Tidligere studier har vist at kunder og tjenesteverandører erfærer kvaliteten på tjenester vidt forskjellig. Denne studien omhandler avviket mellom tjenesteverandørrers og kunders opplevelser ved å tilby tjenesteverandører verktøy og strategier som gjør dem i stand til å bedre forstå kompleksiteten i deres tjenester.

There exists a gap between service providers and service customers’ perceptions of the quality of their service experience. This research addresses this delivery gap by offering service providers tools and strategies that enable them to better understand the complexity of their services.

This research contributes to health service research through the identification of the key components of services in healthcare and the development of the service process learning cycle model, which improves the understanding of complex service processes in healthcare. This study also contributes to the service design field as it includes a discussion of the communication gaps in service design, and an exploration of how a standardised service design tool and the artefacts generated by the tool can contribute to service providers’ understanding of complex services in empirical settings.

My dissertation presents interpretive research in three parts. Taking an exploratory research approach, I first investigated challenges experienced by service providers when attempting to understand services. I then conducted instrumental case studies to identify key components of services in healthcare. Later I explored how a visual language can support an understanding of the complexity of healthcare services by applying an experiential learning model. A total of seven studies were conducted using customer journey mapping, observation/shadowing, focus group discussion, document analysis, interview, questionnaire/survey, and usability test.

The identified key components of services in healthcare can be considered when designing data collection activities for the evaluation of existing service processes. Findings shows a need for standardised tools that support rigorous description and documentation of service processes within service providing organisations. The visual language and applied in this study can be considered as a standardised service design tool that supports the articulation of service processes. The visualisations generated by the language support the creation of shared understandings of service processes among different types of stakeholders by acting as boundary objects. A learning cycle which bears the visual language and service design methods support an improved understanding of service processes involving multiple actors.