

SERVICE DESIGN METHODOLOGY

Execution Bridge™

A 6-stage framework for designing services that achieve measurable business outcomes.

19+

Years

€5M+

Renewals

6

Stages

Swipe to explore the framework →

Service Audit & Triage

■ Prioritise before you design

Map every touchpoint, backstage process, and actor across the full service.
Score against: business continuity risk x daily user count x regulatory dependency.

PRODUCTION EVIDENCE

67% of 134 Syensqo services were below standard — found in 3 weeks of audit before any design work began.

€500K

Training cost avoided

NEXT

Stage 02: Trust Architecture Research

Trust Architecture Research

■ Fear before friction

The real adoption barrier is almost always psychological, not functional. Surface it through contextual interviews, emotional journey arcs, and mental-model mapping.

PRODUCTION EVIDENCE

95%-accurate AI was rejected at eConnect. 87%-accurate version with visual heatmaps got 3x adoption — without changing the model.

3x

Adoption uplift

NEXT

Stage 03: Multi-Actor Blueprint

Multi-Actor Blueprint

■ One service, six lenses

Map separate journeys for every actor type — then collapse into a unified blueprint. Misaligned backstage processes only become visible at this stage.

PRODUCTION EVIDENCE

Newport Tank: 14 redundant steps found in the blueprint. Eliminated before a single screen was designed. \$2M demurrage avoided.

\$2M

Cost avoided

NEXT

Stage 04: Evolutionary Co-Design

Evolutionary Co-Design

■ Familiar first, better second

Preserve mental models and muscle memory. Design changes that feel recognisable before they perform better. Prototype in the real environment — warehouse floor, depot, lab.

PRODUCTION EVIDENCE

Syensqo achieved 89% user acceptance vs 41% industry benchmark. No formal training programme. €500K saved.

89%

User acceptance

NEXT

Stage 05: Progressive AI Disclosure

Progressive AI Disclosure

■ Trust loop, not feature launch

Introduce automation in trust order: high-confidence, low-risk actions first.

The feedback loop builds accuracy and user confidence simultaneously — each reinforcing the other.

PRODUCTION EVIDENCE

eConnect AI accuracy rose from 78% to 94% in 6 months because the trust UX kept humans teaching the model throughout.

94%

AI accuracy at 6mo

NEXT

Stage 06: Service Impact Measurement

Service Impact Measurement

■ Design is a business lever

Define the business metric in Week 1. Instrument analytics before design begins, not after. Every design decision is a hypothesis; every release is a measurement.

PRODUCTION EVIDENCE

15,000+ engineering hours saved at Valeo. €1.7M cost savings at eConnect. Both measured against Week-1 baselines.

15K+

Hours saved / year

Service design measured in outcomes.

19 years. 6 industries. Every stage evidenced.

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