SeDiHUB Exploitation Guide for Micro and Family Entrepreneurs and Staff

Overview of the SeDiHUB project

The service sector accounts for more than 70% of the EU output and jobs, so the future growth path and overall development of the economy and labour markets depend on it. Global consumption patterns are becoming unsustainable, and society faces serious environmental challenges, from rising global resource demands to climate change, water scarcity, threats to biodiversity and air pollution. At the same time, growing sustainability challenges already pressure businesses to consider the environmental impacts of their growth and adopt new sustainable business models. In light of this, service design thinking is becoming increasingly important in this rapidly growing service-based economy.

SeDiHUB project is an innovative approach to directly help family and micro-enterprises in creating greater value through service design methodology. SeDiHUB allows family and micro-enterprises to develop their strategic management perspective: design thinking methodology integrated into strategic and tactical planning of an organization's growth and providing services in a more sustainable and environmentally friendly way.

Aims & Objectives

SeDiHUB aims to upskill micro&family enterprises to employ SD to develop sustainable and digitalized services and is structured into the objectives below:

- To raise awareness of micro&family enterprises about SD to develop customer-oriented services in a sustainable and environmentally friendly way in the digitalized economy
- To provide knowledge skills, required to create customer-oriented services themselves
- To provide VET providers with a methodological approach of using new tools and online learning resources to teach SD when environmental issues and digitalization options have been taken into account
- To create a training material specifically for micro&family enterprises, accompanied by the necessary guidelines and tools for developing services
- To create an online learning platform to develop SD thinking among micro & family enterprises
- To create a micro&family business hub where stakeholders can learn how to apply SD, matchmake and create joint services
- To raise awareness among policymakers stakeholders involved in the business development ecosystem on SD thinking necessity as a crucial point of creating added value in the service, digital economy and sustainable development

Overview of the guide

SeDiHUB Exploitation Guide for Micro and Family Businesses is designed to introduce you to the transformative power of service design, a practice that can significantly enhance how your business operates and engages with its customers. As a business owner, whether you're running a family business or a micro-enterprise, you play a crucial role in your local community and economy. This guide aims to empower you to refine your services, streamline your operations, and ultimately, improve your customer satisfaction and business sustainability.

Importance of Service Design for micro and family enterprises

In the competitive landscape of small businesses, service design offers a strategic approach to innovation and customer experience. It involves organizing and planning your business's resources and operations around the needs of your customer. By focusing on creating efficient, user-friendly services, you not only meet but exceed your customer expectations, which leads to increased added value, loyalty and business growth. For micro and family businesses, service design is not just about staying relevant; it's about thriving in an ever-evolving market.

Why Service Design?

Customer-Centric

- Shifts the focus from merely delivering a service or product to creating memorable and meaningful customer experiences

Efficiency

- Identifies and eliminates redundancies in your service processes, which can save costs and speed up service delivery.

Differentiation:

- Helps your business stand out by offering uniquely crafted services that reflect the needs and desires of your customers

Scalability

- Prepares your business for growth, making it easier to scale operations while maintaining quality and customer satisfaction.

This guide will help you to understand the core concepts of service design and help you apply practical tools and methods directly to your business and leverage real-world insights from other micro and family businesses that have successfully implemented these strategies.

Through this journey, you will not only enhance your ability to innovate and adapt but also lay a stronger foundation for future growth and success in your respective market. Welcome aboard, and let's begin this transformative journey together!

Fundamentals of Service Design

Service design is a holistic approach that focuses on creating and refining services by considering every aspect of the service experience from the customer's perspective. It aims to ensure that service interfaces are useful, usable, and desirable from the client's point of view, and effective and efficient from the provider's perspective. For micro and family businesses, understanding and implementing service design can transform the quality of your offerings and how you engage with customers.

Key Principles of Service Design

Service design is built on several core principles that can help guide your efforts to improve your business operations:

1. User-Centered Design:

- Everything in service design revolves around the user's needs and experiences. The goal is to understand your customers deeply and design your services to fit into their lives seamlessly.

2. Co-Creation:

- Include different stakeholders (such as customers, partners, and employees) in the design process. Co-creation ensures that the service not only meets the needs of the customers but also aligns with the operational capabilities of the business.

3. Sequencing:

- Service design breaks down a service into individual components or 'touchpoints' where the customer interacts with the service. Analyzing these touchpoints as a sequence allows for a detailed understanding of the customer's journey and identifying opportunities for improvement.

4. Evidencing:

- Many services are intangible, which can make them difficult for customers to understand and evaluate. Evidencing involves making service benefits tangible through physical or digital artifacts that help illustrate what the service does and the value it provides.
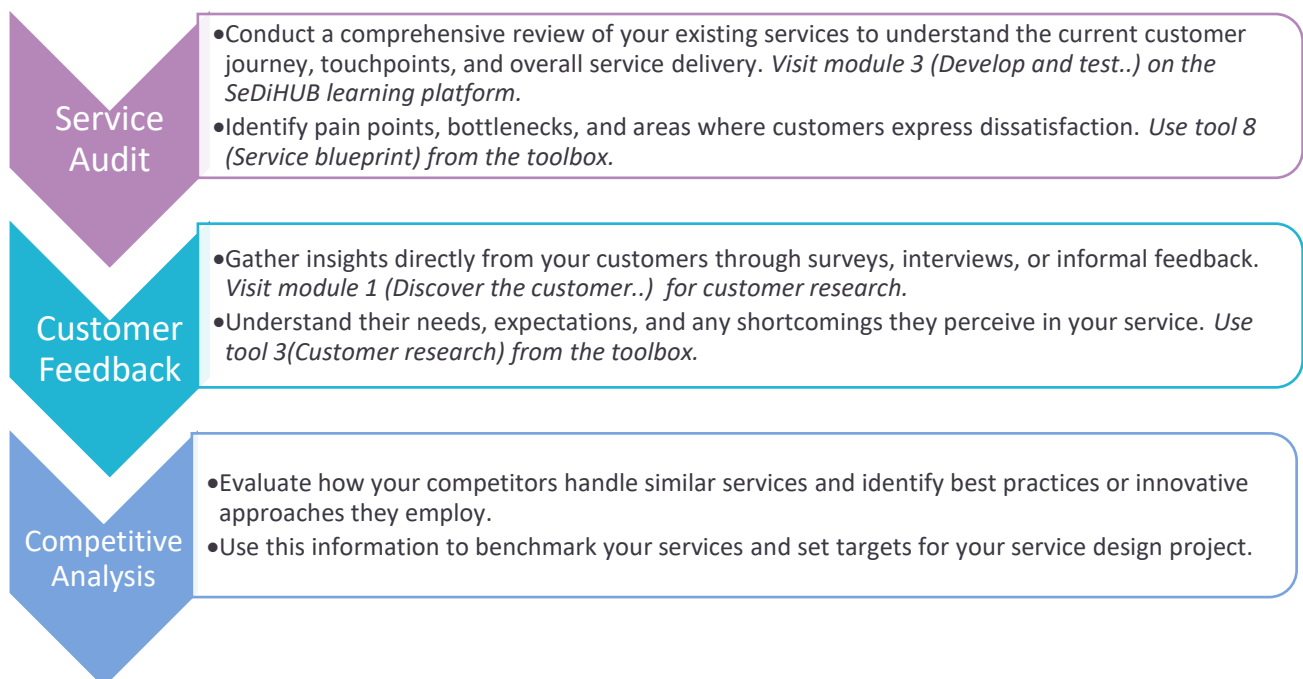
5. Holistic Design:

- Any service is part of a larger system that includes people, digital tools, and physical spaces. A holistic approach ensures consistency and synergy across various elements of the business.

Getting Started with Service Design through SeDiHUB

Implementing service design in your micro or family business begins with a structured approach to understanding your current services and identifying areas for improvement. This section provides a practical guide to getting started with service design, and answer some questions that you might already have, utilizing the tools and resources provided by SeDiHUB.

Do you know what the needs of your enterprise are?

Before diving into the actual design and implementation, it's crucial to assess your current service offerings and identify specific needs and areas where service design can make a significant impact.

Service Audit
- Conduct a comprehensive review of your existing services to understand the current customer journey, touchpoints, and overall service delivery. *Visit module 3 (Develop and test..) on the SeDiHUB learning platform.*
- Identify pain points, bottlenecks, and areas where customers express dissatisfaction. *Use tool 8 (Service blueprint) from the toolbox.*

Customer Feedback
- Gather insights directly from your customers through surveys, interviews, or informal feedback. *Visit module 1 (Discover the customer..) for customer research.*
- Understand their needs, expectations, and any shortcomings they perceive in your service. *Use tool 3(Customer research) from the toolbox.*

Competitive Analysis
- Evaluate how your competitors handle similar services and identify best practices or innovative approaches they employ.
- Use this information to benchmark your services and set targets for your service design project.

Have you already set your business objectives?

With a clear understanding of where improvements are needed, you can set **specific and actionable** objectives for your service design initiative. Here are some steps to follow:

Define Clear Goals

- Set achievable and measurable goals based on the insights gathered from your service audit and customer feedback.
- Examples might include reducing service delivery time, improving customer satisfaction scores, or increasing repeat business.

Prioritize Changes

- Determine which areas of improvement will have the most significant impact on customer satisfaction and business performance.
- Prioritize these changes based on their potential impact and feasibility.

Once you have your objectives in place, you can begin to use the SeDiHUB resources to implement changes in your service design.

1. Utilize the SeDiHUB Tools to start the service design process:

- Apply tools and frameworks provided by SeDiHUB, such as **journey mapping** or **service blueprinting**, to redesign your service experience. *Visit module 3 and the toolbox tool 8*
- These tools will help you visualize the new customer journey and identify required changes to your service processes.

2. Develop your Prototypes:

- Create prototypes of new service concepts or modifications to existing services
- Test these prototypes in a controlled environment to gauge effectiveness and gather early feedback.
- Visit the SeDiHub module 3 to find out how to create and test prototypes

3. Train Your Team:

- Ensure that all team members understand the new service design and are trained to deliver services according to the new standards.
- Use the SeDiHUB's training resources to train your team about service design principles and techniques.

Getting started with service design might seem daunting, but by following these structured steps and utilizing the comprehensive resources available through SeDiHUB, you can significantly enhance how your business delivers value to its customers. This proactive approach not only improves customer satisfaction but also drives innovation and business growth.

Implementing the Service Design approach in your enterprise

Implementing service design in your micro or family business involves leveraging SeDiHUB resources to enhance your services systematically. A step-by-step process is needed of applying these tools to transform your service delivery effectively.

Follow the steps!

1. Understanding the Tools:

- Familiarize yourself with the SeDiHUB online platform and digital training toolbox. Understand the specific features and how they can be applied to your business needs.
- Identify key resources that align closely with the goals you have set for improving your services.

2. Planning the Implementation:

- Develop a clear plan for how you will deploy these tools within your business operations. Consider which areas of your service will benefit most from these innovations.
- Schedule training sessions for yourself and your staff to ensure everyone understands how to use the new tools and resources effectively.

3. Customizing Solutions:

- Tailor the SeDiHUB tools to address the specific challenges and opportunities within your business. This might involve customizing templates, adapting strategies, or even creating new service prototypes.

Engage with customers and staff to get feedback on these customizations, ensuring they meet the needs and expectations of all stakeholders.

Effectively use of the SeDiHub Tools and Learning Resources

All training resources and tools developed in SeDiHub for micro and family enterprises can be found on SeDiHUB webpage http://www.sedihub.eu.

On the home page you can find information about the project, you can go to the e-learning platform and you can also find the digital toolbox.

E-leaning platform

E-leaning platform is located at the link https://elearning.sedihub.eu/. When going to the platform, it is necessary to first create a free account so that you can use all the materials and communicate with others. To do this, first, go and select "Log In" in the upper right corner of the platform.

First select Create new account!

Fill in the necessary fields and you are registered.

New account

Username ❗

The password must have at least 6 characters

Password ❗

Email address ❗

Email (again) ❗

First name ❗

Last name ❗

City/town

Country ❗

Select a country ⇕

Security question ❓

☐ I'm not a robot

reCAPTCHA
Privacy · Terms

Create my new account   Cancel

❗ Required

When you arrive at the e-learning platform, you have two options:

- Option 1 is to go to the business owner's option, where you can first do a quick test and, according to its results, we recommend which modules to pay attention to
- Option 2 is to go to the Trainer option, where all learning modules are in order according to the logic of service development.
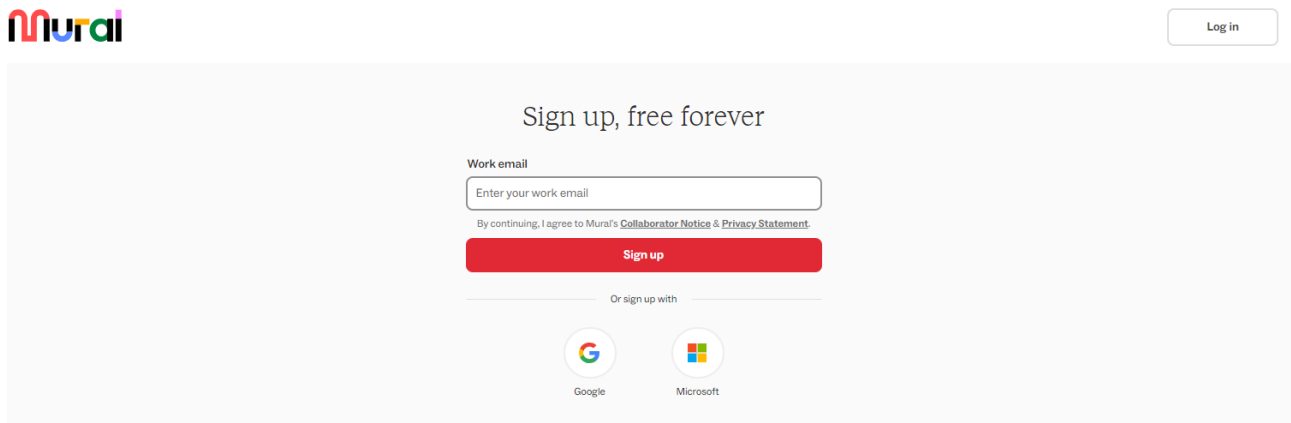
Digital Training Toolbox.

The digital training toolbox is a collection of practical tools and templates that can be directly applied within the scope of service design. These tools are crafted to assist learners in applying theoretical knowledge to real-world scenarios, enhancing their practical skills and understanding.

The SeDiHUB toolbox Mural platform has an interactive way to fill service design canvases and collaborate virtually. All tools can also be downloaded in PDF format on the e-learning platform the roots of learning materials.
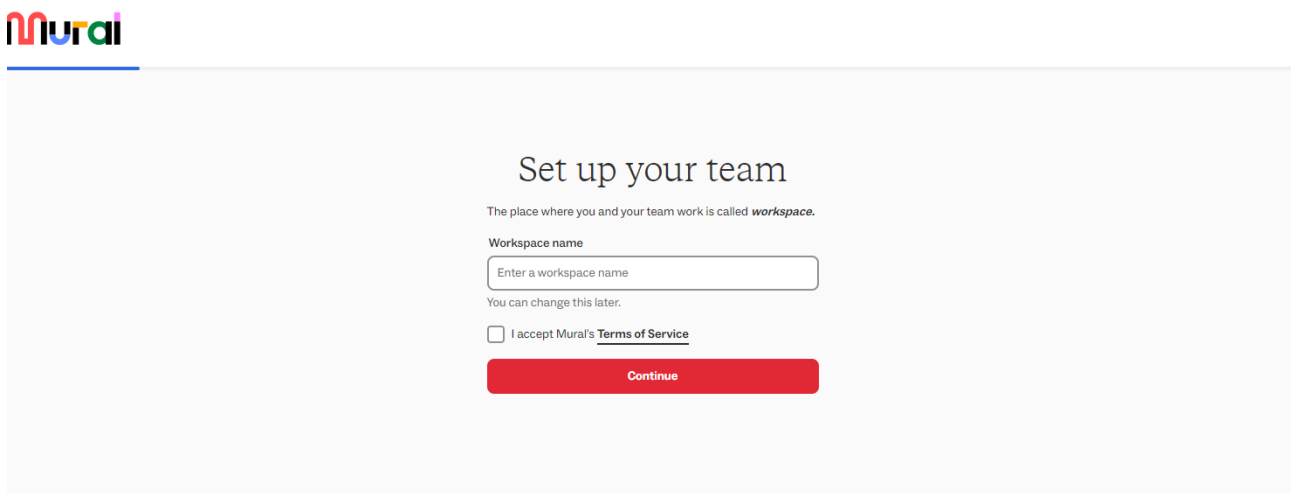
On Mural you will find the English toolbox here: https://app.mural.co/template/fd859319-9c93-4161-8772-4ea349e7764b/d1fd2651-d2a8-4fa9-af55-0191d457ce12
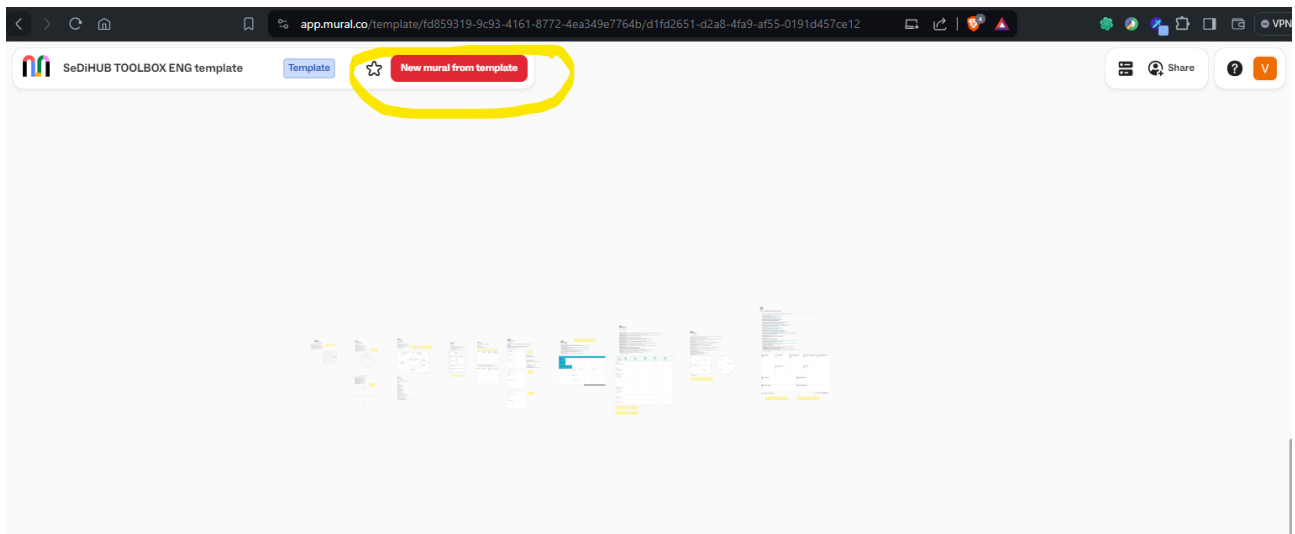
1. When click on link you need to log in

2. You need to give name to a workspace

3. Click – New mural from template
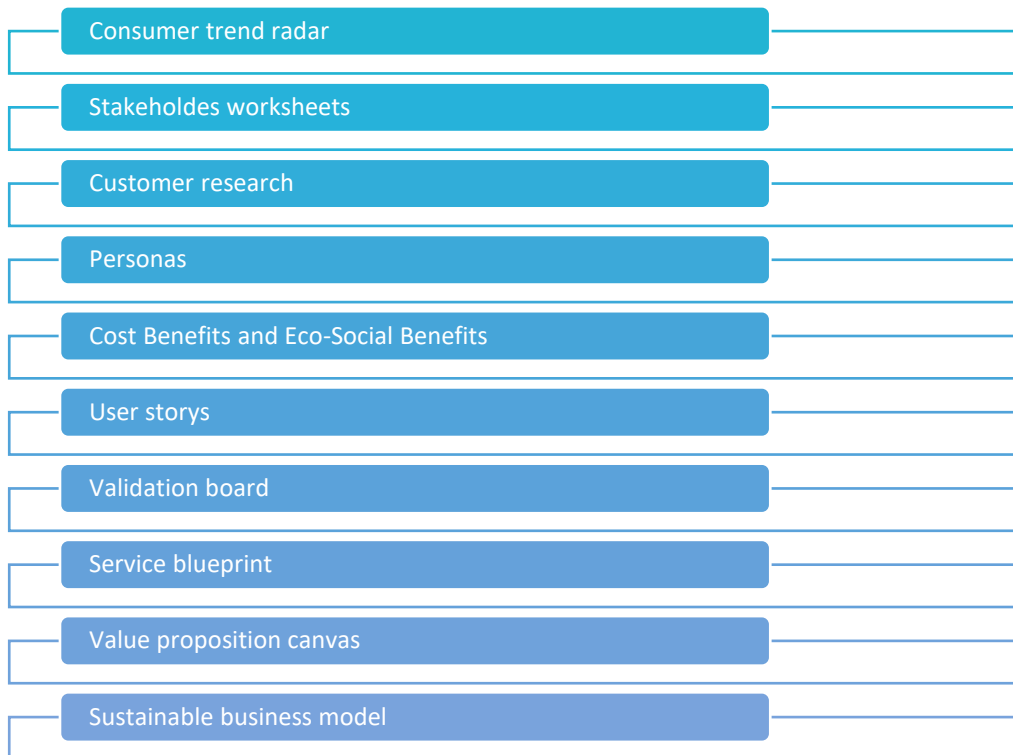
4. Click – create mural and you can use it!
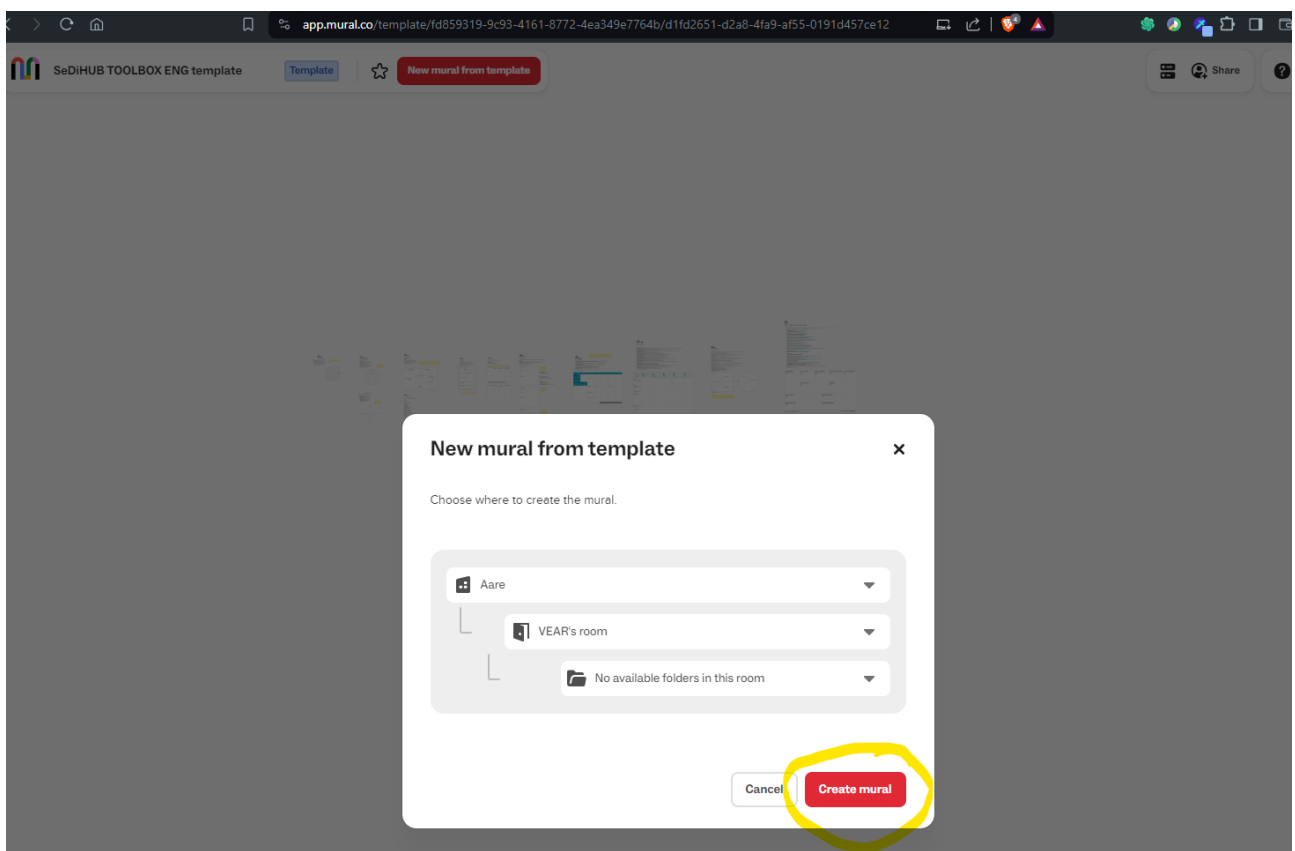
If you want to learn more about Mural and use this tool, here are videos to introduce Mural

The toolbox consists of the following tools:

Consumer trend radar

Stakeholdes worksheets

Customer research

Personas

Cost Benefits and Eco-Social Benefits

User storys

Validation board

Service blueprint

Value proposition canvas

Sustainable business model

Why These Service Design Tools

1. Consumer Trend Radar:

Purpose: Helps identify and analyze current trends affecting customers' behaviors and preferences.

Benefit: Staying ahead of trends allows businesses to proactively adapt their offerings, ensuring relevance and competitiveness in the market.

2. Stakeholders Worksheets:

Purpose: Maps out all stakeholders involved in the service delivery and evaluates their influence and interest.

Benefit: Understanding stakeholder dynamics ensures effective engagement and support, which is crucial for the successful implementation of new services or improvements.

3. Customer Research:

Purpose: Gathers detailed insights about customer needs, behaviors, and preferences.

Benefit: Deep customer understanding enables businesses to tailor their services precisely, enhancing customer satisfaction and loyalty.

4. Personas:

Purpose: Develops detailed profiles of typical customers based on gathered data.

Benefit: Using personas helps businesses design services that meet the specific needs and expectations of different customer segments, leading to more personalized and effective solutions.

5. Cost Benefits and Eco-Social Benefits:

Purpose: Evaluates the financial, ecological, and social impact of service design changes.

Benefit: This holistic assessment ensures that changes are not only profitable but also sustainable and socially responsible, enhancing the business's reputation and long-term viability.

6. User Stories:

Purpose: Describes a service or system change from the perspective of the user.

Benefit: User stories help businesses focus on real user needs and scenarios, ensuring that service improvements are grounded in actual customer experiences.

7. Validation Board:

Purpose: Tests and validates assumptions in a service design project.

Benefit: Reduces risks by ensuring that ideas and changes are thoroughly vetted before full-scale implementation, saving time and resources.

8. Service Blueprint:

Purpose: Provides a detailed plan of service interaction layered with customer touchpoints.

Benefit: Helps visualize and streamline the entire service process, identifying potential bottlenecks and areas for improvement to enhance the overall customer experience.

9. Value Proposition Canvas:

Purpose: Articulates the unique value a service provides to customers.

Benefit: Clarifies the business's unique selling points and ensures that the service offerings align with what customers truly value, increasing the likelihood of market success.

10. Sustainable Business Model:

Purpose: Outlines a model for long-term business viability with a focus on sustainability.

Benefit: Helps businesses build robust and adaptable business models that can withstand market changes and promote long-term growth and sustainability.