Using Service Design for Social Marketing

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Outline of session

- Introductions
- Background of service design
- Case examples of effectiveness
- Scenario
- Activity 1: Brainstorm “The Facts”
- Activity 2: Develop Personas
- Activity 3: Develop customer journey maps
- Activity 4: Ideation for solutions
Group setup

- Each table needs people from different backgrounds – transdiscipline approach
  - Topic area e.g. health, environment, safety
  - Occupation type: practitioner, agency, university, public sector
  - Country: USA, Australia, Africa

Different Roles

**THE PERSONA**
- The persona has to recollect his experience based on the questions provided by the interviewer

**THE INTERVIEWER**
- The interviewer has to uncover the different services phases and how the persona has experienced it.

**THE DOODLER**
- The sketch artist is responsible for drawing quick sketches that symbolises the different steps in the journey.

**THE SEQUENCER**
- The sequencer is responsible for mapping the customer journey by filling in the template provided.
The need for innovation in social marketing

Have you ever developed a social marketing program that didn’t go exactly the way you thought it would?

Are there people you are trying to help who don’t engage with the program or if they do, find that they don’t continue?

Social marketing is more than social advertising and promotion (Rothschild model) so why do we rely so heavily on communication and don’t think about the other elements in the marketing mix?

Most if not all social marketing programs involve a service. We need to design consumer-centric services that deliver value.
What is service design?
What is service design?

Use of design-thinking to improve or create services that create real value for the customer

Innovation approach
### Hallmarks of service design

<table>
<thead>
<tr>
<th>Holistic</th>
<th>Co-creative</th>
<th>Transdisciplinary</th>
<th>Visual</th>
</tr>
</thead>
</table>
| • Covers multiple periods of time and interactions  
  • Considers the entire service | • Consumers are active creators of the solutions  
  • Not expert-led | • Innovation requires different perspectives | • Tangibles ideas  
  • The use of visual content is on the rise |
Tools of Service design

- Personas
- Service blueprint
- Customer Journey Map
Does service design work?

**Sure Start Program UK**
- In Kent county in the UK, the Sure Start program to involve fathers more in their children’s lives
- Used service design to identify that the reason fathers were not accessing their services was due to the delivery (location, environment and schedules) rather than problems with the service itself.
- The outcome was a redesign of the service communication to be more father-friendly and access to services through local businesses.

**World Bank**
- Wanted to improve the way Pakistani women interacted with banks to improve financial literacy.
- Using service design, mobile, ATM and agent receipts were redesigned to make them easier for women to understand.
Develop an integrated, **effective social marketing strategy** that increase the number of domestic students from low SES backgrounds who participate in higher education in Australia.

**The strategy must.....**

- Take a national approach to building aspiration to attend university
- Form a basis for institutional outreach activities into the future
- Budget - will not exceed $2.5 million

![Diagram of Participation in Tertiary Education]

- Influencers
- Place
- Awareness
- Pathways
- Aspirations
Method

Tertiary Education Social Marketing Strategy
Low SES Communities

Quantitative (n=228)
Within cohorts

LSES  Disability  ATSI  CALD

Qualitative (n=211)
Across Cohorts

LSES  Disability  ATSI  CALD

Key findings were identified across all cohorts
Want to have a better life
Primary caregivers #1 influential agents of change
Think they are not smart enough
Beliefs about financial cost of tertiary education

Interviews (n=39)
Workshops (n=121)
Validation (n=51)
The Personas

Tertiary Education Social Marketing Strategy
Low SES Communities

Past and Present Learners

Tasmanian Devil Learner
A planned approach to future career

Career goal is to make money
Decided on career path
Likes to do things solo
Spending through life
Confident about going to study

Bowerbird Learner
Seek to be successful but unsure of how to get there

Career goal is to make money
Decided on career path
Likes to do things with others
Spending through life
Caution about going to study

Frolicking Neck Lizard Learner
Likes to do things on their own without too much planning

Career goal is to make money
Decided on career path
Likes to do things solo
Spending through life
Confident about going to study

Wallaby Learner
Enjoying life is the most important goal

Career goal is to make money
Decided on career path
Likes to do things with others
Spending through life
Caution about going to study

Parents and Care Givers

Penguin Parent
Highly supportive of children's choices, nurturing and guiding parenting role

Success needs to be experienced
Prefers child to be independent
Child makes own choices

Possum Parent
Waves the best for the children but a little unsure of how to help

Success needs to be experienced
Prefers child to be independent
Child makes own choices

Emu Parent
Balanced approach to choices and relieved approach to parenting

Success needs to be experienced
Prefers child to be independent
Child makes own choices

Maggie Parent
Highly values education and seeks to guide children on to success

Success needs to be experienced
Prefers child to be independent
Child makes own choices

School Staff

Wood Duck School Staff
Close relationship with students

Community relationship with students
Students need to be nurtured
Education is my profession

Kookaburra School Staff
Practical approach to relationships with students

Community relationship with students
Students need to be nurtured
Education is my profession

Pelican School Staff
Professional approach to relationships with students

Community relationship with students
Students need to be nurtured
Education is my profession
People-rich Tools

Tertiary Education Social Marketing Strategy
Low SES Communities

- Buddy Program
- Expo Invasion
- Fun Days
- Live Chats

Shape

Professional Support

Try before you buy
Study Programs

Phone a Friend

Physical Centres
Off-campus
Online Tools

Tertiary Education Social Marketing Strategy
Low SES Communities

Career Showcases
A list of careers with videos that show a day in the life of a variety of careers. Provides a taste of what that might be like in that profession.

Success Stories
Success stories of others who have found success in the field you are interested in.

Games
Games to engage and practice skills relevant to the career.

Career Quiz
A tool that helps you determine which careers might be suitable for you.

Pathway Building Tool
A tool used to plan the pathway from high school to university or other post-secondary education.

Profile Builder
A tool that allows you to create your own profile, including achievements, hobbies, and interests.

Types of Support
- Informational
- Emotional
- Esteem
- Network
- Instrumental
Parent or Caregiver

Possum

Stage of Change
- Social Support Needed
- Motivators to encourage child to study post-school
- Barriers to encourage child to study post-school

Preparation
- Esteem and Emotional
  - Other people’s opinions supporting study
  - Drawing confidence from the recent experience of people like them
- Fear and anxiety about what post-school study involves, logistics and child becoming distant from family
  - Perception that tertiary education was not a place for people like them

Key Messages

“Help me feel confident”

Supportive and confident in their child’s ability to study. However, insecure in their own ability to provide careers advice and nervous about tertiary education institutions and culture.
Personalised Portal

Tertiary Education Social Marketing Strategy

Low SES Communities
Segmenting Households Project: Customer demand for Time-of-Use Electricity Technology

• Electricity pricing in Australia is changing; called Tariff Reform

• One-size does not fit all: consumers are different.

• Household-level segmentation is needed.

• Technology can help us to create value, if we can understand what value means to different types of consumer.
Method

**QUALITATIVE**
- 45 In-depth semi-structured household interviews (n=119)
- Projective technique
- Visual analysis
- Scenario thinking
- Diverse and non-generalisable Sample

**QUANTITATIVE**
- National survey
- Participants sought through Facebook
- 1000+ people
- 18-55 years, digitally literate
- Scientifically validated questions
- Optimised for mobile and desktop
Theory

What are the household rules and structure?
Mintzberg 1980

How do they engage with technology?
Snyder/Wireless innovation council/Mobiquity Research, 2014

How do they learn?
Honey & Mumford 1982
Discovery: 5 personas + 2 anti-personas

**Household Personas**
for time-of-use pricing and technology

- **Ant Colony**
  We work together like a well-oiled machine.

- **Beehive**
  We work together for the good of the household.

- **Flock of Geese**
  We share the load, and take turns.

- **Wallabies**
  We grease the timewheel.

- **Cat Family**
  We like to do our own thing.

**Anti-Personas**
for time-of-use pricing and technology

- **Brumbies**
  We won’t be shackled.

- **Camels**
  We stick to our own way of doing things.
6 Household Segments

- **Ant Colony**: We work together like a well-oiled machine.
- **Beehive**: We experts work together for the good of the household.
- **Lion Pride**: We are the masters of our environment.
- **Flock of Geese**: We share the load, and take turns leading.
- **Wallabies**: We're easy-going and flexible.
- **Domestic Cat Family**: We like to do our own thing.
You have been asked to design a social marketing program to improve healthy eating.
An unhealthy diet is one of the major risk factors for a range of chronic diseases, including cardiovascular diseases, cancer, diabetes and other conditions linked to obesity. Specific recommendations for a healthy diet include: eating more fruit, vegetables, legumes, nuts and grains; cutting down on salt, sugar and fats. It is also advisable to choose unsaturated fats, instead of saturated fats and towards the elimination of trans-fatty acids.

Brainstorm - https://padlet.com/Dr_Bek/WSMservicedesign

Why are the barriers and motivators to health eating?
Morning Tea
Personas are ideal representations of a type of customer

Persona profiling refers to the development of vivid narratives with explicit and intense description, through the portrayal of a 'real' person

Design up a persona

Pick a type of person who needs to improve their diet:

- Busy singles
- Fad dieters
- Skinny teenage boys
- Mothers
- Tradies

Sally (27) is always in a hurry to leave her apartment, whether for work or to catch up with friends. She loves her job as a magazine editor but sometimes wishes she had more time for her other loves: like walking her dog and catching up with friends for drinks. She uses grocery delivery to get some time back, and orders from her mobile phone while in the back of an Uber on the way to her next meeting.
Group discussion of personas
Activity step 2: Customer journey map

Customer journey maps are a visual representation of the interactions and touchpoints a customer has with a service or behaviour (eating).

1. For your persona, pick a 24 hour period (weekday or weekend)
2. Pick a goal of the persona
3. Draw the touchpoints in the day that help the consumer reach this goal
4. Put a red dot next to touchpoints that are pain points and green dot next to pleasure points
5. Who are the organisations (actors) involved in this journey?
Group discussion of journey maps
Activity step 3: ideation

- Improving dietary habits is a societal, not just an individual problem. Therefore it demands a population-based, multisectoral, multi-disciplinary, and culturally relevant approach.

- Systems approach: Allocate levels to each table; macro (cultural, societal, policy), meso (organisations and influencer groups) or micro (in the home)
  
  - Resequence the customer journey
  - Remove steps in the customer journey
  - What can be done differently at key steps in the customer journey
    
    - Resources on the padlet
    - [https://padlet.com/Dr_Bek/WSM servicedesign](https://padlet.com/Dr_Bek/WSM servicedesign)
Activity step 3: ideation

- Random Object
- EXAMPLE
- On a flipchart:
  - Draw the characteristics of a bar
  - Then add benefits of each characteristic (for the customer)
- On a new flipchart paper
  - Using these characteristics and benefits: Generate ideas for offering a new service for a 40yo male or female to use a condom
Activity step 3: ideation

- Random Object
  https://padlet.com/Dr_Bek/WSMservicedesign
- On a flipchart:
  - Draw the characteristics of object
  - Then add benefits of each characteristic (for your persona)
- On a new flipchart paper
  - Using these characteristics and benefits: Generate ideas for offering a new service at your level (macro/meso/micro) for your persona
Activity step 3: Service BluePrint

- Based on your persona’s customer journey and your brainstorming, where in the journey do you want to intervene: Setting? Actors? Script? Enablers?

- A service blueprint is a planning tool that outlines how a service will be provided from the customer’s perspective.

- Let’s look at examples on padlet [https://padlet.com/Dr_Bek/WSMservice design](https://padlet.com/Dr_Bek/WSMservice design)

- Now start designing your own service blueprint at the level you were allocated (Macro/Meso/Micro) for your persona’s journey to healthy eating.
Group discussion of ideation
Debrief – what was new about today?