

A line art illustration in teal showing five business professionals in a meeting. One person is seated at a laptop, while others stand or sit around them, gesturing as if in discussion. A dark teal horizontal bar is overlaid across the center of the image, containing the text 'PROJECTS FOR BUSINESS' in white, bold, uppercase letters. The background is white with a dark teal vertical bar on the left side.

# PROJECTS FOR BUSINESS



## CHALLENGE: HOW TO IMPROVE CUSTOMER ELECTRIC VEHICLE BUYING EXPERIENCE IN HYUNDAI SHOWROOMS?

### Qualitative research

### Qualitative research

### Result



In-death interviews



Mystery shopping (Hyundai and competitors)



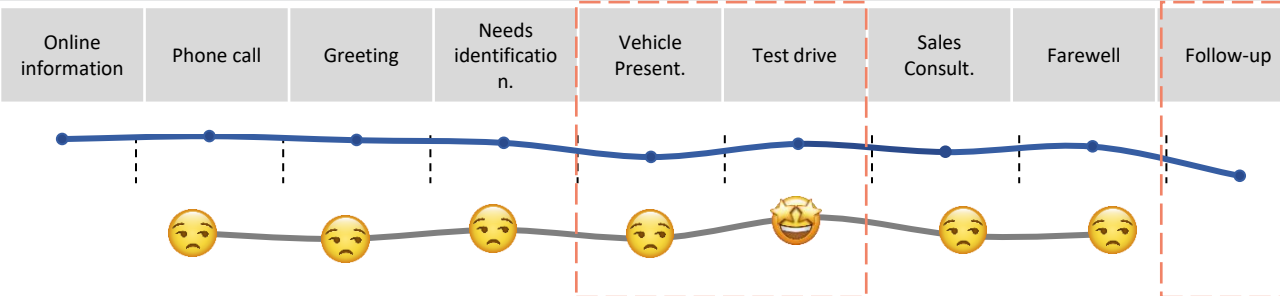
Ideation session

In-death interviews with people who have recent experience in consultations and showroom visits, interview with people who recently bought the cars (including Hyundai)

As a result: we built the CJM and found the pain points and opportunities areas

Ideation session with regional managers on how to create unique customer experience during the presentation of electric cars and the test-drive.

### Customer Journey mapping + Ideation



Impressions made

- Offer to send some info materials beforehand
- Prompt answer, quick and convenient arrangement of the test drive time
- Offering a drink
- Quick approach
- Attention to details, personal needs, and involvement
- Explanation in details, and in a very understandable way.
- Ability to sit in the car and touch everything
- Offer to take the car as long as a customer wishes
- Detailed information before test drive
- Offered a lot of information materials about electric vehicles and packages
- Activeness
- Invitation for a second visit

### Persona



**Current vehicle:** Volkswagen Golf

**Goal:** Has been looking for a new vehicle since September 2021

**Name:** Dave  
**Age:** 50  
**Country:** UK

**Pain points:** slow service in VW, Peugeot and KIA showrooms

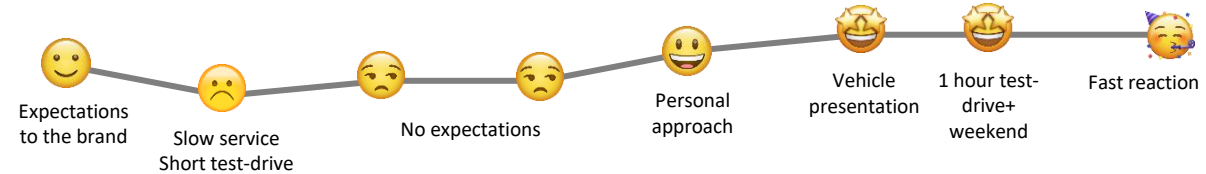
**Bought Hyundai Ioniq Premium SE after MSH visit to the showroom**

Competitive showrooms

Hyundai showroom

Hyundai test drive

Purchase



### Quotes

Hyundai has more technological features than VW. Much better equipped. Hyundai and its inside technology, quality felt like a premium product

I was surprised with VW approach. At the beginning, I wanted to buy VW. But during my visit to Hyundai I experienced quality service.

The sales consultant was very knowledgeable, presented the car in detail, explained everything. But I bought from another dealer because the car was in stock there.

I felt like a premium client during the visit.



**CHALLENGE: WHAT SHOULD BE CHANGED IN THE SHOPPING MALL IN ORDER TO BECOME A CENTER FOR ELECTRONICS AND APPLIANCES AND ATTRACT MORE CUSTOMERS?**

## Qualitative research

In-depth interviews with customers, employees, and other stakeholders

## Qualitative research

Customer segmentation (survey)

## Result

As a result of the research part: we chose three personas, built the CJM, identified the pain points and opportunity areas

## Persona 1



Igor

*Manager who appreciates his time, family-oriented*

**Pain points:** making the right choice without spending too much time  
He needs comfortable space as he comes with family  
He needs competent help and he is attentive to details

## Persona 2



Artur

*Financially independent, has a big family and relatives, brand-oriented, active*

**Pain points:** bad service, "nothing special"  
He needs personalized approach, something unique  
He makes quick decisions but requires emotional reassurance

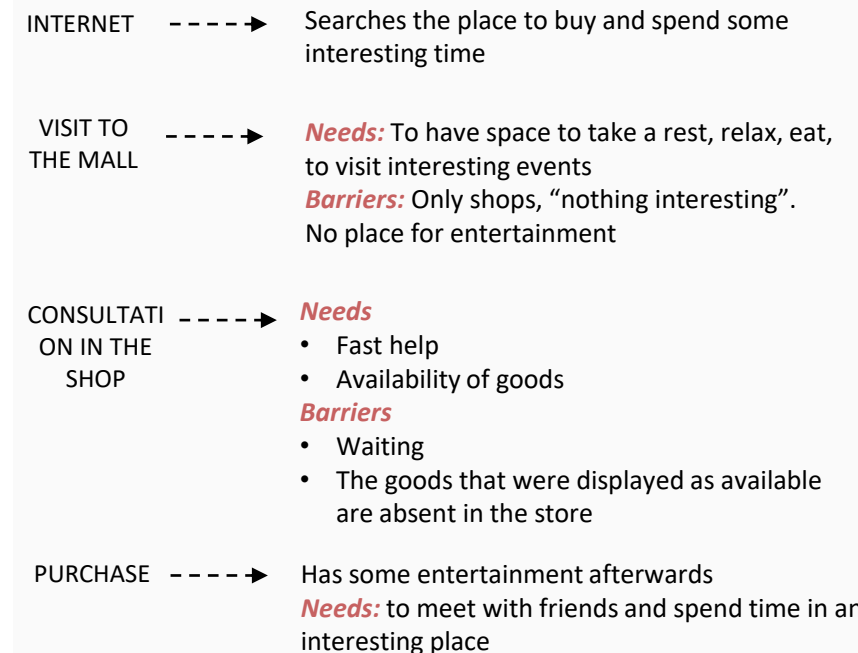
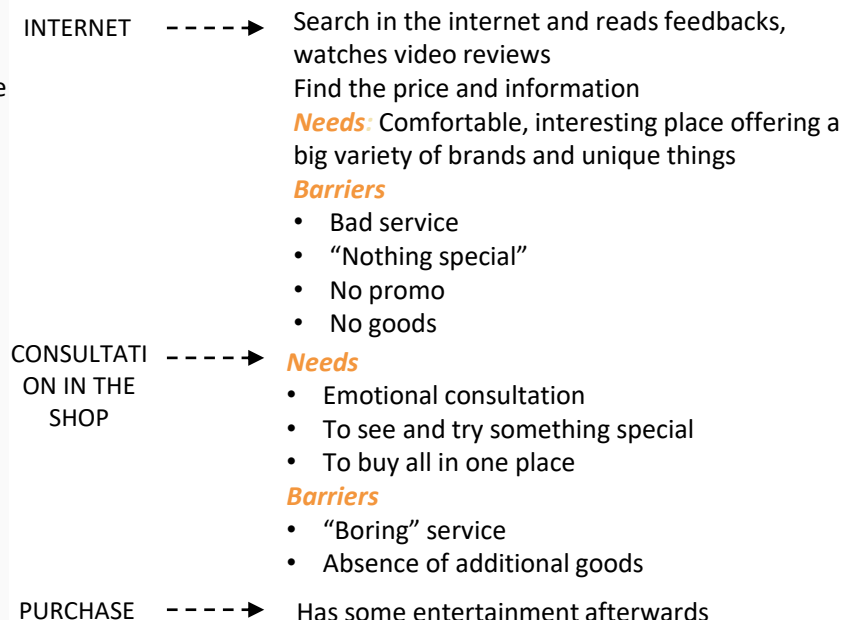
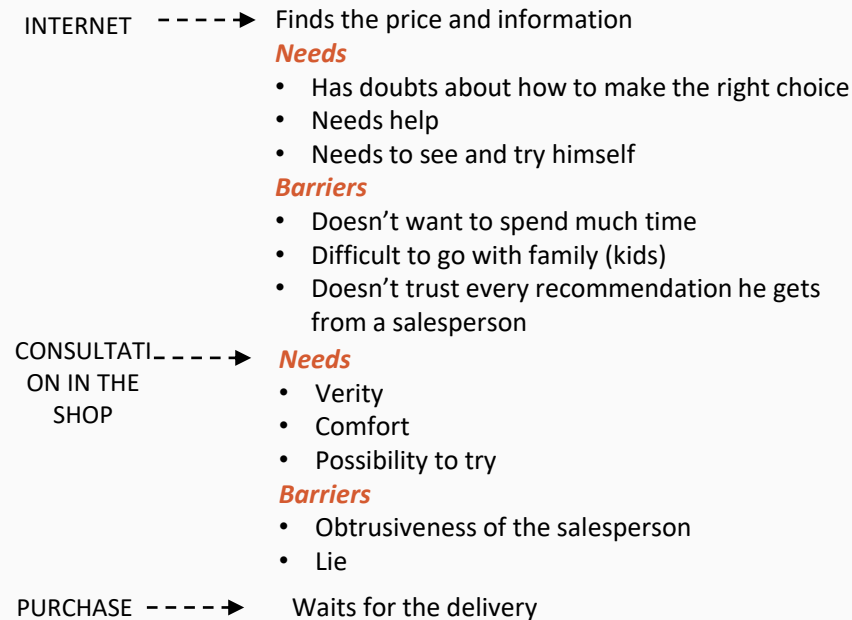
## Persona 3



Alisa

*Young and active, has a lot of friends, likes parties and to spend time in interesting places*

**Pain points:** uncomfortable mall, nothing interesting (only shops), no place for entertainment  
She needs not only to buy, but also "to celebrate" (spend time with her friends afterwards). Or sometime, she makes impulse purchases





**CHALLENGE: WHAT SHOULD BE CHANGED IN THE SHOPPING MALL IN ORDER TO BECOME A CENTER FOR ELECTRONICS AND APPLIANCES AND ATTRACT MORE CUSTOMERS?**

### Ideation stage



The team brainstormed on different solutions for different personas.



3 concepts were chosen for each persona.



As the next step of concept improvement, the real customers were added to the groups and supplemented ideation with their prompt feedback

### Prototype and Testing



Several prototypes were built and tested.



The final concepts were adopted after focus groups with clients

### Action plan



Action plan was developed

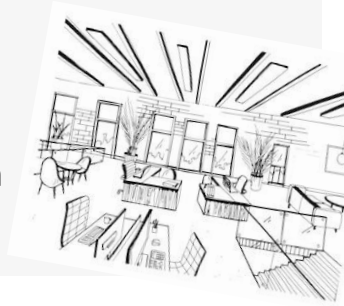
Representatives of different electronics and appliance brands and shops were involved in this project.



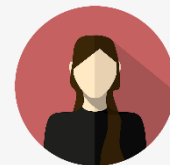
### EXAMPLES OF SOLUTIONS



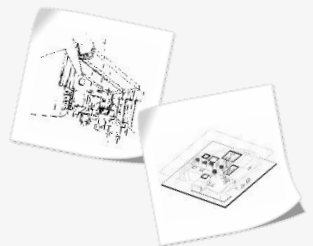
- Try-at-once concept
- Open space where you can not only get a qualified consultation but also try and test the product in a special area for demonstrations



- Event presentations for new brand models



- Roof bar with different theme events, live music and creative concept





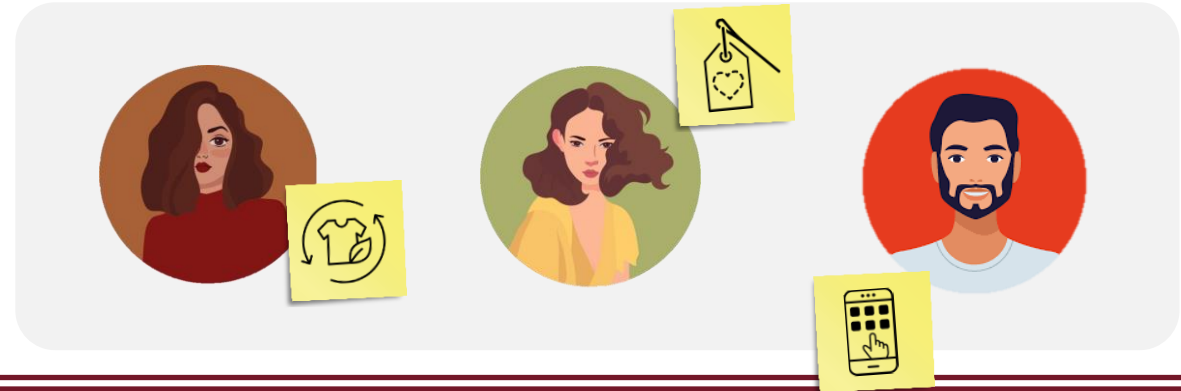
CHALLENGE: DEVELOPMENT OF UPDATED CUSTOMER SERVICE STANDARDS IN ORDER TO INCREASE CUSTOMER LOYALTY

### IMPLEMENTED:

- Principles of Design Thinkers and Service Design were implemented in several departments: HR, customer service, innovations, marketing, management in Europe
- 20+ ideas for the improvement of customer service generated
- Vectors for further development of the new concept identified



### PERSONAS



### BUSINESS OUTCOMES

- Training of company representatives within the Service Design course
- Real case study as part of the course
- Building a team of like-minded people within the company
- Supervising the implementation of the Design Thinking idea as a basis tool for brand activities
- A series of training workshops for staff as part of mastering a client-oriented company model



CHALLENGE: WHAT NEEDS TO BE CHANGED IN SERVICE DELIVERY CENTERS AND IMPROVED IN PROCESSES TO EXCEED CUSTOMERS EXPECTATIONS?

### RESEARCH PART



*Qualitative part:* In-death interviews with people who have recent experience in consultations and visits (including extreme audience, like foreigners)



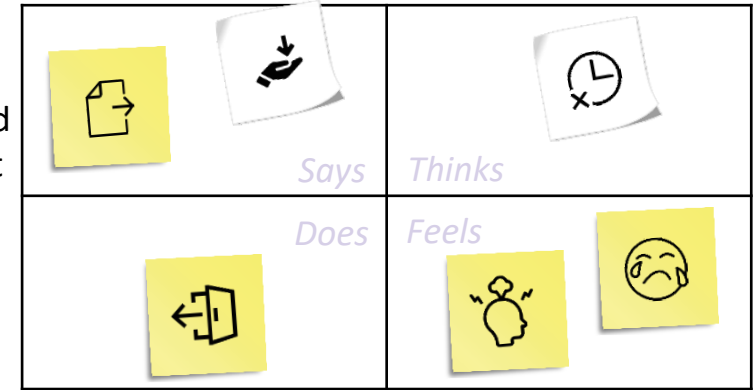
*Qualitative part:* In-death interviews with managers of the centers



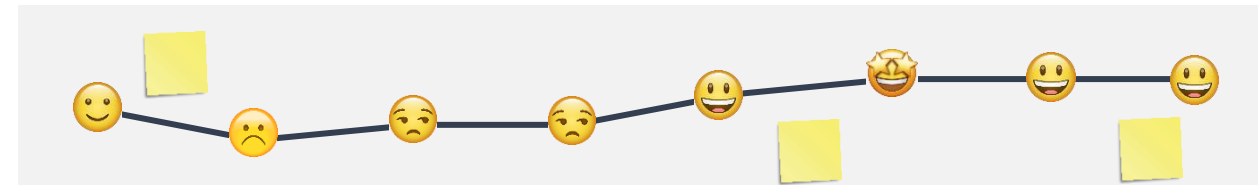
*Quantitative part:* NPS survey, cabinet research of best practices, foreign experience

### DEFINE

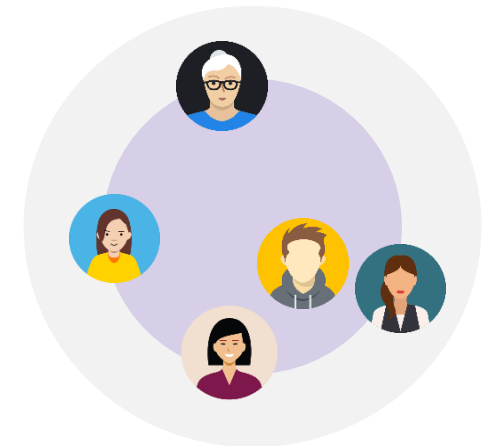
An **Empathy Map** was designed to synthesize knowledge about user behavior and attitudes



A **Customer Journey Map** was developed to provide a visual story about how customers interact with Service Centers



**Stakeholders map:** We did external and internal stakeholders mapping to be sure to cover all segments and possible influencers of the project. The Stakeholder Map was also developed to identify, prioritize and understand key users



After the research three main **personas** were chosen (based on priority for the project owner and majority of clients) and their main pain points and needs were identified



### Persona 1 - Ann

*Mother who has a lot of duties, no time, and needs to keep everything under control*

#### Her pain points:

- Difference in the information presented on the website and in the centers, because of which she needs to pay one more visit
- Queues
- Lack of online services



She needs to come often and **apply for several documents at once**



She needs to have everything done **fast** and / or **keep her children busy as she waits**



### Persona 2 - Ivan

*Retired, but precise and active*

#### His pain points:

- It's difficult for him to understand the procedures and the documents he needs to have; lack of attention, discrimination
- He has to visit several authorities to get one document. Waiting in queues



He needs **help, support, respect, consultation**



He needs **communication**



### Persona 3 - Alla

*Very active, busy, used to planning everything, lacks time*

#### Her pain points:

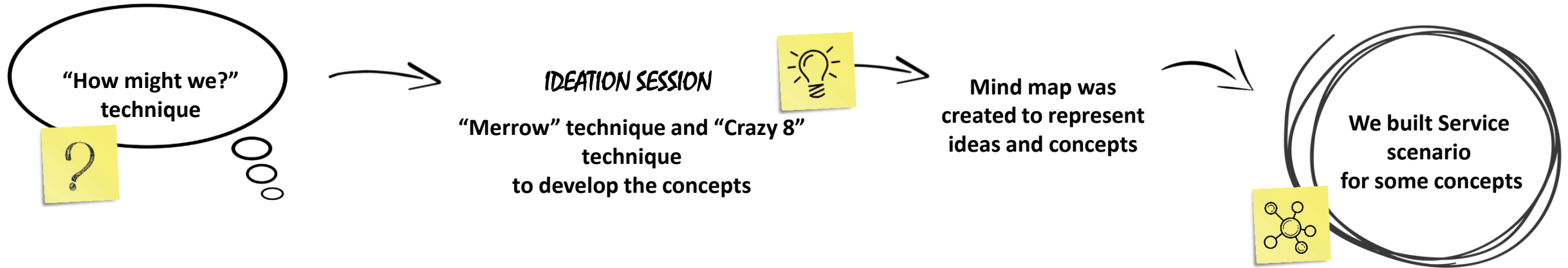
- Lack of correct information, “everything is very slow”, quality of consultation, ways of payment



She needs everything to be done **quickly and online**



She needs **clear information**



**TESTING**

Comments were collected from current customer service representatives. And ACES analysis was done



**Persona 1 - Ann**



After her on-line booking she gets a message with a full list of necessary documents and links for payment, etc.



She can also apply on-line for the same documents she received before.

Special space and entertainment for kids at the location



**Persona 2 - Ivan**

During the waiting time he can get some quick medical testing OR get legal advice right on the spot



Changes in procedures: the employee himself applies to other authorities and then the final document can be sent to Ivan by courier



**Persona 3 - Alla**

Self-service box.

She can come and download all documents and generate necessary reference by herself at once, or it can be sent to her by post in a few days

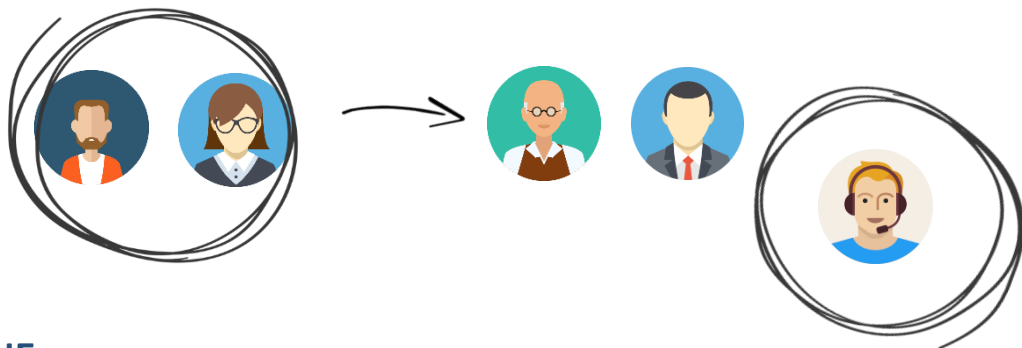




CHALLENGE: HOW TO BUILD A CUSTOMER-ORIENTED ENVIRONMENT WITHIN THE COMPANY AND SIMPLIFY COMMUNICATION BETWEEN DEPARTMENTS?



Qualitative research: in-depth interviews with employees of different departments (IT, HR, Training, call center, managers, etc.)



## DEFINE:

We built **personas** and chose two main ones, whose job and cooperation processes will need to be adapted. The main benefit for the group was to understand WHY exactly these personas behaved “like that”. The **Empathy Map** helped us at that stage.

A **Customer Journey Map** was developed to provide a visual story about how these personas work on daily basis. Blueprint shows all departments depending on their job and “gaps” in processes.

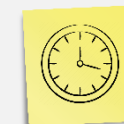
## PERSONAS



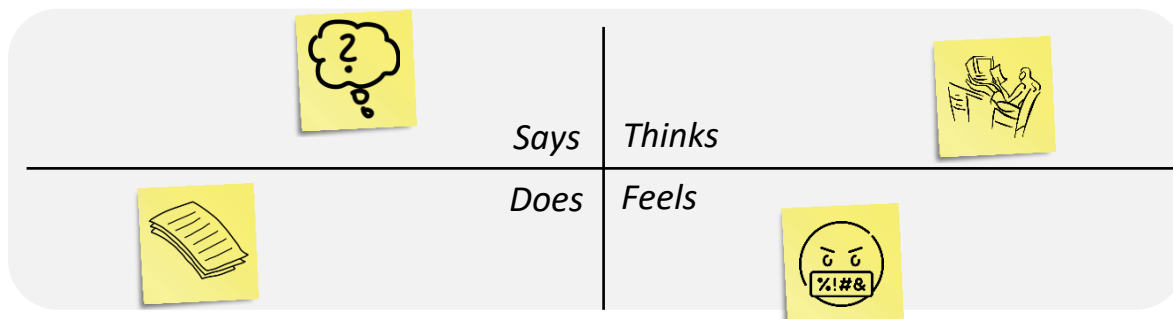
Persona 1



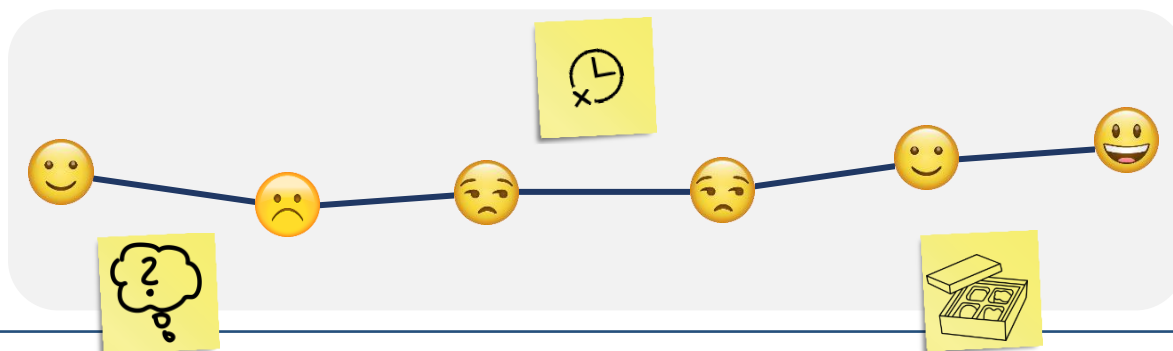
Persona 2



## EMPATHY MAP



## CUSTOMER JOURNEY MAP











**Dmitriy, IT-guy**


Young, active, interested in all new things, technologies and computer games, introvert, overwhelmed with different tasks, likes centricty


WHAT IS IMPORTANT FOR HIM:


-   
 Clear priorities for tasks, structure, sequence
-   
 Possibility to focus on one thing without distraction
-   
 Convenient, quiet place to work
-   
 Respect for him and his time
-   
 Not having to repeat the same actions and tasks
-   
 Global Serious Challenges



HE APPRECIATES:



  
 Transparent and understandable processes

  
 Understanding

  
 Time




**Maria, trainer**

Active, enthusiastic, likes people, open, sociable, caring, learns everything new

WHAT IS IMPORTANT FOR HER:

-   
 To receive information about new employees, products and any changes in time
-   
 Clarity of processes and consistency in communication
-   
 To help and care about other employees




SHE APPRECIATES:



  
 Quality communication

  
 Support and cooperation from the employees of other department

  
 Time and timeliness



**CHALLENGE: WHAT SHOULD BE CHANGED IN THE STORES (IN SERVICE PROCESSES, INTERIOR, BRAND PERCEPTION) IN ORDER TO GET CUSTOMERS' INTEREST INTO OPPO BRAND?**



International group of trainers were involved in the project

**RESEARCH PART:**

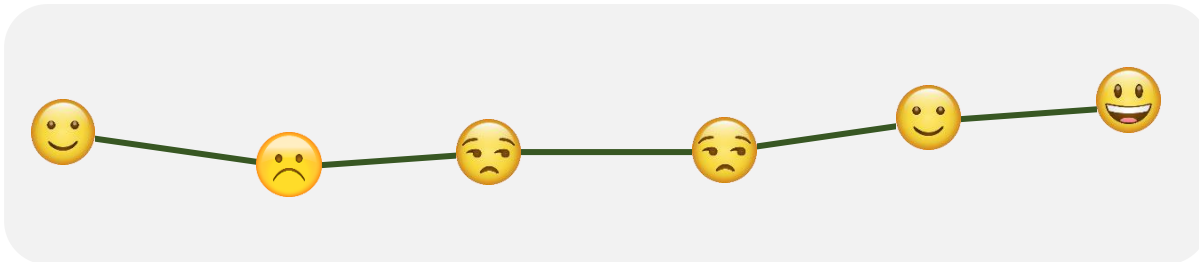


Qualitative part – in-depth interviews with customers



Quantitative part – Mystery shopping

Customer Journey Map was build based on the results



**IDEATION**

We divided the challenge into “How might we?” questions

<p><b>Pick an angle</b></p> <p>Pick a specific angle or aspect of the problem</p>	<p><b>Introduce constraints</b></p> <p>Introduce specific constraints of time, money, place, speed, resources, capabilities, etc.</p>	<p><b>Change the scenario</b></p> <p>Revert or reposition the situation</p>	<p><b>Invert roles</b></p> <p>Play with new rules, stakeholders and flip the roles</p>
---	---	---	--

The group generated numbers of ideas

1) Idea	5) Business Benefits	1) Idea	5) Business Benefits
2) Project details	6) Implementation Plan	2) Project details	6) Implementation Plan
3) Unique feature	7) Why customers will buy it	3) Unique feature	7) Why customers will buy it
4) Resources	8) Risks	4) Resources	8) Risks

The group chose their favorite ideas and translated them into concepts, most of which were focused on the emotional attraction to the brand (events, dolls collection, gamification)





**CHALLENGE:** TO INVOLVE AND GET INTEREST OF THE PHARMA STORE EMPLOYEES TO SELL MORE OF A SPECIFIC PHARMA BRAND



**BACKGROUND:** The biggest pharmaceutical company in Kazakhstan had a target to increase sales of its product in different pharma stores.

**IDEATION:** The group created two concepts of application and different variants of gamification. We created draft prototypes and after first level of testing we involved IT developers and created more detailed interactive prototype.

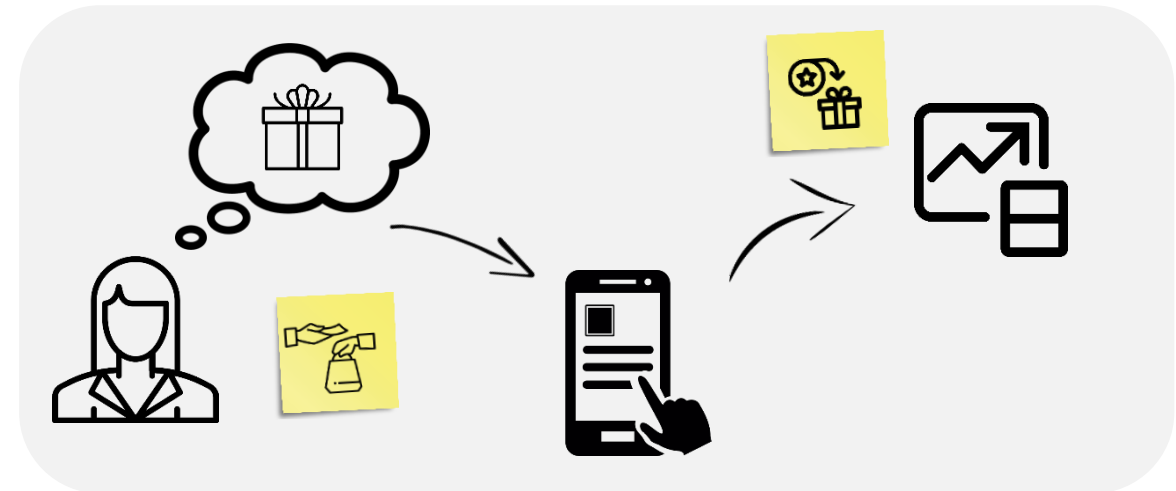
After ideation, the **best concept** related to the mobile application development and gamification **was chosen**.



After that, we had the research phase again to identify the roles and interests of each role:

- **In-death interviews** with pharmacists, managers and auditors to find out their working process, their everyday life activities, interests, motivators, barriers.

- As a result, **Opportunity Map** was built, which reflects:
- **Profile of future participants**
- **Motivators to do different tasks**, study the brand and do the promotion
- **Zones of development** in communication with producer
- **Attitude to the producer and the brand**
- **Level of technical skills and capabilities**



Following testing, the concept which includes gamification as well as product trainings and testing won further right for implementation.

**FINAL RESULTS AFTER THE IMPLEMENTATION:**

- 1200+ employees use the application and are involved in “game’, 82% use it actively on a daily basis
- 34% sales growth



**CHALLENGE:** WHAT NEEDS TO BE CHANGED IN SERVICE DELIVERY CENTERS AND IMPROVED IN PROCESSES TO EXCEED CUSTOMERS EXPECTATIONS?

**Research purpose:** To identify Personas for Oysho brand in Russia, their expectations from service, products and assortment? To find out Personas' needs and the expected changes in customer service.

Methods used:

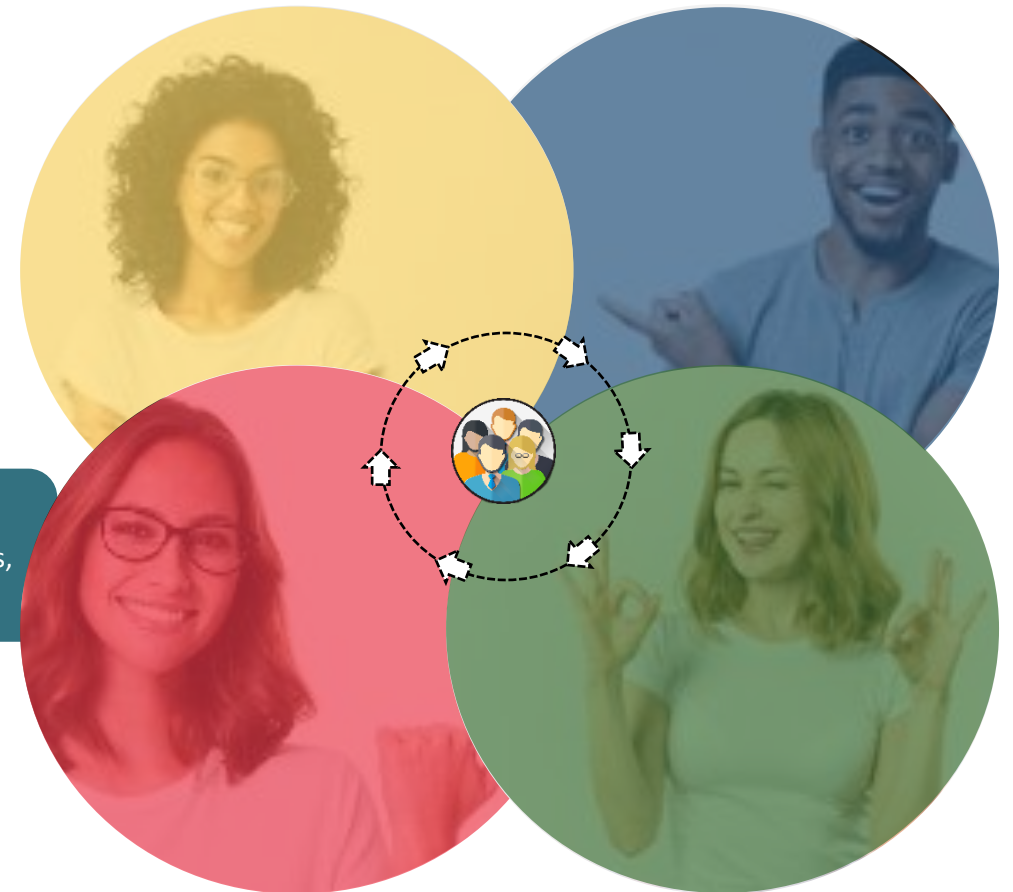
- **Customers segmentation (Socionics Quadra)**
- **In-depth interviews**
- **Persona creation**

At the qualitative research stage, the method of **Socionics** was used:

We clustered customers based on scales: Extraversion/Introversion, Sensing / Intuition, Thinking / Feeling, Judging / Perception

Created Quadra representatives

Described their psychotype, behavior, needs and priorities, motives, barriers.



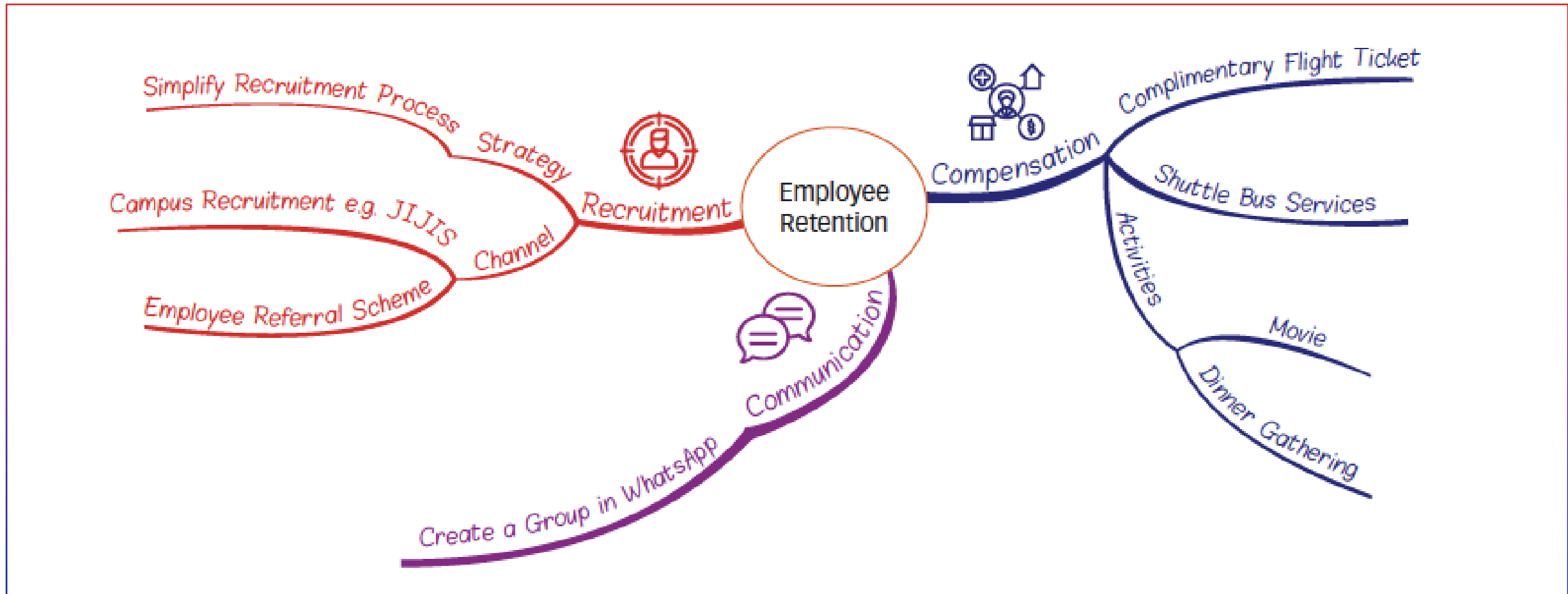
### Service Scenario

Based on the research results, the group created specific approaches and untypical customer service standards for each Persona

# IDEATION

A **MIND MAP** was created to represent ideas and concepts.

All decisions were related to the simplification of the inner processes and communication. Additional solutions were developed to fasten the communication and information transition between departments (among them: platforms with regularly updated information and automatic notifications, and storage of solutions for typical issues)





**CHALLENGE:** TO CREATE THE CONCEPT OF THE ENTERTAINMENT PARK FOR THE WHOLE FAMILY TO MAKE IT A LOVABLE AND FAVORITE PLACE TO SPEND FREE TIME

### RESEARCH PART



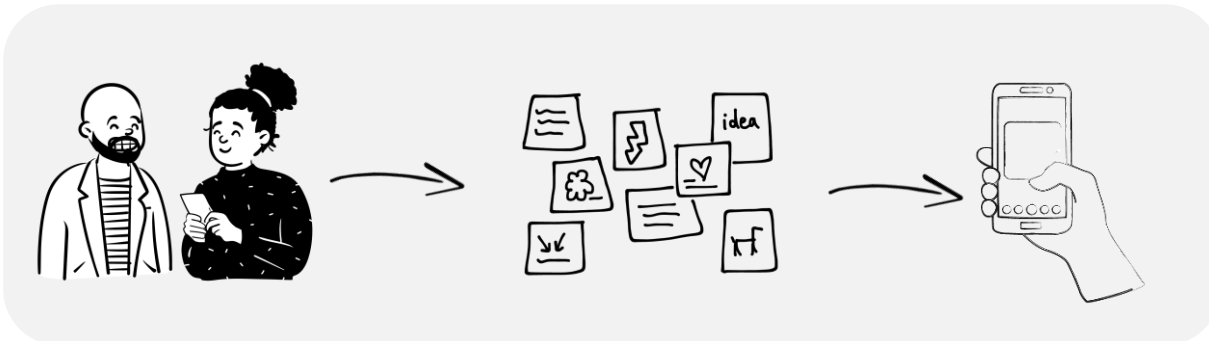
**Cabinet research:** to compare parks, competitive analysis, European best cases study



**Quantitative part:** customers segmentation, test of the park name



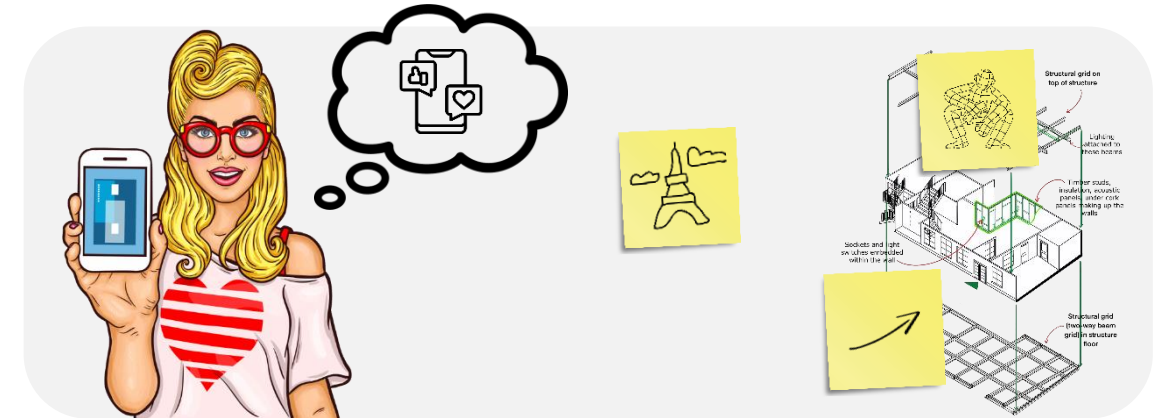
**Qualitative part:** in-depth interviews with customers, workshop and ideation with customers, prototype testing



### WE TESTED

Light show concept (which already existed) – how to make it attractive

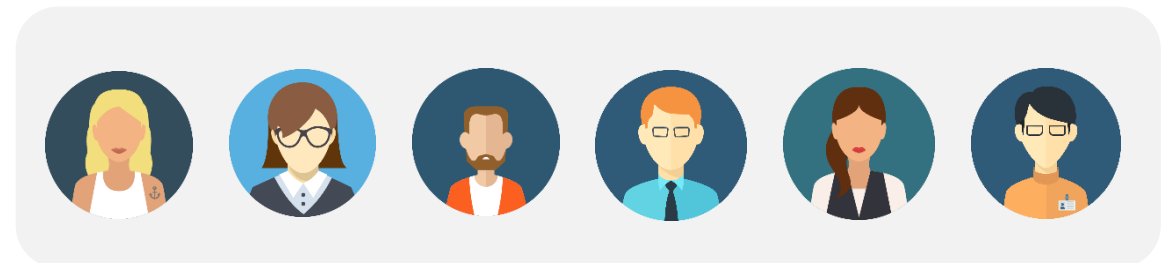
Mobile application – in what circumstances the customer starts using it, figuring out wow solutions



### EMPATHIZE

We built 6 personas

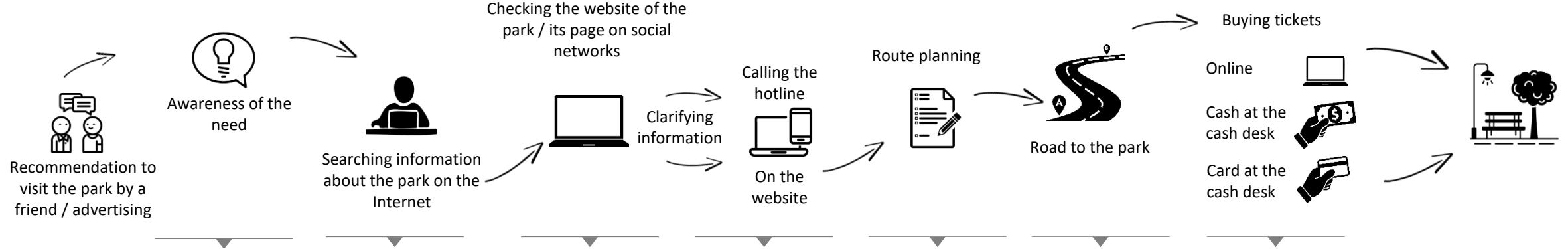
We used JTBD to identify key and additional needs



# CUSTOMER JOURNEY MAPPING

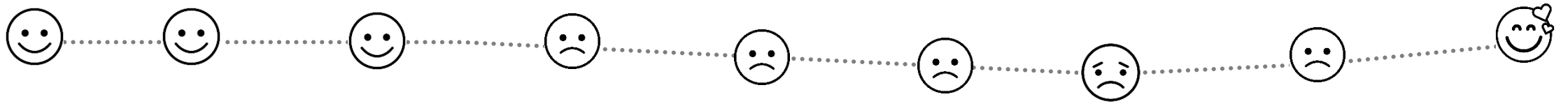


**POINTS OF CONTACT**



**CLIENT EMOTIONS AND PAINS**

- The park has **no website** / it's difficult to find on the Internet
- Inconvenient **navigation**
- No "Call us" button, **no contact phone number**
- Key information is missing:
  - **Work hours** / the least busy hours
  - **Ticket prices**
  - **How to get**
  - **Available rides and entertainment**
- **Difficult to get to** the park (far from home / other significant places)
- **No free bus** from the nearest metro station
- **Nowhere to park** (either no spaces or inconvenient)
- **Expensive parking**
- **Entrance fee** as is
- Unable to buy tickets **online**
- **Queuing** at the cash window
- **Card** payment not available
- No **all-in-one ticket** / all-in-one ticket only
- Expensive tickets



A minimalist line-art illustration of four business professionals in a meeting. On the left, a woman with long hair is seated, leaning forward. In the center, a man is seated at a table with a laptop, gesturing with his hands. To his right, another man is seated, also gesturing. On the far right, a man in a suit stands, leaning over a woman who is seated and looking towards the center. The entire scene is rendered in simple black outlines on a white background, with a dark red horizontal band across the middle containing the text.

# TRAINING PROJECTS FOR THE COMPANIES

## WORKSHOP FOR BANK


 ПУМБ

## THE GOAL OF THE PROJECT:

- to study Service Design methodology by employees of different departments at different levels
- to form a Service Design team that will be able to do Service Design projects in future by themselves
- to work on corporative culture and implement customer-centric approach

**CHALLENGE:** how to increase the number of credit cards users

## THE MAIN BENEFITS FOR THE GROUP WERE



- working on real challenge
- learning 14 different tools
- learning-by-doing approach: 80% of the workshop was 'doing'

The group went through all Service Design steps working on a real challenge:

## STAKEHOLDER MAP



## PERSONAS &amp; CJM



## IDEATION



## STORY TELLING AND SERVICE SCENARIO



## FOCUS GROUP TESTING



Stakeholder map was developed to identify, prioritize and understand key users. Then, the group studied and practiced research methods, and in-death interview more thoroughly.

They did in-death interviews with customers and then completed Affinity Diagram. They built three personas, and each group continues working on its persona. We studies and built CJM.

During the ideation they studied 5 different brainstorming techniques, and two idea generating techniques (Crazy 8 and brainwriting)

They studied prototypes, practiced storytelling and service scenario.

We organized focus group testing with real customers and did ACES analysis.

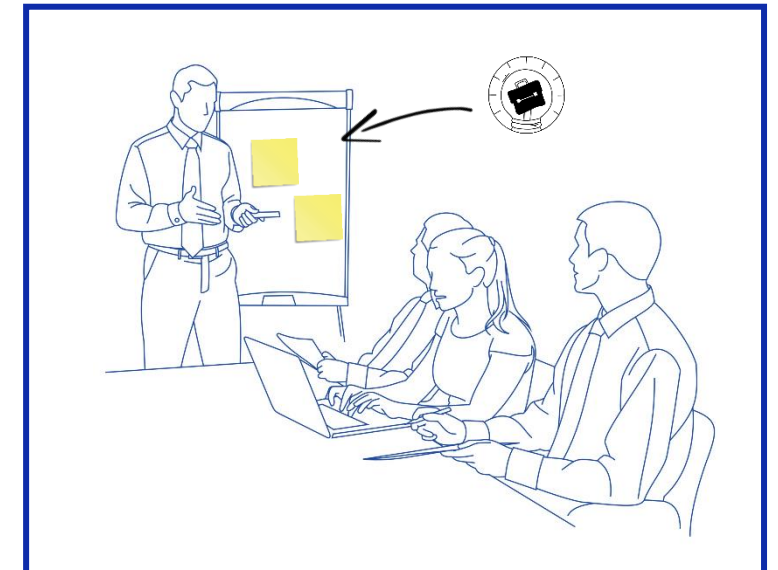
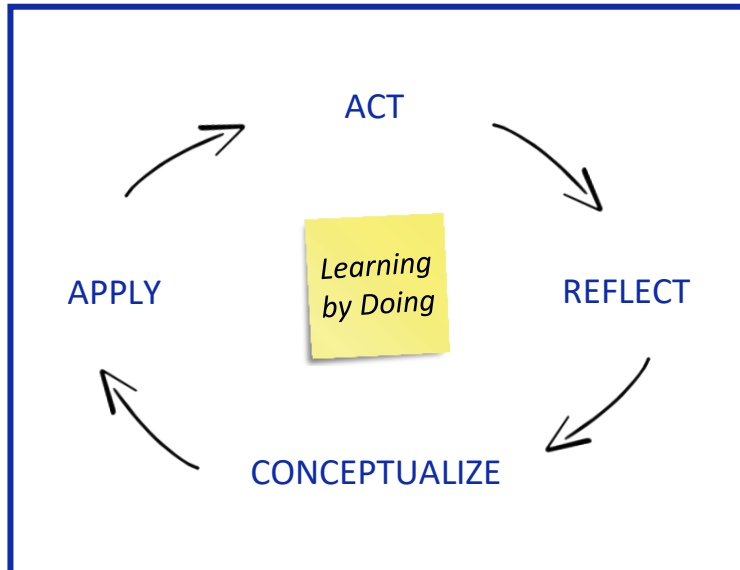
# ON-LINE DESIGN THINKING FUNDAMENTALS WORKSHOP



The Design Thinking Program included 6 online sessions in English and interactive ‘**Learning by Doing**’ experience based on the Design Thinking mindset and approach. The key to Design Thinking is the ‘Learning by Doing’ nature of the methodology.

We used a business-related challenge “**How might we improve the hybrid work experience of bank employees**”. We ran sessions with around 30 participants from DB Global Technology from Romania, Russia, India, USA.

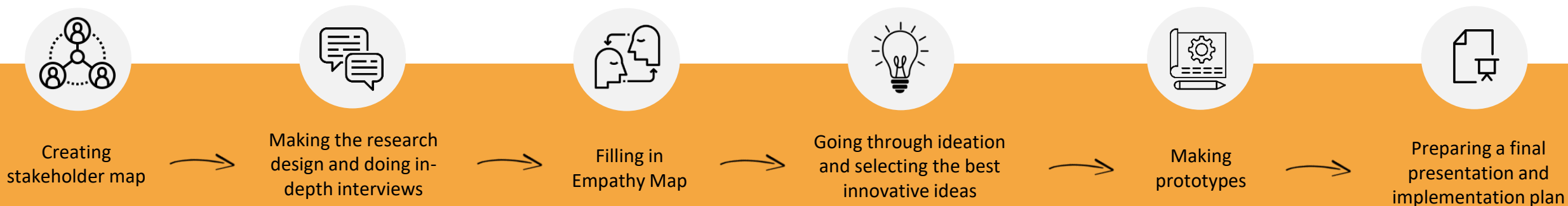
The session translated into definite project outcomes that could be used to work on the challenge. The plan was focused on better understanding and **applying the Design Thinking concepts and tools** as a way of working within the Team.



**BACKGROUND**

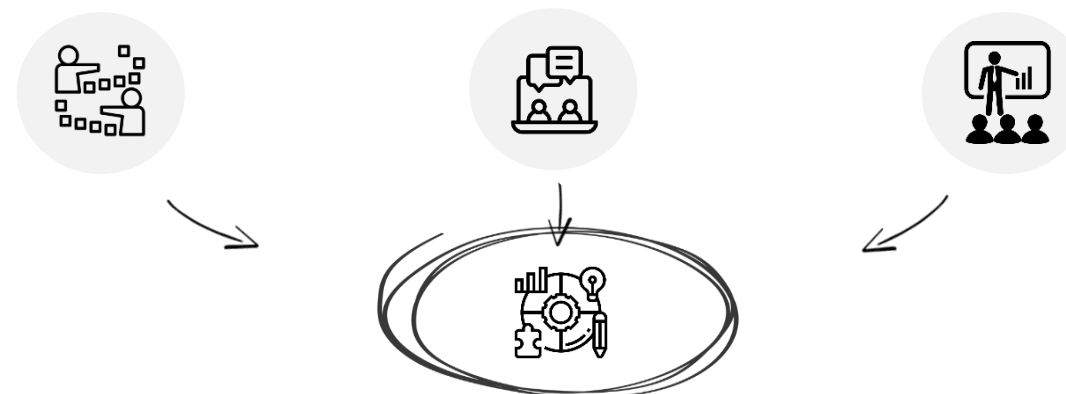
D. Solution is a part of DTEK Group. It is the biggest electricity provider in Ukraine. Service Design was one of the modules of D.Client School in DTEK Academy. The challenge was to create the customer service standards both for the external and internal clients.

The group was divided into 4 mini groups, each studying and following all basic steps of service design methodology:

**The key benefits of the training were:**

- Seeing the situation from the employees' / customers' point of view and defining gaps in the processes and unmet needs.
- Analyzing the severity of current problems and prioritizing them.
- Reducing tension and misunderstanding between departments and learning the real reasons behind the problem.
- Thinking of ideas that can provide win-win solutions for both sides: for all departments as well as for customers.
- Simplifying and clarifying some procedures.

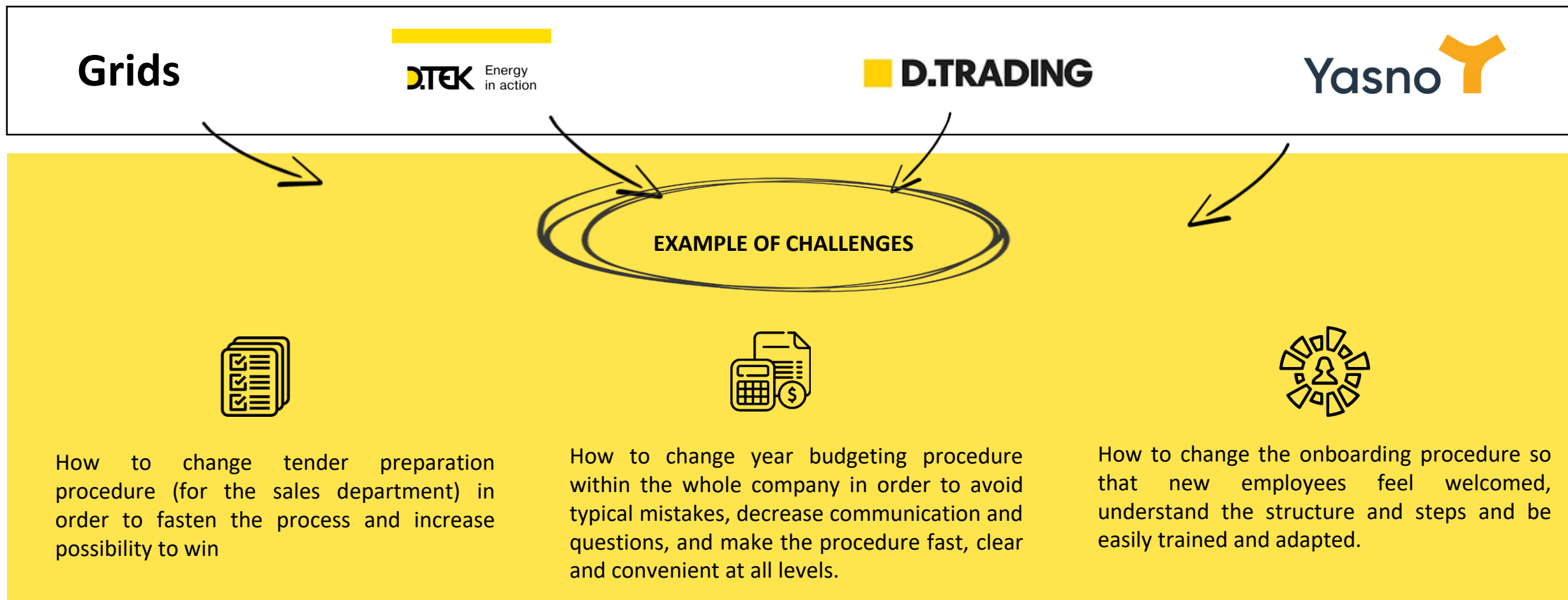
After the project, there were three coaching sessions to help the group test and improve their concepts and get final approval to implement the solution in the business.



**BACKGROUND**

Within the D. Client School of DTEK Academy we developed a special module dedicated to Design Thinking.

We worked with a mixed group from different businesses (Grids, Energy, Trading, D. Solutions). Each business chose its own challenge (the real one) and worked on it in line with the methodology in order to come up with a concrete concept and project action plan.







**EMPATHIZE**

Each group did 15-20 interviews with the stakeholders and internal clients to identify the pain points and needs.

DEFINE. An Empathy Map was designed to synthesize knowledge about employees behavior and attitudes.

CJM and blue print were built to see the procedure in details and stages, gaps and difficulties, clarify the needs and prioritize the pain points afterwards

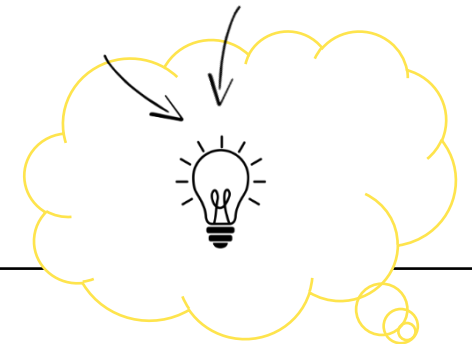
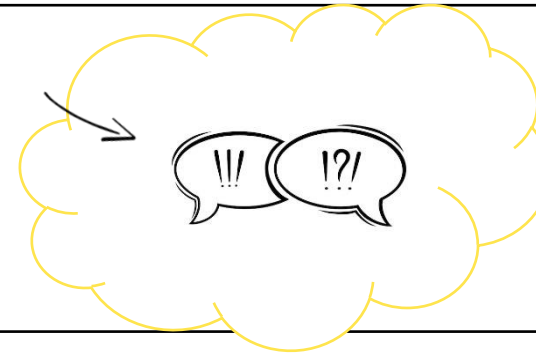
**EMPATHY MAP EXAMPLE: BUDGETING**

<p><i>Budgeting is time-consuming and it is unclear how much you can increase the costs, so you should later cut the costs several times</i></p> 	<p><i>It's too complicated and unclear to everyone at different levels</i></p> 
<b>SAYS</b>	<b>THINKS</b>
<p><i>Redo the file several times and ask a lot of questions looking for structure and terms explanation</i></p> 	<p><i>Irritated and annoyed</i></p> 
<b>DOES</b>	<b>FEELS</b>

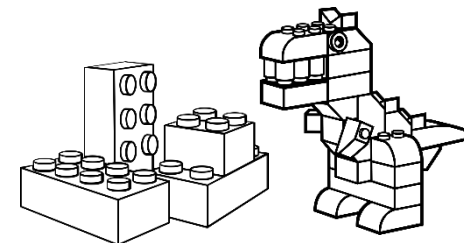
**DEFINE**

After stepping into user shoes, the team developed an actionable problem statement.

We had three rounds of ideation using different techniques, including Associations, Superhero, Break the Judgments.

**PROTOTYPE**

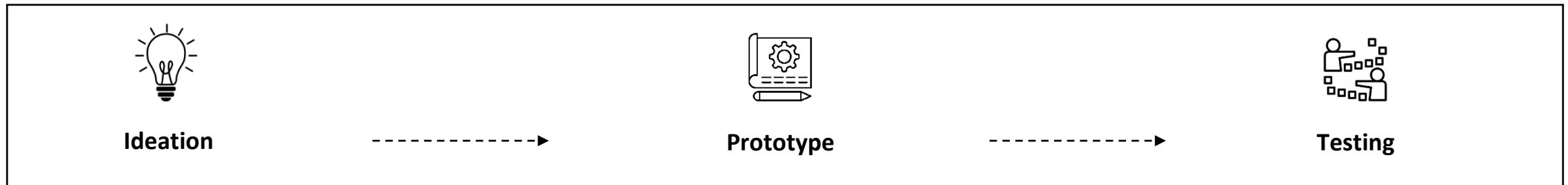
Each team created prototype of the chosen idea (Service Scenario, Story Telling, Theater and Lego were used) made presentations to the decision makers.



# SKILLS OF THE FUTURE GAME

This game was developed in order to add some gamification in a training process as well as change mindset of the group. It has both offline and online versions. The offline version included some specific cards and prints. For the online version, Miro boards are used.

Participants have to change their thinking about the future, about what the world will look like, about customer needs and priorities, and create a specific business that will be running in 2030. The game consists of 3 stages:



In the final stage, all participants also received additional roles:  
Master of Empathy, Creativity Guru and Critical Thinker.



Master of  
Empathy



Creativity  
Guru



Critical Thinker

- This way we train skills that will be important in the future,
- We evaluate concepts from the client's perspective,
- We implement a customer-centric approach in concept development.

**BACKGROUND**

DTEK Group is the biggest energy company in Ukraine.

Within the Innovation School of DTEK Academy we developed the special module dedicated to the creativity in business and design thinking.

There were mixed groups from different businesses (Grids, Energy, Trading, D.Solutions). Each business chose its own challenge (the real one) and worked on it following the methodology of discovering new atypical solutions.

**EXAMPLE OF CHALLENGES**

How to protect windmills and solar panels from the environmental influence?



How to increase the number of participants in ongoing tenders?



How to increase the speed and efficiency of coal transfer?



How to increase the efficiency and correctness of electric station load planning?

**STAGES**

**Research**



**Ideation**



**Ideas development**



**Prototype**

Each group did cabinet research, in-depth interviews with customers / employees, ethnography.

Used idea generation techniques

- Associations,
- Spontaneous analogy,
- Breaking beliefs,
- Superhero,
- Distancing,
- Following imagination.

During idea prioritization stage, we studied the COCD box technique.

At the stage of ideas development, we used and trained the following methods:

- Mirroring,
- Brainwriting

At the final stage (when we have to make a choice), the PREFER technique was used.

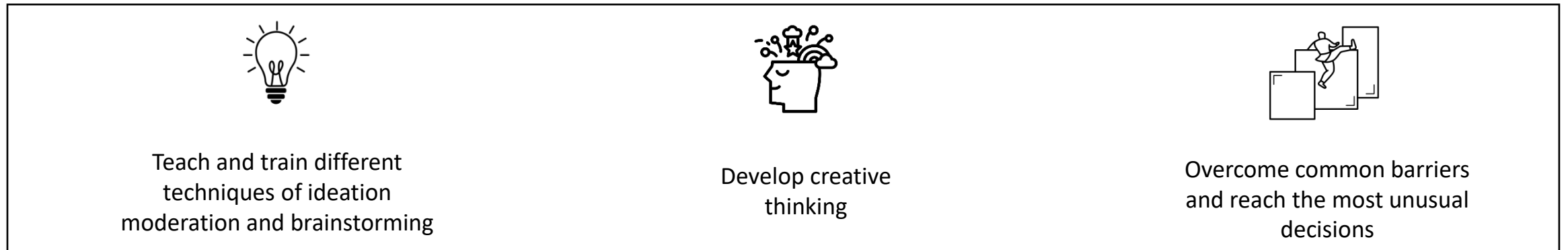
The participants made prototypes and presented them using the elevator pitch technique. In addition, we used the Court with a Jury Trial method and evaluated the best solutions.

After that, the group received a home assignment to do the testing and prepare an implementation plan.

# GAME “CREATIVE KEY”

Within the School of Creativity in Business, “Creative Key” game was developed and played with the groups.

The purpose of the game is to:



Each small team gets a card with a specific business challenge and chooses a card with a specific technique of ideation. The task is to come up with the most atypical solution which has not been available on the market before.



# BRAINDUMP TECHNIQUE WORKSHOP

Within the School of Creativity in Business, we conducted an additional workshop on the Braindump technique – a creative technique designed to solve issues using the unconscious part of your brain.

The purpose of the game is to:



- Present and train unique techniques which can help to find a solution to the problem
- Develop creative thinking

Each participant receives a big canvas with 6 steps (specific tasks with visualization) which each person should follow using drawings, association writing, symbols, etc. As a result, the problem which had seemed to have no solution was easily solved using this method.



task



task



task



task



task



task

# DESIGN THINKING FUNDAMENTAL WORKSHOP

## BACKGROUND

The Ukrainian bank provided the real challenge for this workshop.

Oschad bank has special card for the capital city citizens which can be used in different spheres (transport, museums, etc.) like discount. But unfortunately very few segments of people have it and use it (mostly the old ones). So the challenge was: *How should we change Kyiv city card so that all people start having and using it.*

## EMPATHIZE

The participating team conducted research to understand user needs.

They built personas and created CJM for each of them



Cleanliness and  
order



Family events and  
entertainment



Priority and faster  
movement



Special conditions (for different  
services, like taxi, parking,  
trainings, restaurants, etc.)

**What do the city citizens  
need from the CITY?**




## IDEATE

- We used **ABC lavina** tool to stimulate participants to come with as many ideas as they can, plus added competitive moment. Beforehand, we also gathered some ideas from customers in order to see how they correlated with the ideas of the group.
- We used **COCD Box** to evaluate the ideas.
- We invited the real customer for testing to the last sessions, and made **ACES analysis** afterwards to

**OUR CHALLENGE WAS:** How to attract clients to the store (from online) in order to have possibility to do cross-selling.


**RESEARCH:** The student team created Personas and CJM, based upon their research, to represent the goals and behavior of user groups. They identified the gaps in their needs and expectations.



*Peter, businessman*

Appreciates time  
He is not eager to buy additional services and read difficult contracts and unclear conditions

He needs everything fast, convenient and is ready to pay more for good quality and service




*Maria, mother (divorced)*

Appreciates quality and trust  
She is not eager to look for something new, gets used to going only to the checked locations

She needs a good consultation from the manager whom she can trust (not to overpay and not to redo something later)


**IDEATE:** We used ABC lavina to generate as many ideas as possible. The students created prototypes for leading ideas (Story Telling and Service Scenario) and during the testing comments were collected from current customer service representatives



*Peter, businessman*

**Concept:**  
Mobile service (you don't have to go anywhere, your car will be taken and brought you back OR everything can be done next to your house)

**Feedback**  
"It's convenient but I can't stay long without car (! *What should be improved*) so you need to do it rather fast."



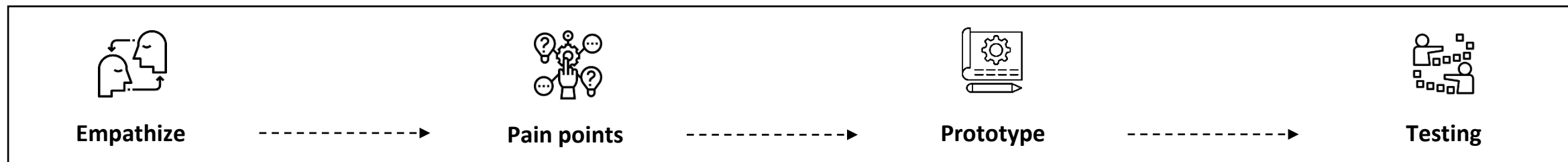
*Maria, mother (divorced)*

**Concept:**  
Your personal manager adviser (you can choose on the platform according to their profile and pictures and have video calls with him at any moment). If something happens, he will come to you with a cup of coffee, drop you off at the shopping mall (or pay a taxi) while your car will be serviced.

**Feedback**  
"It's convenient and I like to have a person whom I can trust. But this service should be well promoted (! *What should be improved*) as I can even do not know about it"

**BACKGROUND:**

For the pawnshops in Kazakhstan, it was important to create new services or offer which will be unique for their network and won't be present on the competitive market. So the challenge was: "How to create specific service or offer to the clients so that they stay only with our pawnshop"

**EMPATHIZE**

The student team conducted online interviews with 25 people who have experience in using pawns. A Customer Journey Map was developed to provide a visual story about how customers interact with pawns, how they make decisions and choices, and when exactly in their lives they face such a need.

**PAIN POINTS:**

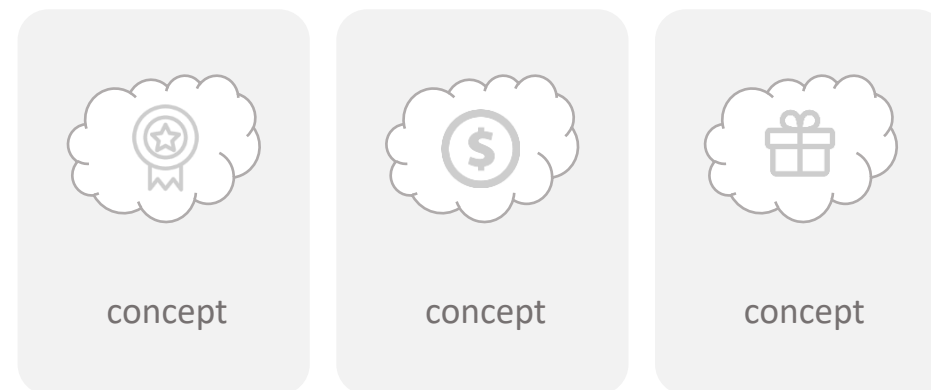
They identified different pain points for different personas

- Shame to use the service and even mention it
- Location
- % and special offers (all the same, nothing special)
- Connection and special manager

**PROTOTYPE AND TESTING**

The students created 3 main concepts

- Unique offers (based on cooperation with banks) for the apartment building loan program so that pawnshop users can get extra bonuses and special conditions for such a program)
- Donation program of the pawnshop (PR)
- Special gifts on different events, birthday, etc. (was not accepted by the customers)



**BACKGROUND:** For the Internet provider, it was important to reduce amount of hot line calls and make customers use messengers instead. So the challenge was: “How to create a convenient communication channel for customers that will be able to replace the hotline in future?”

**EMPATHIZE:** The student team conducted research (in-depth interviews) to understand the needs of specific user groups: your generation, family people, business group.

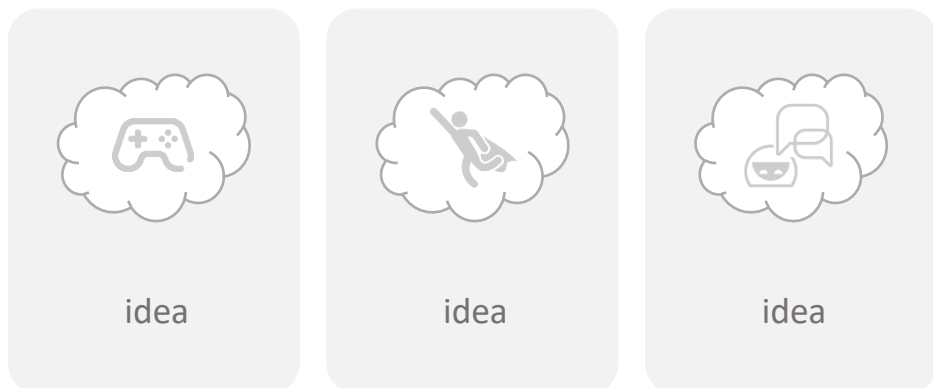
**IDEATION:** the students developed a few concept on how to attract users based on their needs



- Gamification
- Cartoon Hero - white jaguar - who helps to solve any problems in a friendly manner
- Chatbot which informs you about different problems beforehand and has a countdown timer for you to see when the problem will be solved

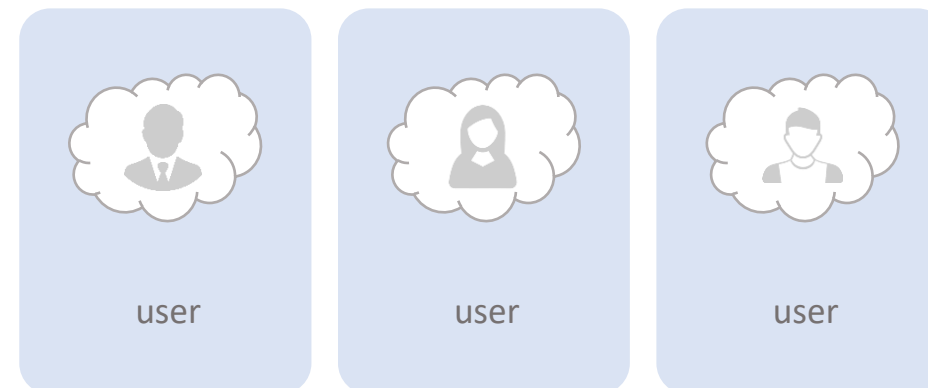
### PROTOTYPE

A simple drawing was used to show ideas to users.



### TEST

Comments were collected from different users.



**CHALLENGE:** What should the first meeting (interaction) with potential clients of Dobrograd city include to leave them impressed and interested in further communication?

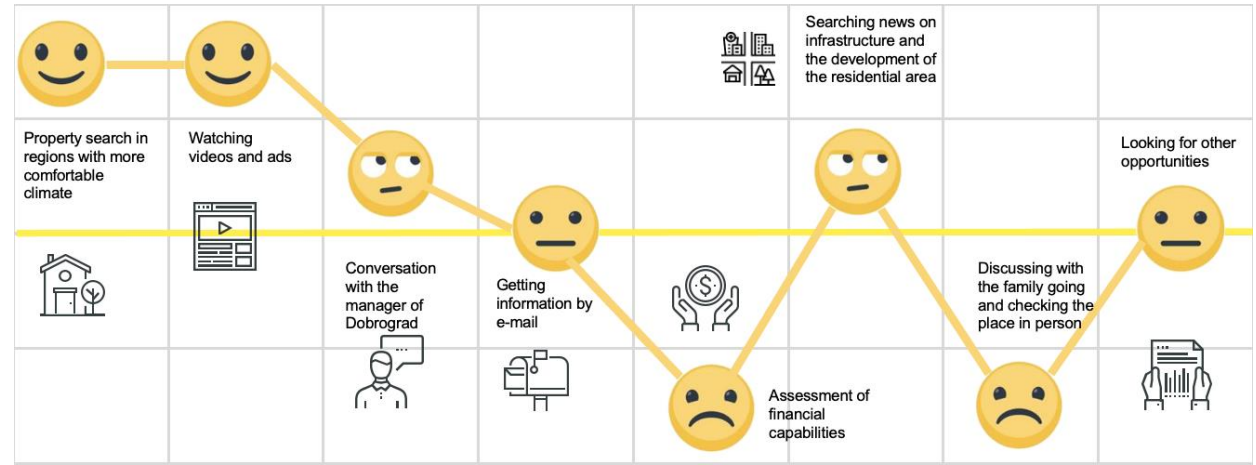
**Vadim Severyanin**

45+ years old, resident of a remote region in Russia who has his own business and/or earns good money. He takes care of his family and strives to secure his children's future. He makes decisions along with his wife.

WHAT IS IMPORTANT FOR HIM?

HE APPRECIATES:

- transparent and clear opportunities
- care
- novelty



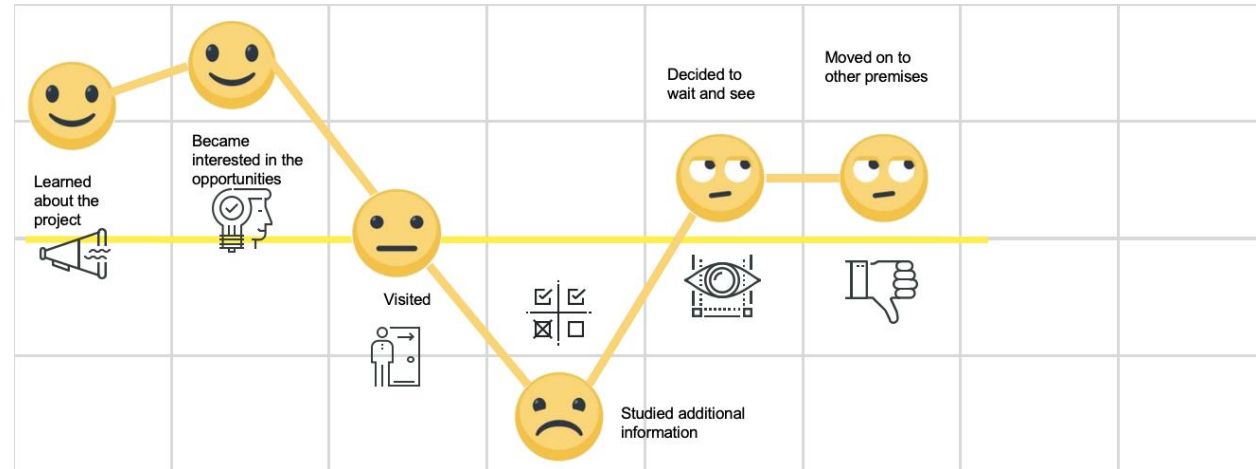
**Sergey, businessman**

35+ years old. Devotes a lot of time to business, looks for new business opportunities and investments.

WHAT IS IMPORTANT FOR HIM?

HE APPRECIATES:

- quality service and communication
- understandable risky policy
- clarity and transparency



# FROM BUSINESS GOALS TO CUSTOMER PROBLEMS

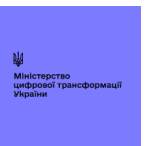


Considering the remoteness, how can we help our persona Vadim organize an easy and exciting trip, during which he can combine family holidays and check the residential area, and make sure that the residential area is suitable for living? The idea is to ensure that Vadim spends his time beneficially, with fun and comfort, and to eliminate every slightest difficulties in relation to this trip.



Considering that the residential area poses interest as an investment object, how can we help businessman Sergey get detailed information on the opportunities for developing his own business and networking, so that he feels his importance and involvement in the development of the residential area as a whole while having a clear picture of return on investment (ROI) and risky policy?

# Total experience with representatives of the following companies



## Participants' feedback



Everything was interesting: creativity exercises, team approach, competitive spirit, support and inspiration, hands-on practice for service design tools, meetings and interviews with real customers.

**Ainur Zaurbekova**, CX CONSULTANT (KAZAKHSTAN)



We had a lot of practise during the course and all the material was presented in the form of a game. It was bright, exciting and captivating. I learned a lot of insights, several new tools and brushed up some skills.

**Svetlana Svetlichnaya**

FORTEBANK



Thank you very much for the information and cool practice. Despite an online format, it was really 80% hand-on course! Special thanks for having challenges as one of the topics as it is relevant for many bankers, cloud solutions for co-creation, and the creative team.

**Elena Tsegelya**

PRIVATBANK

**More reviews on our site:**

<https://conference.4service.group/workshop-sd/>



**Tatyana Lapa**

*Partner in Design Thinkers Academy, coach, facilitator*

Tatyana has extensive experience as Research Specialist, and her passion is communicating with clients and treating them like real people with real problems. Certified practicing coach and facilitator. Professional in building Customer Experience Research. Development of customer service projects in Belarus. Expert support in the development and implementation of professional training programs.



**Aleksandra Kovtun**

*4Service Belarus, CEO. Coach, facilitator  
DT Academy Eastern Europe*

Many years of experience in conducting consulting projects to build service management systems in Belarus. 10 years of experience in organizing and conducting Customer Experience Research. Practicing coach and facilitator.



**Alina Andreieva**

*Business Development Director of 4Service  
Group in Europe and the Caucasus*

10-year experience in market research, participant to a number of consulting projects, experience in the development of standards, incentive and training systems. Partner and certified facilitator of Design Thinkers Academy. Experience in conducting open trainings, workshops, seminars, facilitating strategic sessions in Ukraine and Kazakhstan. Designed a research-based Emotional Influence index.



**Maryna Kharchenko**

*Head of Quality Research at 4Service*

Design Thinkers Academy partner, facilitator  
Speaker at international Customer Experience Forums and Conferences  
Master of Psychology, Gestalt Therapist  
Expert in socionics, personality types.  
Author and developer of motivation programs, trainings on sales, negotiations and corporate culture.  
Coach of top officials and teams

**Contact us: [A.Andreeva@4service-group.com](mailto:A.Andreeva@4service-group.com)**