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

Design
What will it look like and who will use it?
Three Perspectives: End Users - Service Providers - Support Team

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

Operations
How will it be delivered & supported?

Strategy
Should HUIT provide this service?

- Conduct business analysis
- Identify potential service need
- Identify service design partners
- Determine service roll-out plan
- Review engagement approach
- Review & refine service attributes [checklist - Part 1]
- Identify & solicit input from stakeholders
- Document “Customer Journey” (requests & support), preferably with customers
- Evaluate environment in which service will be delivered (e.g., service/technical interdependencies, org. end user context)
- Document service delivery; note effort & skills needed
- Identify potential service attributes [checklist - Part 1 & 2]
- Establish financial models
- Complete definition of all service components [checklist - Parts 1 & 2]
- Create artifacts for end users, service providers, and support team
- Test service & components prior to go-live

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

- Develop user personas
- Validate proposed service with stakeholders
- Create service handbook [template]
- Review deployment strategy and staffing needs with Support Services
- Create service catalog description [template]
- Submit change request(s) or schedule release, if needed

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

- Revisit how service will fit into overall portfolio
- Obtain Service Delivery subgroup approval [template]
- Pilot service (optional)
- Set up service in ServiceNow [checklist]
- Train service team in HUIT ITIL processes, if needed
- Develop communications & outreach plan
- Develop change management plan for schools and end users

Operations
How will it be delivered & supported?

- Provide access to service providers and support staff
- Train support team
- Notify end users and support staff of go-live
- Provide Early Life Support

4 P’s of a Service
You need them all!

- Partners
  - Internal & external
  - Product technology & tools
- Process
  - People
    - Skills, org. experience

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

Yellow R = resource available