

# Welkom Yellowcats

workshop service design

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wie zijn wij?

1. Ideate stelt zich voor
2. Service design
3. 'Jobs-to-be-done'
4. (korte pause)
5. Visual storytelling
6. Aan de slag!
7. Ervaringen delen

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# 1

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wie zijn wij?

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filmpje ideate

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# 2

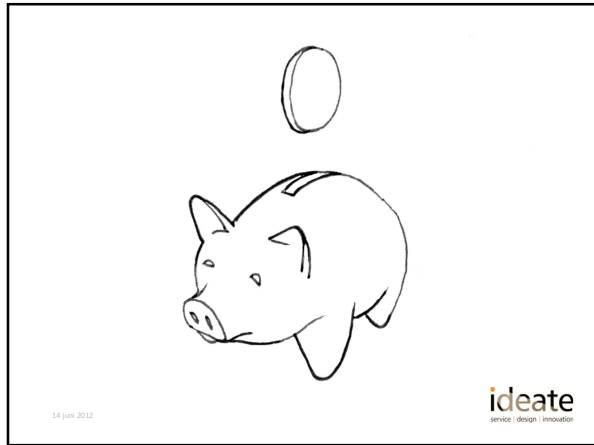


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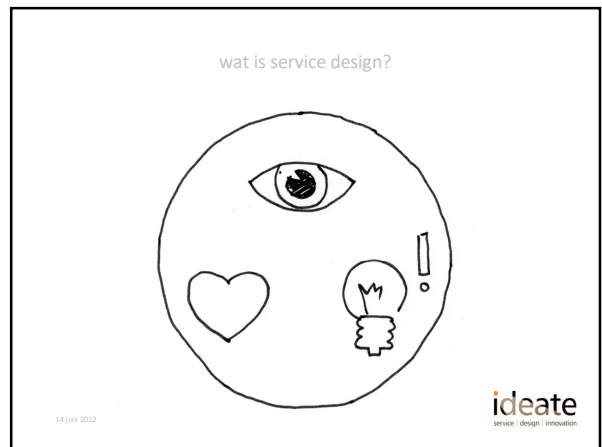
wat is  
service  
design



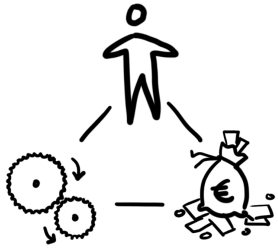
case  
Bank of America



ontwerpen van  
betere diensten  
en betere  
dienstverlening



drie perspectieven van service design

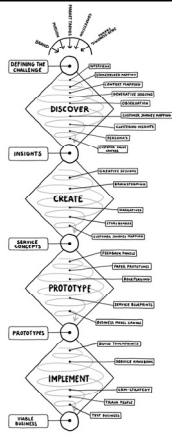


23 mei 2012

service design proces



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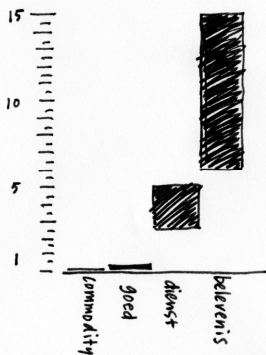
rationale

Koffiebonenboer	€ 0,01 - € 0,02	[commodity]
'Douwe Egberts'	€ 0,05 - € 0,25	[goed]
Horeca	€ 2,50 - € 5,00	[dienst]
San Marco plein	€ 14,-	[belevenis]



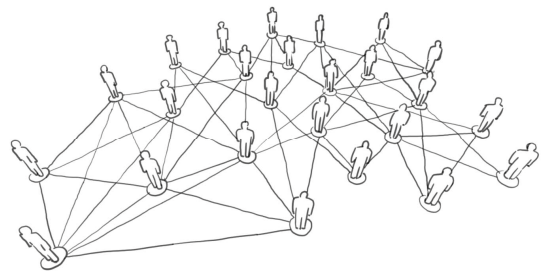
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rationale



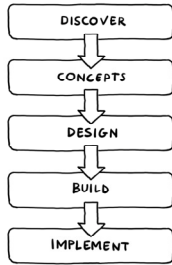
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rationale



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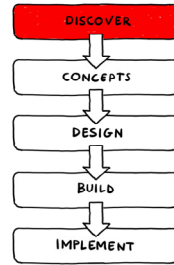
service design phases



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service design phases



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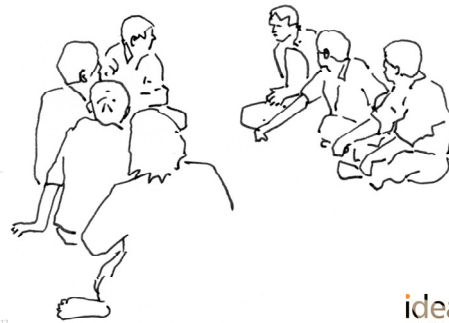
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# inzichten verzamelen

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understanding people



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de kracht van nieuwe inzichten



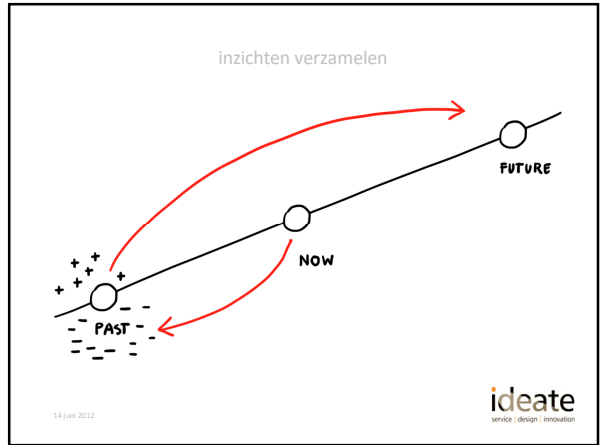
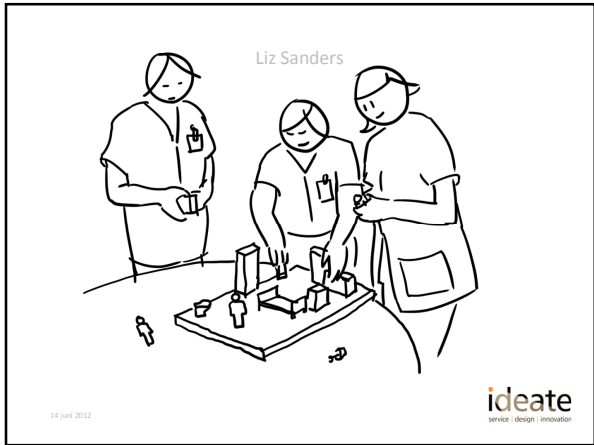
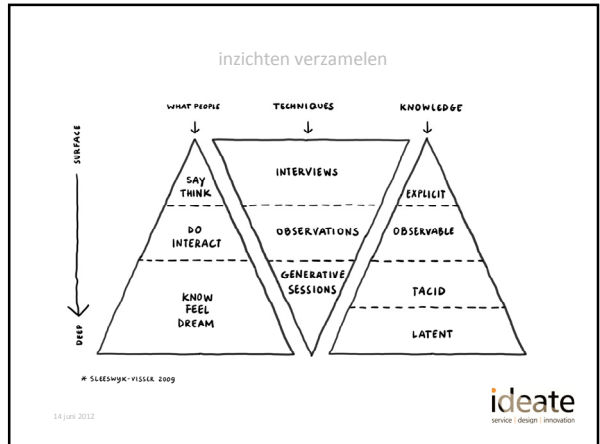
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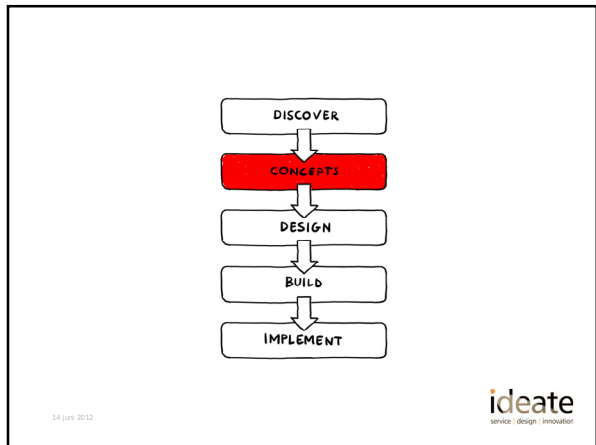
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# van inzichten naar ideeën

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# customer journey mapping

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## diensten zijn processen



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## customer journey



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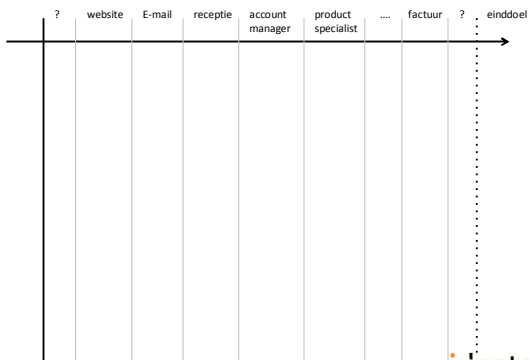
## Customer journey mapping



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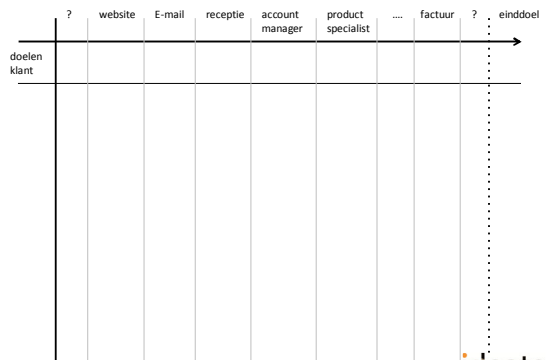
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## Customer journey mapping



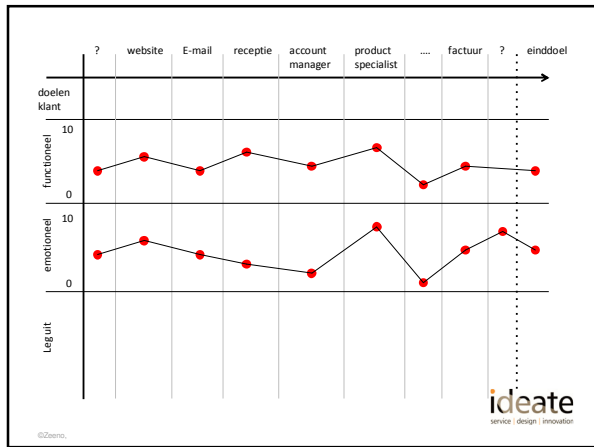
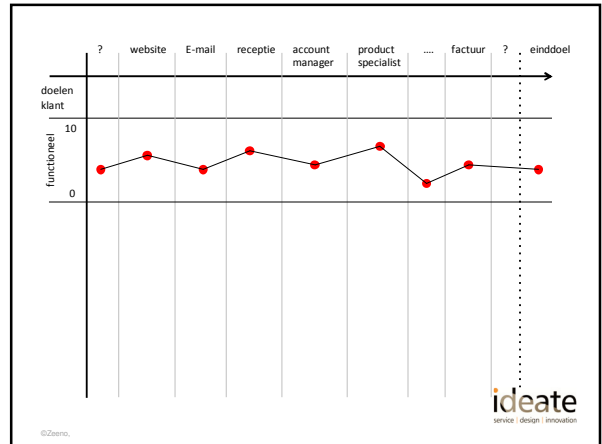
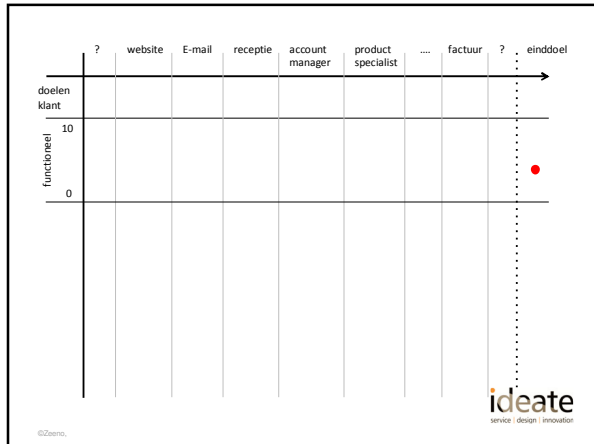
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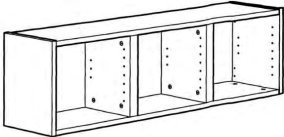





customer insights

# BILLY

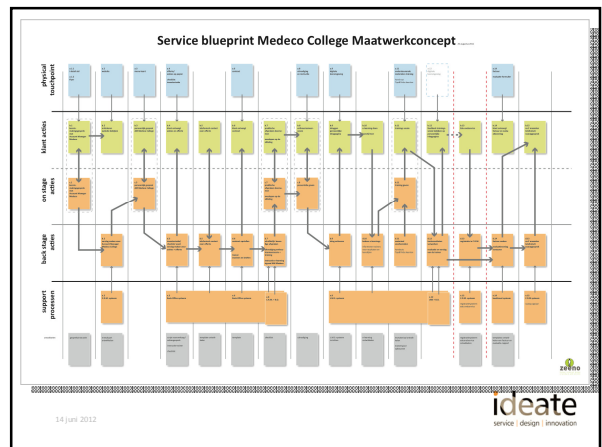
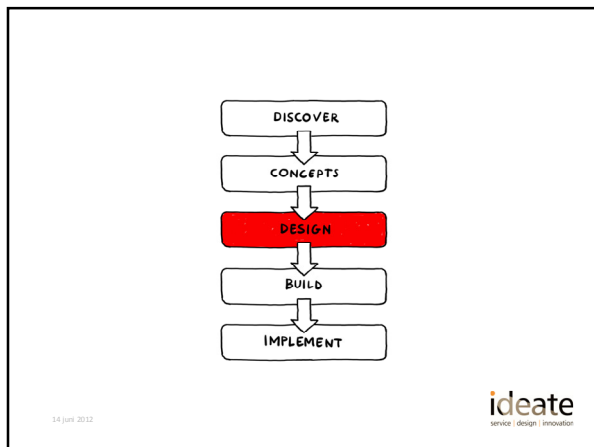
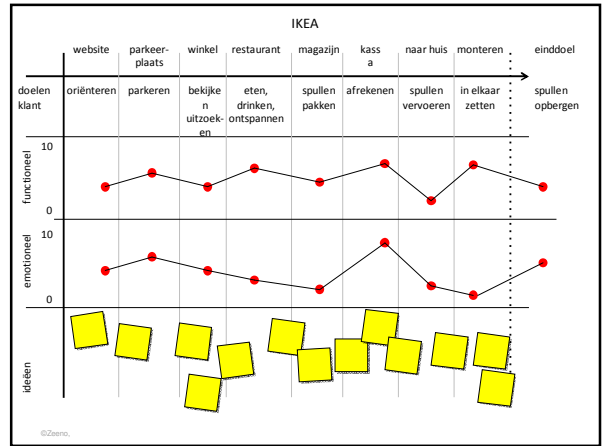
Wall Shelf



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case Scania

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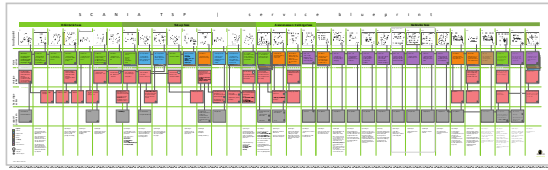
ideate  
service design | innovation

filmpje scania

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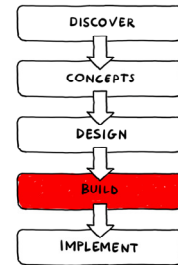
ideate  
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service blueprint Scania



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chauffeurs applicatie



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chauffeurs applicatie



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chauffeurs applicatie

**Voortgang**

Score donderdag 07 juni

Uitrollen **B**    Hard remmen **A**    Stationair **A**

Score dinsdag 05 juni

Uitrollen **C**    Hard remmen **A**    Stationair **A**

Gefeliciteerd! Je hebt goud behaald. Vanaf nu kun je rijden voor platina

Gefeliciteerd! Je hebt goud behaald. Vanaf nu kun je rijden voor platina

Gefeliciteerd! Je hebt zilver behaald. Vanaf nu kun je rijden voor goud

Verder

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chauffeurs applicatie

**Menu**

Uitrollen 300/500

Hard remmen 420/500

Stationair 2380/2500

Accelereren 1920/2500

Hoge toeren 1500/2500

Cruise Controle 680/1250

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**SCANIA** Fleet consultancy

Gebruiker: Hans | **Bevers, Hans**

Chauffeur rapport

**Algemeen**

Totaal bespaarde diesel: 0 liter

Totaal bespaarde CO2: 0 kg

Zas TRK Distributie: Afstand (km) 14.244, Gemiddelde snelheid (km/u) 47

Zas TRK Nationaal: Afstand (km) 3.464, Gemiddelde snelheid (km/u) 47

Zas TRK Internationaal: Afstand (km) 515, Gemiddelde snelheid (km/u) 48

**Zas TRK Distributie**

	jan	feb	mar	apr	mei	juni
Afstand (km)	3673	2948	1848	2873	1841	1063
Gemiddelde snelheid (km/u)	50,4	47,8	41,9	46,8	44,1	51,7
Uitrollen	C	D	B	B	D	C
Hard remmen	B	A	A	A	A	B
Stationair draaien	A	B	B	A	A	A
Hard accelereren	A	A	A	A	A	A
Hoge toeren	A	A	A	A	A	A
Gebruik cruise control	B	C	C	C	C	C
Remmen	→	→	→	→	→	→

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**Zas TRK Distributie**

Overzicht weken

	ma	d	wo	do	vr	za	zo
Afstand (km)	0	86	0	80	0	0	0
Gemiddelde snelheid (km/u)	0,0	38,1	0,0	39,9	0,0	0,0	0,0
Uitrollen	C		C				
Hard remmen	A		A				
Stationair draaien	A		A				
Hard accelereren	A		A				
Hoge toeren	A		A				
Gebruik cruise control	C		B				
Remmen	→		→				

**Zas TRK Nationaal**

Overzicht weken

	ma	d	wo	do	vr	za	zo
Afstand (km)	0	0	0	0	209	0	0
Gemiddelde snelheid (km/u)	0,0	0,0	0,0	0,0	44,0	0,0	0,0
Uitrollen					A		
Hard remmen					A		
Stationair draaien					A		
Hard accelereren					A		
Hoge toeren					A		
Gebruik cruise control					C		
Remmen					↓		

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chauffeurs applicatie

**Ranglijst vloot Stationair**

1. Pim Rogiers 3480 punten
2. Karol De Vos 2900 punten
3. Hans Bevers 2380 punten
4. Gie DeKiel 2220 punten
5. Kenneth Van Erpsen 1400 punten
6. Victor Hoorndersdorp 960 punten
7. Hubert Vlaenderghem 840 punten

Terug

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