1.0 Mid term assignment

The aim of the mid term assignment is to explore use of service tools in practice. The aim is for you to understand, from both using these tools and exploring research, their strengths and limitations.

From the series of options given below you should choose *one* to work on in your group.

1.1 Options

> *1.1.2.* <u>*Design/re-design of a service product*</u>
>
> The aim of this project is either to design or to redesign an existing service. You can either choose a service you know well and consider how to *redesign* aspects of this offering or design a *new* service offering.
>
> In class we have discussed professors Grönroos' and Lovelock's approaches to defining the service product. These should be used as the basis of your approach. By combining the two approaches you will have an opportunity for a structured approach to design of both the product-service bundle (see many of Prof. Lovelock's key issues and questions) and the augmented process of delivery (see Grönroos' model). If it is an existing service you should visit the service site and become familiar with the offering.
>
> In particular you should:
>
> a) Imagine that you are explaining and persuading the rational of your design/redesign to senior members of your organization.
>
> b) Consider being creative in your approach using photographs or other media to explain the ideas.
>
> c) Draw on theory we have covered in class and other research to support your proposed changes i.e., your improvements should reflect good theoretical or actual practise.

> *1.1.3.* <u>*Design through service blueprinting*</u>
>
> The aim of this project is design/re-design service using a blueprint. This should be based on a service that the *group is familiar with*. You may want to choose a service on campus (like the library – if so, please inform me). You will need to visit the *service site to gather data through, observations, notes, photographs etc*.
>
> In particular you should:
>
> a) Attempt to contact the service manager to understand the back-office processes. They may well be interested, too, in the outcomes of your project
>
> b) Gather data on the *failure points*. The cycle of service and a frequency of failure analysis may be ways to get this information. This should be drawn from customer data.

c) Make recommendations for improvement. These should be linked to *specific failure points*. Also they should address the structure of the blueprint (are you talking about a change in a script / physical evidence, customer step, visibility etc.?). Again these should reflect learning and theory from the course.

1.1. Report

- For each of the above options you should write a management report.

- It should be written as a management report but include references & footnotes as necessary.

- The report should be of an *adequate* length to describe the issues.

- The final report should have a professional finished appearance. A hard copy should be submitted on the <u>morning of the presentation</u> along with a soft-copy – preferably in PDF format. The TA will collect those from you.

1.2. Presentation

- The presentation should be made using PowerPoint and cover the main issues in the report.

- Each presentation should not last more than <u>15 minutes</u>. *Each member* of the group should speak during the presentation.

Dr. James Stanworth