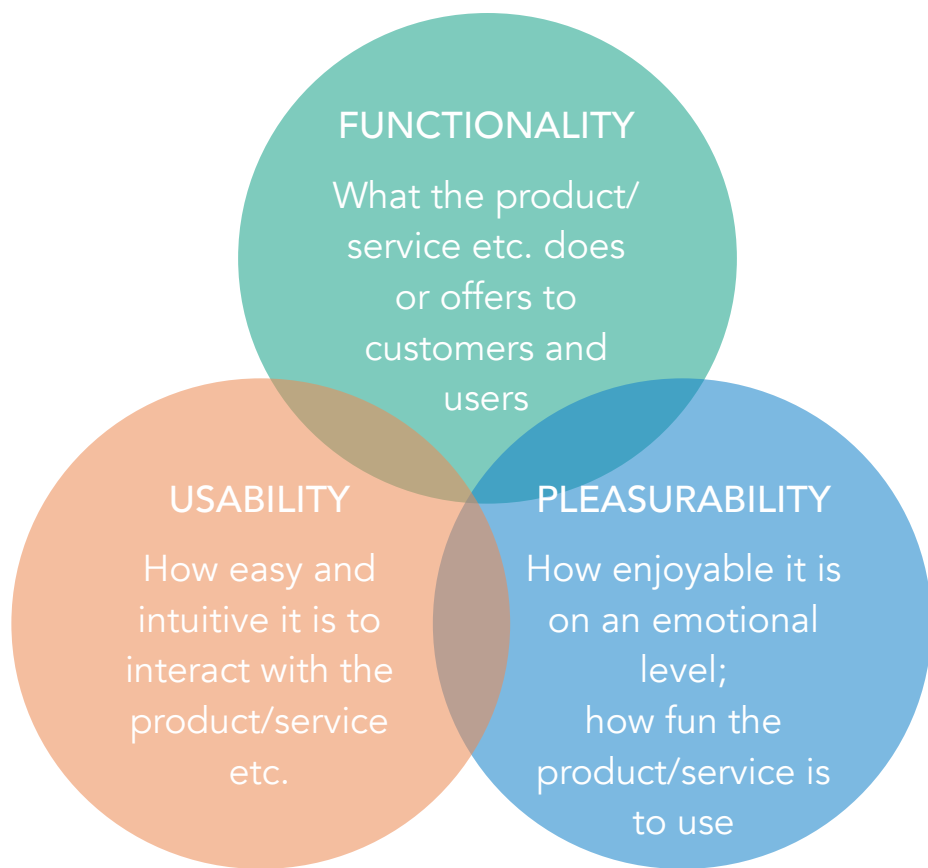


## DESIGN ASPECTS



Stickdorn, M., & Schneider, J. (2011). This is service design thinking.

FACT SHEET #1  
ONLINE WORKSHOP  
DESIGN & INNOVATION

Project: SMART ITAT2049 | 2019-2022  
Contact: Lukas Grundner  
Innovation & Management in Tourism | Fachhochschule Salzburg  
Keywords: Innovation, Accessibility, Experiences, Museums



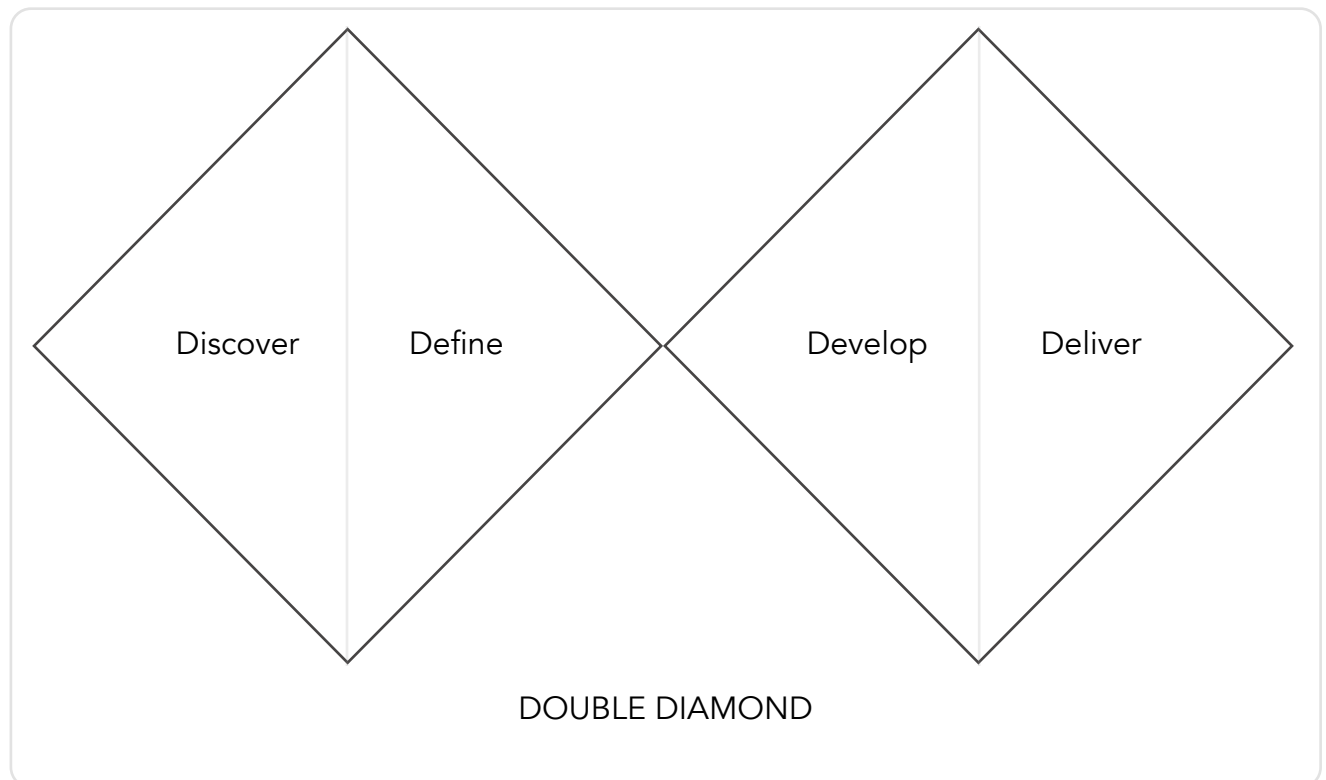
## DESIGN PROCESS DOUBLE DIAMOND

### PHASE 1 | DISCOVER

Discover and identify problems, needs and opportunities. Collect information. Define solution space.

### METHODS | TOOLS

User/Customer Journey Mapping  
Observations  
Interviews



Ref.: Design Council. Design Methods for Developing Services.

### PHASE 2 | DEFINE

Analyse outputs of phase 1 and reduce outcomes to a small number of problems/opportunities – have a clear definition of the problem etc.

### METHODS | TOOLS

Personas  
Brainstorming  
Brain Writing  
Design Brief

### PHASE 3 | DEVELOP

Develop prototypes of your ideas, services or products. Design components as part of a holistic experience. Test concepts and prototypes with end users/customers.

### METHODS | TOOLS

Service Blueprint  
Business Model Canvas  
Prototyping Methods

### PHASE 4 | DELIVER

Launch product or service. Keep collecting feedback. Keep improving.

### METHODS | TOOLS

Scenarios  
Feedback Collection