



# Servicescapes

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**Why might this exist?**

**“Even before purchase, consumers commonly look for cues about the firm’s capabilities and quality - the physical environment is rich in queues.”**

**Bitner**

**“Even before purchase, consumers commonly look for cues about the firm’s capabilities and quality - the physical environment is rich in queues.”**

**Bitner**

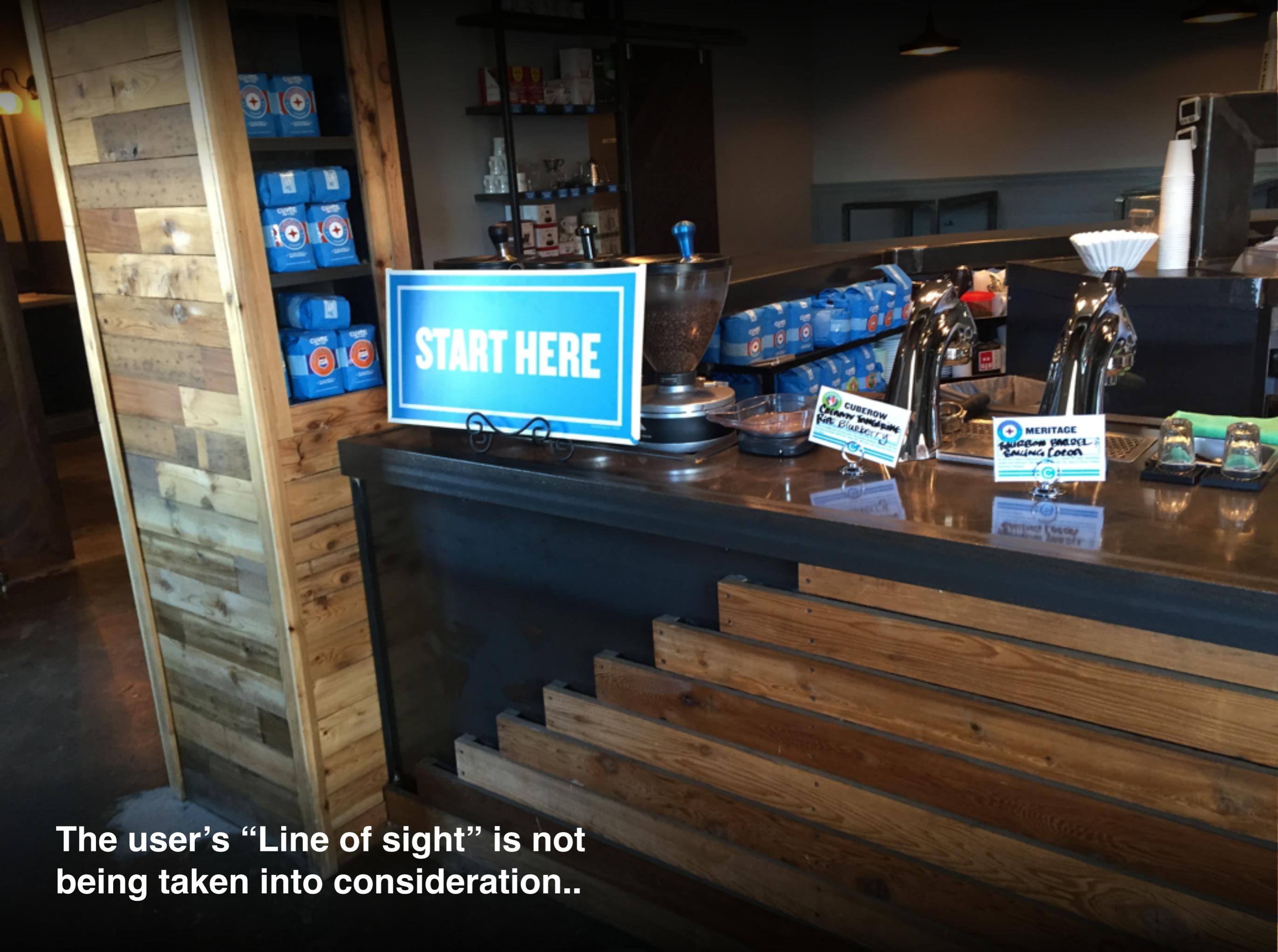
These queues often help us define expectations of how “the dialogue” begins & the sequence or mode in which it will continue



**What is being stated?**  
**What is making the statement?**



**What is being stated?**  
**What is making the statement?**



**START HERE**

CUBEROW  
CuberoW Specialty  
Coffee Beans

MERITAGE  
Meritage Specialty  
Coffee Beans

**The user's "Line of sight" is not being taken into consideration..**

**“Even before purchase, consumers commonly look for cues about the firm’s capabilities and quality - the physical environment is rich in queues.”**

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This idea extends into the realm of product interaction as well. Before most users perform an action, they look to the components of the system for clues about capability, sequence of control, etc..

They orient themselves to the system.

**”Identify desirable customer and/or employee behaviors and the goals of the organization... build these into the physical space”**

**Bitner**



# Departures

## Security North

How busy is Security?

North  
South



BUSINESS BANKING

# DEDICATION

BACKING 100,000 BRITISH START-UPS

Security

## How was your security experience today?

Heathrow

Tell us how we can make your journey better



Please post your feedback card here.



# Information

09:51

Time	Destination	Flight	Status	Gate
08:00	Brussels	U2747	Contact Airline	
08:10	Madrid	82183	Contact Airline	
Operated by Iberia				
08:10	Winnipeg	U27042	Contact Airline	
08:20	Winnipeg	U27026	Gate closed 08:15	
08:40	Newcastle	88722	Contact Airline	
08:50	San Paulo	84120	Flight ending 08:50	
09:00	Chicago	485184	Contact Airline	
10:00	Munich	A1548	Boarding 09:55	
10:00	Seattle	485018	Go to gate 010	
10:00	Oslo	84140	Go to gate 028	
10:00	Frankfurt	84250	Go to gate 010	
via Helsinki				
Gate closed 01:10				
10:00	London	84278	Go to gate 005	
10:00	Newark	A17488	Go to gate 016	
10:00	Winnipeg	87303	Please call	
10:40	Doha	84718	Go to gate 010	
via Bahrain				
10:40	Madrid	80275	Gate closed 10:20	
Operated by Iberia				
10:40	Paris CDG	U27408	Gate closed 09:50	
10:40	Frankfurt	U27119	Contact Airline	
10:50	Helsinki	85798	Go to gate 005	
10:50	Helsinki	U27433	Gate closed 10:50	
10:50	Hamburg	485018	Gate closed 10:50	
10:50	Hannover	U21231	Gate closed 10:50	
10:50	Munich	84138	Go to gate 005	
10:50	Munich	84258	Gate closed 10:50	
10:50	Buffalo	U27290	Gate closed 10:11	
11:00	Frankfurt	485014	Gate closed 09:50	
Boarding gate closed at 10:40				
11:10	Winnipeg	A17887	Gate closed 09:50	
11:10	Boston	A17415	Gate closed 10:40	
11:20	New York	A17475	Gate closed 10:40	
11:20	Berlin	87488	Gate closed 10:30	
11:20	Doha	U27314	Gate closed 10:30	
11:20	Frankfurt	U27111	Gate closed 10:30	
11:30	Tokyo Haneda	84267	Gate closed 10:10	
11:30	San Francisco	A17408	Gate closed 10:10	
11:40	Edinburgh	485158	Gate closed 10:30	
11:40	Winnipeg	U27227	Gate closed 10:30	
Boarding gate closed at 11:30				
11:40	Munich	85188	Gate closed 10:30	
Operated by Iberia				
11:40	Doha	84730	Gate closed 10:30	
11:40	Lights	84875	Gate closed 10:40	
11:40	Luxembourg	U27388	Gate closed 11:01	
11:50	Chicago	A17408	Gate closed 10:50	
11:50	Austin	A17409	Gate closed 10:50	
11:50	Dallas/Fort Worth	A17480	Gate closed 10:40	
11:50	Amsterdam	U27109	Gate closed 11:00	
11:50	Brussels	U21230	Gate closed 11:10	
11:50	Amsterdam	85784	Gate closed 11:10	
11:50	Winnipeg	U27108	Gate closed 11:10	
11:50	Chicago	485184	Gate closed 11:10	
12:00	Rio de Janeiro	84268	Gate closed 11:10	
12:00	Zurich	A88888	Gate closed 11:30	
12:00	Prague Malbata	84489	Gate closed 11:40	
12:00	Luxembourg	U27288	Gate closed 11:40	
12:00	Brussels	U27020	Gate closed 11:40	
12:40	London	84217	Gate closed 11:30	
12:40	Frankfurt	84719	Gate closed 11:30	
12:40	Philadelphia	A17487	Gate closed 11:30	
12:40	Paris City	485088	Gate closed 11:50	
12:40	Rome	U27477	Gate closed 12:01	
12:40	Munich	485040	Gate closed 11:50	
12:50	Doha	85704	Gate closed 11:45	
12:50	Athens	U27022	Gate closed 12:00	
12:50	Copenhagen	U27188	Gate closed 12:00	
13:00	Charlottesville	84203	Gate closed 11:00	

### Departures information

- While you wait**  
There are cafes, restaurants and shops in all 3 buildings, but there are fewer facilities in B and C Gates than in the main building (A Gates).
- Take a seat**  
There are seating areas on the lower level.
- Prayer and meditation**  
The multi-faith prayer room is near Gate A7.

More flight information screens can be found downstairs



### Departures information

- Flight announcements**  
We try to keep noise levels down. The only announcement for your flight is the final call. For boarding information, check the screens.
- Special assistance**  
This is located near Gate A54.
- Children's play area**  
The children's play area is near Gate A7.

### Information

#### How are we performing?

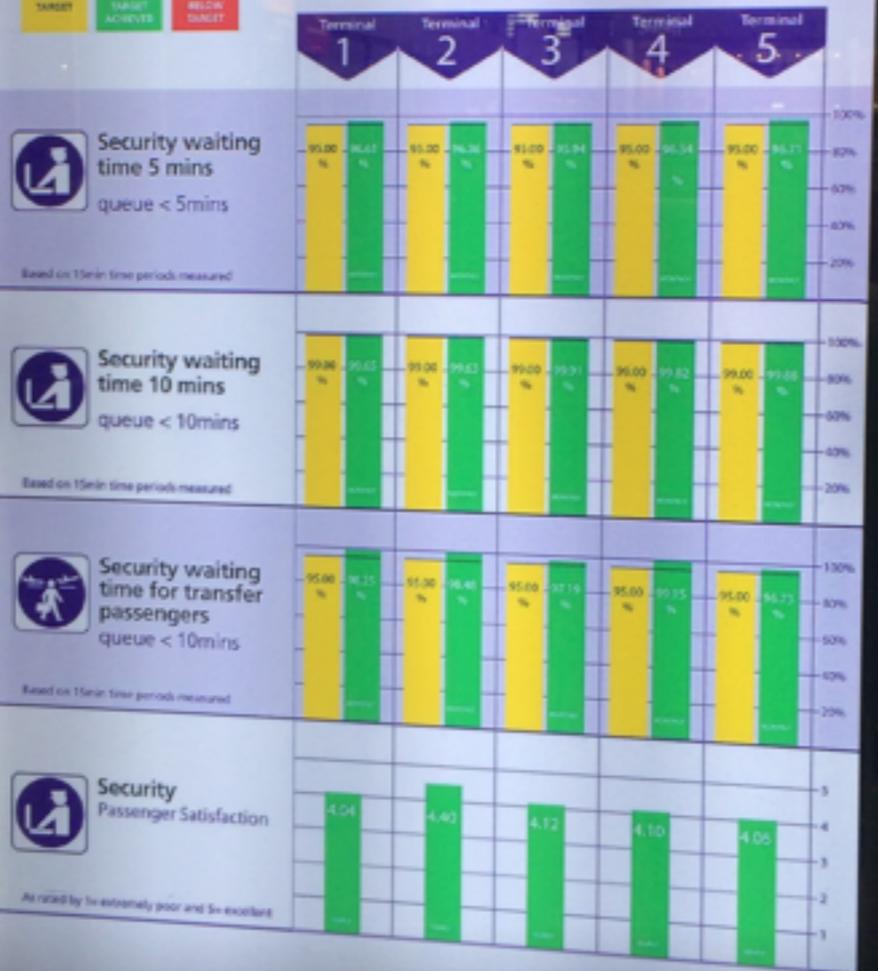
Feedback loops can help the system & users make ongoing decisions.

# i Information

## How are we performing?

August 2014

KEY TO PERFORMANCE  
 TARGET (Yellow) TARGET ACHIEVED (Green) BELOW TARGET (Red)



We welcome your feedback:  
[heathrowcustomerfeedback@heathrow.com](mailto:heathrowcustomerfeedback@heathrow.com)

# i Information

## How are we performing?

August 2014

KEY TO PERFORMANCE  
 TARGET (Yellow) TARGET ACHIEVED (Green) BELOW TARGET (Red)



We welcome your feedback:  
[heathrowcustomerfeedback@heathrow.com](mailto:heathrowcustomerfeedback@heathrow.com)

What does this feedback loop tell you about “your experience”?



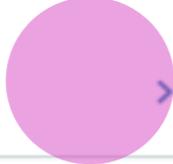
What feelings come to mind when you think of your credit card?

AT&T LTE 10:25 PM

Good evening, Matthew

---

Current Balance  **\$2,871.12** >

---

Credit Available **\$8,020.00**

---

Last Statement Balance **\$266.19** >

---

Min Payment Due 11/28 **\$35.00**

---

Cashback Bonus Balance **\$80.12** >

---

Newly Earned **\$2.66**

---

Access Account More Easily  
**Set up Quick View** >

---

[Privacy & Terms](#) | [Provide Feedback](#)

AT&T LTE 10:25 PM

 **Make a Payment** 

---

Minimum Due **\$35.00**

---

Last Statement Balance **\$266.19**

---

Other Amount \$

---

**LATE AND MINIMUM PAYMENT WARNINGS**

---

Payment Date  

Min. payment due by Nov 28, 2014

---

If you make your payment by 5:00 p.m. Eastern Time today, it will post to your account today.

[Important Information about Online Payments](#)

---

**Make a Payment** 

AT&T LTE 10:26 PM

 **Make a Payment** 

---

[Review/Edit](#) [Verify](#) [Confirmation](#)

---

Account Ending in 6039  
**JPMORGAN CHASE BAN...**

---

Amount **\$266.19**

---

Payment Posting Date **11/19/2014**

---

If you make your payment by 5:00 p.m. Eastern Time today, it will post to your account today.

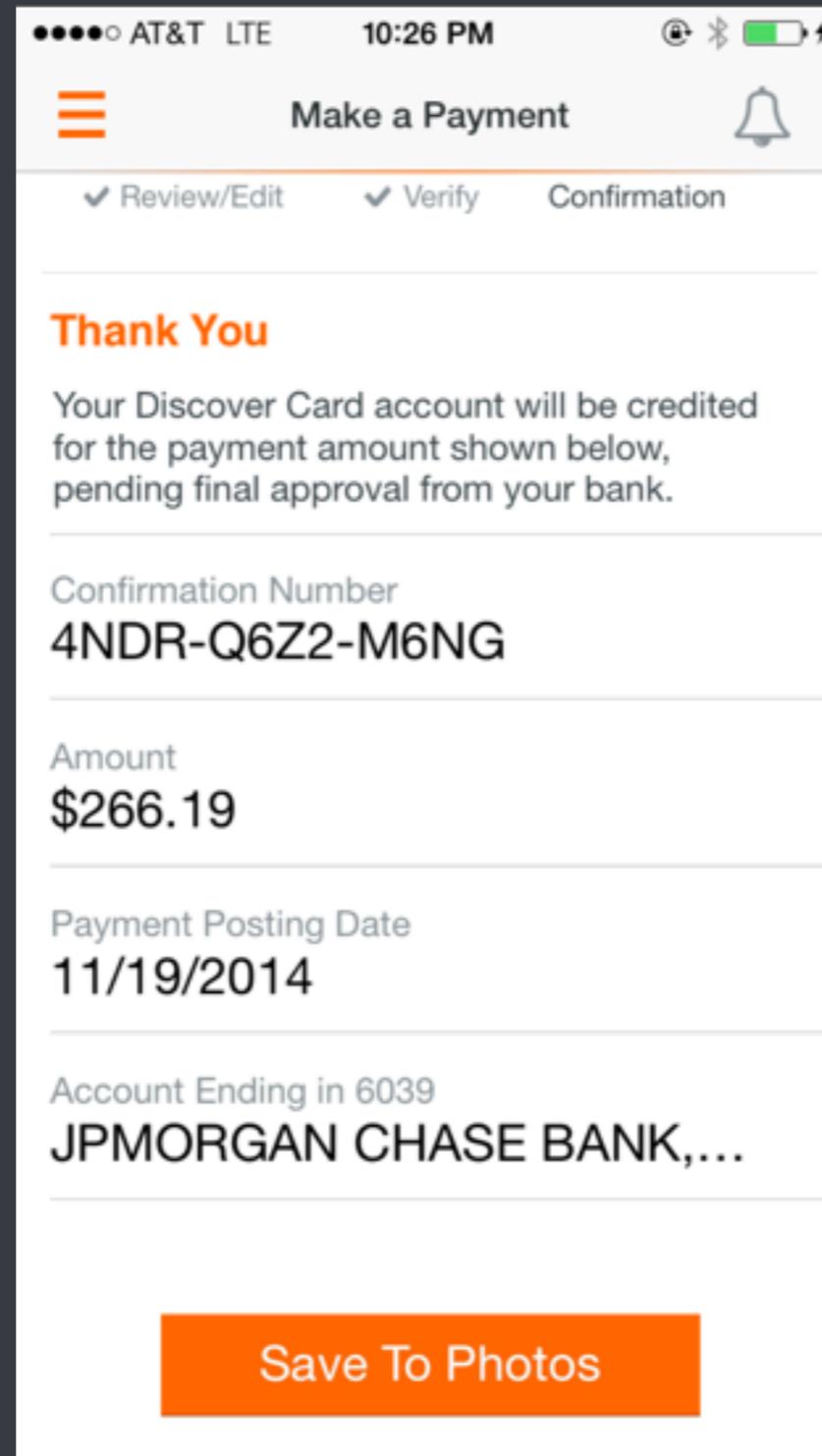
[Important Information about Online Payments](#)

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**Confirm** 

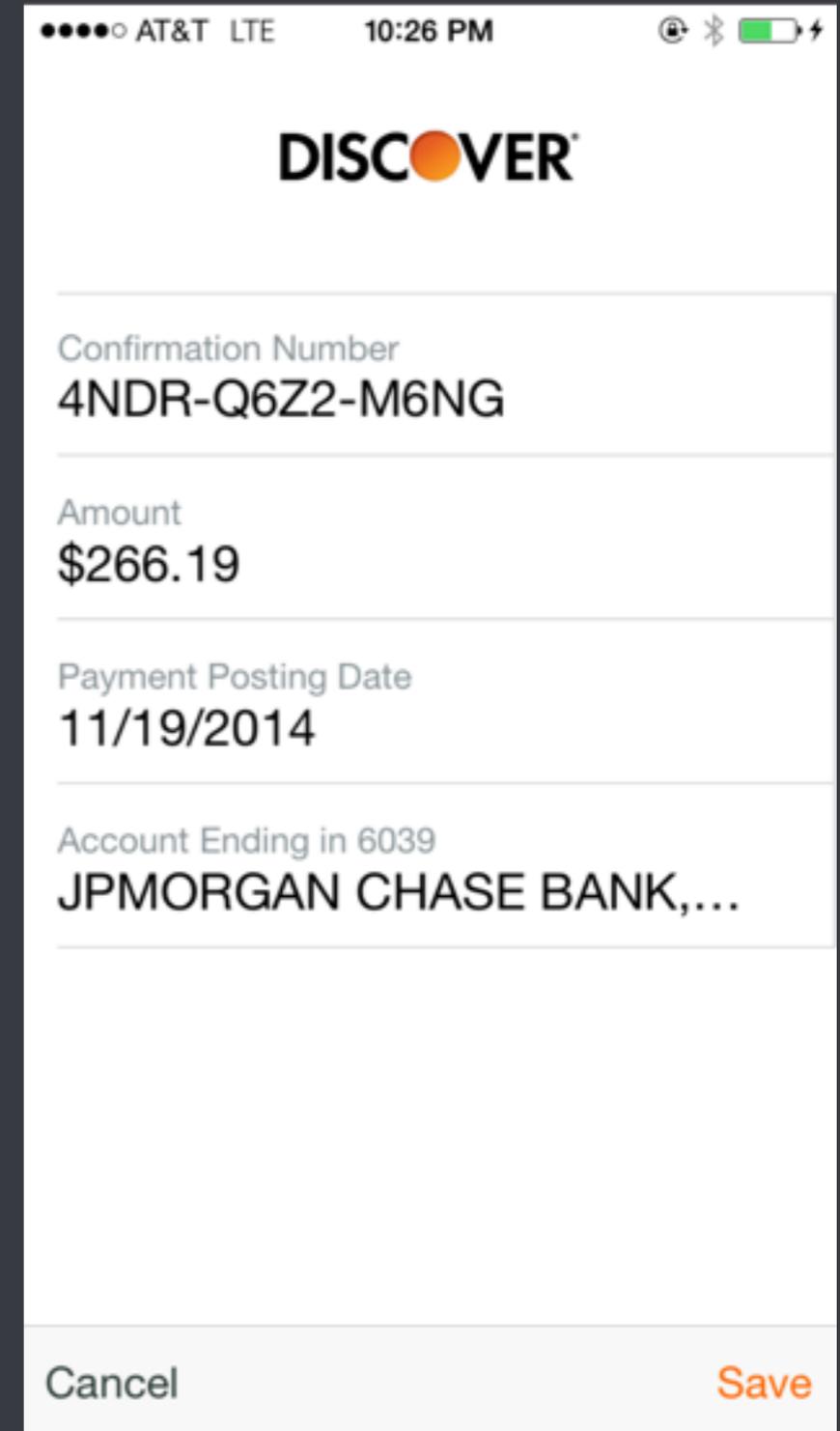
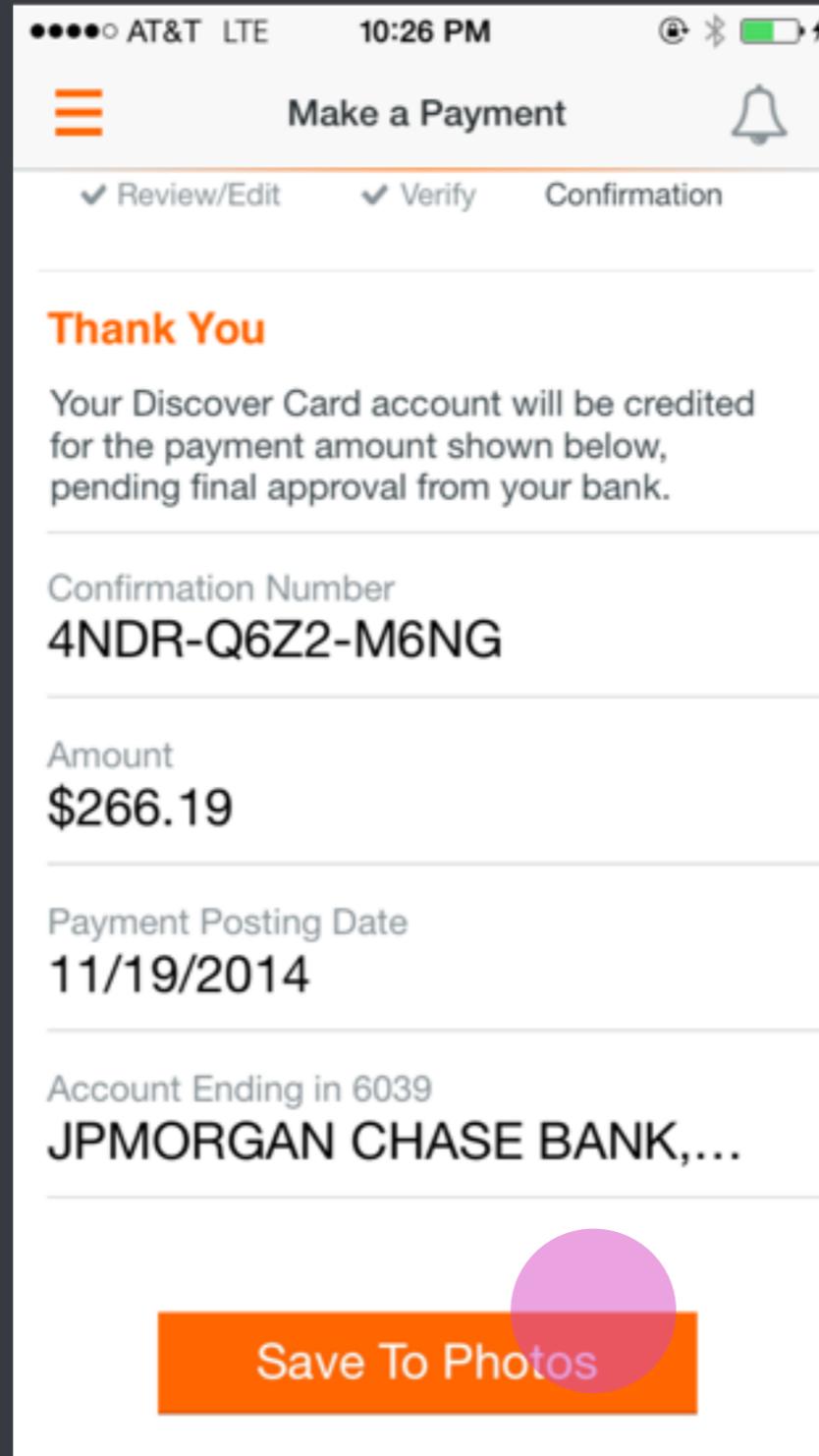
**Cancel**

Most transactional flows stop at the confirmation screen..



Most transactional flows stop at the confirmation screen..

But this flow adds an additional piece of service evidence - with arguably zero functional benefit. Why?





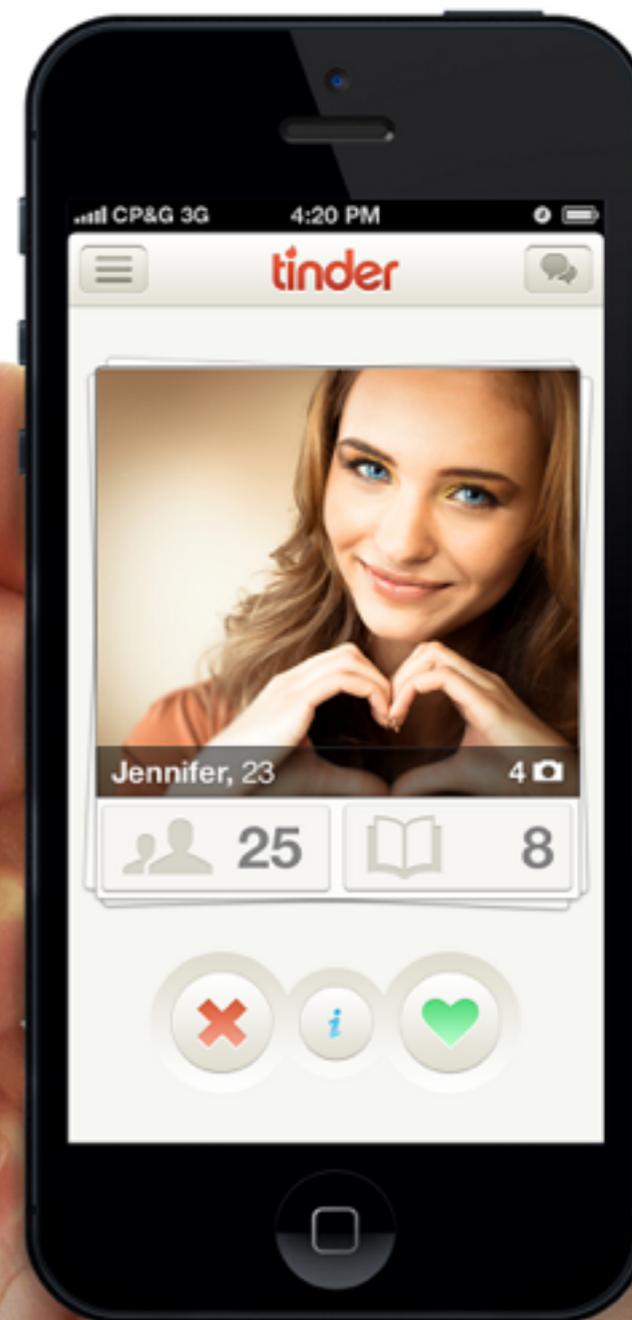
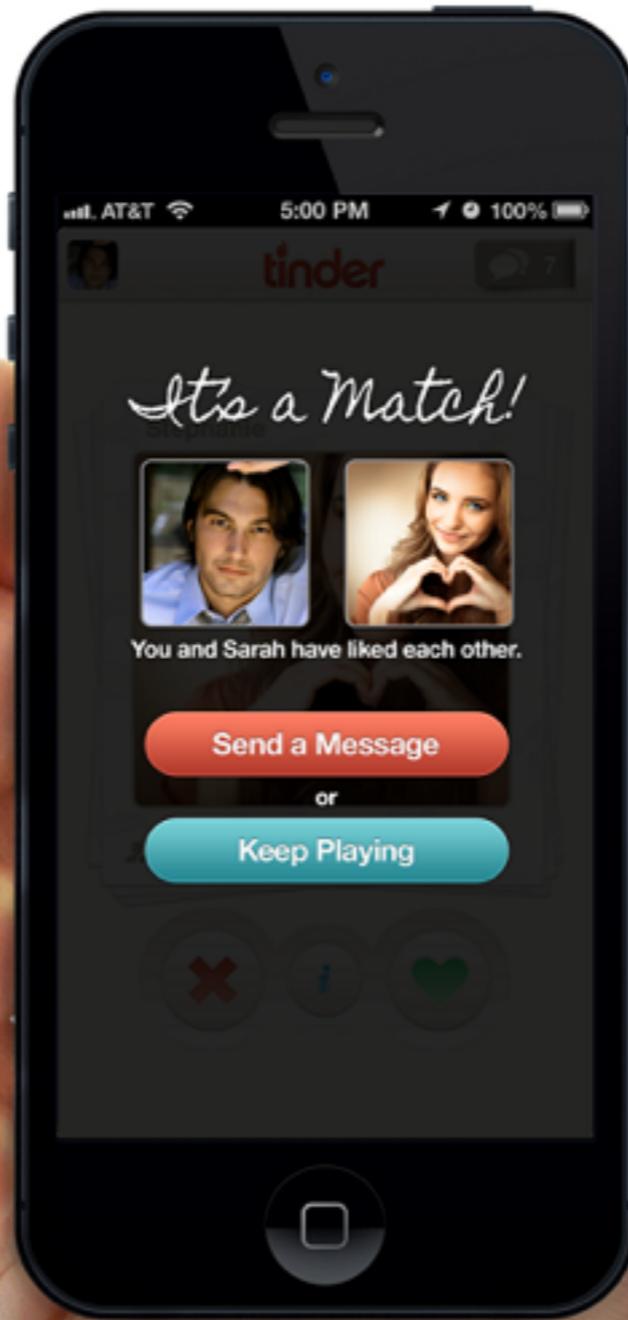
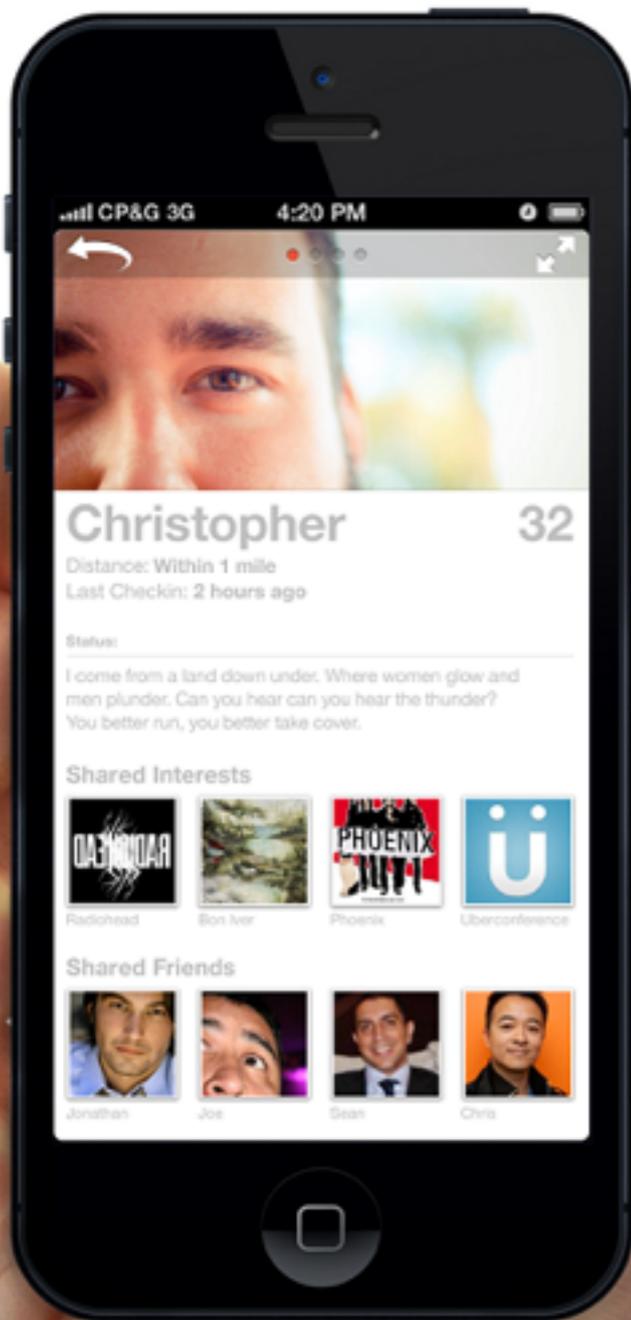
**Why might this exist?**

**“Bennett and Bennett state that ‘all social interaction is affected by the physical container in which it occurs.’ They suggest that the physical container affects the nature of social interaction in terms of the duration of interaction and the actual progression of events.”**

**Bitner**







“One can infer from the environmental psychology literature that employees and customers in service firms respond to dimensions of their physical surroundings cognitively, emotionally, and physiologically, and that those responses are what influence their behaviors in the environment. Hence, the perceived servicescape does not directly *cause* people to behave in certain ways.”

**Bitner**

What does this suggest about autonomy & choice?

**Other thoughts on the reading?**

# **Service Design Assignment**

Let's Review Progress!!