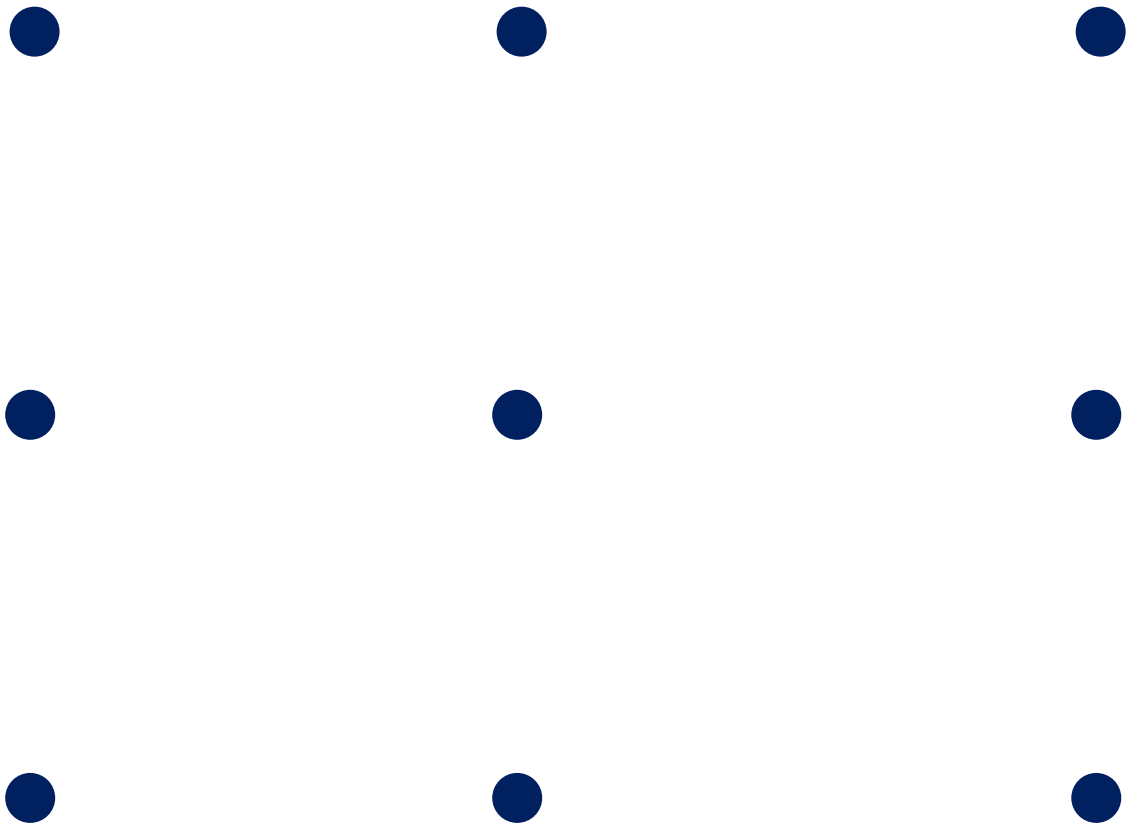
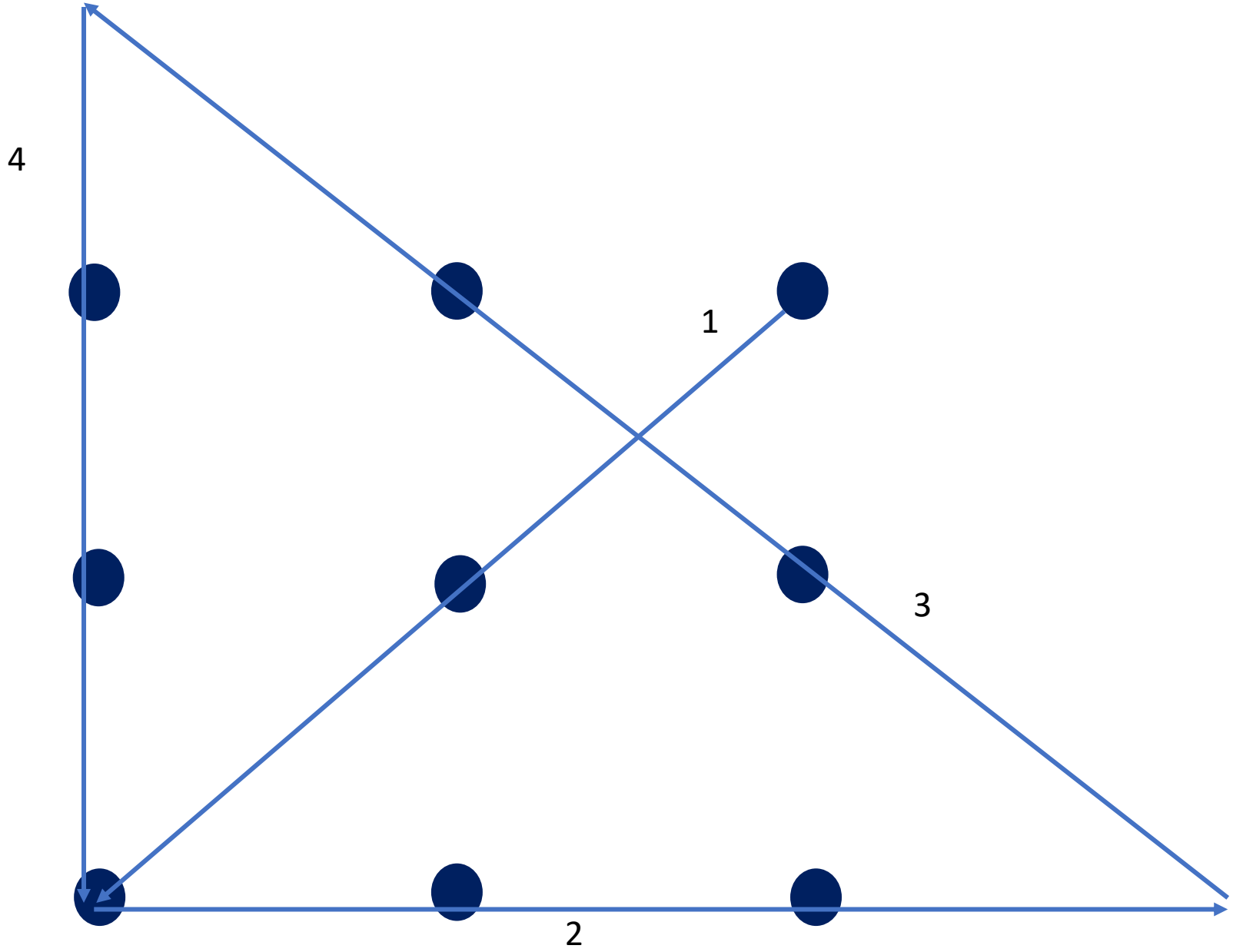
Foundation Course for Group 'A' Officers (Probationers) of
Military Engineer Services
19 June 2019

Building Innovative Customer eXperience

Dr Piyush Gupta
Principal Consultant
CSC Academy
Ministry of Electronics & IT, Government of India

Try to connect all 9 dots with four straight lines without lifting your pen




4
1
3
2

Innovative Solutions in Government

www.passportindia.gov.in/AppOnlineProject/welcomeLink

Thursday, April 26, 2018 | 05:36:25 PM | Skip to main content | Screen Reader Access | Sitemap | Home | A- A A+ | हिंदी

Passport Seva

Consular, Passport & Visa Division
Ministry of External Affairs, Government of India

Appointment Released Index (Last Week)

Normal: 279,692 Tatkaal: 20,496
Walkin: 13,320

Passport Seva
Service Excellence

Search...

Home | About Us | Passport Offices | Consular Services | Visa Services | RTI | Citizens' Charter | Contact Us | What's New

188 POPSKs have

Existing User? Login

New User? Register Now

Track Application Status

Check Appointment Availability

National Call Centre

☎1800-258-1800

Passport Office Page

---------- Passport Office ----------

Mission/Post Page

---------- Country ----------

Login for Official Users

---------- Official Users ----------

Notices and Updates

Before You Apply

Information Corner	Forms and Affidavits	Document Advisor	Feedback and Grievance

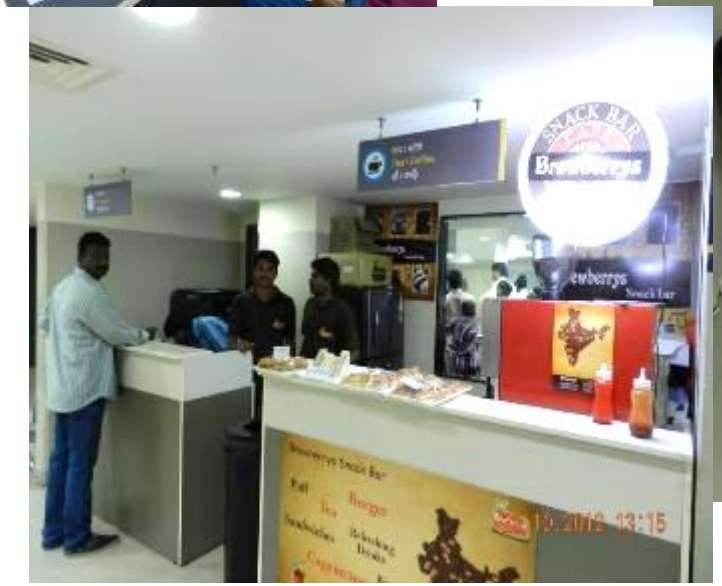
- Getting Started
- FAQs
- Passport Act and Rules
- Quick Guides
- Instructions Booklet
- All India Network of Passport Services
- Public Advisory
- Tatkaal Appointment Opening Time
- Appointment Availability Status
- Fee Calculator
- Know your Police Station
- Locate Passport Seva Kendra
- Locate Common Service Centers
- Caution for Public

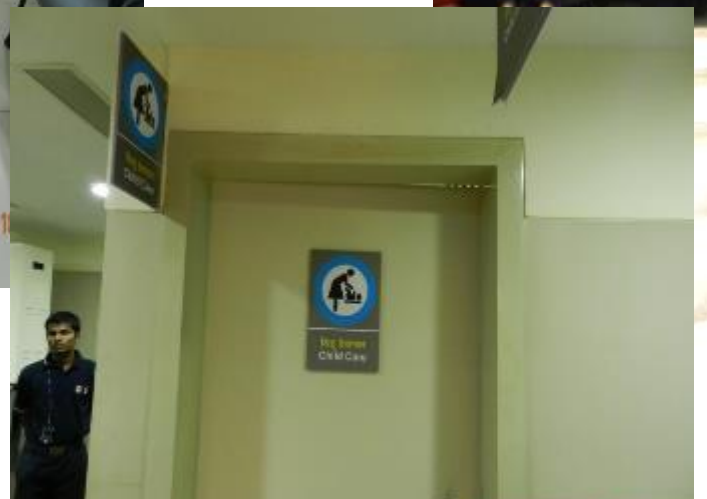
Steps to Apply

Value Added Services

Passport Seva

Service Excellence





TOKEN NO.	COUNTER	TOKEN NO.	COUNTER
N 83	A15	T 13	A14
N 116	A13	T 14	A7
N 118	A9	W 65	A22
N 119	A6	W 66	A18
N 120	A8	W 67	A21
N 122	A5	-	-
N 124	A24	-	-
N 125	A20	-	-
N 126	A16	-	-
S 37	A12	-	-
S 38	A25	-	-
T 9	A4	-	-

भारत सरकार सेवार्थ
ON INDIA GOVERNMENT SERVICE
PLEASE DELIVER TO ADDRESSEE ONLY
Not to be re-directed
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Bangalore - 560 095.
Tel. : 25706100-102
EMS SPEED POST
SPCC BANGALORE
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पासपोर्ट
PASSPORT
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REPUBLIC OF INDIA

Do we design Services or Experiences?

What is Customer eXperience?

What is
Customer delight for you?

CSC ID :259482000018

Digital India
Power To Empower

SEVA SINDHU

CSC
e-GOVERNANCE SERVICES INDIA LIMITED

DIGITAL SEVA KENDRA

ಡಿಜಿಟಲ್ ಸೇವಾ डिजिटल सेवा

COMMON SERVICE CENTRE

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- Scholarships Application Form

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Certificate Verification
For Recruitment

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Common Services Centre

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PM-SYM
Ayushman Bharat
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IRCTC
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PAN Card
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CSC ACADEMY
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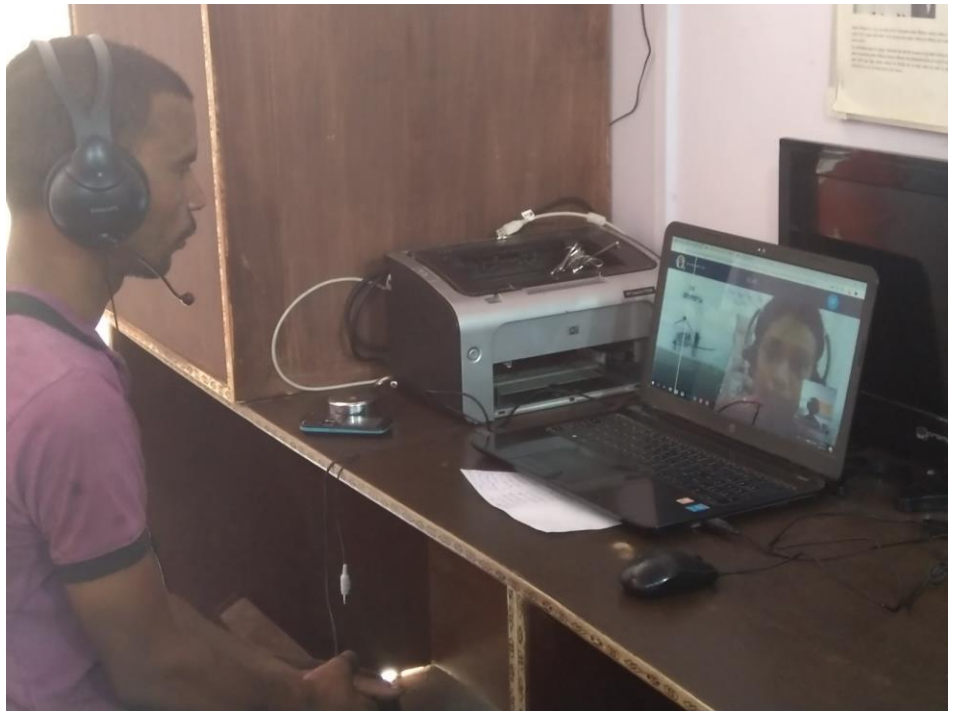


डिजिटल सेवा
XEROX

Don't Think
Outside The Box,
Think Like
There is
NO BOX!

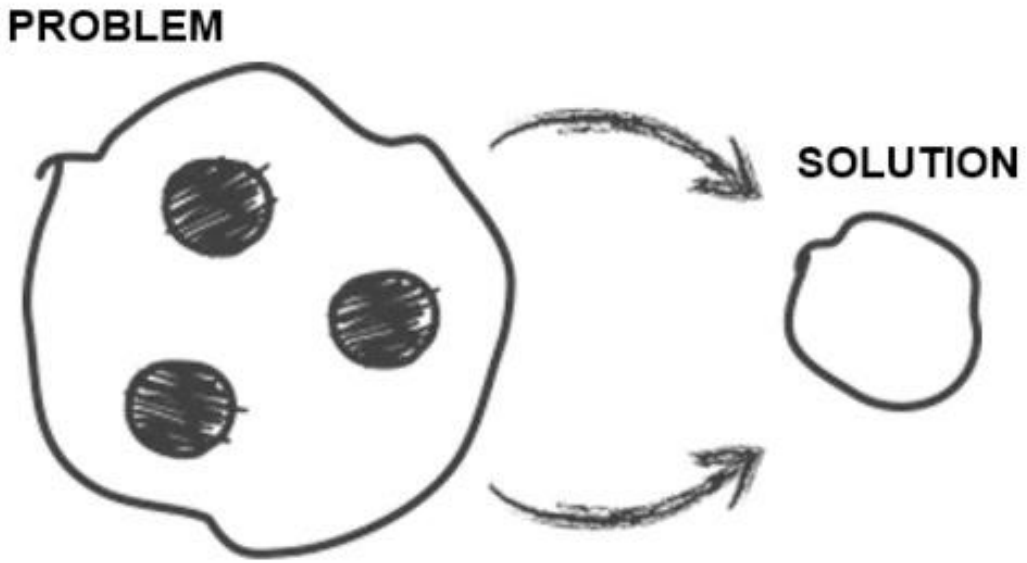
Scary machines.....

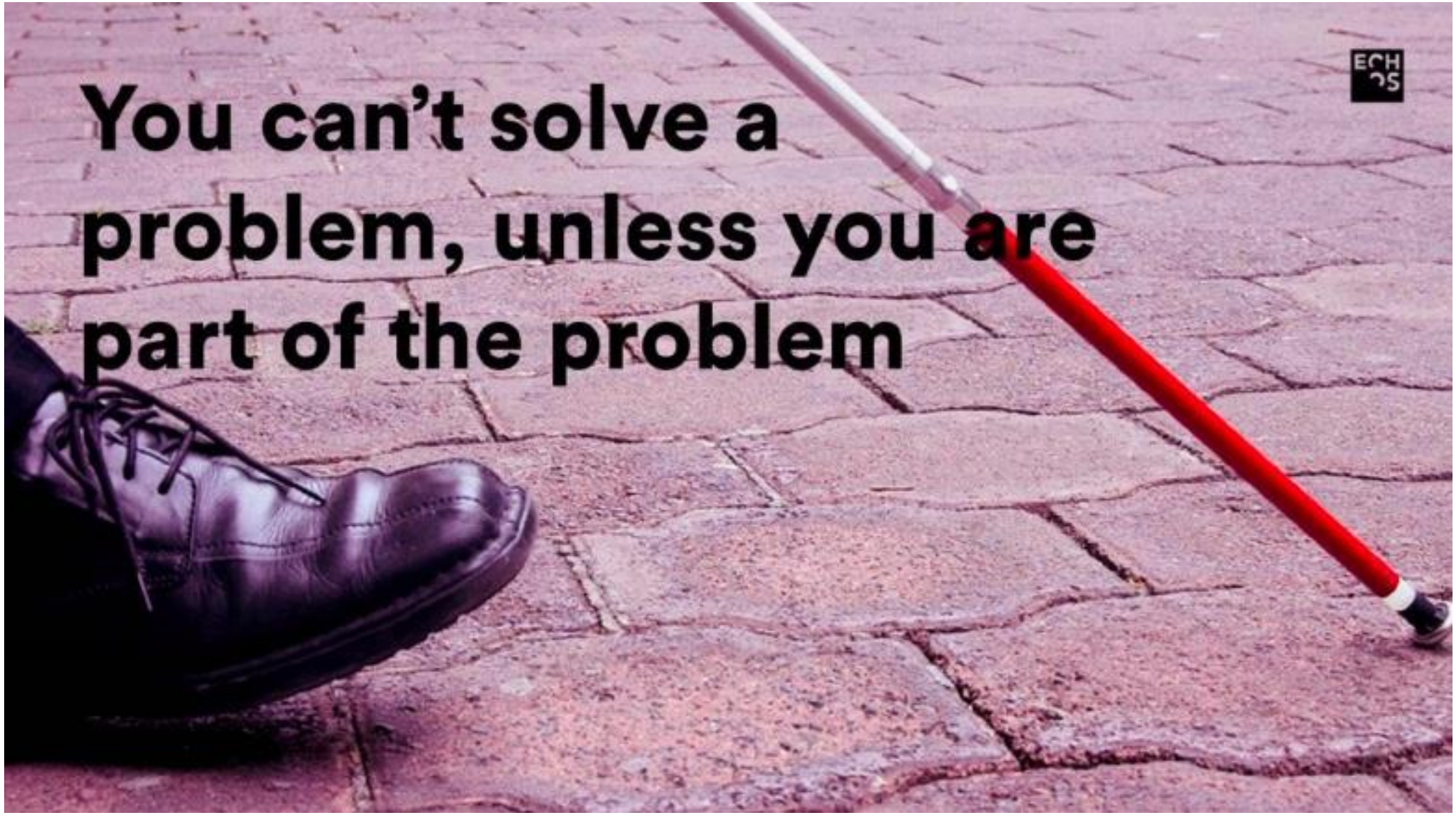
GE Healthcare – created new experience for Pediatric patients

Dong Dietz,
around 2012 experiment

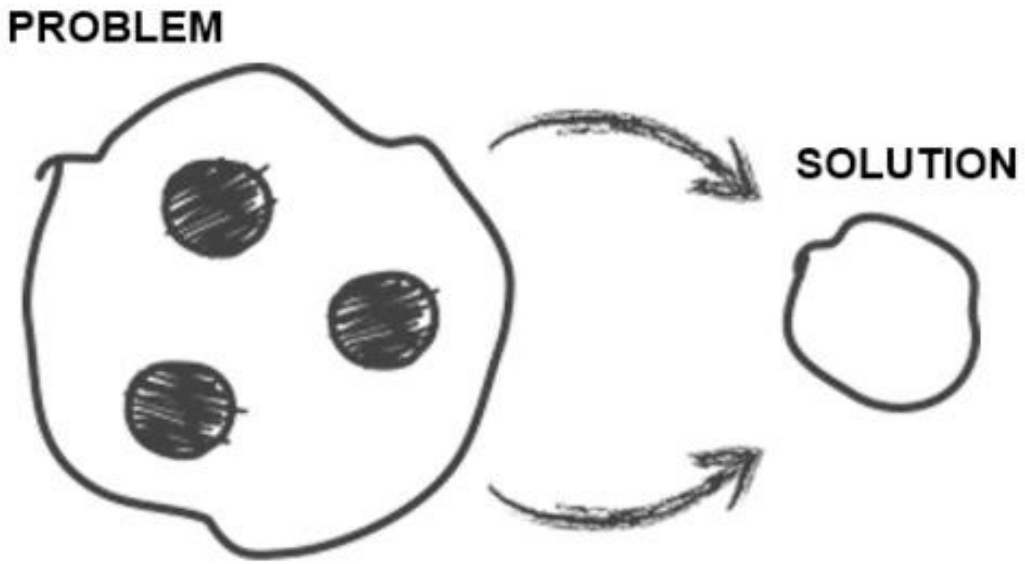
How to design Experiences?

Conventional Thinking

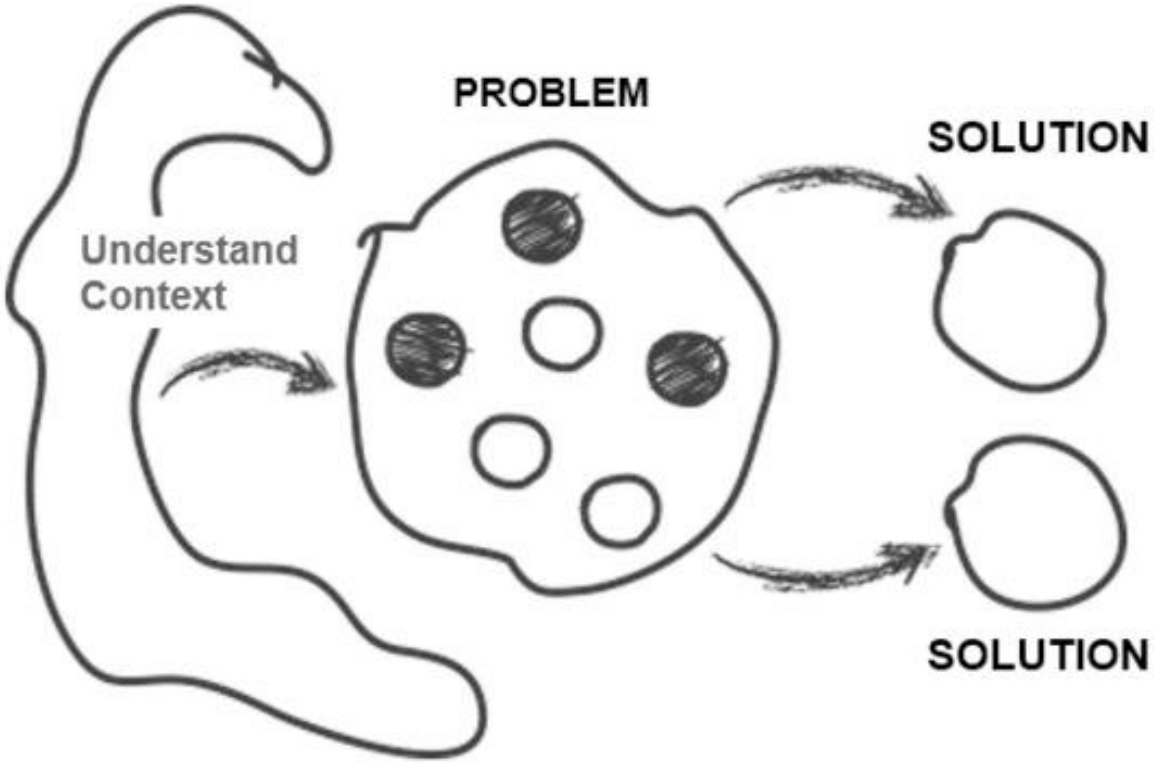



You can't solve a
problem, unless you are
part of the problem

Conventional Thinking



Design Thinking



”Take the stairs instead of the escalator or elevator and feel better”

Stockholm, Sweden underground pass – Volkswagon experiment

Problem (A): The holy month of Ramadan represents a massive challenge in the construction industry, the change in daily routines and activities tend to have conflict with project's schedule, as productivity tends to drop significantly. As a site manager, you have to work with the planning team and the construction team on this issue, to avoid a huge drop in productivity, which might affect the delivery date of the project, and might cost your company more expenses.

The solution for problem (A) is to find a way to prevent a huge drop in productivity of the construction team. This solution should be within the authorities of the site manager to be applied successfully.

	Solution 1	Solution 2	Solution 3	Solution 4	Solution 5
Traditional method	Splitting day into to shifts early morning for light tasks and evening one one for harder tasks.	Pay per task.	Classifying workers to fasting and non-fasting to be able to distribute tasks fairly.	Arranging group breakfast/soh our for site personnel and also arranging awarness sessions.	Ramadan to be the annual leave for all personnel and postpone works.
Design Thinking	Splitting day into two shifts and classifying team according to the residence proximity to site location.	Splitting Ramdan into 3 periods 10 days each, and each workers group works full day.	Tasks that doesn't need high quality supervision to be put on night shifts.	Controlling site electricity feeds to prevent works from spending too much time watching TV.	Holding sporting and social activities to resident personnel.

Problem (C): As a site engineer/ manager you deal with different kinds of resources, building materials represent important resource and managing it correctly will definitely lead to project success. For example, the brick is one of the important materials in the construction site and it is very difficult to handle, as it is required in massive numbers, which leads to notable percentage of waste. As a site engineer/ manager if you can find a solution to reduce the amount of waste in brick works, it will reflect on the financial success of the project.

	Solution 1	Solution 2	Solution 3	Solution 4	Solution 5
Traditional method	Monitoring block stacking process and insuring site preparation for easy maneuvering.	Insuring quality control on each phase of the process.	Making sub-contractor and supplier accountable for brick waste.	Recycling bricks waste.	Verifying quantities before ordering.
Design Thinking	Studying orders history and observing waste ratios so we can control it.	Recycling in one of these activities: concrete works, underground cable protection or landscape works.	Applying QC plan that contains: monitoring delivery trucks to avoid pumps on roads, frequent visits to supplier factory and maintain site Cleaning.	Applying rewards and penalty system for the lowest and highest waste ratio team.	Technical office to double check purchase orders with drawings and quantities before placing orders.

The Design Thinking approach

Design thinking is all about creating intelligent and Innovative Change

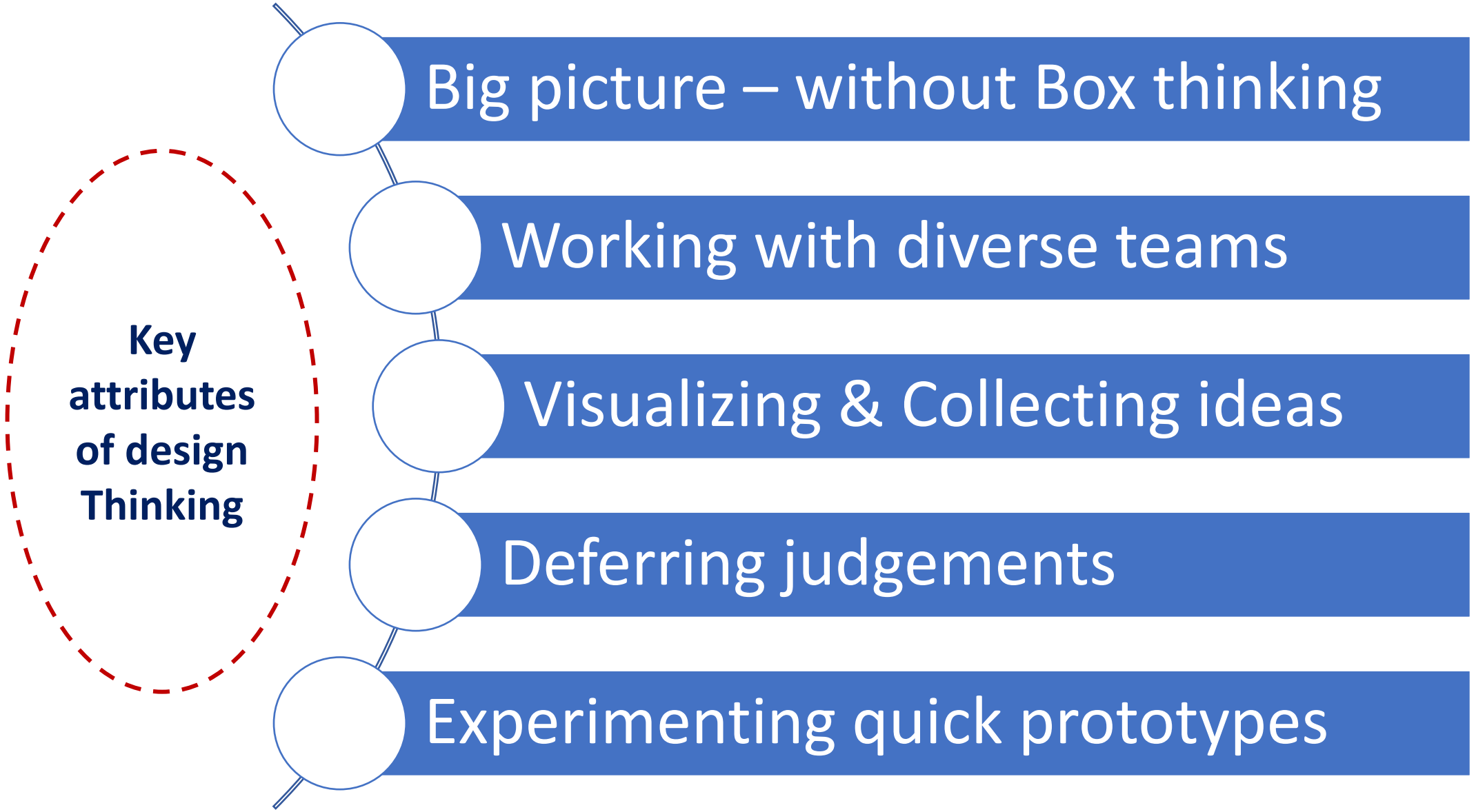
Design thinking **is all about creating compelling, meaningful individual experiences.**

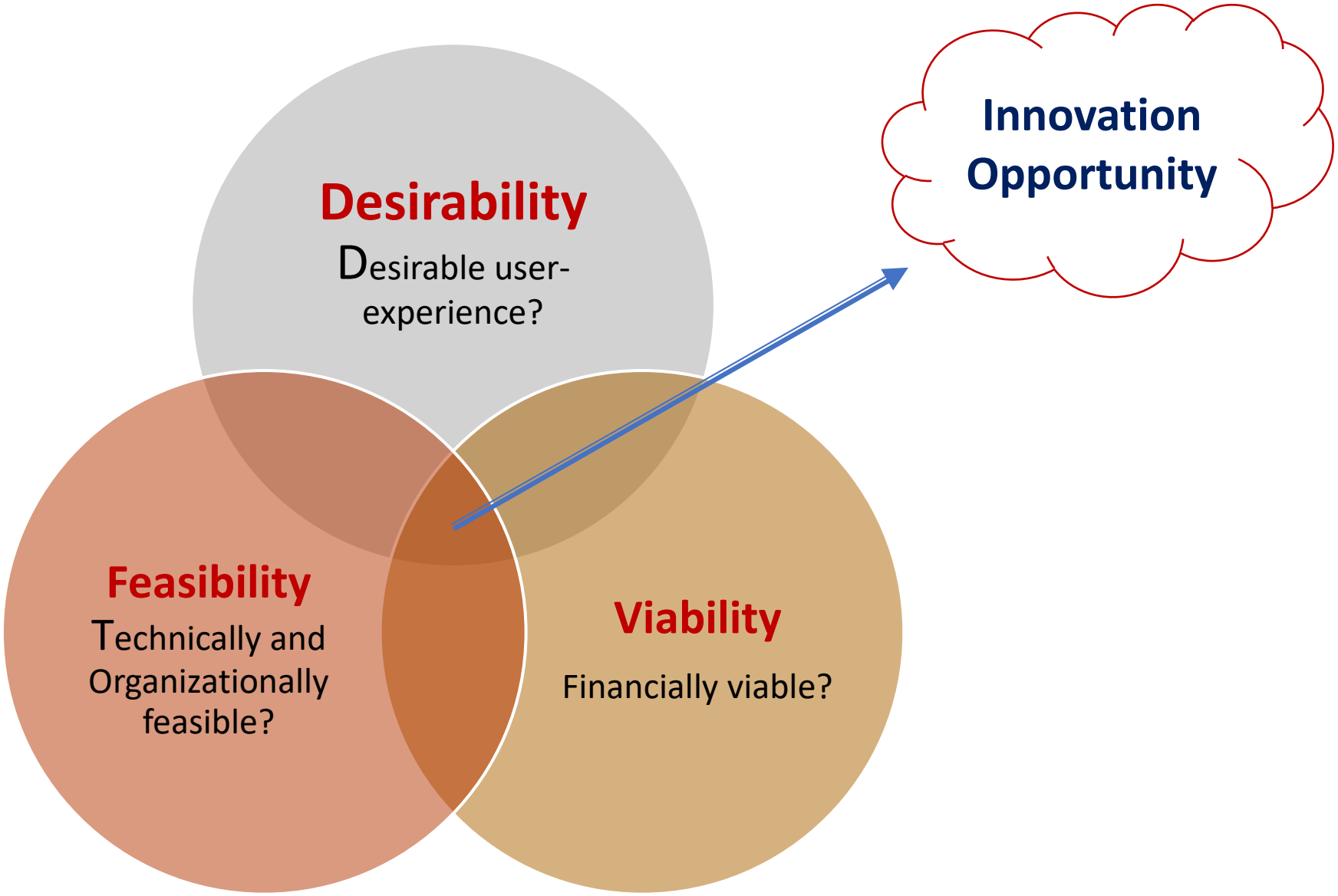
It is thinking different to make an impact, to empower employees and customers to use their talent and potential to the maximum.

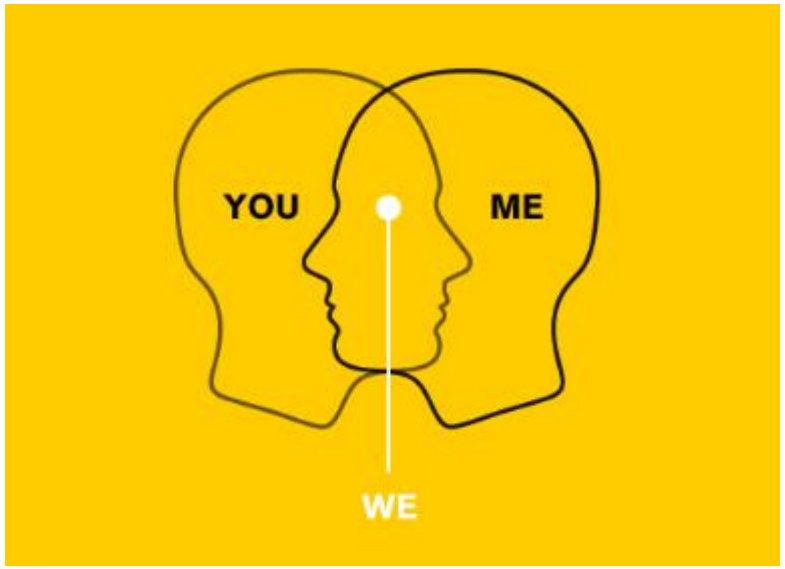
It's human centric rather than being product or technology centric.

Design Thinking Process

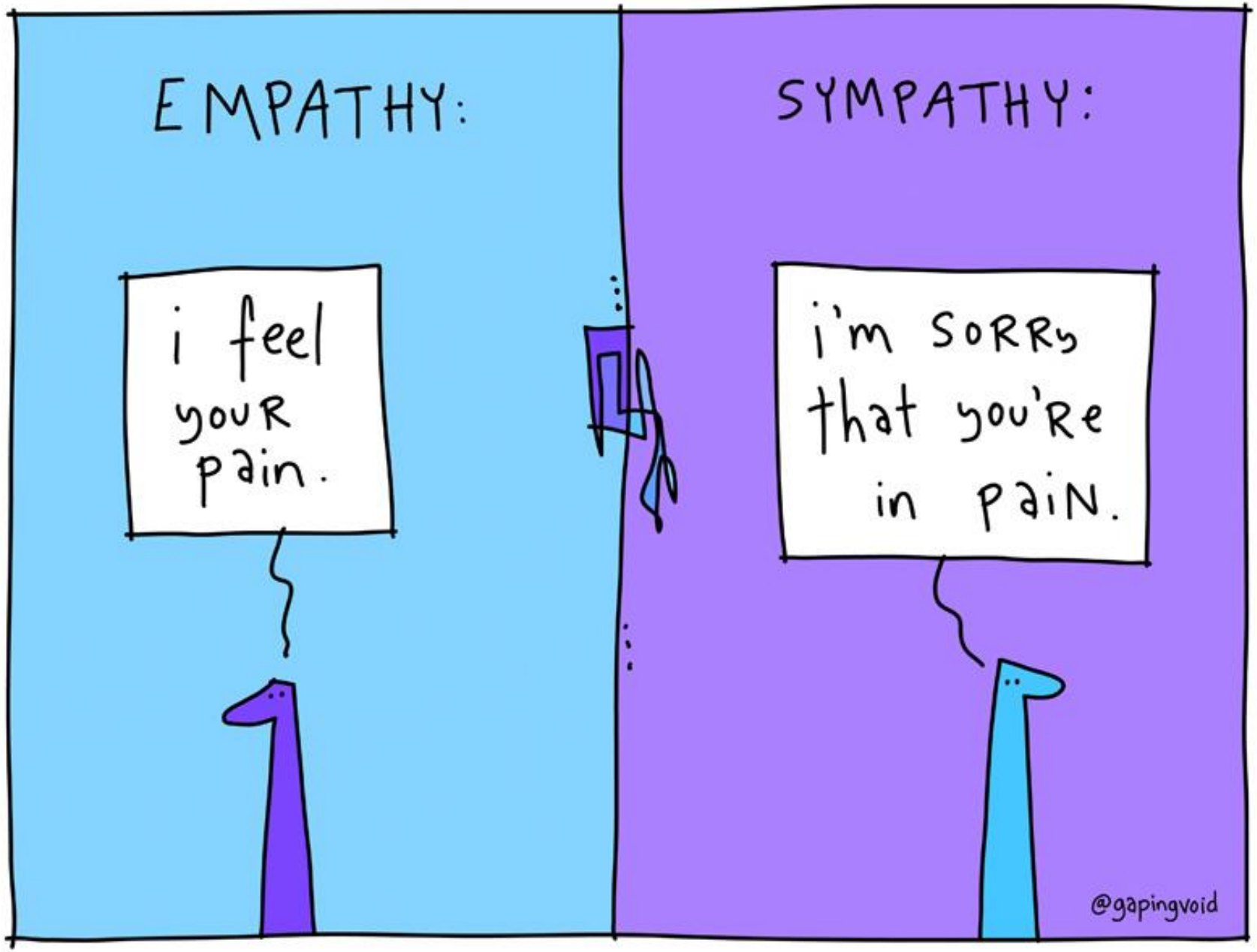
this is an iterative process


Key attributes of design Thinking
Big picture – without Box thinking
Working with diverse teams
Visualizing & Collecting ideas
Deferring judgements
Experimenting quick prototypes


Desirability
Desirable user-experience?
Feasibility
Technically and Organizationally feasible?
Viability
Financially viable?
Innovation Opportunity



empathy is our ability to see the world through other people's eyes, to see what they see,
feel what they feel,
think what they think,
do what they do, and
experience things as they do.


EMPATHY:
i feel your pain.
SYMPATHY:
i'm sorry that you're in pain.
@gapingvoid

When you wish to empathize with someone,
just listen and observe.

You will begin to understand
their challenges and barriers,
their aches and pains.

It will answer questions like:

What are people really trying to achieve?

How are they trying to achieve this?

What do they use and in what order?

What choice do they make?

What are they experiencing, feeling, thinking, hearing while trying to achieve their desired goal?

Identify touch points – patterns – scope for improvement

Want Breakthrough Services?

Get Inspired by Observing Extreme Users

solving problems of average users result in an average so

Citizen expectations and experience journey differs

Citizen category	Student	Private Employees	Government Employees	Self Employed	House wife
1st Priority	More Services 50%	More Services 39%	More Services 30%	Fast Services 38%	Good ambience 29%
2nd Priority	Fast Services 25%	Fast Services 23%	Fast Services 30%	More Services 28%	More Services 21%
3rd Priority	More Centres 11%	Continuity of services 21%	Continuity of services 22%	Timings 17%	Fast Services 21%
4th Priority	Good ambience 7%	More Centres 10%	Good ambience 11%	More Centres 10%	Continuity of services 18%
5th Priority	Continuity of services 7%	Good ambience 7%	More Centres 7%	Continuity of services 7%	More Centres 11%

A survey done at eSeva Centres in Hyderabad city

© Piyush Gupta, 2011

“How do we shape people’s experience in a way that is meaningful and memorable?”

Citizen Experience journey

Pre-Service

- Expectations

Service

- Experience

Post-Service

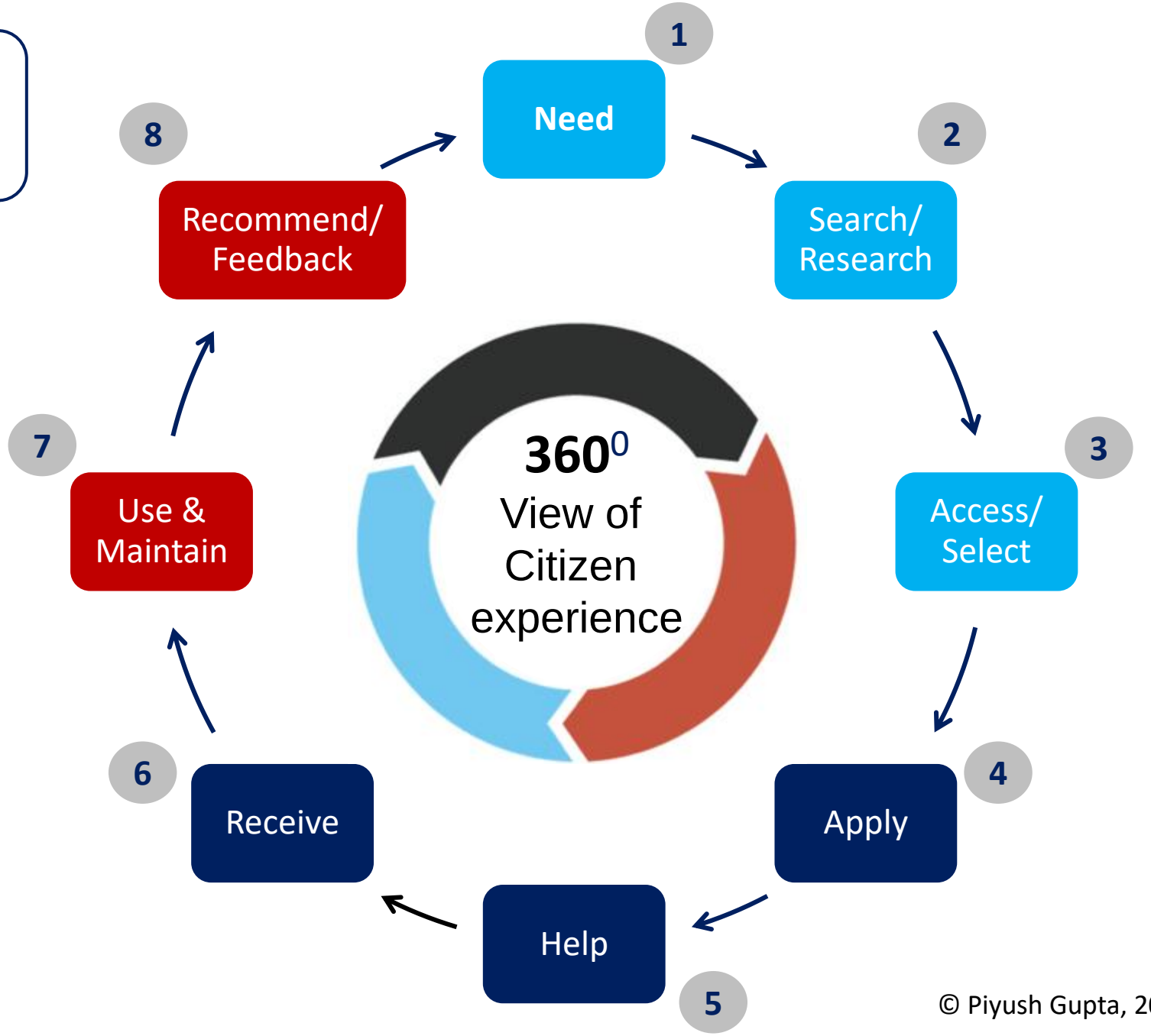
- Satisfaction

User Behavior Journey – high & low

Building User eXperience

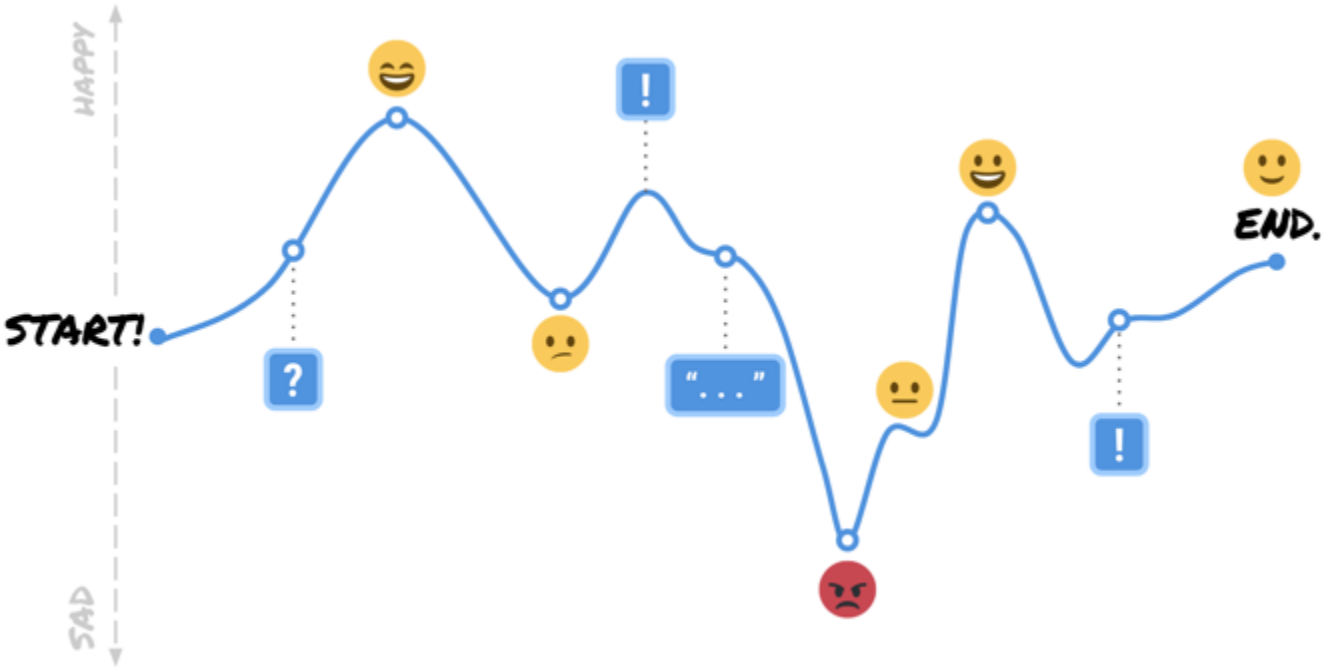
Eight stages of service experience journey touch points

- What are they SAYING?
- What Activity do they DO?
- What are they FEELING?
- What are they THINKING?
- What is their MOTIVATION?



Human-Centered approach

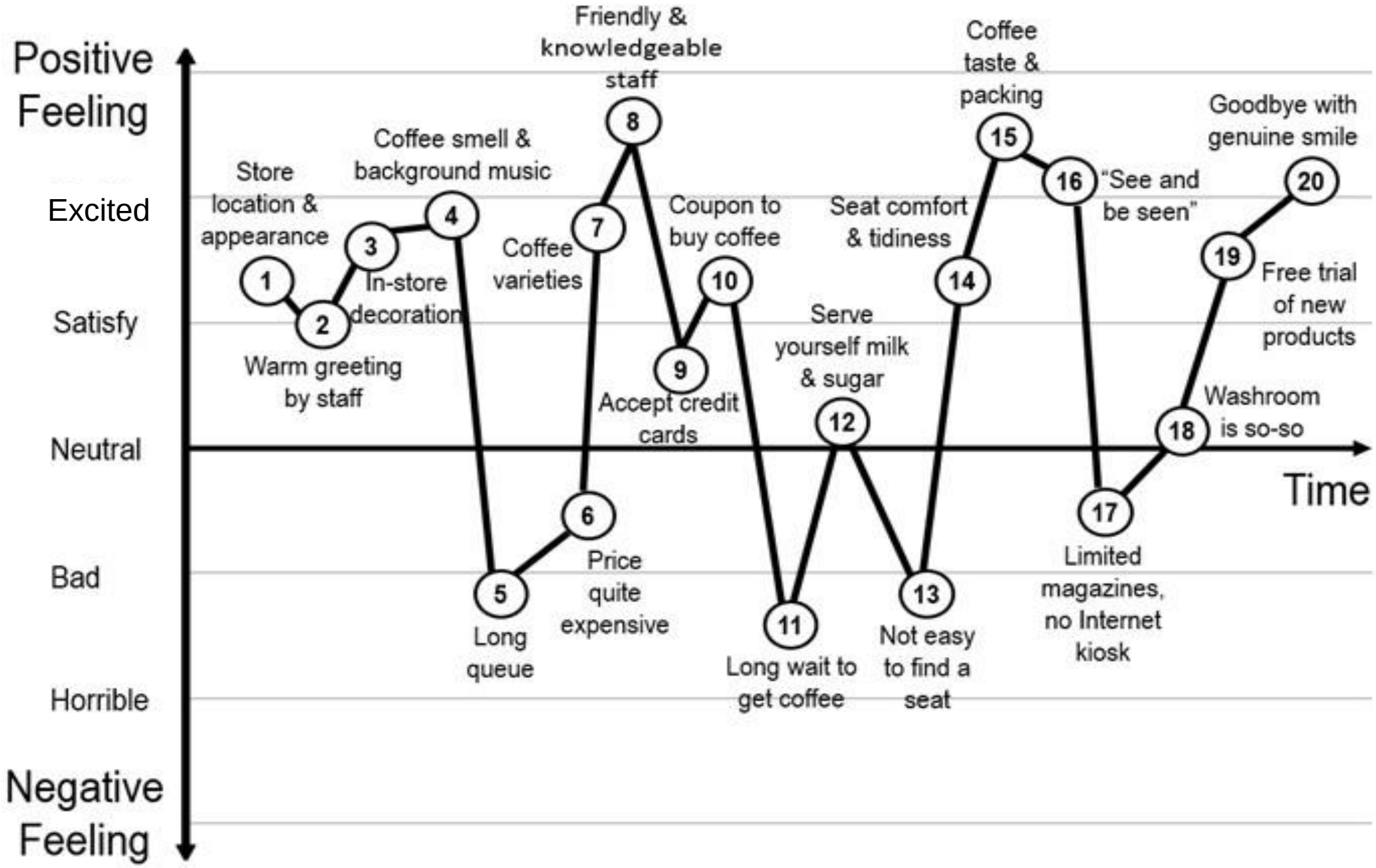
© Piyush Gupta, 2018

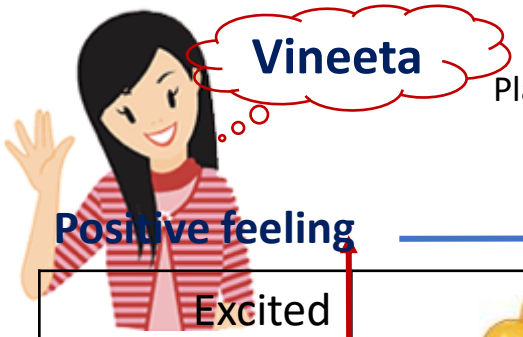


Citizen journey map
Some live use case illustrations

In practice many tools are applied to understand citizen behavior, here only one is used for illustration purpose

Starbucks Coffee experience





Positive feeling

Planning/ Need 1

Search/ Research 2

Access 3

Apply 4

Help 5

Receive 6

Use 7

Feedback 8

Excited

Happy

Satisfactory

Neutral

Bad

Horrible

Negative feeling

***Live case of Journey experience* - Getting a new Driving License**

New Driving License experience

Service journey experience – getting a new driving license

Positive feelings

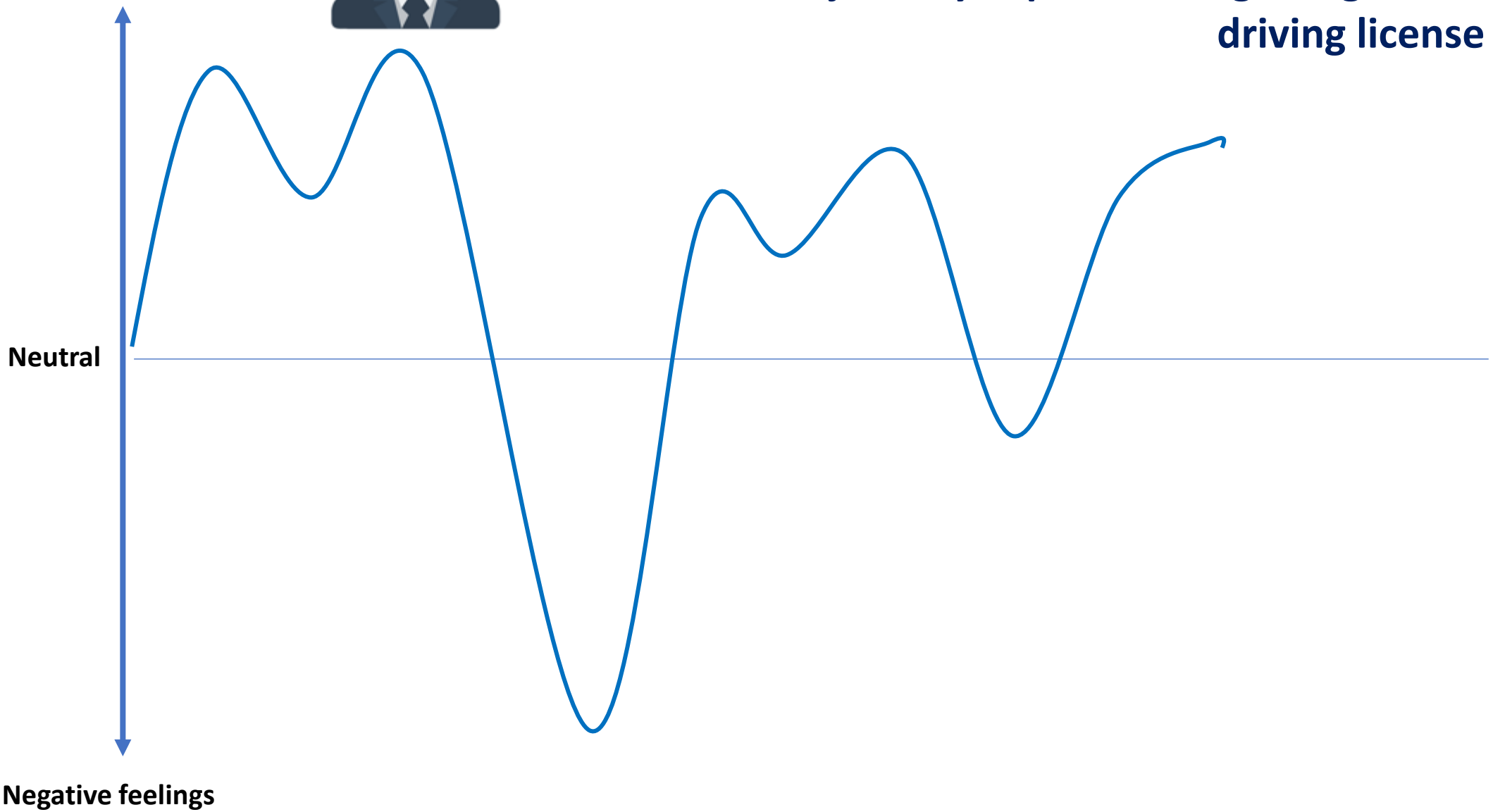
Neutral

Negative feelings

New Driving License experience

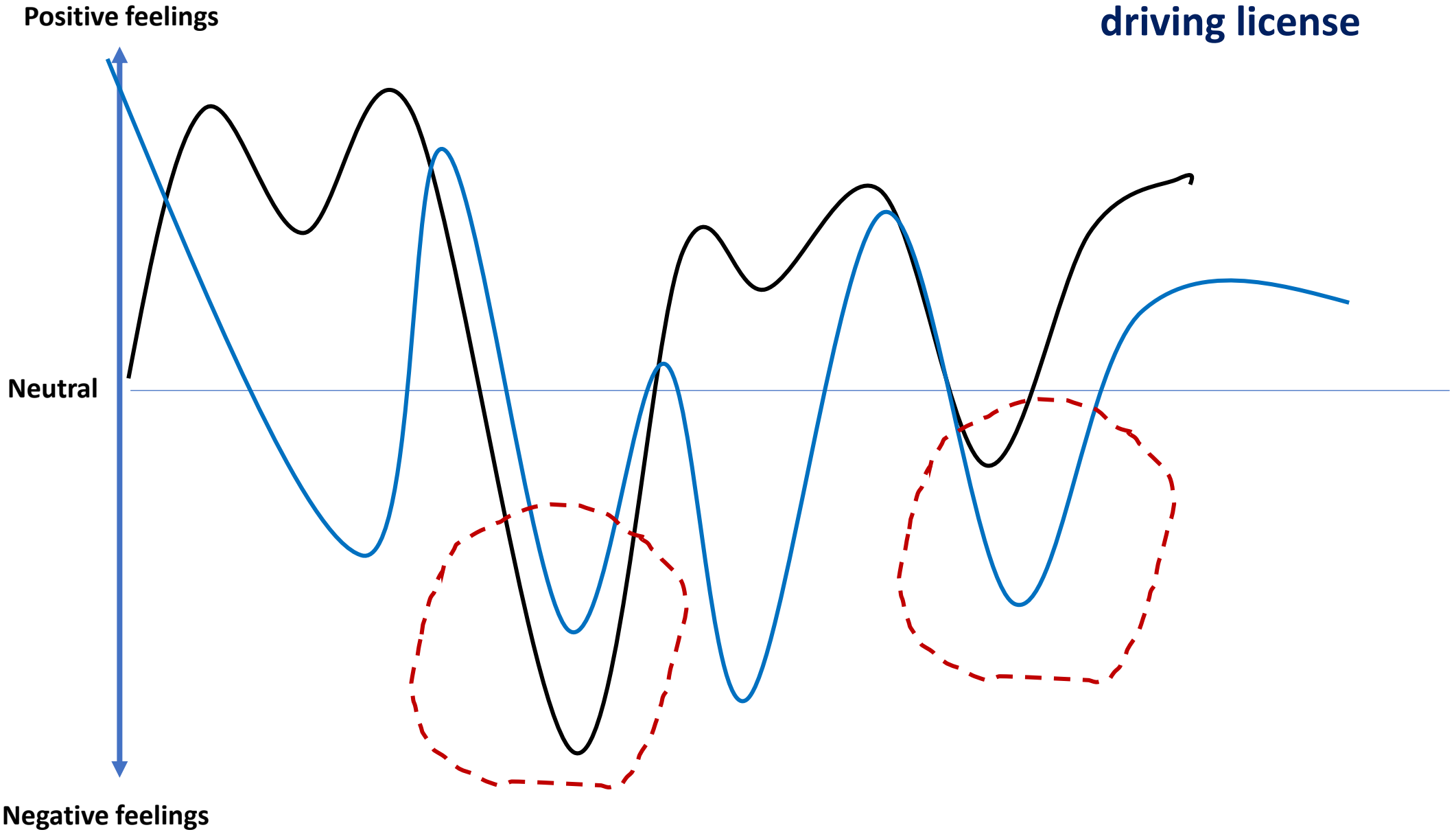
Service journey experience – getting a new driving license

Ajay Bakshi

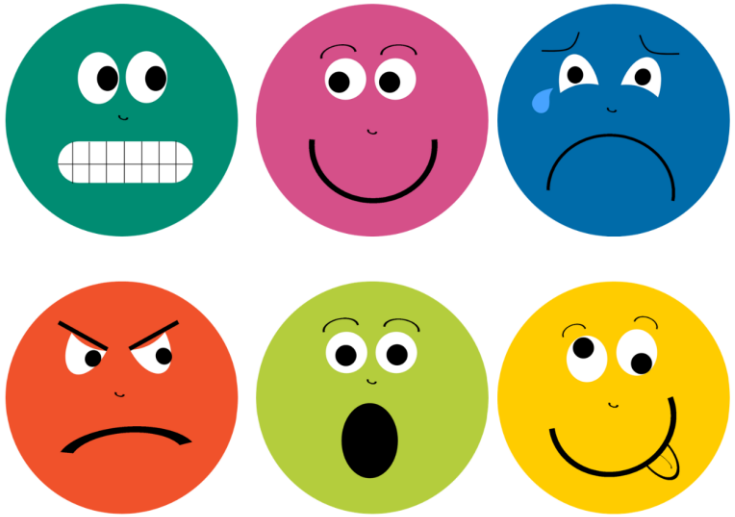


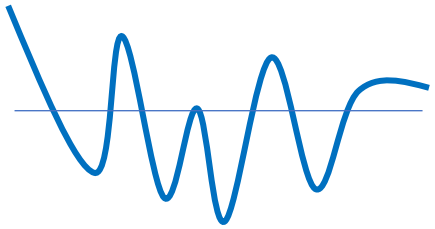
Service journey experience – getting a new driving license

New Driving License experience

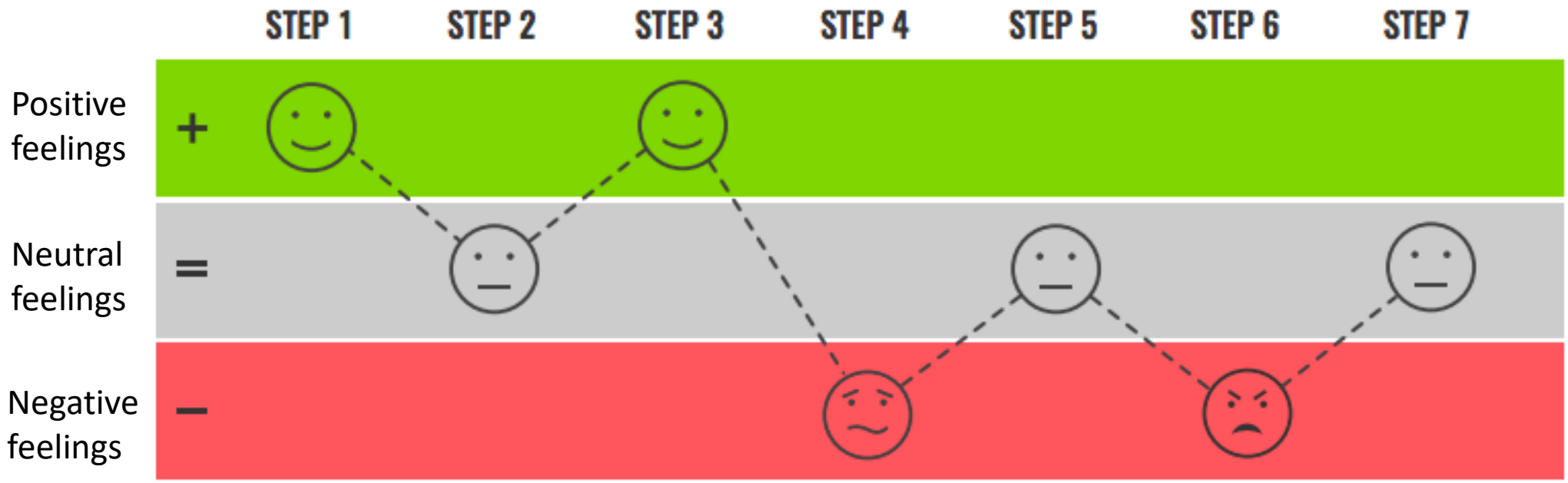


Do it yourself – journey experience mapping

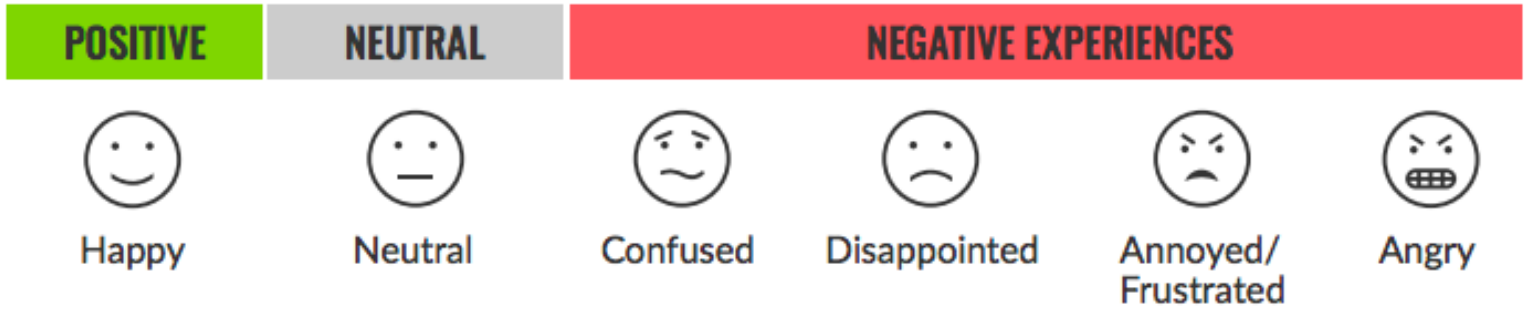




Prepare a Journey Experience Map of the member sitting next to you



Also write, Specific comments/feelings during the journey



The Design Thinking approach

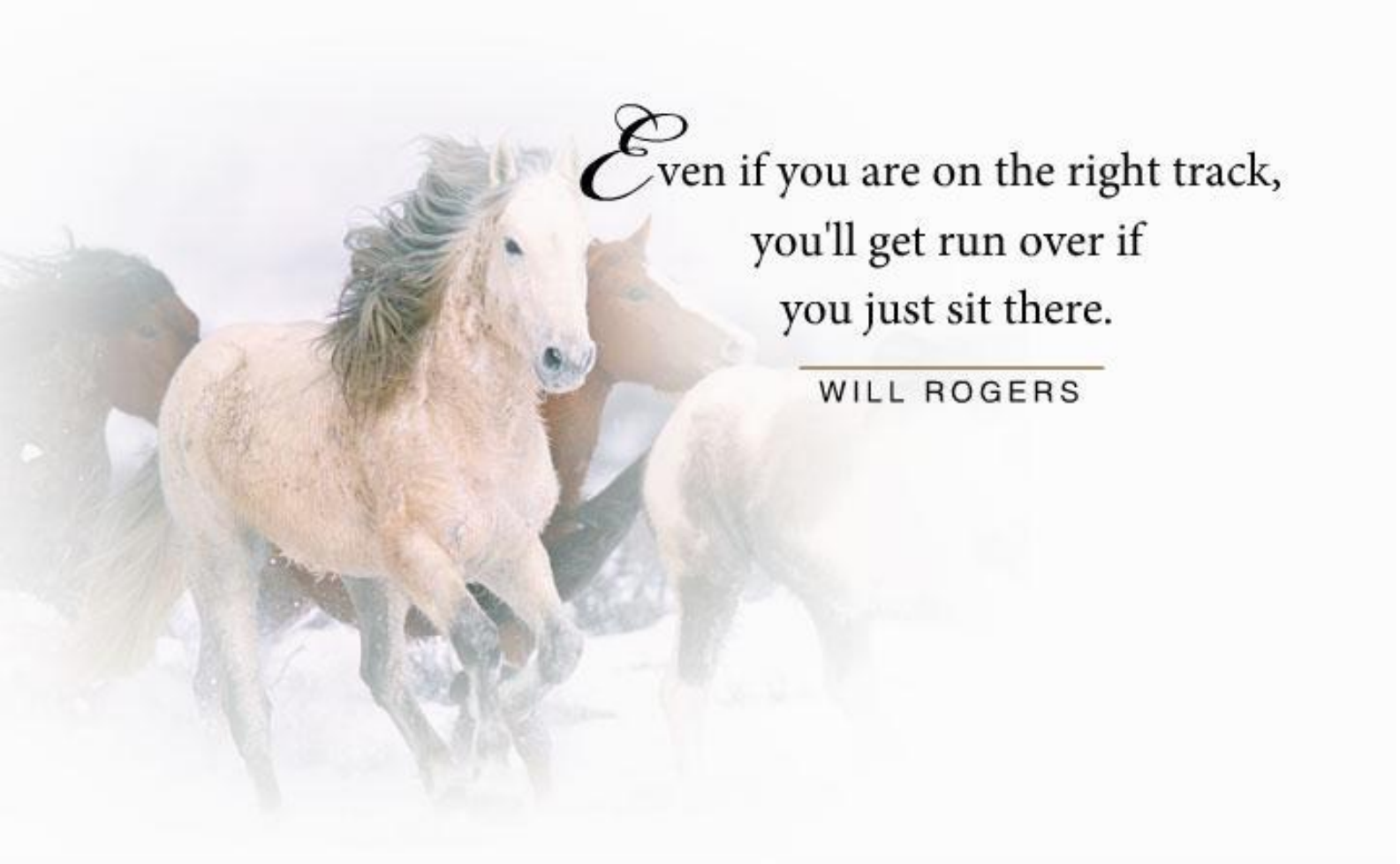
Fall in love with the problem, not the solution”

Uri Levine, co-founder of Waze

Identifying the right problem from the beginning is crucial for any design.

If the stage isn’t set properly or there is no common understanding of the actual problem, a design is bound to fail.

Create Moments People Will Remember



Invest in Citizen Experience Insights

When you Design for Meaning, Good things Happen

Dr Piyush Gupta
Principal Consultant
CSC Academy
Ministry of Electronics & IT, Government of India

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