

Service safari background

What is a Service Safari?

The Service Safari is a technique to help you become a better observer of service experiences.

During a Service Safari you'll switch on your "observer mode" while utilizing a service of any kind. You'll explore everyday services in your town (or elsewhere) with the sharp eye of a designer.

Why do a Service Safari?

Observing and thinking about experiences - both good and bad - will help you be able to intentionally create the types of experiences you want to provide your community.

Critiquing and observing services beyond your workplace will help you get better at critiquing and observing how the library delivers service.

What's more, thinking about service can help you better empathize with the needs and wants of the people you serve.

After a few Safaris you may better understand that the experience people having using your services is not limited to the few seconds or minutes you might spend with them face to face.

How to do a Service Safari

Pay attention to what you see and how you feel while experiencing your service.

Use the worksheet to help guide your observations. Depending on the service you're observing you might not be able to answer every question on the worksheet. That's okay. Don't let the worksheet limit you. Record anything else that comes to mind. Feel free to snap pictures and scribble notes.

Service safari ideas

Take bus or taxi. Order a smoothie. Get a haircut. Use a public restroom. Pump gas. Mail a letter at the post office. Go to the doctor. Visit a museum. Go to a park. Nearly anything is fair game!



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