



# CENTRAL CO-CREATE



Source: Fauxels (2024)



+ Design Concept

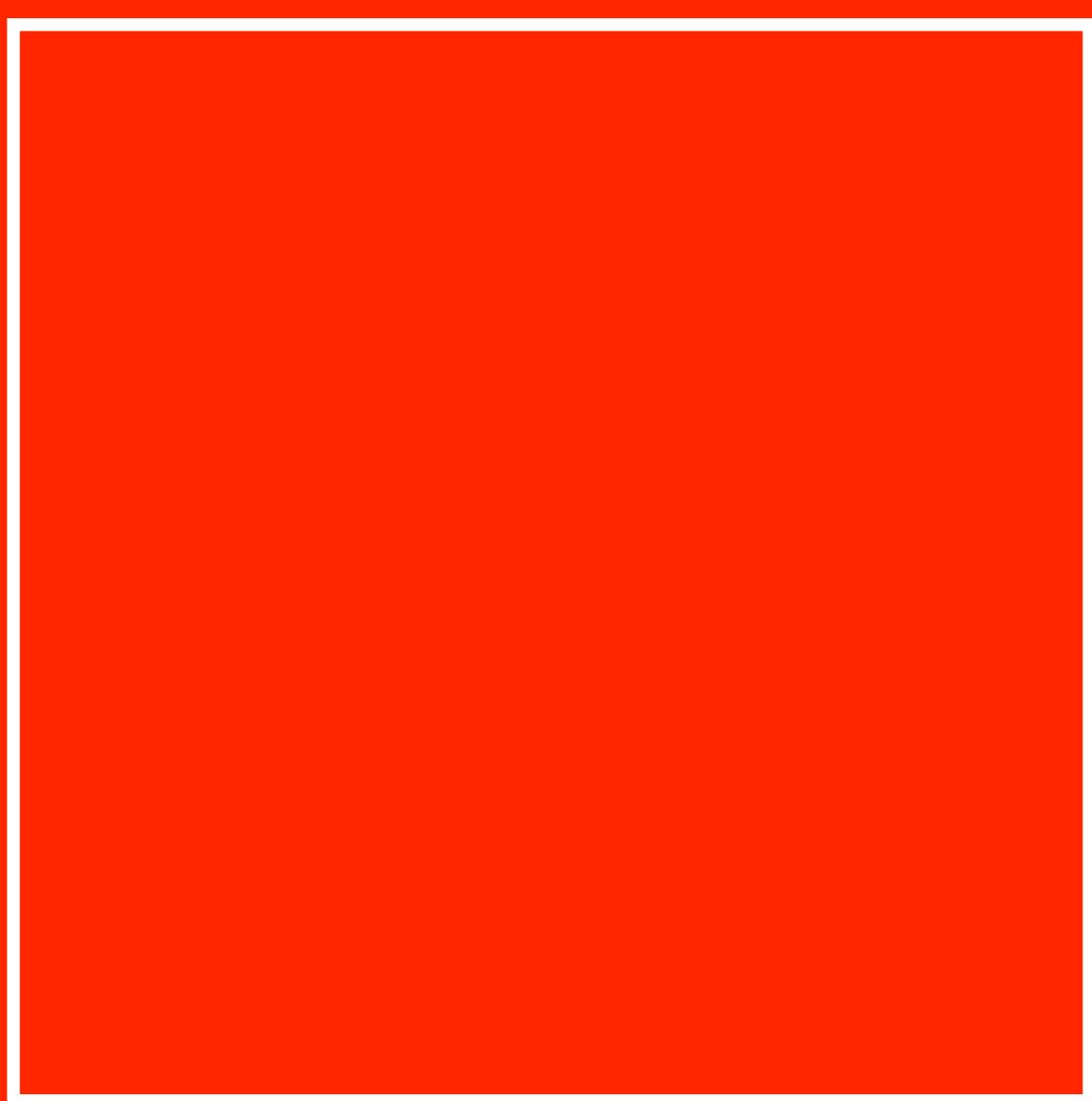
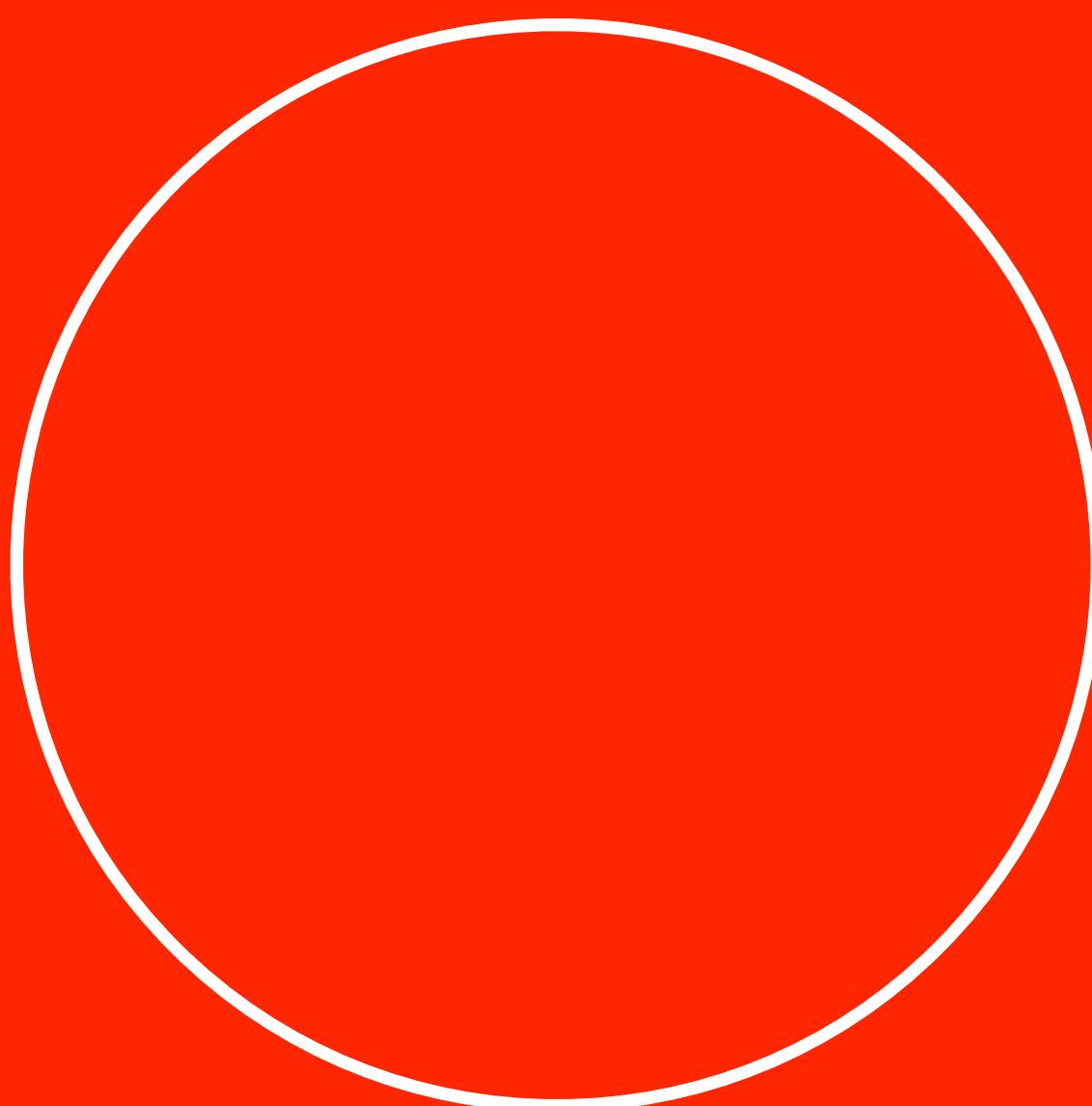
+ Design Challenge

+ Design Cascade

01

02

03



# 01

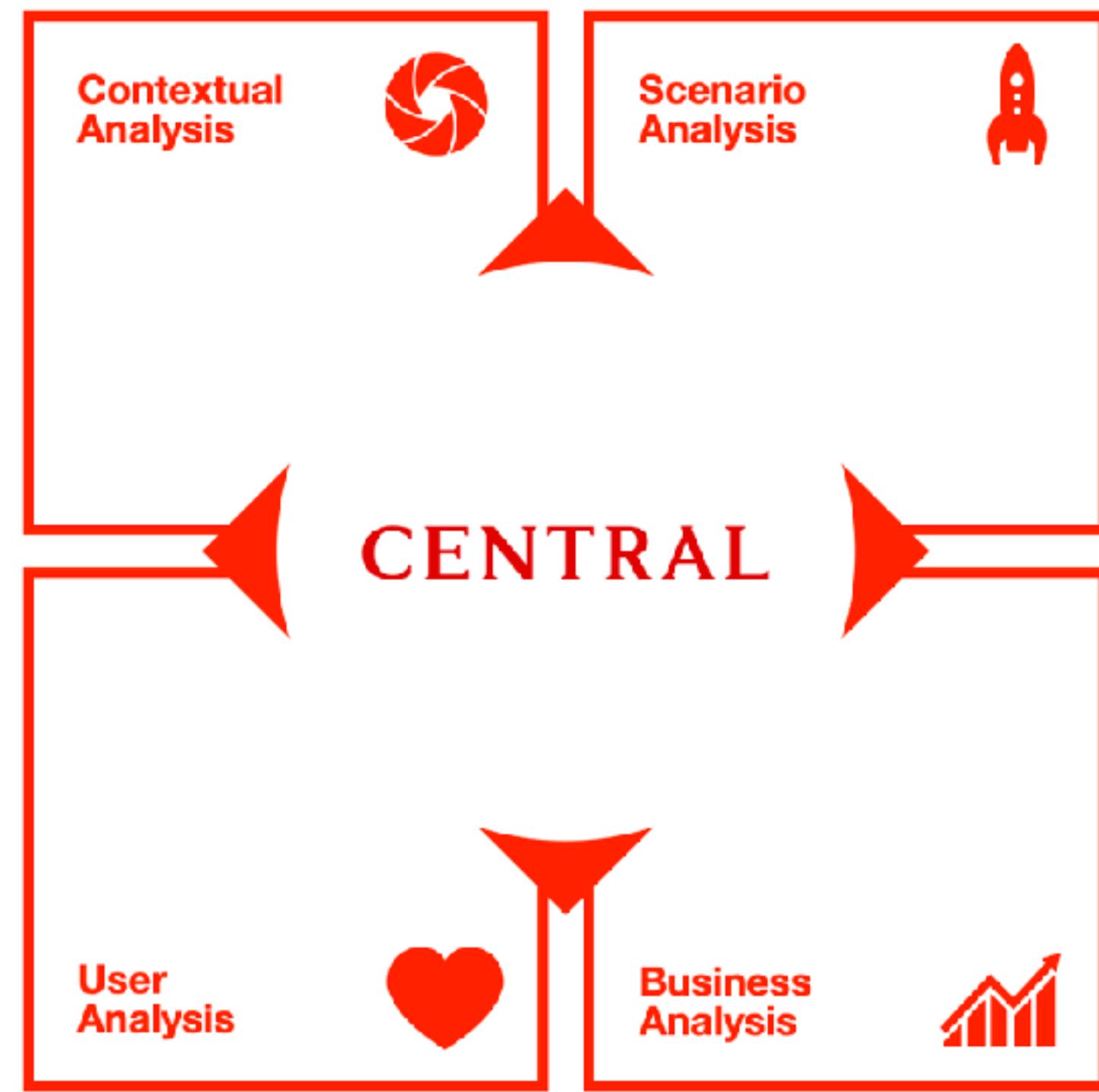
know the  
unknown  
knows

+ Design Concept

+ Design Challenge

+ Design Cascade





Source: iGTC Consulting (2021)

# design research framework

- 1.1 Underline The Context
- 1.2 Unfold The Future
- 1.3 Understand the Needs of Users
- 1.4 Uncover New Ideas

# to-dos

co-design  
requires a  
diverse team

- Review Business Landscape - *Hindsights*
- Explore Trends & Transitions - *Foresights*
- Create User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*
- Draft Service Design Brief

# 02

## co-create services

+ Design Concept

+ Design Challenge

+ Design Cascade



Image Credit: Angela Roma (2024)

# in-store service experience

- 2.1 Develop Service Concept with the Teams
- 2.2 Test 1st Model In-Store Service - *Paper Prototype*
- 2.3 Display Shopping Exploratorium Map
- 2.4 Validate & Iterate with The Users / Stakeholders
- 2.5 Craft CENTRAL Signature Service Blueprint



Image Credit: The SILPIN Thailand (2023)

# branded service ambience

- 2.6 See the Brand Through the Eyes of Customers
- 2.7 Identify Key Attributes
- 2.8 Select Aroma Notes
- 2.9 Create Emotional Connections
- 2.10 Circulate the Touchpoints
- 2.11 Engage, Test & Refine the Senses

# we deliver. . .

## service that work

- CENTRAL  
Signature Service  
Blueprint
- CENTRAL In-Store  
Experience &  
Shopping  
Exploratorium
- CENTRAL  
Signature Senses  
esp Sight, Sound  
and Smell

# 03

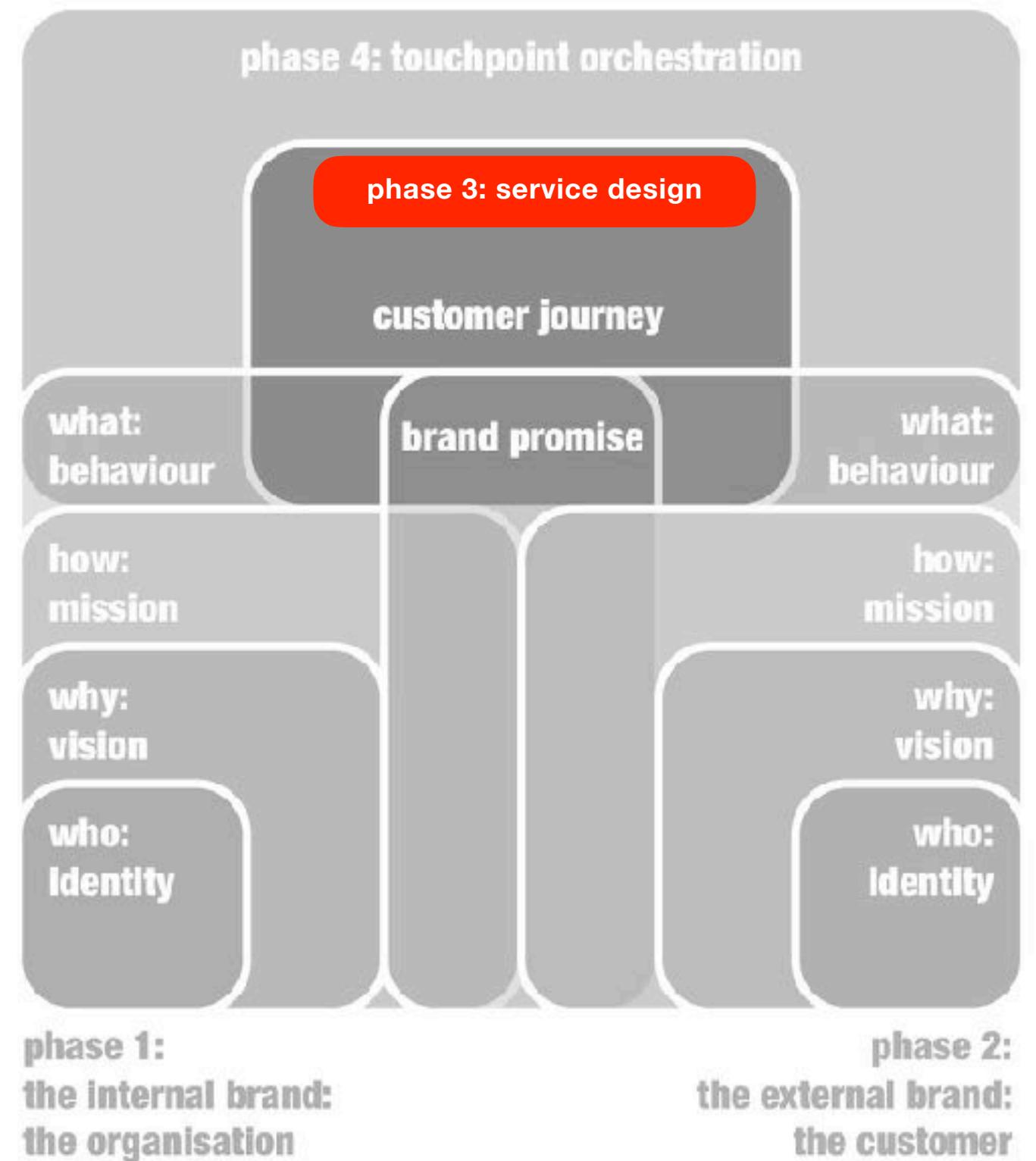
orchestrate  
touchpoints

+ Design Concept

+ Design Challenge

+ Design Cascade



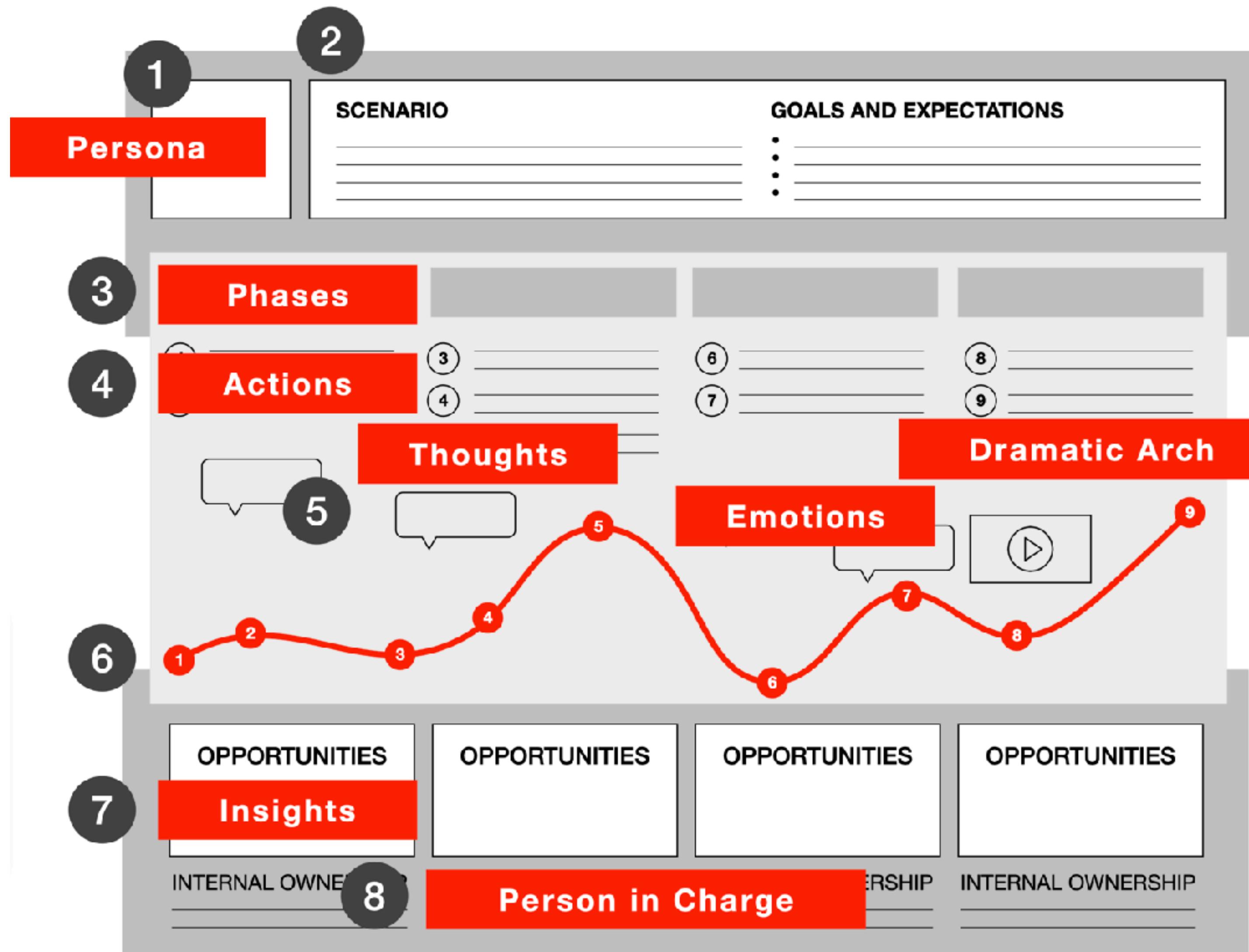


Source: Brand Driven Service Innovation, Zilver Innovation (2016)

# deploy service design jam

- 3.1 Coach The Coaches; *One-On-One Mentoring - 5 People Capacity Max in Group*
- 3.2 Concluded Workshop; *Full Day On-Demand Training - 50 People Capacity Max in Group*

# The Three Zones of Customer Journey Map



Source: Customer Journey Map by Kat Kaplan NN/g (2016)



iGTC Consulting Service (2023)  
powered by 

## DESIGN CONCEPT

June 2024

- Review Business Landscape - *Hindsights*
- Explore Trends & Transitions - *Foresights*
- Create User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*
- Draft Service Design Brief

## DESIGN CHALLENGE

July 2024

- CENTRAL Signature Service Blueprint
- CENTRAL In-Store Experience & Shopping Exploratorium - *In-Store Service Experience (ISE)*
- CENTRAL Signature Senses esp Sight, Sound and Smell - *Branded Service Ambience (BSA)*

## DESIGN CASCADE

August 2024

- Coach The Coaches; *One-On-One Mentoring* - 5 People Capacity Max in Group
- Concluded Workshop; *Full Day On-Demand Training* - 50 People Capacity Max in Group

# DESIGN CONCEPT *Knowing The Unknown Knowns*

---

June 2024

- Review Business Landscape - *Hindsights*

10 11 12 13 14

- Explore Trends & Transitions - *Foresights*

17 18 19

- Create User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*

20 21 22

- Draft Service Design Brief

In Collaboration with CENTRAL

26 27 28 29 30



30 31

# DESIGN CONCEPT *Knowing The Unknown Knowns*

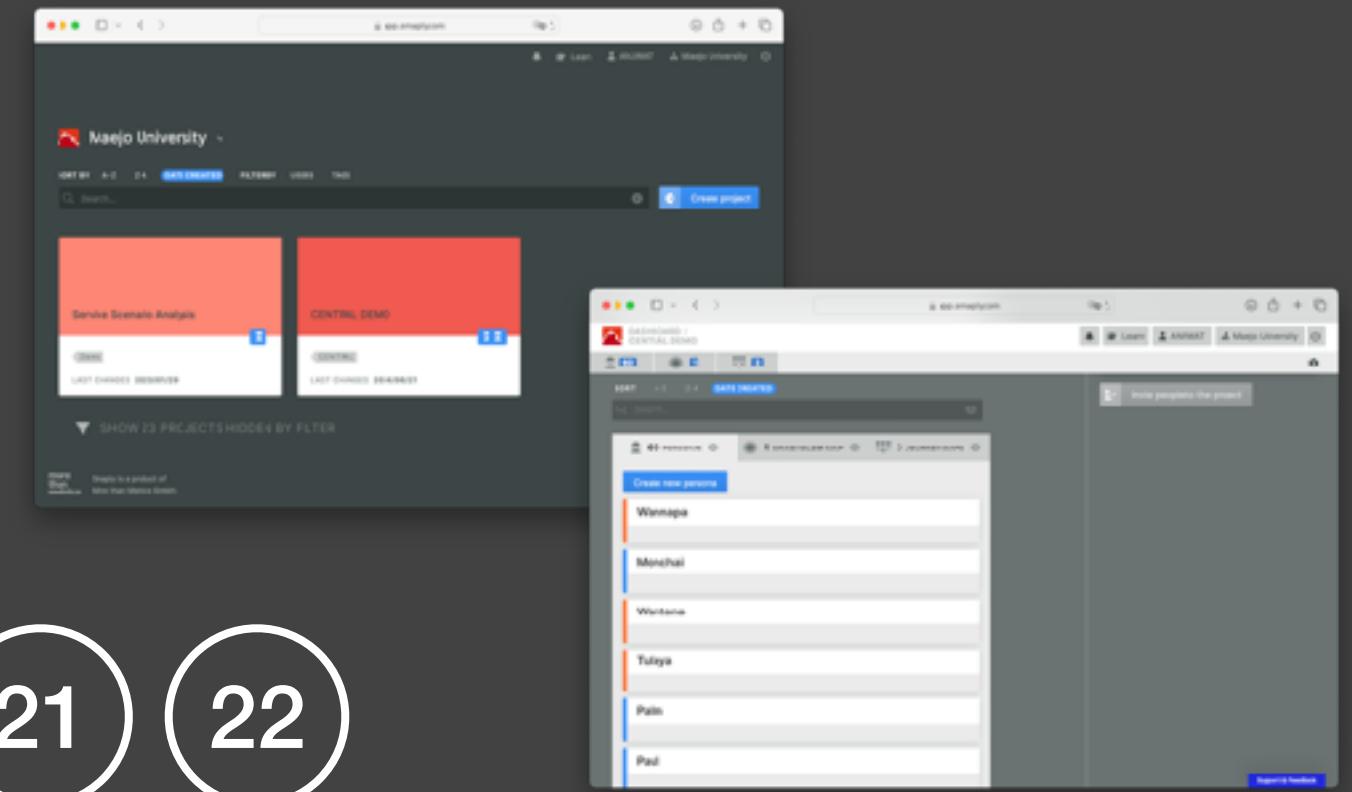
June 2024

- Review Business Landscape - *Hindsights*
- Explore Trends & Transitions - *Foresights*
- Create User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*
- Draft Service Design Brief

10 11 12 13 14

17 18 19

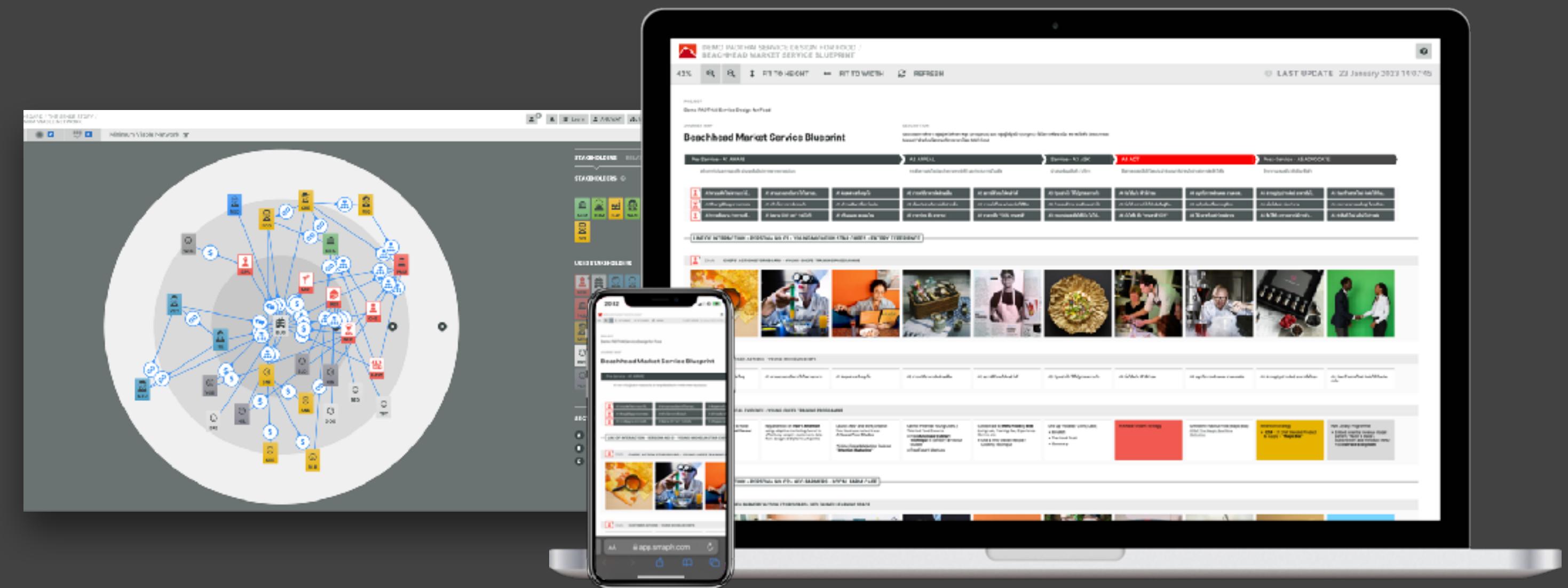
20 21 22



# DESIGN CONCEPT *Knowing The Unknown Knowns*

June 2024

- Review Business Landscape - *Hindsights*
- Explore Trends & Transitions - *Foresights*
- Create User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*
- Draft Service Design Brief



In Collaboration with CENTRAL

26

27

28

29

30



ISE / BSA  
Ideation Workshop

30 31

# DESIGN CHALLENGE *Co-Creating Service That Work*

July 2024

- **CENTRAL Signature Service Blueprint**

1

31

- **CENTRAL In-Store Experience & Shopping Exploratorium - *In-Store Service Experience (ISE)***

3 → 21

In-Store Service Experience

In Collaboration with CENTRAL

26 27 28 29 30

- **CENTRAL Signature Senses esp Sight, Sound and Smell - *Branded Service Ambience (BSA)***

3 → 21

Branded Service Ambience

ISE / BSA  
Validation Workshop

# DESIGN CASCADE *Teaming Up The Teams*

August 2024

- Coach The Coaches;  
*One-On-One Mentoring*  
- 5 People Capacity Max  
in Group
- Concluded Workshop;  
*Full Day On-Demand  
Training* - 50 People  
Capacity Max in Group

8 9

Coach The Coaches

22 23

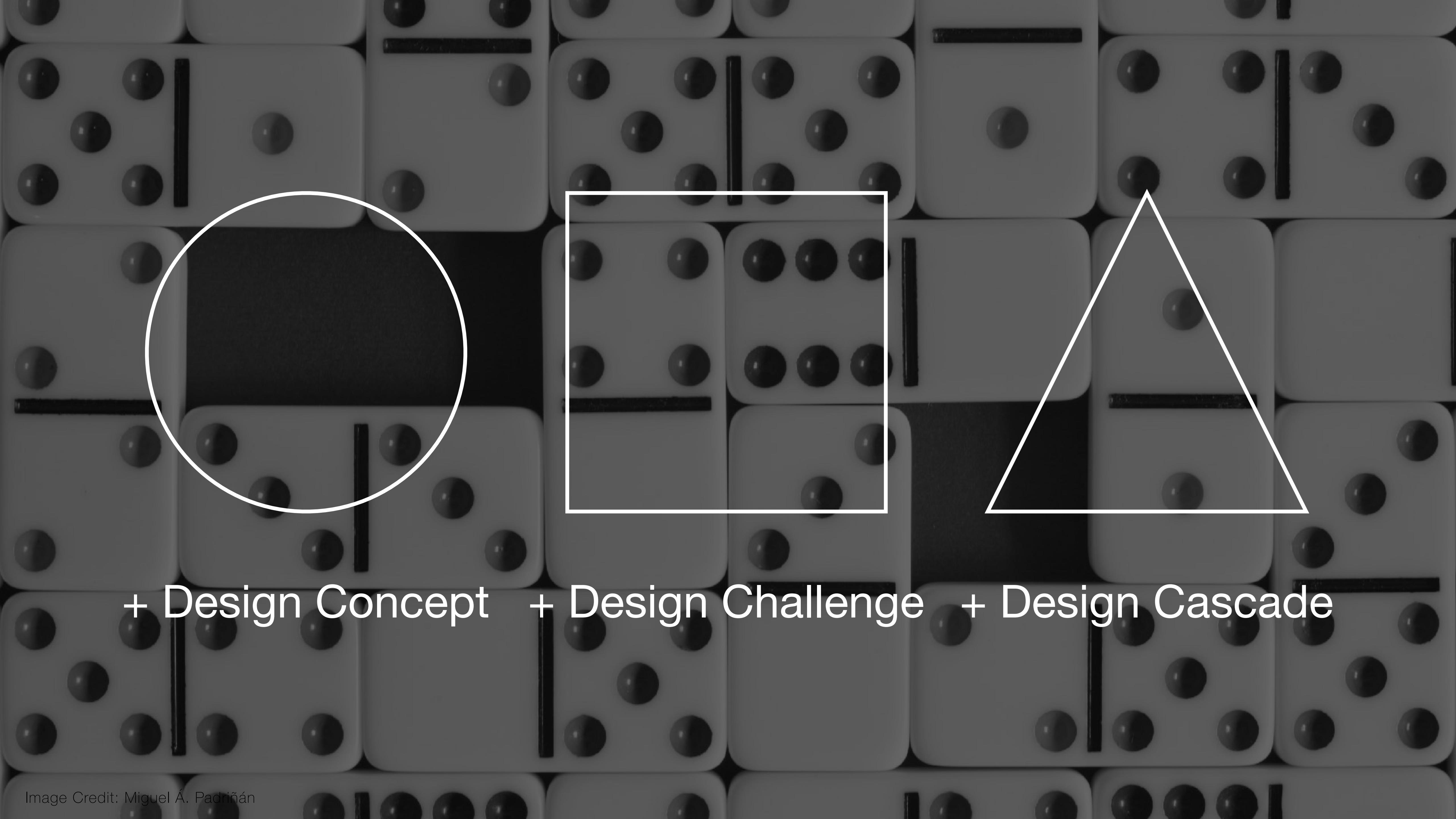
Concluded Workshop

facilitated by CoLAB,  
International Gastronomy  
Tourism Centre (iGTC)



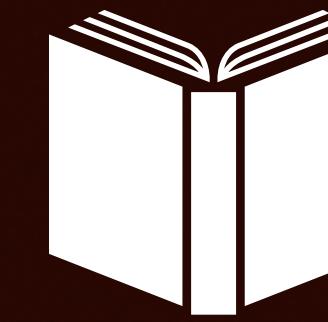
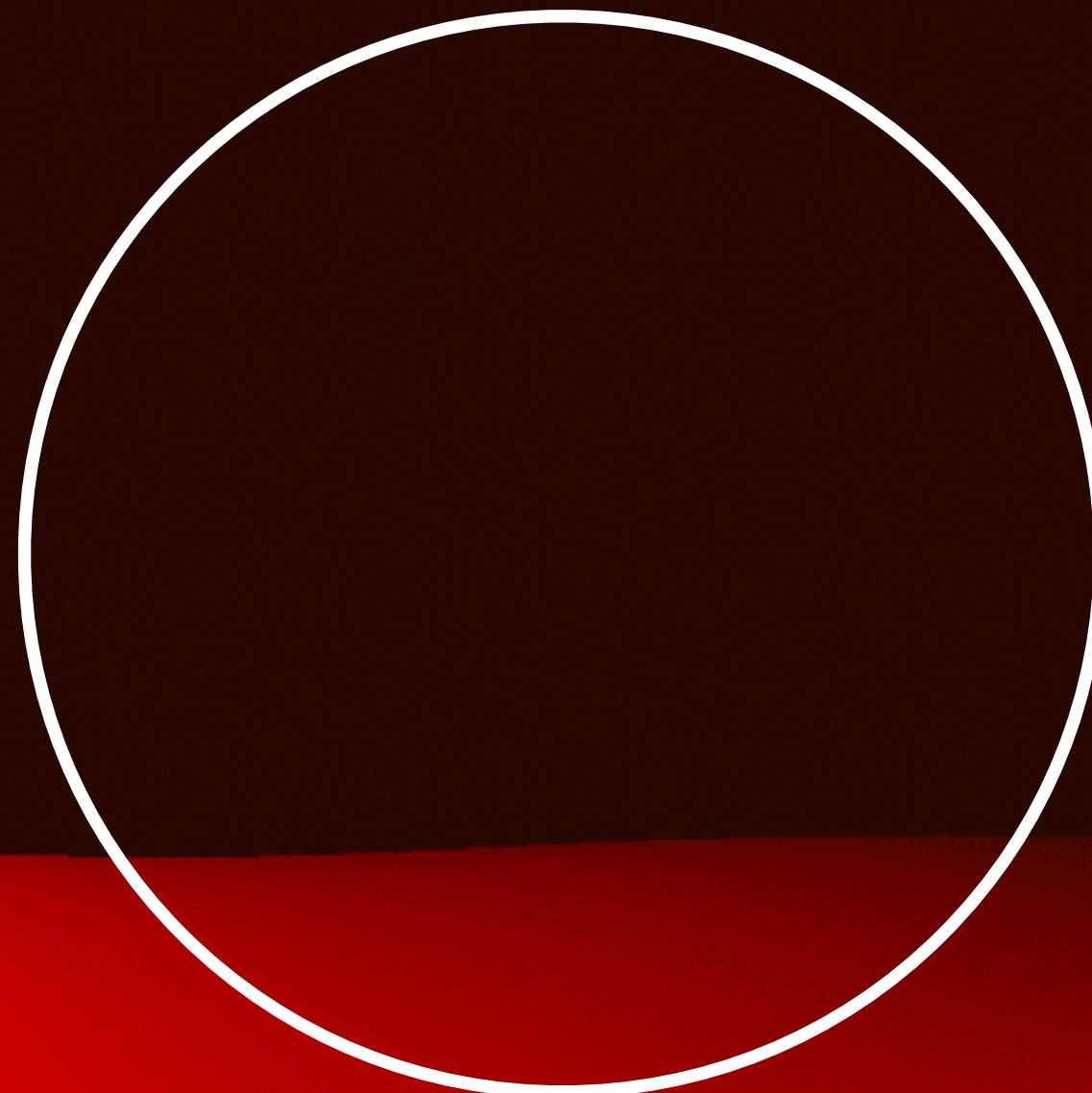
[f](#) [y](#) [w](#) @mjuigtc [t](#) +66 53 873 151





+ Design Concept + Design Challenge + Design Cascade

+ Design Concept



X1

DESIGN RESEARCH  
DESIGN PLAYBOOK

powered by



Gephi



miro



smaply



Passport



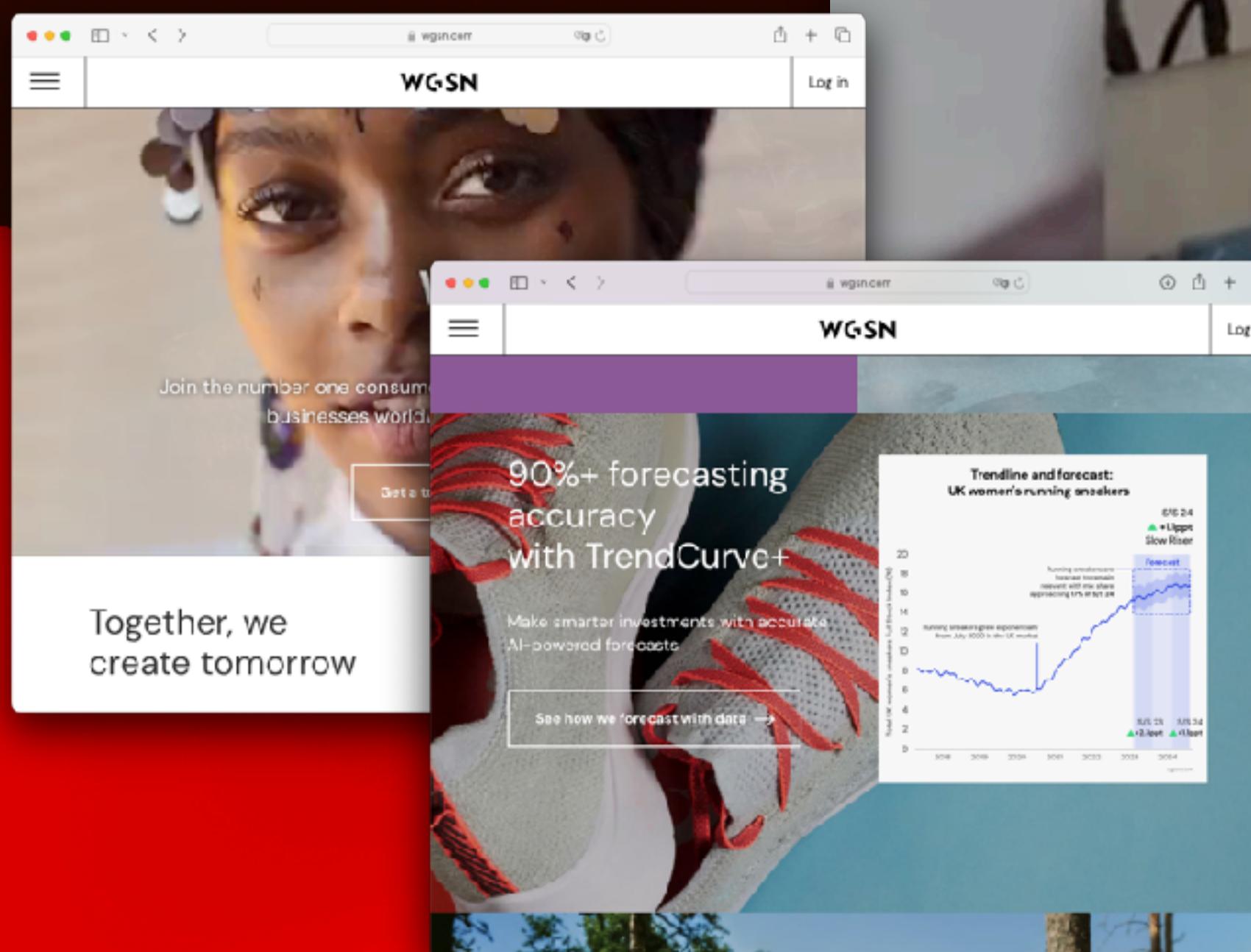
ScienceDirect



# system demo

Source: Strategic Intelligence, World Economic Forum (2024)

# WGSN



the people who create

Join the number one consumer trend forecaster, trusted by businesses worldwide to get it right.

Get a tour →

Together, we create tomorrow

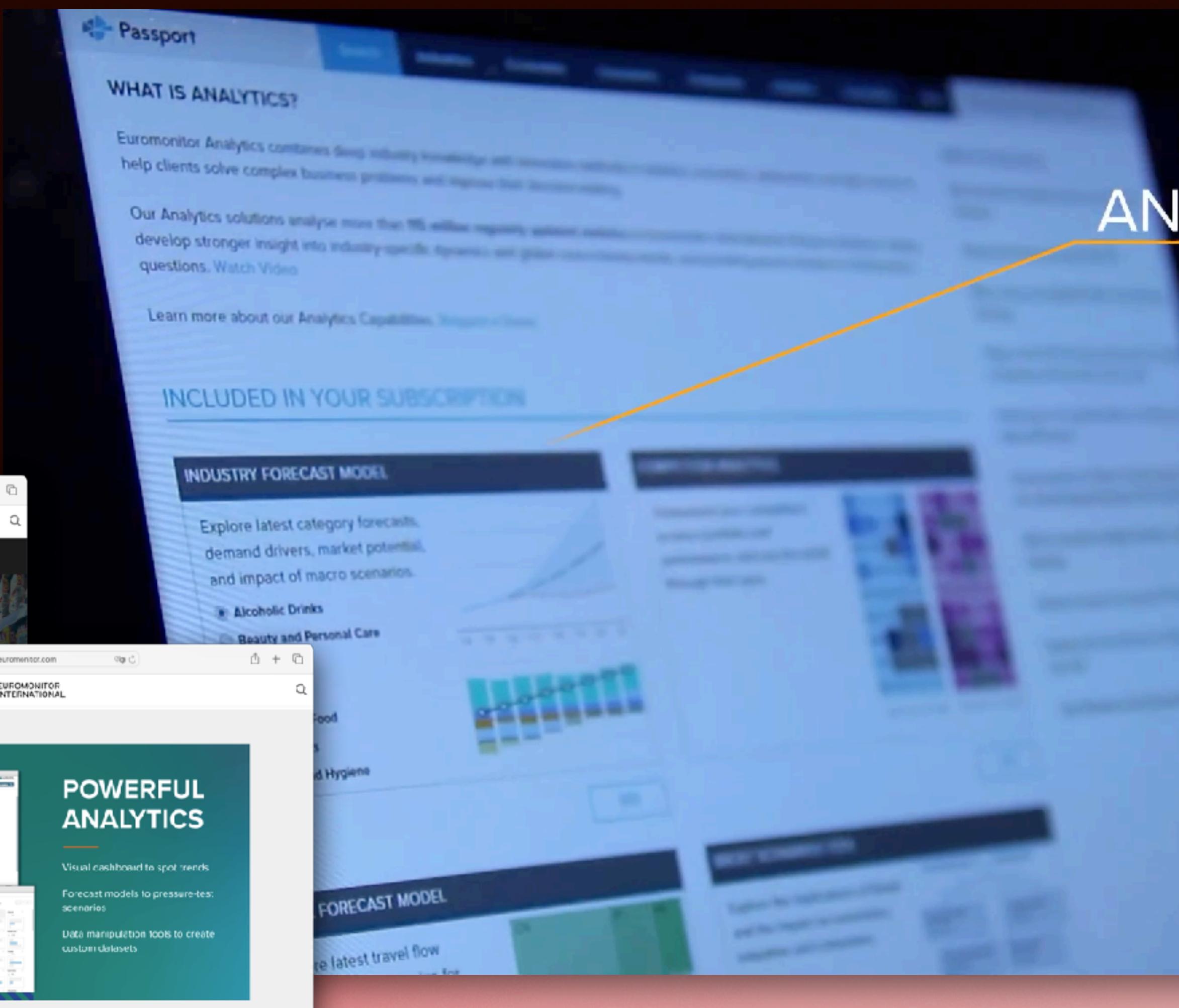
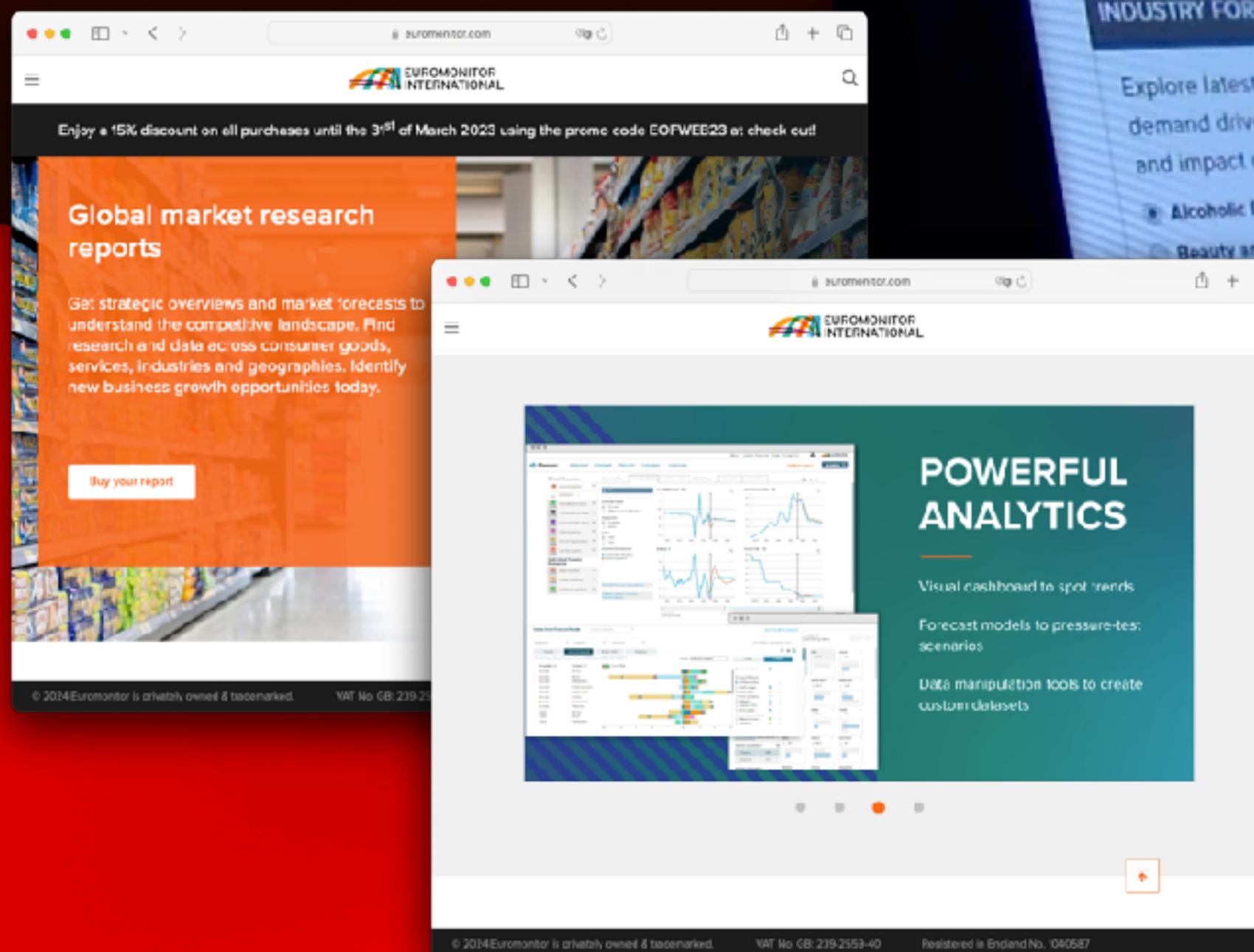
Create outstanding products that your consumers will want and need for years to come.

# system demo

Source: TrendCurve+, WGSN (2024)



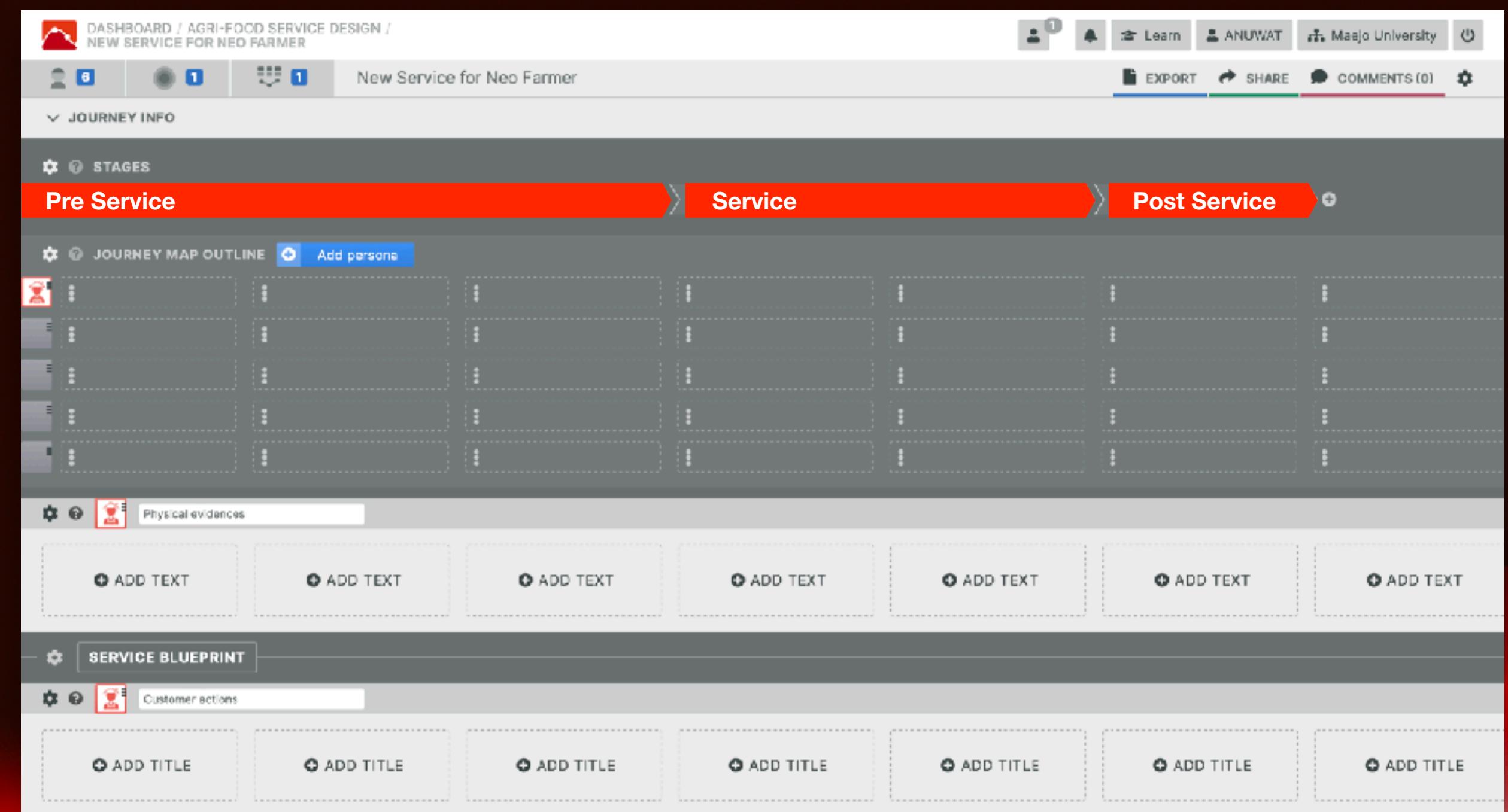
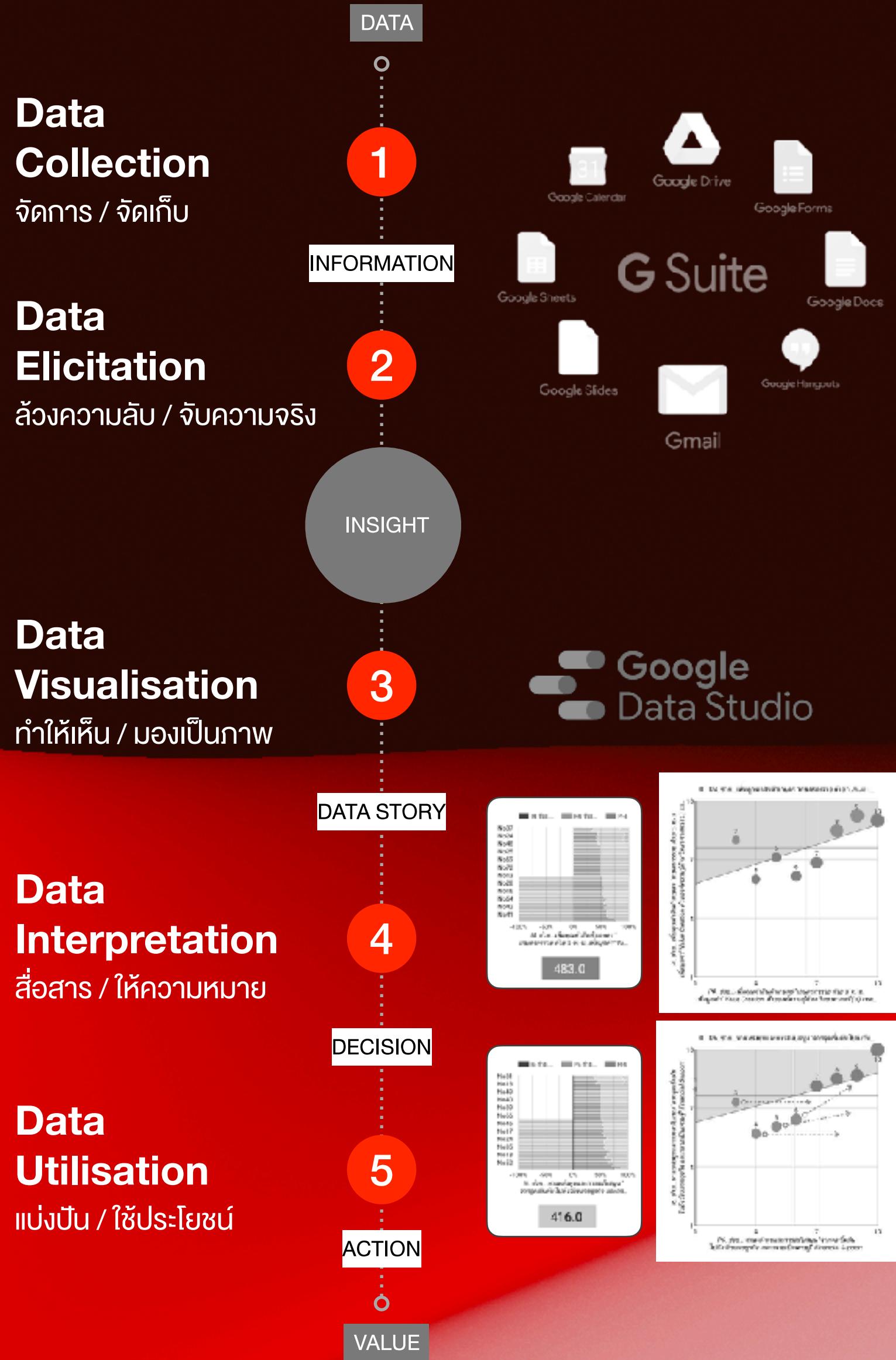
EUROMONITOR  
INTERNATIONAL



ANALYTICS TOOLS

system demo

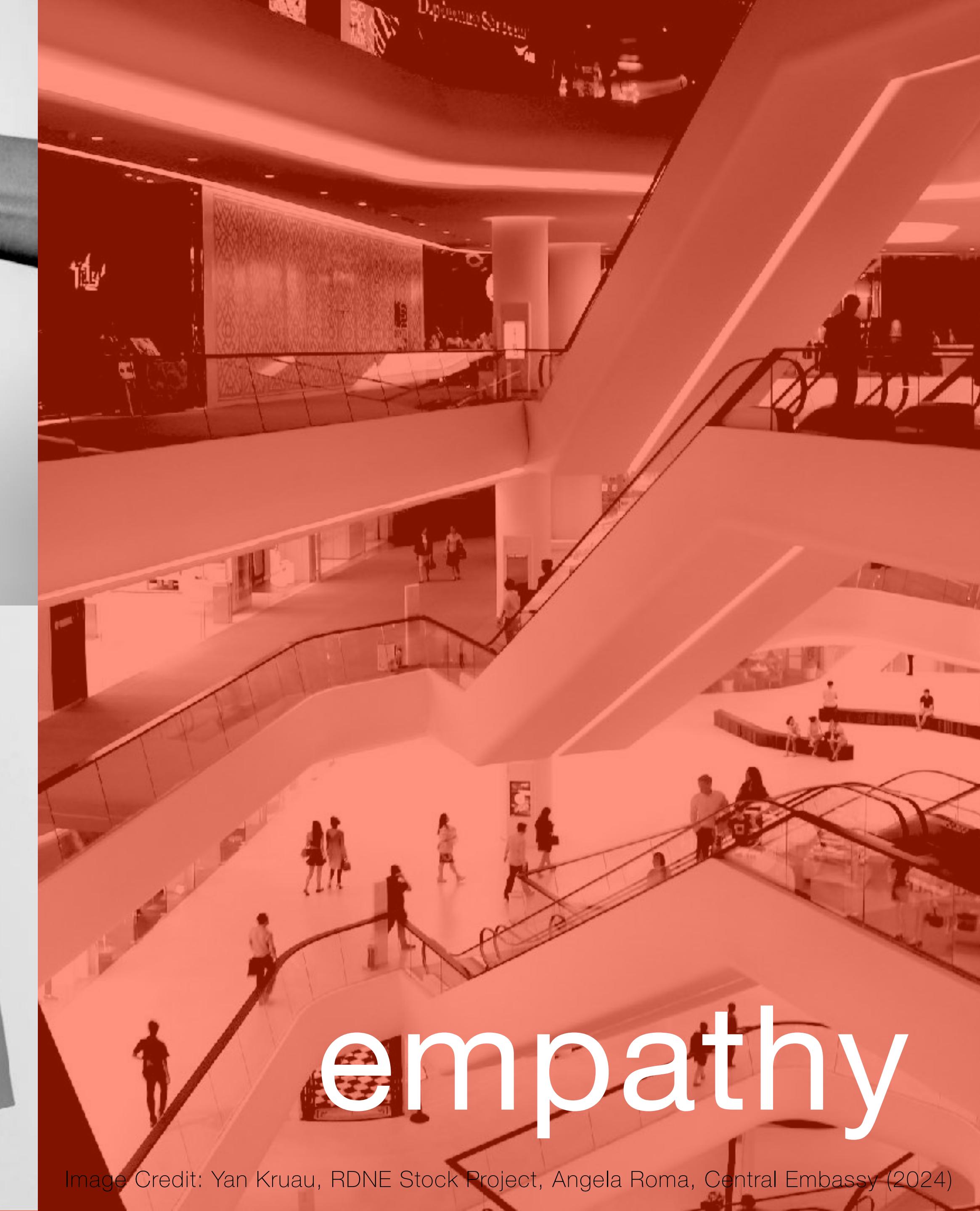
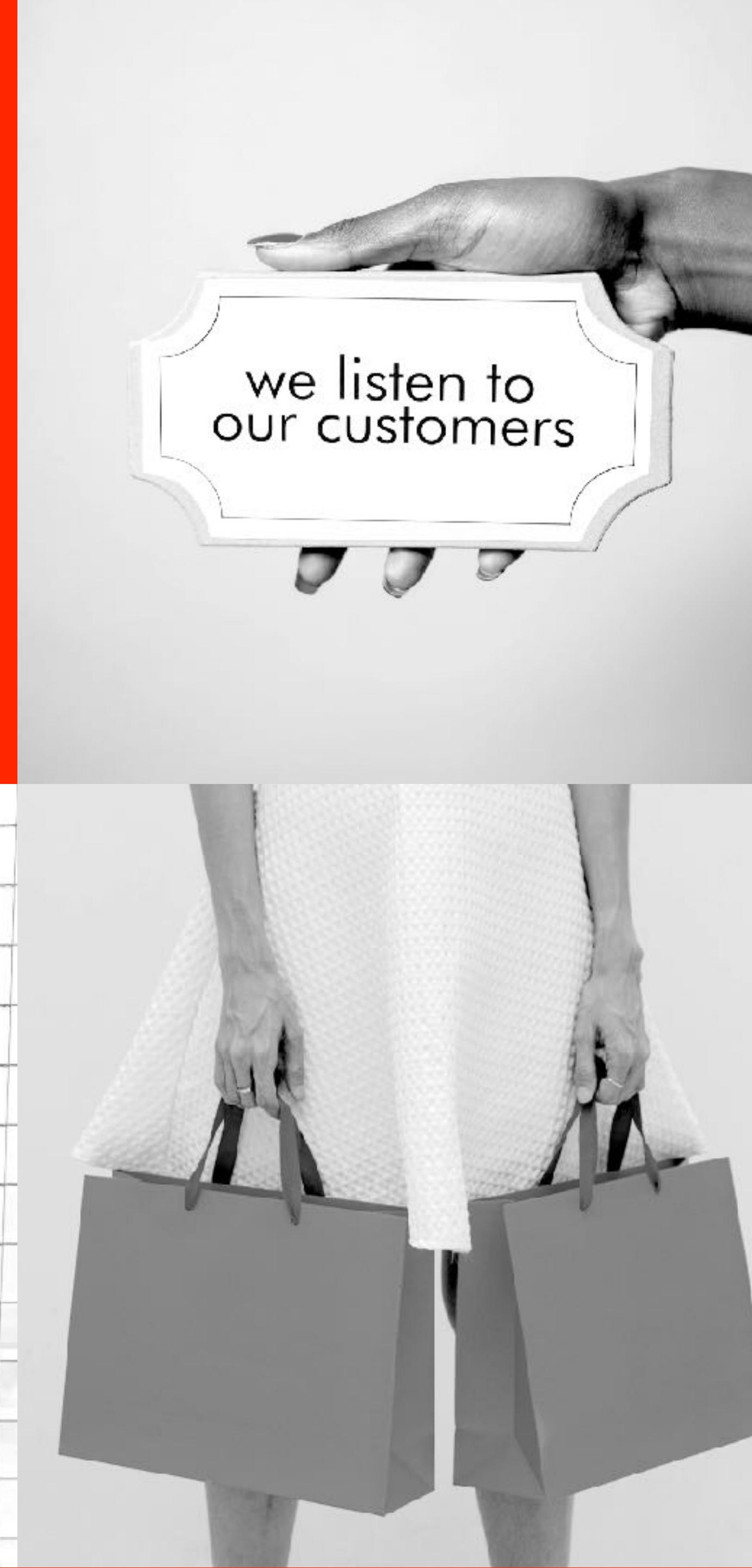
Source: GMID Passport, Euromonitor International (2024)



**RESEARCH TOOL**

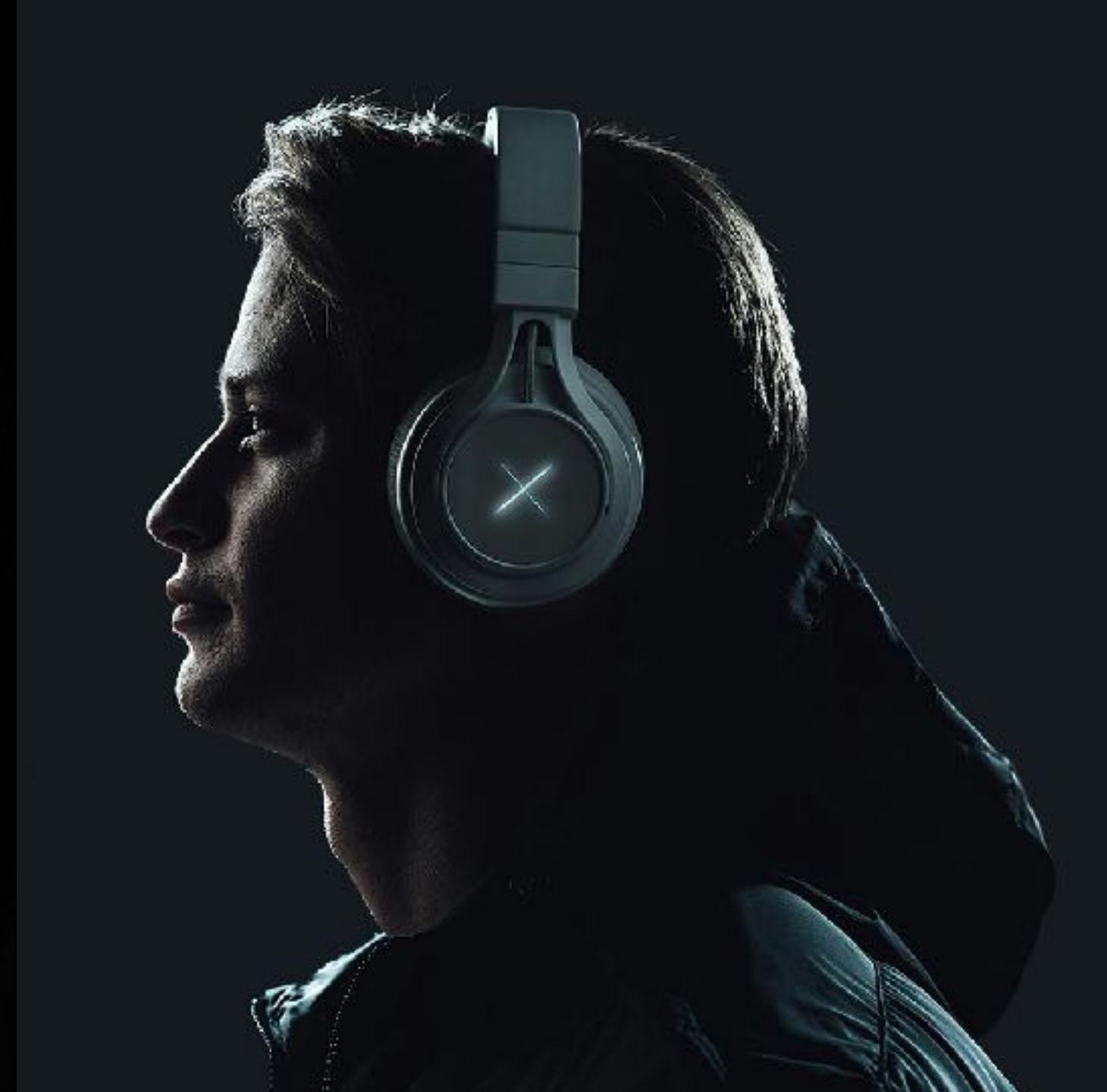
**CUSTOMER JOURNEY MAP**

# Human Centred Design



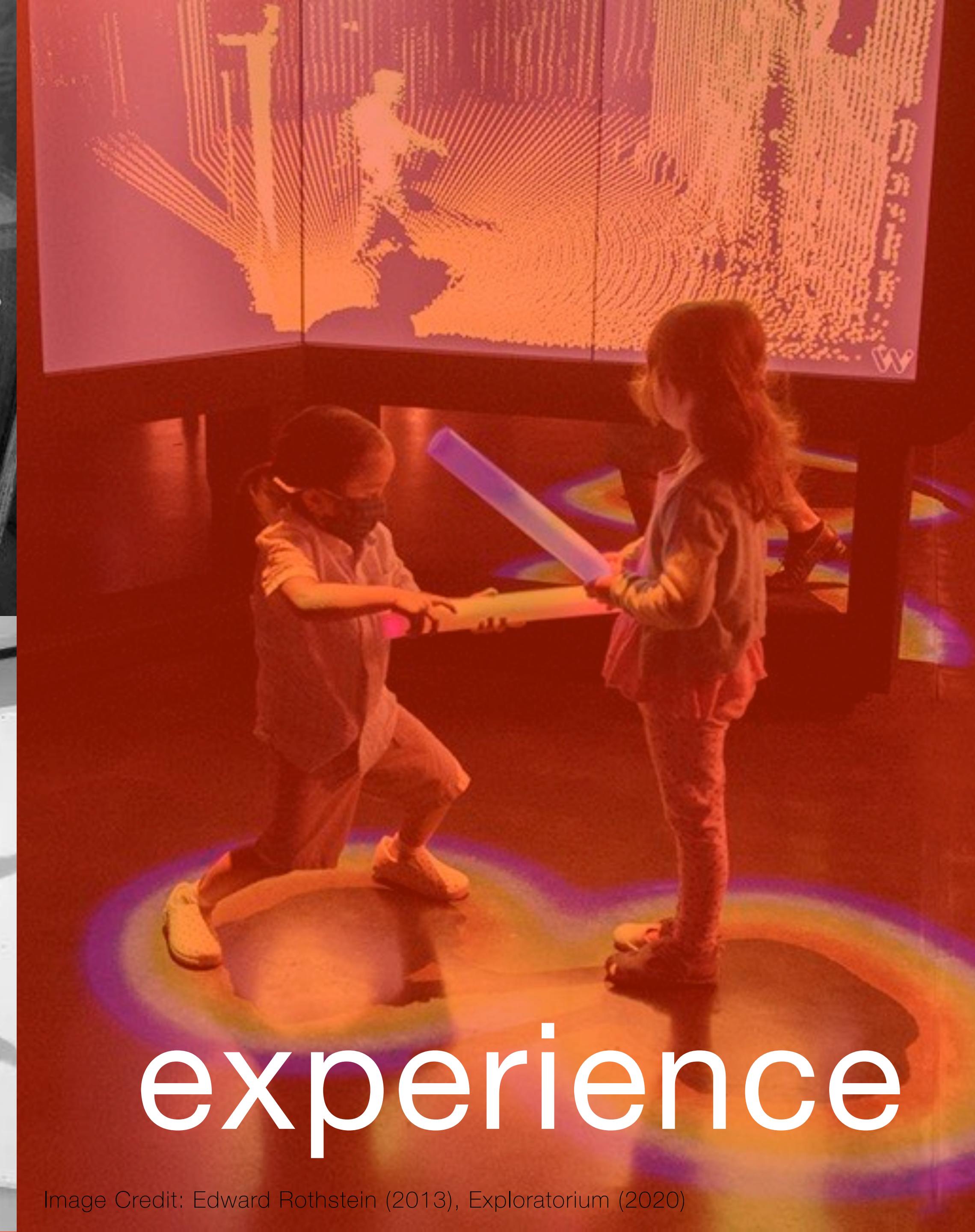
empathy

# sensory



Multi  
Sensory  
Design

# In-Store Service Experience



experience

Image Credit: Edward Rothstein (2013), Exploratorium (2020)

# ambience

Image Credit: The SILPIN Thailand (2023), Asim Alnamat (2024)



# Branded Service Ambience



# THE FLAVOUR FLOW / SOOTHE YOUR SENSES

Image Credit: The SILPIN Thailand (2023)

# THE FLAVOUR FLOW / SOOTHE YOUR SENSES

Image Credit: The SILPIN Thailand (2023)



THE FLAVOUR FLOW  
/ SOOTHE YOUR SENSES

Image Credit: The SILPIN Thailand (2023)





THE FLAVOUR FLOW  
/ SOOTHE YOUR SENSES

Image Credit: The SILPIN Thailand (2023)



# EXPERIMENT WITH VOLATILE FLAVORING

Source: Aroma Fork by Molecule R (2014) - Length 0:45 mins



Source: The Infinity Wall by d'strict (2019) - Length 2:28 mins

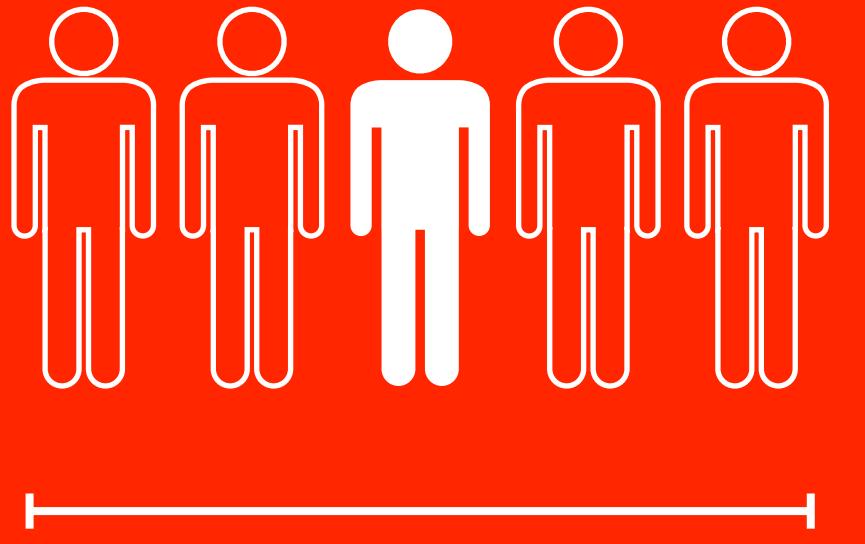
# + Design Output



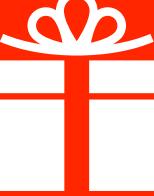
# + Design Outcome



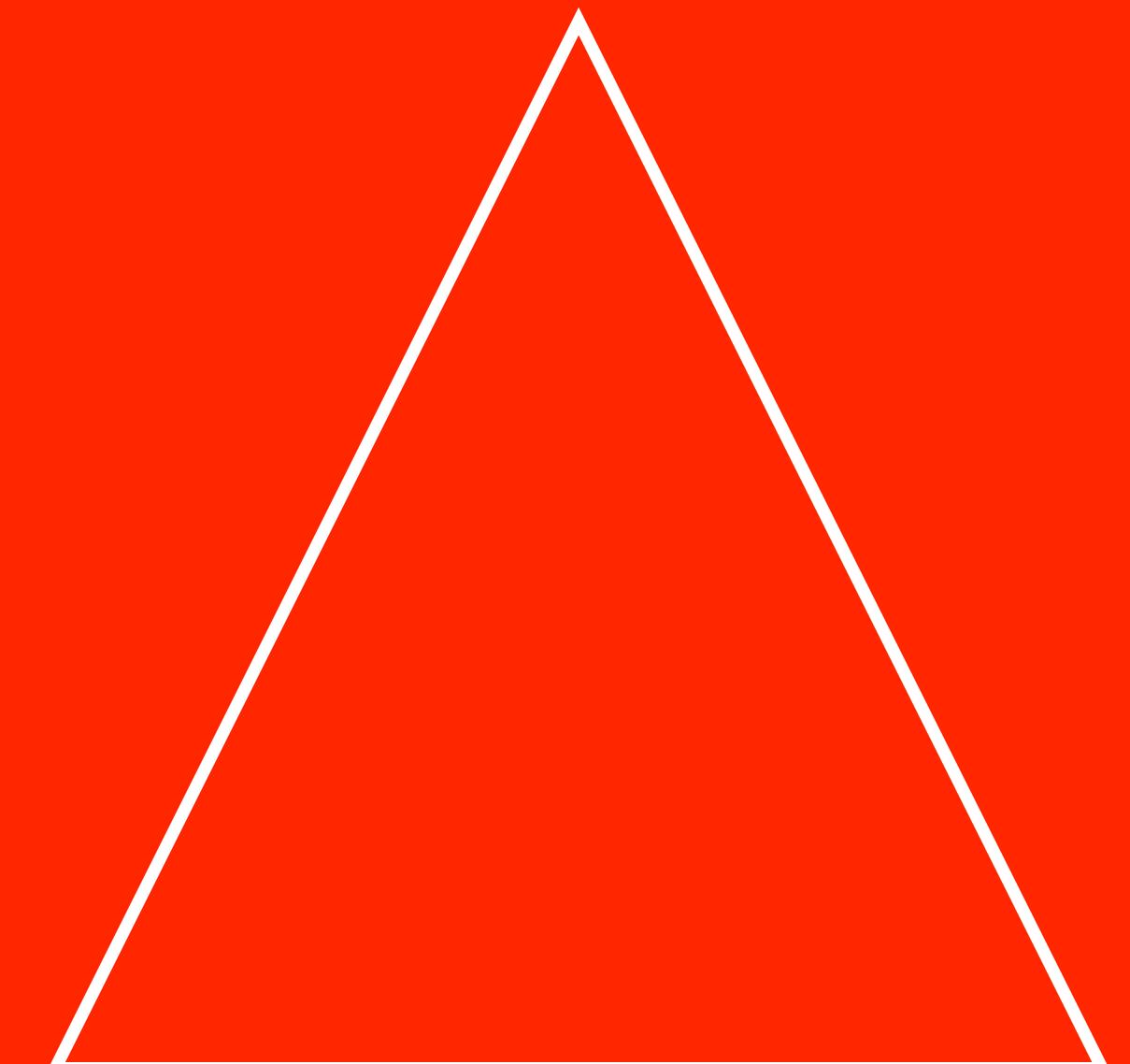
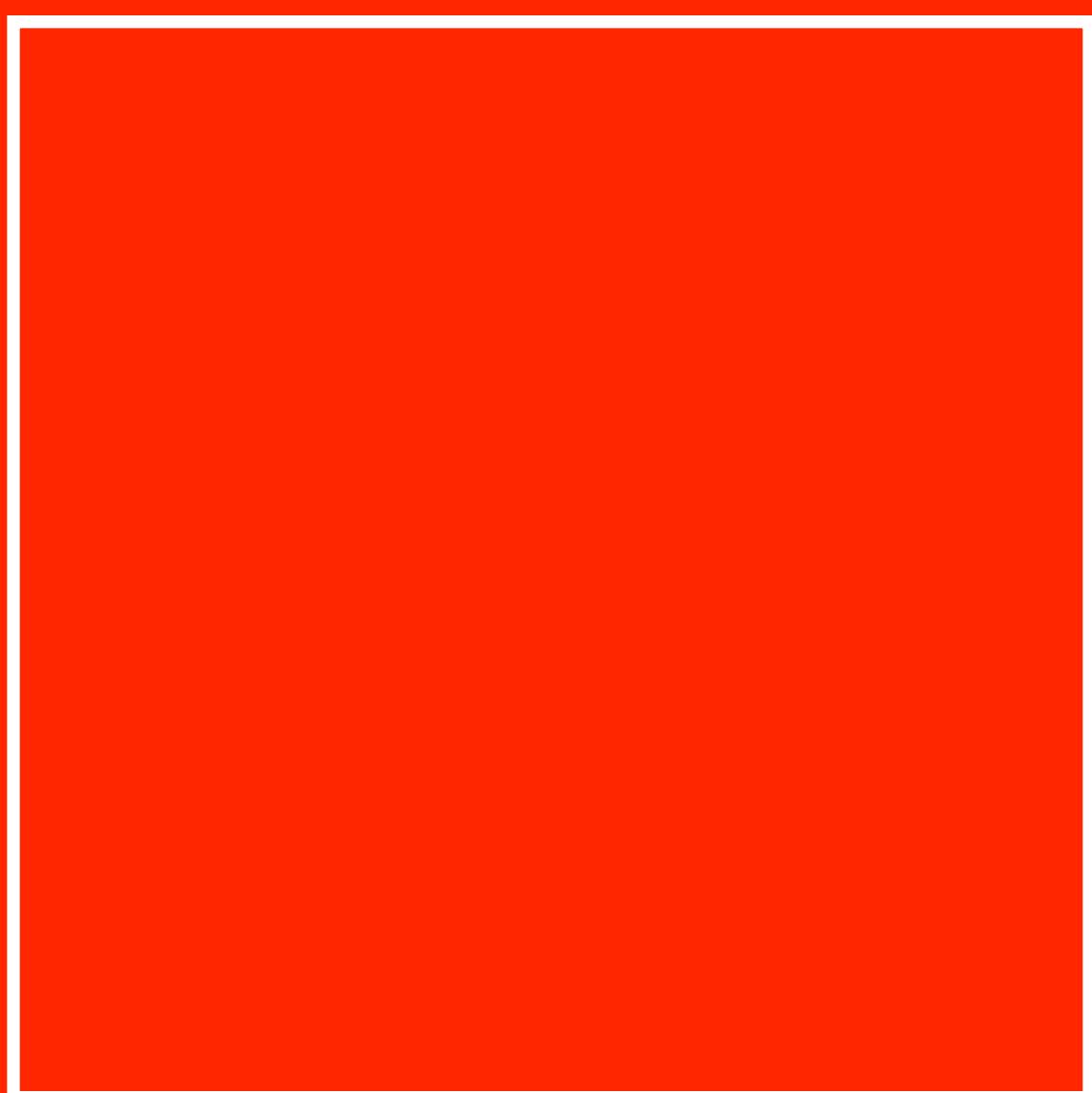
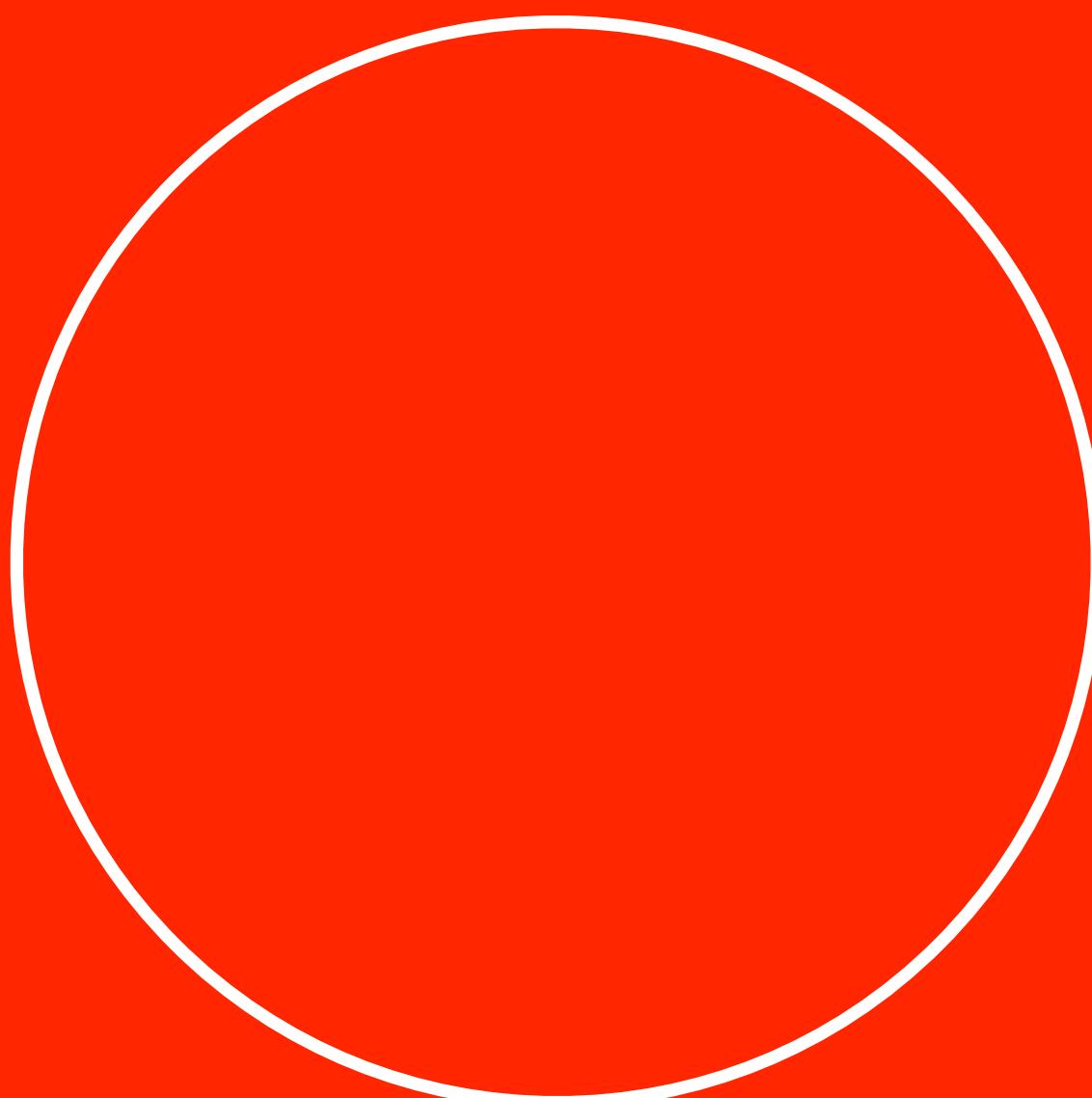
# + Design Impact



 **X1** DESIGN RESEARCH  
DESIGN PLAYBOOK

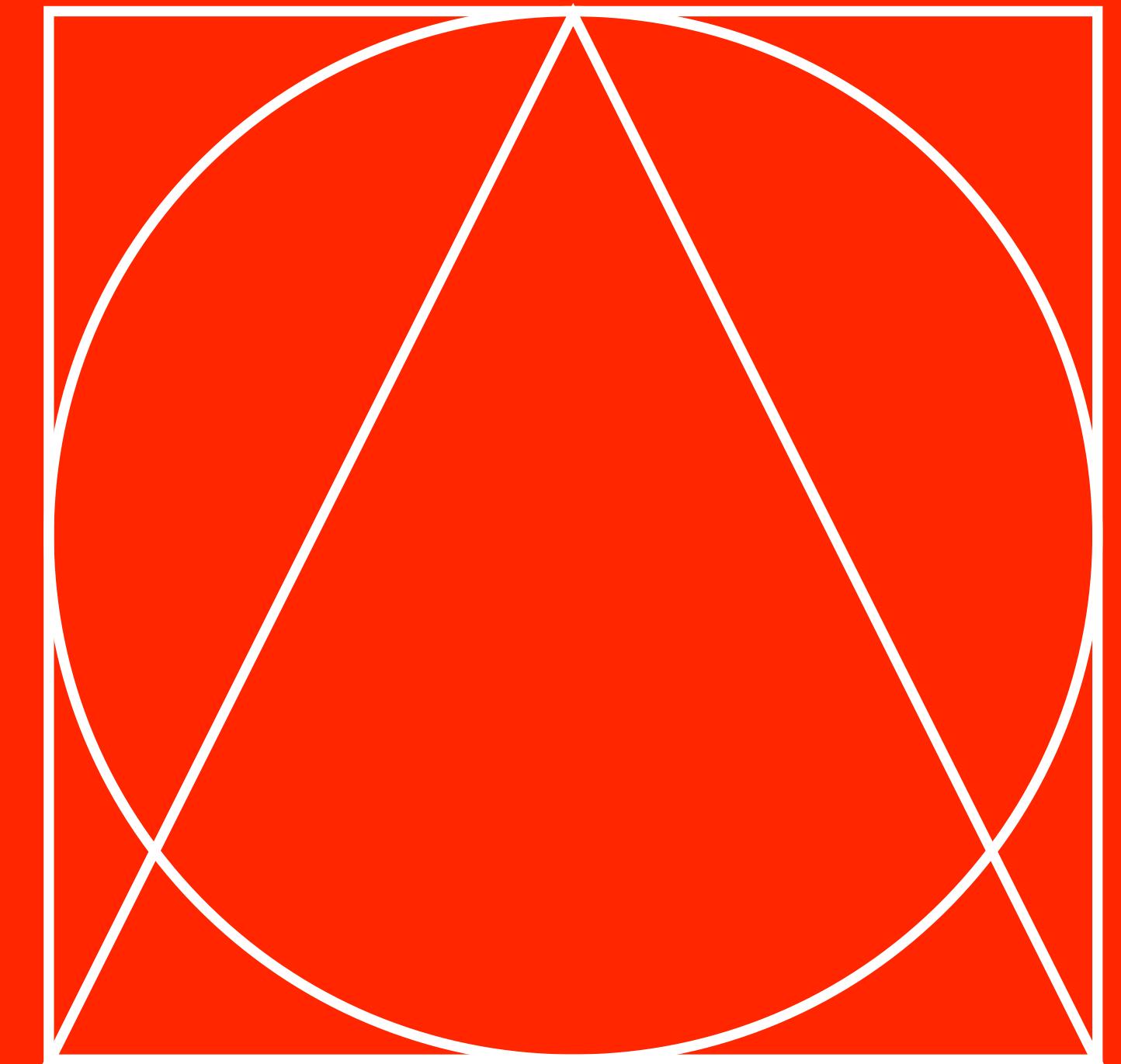
 **X2** SERVICE DESIGN  
CONCEPT / PROTOTYPE

 **X3** SERVICE DESIGN  
LEARNER / FACILITATOR



- Business Landscape - *Hindsights*
- Trends & Transitions - *Foresights*
- User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*
- CENTRAL Signature Service Blueprint
- CENTRAL In-Store Experience & Shopping Exploratorium
- CENTRAL Signature Senses esp Smell, Sight and Sound
- Service Design Coaching & Mentoring - 5 *People Capacity Max in Group*
- Service Design Knowledge Sharing - 50 *People Capacity Max in Group*

deliver  
seamless  
customer  
experience



# Service Design For Business **@2024**

In Collaboration With iGTC CoLAB

# In Collaboration With iGTC CoLAB

facilitated by CoLAB,  
International Gastronomy  
Tourism Centre (iGTC)



   @mjuigtc  +66 53 873 151



# DOWNLOAD

[mjuigtc.com/  
central-co-create](http://mjuigtc.com/central-co-create)

#CENTRALCoCREATE #CoDesign90Days  
#MJUiGTC #iGTCCoLAB #iGTCServiceDesign



# CENTRAL



# #iGTCcolAB

www.mjuigtc.com