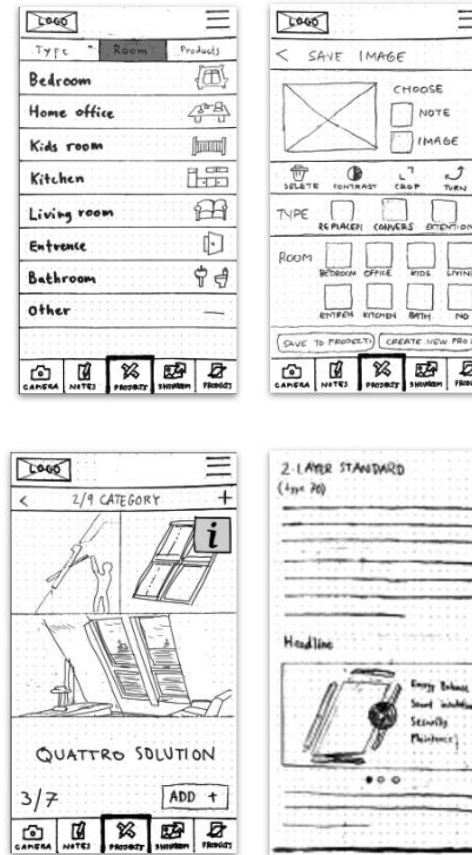


VELUX DIGITAL INSTALLER SERVICES

SERVICE DESIGN DEFINES CONCEPT FOR DIGITAL SOLUTIONS FOR WINDOW INSTALLERS

VELUX wants to help window installers explain the various qualitative advantages of VELUX windows. For example, VELUX has noise or moisture reducing products.

If the installer can counsel the end customer, the end customer obtains a better solution which most likely leads to additional sale for the installer.



Through the involvement of both internal and external stakeholders, the purpose of the service design task was to identify how Velux can most optimally help installers give the customers the best possible advice.

Operate delivered a service design process, where target group representatives from several sales companies together with VELUX defined the strategy of the task, described the target group and ultimately narrowed down the task to a mobile application and outlined the fundamental concept of the solution.

The actual service design process took 4 weeks from strategy workshop to final concept delivery in form of sketch flows and conceptual description.

In the end, this solution was user tested by Operate on installers in two sales companies in Europe.

Subsequently, Operate has developed the full UX and UI design as well as the specifications of a technical implementation of VELUX' own technical app-development partner.