

Tieto Service design

Ensuring usability

- Best practices



The interactive situation

We are all consumers

I is there anything useful here for me?



What should I do to get there?

What is this company?

How does this site feel and taste?

Will I be able to do what I want?

Can I trust them?

Design driver in service design:

Hide the complexity

- Uniform GUI
- Integrating needed processes
- Transparency in business critical data
- Automated actions
- Personalized digital desktop
- Online communication



Prospective users: 14,536,129 Million

Male: 8,654,435 M ill on

Female: 4,455,733 M ill on

USA: 311,643

INDIA: 388,741

2011-08-31

Clear prioritized measurable goals:

- “We need to **increase sales** by 1,5 million euros within the next year ”
- “**Reducing time** used in the service 30%”
- “We want 20% **less service calls** to our support within q2.”
- “**Increasing the conversion** from 8% to 12%”
- Etc.



Let's ask and observe the users!

Understand users' needs and attitudes

Test case: **Broadband purchase**

User: 30-year-old woman, experienced internet user

Task: Changing the invoicing address

Pleasant: Login with social network

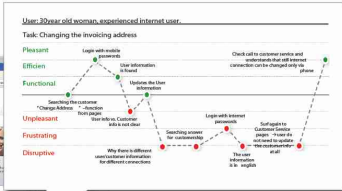


Efficient: User information is saved

Functional: Update the User information

Unpleasant: Searching for customer information

Frustrating: Why? Point to different user/customer information for different connections

Disruptive: Searching customer information

Understand competitors

Lets benchmark other services

Apple Store: 6 MIN



PIXmania: 2 MIN

British Telecom: 2 MIN

Best Buy: FAILED

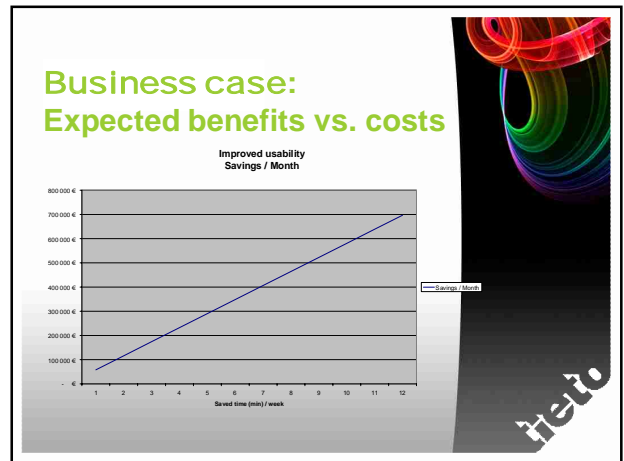
59 kr/man

2010-04-06

Lets innovate!

13 © 2009 Tieto Corporation 2010-04-06



Tight collaboration with stakeholders

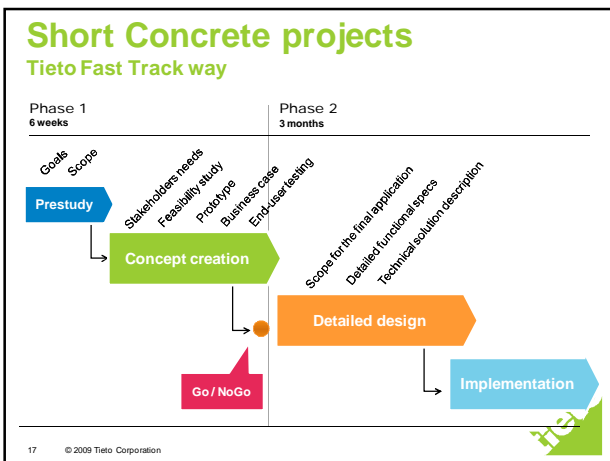
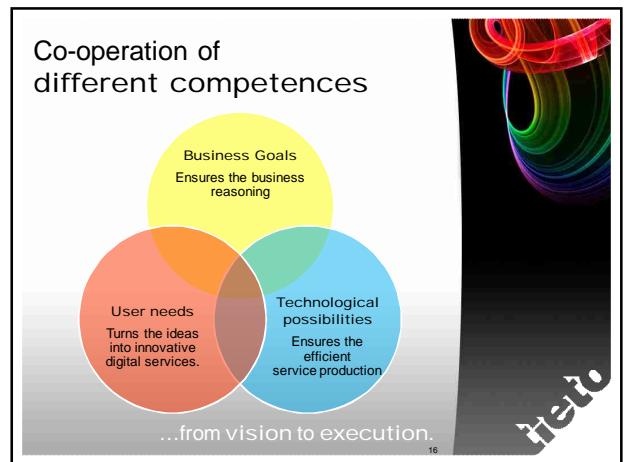
Client Insight

- Marketing and customer insight
- Product ownership
- Process understanding
- Customer care to support the processes
- IT and architecture
- Channel management
- Online service development

Tieto's experience

- Digital service design and concepts
- Design facilitation and methodology
- Delivery capability and methodologies from Agile to traditional software development
- Experience on implementing multiple technologies and integrations
- Change management in IT

16



How continuous development can be supported?

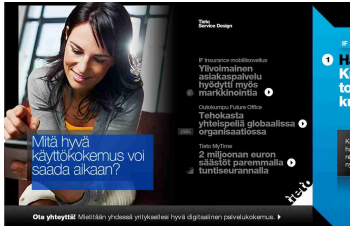
The development cycle can be months rather than years when proper information is available and governance model is defined:

- Concrete prioritized **goals** and meters
- Real time **monitoring**
- Empowered **analyses**
- Preparedness for **agile development**

18

Call us, visit our website

- <http://www.tieto.fi/service/design>
- Inform the customer about the website
- Use the stories yourself!



19 © 2009 Tieto Corporation

Jouni Linkola
User Experience Consultant
jouni.linkola@tieto.com

Thank you.

