

## **Service Design and User Experience**

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## 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

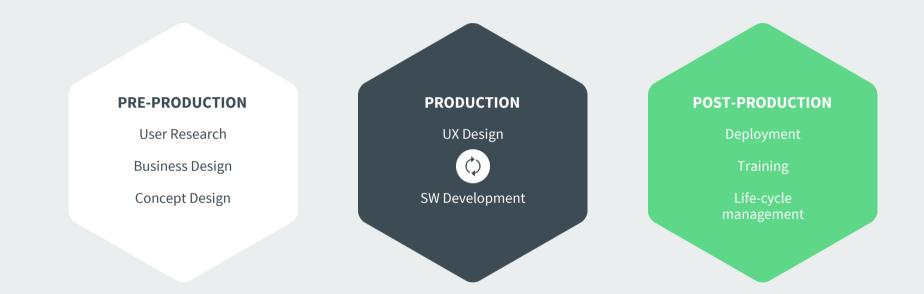
#### Personnel

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





### We co-create services that fulfil your value proposition



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 multidevice big data systems to complex industrial systems



## "Designers shooting for usable is like a chef shooting for edible."

— Aarron Walter, MailChimp



# A Case Example

# Pressure Ulcer App



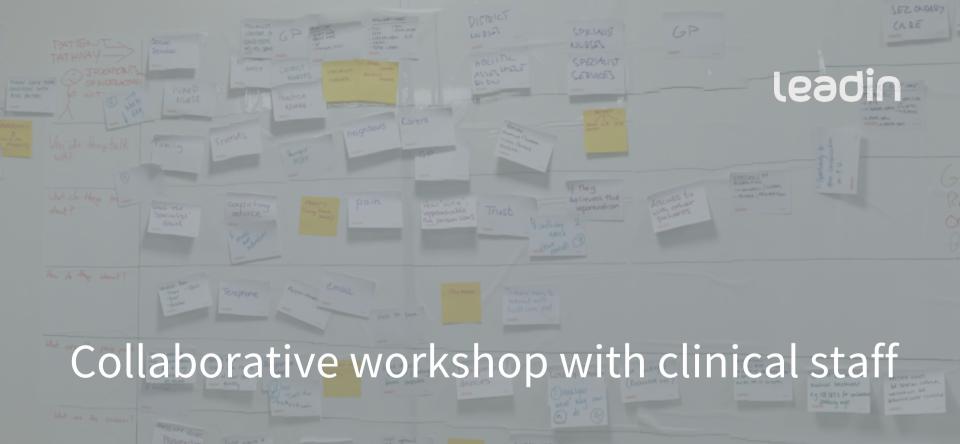
Bwrdd Iechyd Prifysgol Abertawe Bro Morgannwg University Health Board

- / 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?

- ant attitude to using mobile apps in press and the press of the press i. How do see the role of phone? Graphical/video explanations to help about pressure ulcer r Semi-structured interviews with patients Tracking of sitting time and other activities

# **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

- / 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?

Tom Owen PhD User Research	Eenjy Stanton UX Design	Rhys JevonSoftware Design	Sami Vihavainen PhDService Design
Our work is grounded in a deep understanding of the stakeholders	perspectiv attitudes	an objective ve on users' and use of and services	We turn user feedback into requirements and design drivers.



Tom Owen - @is\_this\_really

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