

# Service Design and User Experience

# Leadin in a nutshell

## Service Production

We innovate, design and build premium quality services that fulfil the value proposition and meet customer needs

## Key to Success

Profound understanding of people as users and turning this insight into excellent products and services

## Clients

We serve top brands and market leaders globally and locally in a variety of industries

## Personnel

A multi-disciplined team of highly experienced professionals coupled with young talent





Swansea

Tampere

Helsinki

Munich

# We co-create services that fulfil your value proposition

## PRE-PRODUCTION

User Research  
Business Design  
Concept Design

## PRODUCTION

UX Design  
  
SW Development

## POST-PRODUCTION

Deployment  
Training  
Life-cycle management

Working in close partnerships with our clients we innovate, design and build premium quality services that fulfil the value proposition and meet customer needs: we call this service production.

# The Leadin Production Crew



User researchers with passion to understand users' needs promptly. A very strong international peer network

Designers that have concepted and designed holistic products and service experiences



Highly experienced service design, user experience and software professionals coupled with young talent



Software architects with extensive expertise from multi-device big data systems to complex industrial systems

“Designers shooting for usable is like a chef shooting for edible.”

— Aarron Walter, MailChimp

leadin

A Case Example

# Pressure Ulcer App



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

- / Could a mobile app help with PU management?
- / What features would it need to have?
- / How would it affect patients lives?
- / How would it affect medical providers work?



individual's journey and their own thoughts will provide valuable feedback into the delivery of future services.

## Questions

### 1. Technology use

- a. Do you use a smart phone / tablet?
  - i. For how long?
  - ii. How often do you use it? *How* Do you feel comfortable *daily* using a smart phone?

### 2. Pressure Ulcer Education

- a. How did you come to learn about pressure ulcers?
  - i. Who told you about them?
  - ii. Where did you go for information?
  - iii. What did you use?
- b. Is there any information that would have been useful at first, but you discovered later on?

### 3. Current Management

- a. What do you currently do to manage your pressure ulcer or pressure ulcer risk? (patients might like to talk about risk and not management)
  - i. Could you tell me about your normal day with pressure ulcer risk?
  - ii. Do you talk to anyone about it?
  - iii. Do you seek information in other ways?
  - iv. What do you use?
- b. Do you have all the information you need?
  - i. Is there anything you feel you should have known more about?  
*If you think retrospective is there*
  - ii. (something that people at risk should be told)
- c. How would you describe the support you get to help you manage PU/ reduce the risk?
  - i. enough?

### 4. Participants Thoughts on Improving the Information/Support/Provision for people at

- i. Can you explain the main functions
- ii. For how long?
- iii. What benefit did it give?
- iv. What challenges did you face?

ant attitude to using mobile apps in pressure ulcer management  
Do you think your phone / tablet could be helpful in your management?

- i. How do see the role of phone?
- ii. How often do you think it should be used?

### Expectations

- What do you think a new application should do?
  - i. What features are important to you?
  - ii. What information would you like to see?
  - iii. What data could the application capture?
  - iv. Who should interpret the data?
  - v. How else do you think technology could help you in a way that just information or education?

Importance Ratings (Let's talk about your expectations related to some features)  
a. How important do you feel these features would be to you? (Scale 1-5)  
very important. Why?)

- i. Graphical/video explanations to help about pressure ulcer risk
- ii. Reminders to move/change position or check skin
- iii. Option to add information (e.g. measurements) to monitoring wound
- iv. Tracking of sitting time and other activities
- v. Smart sensing of sitting time/seating set-up
- vi. Remote access to specialists for your local nursing staff
- vii. Features the participants came up with

- b. Is there anything else you would like to discuss about,  
a. for example, practices, challenges, technology

# Leadin

# Semi-structured interviews with patients

# Research in Context

- / Attending patients home across the ABMU region
- / Interviews to understand current challenges and opportunities for improvement
- / Attitudes towards mobile app



# Stakeholder perspectives

- / Team of stakeholders (district nurse, consultant surgeon, physiotherapist)
- / How would a mobile app impact on service?
- / What would it improve?
- / What would it make worse?



# Outcomes

- / Patients and Stakeholders felt the app could provide support in improving the education gap about PU
- / When to introduce the application
- / New insights into current patient experience

# How can we help you gain new insight from your users?



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User Research



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UX Design



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Software Design



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Service Design

Our work is grounded in  
a deep understanding of  
the stakeholders

We offer an objective  
perspective on users'  
attitudes and use of  
products and services

We turn user feedback  
into requirements and  
design drivers.

# Thank you!

Tom Owen - @is\_this\_really

Leadin - @leadinuk