

# A Tangible Method For Exploring Children's CX in Value Networks

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# Motivation – Theoretical and Practical Gap

- In recent years, interest towards CX has increased rapidly as we have shifted to experience economy (Pine and Gilmore, 1998) and the research is now fueled by the concept of experiential value (Vargo and Lusch, 2011).
- Recent calls urge service researchers ***to empirically examine the concepts of CX and customer journey in different contexts*** (Danaher and Gallan, 2016; Lemon and Verhoef, 2016).
- Understanding CX is a good starting point for managers and service designers (Stickdorn and Schneider, 2010) to create new or improve the existing services.

# Background

- Contemporary view of CX emphasizes a broader customer perspective comprising ***myriad interactions with multiple actors through which CX emerges over customer journeys*** (Lemon and Verhoef, 2016; Folstad and Kvale, 2018).
  - Applying the value network approach (Patricio et al., 2011; 2018), where experiential value and CX is co-created among multiple actors (Vargo and Lusch, 2016), is pivotal as customers are likely to engage resources that extend well beyond the focal service provider [e.g. in healthcare (Patricio et al., 2018)].

# Background

- However, the long customer journeys co-created among various network actors may be *challenging to study*.
  - ***Particularly among children whose cognitive competence is lower (cf. Ponsignon et al., 2015) and they tend to focus on more present matters (Litovuo et al., 2019).***
- Earlier studies indicate that ***visual, flexible and playful methods can support children's ability to describe their experiences*** (Carney et al., 2003; Curtis et al., 2004).
  - Led to an idea to apply tangible methods in children's CX exploration that are already widely used in service design (Stickdorn and Schneider, 2010) and in participatory innovation (Buur, 2018).

# Children's CX and value networks – research practical gap

- To date, CX research is largely conducted among adults.
  - **Little attention has been paid to exploring experiences of children and applicability of the variety of methods and tools that would capture the CX.**
  - Applied methods in experience research with children often ***fall short in capturing the dynamic nature of customer journey*** (in e.g. Kortessluoma and Nikkonen, 2004; Carney et al., 2003) or ***capturing the way different network actors shape the experience*** (cf. Litovuo et al., 2019).

# Purpose

- *To develop and introduce participatory designed data collection method for children's CX research, which*
  - *Integrates customer journey and value network approaches,*
  - *Includes flexibility, playfulness and tangible elements to prompt children's storytelling.*

# Context: Pediatric healthcare (in Finland)

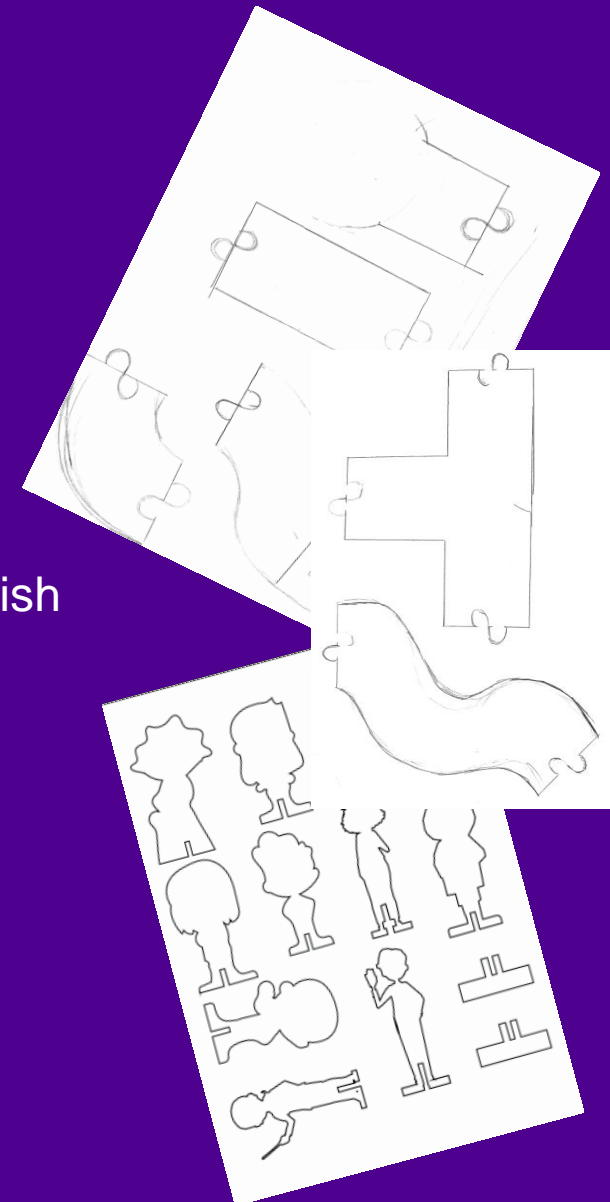
Some background information on purpose context

- Finnish primary healthcare consist of a publicly-funded healthcare system and a much smaller private sector. Specialized medical care is provided by municipalities through district hospitals.
- Being ill is extremely social phenomenon and an ill child is likely to engage resources beyond the focal healthcare providers (McColl-Kennedy et al., 2017; Patricio et al.,2018) including
  - Their own support network (parents, relatives, friends),
  - Social welfare actors,
  - Patient associations and groups,
  - Actors supporting the care (Litovuo, 2017).



# Methodology

- Method development followed a participatory design approach; an individual from target group participated to the method design process.
- *5 days participatory design workshop with a 15 year-old girl:*
  - 1st day: Introduction to CX, customer journey and value network (in Finnish pediatric healthcare); ideation for the tangible elements and element sketching.
  - 2nd day: Drawing elements for laser cutter (illustrator), cutting initial elements.
  - 3rd day: Improvement ideation for elements and drawing new parts.
  - 4th day: Finishing element drawing and cutting the improved elements.
  - 5th day: Finishing the elements.





# Developed method

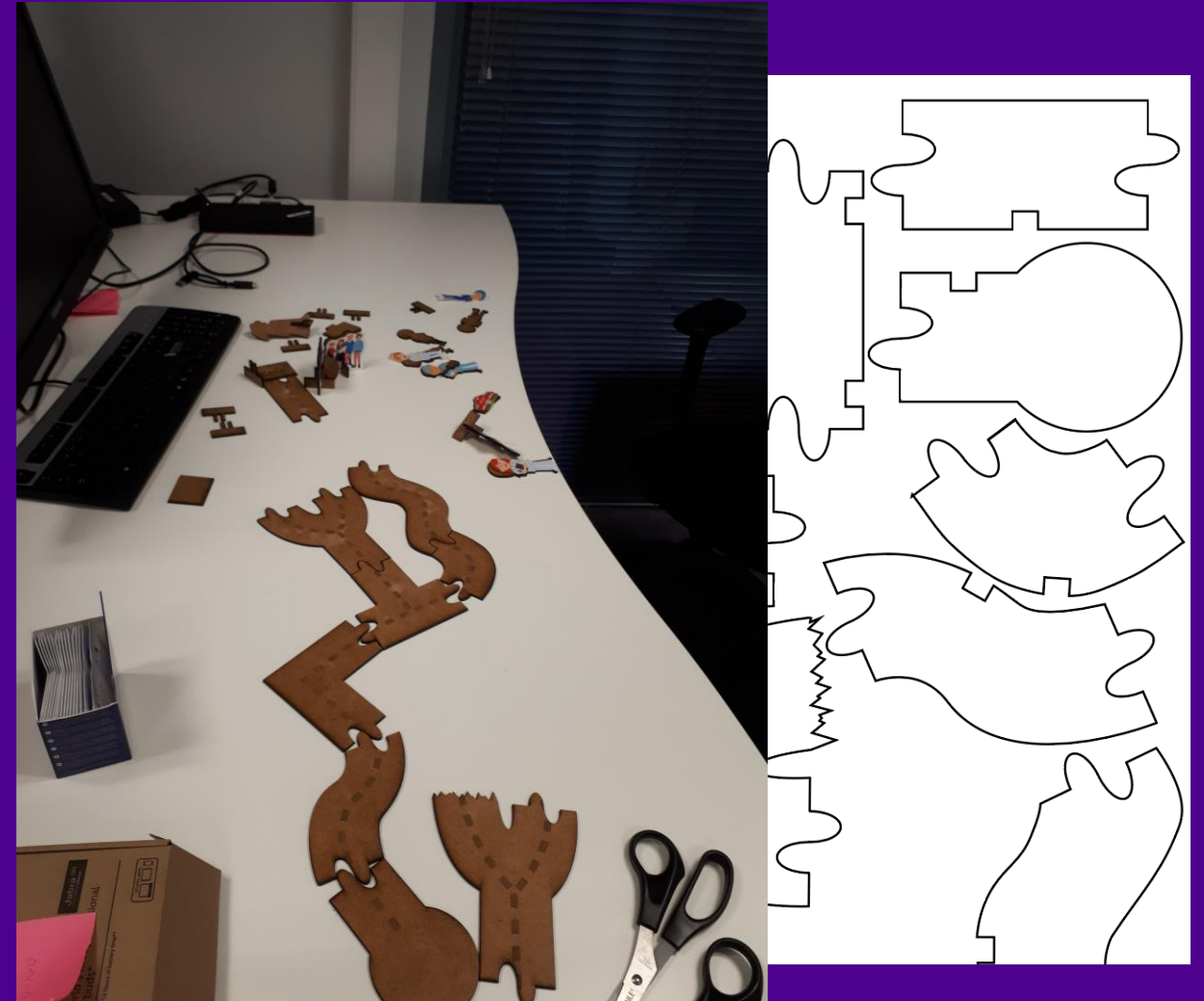
Contains of two main categories of tangible elements: **a puzzle pathway** and **figurines of relevant actors in a network**,

which purpose is to support child in his or her story telling and yield information on the CX over customer journey within a complex network.

# Tangibles of the developed method

## Wooden pathway puzzle

- Child is asked to build his/her (healthcare) customer journey.
  - 9 differently shaped pieces for which a child can find meanings his/herself.
  - Child can address spatial setting for each piece by adding a tag (9 pcs) on the side of it.
- Each piece of the puzzle depicts an important stage/touchpoint of the journey.
  - Supports the dynamic nature of the CX.



# Tangibles of the developed method

## Wooden figurines

- A child is asked to attach the relevant actors to each part of his/her customer journey.
  - 18 different actors, some of which are clearly implying their roles (e.g. doctors, nurses) and some are more general leaving flexibility to the method.
- Prompts child's storytelling towards a network approach.



# Contributions and Future Research

- Developed and introduced a method for children's experience research that can be applied to explore children's CX over the customer journey in a complex networks, which are needed in order to move from dyadic interactions to address multiple interactions within a network of actors in service research.
  - The paper continues the recent papers that pursue addressing the shift (e.g. Patricio et al., 2018).
  - The method extends the contemporary toolset utilized in the exploration and ideation stages of service design process (Stickdorn and Schneider, 2011).
- The method will be tested with diabetic children to evaluate its applicability to capture children's healthcare CX and how different network actors are shaping the experience.

