

UX Cambridge 2018

Designing new services to educate children to have a healthier relationship with food

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Hello!

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What are we doing today?

- Understanding the problem
- Who are the stakeholders and actors in this problem?
- “How might we...” solve the problem?
- Let’s map out a new service!

Understanding the problem

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Why should we care?

- Only 20% of packed lunches contain the recommended proportion of vegetables!
- 85% contains sandwiches
- 66% sugary drinks, sweets and snacks
- 12,000 children study- 25% were overweight and obese at age 7, increased to 35% at age 11 (2015)



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Identifying the scope of the problem

- Each table has a problem area pack
- Read through articles, personas and reports
- What are the key problems?

Who's involved?

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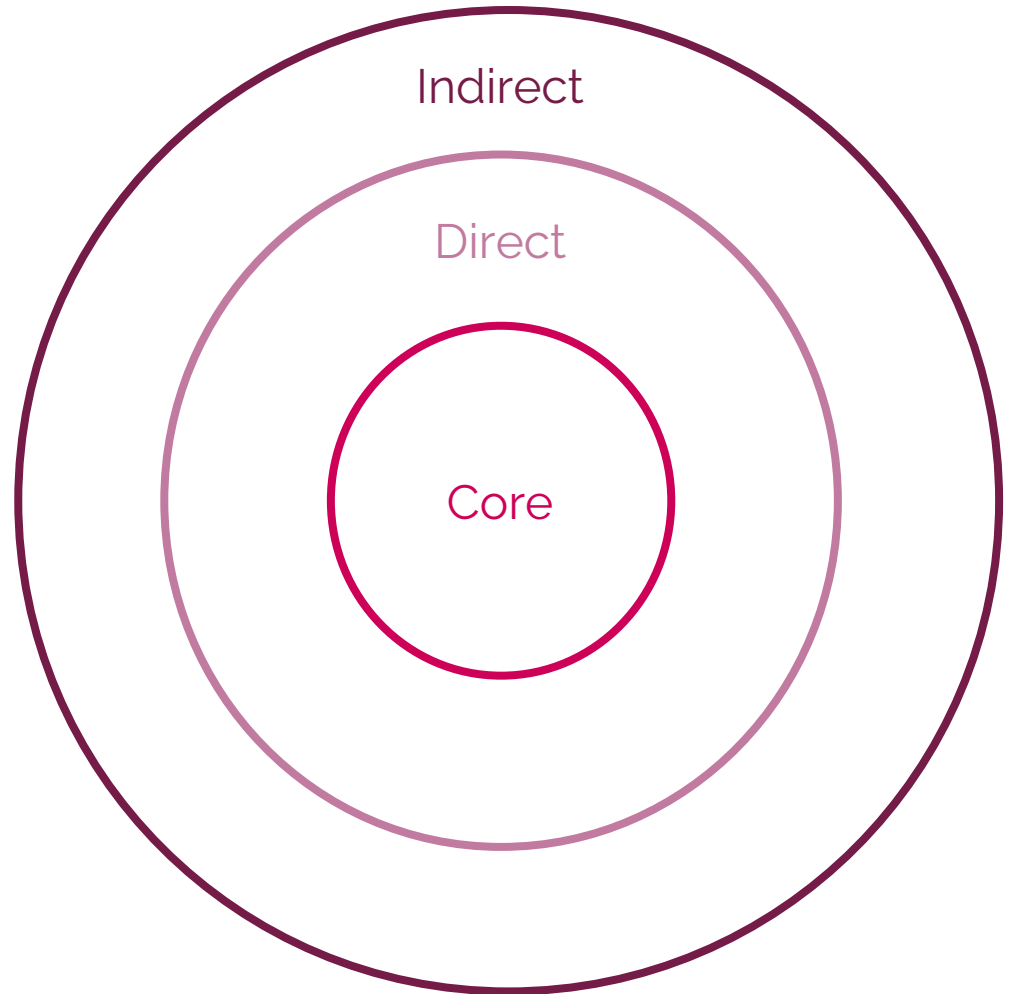
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Stakeholder map

Who are the key players associated to the issue? And how close are they to the heart of the issue?

Consider:

- Children
- Government/ policy
- Teachers
- Parents/ Grandparents
- Others?



How might we...?

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How might we solve the problem?

- Generate as many ideas as you can
- Be succinct
- One idea per post-it note
- Not too broad. Not too narrow.
- Vote on your top idea using the dots



Too broad



Too narrow



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Map the future service

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Before service

During service

After service

**CUSTOMER
JOURNEY STEP**

ARTEFACT
e.g. credit card

LINE OF
INTERACTION

**FRONTSTAGE
ACTIONS**

TECHNOLOGY

LINE OF VISIBILITY

**BACKSTAGE
ACTIONS**

LINE OF INTERNAL
INTERACTION

**SUPPORT
PROCESSES**

Thank you

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