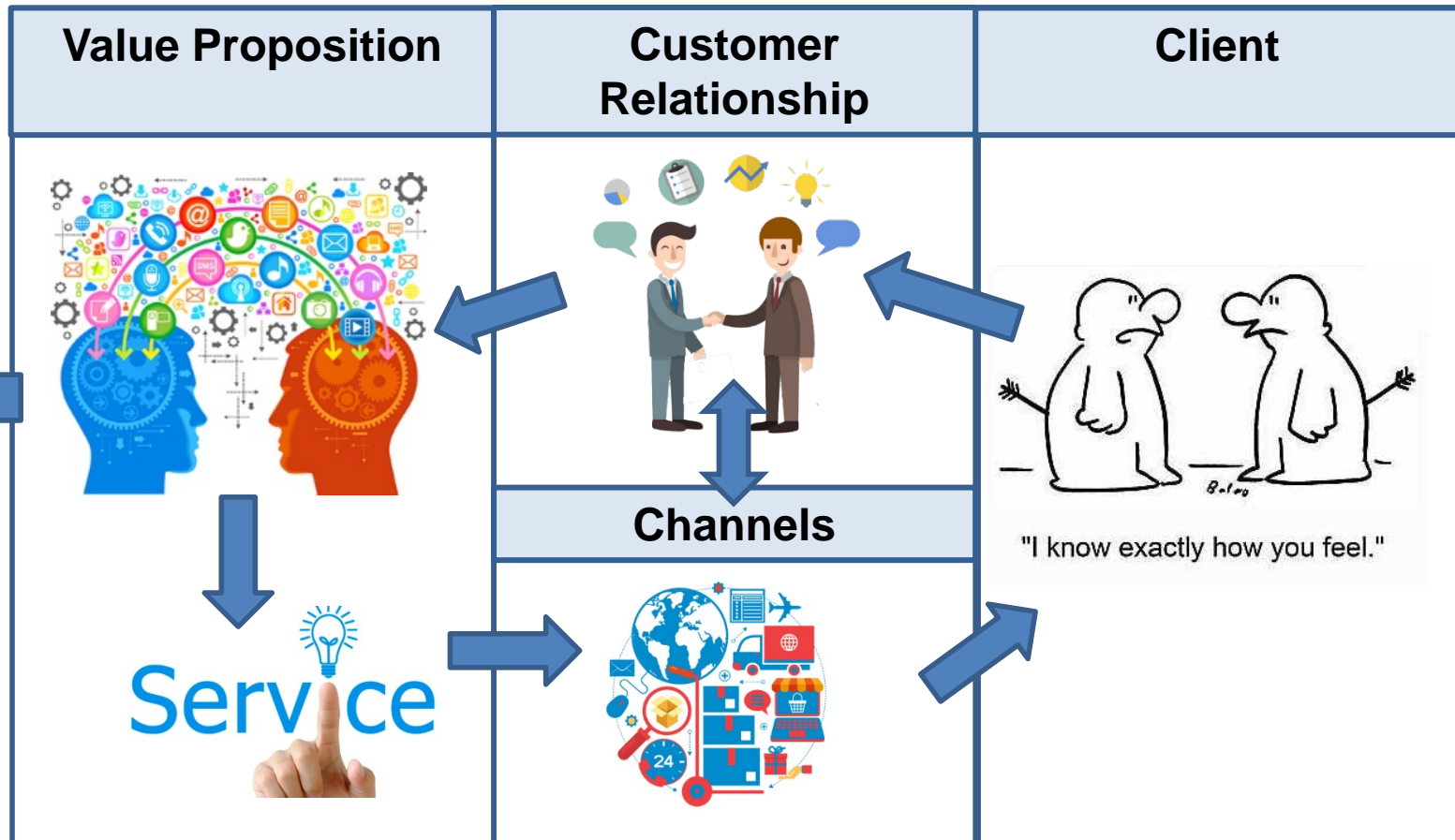


Converting Need Into Demand

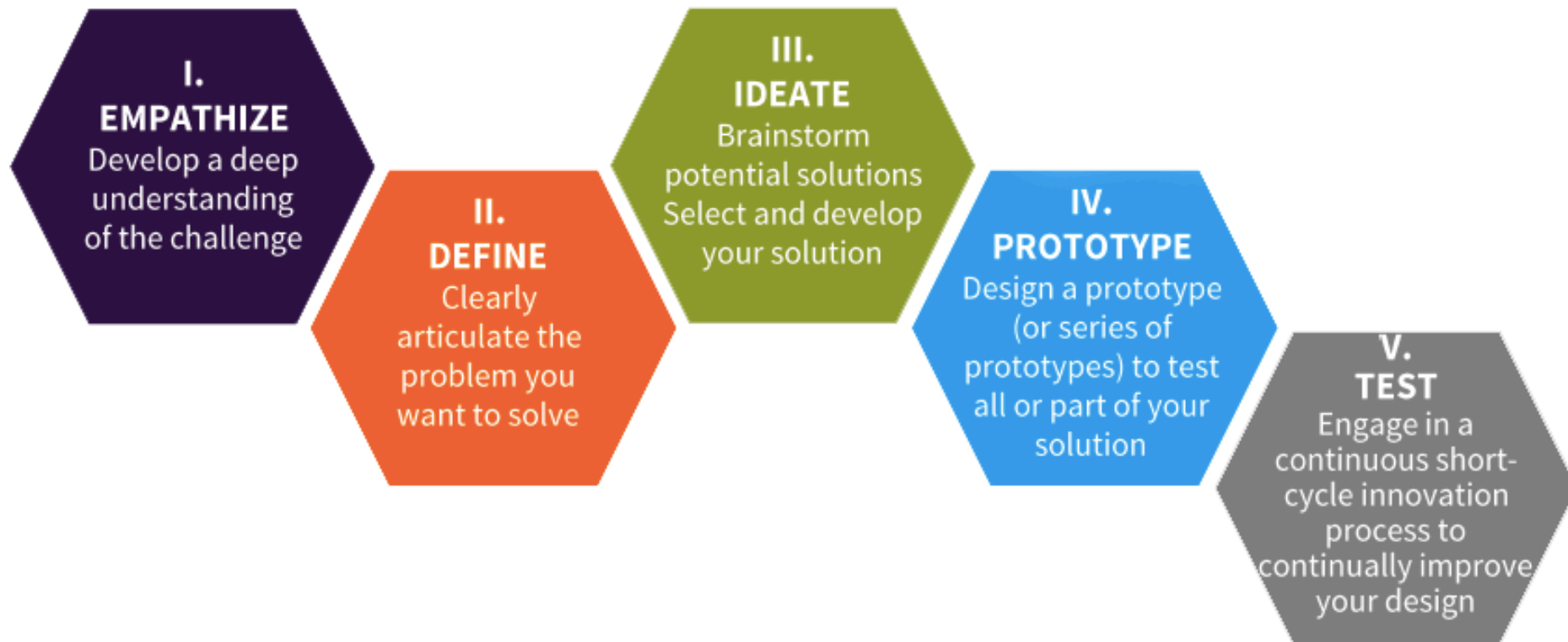
“Our real goal is not so much fulfilling manifest needs. It is helping people to articulate the latent needs they may not even know they have”

Tim Brown

A New Way To Design Services



How do I come up with a new service?





Empathy Is Key

- Observation
- The Client Journey
 - How does the client experience the physical environment?
 - How does she/he make sense out of the procedures?
 - What does she/he find confusing?
 - How does the journey affect her/him emotionally?

Ideation Through Brainstorming

- Defer judgement
- Encourage wild ideas
- Stay focused on the topic
- Build on others' ideas
- Diverge, and then converge!

“Brainstorming, ironically, is a structured way of breaking out of structure. It takes practice” (Tim Brown)



Think With Your Hands: Prototype!

- Early prototypes: fast, rough and cheap
- Goal: to give form to an idea
- Role-play: Legos, story-boards, scenarios
- Last stage prototypes: implementation

“There are many approaches to prototyping, but they share a single, paradoxical feature: They slow us down to speed us up.” (Tim Brown)

THANK YOU!

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