# Testing service concepts.

## DESKTOP WALKTHROUGH

Desktop walkthroughs are very simple exercises in modelling service experiences using small, hand sized toys. A typical desktop walkthrough involves a customer, a member of staff, an environment and some touch points which are generally marked out on paper.

Focus is often put on the humans in the system and small figurines are used to depict their place in the service system. Various kinds of markers are used to depict the tangibles elements of the service – drawings on the surface or small Lego props are common. The basic setting thus recreates the service landscape and lets the designers enact the service delivery in it for a low cost. They can thus serve both as a visualisation and quick-n-dirty prototyping tool.

Desktop Walkthrough's are best used during the development phase of a service design project. Desktop Walkthrough is ideal when testing how fluent the designed service process is from the customer's point of view

It helps you test and refine concepts by acting out scenarios using small scale models, a floor plan and some basic props. In the walkthrough, people project themselves in the space by using figurines to represent customer, staff etc. This allows designers to obtain some personal insight into consumer behaviours, touchpoint responses etc.

The Desktop Walkthrough method helps you to make tangible ideas come alive that sometimes are hard to conceive. By enacting a service and living the experience step by step, it helps you identify flaws in a concept, areas for improvement, or elements you forgot to consider. It helps you understand the choreography of elements of your new solution, and obtain insight into any unpractical or challenging ideas and moments. That said, if unfocussed. it could give you very basic results.

What you need;

- Small figures (Lego or other figurines);
- Space/Floor Plan: Service layout: large sheet of paper;
- Post-its, sharpies, pictures
- Props: Anything you need to act out the scenario

Walk through the service moment, ideally with other people, taking pictures, imagining what the various actors are doing, saying and feeling.  Taking photos of each of your 'scenes' means they can be used to form a storyboard, with additional written descriptions. Make sure all relevant departments involved in delivering the service are represented. Establish how items/issues/updates will be communicated throughout the process. Discuss and document roles and responsibilities.