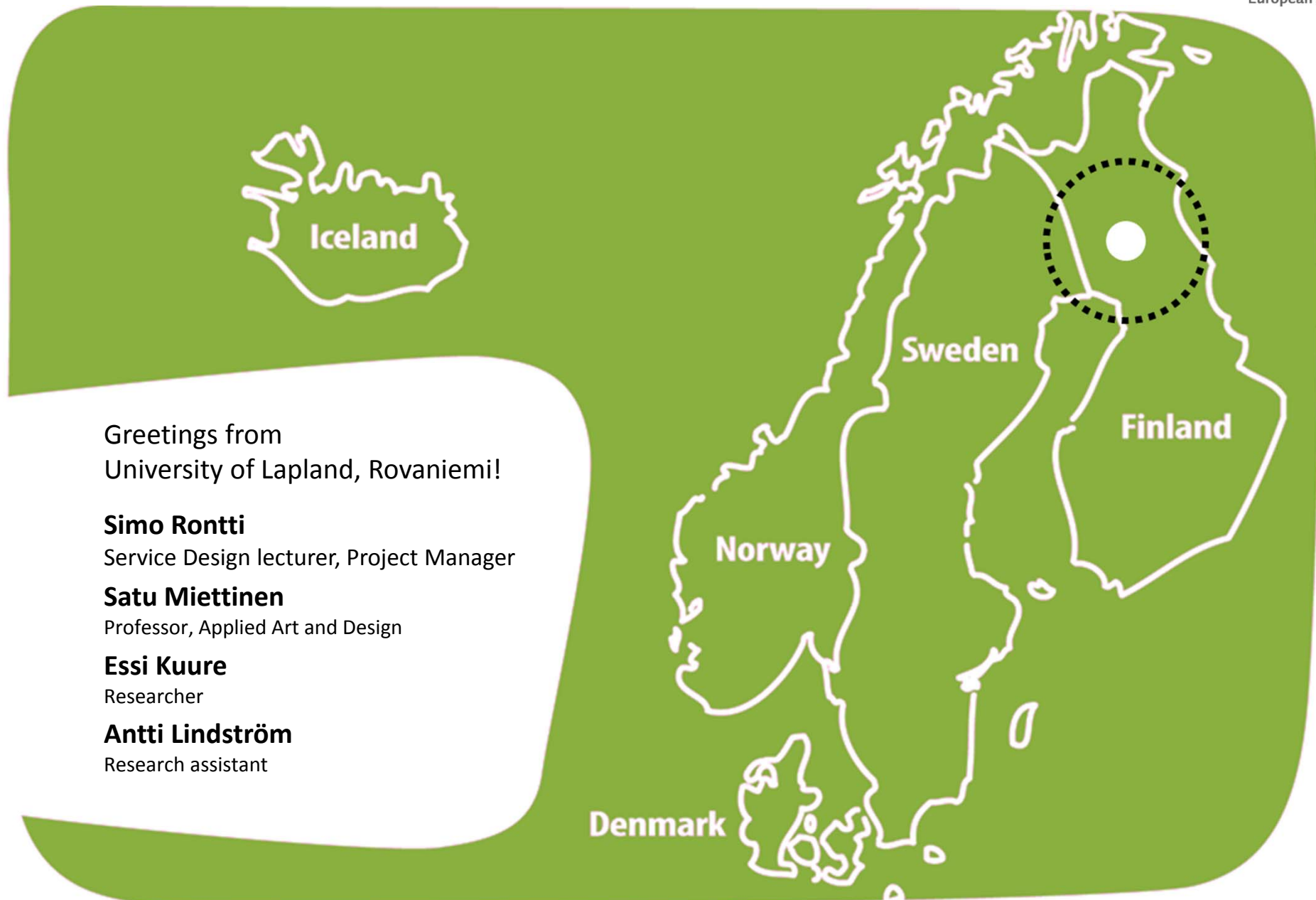


This document contains the slide show presented in  
ServDes conference 2012  
within the track "Service design tools and techniques & Technology"

The presentation introduces the main points of the conference paper:

**"A Laboratory Concept for Service Prototyping –  
Service Innovation Corner (SINCO)"**

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Greetings from  
University of Lapland, Rovaniemi!

**Simo Rontti**

Service Design lecturer, Project Manager

**Satu Miettinen**

Professor, Applied Art and Design

**Essi Kuure**

Researcher

**Antti Lindström**

Research assistant



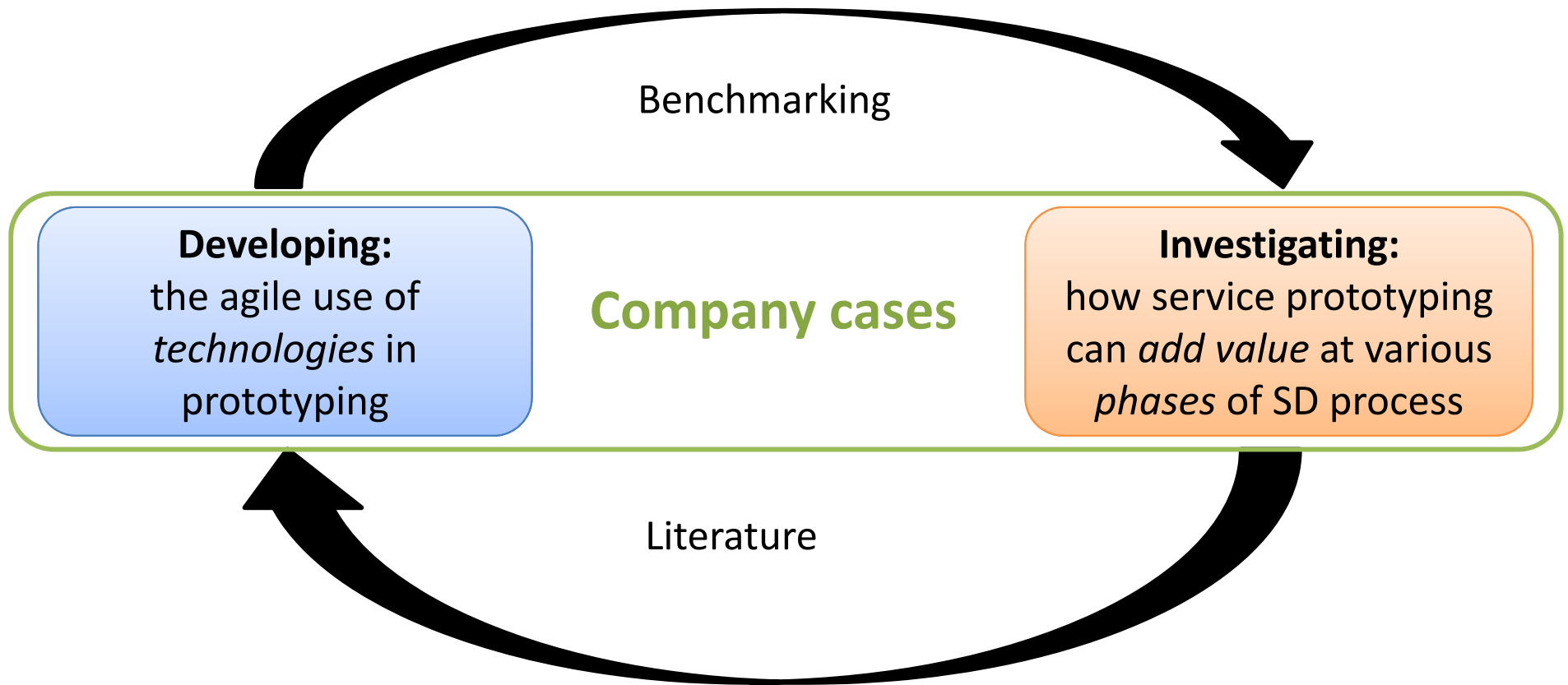
**sinko**  
serviceinnovationcorner

**A Laboratory Concept for Service Prototyping –  
Service Innovation Corner (SINCO)**

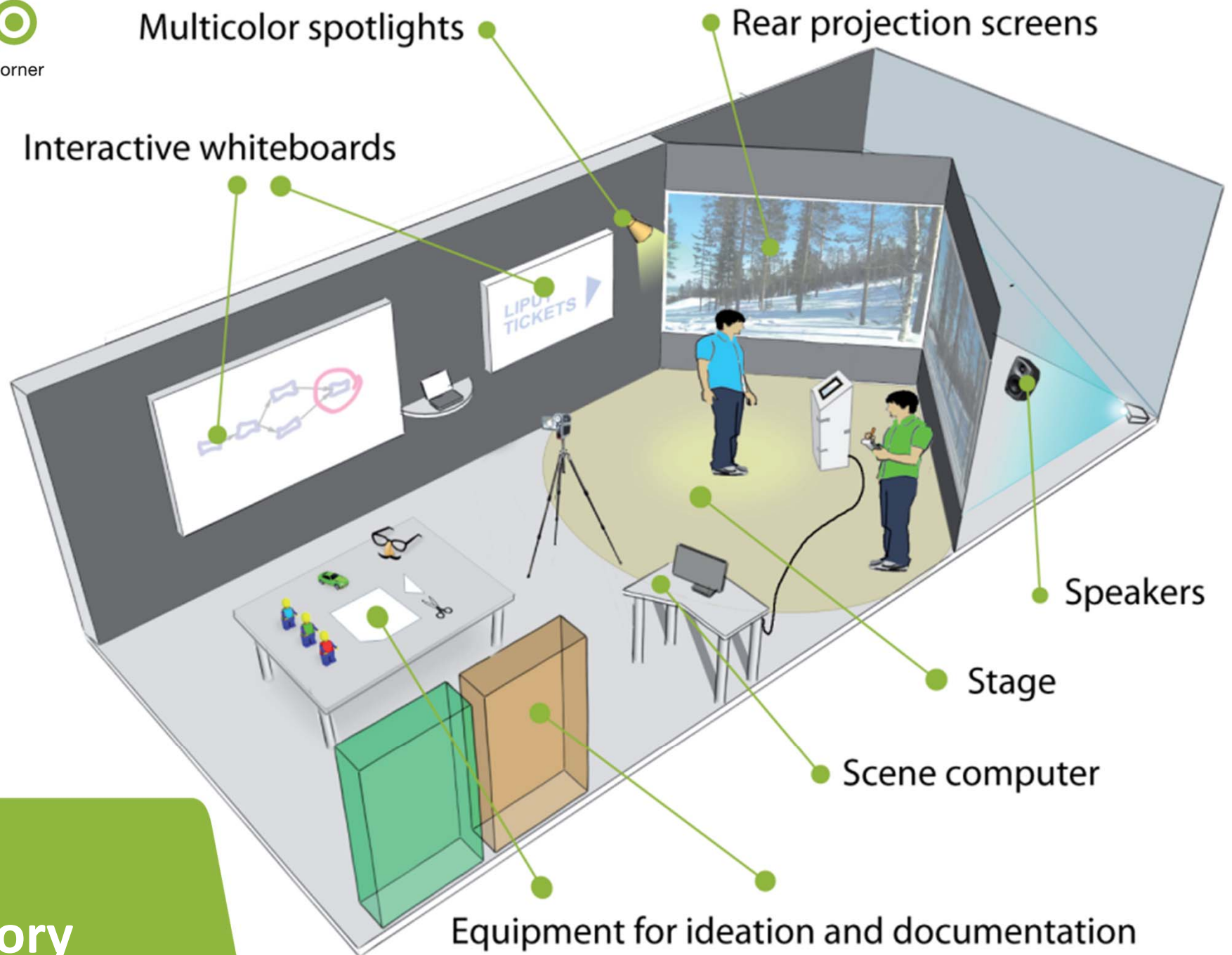


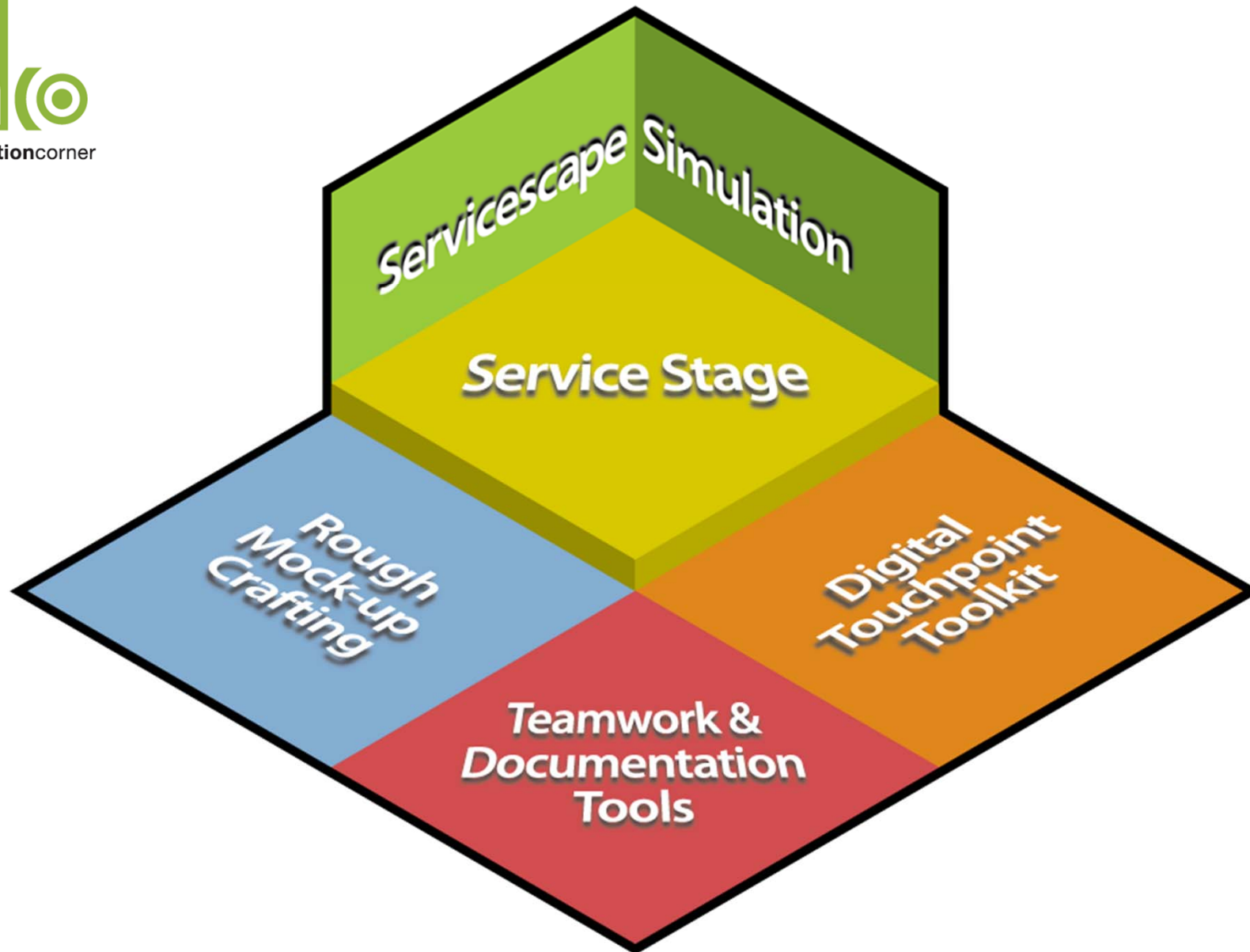






**Our Action Research on  
Service Prototyping**





**Conceptualizing SINCO**



Creating quickly context and script  
for experience prototyping

## Servicescape Simulation



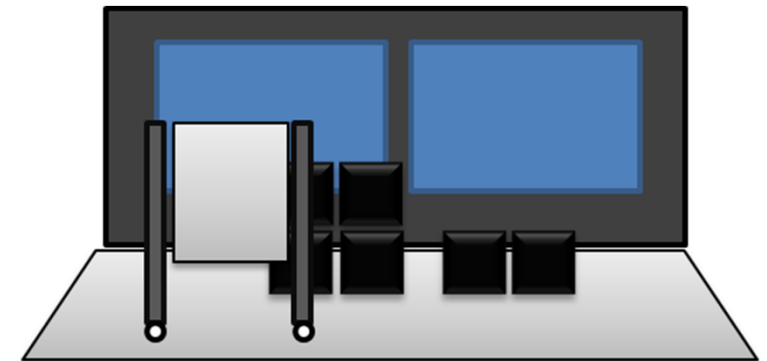
Google  
Youtube  
Freesound.org

..





Role accessories



Building blocks and props

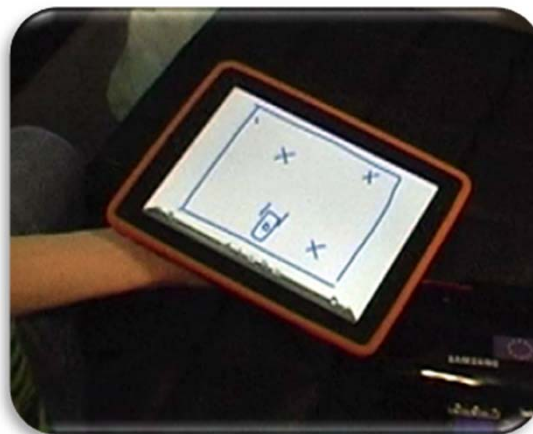
Dedicated area for playing

**Service Stage**

Supplementing  
physical things  
with digital  
content



Creating Digital  
UI mock-ups



Experimenting  
technological  
opportunities

# Digital Touchpoint Toolkit





"Quick'n dirty" models of props and tangible touchpoints

## Rough Mock-up Crafting



**Team work and Documentation**



## Service Prototyping

(Blomkvist, Holmlid, Vaahtojärvi...)

## Service design process

(ENGINE, Mager, Oosterom, Moritz...)

## Design thinking

## Agile development

## Co-creation

## Participatory design

## Interaction design

(Saffer, Moggridge...)

“quick and dirty”

“thinking with hands”

“serious play”

(Kelley, Brown)

## Model making

## Experience prototyping

(Buchenau & Fulton Suri 2000)

## Theatrical methods

(Penin & Tonkinwise)

## Visualizing

## Simulation

(Makino, Pillan)

## UI technologies

## Rapid prototyping

(Chua et al 2003)



**SINCO prototyping lab**

**SINCO and related areas**

### **Lapin Kansa**

regional daily  
newspaper producer

**Newspaper subscription as packages in grocery store.**

→ Studying customer insight with prototyping

### **LAPPSET Group**

playground equipment  
manufacturer and supplier

**Virtual trainer service through public outdoor screens.**

→ Service concepting through prototyping

### **KL-Kopio**

digital printing company

**The company's existing digital printing service development**

→ Evaluation phase and prototyping

**Case studies in the ServDes paper**



Developing the idea of newspaper subscriptions being sold as a concrete package in a grocery store.



Servicescape simulation of the store customer journey working as a platform for user-centric development

## Case Lapin Kansa

Empirical evidence needed on...

Indepth study of lab  
practices in firms

...the benefits and shortcomings

Expected expertise of a  
new service prototyper?

...the effect and role of  
servicescapes and their  
simulation in various types of  
services

New facilitator's role



SINCO

...comparing prototyping with  
simulation vs. actual place

“When is it worth it?”  
fidelity versus agility,  
balancing effort and benefit

Further development of SINCO  
facilities and methods...

**Discussion and Future research**



On Friday

Business Day workshop  
12:30 – 14:00 (R:195)

**SINCO lab: Servicescene simulation in action**  
Case: Arctic Everyday Service

Welcome!



**Servicescape simulation in action!**



**Thank You!**

For more information:

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