

# Uncovering the other factors of our service experiences

Convenor Name	E-mail	Affiliation	Workshop role
1 Mariluz Soto	<a href="mailto:mmsoto@udd.cl">mmsoto@udd.cl</a>	Universidad del Desarrollo	Researcher and facilitator
2 Ella Björn	<a href="mailto:ella.bjorn@ulapland.fi">ella.bjorn@ulapland.fi</a>	University of Lapland	Researcher and facilitator

## Abstract

Services are part of a great part of people's lives, therefore, services must consider their possible impact on people's perception of well-being. The aim of this workshop is the same as its name because many aspects of our experience are still unknown. The other factors are referred mainly to nature, and how they are present in our lives and linked with the manner we experience services but with completely anonymous participation. The workshop seeks to experientially discover the influence of other living beings in our interactions with a service. If humans see themselves as a part of a community or ecosystem of living beings the perception of our environment and our recycling decisions could change.

The workshop will explore through the collage technique the definition of three variables to understand the human experience 'Mind, Heart, and Body' these three aspects are from communication, and it is called Trilogy of 3C for the Spanish initials (Cabeza, Corazón y Cuerpo). Finally, participants will explore which aspects of service experiences need to be created, preserved, and changed according to the 'Matrix of Identity and Change'.

As an outcome for participants, they will add a new perspective to analyze a service experience from the Matrix of Identity and Change keeping the connection with human needs and their relation with nature as a visible factor of their experience.

Keywords: empathy, service design, community, co-creation

This workshop proposal addresses the conference theme “Services and relationships: humans, beyond and below”.

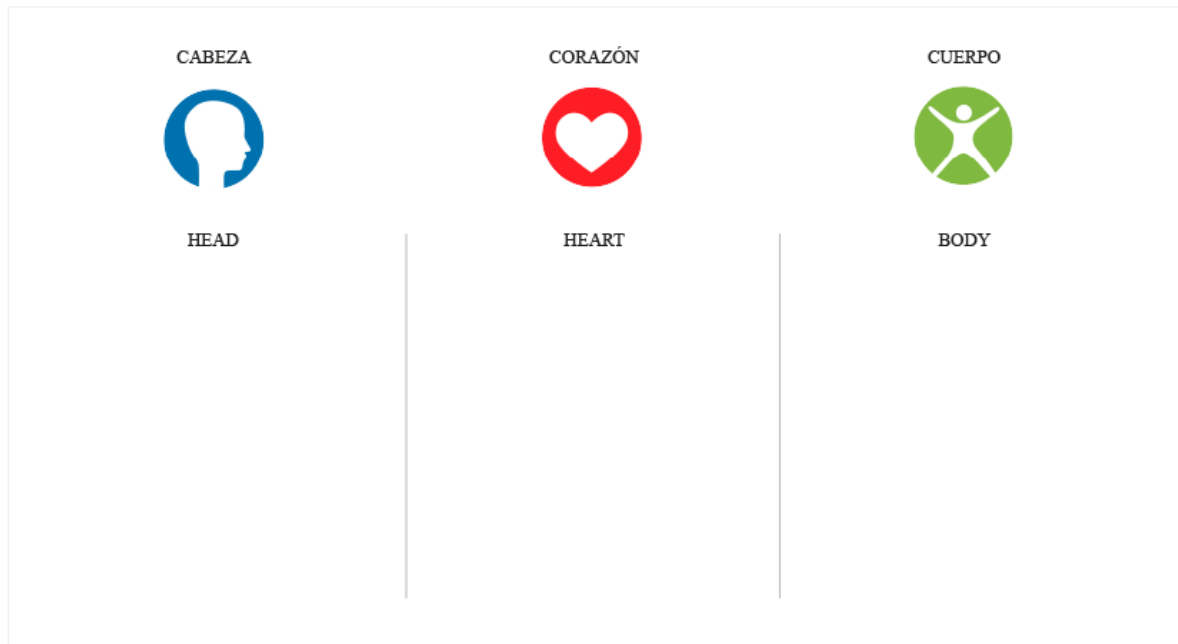
The workshop category: Thematic Workshop (1.5hrs)

## Workshop description

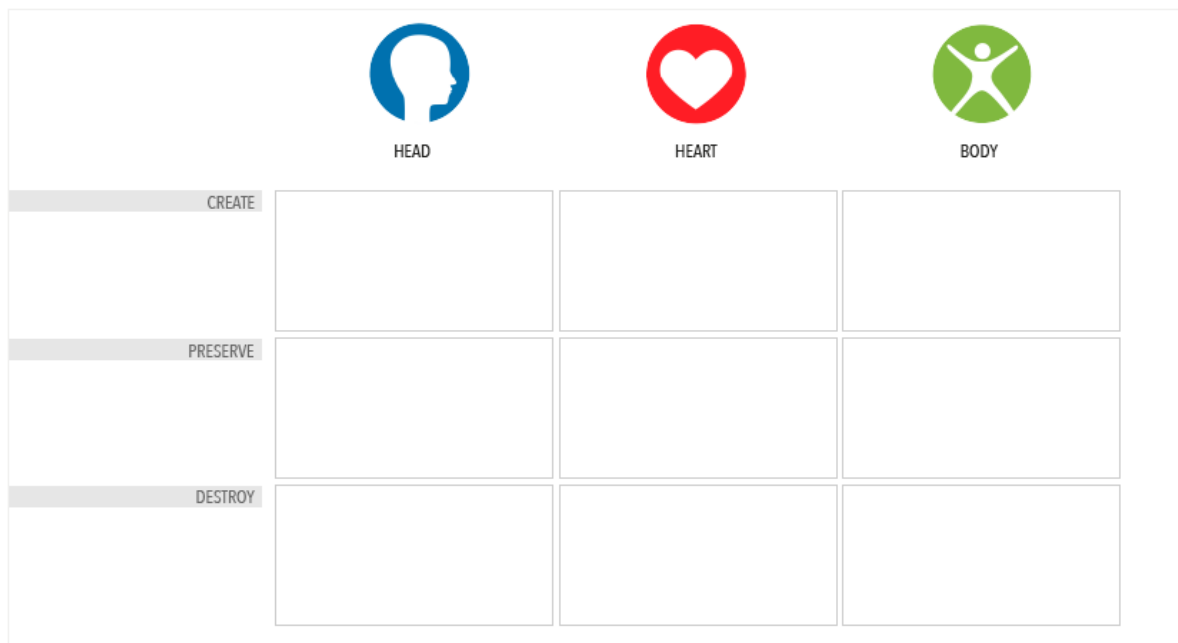
This workshop brings a new perspective to understanding people according to three different levels ‘Mind, Heart, and Body’ with special emphasis on service experience. The Trilogy of 3C (fig.1) and the Matrix (fig.2) work together to analyze in deep people's experiences. This trilogy and matrix came from the communication discipline and it has been used in communication projects in different countries of Latin America for several years. The collage technique will add a creative and free space to think about personal experiences and bring different levels of perception about the invisible factors that are part of people’s lives through the paper technique.

**The workshop expectation is to reflect on those unknown aspects not considered in the service design process such as how the environmental conditions, the routine, the number of green spaces in the city even the relation to the plants and pets in our apartments impact our decisions.** There are many unexplored factors yet, and as service designers, we need to see more in detail about the context to make the improvements in service experience.





**Figure 1.** The Trilogy of 3C



**Figure 2.** The Matrix of Identity and Change

## Session set-up



Time	Activity description
15 minutes	Welcome words and presentations
10 minutes	Presentation of Trilogy and the collage technique
25 minutes	Identify all the elements that define the Mind, Emotions and Body (behaviours) of each participant.  Individual activity
25 minutes	Thinking (as a service designer) according to a personal service experience those aspects they want to create, to preserve and to change (or eliminate).
15 minutes	Share the results with others and activity conclusions.

## Space requirements

I'll need to develop the workshop: projector, chairs and tables we can move to make groups, old magazines for collage activity, glue, scissors and sheets of white paper (size A2 or A1).



## Convenors bio:

**Dr. Mariluz Soto** is a researcher and professor at Universidad del Desarrollo (Chile) member of the Service Design Research group at the University of Lapland. Her topics of interest are service design, co-creation, emotions, well-being, and transdisciplinary exploration that opens new perspectives for design research and practice.

ORCID NUMBER: <https://orcid.org/0000-0002-3389-822X>

**Ella Björn** is a researcher, project manager, and member of the Co-Stars Service Design Research group at the University of Lapland (Finland). She holds a degree of Master's of Social Science (Tourism research) Her topics of interest are community-based tourism, service design, art-based methods, co-creation, and innovative new solutions for tourism, design, and wellbeing.

