



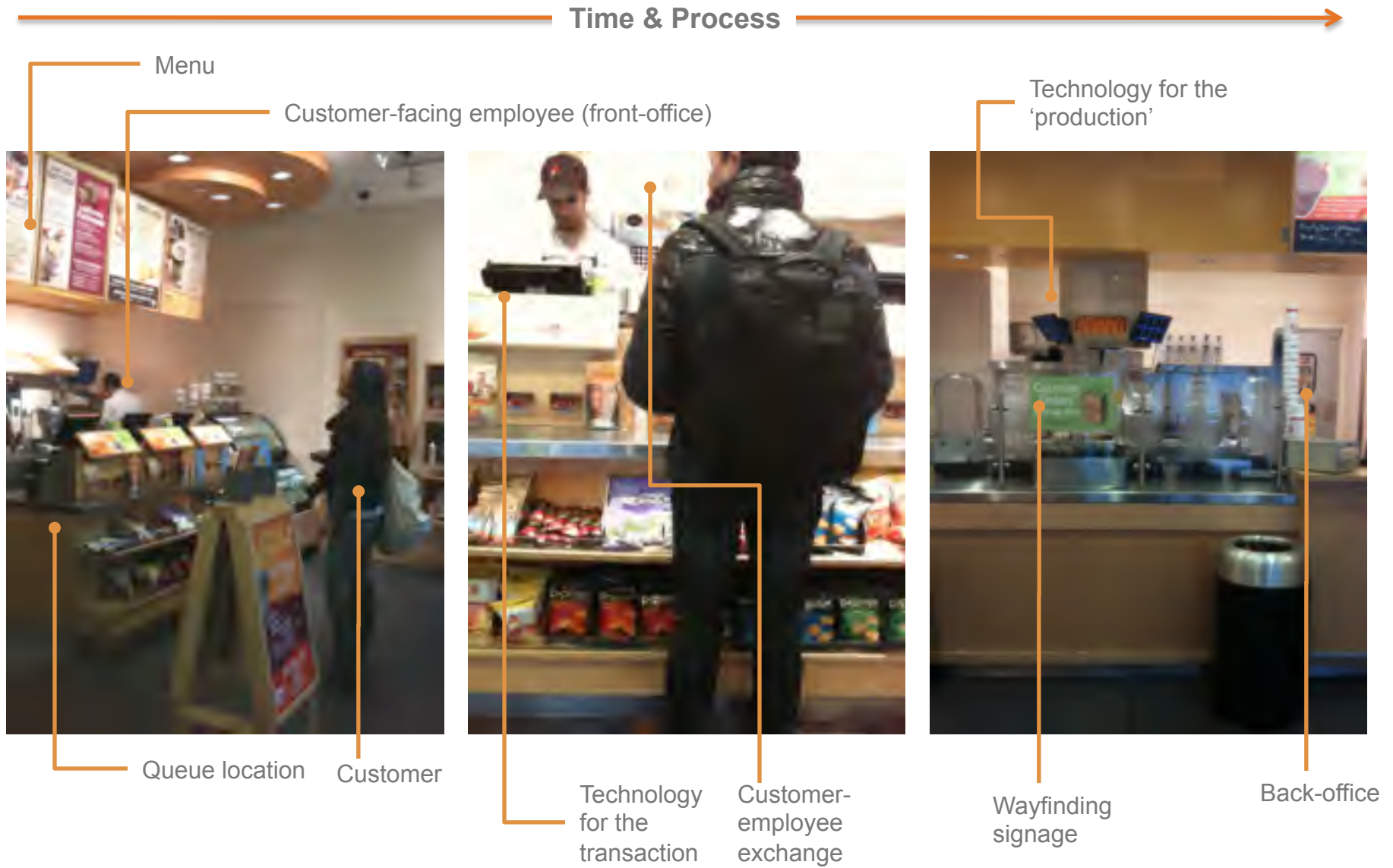
*Designing with a Service  
Perspective: A Bronx Tale*



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# O.S.P. Oatmeal Service Provider



# Broad Context & Decentralized Focus



# Planning and orchestrating...



... to create an effective service experience



## Applying a Service Perspective

- Holistic and contextual - with nothing as the sole focus (*not* user-centered)
- Participatory and co-created – in strategy and in execution
- *Tangible* is important: technology, physical space, objects, infrastructure
- *Intangible* is equally important: time, processes, emotions, roles, information and communications in all forms



## Intersections: The Grand Concourse Beyond 100

- What does the Bronx of the future need its grandest boulevard to be?
- How can the Grand Concourse help inspire quality of life and community through design?
- Is the Grand Concourse of today obsolete? Can the Grand Concourse of tomorrow be a force that catalyzes the Bronx's positive evolution?





**Over 400 people with 200 ideas  
from 25 countries....**



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**We made it to the top 35....**



**Over 400 people with 200 ideas  
from 25 countries....**

**We made it to the top 35....**

**And then the top 7.... *Now what?***





*City = Service*



# Planning and orchestrating the following entities...



... to create an effective city-people service experience





- Professor
- Artists
- Urban Planner and Education Policy Director
- Women's housing & economic development CEO
- Concourse 'Uber' Residents
- Author
- Teen arts council members

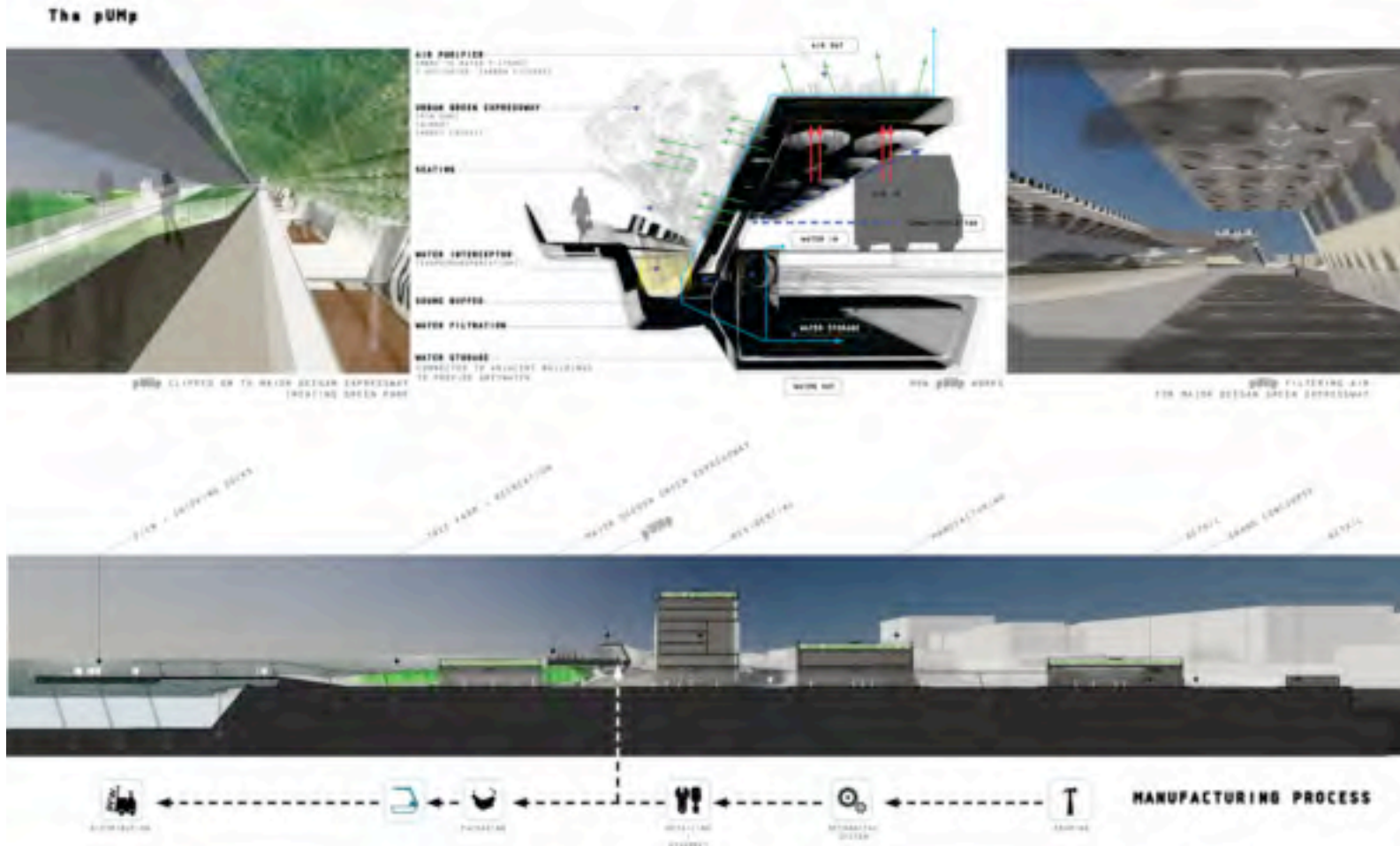


## Key Insights

- A strong sense of community exists: People, Diversity, Friendliness.
- People have a desire to be proud of the Concourse and see its potential.
- Missed opportunities to make people proud with perceived neglect leading to apathy.
- People want to participate in the Concourse's future.
- A vital future depends on a healthy present: meet basic needs first.



# Who Won?



*PUMP envisions the future of the Grand Concourse as an innovative sustainable neighborhood transformed by multiple productive landscapes. We propose the 'rebirth' of manufacturing by injecting green industries that produce the PUMP, a purifying urban modular parasite, which mitigates air pollution, a critical problem prevalent in the South Bronx, today.*



## Applying the Service Design Perspective for Impact

- Holistic and contextual
- Participatory and co-created – in strategy and in execution
- Intangible and tangible are equally important

1

Reframe the tactical design problem to be broad and opportunistic... and be flexible if it changes

*Planning and orchestrating  
<what>...?*

*... to create an effective  
<what> service experience*

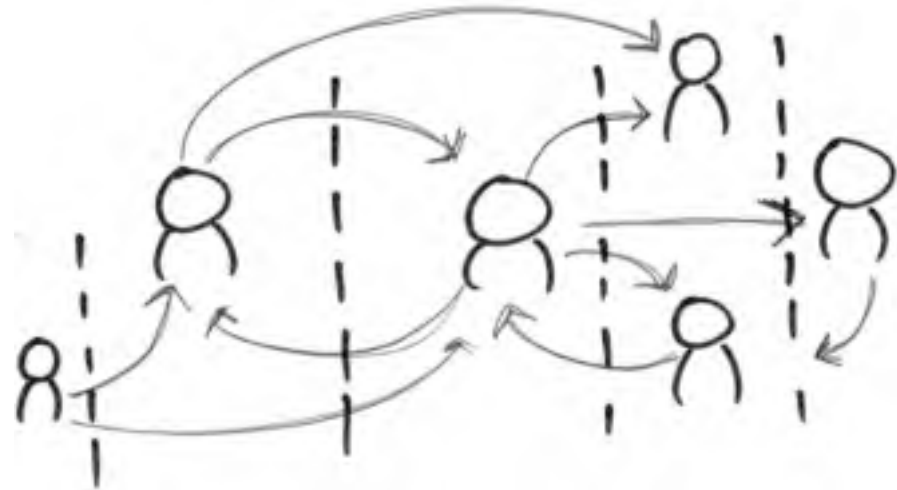


## Applying the Service Design Perspective for Impact

- Holistic and contextual
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2

Map *all* people involved in the success of the eventual design solution and encourage co-creation



## Applying the Service Design Perspective for Impact

- Holistic and contextual
  - Participatory and co-created – in strategy and in execution
  - Intangible and tangible are equally important
- 3** Determine related tools, technologies, processes, resources, infrastructure to ensure a systemic view of the experience

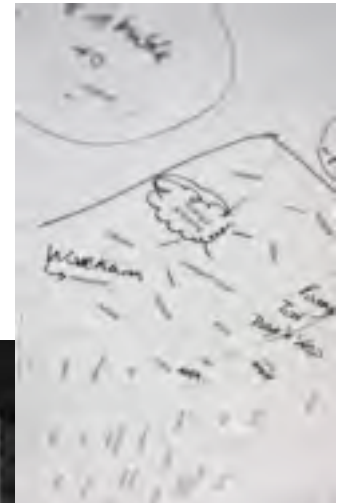


## Applying the Service Design Perspective for Impact

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4

Include softer and less functional attributes to create meaningful and memorable experiences



## Applying the Service Design Perspective for Impact

- Holistic and contextual
- Participatory and co-created – in strategy and in execution
- Intangible and tangible are equally important

5

Get to ideas quickly, document appropriately, validate and then iterate





**Thanks!**