

Date

Tuesday 14th July 2009

Title of session

Plenary – Mapping: Our role in a turbulent world - Putting the user at the centre of service experience design

Name of presenter/chair

Chris Parker, Propositions Portfolio Manager, Ordnance Survey – Chair
Steve O'Connor, Digital Experience and Services Practice, IDEO - Presenter

Name of rapporteurs

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IDEO is a consultancy firm that seeks to understand customers and improve their experience of services.

Traditional mapping has a human element that people love, but maps have increasingly become a commodity as access improves. The increase in delivery devices is good for consumers. The design of a map is important. Ordnance Survey and Google both have distinctive brands that are easily recognised.

IDEO have experimented with different personal navigation devices to better understand the customer experience. They encourage people to share their experiences through interview, films and drawings.

The failure of products to deliver customer expectations leads to frustration, as does applications and gadgetry that the customer doesn't need. Products may be designed with a single user in mind, but may be used by multiple people (for example a family).

There is increasing demand for more intelligent text on maps. Hyperlinks could connect to more information about places. Grid Referencing could be better explained.

A consumer's experience of a product is usually transient, but their experience of a service is usually continuous. Services need to be refreshed to maintain interest.

User needs can be driven through the user needs engine to increase the perceived value of a service. This is done well by LoveFilm.com who explain their service in simple terms, remember their users, recommend titles to trigger engagement and allow user interaction (for example user film reviews) which gives extra credibility.

Questions/Comments	Answers