

TASK 1:

RESEARCH USER-CENTERED DESIGN PROCESSES OR TOOLS

Customer Journey Mapping: According to Salesforce blog, a customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, live chat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience.

Customer journey mapping or user journey mapping is the process of creating a customer journey map, a visual story of your customers' interactions with your brand. This exercise helps businesses step into their customer's shoes and see their business from the customer's perspective. It allows you to gain insights into common customer pain points and how to improve those.

Firstly, all the possible customer touchpoints are mapped out, for instance, a website, social channels, interactions with marketing and sales teams. User journeys are then created across these various touchpoints for each buyer persona. For example, a millennial buyer persona may typically become aware of a product on social, research it on the mobile version of your site, and finally make a purchase on a desktop computer. The customer experience at each touchpoint should be included in a customer journey map. This can include what action the customer needs to take and how your brand responds.

Source:

[https://www.salesforce.com/uk/blog/201603/customer-journey-mapping-explained.html#:~:text=Customer%20journey%20mapping%20\(also%20called,business%20from%20the%20customer's%20perspective](https://www.salesforce.com/uk/blog/201603/customer-journey-mapping-explained.html#:~:text=Customer%20journey%20mapping%20(also%20called,business%20from%20the%20customer's%20perspective)

Double Diamond: The model represents 4 key stages of the process – Discover, Define, Develop and Deliver – mapped across two adjacent diamond shapes, each of the stages characterized by either "divergent thinking" (creating various possible ideas), or "convergent thinking" (refining and narrowing the generated ideas down to the best one). The model illustrates that to discover the best ideas, the creative process should be iterative, which means the ideas should be developed, tested, and refined a number of times, with the weak ones dropped out in the process.

According to medium.com, the Double Diamond is a structured design approach to tackle challenges in four phases:

1. Discover /Research— insight into the problem (diverging)
2. Define/Synthesis — the area to focus upon (converging)
3. Develop/ Ideation— potential solutions (diverging)
4. Deliver /Implementation— solutions that work (converging)

The four phases of the Double Diamond may be simplified and merged into two main stages of the process.

• **Stage 1:** Doing the right thing (Diamond 1 — Discover and Define)

Whatever you do, you ought to look for the right problem to solve or the right question to ask before you try to do so. This is all about what you do.

• **Stage 2:** Doing things right (Diamond 2 — Develop and Deliver)

Once you have found the right question to answer or the right problem to solve, you want to make sure that you do this the right way. This is all about how you do it.

Depending on your role and a project, the size of the diamonds may also vary. Meaning that there might be challenges or projects, in which you solely focus or emphasis on one part of the Double Diamond. Furthermore, this process is not linear. You need to be prepared to be agile and go back and forth at any point.

Source:

<https://medium.com/digital-experience-design/how-to-apply-a-design-thinking-hcd-ux-or-any-creative-process-from-scratch-b8786efbf812>

Service Safari: According to Sutherland Labs, a Service Safari, is an exploration of a service from a customer experience perspective.

The method captures the real-world experience of a specific service, type of service, or a wider range of services, be that for booking train tickets, or a hotel or shopping mall experience, to a car hire or passport renewal service.

As with any project, we will start the project with a stakeholder meeting so that everyone can agree on the research objectives and questions, approach, timescales, and deliverables. We will also use this time to delve deeper into understanding the business objectives and any background to the project that could prove useful. Immersing ourselves in

the service is key here as we aim to experience it from the customer's perspective. This gives us a firsthand understanding of what it feels like to be a customer; what thoughts, frustrations and concerns customers might be having at each stage and can even present new opportunities that the company can explore further.

But there is also a more fundamental aspect to this stage of the research; it allows us to map out the various touchpoints and understand how everything fits together. We will explore touchpoints, environments (e.g., a physical train station, kiosks, etc.), websites, apps and physical artefacts (e.g., a ticket, paperwork, etc.). We will also speak to customers, and employees, where possible, to get additional perspectives on the service. We will capture this information in notebooks, or as pictures. We might also collect artefacts such as receipts, tickets, brochures, leaflets or any other material that we are faced with, whilst experiencing a service. Once the data collection phase is complete, it's time to review everything and look for patterns, issues, and opportunities. Having more than one researcher working on a project really helps this stage as the two can validate each other's findings. Discussion of the data is also a great way to synthesize findings and gain deeper insights.

Service Safaris are great at giving you an initial understanding of the customer experience of a service. The kinds of questions it would help you answer include if you wanted to understand where the pain points are in a shopping experience and begin to understand some of their causes. It might highlight things that competing services do particularly well in comparison to your own service. Exploring the service as customers ourselves, also helps uncover some of the workarounds that customers may employ. It'll also help you to understand what works particularly well and could be replicated in other parts of the business.

Source: <https://www.sutherlandlabs.com/blog/service-safari-use/>

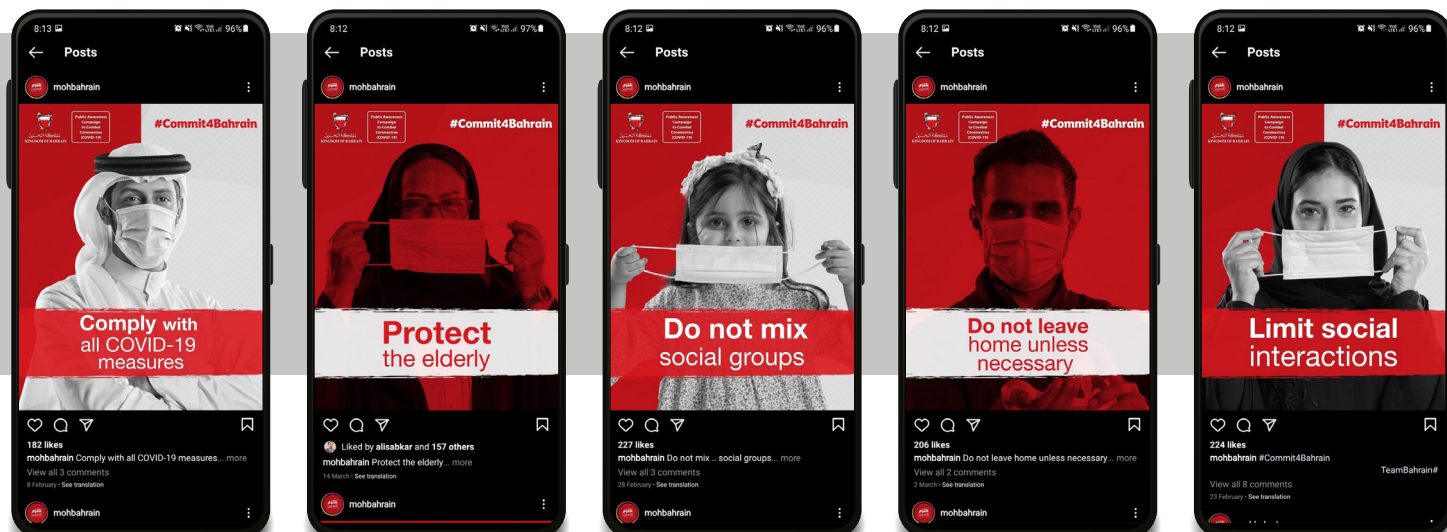
Selected process: Customer journey mapping

With Customer Journey Mapping, the customer touchpoints are mapped out with all their processes. The brand managers gain an insight into customer pain points to understand what issues/problems customers face throughout the process. It gives a strategic approach to better understand customer expectations to enhance their experience. One of the most important aspect of customer experience is personalization across all touchpoints, for every customer, across all the channels.

Mapping the customer journey allows the optimization of the customer onboarding process. It helps to benchmark the desired or the best customer experience by the customers. It helps to understand the differences in buyer personas through the buying funnel. And it creates a logical order to the buyer's journey.

TASK 2: RESEARCH EXISTING CAMPAIGN OR SERVICE DESIGN PROJECT

The chosen campaign for this workshop challenge task will be the Public Awareness Campaign to Combat Coronavirus (COVID-19) in the Kingdom of Bahrain. This campaign started back in mid of December 2020 and is still going strong with several executions tackling different age groups in the society encouraging everyone to vaccinate. The tagline used is Vaccination is Immunity. The campaign has been strongly placed in strategic outdoor locations and heavily online. It provides information on a specific app, named 'BeAware Bahrain', created by the Ministry of Health so citizens and residents can apply online to take an appointment for the vaccination and choose one from four available options.



During the online registration process, you can select your vaccination of choice and choose a second preference in case the first choice is unavailable. A customer journey mapping process was evidently used here. Once citizens and residents input their ID details and their preferred choice, they then receive an SMS confirmation on their mobile with a date and time to the nearest Health Center catering to the area of residency. At the start of the campaign, not everyone was encouraged to go and apply as many people were skeptical of the accuracy of the vaccines. They started offering Sinopharm and Pfizer only. At a later stage in February 2021, two other vaccines were also available.

Through the customer mapping experience, the Ministry of Health was able to hold a database of all the applied citizens and residents and arrange their vaccine schedules accordingly. They have even created a hotline number: 444 to answer any questions related to the vaccines and the process involved. To offer flexibility, you do not have to adhere to the exact time during the day, but you must come during the same day to take the dose. Doses were divided into two for each vaccine. So, the Ministry of Health had to get in touch with the citizens and residents again and remind them of their second dose date which should be taken after 21 days of the first one. The MOH kept adapting and optimizing the customer experience as they went on taking into consideration customer satisfaction and feedback. To cater for the huge demand on the vaccinations, it recently took over a new mall and turned it into a huge vaccination center.

