



# How **Lean Thinking** Can Make You A Better **Service Designer**

# **Introduction**

**Part 1: Thinking Like a Scientist**

**Part 2: Lean Experimentation**

**Part 3: Activity**

**Wrap-Up**

# Meet your facilitator 😊

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JPMORGAN CHASE & Co.



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**Art**

\*

**Science**

A more scientific approach to  
service design allows for  
more *innovation*

As technology continues to **advance**,  
the two worlds are converging

Service designers  
need a new skillset to  
remain **relevant**



**Introduction**

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**Part 3: Activity**

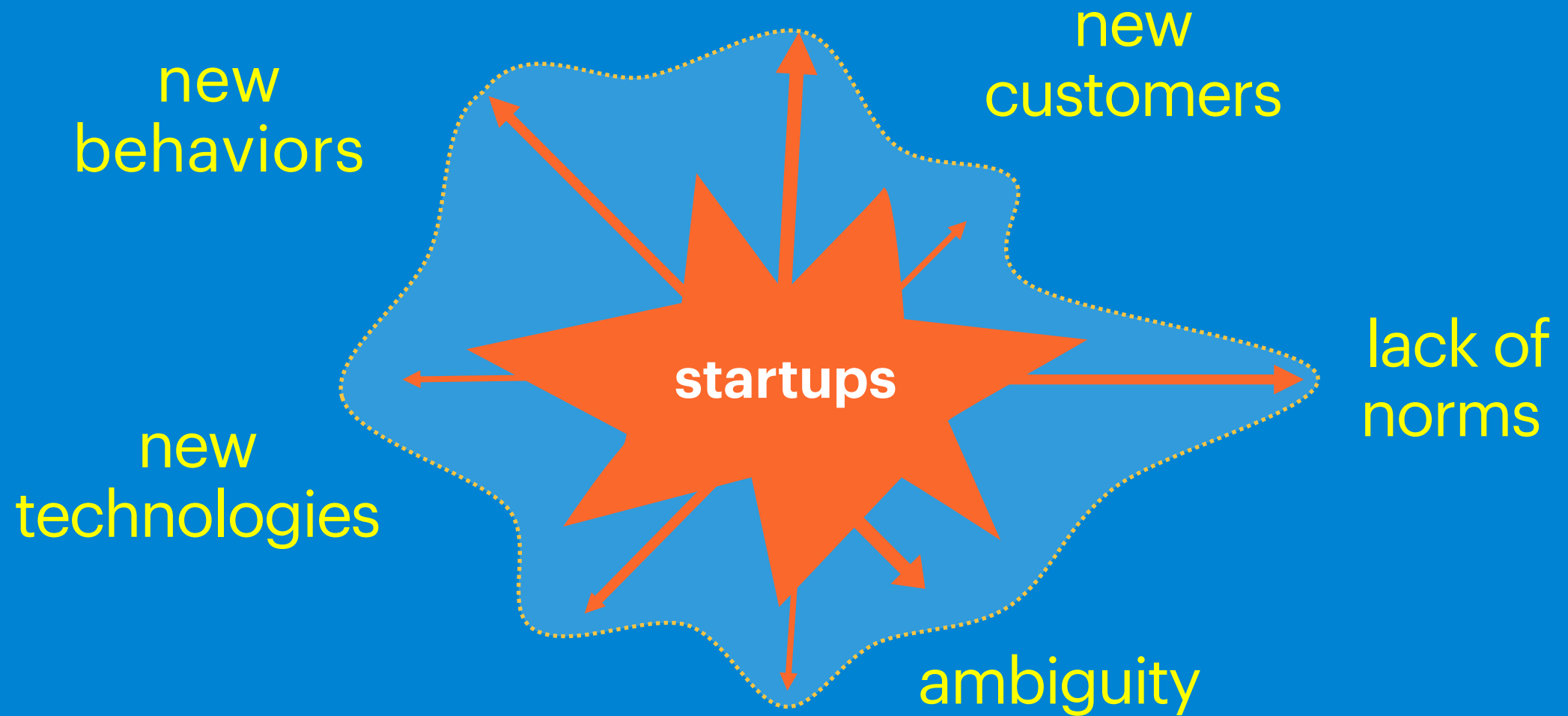
**Wrap-Up**



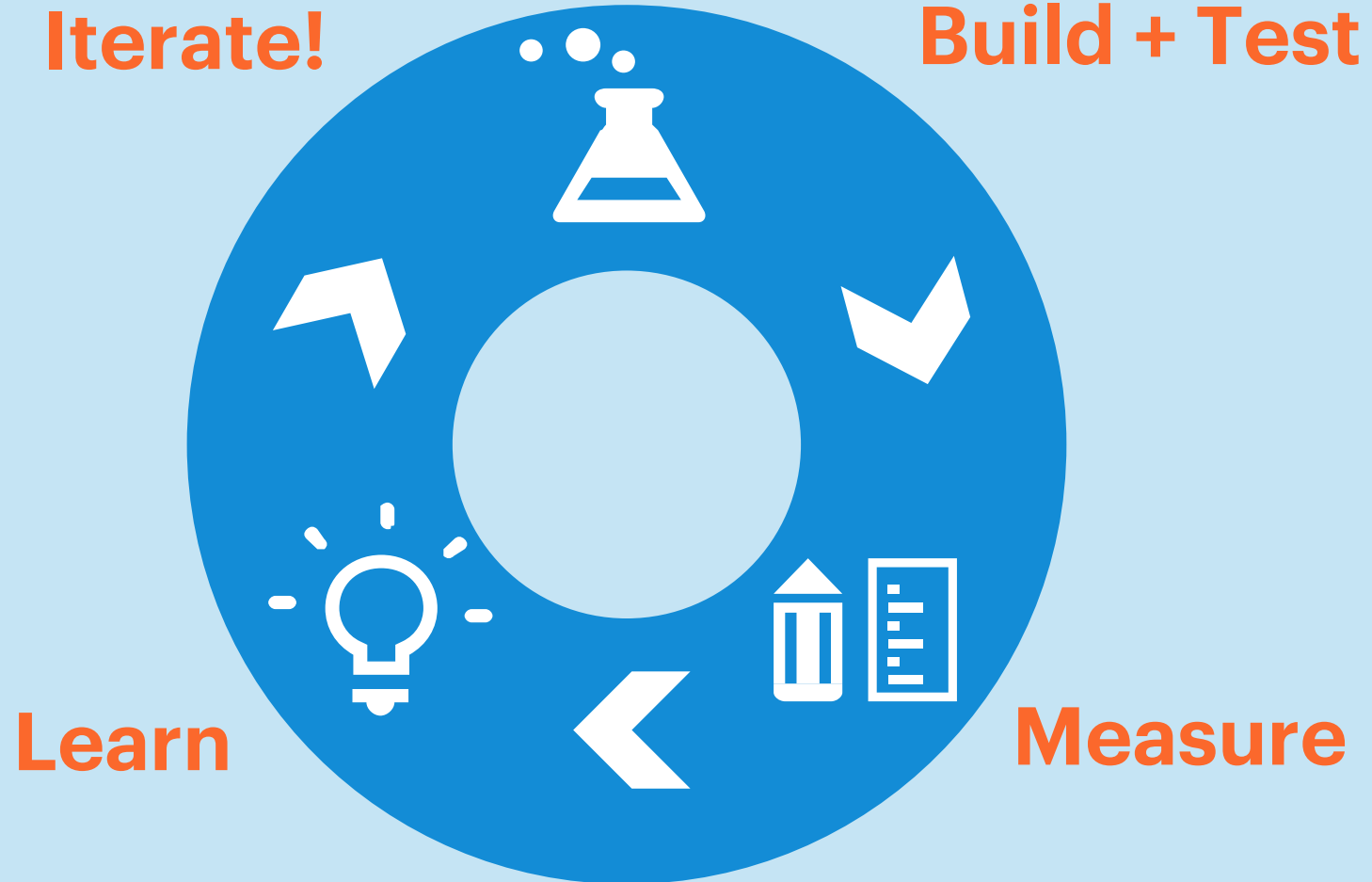
Traditional service design methods don't work well in **uncertain startup environments**

- Long lead time from insights to building solutions to testing
- Difficult when there is no defined problem/service/user
- Traditional tools take a long time to create
- Difficulty pivoting quickly

# What constitutes an uncertain environment?



# Scientific experimentation: mindset



# Lean Methodology

1. **Designing** a good experiment
2. **Executing** the experiment
3. **Measuring** outcomes
4. **Learning** (and iterating)

# Experiment Design

**Define a hypothesis:**  
structure your idea  
in a testable assumption

Ex: If we provide people with a small load all-in-one washer/dryer machine for urban apartment dwellers, they will use it.



# Experiment Design

**Create a test:**  
how you'll prove or disprove  
this hypothesis with minimum  
time + effort + waste

Ex: Small existing 2-in-1 machines that were close to the prototype were placed in the homes of 15 consumers in NYC for a week



# Types of MVP tests

- 1. Concierge:**  
hand-created experience
- 2. Wizard of Oz:**  
fake software backend (looks like actual product/service)
- 3. Sell:**  
sell it before you have it (landing page/kickstarter video, etc)

# Measuring Outcomes

**Collect pivotal metrics throughout:** (qual + quant) helps you prove/disprove your hypothesis

Ex: Qualitative data collected throughout, and “hidden test” collected usage data for a week after the 7 day initial trial period





# Pivot or Persevere

**Evaluate learnings:**  
did you prove your assumption?  
should you continue?  
**or** should you pivot and revise?

Ex: 12 out of 15 people continued to use washer,  
and 8 out of 15 wanted to keep the washer (vs  
getting paid for participation)



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# **Activity:** Make your own experiment



**Pick a random  
service from  
the box**



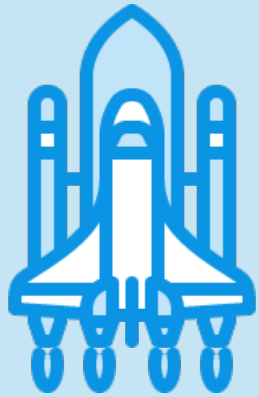
**Design an  
experiment  
with your team**



**Practice  
execution  
(roleplay)**

**Time: 20 mins**

# Present your experiment! (in 2 minutes)



1. Read your service prompt
2. State your hypothesis
3. Act out your experiment
4. Share any learnings

# Activity: questions to consider

What is your biggest assumption?

What hypothesis can be created for this assumption?

How would you test this hypothesis with your user?

What type of prototype could you create (Concierge, Wizard of Oz, Sell)?

What would make this experiment a success or failure?



**Introduction**

**Part 1: Thinking Like a Scientist**

**Part 2: Lean Experimentation & Analytics**

**Part 3: Workshop**

**Wrap-Up**

At the end of the day, it's all about how *you think...*





**Thank you!**