Harmonic Design

Service Safari Guide

Public Transportation

Service Safari on Public Transport Commutes

This service safari explores work commutes via public transportation in Boston, NYC, Pittsburgh, and Atlanta, observing both to/from commutes to capture diverse experiences and challenges. A service safari helps you observe real experiences in context, much like ethnographers do.

By looking at the full journey, this safari will help reveal customer needs and inform service design with new insights on delivering a better end-to-end experience.

Using This Guide

This guide provides everything you need, including:

1. Instructions for capturing notes and images
2. A framework to guide your observations
3. Worksheets to document your journey and reflections

Service Safari Instructions

This guide is your notebook for the service safari. It includes prompts and a framework to help you document your commute experience. Please make sure to capture both the pre-commute and post-commute moments. You might miss some details during the moment, so take time after to reflect and add notes

Don't worry about doing this 'perfectly.' Just stay curious and document what stands out!

Capturing Photos and Videos

Use your phone to take photos and videos during your commute. Focus on capturing details such as your interactions with apps, ticketing systems, or signage, and any other aspects from your personal point of view. Be mindful of others' privacy when recording in public spaces.

How Much Time Will It Take?

Plan to spend time documenting your experience before, during, and after your commute. The goal is to integrate this service safari into your regular routine, so it should be manageable within your usual commute time.

What You'll Need

Here's what you'll need

- Your safari worksheets
- A pen for note-taking
- A smartphone for capturing video, photos, and audio

The TACIT framework

To conduct your safari, you will use the TACIT framework. A summary of each element of the framework is included on your safari worksheets.

T – Touchpoints:

Touchpoints enable encounters between customers and organizations, services, or products. This encounter can be planned or unplanned; it may be designed or not designed, tangible or intangible. Importantly, every touchpoint should have a defined intent.

Some examples include: physical artifacts, components of web or mobile experiences, customer service, physical locations, direct communications, products, or packaging.

A – Actors:

Actors are entities with their own agenda. These include front and backstage employees, other customers, a chat bot, and so on.

C – Context:

The qualities of the physical or digital environment, how things are presented or organized. Capture what your 5 senses are telling you. Is there anything conditional about the scenario you are encountering today (e.g., is the store understaffed because it's a holiday)?

I – Interactions:

As a customer, what interactions do you have with other actors or touchpoints? What interactions do you observe around you? What are their qualities (i.e. friendly, professional, pushy, etc.)?

T – Time:

For each stage of the experience, approximately how long do tasks take? Do they feel like they are faster or slower than they are? Think objectively in terms of minutes and hours, and subjectively in terms of patience and convenience.

Remember!

In your notes, be descriptive in regards to the qualities of what you encounter, don't just make a list. Record thoughts and feelings along with actions and observations. If you feel comfortable, take pictures and audio/video recordings.

Phase: Planning your trip:

Notes

Sample Prompts:

How long does it take to plan?

What touchpoints did you use to plan your commute?

Where do you plan your trip?

Do you have any necessities you need to pack for the trip?

Ideas

Touchpoints: Encounters between customers and organizations, services, or products

Actors: Entities (e.g., employees, customers, chat bots, etc) with their own agenda

Context: Qualities of the environment (use your five senses)

Interactions: Qualities of interactions you have or that you observe around you

Time: Objectively, how long do things take? Subjectively, how long do things *feel* like they take?

Phase: Getting to the station/stop

Notes

Sample Prompts:

How long does it take to get to your station/stop?

How do you time your trip?

Are there other riders or employees around?

What did you see? Were there any markers/ wayfinding?

What other systems do you encounter on your way to reach your boarding point?

Ideas

Touchpoints: Encounters between customers and organizations, services, or products

Actors: Entities (e.g., employees, customers, chat bots, etc) with their own agenda

Context: Qualities of the environment (use your five senses)

Interactions: Qualities of interactions you have or that you observe around you

Time: Objectively, how long do things take? Subjectively, how long do things *feel* like they take?

Phase: Paying for your trip

Notes

Sample Prompts:

How did you pay for the trip?

What touchpoints did you use?

How long did it take?

Did you encounter any friction?

Ideas

Touchpoints: Encounters between customers and organizations, services, or products

Actors: Entities (e.g., employees, customers, chat bots, etc) with their own agenda

Context: Qualities of the environment (use your five senses)

Interactions: Qualities of interactions you have or that you observe around you

Time: Objectively, how long do things take? Subjectively, how long do things *feel* like they take?

Phase: Waiting for and taking the transportation

Notes

Sample Prompts:

What senses do you use or not use when traveling?

How do you pick a place to sit or stand?

Was it clean?

What is the crowd like? Notice any riders with bicycles, luggage, strollers, or groceries?

How do you know when to disembark?

What is the wayfinding like on the train or bus?

Are there any disruptions?

Did you notice any staff or employees? Did you have any interaction with them?

Ideas

Touchpoints: Encounters between customers and organizations, services, or products

Actors: Entities (e.g., employees, customers, chat bots, etc) with their own agenda

Context: Qualities of the environment (use your five senses)

Interactions: Qualities of interactions you have or that you observe around you

Time: Objectively, how long do things take? Subjectively, how long do things *feel* like they take?

Phase: Exiting

Notes

Sample Prompts:

Do you need to transfer to anything else to get to your commute destination?

What wayfinding did you use?

How long does it take from disembarking to getting out of the system? Or to get to your destination?

Was there any friction?

Ideas

Touchpoints: Encounters between customers and organizations, services, or products

Actors: Entities (e.g., employees, customers, chat bots, etc) with their own agenda

Context: Qualities of the environment (use your five senses)

Interactions: Qualities of interactions you have or that you observe around you

Time: Objectively, how long do things take? Subjectively, how long do things *feel* like they take?

Wrap Up: Overall Reflections

What surprised you about this experience?

What were major themes across this experience?

How did your feelings change from the beginning to the end of the experience?

Was the overall experience positive or negative? Why?

How would you describe your experience in relation to the following service experience attributes?

- Convenient options
- Knowledgeable staff
- Proactive expectation setting
- Thoughtful attention to detail
- Brand consistency
- Orchestration across touchpoints