

Welcome Back!

**Summit on Accessible and Equitable Learning in
a Quasi-Post-Pandemic World 2022**



Service Design for Access and Equity

Matt Lisle, Thrive Scholars

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Welcome and Intro

Matt Lisle

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Introduce Yourselves (sort of)

If you're willing, use the following format for your name in Zoom:

Matt Lisle, Thrive Scholars

1. Click the “Participants” button
2. Hover over your name
3. Click “More”
4. Click “Rename”

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Goals for this Session

- Introduce the practice of Service Design
- Enable you to start practicing service design at your institution
- Demonstrate service design activities you might include in a future workshop

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Is This a Workshop?



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Warm-Up Exercise: Yes, but...

If you're called on, build upon the previous statement with a "Yes, but..." statement. Then, pick someone else in the meeting to go next.

I'll start. "We should all take tomorrow afternoon off."

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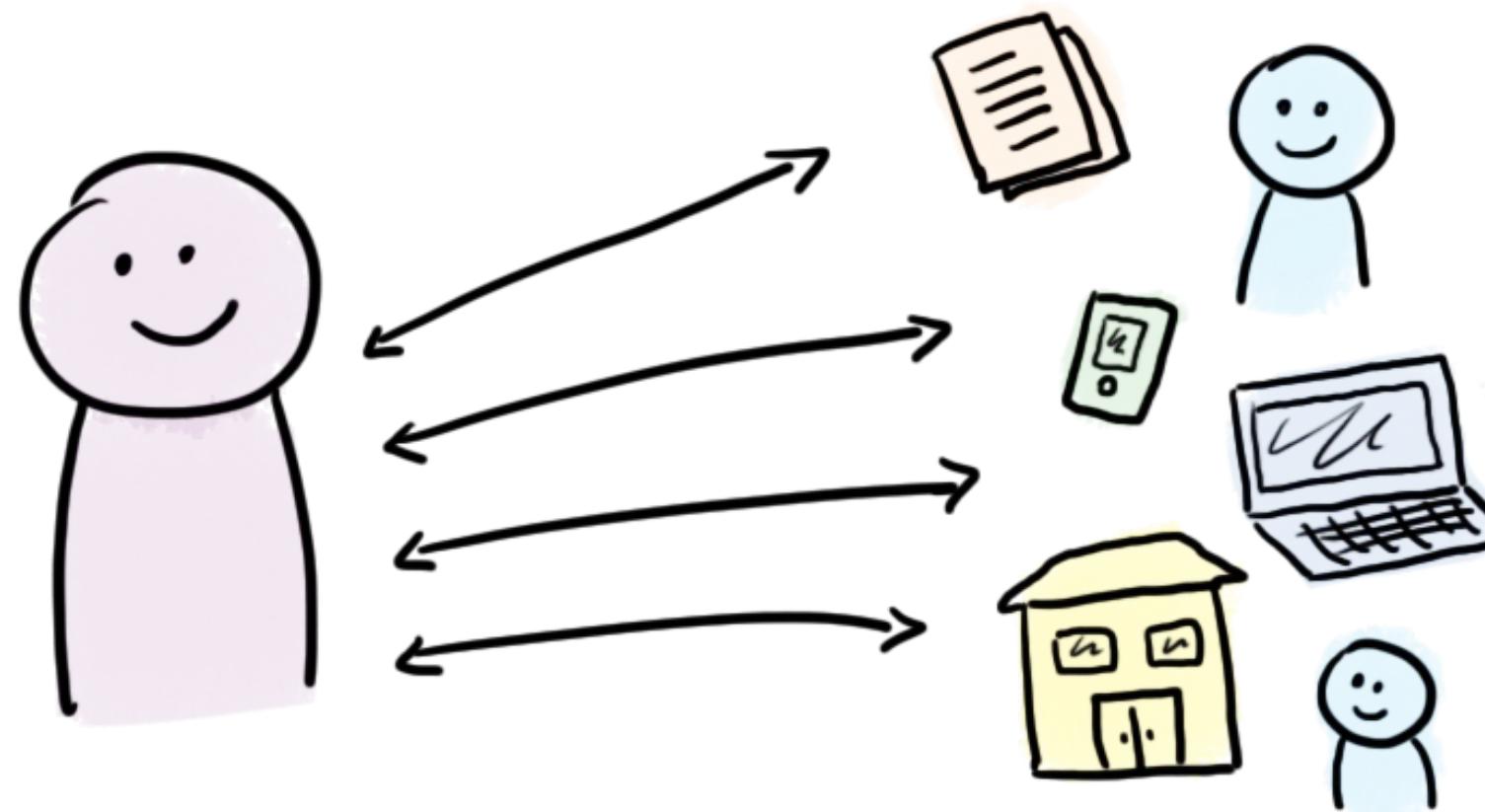


What is service design?

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Touchpoints, Touchpoints, Touchpoints

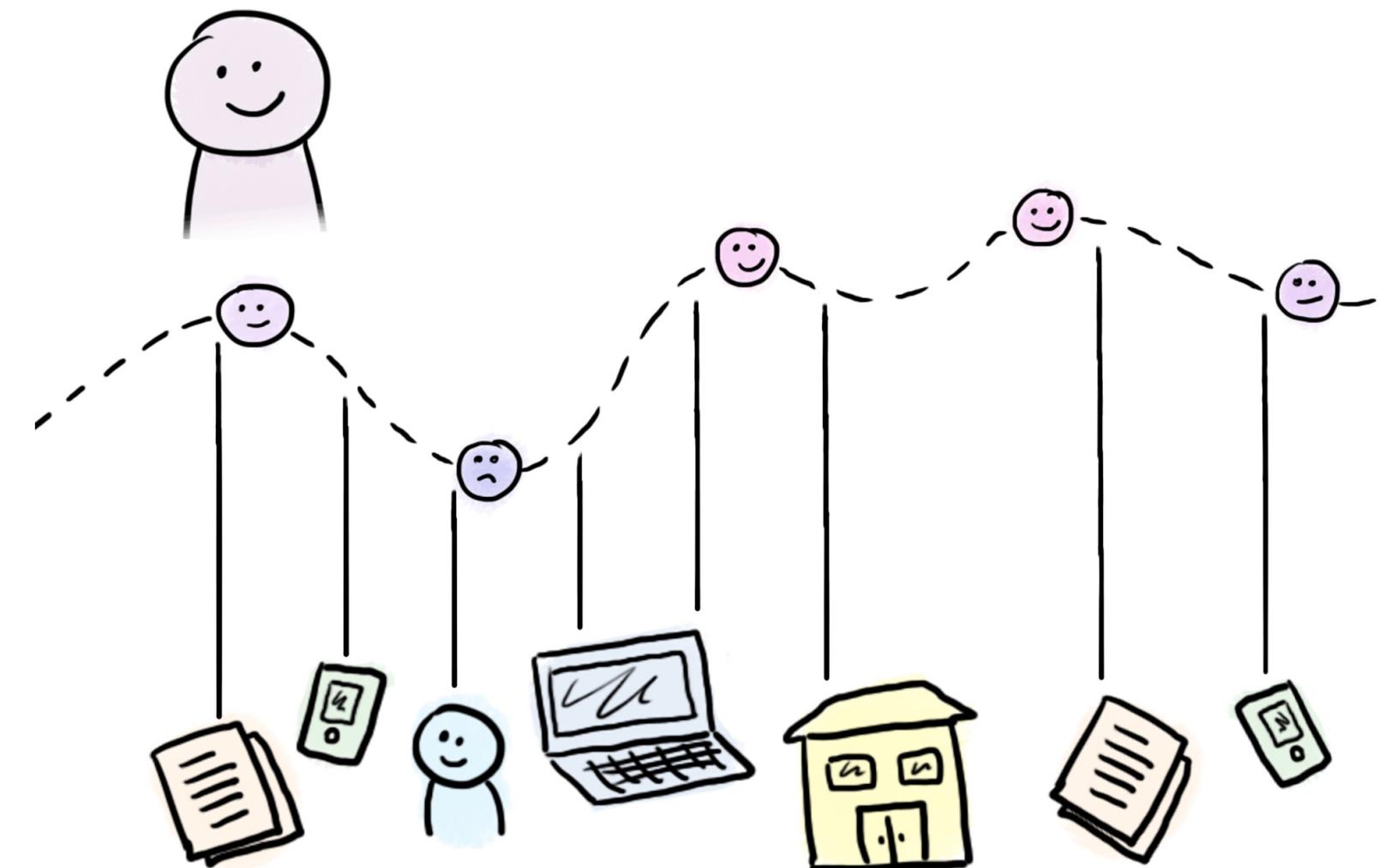


<https://uit.stanford.edu/service/techtraining/class/introduction-service-design>

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A Journey of Touchpoints



<https://uit.stanford.edu/service/techtraining/class/introduction-service-design>

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Service Design

“Service design is the activity of planning and organizing a business’s resources (people, props, and processes) in order to (1) directly improve the employee’s experience, and (2) indirectly, the customer’s experience.”

<https://www.nngroup.com/articles/service-design-101>

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Service Design



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Photo by Sebastian Ter Burg, CC BY



Service Design in Education

A revision...

Service design is the activity of planning and organizing an ***institution's*** resources (people, props, and processes) in order to (1) directly improve the ***staff's*** experience, and (2) indirectly, the ***student's*** experience.

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“People, Props, and Processes”

People: Staff, students, faculty, partners, families

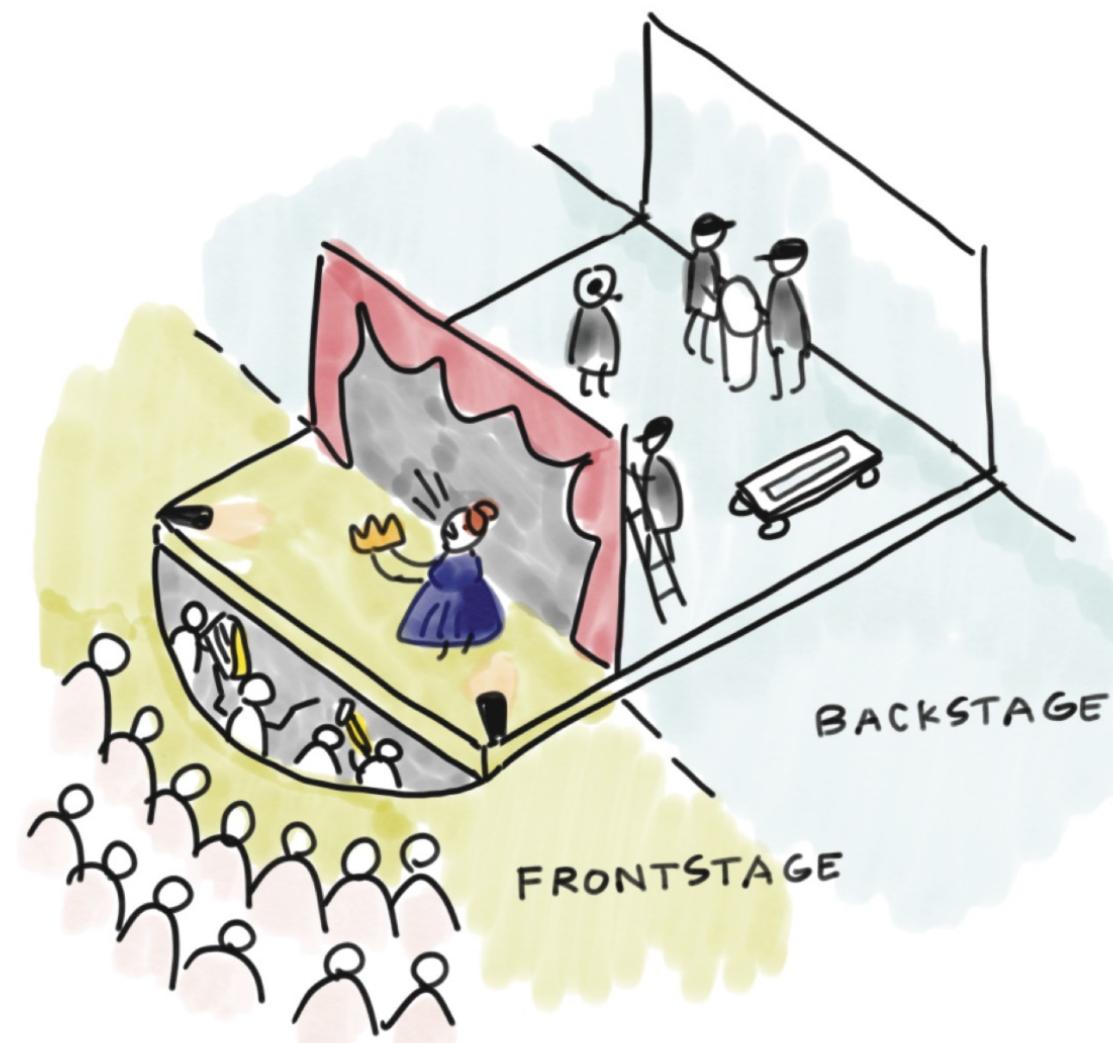
Props: Classrooms, Lobbies, Webpages, LMS, SIS, PowerPoints, ID Cards

Processes: Attending a class, Interviewing staff, Asking for technical support, Teaching a class, Finding an office

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Frontstage and Backstage



NNGROUP.COM NN/g

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Service Design for Accessible and Equitable Learning

One more try... in plainer language:

Let's figure out how to make it easier for our institutions to provide accessible and equitable learning.

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What is a service design workshop?

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Considerations

- Who to invite?
- How many to invite?
- How much time?
- Who should facilitate?
- What happens afterwards?

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Types of Service Design Workshops

- Planning: create a shared understanding
- Problem definition: frame a problem
- Ideation or co-design: explore the possibilities
- Prototyping: test concepts
- Strategy: create a shared vision

<https://medium.com/@chengheitung.924/running-service-design-workshops-c51e6d575d32>

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Planning Workshops

- Purpose: Create a shared understanding
- “How does this work (or not) today?”

<https://medium.com/@chengheitung.924/running-service-design-workshops-c51e6d575d32>

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Planning Activity: Proto-Persona

Identify target users and identify assumptions

Describe a user of accessibility services at your campus (base it on someone you know). Tell us:

1. Name
2. Demographic information
3. Needs/Pain Points
4. Ideas/Solutions

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Planning Activity: Proto-Persona

1. Name:
2. Demographic Information:
3. Needs/Pain Points:
4. Ideas/Solutions:

1. Name:
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Other Planning Activities

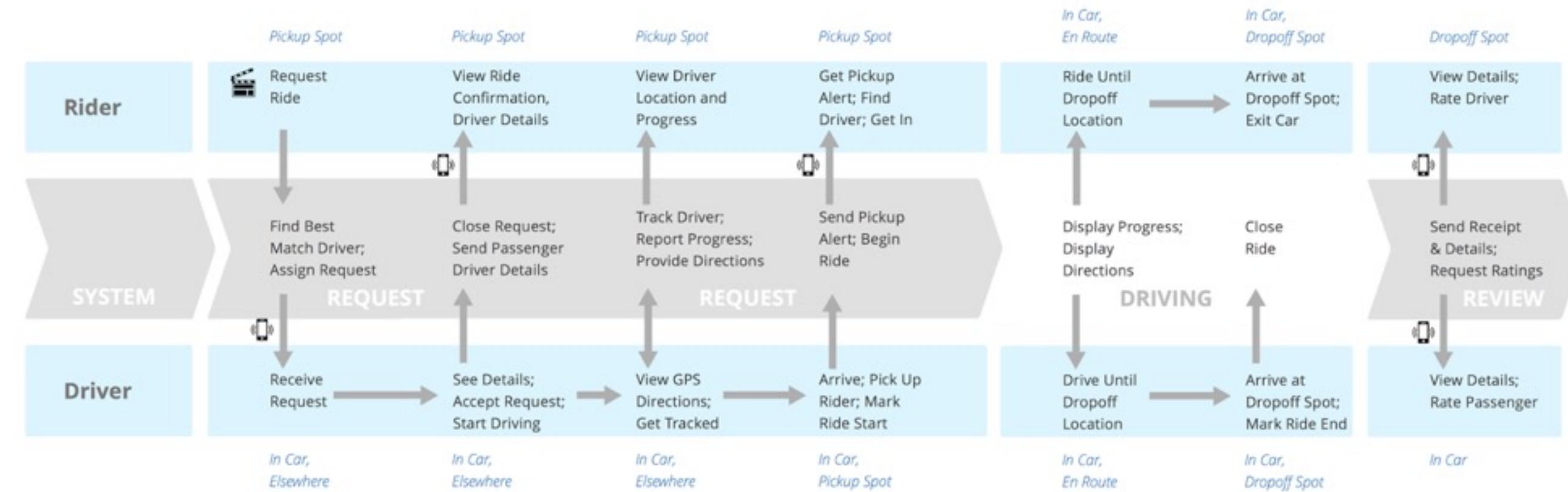
1. Brain Dump: Identify assumptions about a problem, solution, or implementation
2. Service Blueprint: Diagram of the relationships between different service components

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Service Blueprint

Ride Request: 2-Sided Service Communication



Graphic via Erik Flowers on the Practical Service Design blog (Medium), post: "Demystifying Service Design -- Part 1"

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Service Blueprint



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Problem Definition Workshops

- Purpose: Frame the problem or design challenges collaboratively
- "We know there's a problem, we just can't pinpoint what it is."

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Problem Definition Activity: How Might We?

Create as many HMW statements for the following topic: “Accessibility of large lecture halls”

Example: How might we record and caption lectures?

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Problem Definition Activity: How Might We?

“Accessibility of large lecture halls”

- [Record statements here]

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Other Problem Definition Activities

1. What Would XYZ Do?: Step into someone else's shoes and propose an idea
2. Problem Articulation: Collaboratively write fully-formed problem statements (paragraphs)

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Ideation/Co-Design Workshops

- Purpose: Explore the vision and possibilities
- "Let's generate as many ideas as humanly possible in 2 hours."

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Ideation/Co-Design Activity: Thinking Differently

How might we make online learning accessibility without losing out on student engagement?

- Inversion (turn it upside-down, do the opposite)
 - Common Practice:
 - Thinking Differently:
- Translation (translate a practice from another field)
 - Common Practice:
 - Thinking Differently:

Other Ideation/Co-Design Activities

1. Brain Writing: Generate as many ideas as possible in a short amount of time
2. Concept Cards: Visually share ideas and vote on them

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Prototyping Workshops

- Purpose: Test the concepts in fun and engaging ways
- “Let’s build something and see if it works.”

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Prototyping Activity: Sketching

Sketch two ideas for faculty development in accessibility:

- The easy version (something we could do quickly)
- The most delightful version (something that would most appeal to faculty)

Your sketches should be stick figures and simple shapes.

(NOTE: This activity did not come from the Service Design Toolkit)

Prototyping



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Other Prototyping Activities

1. Role Play: Create and perform a story of your solution
2. Modelling: Demonstration your solution using Play-Dough or clay

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Strategy Workshops

- Purpose: Critically evaluate the concepts and create a shared vision
- “Let’s chart a path forward.”

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Strategy Activities

1. Business Model Canvas: Design a business idea
2. Concept Deconstruction: Discover the underlying capabilities that are going to be required
3. Service Mapping: A service blueprint, but the future/ideal version

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Thank you!

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Thank You to Our Supporters and Contributors

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