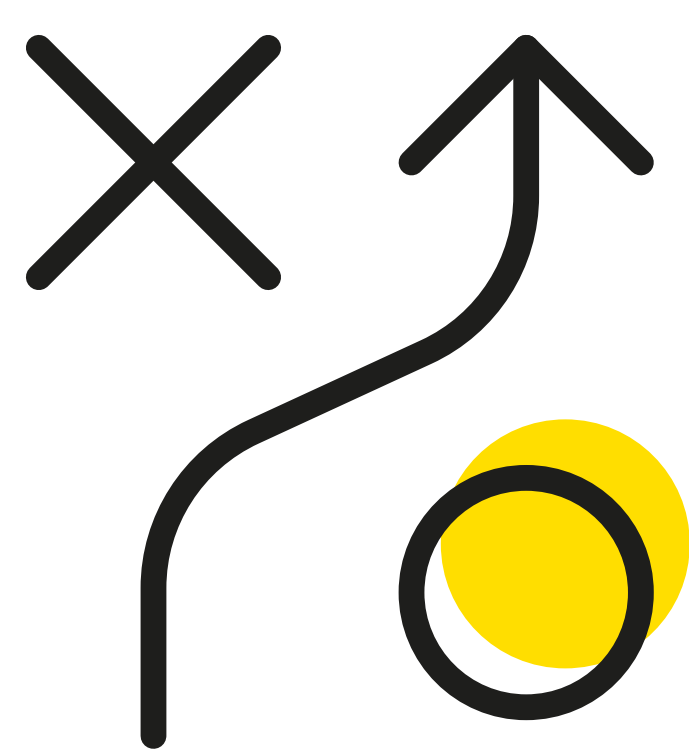
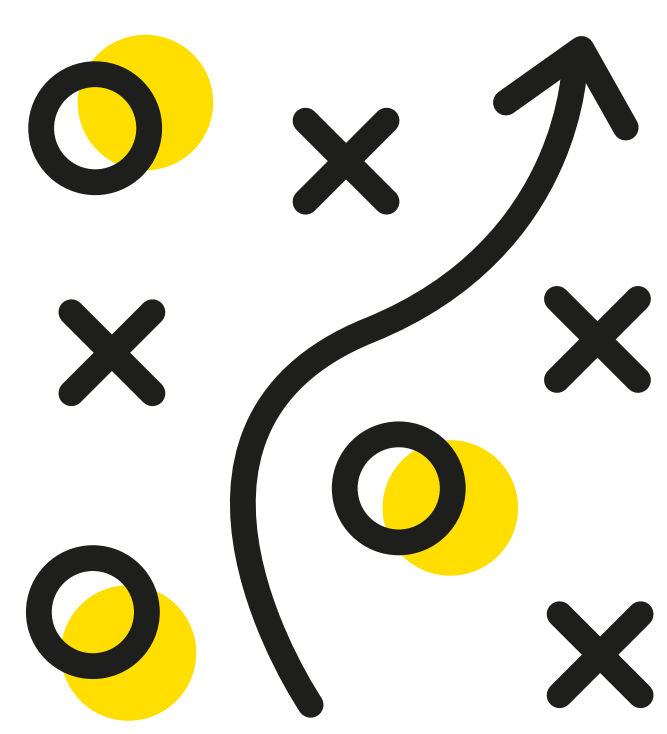




Service designer

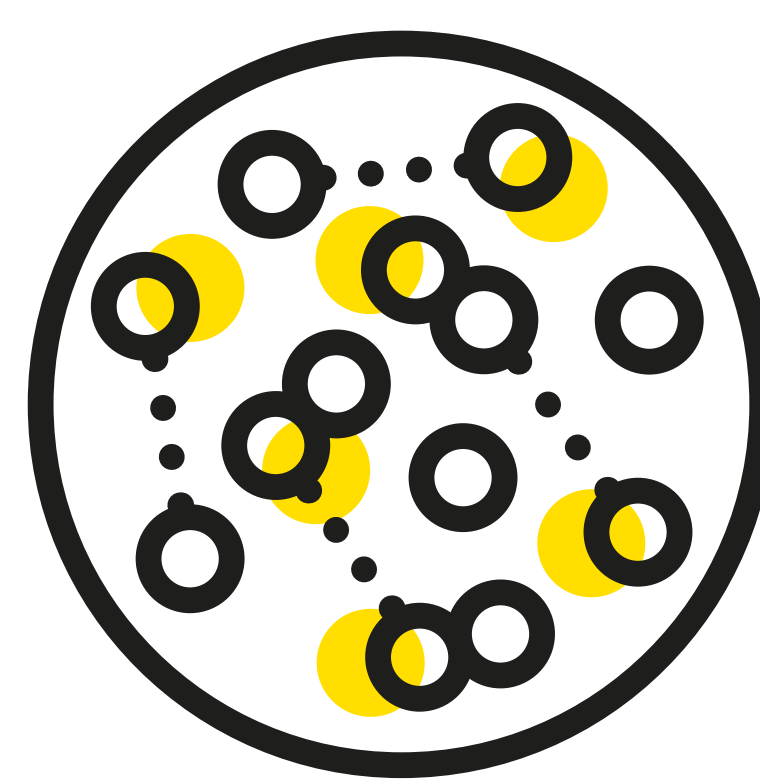


Strategic designer



Service and strategic design producer

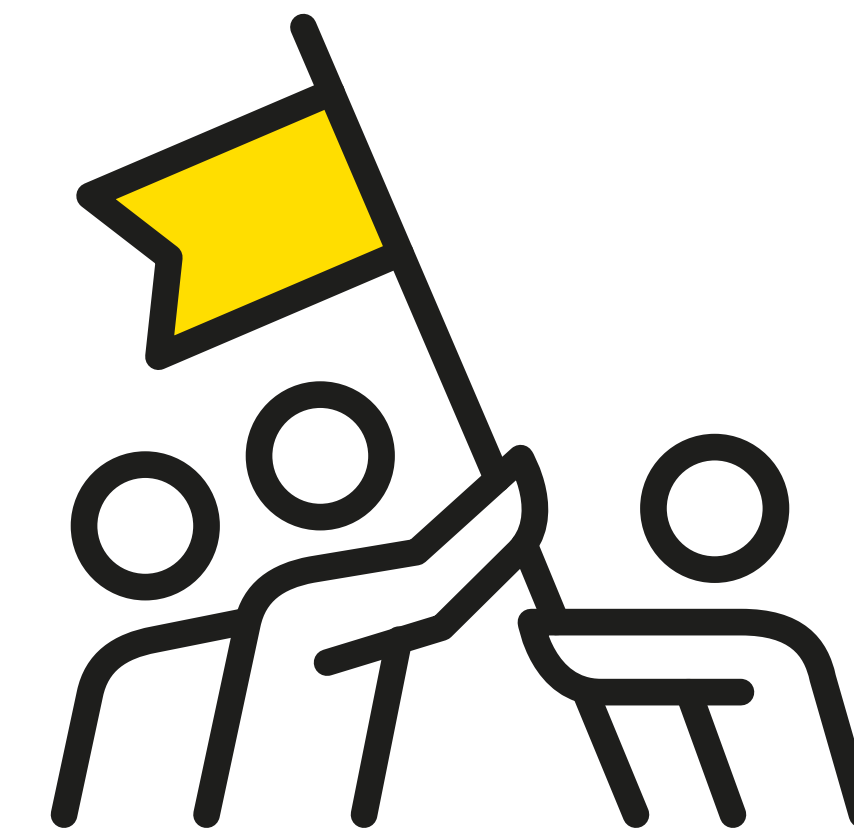
Strategy



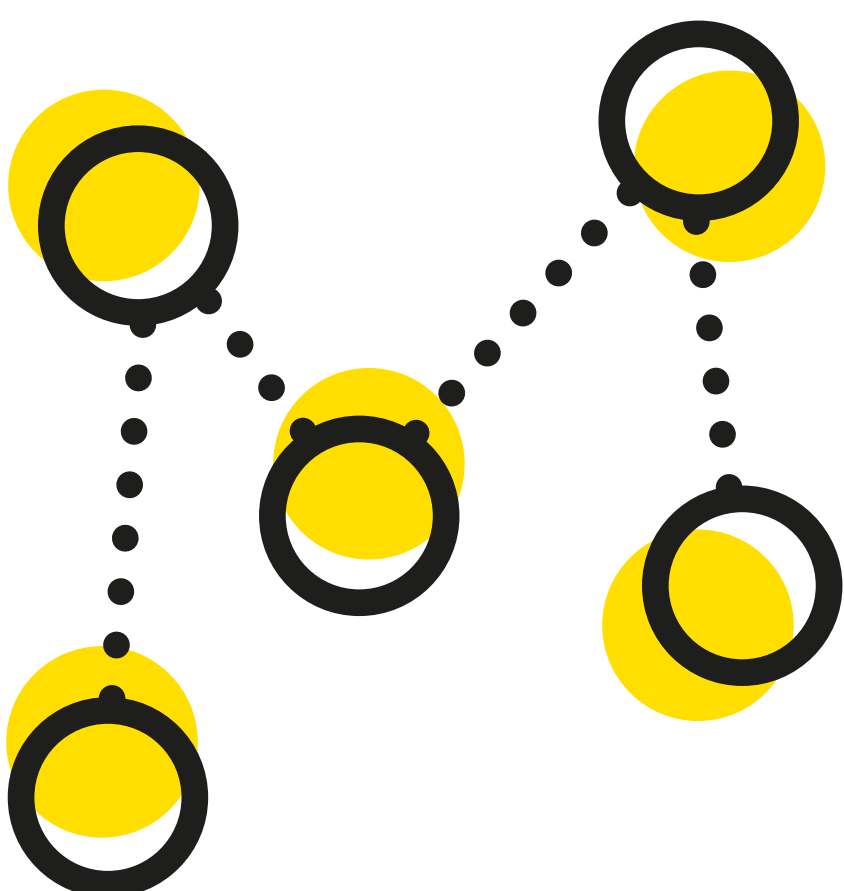
Holistic & systemic



Human-centred



Co-creative



Sequential



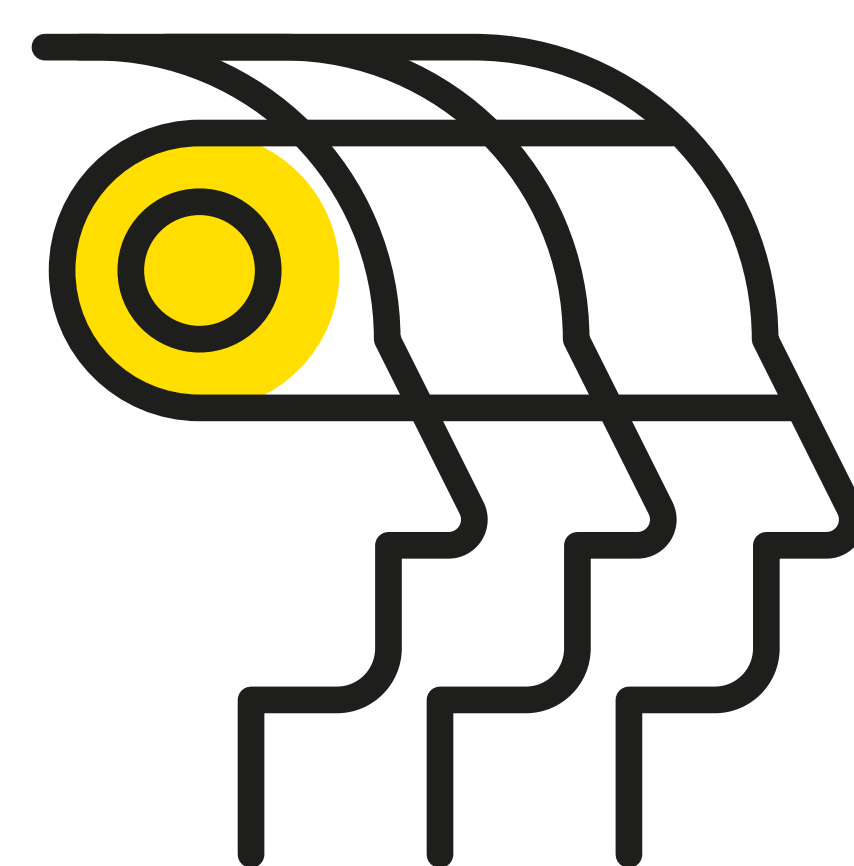
Evidencing



Interviews



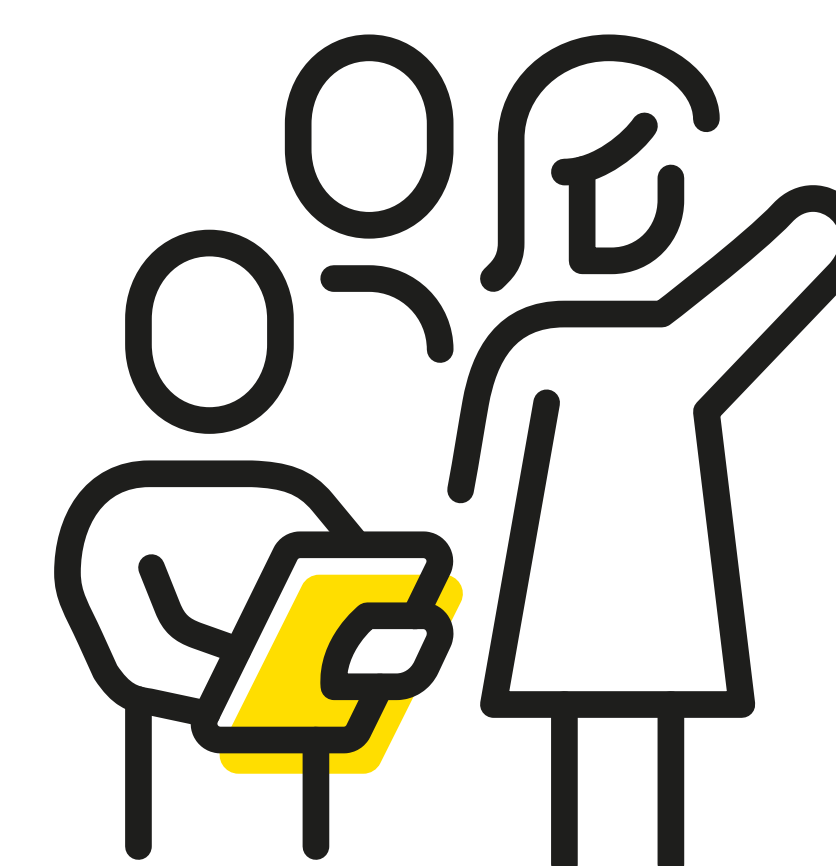
Questionnaire



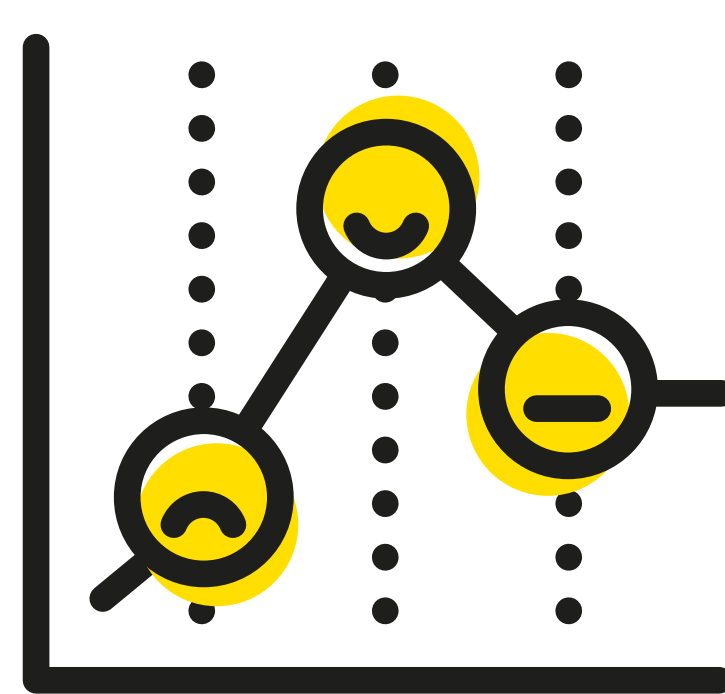
Cultural probes



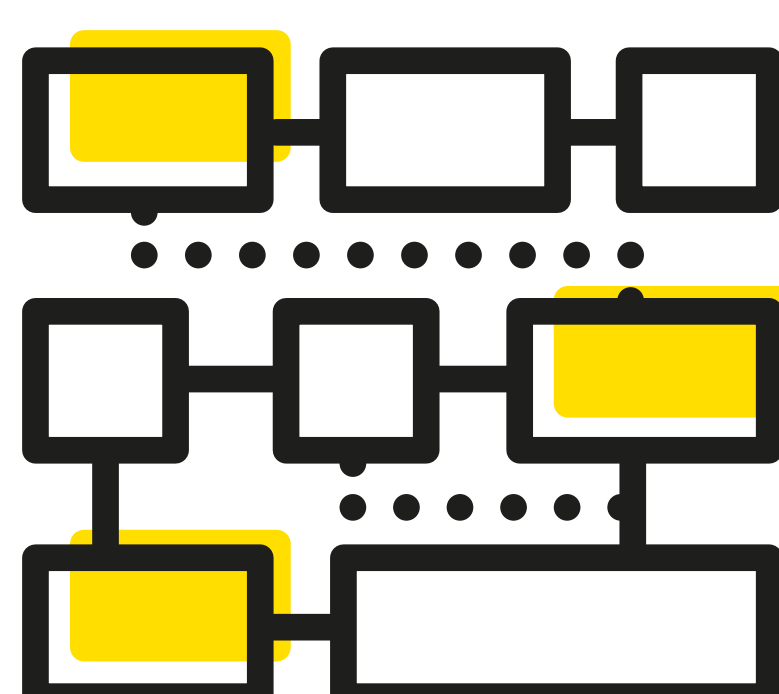
Observations



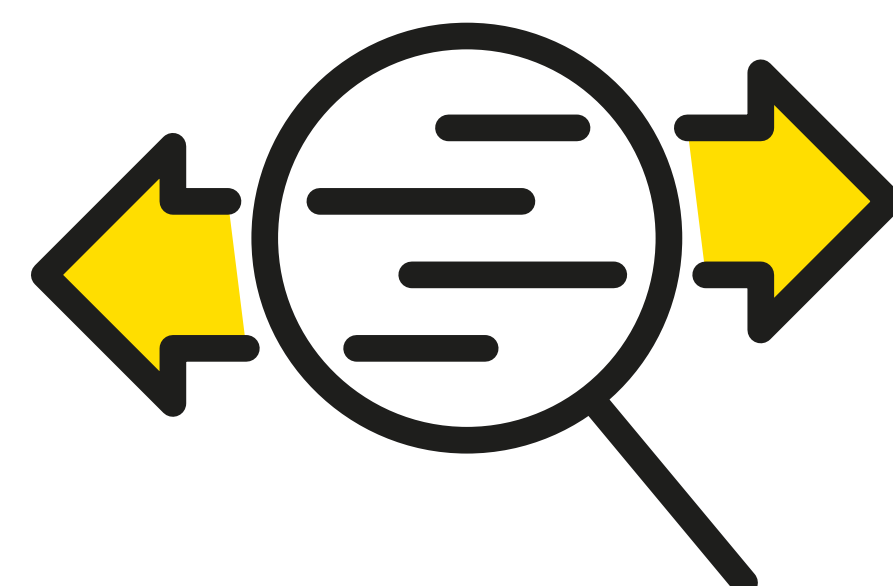
Service safaris



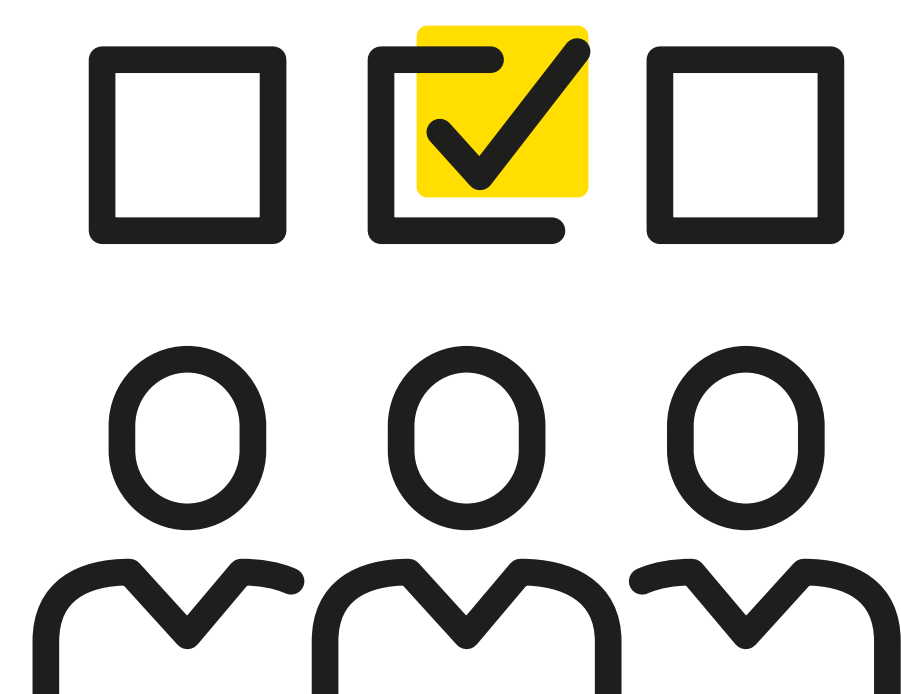
User journey



Service blueprint



Value offer mapping



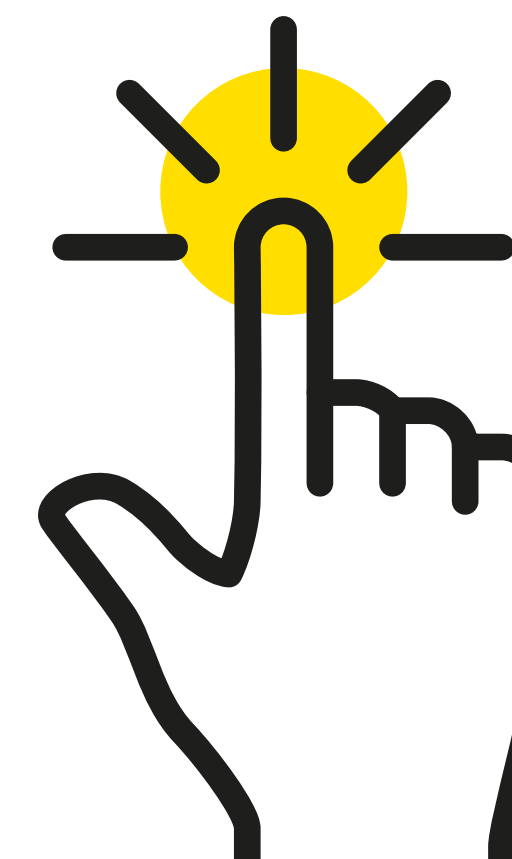
Actor mapping



User



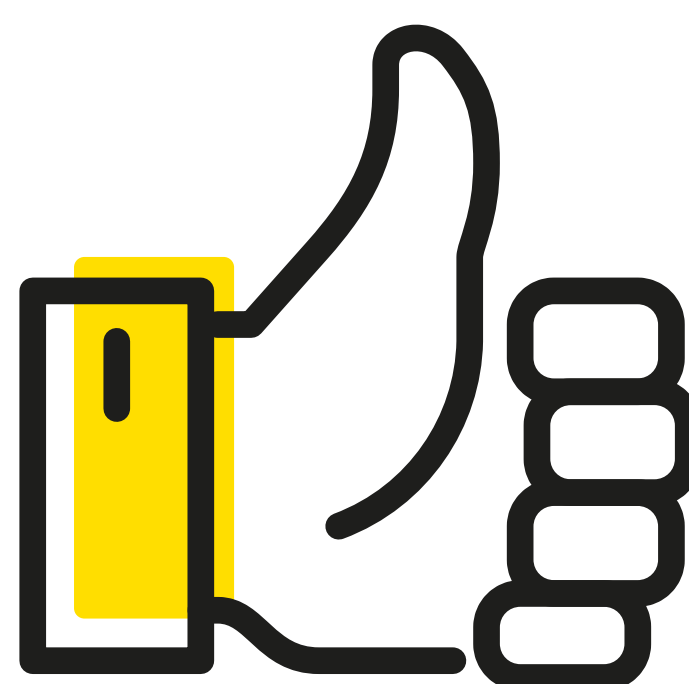
Stakeholder/actor



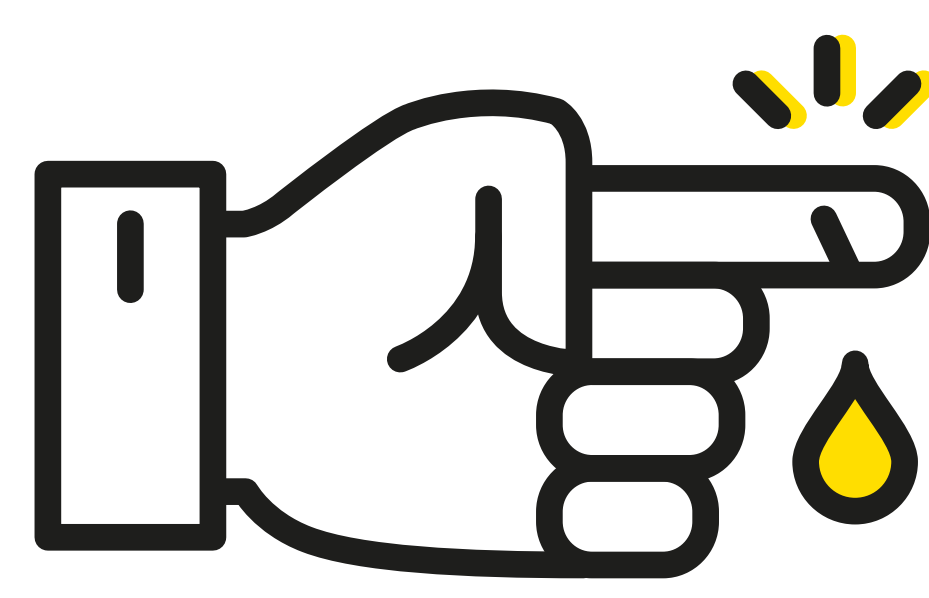
Touchpoint



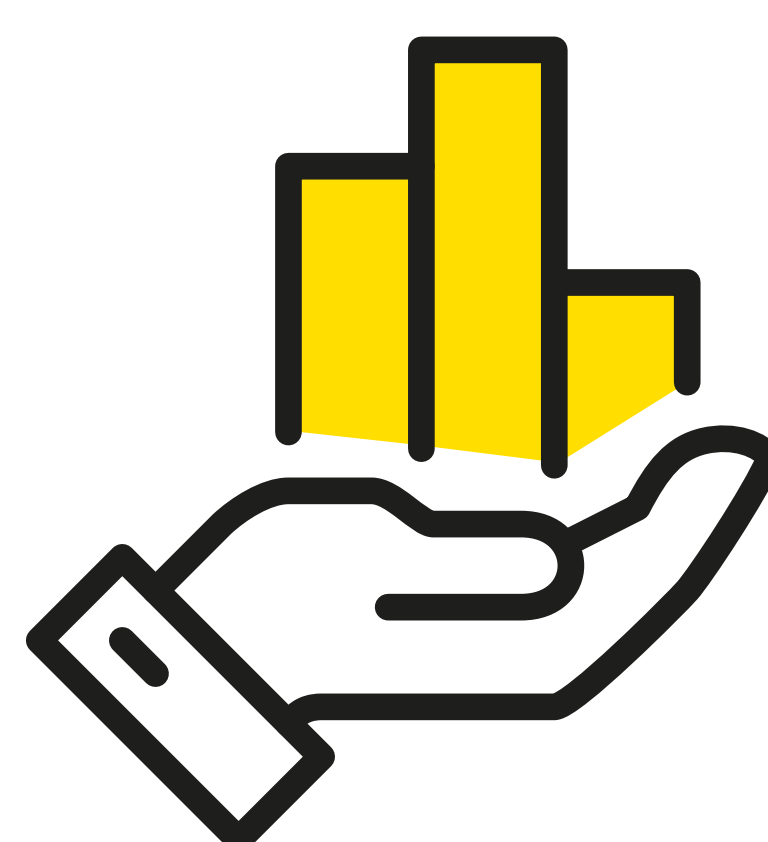
Experience



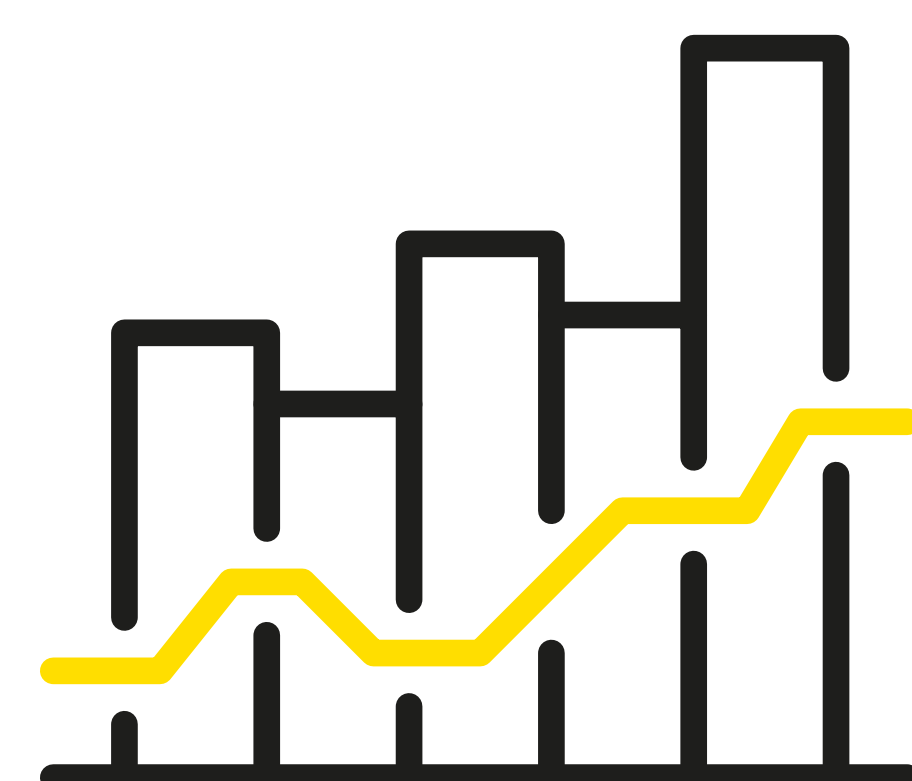
Gain points



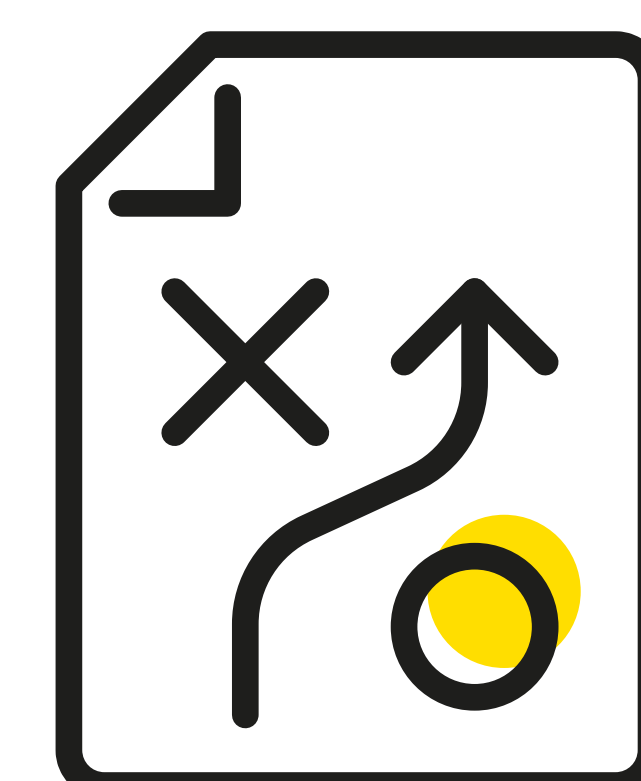
Pain points



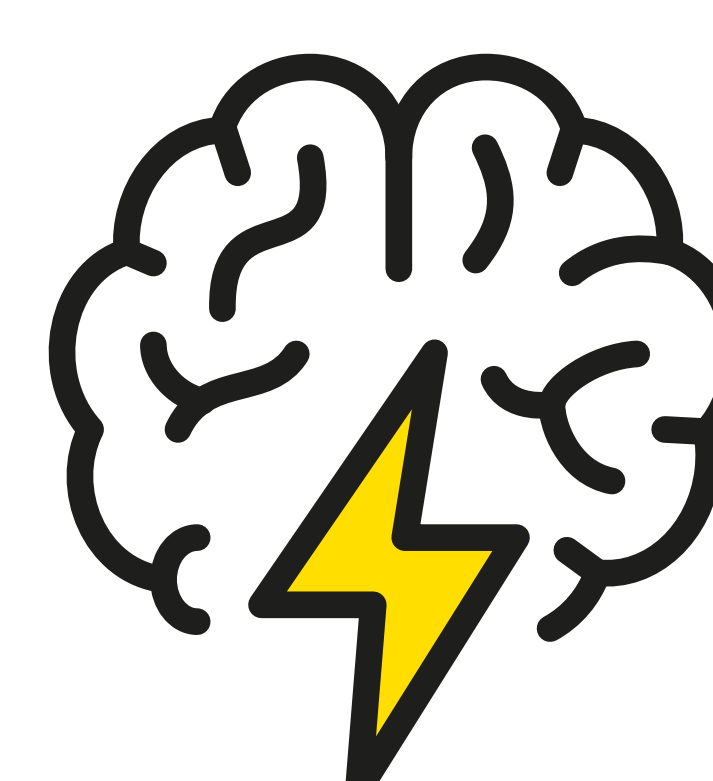
Value offer



Metrics



Policies and regulations



Ideas

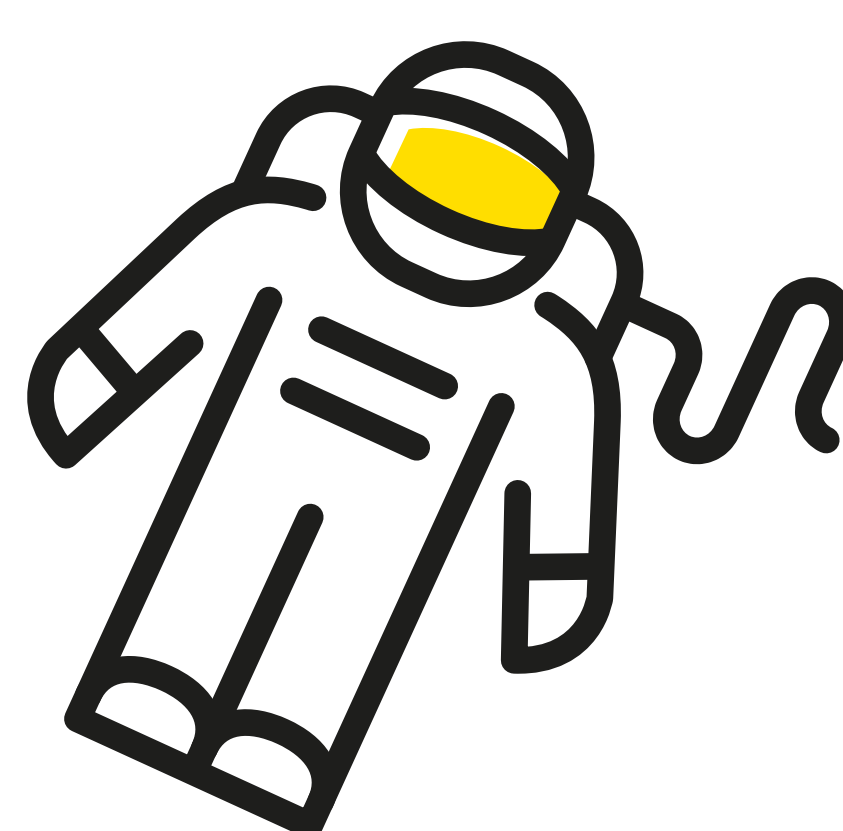


Questions

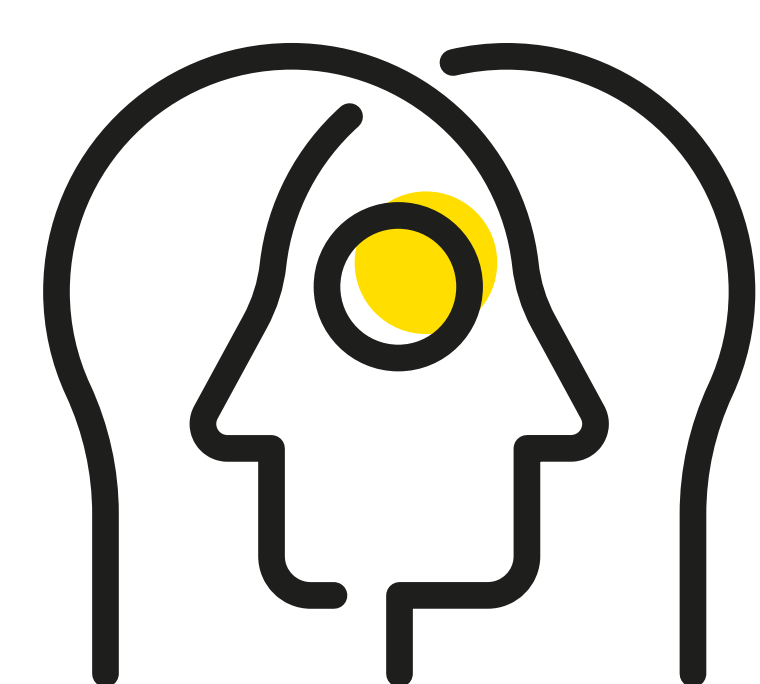


Problems

Front-end and back-end of service



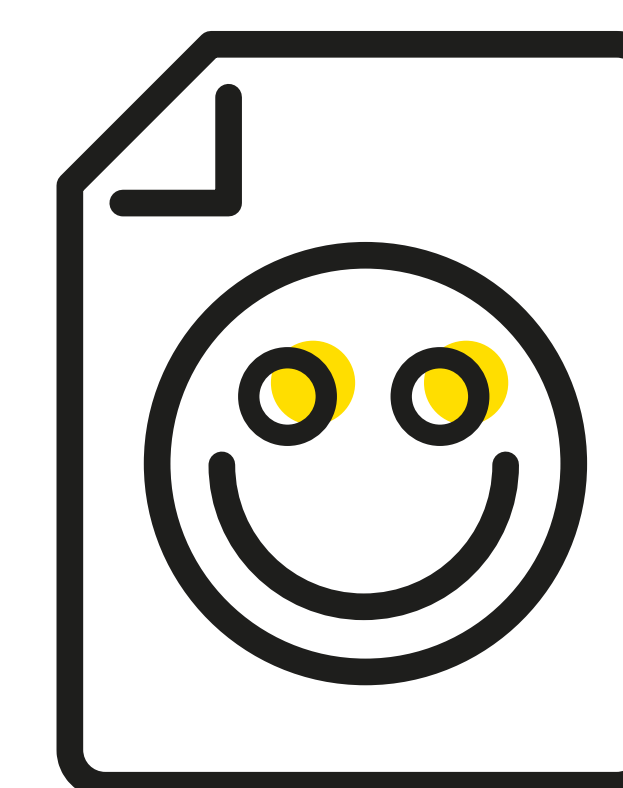
Discover



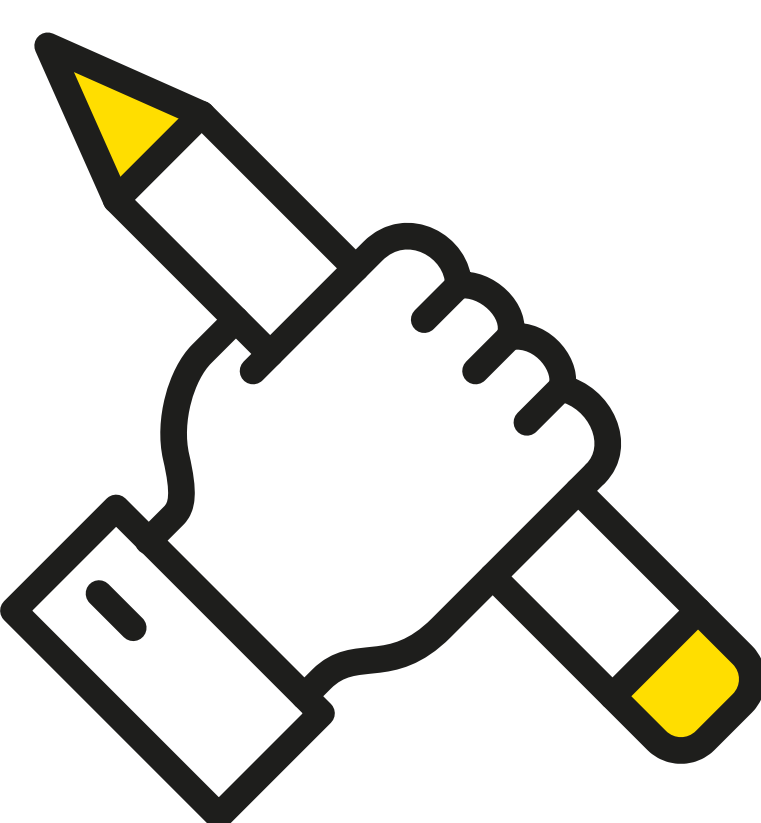
Empathise



Define



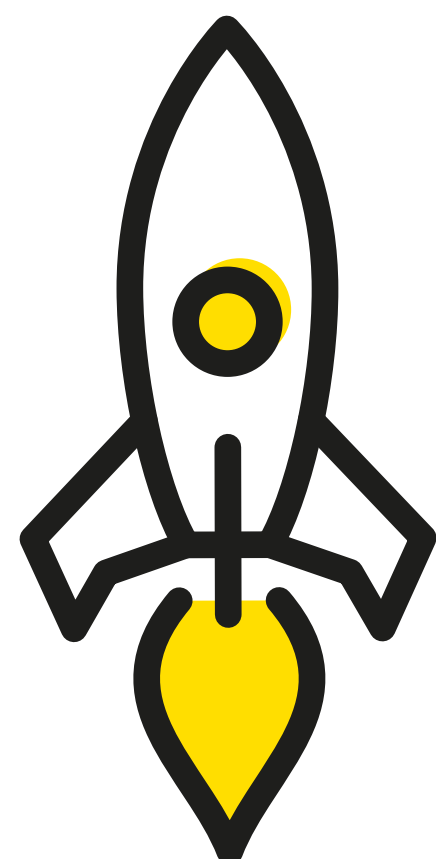
User profile



Design



Develop



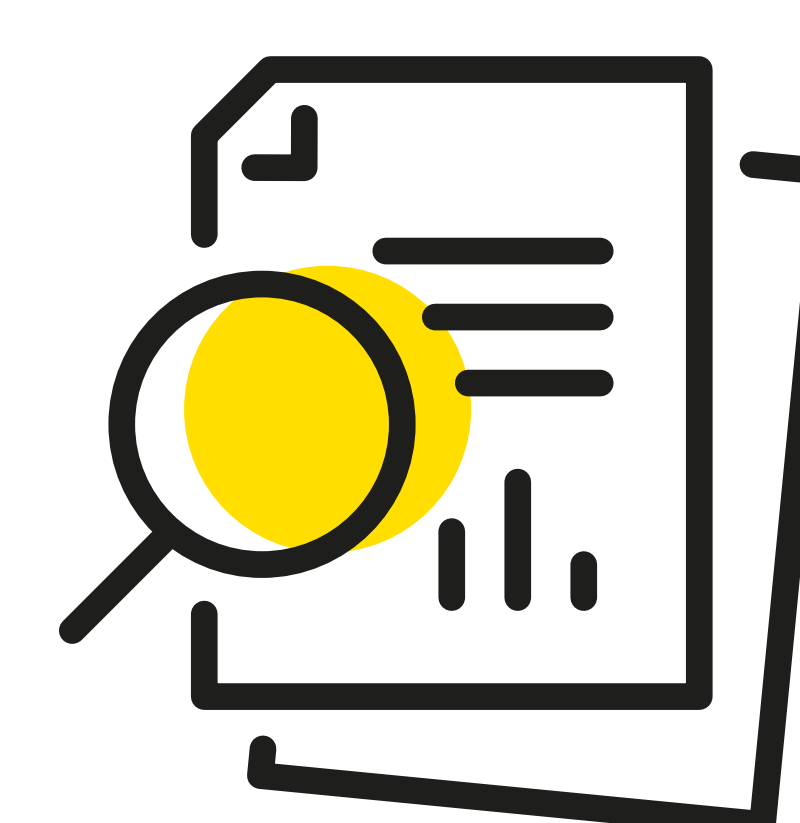
Deploy



4D design process



5D design process



Research report