

## Exercise 9

### **Task 1:**

Have a look at Munich's public transport system (MVG) and describe the service they provide by giving examples for front stage as well as backstage services.

### **Task 2:**

What is the difference between creating a service and a product?

### **Task 3:**

Explain the relationship between people, a service medium and a service provider.

### **Task 4:**

How do you prototype service design?

Task 5:

What is the difference between a state transition diagram and a customer journey diagram? What is the relation to a service blueprint?

### **Submission**

Submit your solution as PDF or TXT to UniWorx (<http://www.pst.ifi.lmu.de/uniworx>).

Deadline: 25.07.2011 10:00am