

# CASE STUDY — SERVICE DESIGN

Improving the open day  
student experience at EPFL

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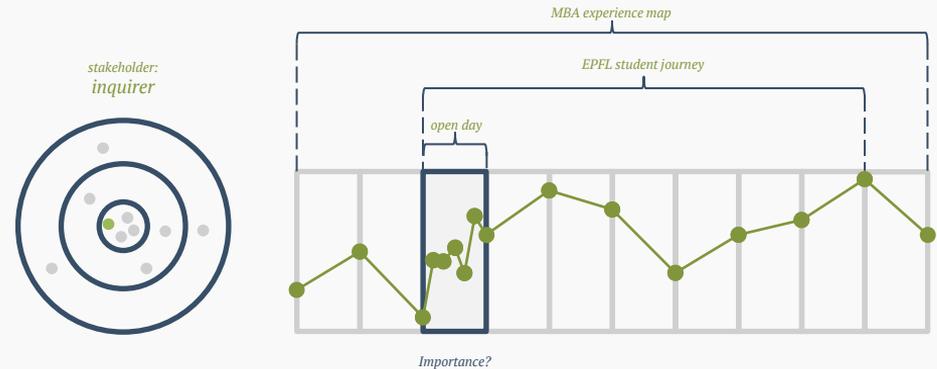


Service design is not always a multi-month project that restructures an entire organization. It can focus on a specific touchpoint, and be done quickly to allow fine-tuning.

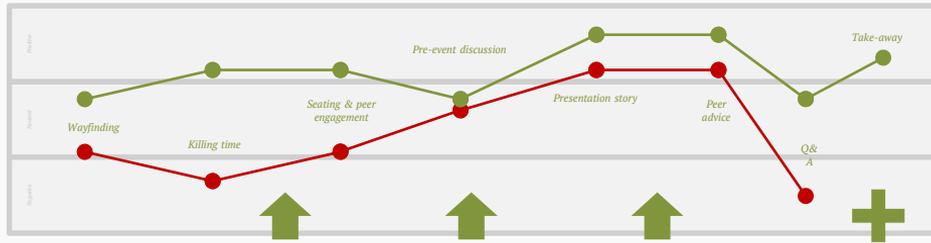
In this spirit I helped the EMBA program of the Swiss Federal Institute of Technology (EPFL) to finetune a specific touchpoint with its students, the **open day experience**. This is a touchpoint where applicants can visit the school and see for themselves what the student experience will be like.

The focus on the open day experience was decided upon after a high-level **stakeholder mapping** and **journey mapping** exercise. The open day is the first physical touchpoint between the program and potential future students. As such, it is a **moment of truth**, offering a great opportunity for fine-tuning.

I did **participant observation**, **contextual enquiry** and **mini-interviews** with participants, to understand the details and experience at the open day.



Specific steps in the process were identified, along with an observed level of satisfaction. Starting from this **as-is state**, an ideal but realistic future **to-be state** was drafted.



## 1, Wayfinding



**Now:** "Good enough."

**Why:** First physical touchpoint & re-usable asset

**How:**

- Stand out
- Be on-brand
- Be re-usable
- Communicate quality (It already does...)

## 2, Killing time



**Now:** Arrive in an empty room → play with phone

**Why:** Make every second of inquirer's visit count

**How:**

- Arrive in a room with posters → read posters
- Complimentary content
- Exhibition-like
- Share 'worthy' (?)

## 6, Peer advice



**Now:** Good, informative, but no 'low's. Feels like only half the story

**Why:** Make it bring the presentation story to life

**How:**

- Include the target
- Include a 1-2-3 step recommendation for before, during, after EMMA programs, to give a feeling of completeness

From the big picture we then zoomed into the tiny details. Documenting the as-is state, I formed improvement recommendations based on best practices and custom creative solutions. Goals and reasons-to-change were defined for each step in the process. Quick fixes were identified for efficiency, along with opportunities for larger-scale experiments.

*Great services are created by zooming in and out  
between the big picture and tiny details, and  
considering both the organization and customers.*

*Let's optimize you service  
processes together!*

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