Once they have all of these people together, they can run a workshop or a series of workshops, where they can identify the real business objective and exactly what they want to achieve. They can start to build some concepts and test them with the customers they now have a relationship with. They can do a tech analysis and plot everything on a blueprint that documents all the support systems necessary to bring these concepts to life. With all this, they can create their north star vision, all resulting in a mobile app full of features customers love.

But it doesn’t stop there. They’ve also identified that colleagues need a tablet application to help them deal with the extra flow of traffic in-store. And the payment system needs updating so all 3 can work in harmony. They might design a colleague training and engagement program and redesign the store to optimise the physical experience too. Whilst also looking at how they talk about themselves socially; possibility introducing some new product lines.

These are what we call the front stage experiences. And in order for it to all come together, we must look at the back stage too.

Here you will find the back-end systems that drive all the digital propositions. Key metrics that we measure ourselves by, learn from and iterate upon the services. As well as a CRM system and some delivery.
So, service design is about 3 things

1. **Customer Centric**
   It’s about putting the customer at the heart of everything you do and only then will you create services that people love

2. **Co-creation**
   It’s about exploring and designing these concepts together and as a result, you will ensure services are technically feasible and business viable

3. **Holistic**
   It’s about building interdependent, interrelated experiences that all connect with people on an emotional level
   That way, you will create services that scale beyond the original idea

To round it all off, let’s revisit Mark’s quote
Service design is not just what makes you walk into one coffee shop and not the other, it’s the reason you keep coming back and telling all your friends about it