NEW APPROACHES TO SME

INNOVATING DIGITALLY

SERVICE INNOVATION EDUCATION

Digital Innovation

Problem Based Learning
Open Educational Resources

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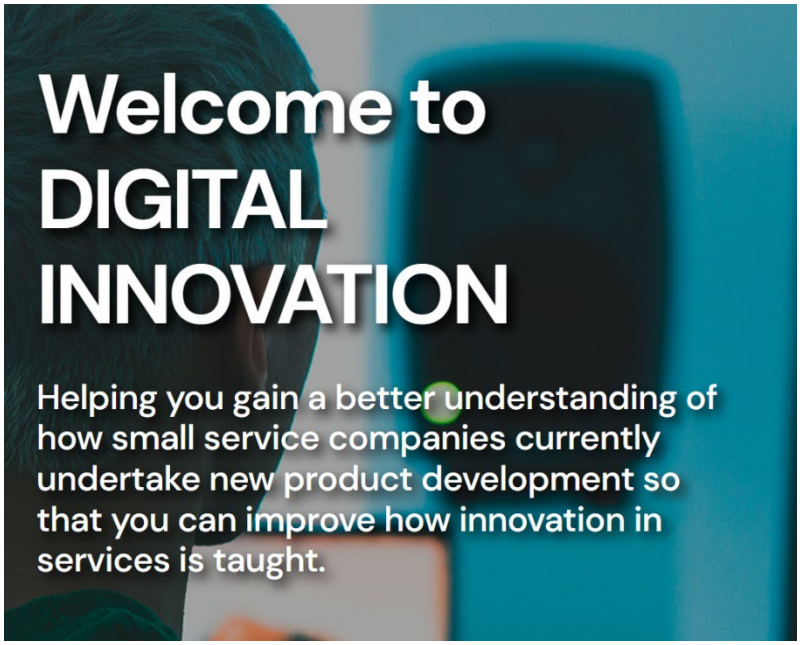

Partnership

Amsterdam University of Applied Sciences

FH MÜNSTER University of Applied Sciences

Uniwersytet Szczeciński

eucen

European E-Learning Institute

momentum [educate + innovate]

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Section 5

SERVICE DEVELOPMENT

Stage 4: Service Development

As the fourth process step, the (Service) Development phase takes place. Explicitly process steps that are relevant for service innovation have been established which are the implementation of changes after having tested the concept, experimentation and/or simulation of the implemented ideas, the development of different service elements as well as the preparation for validation of the service innovation. In this process stage, implementation and integration activities such as software development would be a focus, design activities, many rounds of prototyping and developing a pilot service. Validation activities are prepared for the next stage such as planning usability tests.

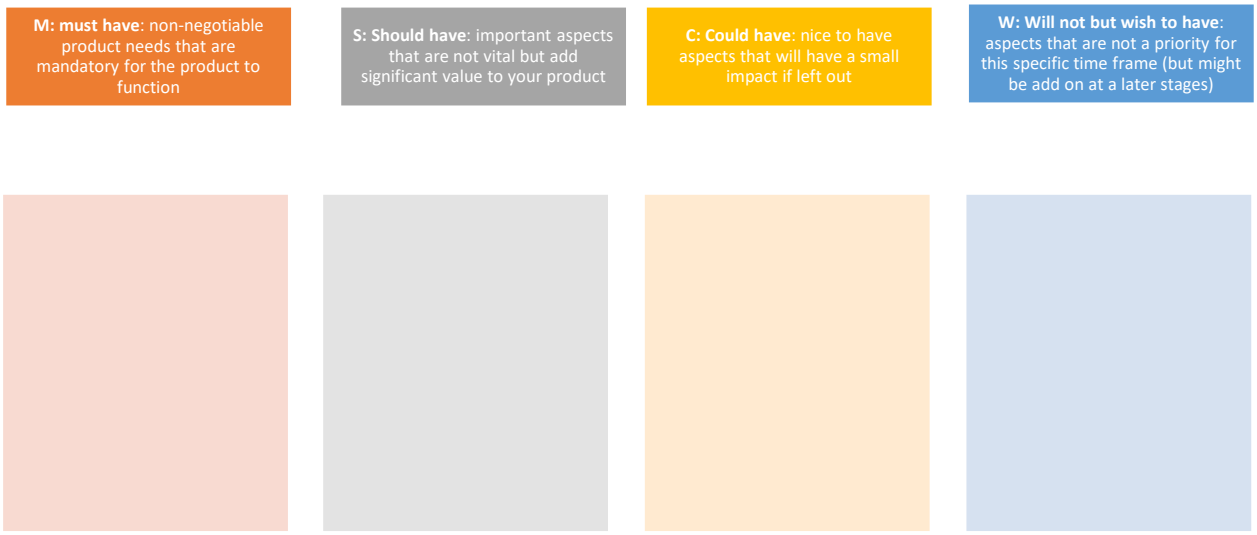
(Digital) Prototyping forms an important element in the step. A digital prototype is a mockup of a product that gives you, your stakeholders and users an initial idea of how the software will look or work. Most importantly it's a first step towards releasing to market a product or feature that fulfills users' needs and your goals. It allows testing (with users, stakeholders, and investors) of the general concept for the design. A prototype has no engineering behind it with few or no working functionalities or real data. The prototype is often a front, an interactive visualization or clickable trailer of the product – a means to test and validate the look and feel decided on so far, and the main business concept.
Under normal circumstances a digital prototype usually takes between 1 and 2 weeks to build and answers a number of business needs including testing and data gathering, ideating and visualizing. As part of this workshop, however, we are going to engage in a form of pressurized rapid prototyping.

Task 1: MoSCoW Method

Reflect on the text and information given and design a service blueprinting flowchart for SnappCar new scooter sharing service. For that you need to answer:

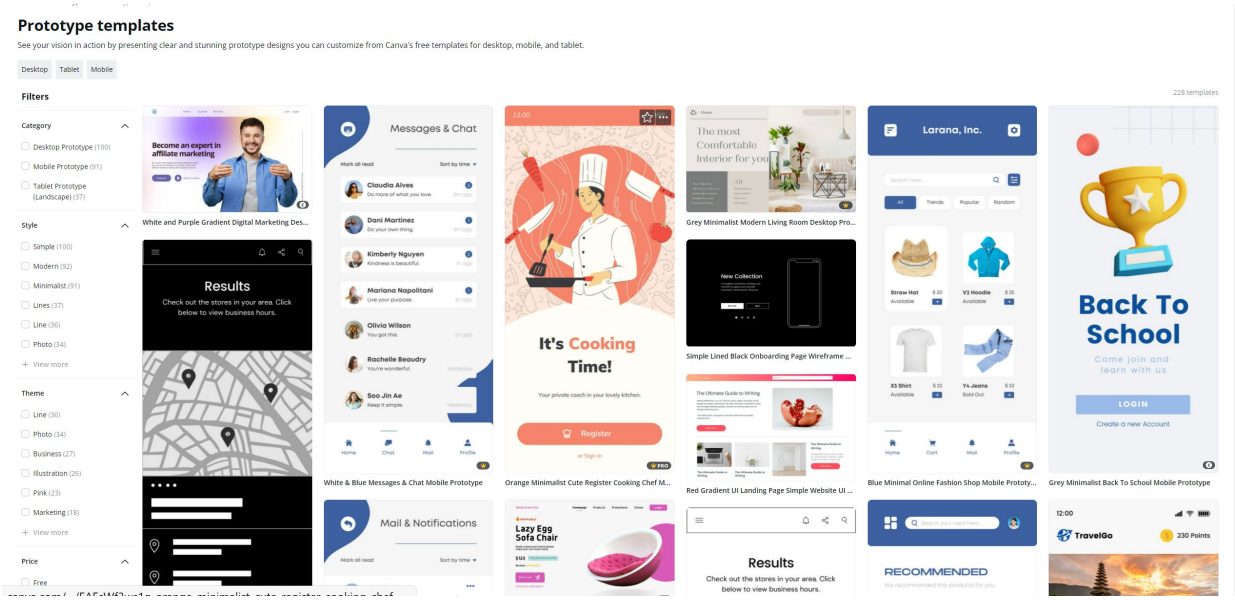
- What are the core elements of your new urban mobility product / service? Please use the MoSCoW prioritization method to do this: The acronym MoSCoW represents four categories of initiatives: must-have, should-have, could-have, and won't-have, or will not have right now. Some companies also use the "W" in MoSCoW to mean "wish."

You can select the relevant tools from Digital Innovation Scanner Tool to create MoSCoW diagram. You can use MoSCoW method.



Task 2: Design

- Go to the following site on Canva [200+ Free and customizable prototype templates | Canva200+ Free and customizable prototype templates | Canva] and take a couple of minutes to explore some of the templates.
- In your team discuss how such templates might help you in designing your own prototype for your urban mobility product or service. Take snap screenshots of your top 3 and them to your Miro Board so you can use them later in your presentation to the other teams.



Task 3: Timeline

In your team, create a timeline indicating a tentative plan to actually design the prototype indicating at which moments you will show/share it with your stakeholders (and how many) to obtain feedback.

You can select the relevant tools from [Digital Innovation Scanner Tool] to create a timeline. Students can also use [Timeline Template] or [Gantt Chart] or [Wall of Work template].