

Service safari worksheet

Context

Location and time of day.

Weather outside.

Temperature inside. Is it comfortable?

What is the context of this space? (e.g. city center, strip mall, walkable commercial district)

Physical space

Describe the physical space. What is the mood or feeling of the built environment? (e.g. modern, sophisticated, friendly, conservative, formal)

Is the space as clean as it could be?

Is it cluttered?

What is the density of people? Are they too many? Too few?

How are customers grouped? Singletons? Pairs? Larger groups?

Are any strangers interacting with each other? In what context?

What is the noise level? Is it appropriate?

What do you smell?

Does the layout of the space make sense?

The journey

How did the service begin?

Is this service a solo experience or did you interact with someone?

How did the service make you feel? (e.g. good, bad, bored, important, insignificant, mad, happy)

What does it feel like to pay?

How does the service journey end?

Is the flow of interaction intuitive or does it frequently require human mediation?

Describe the interaction with employees. Were they genuinely friendly/helpful?

Details

Look for clever or well-crafted language on signs or packaging.

What is the smallest element in the service that is intentionally designed (e.g. the receipt, doorknobs)

Was there anything surprising?

Big picture

What was the goal of this service and was it met?

What was good about the service?

What detracted from the experience?

Were you confused at any time during the experience?

How are choices communicated?

What is something you would change about this experience?



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