

## Prototype #2

Lego (Servicescape)

Help improve servicescape  
and customer journey

### Participants (3):

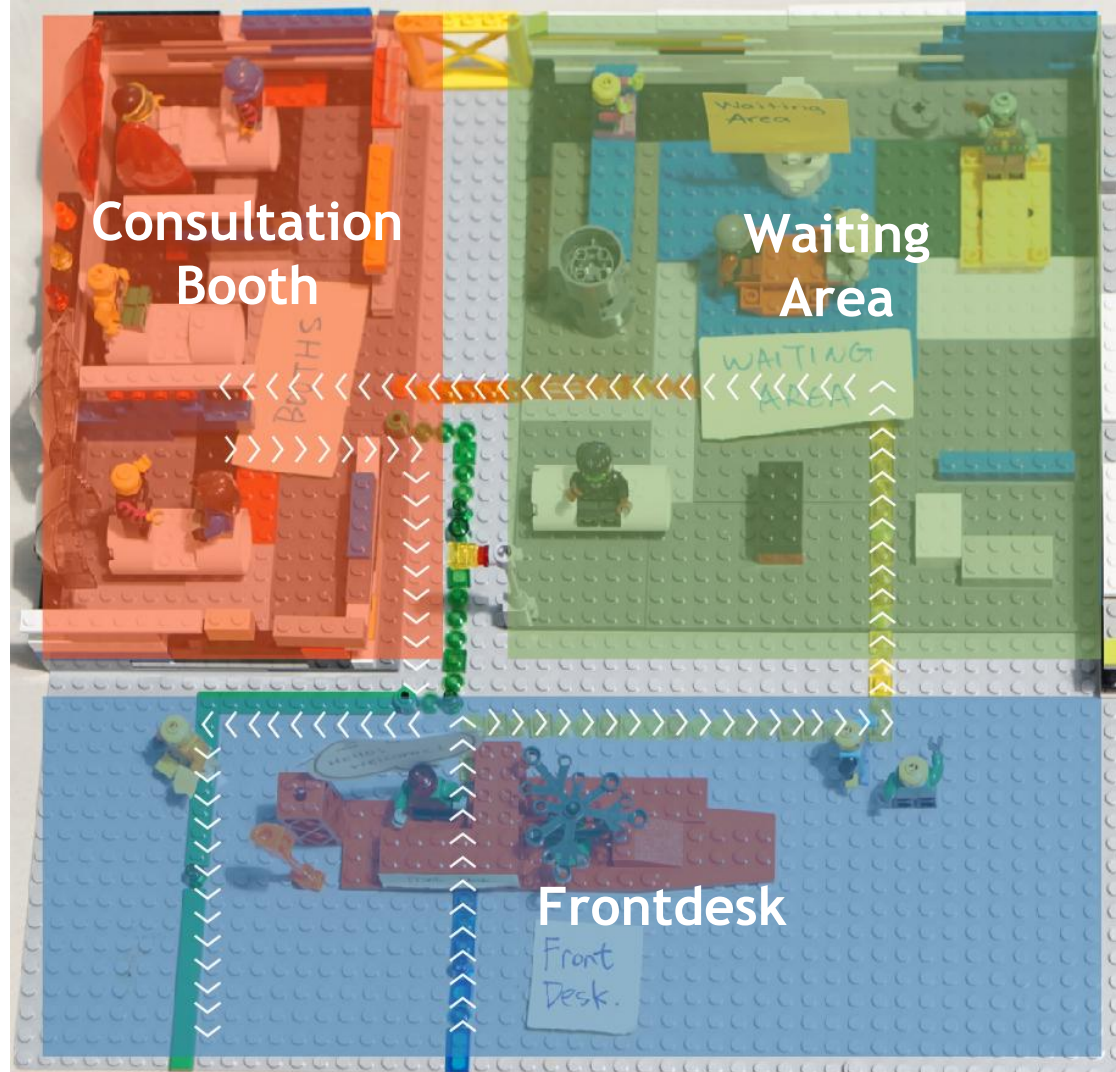
P1: Female, Professor, Service Design

P2: Male, MFA, Design Management

P3: Male, BFA, Animation

Location: Jen Library & Shed

Time: 1 hour





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Hello!  
Welcome!

Receptionist

Front Desk



Have a seat, we'll be right with you. Don't forget your brochure

Guider

Customer

Waiting Area

Lead to Waiting Area



Guider

Customer

Oh, wow! I didn't know sinus infections could cause toothaches.



Customer



Guider



Consultant

Customer

Don't worry, Logan.  
Even without insurance, you  
qualify for the  
Care Credit card!

Consultant

Customer

Booth #2

I don't see any visible issues, but let's get you matched with a dentist.

Consultant

Booth #3

Customer



It looks like Dr. Smith offers free x-rays on your first visit and takes the care credit.

Consultant

Customer

Booth #2

Let's get you scheduled with Dr. Smith. All our recommendations are in your brochure.

Consultant



Booth #2

Customer





Please call or  
email us with  
any questions.

Consultant

Customer

Booth #2



Consultant

Customer

Booth#2

Thank you!



Customer



## Prototype #2

### Takeaways

- The flow is good and smooth
  - Idea is innovative and interesting
- 
- **An Attractive Trigger:**  
Add visuals, posters, videos for advertisement
  - **A Clear Introduction:**  
Before main service at the front desk or waiting area.
  - **More Transparent:**  
In the steps of dentists matching and financial consultation
  - **More Professional and Neutral:**  
The conversation is too brief to understand the service.

