Bhoomika Jain
SDM 20

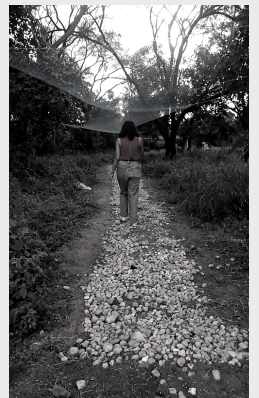राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

SARTHI

YOUR COMPANION FROM PAUSE TO PLAY

ANCHORED BY: S. GURUPRASAD

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'A service is any activity or benefit that one party can offer to another, which is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.' – Kotler, Armstrong, Saunders and Wong

In today's day and age, the distinction between a product and service is a blurring line. A continuum of goods and services exists with a wide variety of combined goods and services in the middle. As the services evolve owing to the needs of the user and industry, it becomes imperative to match the rate of evolution in providing the service, thereby ensuring a positive user experience. In context service design, most organisations focus on the front end and users, without paying much attention to their employees, and what forms the backend of the service. Service design, as defined by Nielsen Norman Group, is the activity of planning and organizing a business's resources (people, props, and processes) in order to
(1) directly improve the employee's experience, and
(2) indirectly, the customer's experience.
In simpler words, each moving part in a service needs to be carefully planned, and the sequence of the service should cater to each and every stakeholder of the organization.

A service comprises a front end and a backend.
The front end consists of the aspects that are visible to the user. These maybe:
- Channels
- Artifacts
- Touchpoints
- Interfaces/ Interactions

The backend of a service are the processes that are invisible to the user but play a key role in production of the service. Such as:
- Policies
- Technology
- Systems
- Infrastructure
The backend and frontend are beautifully and intricately interlinked, a poor backend results in poor service quality

Service design is an intricate process that carefully links all stakeholders, it caters to how an organisation gets something done, i.e., experience of the employee, and addresses the touchpoints that create a customer journey, i.e., experience of the user.

NEW SERVICE DESIGN

Project Brief:

To identify the latent needs and user groups in the chosen context, i.e., National Institute of Design, Gandhinagar, and to conceptualise, validate, and launch a service catering to the identified needs of the users.

Process

As a part of this module, the process for new service design was as follows

1. Need Identification
2. Identifying the Latent Need
3. Secondary research
4. Conceptualisation– Value Proposition
5. Sequencing/Storyboarding
6. Validating
7. Prototyping

The context for this project was set to the **National Institute of Design, Gandhinagar.**
The process commenced with identifying the needs of the students occupying the NID campus. For this a variety of research tools were employed, some of which were:
- Survey/ Poll
- Unstructured and Semi structured interviews
- Card Sorting
- Ballot Box
- Observatory methods

The results of these methods highlighted a few key 'needs' of various occupants of the campus.

| Interactions | De–stress | Breaks | Me Time |

40 % of the users wanted to take breaks
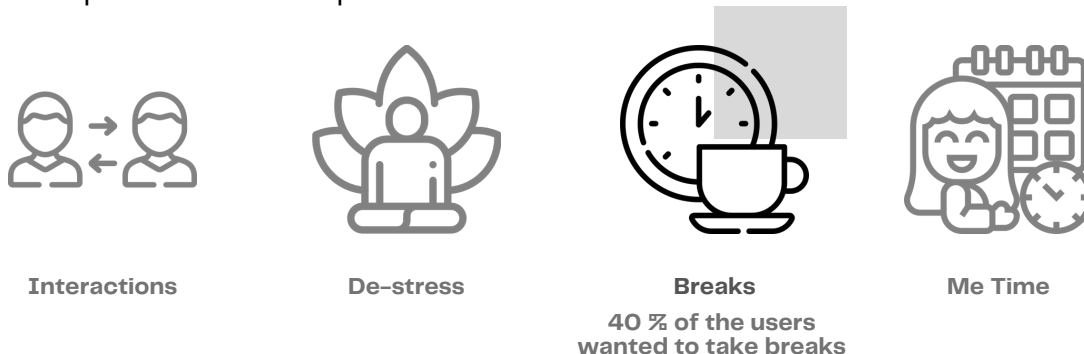
Of these we chose to move ahead with the 'Need for Breaks'.

To further understand the nuances of this, the group started another round of primary research in the form of interviews with the students on campus. These interviews aimed to uncover the reasons behind the need for breaks. Parallely, we also engaged in secondary research that helped us understand the need and importance of breaks in a creative process.
What we uncovered from this research was

73 %
needed a break due to EXHAUSTION

59 %
wanted to disconnect from their environment

38 %
experienced guilt after taking breaks

This shed light on the fact that the need to take a break emerged from the lack of productivity and the vicious cycle of creative blocks. The next step was to draft a design brief for our understanding of the situation.

The Design Brief

In the creative field, more often than not, individuals find themselves feeling stuck in the process. This stems from the lack of a framework for ideation. While the users are stuck in this process, they feel guilty for taking breaks, and this creates a vicious cycle that proves to be frustrating for those involved.

In the context of the academic environment at the National institute of Design, Gandhinagar, how may we facilitate an experience of taking a mindful break that actually serves to enhance the user's productivity by giving them a framework to think in?

Target Audience

- students
- In stage of design conceptualisation/ ideation
- Currently stuck in their Design Project
- Overly burdened
- Tired
- Preference for physical activities

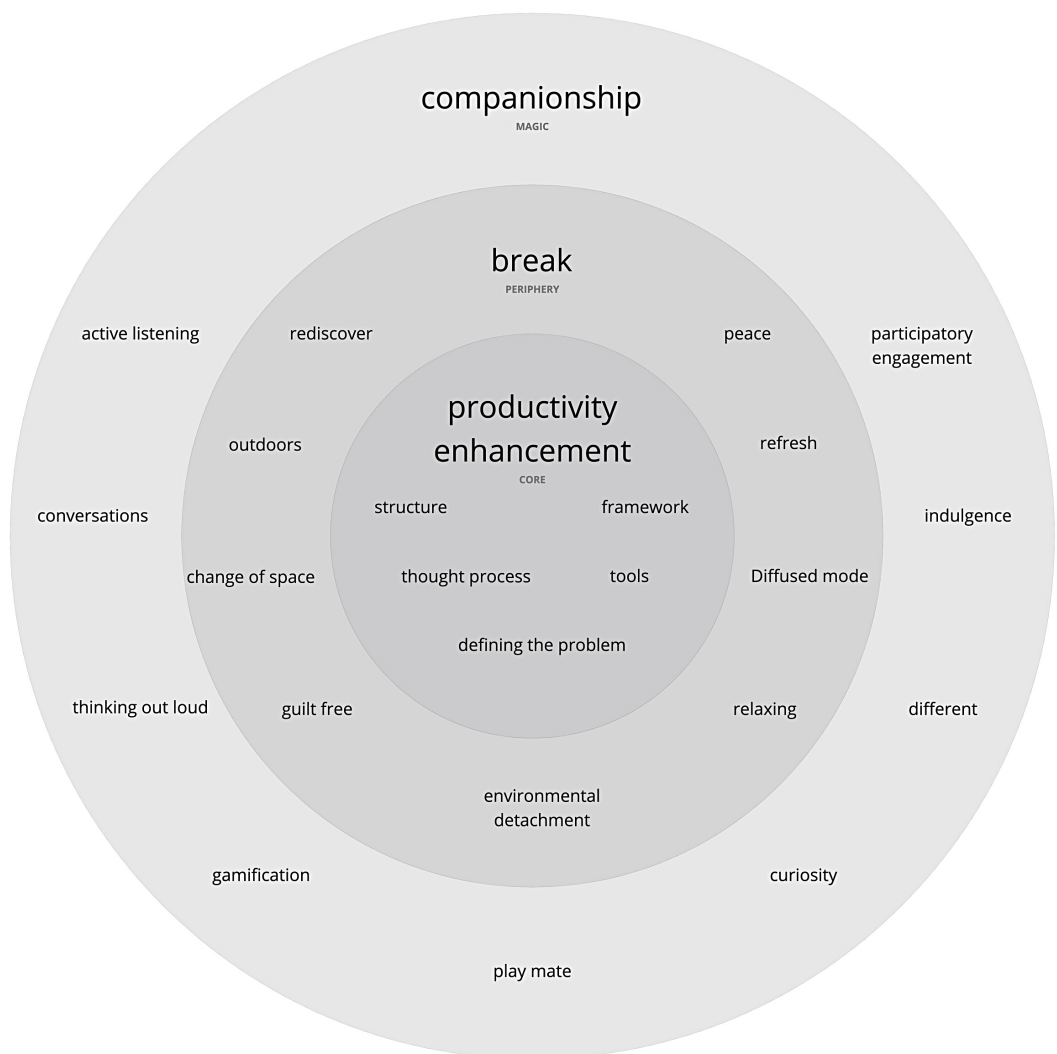Defining the Target Audience and the Design brief shed light on our service persona for us. Who are we?

Companion

The service shaped up to be in the form a walk that took the user away from their immediate surroundings and placed them in the midst of nature. They were assigned an agent at the start who would accompany them, listen to them, and wherever required nudge them to break out of their own thought process. This was achieved through a series of probes strategically placed all along the walk. This allowed the user to think differently, and at the same time think in a structured manner.

Prior to execution, the entire sequence of the service was story boarded, this was followd by a lo–fi prototype. These two steps helped us gain insight into how well the sequence was working, and the points that required changes. Parallely, the team had also started working on the branding of the service.

The service was named 'SARTHI: your companion, from pause to play' based on the service persona of a facilitator/ companion. The value proposition of the service was:

companionship
MAGIC

break
PERIPHERY

productivity enhancement
CORE

active listening   rediscover   peace   participatory engagement

outdoors   refresh

conversations   structure   framework   indulgence

change of space   thought process   tools   Diffused mode

defining the problem

thinking out loud   guilt free   relaxing   different

environmental detachment

gamification   curiosity

play mate

Core, Periphery, Magic Model

The brand toolkit was as follows:

Primary Brand Colours
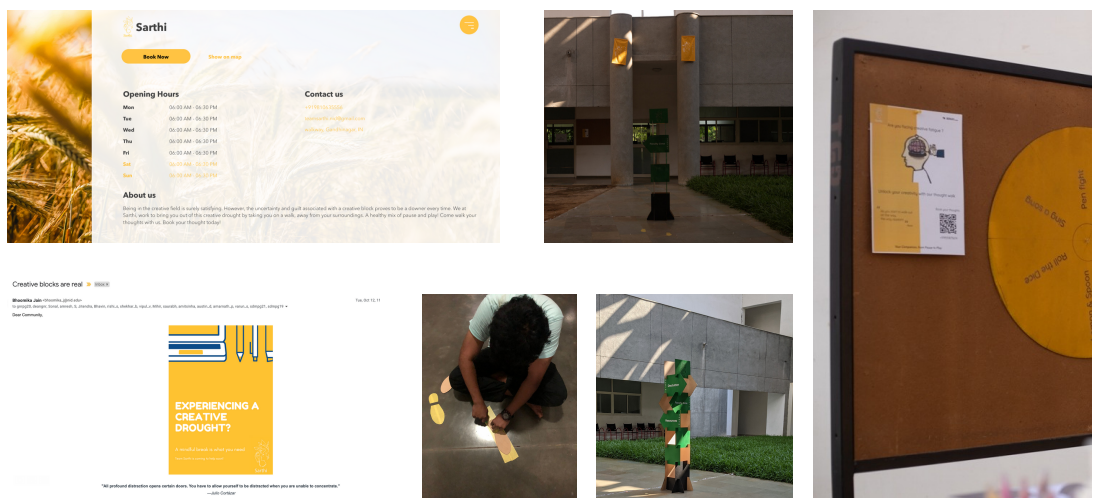
Secondary Brand Colours

Headings

Sub headings

Body text

Fonts

Logo

Sarthi
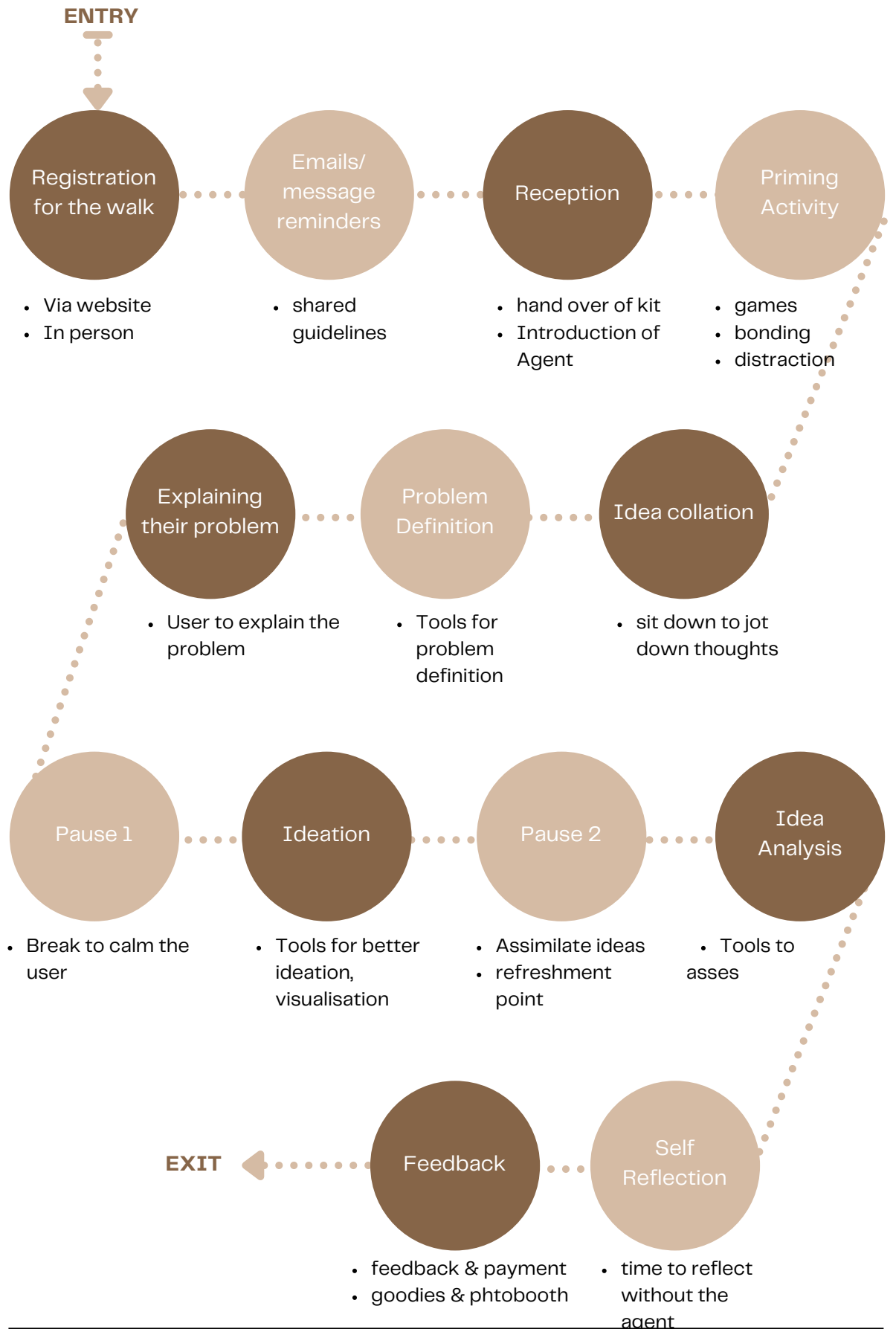
The promotional activities included

- emails and messages with posters
- installations and banners across campus
- footsteps on the floor leading to the starting point of the walk
- Posters and standees with QR codes placed strategically on campus

The registrations were opened up 2 days prior to launch of the service. The users could book online from the booking website, the link/ QR of which was a part of all promotions. As the process started, some users preferred to make their bookings on the spot. Thus, we had to introduce the option of unperson, on the spot bookings, owing to the customer demand.

PRICE– RS 150 | ESTIMATED TIME– 3O MINS

NEW SERVICE DESIGN

NEW SERVICE DESIGN

Service Sequence

ENTRY

Registration for the walk
- Via website
- In person

Emails/ message reminders
- shared guidelines

Reception
- hand over of kit
- Introduction of Agent

Priming Activity
- games
- bonding
- distraction

Explaining their problem
- User to explain the problem

Problem Definition
- Tools for problem definition

Idea collation
- sit down to jot down thoughts

Pause 1
- Break to calm the user

Ideation
- Tools for better ideation, visualisation

Pause 2
- Assimilate ideas
- refreshment point

Idea Analysis
- Tools to asses

Feedback
- feedback & payment
- goodies & phtobooth

Self Reflection
- time to reflect without the agent

EXIT

4

DAYS

3

AGENTS

35

WALKS

40

MINS/WALK

New Service Design proved to be a fulfilling and rewarding experience. While the prototype could be called successful as a beta test, as the service provider, agent and observer, there were multiple learnings in it for me. Throughout the service, we had to come up with quick iterations to ensure our servie quality and delivery, this highlighted the importance of incorporating a degree of flexibility to in the design of the service. Even though the note pads were created with pages for specific tools, we realised that most of the users were either finding it difficult or ignoring the title on the paper and writing anywhere. This indicates that humans would at all times find ways to reduce effort, and we should have given the designof our artefact a throught keeping in mind the end user, and saved our costs.

Sarthi became a service that was highly dependant on its Sarthi. Initially designed keeping the emphasis on the artefacts and tools, we later realised that it was the Sarthi wgo became the most important touchpoint of the service. Thus, it is important to design the training of each and every agent to ensure consistency in service delivery, have standard processes and incorporate a degree of flexibility that ensures the comfort of the user.

While the intent of the service was to cater to productivity enhancement with regards to creative blocks in the user's design process, some clients came to us with their personal problems. While we informed them of how the service was not designed for their kind of problems, they were given the service on their insistence. In hindsight, we probably should have refrained from serving them as this may have had an impact on the overall perception and reviews of the service.

Lastly, as the context of the prototype was of National Institute of Design, it may have produced some biases in the minds of the user which may manifest in their reviewsand affect their service experience.

Sarthi, though in its nascent stage, showed promise to become something big that may cater to and help with design thinking and ideation for a variety of industries. What remains now is to modulate some parts of the service and scale it up to match the needs of the outside world.

REFLECTIONS