

Benefit of Knowing client expectation



- More Design Value can be elevated
- Comprehensive in Timing Production
- Aiming in Goal



Finding Good IT-Design Approach

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Approach to what?

■ Business Goal

- Selling IT-Design value (esthetics, information (teaching, complete), detail, reproduce)

■ Customer Expectation

- Safe, simple, sensible,

■ Message of vision

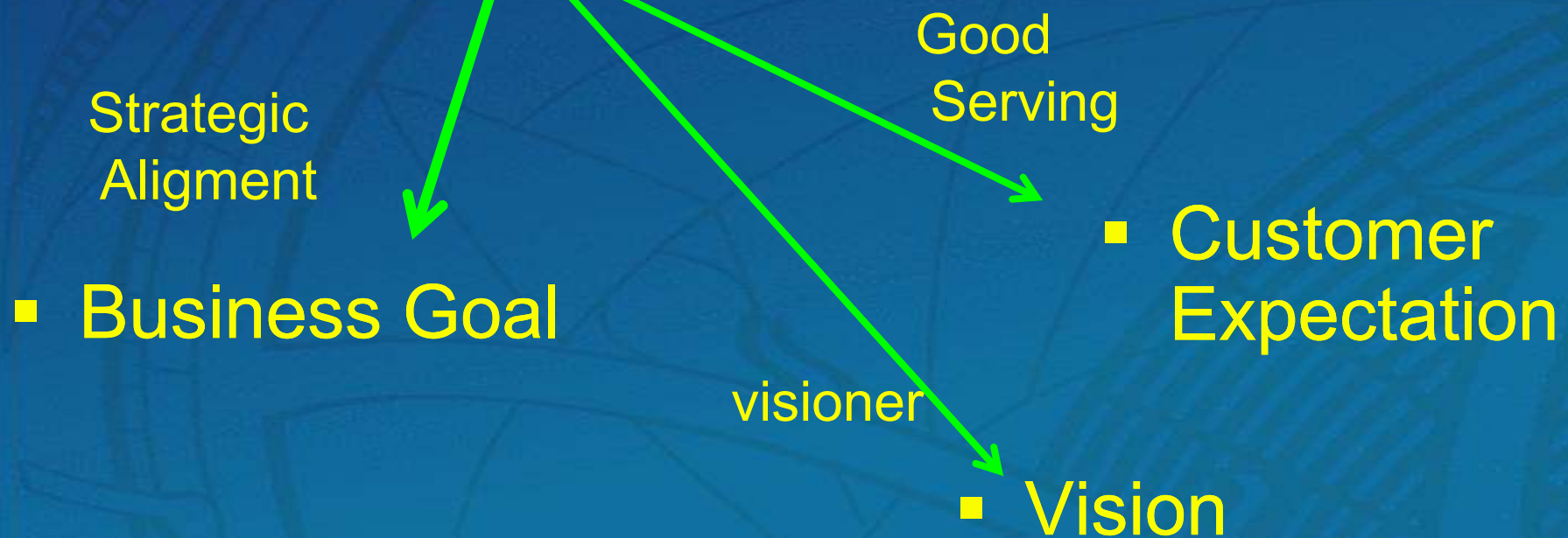
- State of the art

By Survey and forecasting

By survey and discussion



Name of Approach



How to approach them by IT-Design?

- Intention
- Technology , appropriate tools, way to create
- Sensible
- Effective and Efficient
- Acquisition knowledge (survey, discussion)
- Skill and experience of Human
- Year by the year





Inspired by Candy Chan, 2011 at New Orleans LA



Finding good Technology Approach in IT-Design Project



2013, Wife of Indonesian Embassy riding cab with Indonesia Promo in London



Good Approach → Good Serving

- Good media, good technology, good time,, good information, good legal and good risk management

4 Ps of Service Management

- People – skills, training, communication
- Processes – actions, activities, changes, goals
- Products – tools, monitor, measure, improve
- Partners – specialist suppliers



Governance in IT-Design



- Value Management
- Alignment → Good Approach
- Resource Management
- Risk Management
- Performance Measurement
(Consistence in quality due to size and time)



Resource Management

Resource Strategy	Features
In-sourcing	All parts internal
Out-sourcing	External resources for specific and defined areas (e.g. Contract cleaners)
Co-Sourcing	Mixture of internal and external resources
Knowledge Process Outsourcing (domain-based business expertise)	Outsourcing of particular processes, with additional expertise from provider
Application Outsourcing	External hosting on shared computers – applications on demand (e.g. Survey Monkey, Meet-o-matic)
Business Process Outsourcing	Outsourcing of specific processes e.g. HR, Library Circulation, Payroll
Partnership/Multi-sourcing	Sharing service provision over the lifecycle with two or more organisations (e.g. Shared IT Corpus/Oriel)

Customer Expectation



Botol Versi I



Botol Versi II



Botol Versi III

Need creativity for variant

E.g. Enriching the Doraemon Character



E.g. Apple claimed Samsung Design



Service Strategy has four activities

Define the Market (Research)

Develop the Offerings
(Development)

Develop Strategic Assets

Prepare for Execution
(implementation and evaluation)





Ads on Facebook

What Market?
What Offering
What Strategic Asset?
How the execution?





Samsung case cover on ebay.com

What Market?
What Offering
What Strategic Asset?
How the execution?



Service Assets in IT-Design

- **Resources**

- Things you buy or pay for
- IT Infrastructure, people, money
- Tangible Assets

- **Capabilities**

- Things you grow
- Ability to carry out an activity
- Intangible assets
- Transform resources into Services



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Your Technology is my Design. Your design in my technology

- Use IT Resource to produce, enhance and promote Design or
- Use Design to form IT Function

Case in Web Design Developer by
Shervonne Cherry, Designer
who work in web developer



IT Resource for Designer

What's out there for Designers

- Internet
- Social Media
- Application
- Mobile



Adding “nerd” to Design Process

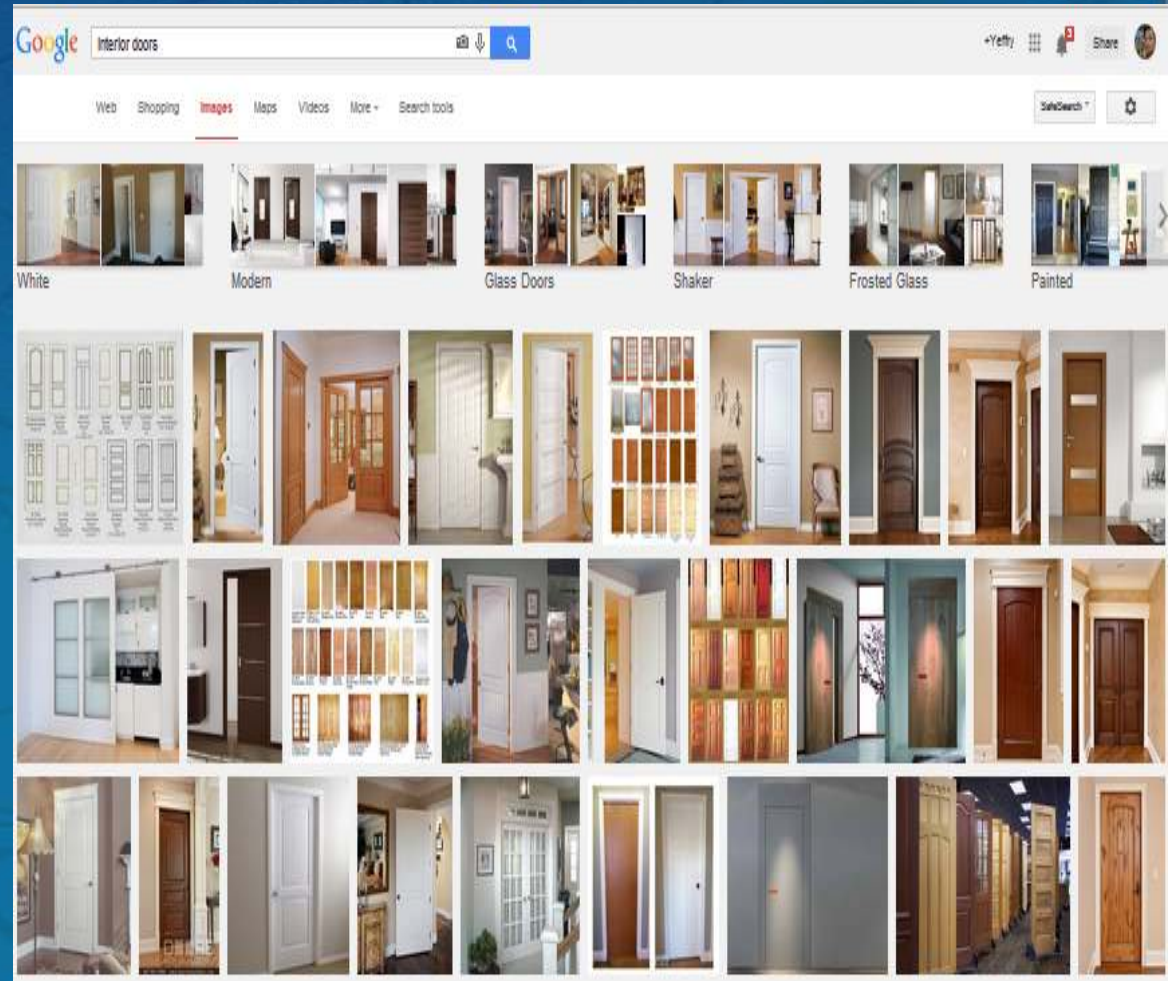
- Research
- Design & Development
- Implementation
- Evaluation



Research

Google is your friend

- Add Google- it allows to explore words & concepts endlessly
- Protect from getting in a trademark dilemma
 - Check if someone has already created the idea that just popped in your head



Design and Development

Think about the bigger picture



- Think Scalable –Designers change their minds often but not as much as our clients do
- Reduced cost & effort (Demand Management)
- Will this fit with the current web, Mobile or Tech trends relevant to project/client



Demand Management

- Ensures we don't waste money with excess capacity
- Ensures we have enough capacity to meet demand at agreed quality
- Patterns of Business Activity to be considered
 - E.g. Economy 7 electricity, Congestion Charging



Service Design

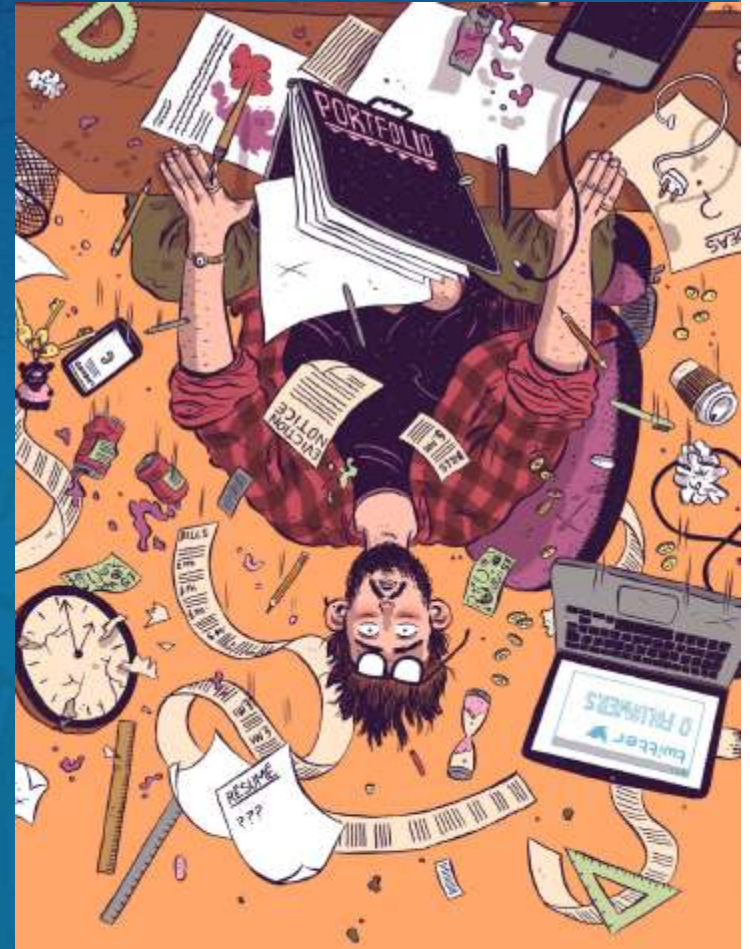
- How are we going to provide it?
- How are we going to build it?
- How are we going to test it?
- How are we going to deploy it?

Holistic approach to determine the impact of change introduction on the existing services and management processes



Processes in Service Design

- Availability Management
- Capacity Management
- Disaster recovery
- Supplier Management
- Service Level Management
- Information Security Management



Service Level Management

- **Service Level Agreement**
 - Operational Level Agreements
 - Internal
 - Underpinning Contracts
 - External Organisation
 - Supplier Management
 - Can be an annexe to a contract
 - Should be clear and fair and written in easy-to-understand, unambiguous language
- **Success of SLM (KPIs)**
 - How many services have SLAs?
 - How does the number of breaches of SLA change over time (we hope it reduces!)?



Things you might find in an SLA

Service
Description

Hours of
operation

User Response
times

Incident
Response
times

Resolution
times

Availability &
Continuity
targets

Customer
Responsibilities

Critical
operational
periods

Change
Response
Times



Types of SLA

- **Service-based**

- All customers get same deal for same services

- **Customer-based**

- Different customers get different deal (and different cost)

- **Multi-level**

- These involve corporate, customer and service levels and avoid repetition



Right Capacity, Right Time, Right Cost!

- This is capacity management
- Balances Cost against Capacity so minimises costs while maintaining quality of service



CASE: Making Mascot



**CANINE CHALLENGE:
MAKING THE MASCOT**



Before I die

Before I die I want to HAVE FUN!

Before I die I want to FINISH

Before I die I want to GO 200 mph.

Before I die I want to TRIED FOR PIRACEY

Before I die I want to GO TO ROME

Before I die I want to TO SEE ALL MY GROWN KIDS

Before I die I want to Keep Living in NOLA

Before I die I want to love, wrecklessly again

Before I die I want to

Before I die I want to

Before I die I want to

Before I die I want to

Mr. Soul

Before I die I want to

Before I die I want to

Before I die I want to

Before I die I want to

Before I die I want to

Before I die I want to

Before I die I want to

Before I die I want to