

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



DESIGNING MEMORABLE DIGITAL EXPERIENCES

for all

In the previous academic year, over 100 School of Hospitality and Tourism Management MSc students enrolled in the new Designing Digital Services module. Most students thought of it as “very academically stimulating”, “very relevant to the industry”, “very beneficial for my career”, “really engaging”, and even suggested that “the module should last longer”, leading to an impressive 91% overall satisfaction score.

In this digest, Dr Pablo Pereira-Doel delves into the essence of service design and explains how the module is crafted and delivered to our students .

Have a great weekend!



DESIGNING DIGITAL SERVICES IS AT THE INTERSECTION BETWEEN CUSTOMER SERVICE, CUSTOMER EXPERIENCE, AND USER EXPERIENCE

Dr Pablo Pereira-Doel

Virtually everything around us is a product of human creation. Services, though intangible, are no exception, they too are intentionally designed. A well crafted service, complemented by tangible elements, can turn into a memorable experience. In the ever-expanding digital landscape, where innovative tools abound, the service industry is presented with limitless opportunities for experiential innovation.

Services touch on many different channels, requiring a tailored design for each, whether it be the app, website, social media, email communication, or any digital tool integrated within the physical outlet. These diverse touchpoints demand unique interactions across the entire service journey.

Designing Digital Services is about crafting those digital interactions at each step of the service journey to create value, resulting in memorable experiences. This hands-on module equips students with essential tools to enhance value creation for customers, employees, and other stakeholders during digital interactions in the service. The module's toolbox includes Smapply, a customer journey mapping and management tool used to create personas, customer journey maps, and service blueprints.

Through iMotions, a cutting-edge biometric software, students can measure the digital user experience. Students also immerse themselves in a Service Safari in town to dive into a service experience. And they certainly use the more traditional post-its – in its digital version in Miro – for mind maps, business model canvases, and value proposition canvases.

Designing Digital Services, based on four fundamental pillars – systems thinking, design thinking, UX design, and human-centred design – aims to achieve four key service design goals:

1. Evaluate the service delivery experience, transforming it into a memorable journey
2. Enhance the digital, physical, and social aspects of the service experience
3. Reduce the complexity of the system while alleviating customer and employees' pains
4. Harmonize the needs of customers, organisation, and the broader systems of environment, society, and economy

In Designing Digital Services innovation meets experience to shape the future of service design.

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Brown, T. (2008). Design Thinking. Harvard Business Review (86), 6.



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