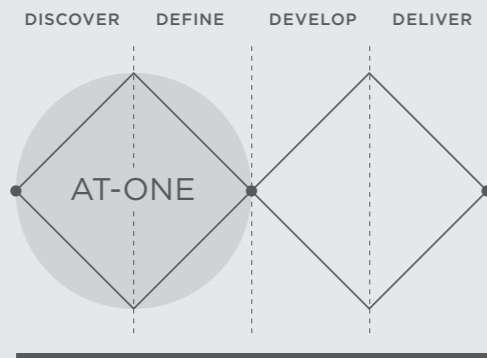


# HOW TO DESIGN BETTER SERVICES



Designing Better Services is a service innovation process using AT-ONE. It strengthens the first two stages of the traditional double diamond innovation process, as described by the British Design Council. Making sure you "do the right thing, before doing the thing right".

This process has emerged as a response to industries' need to improve service innovation. It uses design skills such as customer insight, cultural understanding, creativity and holistic thinking to create solutions that are attractive and desirable. If you use the AT-ONE approach, you will focus the early stages of service innovation and get your project off to the right start - customer focused solutions that build upon your brand strengths to create desirable service experiences.

A = ACTORS  
T = TOUCHPOINTS  
O = OFFERINGS  
N = NEEDS  
E = EXPERIENCE

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