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Zürcher Hochschule der Künste  
Zentrum für Weiterbildung

# Outcome Service Ideation

Service Design | 14th of May 2019

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**Outcome**

**Service Ideation - Team 1 (Claudia, Marcial, Melanie, Lilian)**

**Mini Designs:**

- **Food tripping (in store experience)**
- **Eco point sytem (visualize „Umweltbelastungspunkte“)**
- **Podcast (highlighting the origin of products)**

**Fokus:**

**Inspire and build up trust**

**Outcome**

**Service Ideation - Team 2 (Colin, Randy, Edna)**

**Mini Designs:**

- **Busyness business (video)**
- **Packing robot (video)**
- **In store orientation (video)**
- **Smart shelves**
- **Shop as an automat**
- **Item suitable for you**

**Fokus:**

**Streamlining your grocery shopping  
experience**

**Outcome**

**Service Ideation - Team 3 (Dominik, Duy, Fiona, Janina)**

**Mini Designs:**

- **Self checkout bag**
- **Autonomous trolley**
- **Quick food/drink vending machine**

**Fokus:**

**Transportation / Logistics of groceries**

**Outcome**

**Service Ideation - Team 4 (Ju, Andrin, Jennifer)**

**Mini Designs:**

- **Mobile App Service (suggests recipes, ...)**
- **A shop Bistro (bring you ingredients and have them cooked for you)**

**Fokus:**

**Building Trust and a sense of community**

**Outcome**

**Service Idation - Team 5 (Mara, Michelle, Stefan)**

**Mini Designs:**

- **Milky Way (die Milchpackung läuft dem Laktose Inteleranten davon)**
- **Blood Spit Test (nach Speichelprobe wird das Sortiment für mich gefiltert)**
- **Slap Shop (die Herkunft von Produkten wird gehighlighted)**

**Fokus:**

**Serve for Individual Experience**

# Thank you!

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