User-Centric Service Design

Strategy
Should HUIT provide this service?

A service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs or risks. ITIL v3, Service Design

1. Identify potential service need
   - Business unit
   - CID Council
   - Account Management
   - HUIT Service Team
2. Conduct business analysis
   - Includes assessing financial viability
3. HUIT provide?
   - No: Pass or outsource
   - Yes: Qualify as New Service
4. Qualify as New Service?
   - No: Incorporate into existing service
   - Yes: Define potential service [template]
5. Obtain executive support
6. Determine service owner

Design
What will it look like and who will use it?

Three Perspectives: End Users - Service Providers - Support Team

1. Identify service design partners
2. Determine engagement approach
3. Review & refine service attributes [checklist - Part 1]
   - Incorporate input from stakeholders
4. Develop user personas
5. Document "Customer Journey" (requests & support), preferably with customers
6. Document service delivery; note effort & skills needed
7. Evaluate environment in which service will be delivered (e.g., service/technical interdependencies, org. end user context)
8. Develop service roll-out plan
9. Validate proposed service with stakeholders
10. Create service handbook [template]

Transition
How will it be introduced to end users (and provider/support teams)?

1. Revisit how service will fit into overall portfolio
2. Obtain Service Delivery subgroup approval [template]
3. Pilot service (optional)
4. Set up service in ServiceNow [checklist]
5. Collect and analyze feedback
6. Train service team in HUIT ITIL processes, if needed
7. Review deployment strategy and staffing needs with Support Services
8. Develop change management plan for schools and end users
9. Incorporate feedback prior to formal launch
10. Create service catalog description [template]
11. Submit change request(s) or schedule release, if needed
12. Test service & components prior to go-live

Operations
How will it be delivered & supported?

1. Provide access to service providers and support staff
2. Train support team
3. Notify end users and support staff of go-live
4. Develop communications & outreach plan
5. Provide Early Life Support

4 P's of a Service
You need them all!

1. People: skills org., experience
2. Partners: internal & external technology & tools
3. Process: Product

End Users: Individuals who will use the service
Customers: Schools/units that are paying for the service
Stakeholders: Individuals/groups who have a say in the overall service design and delivery
Service Design Partners: Any of the above committed to helping develop the service