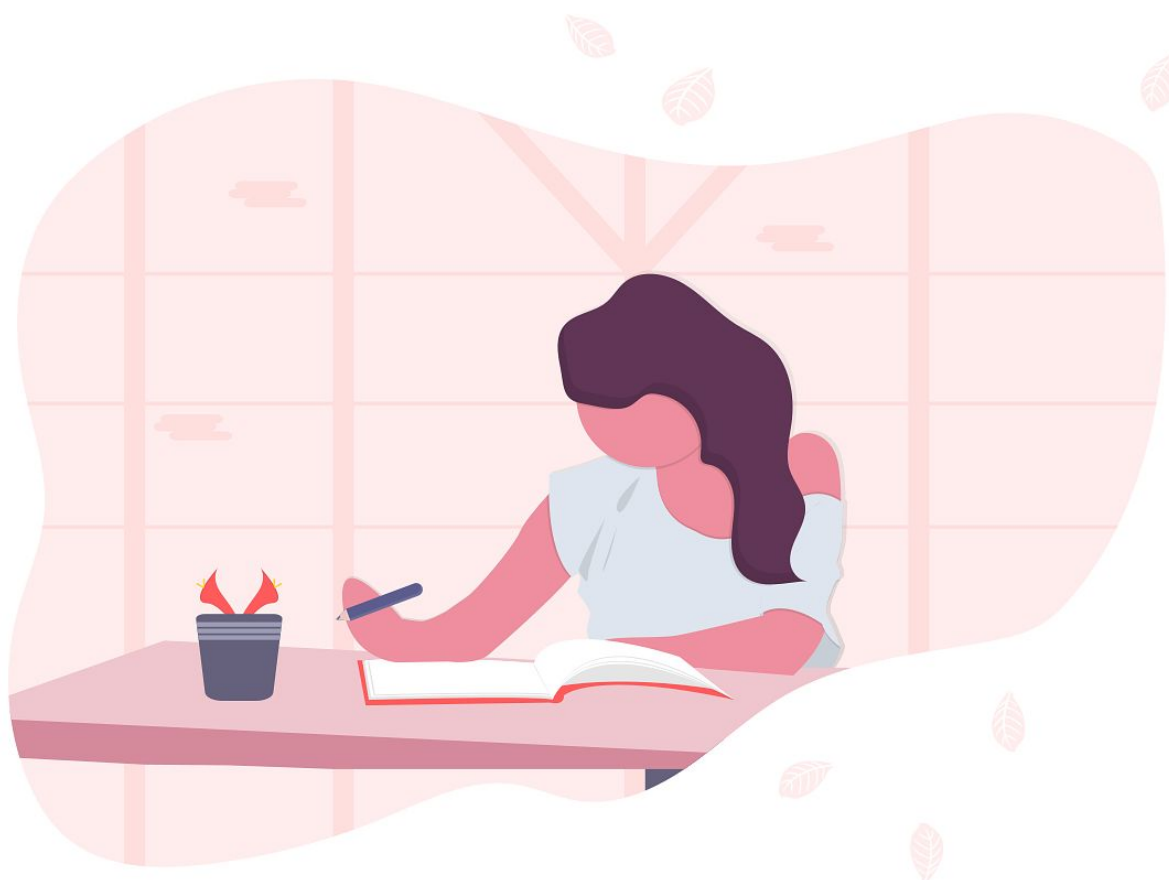


100 Service Design Principles

Student handbook





Introduction

How to use this handbook

This booklet is your personal companion in the course “100 Service Design Principles”. I created and designed this handbook to help you transform your learnings and thoughts into concrete actions that can impact your business.

When to use it

At the end of each section in the course, you'll have a guided homework that will help you fill this handbook.

The structure

This handbook has three sections:

1. **Your action plan:** That's where the action really happens. You will write down details about the actions you want to take to improve your service. You'll divide your action plan into actions that you'll take over the next week and during the next 6 months.
2. **Your personal thinking:** You'll write one key idea that you want to remember. Optionally, you can also add a few notes about other thoughts you had while you followed this part of the course
3. **Reminder of the principles:** This is a summary of the principles that you just learned in this section.

Don't push too hard

The handbook is designed so that you take just the right number of notes. Please be lazy. For example, don't put more than one action in each table. By doing so, at the end of the course, you'll have an action plan that is realistic and not just a random wish list.

A good rule of thumb is to understand that if you have to change the size of the tables to enter your content, you are certainly trying to do too much. Focus on one action or idea and don't write a novel about it. Your future self will thank you. Because, at the end of the course, when you review this handbook, it will be super quick to read and already actionable and realistic!



Chapter 1: What Are the Basics of Service Design?

What basic element of Service Design is missing today in your service?

Your action plan


	Next week	In the next 6 month
Action title Give a short name to the action you'll take		
Problem to solve What is the problem that you are trying to solve? Who does it benefit?		
Solution to try out Explain the solution or principle you will take as inspiration		
Schedule Write here and in your calendar when you will work on this action		
Who Think about who you need to engage with in order to make this happen. Make appointments with the people listed here.		

Your personal thinking

Key idea to remember	Other notes
What is the one idea that you don't want to forget?	Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.

Reminder of the principles

-
- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • The First Draft of Anything Is Shit. • Selling Is Not the End, It's the Start. | <ul style="list-style-type: none"> • Always Think About What Happens Before and After Your Service. • Make It Easy for Customers to Come Back. | <ul style="list-style-type: none"> • Every Customer Mistake Is Your Mistake. • It's Your Fucking Job to Know What I Should Buy. |
|---|--|---|



Chapter 2: How Can You Make People Less Frustrated?

How can you better handle errors?

Your action plan

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Schedule Write here and in your calendar when you will work on this action		
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Your personal thinking

Key idea to remember What is the one idea that you don't want to forget?	Other notes Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.

Reminder of the principles

-
- Don't Solve Every Problem You Are Asked to Solve.
 - Do the Penis Test and Think About What Could Go Wrong.
 - Let Users Undo Their Mistakes.
 - Explain Why This Error Just Happened.
 - Suggest Something After the Error.
 - Stop Giving Coupons When You Failed.

How can you make the waiting time suck less?

Your action plan

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Your personal thinking

Key idea to remember What is the one idea that you don't want to forget?	Other notes Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.

Reminder of the principles

-
- Just Tell Me How Much Time I Have to Wait.
 - Let Me Imagine the Waiting Time.
 - The Length of the Line Is as Important as the Waiting Time.
 - After an 8-Minute Wait, People Will Abandon.
 - Tell Me as Soon as Possible That You Can't Do Anything for Me.
 - Phone Chargers Help People Wait in Peace.
 - It's Torture to Forbid People from Using Their Smartphone.
 - Stupid Aquariums Make People Forget Time.

How can you simplify your pricing?

Your action plan

	Next week	In the next 6 month
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Your personal thinking

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Reminder of the principles

-
- The Problem Is Not the Interface, It's the Pricing.
 - Show Me Your Damn Pricing.
 - The Price Changes the Quality Without Any Other Change.

How can you make your service more personal?

Your action plan

	Next week	In the next 6 month
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Your personal thinking

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Reminder of the principles

-
- Just Remember Me.
 - Ask Unnecessary Emotional Information.
 - Making It Personal Is Different for Every Culture.
 - Don't Force Me to Call You.
 - Don't Create Groups of More Than 150 People.

What should you do by hand instead of using complex technology?

Your action plan

	Next week	In the next 6 month
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Your personal thinking

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Reminder of the principles

-
- Tools Are Not the Problem but the Symptom.
 - Making It Digital Won't Make It Smarter.
 - Scheduled Automation Is Stupid.
 - A Bot Won't Help Shape Your Culture.
 - I Prefer Bots over Fake Humans.
 - Let Me Speak with a Human.
 - Why Can't I Answer This Email?
 - It's Now Time to Websites That React to the Context.

What can you do to make your employees happier?

Your action plan

	Next week	In the next 6 month
Action title <small>Give a short name to the action you'll take</small>		
Problem to solve <small>What is the problem that you are trying to solve? Who does it benefit?</small>		
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Your personal thinking

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Reminder of the principles

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|--|---|---|
| <ul style="list-style-type: none"> • To Improve Your Service, Start by Paying Your Employees Well. • Make Your Employees Happy, They Will Be Better Service Providers. • Work Can Wait. | <ul style="list-style-type: none"> • Your Open Space Is like Hell. • Mistakes Are Worthy Only If You Share Them. • Employees Should Check Their Emails Less Often. | <ul style="list-style-type: none"> • Put Some Stupid Plants to Make Your Workplace Better. • You Need to Repeat a Behavior for 66 Days to Create a New Habit. |
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How can you use naming for a better customer experience?

Your action plan

	Next week	In the next 6 month
Action title Give a short name to the action you'll take		
Problem to solve What is the problem that you are trying to solve? Who does it benefit?		
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Your personal thinking

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Reminder of the principles

-
- Give Everything a Name.
 - Stop Inventing Silly Names for Standard Stuff.
 - Don't Assume That I Know How to Spell Your Company Name.

How can you fix the little frustrations of your service?

Your action plan

	Next week	In the next 6 month
Action title <small>Give a short name to the action you'll take</small>		
Problem to solve <small>What is the problem that you are trying to solve? Who does it benefit?</small>		
Solution to try out <small>Explain the solution or principle you will take as inspiration</small>		
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Your personal thinking

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Reminder of the principles

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|---|--|--|
| <ul style="list-style-type: none"> • Your Opening Hours Don't Make Any Sense. • I Don't Want to Schedule an Appointment When There Is Someone at the Counter! • Choose the Proper Sound to Alert Your Users. | <ul style="list-style-type: none"> • Always Look for the People Who Accompany Your Users. • Help Me Remember My Room or Parking Number. • Send Customers to Your Competitors. | <ul style="list-style-type: none"> • Allow What Your Competitors Don't. • Frustrate Rude Customers |
|---|--|--|



Chapter 3: How to Find out If You Make People Feel like Shit?

How can you find out the frustrations of your customers?

Your action plan


	Next week	In the next 6 month
Action title <small>Give a short name to the action you'll take</small>		
Problem to solve <small>What is the problem that you are trying to solve? Who does it benefit?</small>		
Solution to try out <small>Explain the solution or principle you will take as inspiration</small>		
Schedule <small>Write here and in your calendar when you will work on this action</small>		
Who <small>Think about who you need to engage with in order to make this happen. Make appointments with the people listed here.</small>		

Your personal thinking

Key idea to remember	Other notes
<small>What is the one idea that you don't want to forget?</small>	<small>Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.</small>

Reminder of the principles

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|---|--|--|
| <ul style="list-style-type: none"> ● Eat Your Own Shit. ● Use the "Honestly, Would You Do That?" Test. ● Be Ready to Get Slapped by Your Customers If You Ask Them Feedback. | <ul style="list-style-type: none"> ● Great Ideas from Yesterday Might Suck Today. ● Test Your Service with Extreme Users Who Will Break Everything. ● Don't Ask. Observe Behaviors. | <ul style="list-style-type: none"> ● Don't Ask for Feedback, Hunt for Feedback. ● Do Not Send Surveys to a Small Team. |
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Chapter 4: How to Do Service Design Without a Budget for It?

What are the tiny solutions to the big problems of your service?

Your action plan

	Next week	In the next 6 month
Action title <small>Give a short name to the action you'll take</small>		
Problem to solve <small>What is the problem that you are trying to solve? Who does it benefit?</small>		
Solution to try out <small>Explain the solution or principle you will take as inspiration</small>		
Schedule <small>Write here and in your calendar when you will work on this action</small>		
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Your personal thinking

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Reminder of the principles

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| <ul style="list-style-type: none"> • Adding More Resources Won't Always Solve the Problem. • Forget Complex Technology, Just Use Some Stupid Paper. • Save 2 Million with a Simple Checklist. | <ul style="list-style-type: none"> • Pets Can Help with Depression and Health. • Reduce Cleaning Costs by Putting a Fly Sticker in the Urinal. • Beauty Reduces Pain. | <ul style="list-style-type: none"> • A Good Sticker Can Reduce Thefts by 62%. • Candies Make People Smarter. |
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In what aspects of your service could you be lazy?

Your action plan

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Your personal thinking

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Reminder of the principles

-
- Keep It Simple Stupid.
 - When You Add This, Remove That.
 - It's Okay If Your Website Looks like Every Other Website.
 - Don't Build Custom Software for Your Business.
 - Let Employees Use Their Own Apps
 - Print in Black and White.

For which problems should you work on the perception?

Your action plan


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Your personal thinking

Key idea to remember What is the one idea that you don't want to forget?	Other notes Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.

Reminder of the principles

-
- People Don't Know That You Are Doing a Great Job.
 - You Will Be Seen as a Better Service If You Do Only One Thing.
 - Good Design Helps You Sell Things for Twice the Usual Price.
 - One Wow Effect Is Enough
 - Do Small Updates and Sell Revolutions.
 - A Swimsuit Can Make Your Event Different.



Chapter 5: How to Use Psychology to Improve Your Service?

How can you create more trust in your service?

Your action plan

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Your personal thinking

Key idea to remember What is the one idea that you don't want to forget?	Other notes Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.

Reminder of the principles

-
- You Are a Liar, so Let Me Ask Other Customers.
 - You Need 10 Reviews to Build Trust.
 - Use the IKEA Effect to Make Your Users Proud

How can you help your customer change their behavior?

Your action plan

	Next week	In the next 6 month
Action title <small>Give a short name to the action you'll take</small>		
Problem to solve <small>What is the problem that you are trying to solve? Who does it benefit?</small>		
Solution to try out <small>Explain the solution or principle you will take as inspiration</small>		
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Your personal thinking

Key idea to remember	Other notes
<small>What is the one idea that you don't want to forget?</small>	<small>Write your other notes here. Try to keep it short so that you'll have less to read when you come back here.</small>

Reminder of the principles

-
- | | | |
|---|---|---|
| <ul style="list-style-type: none"> ● Offer Less Choices to Improve Customer Experience. ● 90% of Your Website Content Is Useless. ● Focus on Smaller Short-Term Goals to Change Behaviors. | <ul style="list-style-type: none"> ● To Get People to Act, Show the Losses Instead of the Wins. ● Reduce Missed Appointments with a Simple Stupid Sentence. ● Ask People to Name When and Where They Will Perform a New Habit. | <ul style="list-style-type: none"> ● Don't Motivate People with Money. ● 95% of People Stick to the Default Option. |
|---|---|---|

How can you create a better rhythm in your service?

Your action plan

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Your personal thinking

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Reminder of the principles

-
- Under Promise, over Deliver.
 - Start with the Boring Stuff Then Excite Me Little by Little.
 - Always End a Service with a High Peak.
 - Uncertainty Makes Users Safer.
 - Friction Can Help People to Be Less Stupid.

