DESIGNING AND DELIVERING NEW SERVICES FOR OUR CLIENTS

An Overview of Two Complementary Methodologies

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“DELIVERING PARLIAMENTARY LIBRARY AND RESEARCH SERVICES IN AN INTERCONNECTED WORLD.”

Delivering and improving services to clients

Developing and improving tools and processes
Two different approaches?
The Evolution Of The Consumer

From Passive Consumption

To Active Participation
Clients Today...

- Have fast on-line access to virtually unlimited informational content
- Can choose among several search engines
- Buy books on the web
- Read and watch news on their smartphones
- Produce their own digital content

And many of them think they don’t need us anymore...
You are faced with two choices...

or

Put yourself in THEIR shoes
Two Client-Oriented Methodologies

Business Model Canvas

and

Design Thinking
What do they have in common?

- Client as a starting point
- Client collaboration and interaction
- Use of project management tools
- Involvement of partners and other stakeholders
- Feasibility, viability and desirability
Business Model Canvas

[Diagram of the Business Model Canvas with sections for Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Customer Segments, Cost Structure, and Revenue Streams]
The Traditional Way

<table>
<thead>
<tr>
<th>Value Proposition</th>
<th>Customer Relationship</th>
<th>Customers</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Value Proposition" /></td>
<td><img src="image2.png" alt="Customer Relationship" /></td>
<td><img src="image3.png" alt="Customers" /></td>
</tr>
</tbody>
</table>

- **Inputs**: Data and information feeding the Value Proposition
- **Channels**: Interactions and delivery mechanisms for the Value Proposition
- **Bylaw**: Rules and regulations governing the Customer Relationship

*Note: The diagram illustrates the flow of inputs through value proposition channels to customers, influenced by bylaws and regulations.*
Converting Need Into Demand

“Our real goal is not so much fulfilling manifest needs. It is helping people to articulate the latent needs they may not even know they have”

Tim Brown
A New Way To Design Services

Value Proposition

Customer Relationship

Client

Input

Channels

"I know exactly how you feel."
How do I come up with a new service?

I. EMPATHIZE
Develop a deep understanding of the challenge

II. DEFINE
Clearly articulate the problem you want to solve

III. IDEATE
Brainstorm potential solutions
Select and develop your solution

IV. PROTOTYPE
Design a prototype (or series of prototypes) to test all or part of your solution

V. TEST
Engage in a continuous short-cycle innovation process to continually improve your design
Empathy Is Key

- Observation
- The Client Journey
  - How does the client experience the physical environment?
  - How does she/he make sense out of the procedures?
  - What does she/he find confusing?
  - How does the journey affect her/him emotionally?
Ideation Through Brainstorming

• Defer judgement
• Encourage wild ideas
• Stay focused on the topic
• Build on others’ ideas
• Diverge, and then converge!

“Brainstorming, ironically, is a structured way of breaking out of structure. It takes practice” (Tim Brown)
Think With Your Hands: Prototype!

- Early prototypes: fast, rough and cheap
- Goal: to give form to an idea
- Role-play: Legos, story-boards, scenarios
- Last stage prototypes: implementation

“There are many approaches to prototyping, but they share a single, paradoxical feature: They slow us down to speed us up.” (Tim Brown)
Prototyping A Service
THANK YOU!

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