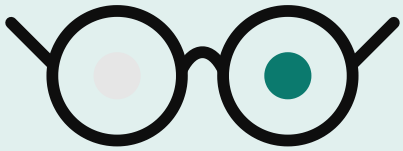
Method

Service safari

A research method in which the team uses real services, their own or competitors', and notes what works and what fails.



In Spanish
Safari de servicio

Origin
Stickdorn and Schneider (2010)

Output
Notes and photos of real services, with what works and what fails

What it's for

Understanding a service as a customer experiences it, firsthand, before proposing changes.

Key elements

First-hand
The team uses the service as any customer would.

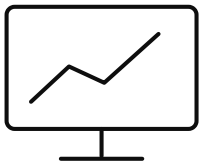
With a mission
Each person sets out with specific tasks to complete, such as opening an account or disputing a charge.

Compare
Contrast your own services with competitors' and other sectors'.

An example

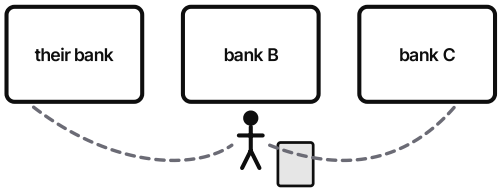
Imagine a team redesigning the experience of a bank.

From the office



The team reviews internal processes and data. **Sees the processes, not the experience.**

On safari



Each person opens an account at the client bank and at two competitors, and notes every step. **Experiences it as a customer.**

Experiencing the service reveals details that do not appear in any report.

How it's done

1

Choose which services to experience and what to observe.

2

Use them in real conditions, taking notes and photos.

3

Compare the experiences as a team.

Applications in design

When to use it

At the start of a service project, before proposing changes.

Avoid

Mistaking your experience for that of all users: it is a starting point, not a conclusion.

Don't fall for it

Combine it with interviews and observation of real people, and also try services from other sectors: they give ideas your competitors do not have.

Connections

Builds on

- Touchpoint

Used by

- Service design
- Legal design
- Service design research

Related to

- Benchmarking
- Mystery shopping
- Analogous inspiration
- Journey map
- Shadowing

Authors and works

2010	**Marc Stickdorn and Jakob Schneider**	They describe it among the research tools of service design.

Sources

Secondary sources

- Stickdorn, M., & Schneider, J. (Eds.) (2010). This is service design thinking: Basics, tools, cases. BIS Publishers.

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