

The Elephant: a service experience model

A basic duality: user-centered design encourages the recognition of an “us” and a “them.” This divide is clear and visible across a “line of interaction” during any instance of service transaction. This focus on a divide between organization & user hides the deeper reality: foundations of structure, goals, strategies, needs, and contexts that enable service transaction. Ultimately, service success hinges on bringing both sides of the divide into a well-orchestrated balance, and harmonizing paired sets of implicit assumptions & expectations: “ours” and “theirs.”

