



# CENTRAL CO-CREATE

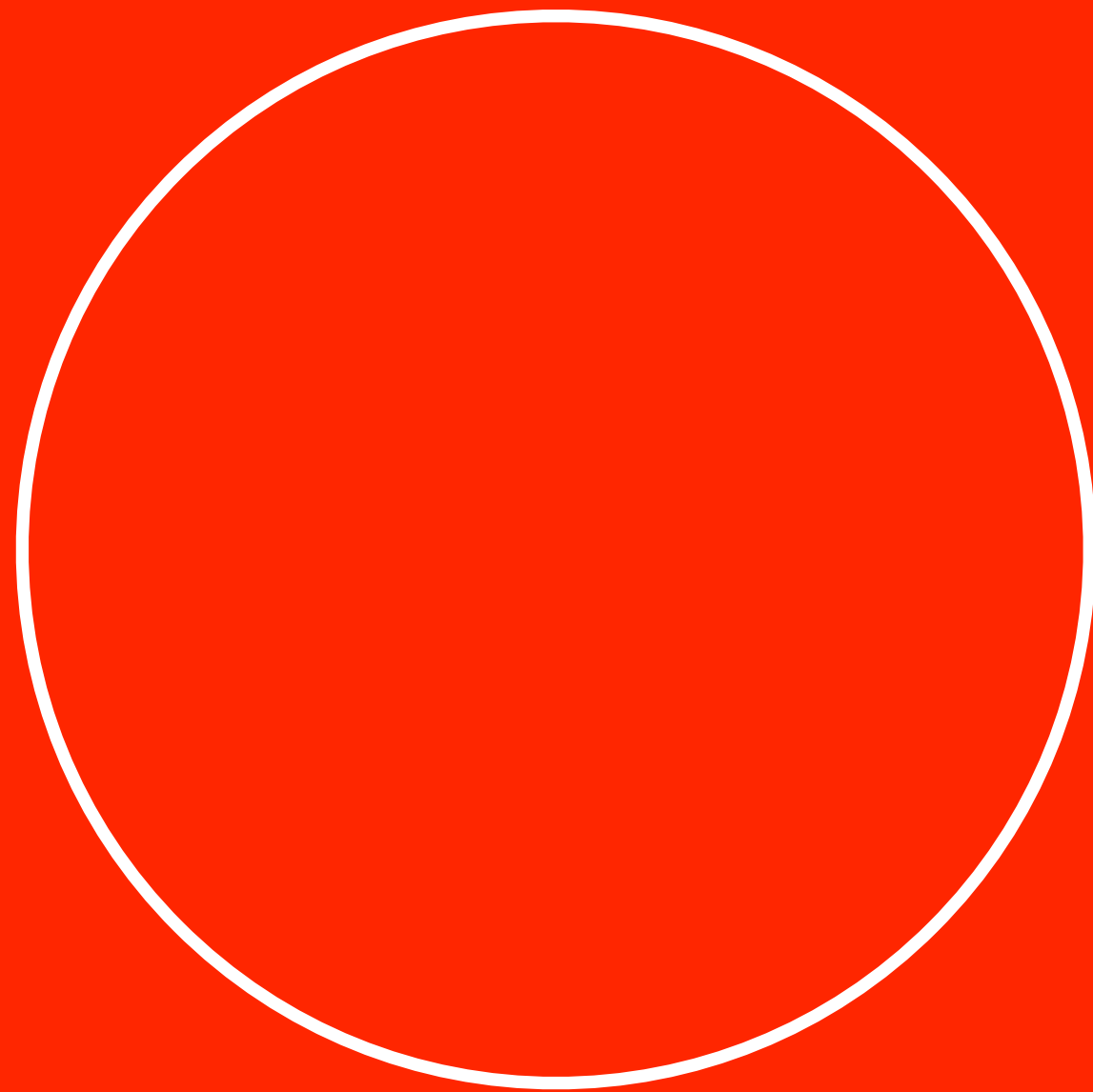


Source: Fauxels (2024)

co  
design  
90days

+ Design Concept

01



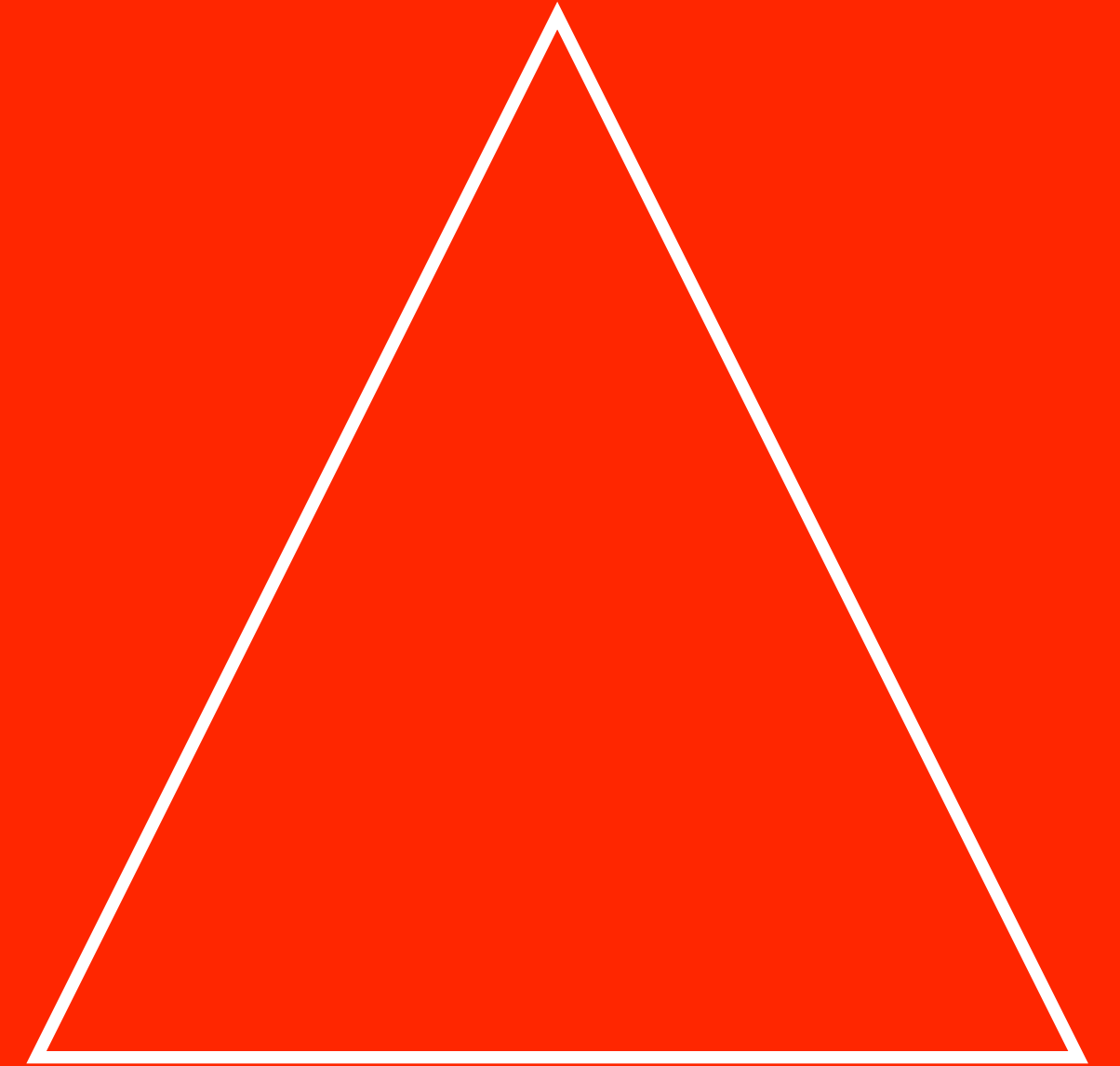
+ Design Challenge

02



+ Design Cascade

03



# 01

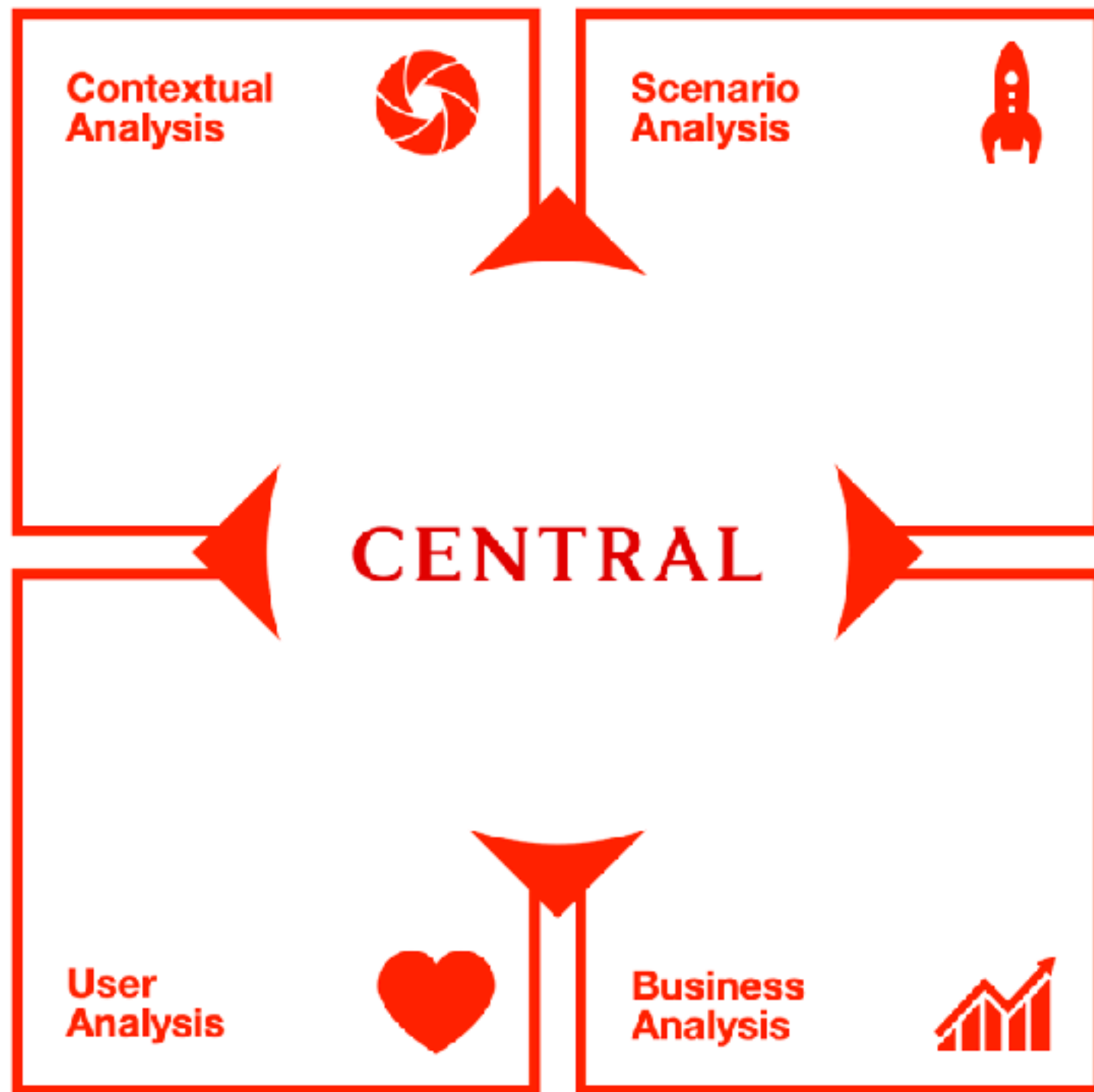
know the  
unknown  
knowns

+ 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

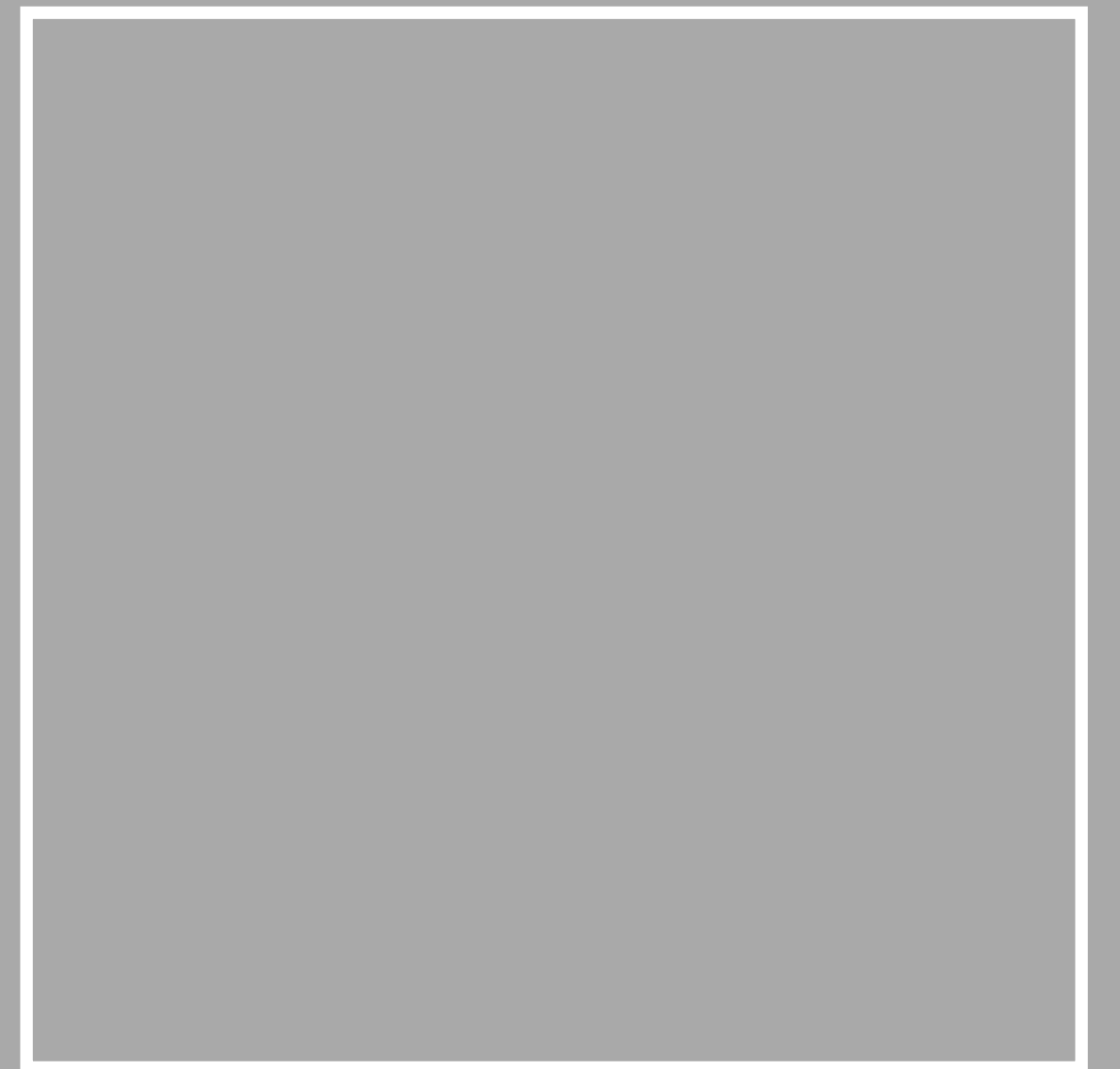




Image Credit: Angela Roma (2024)

# 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

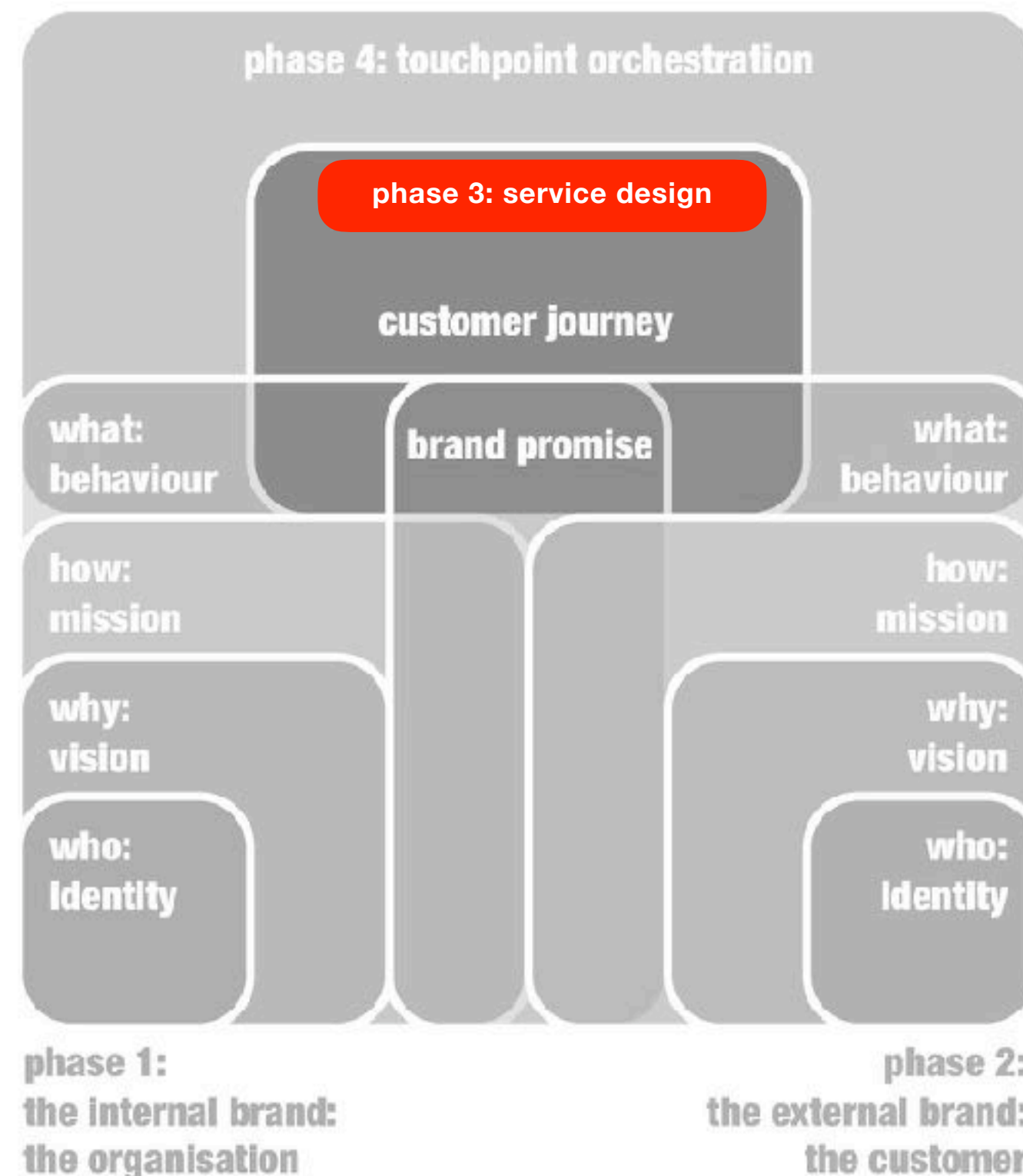
## orchestrate touchpoints

+ Design Concept

+ Design Challenge

+ Design Cascade



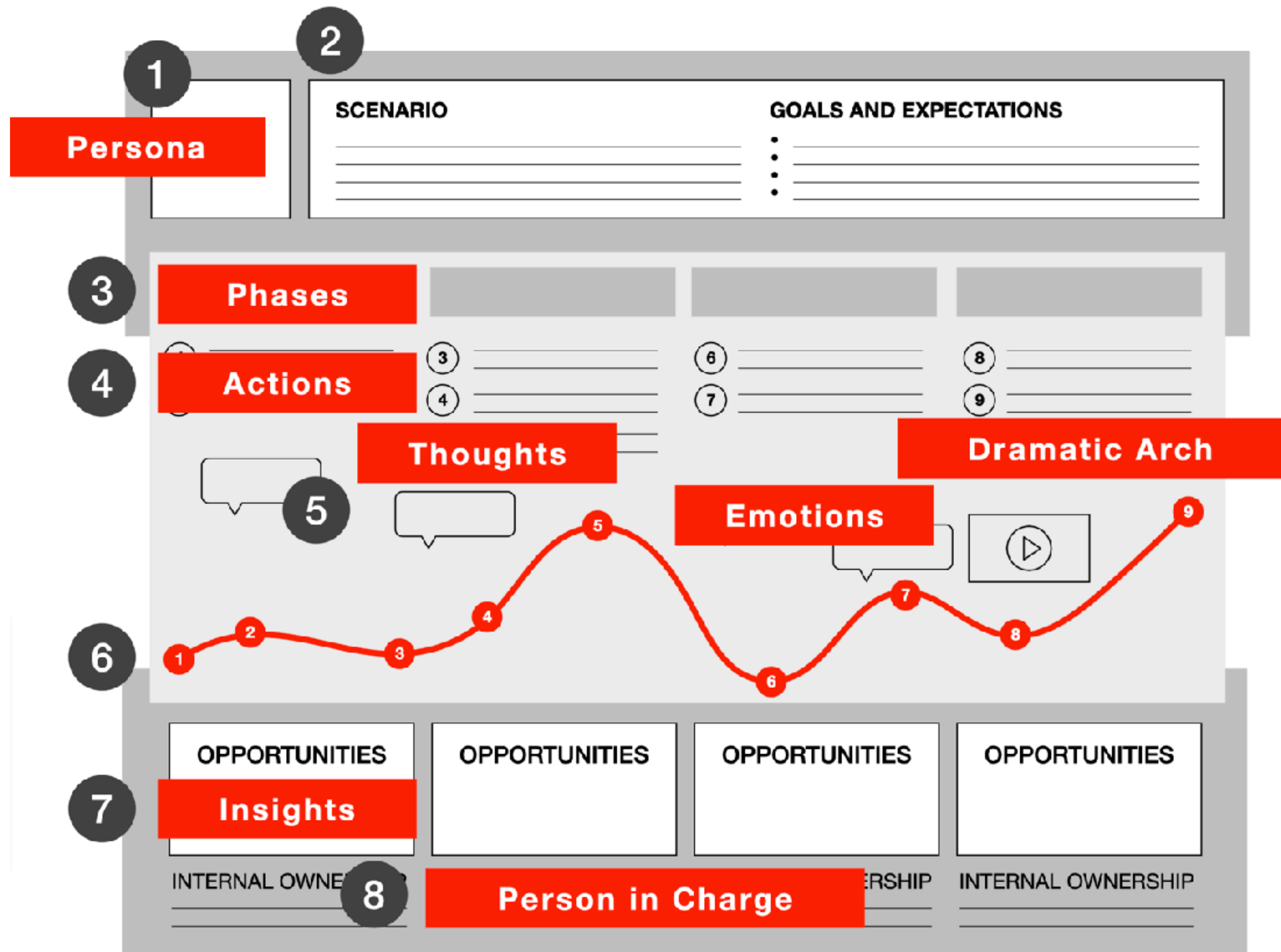


Source: Brand Driven Service Innovation, Zilver Innovation (2016)

# 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



iGTC Consulting Service (2023)  
powered by  smapply

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



## 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

 **X1** DESIGN RESEARCH  
DESIGN PLAYBOOK

## 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)*

 **X2** SERVICE DESIGN  
CONCEPT / PROTOTYPE

## 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*

 **X3** SERVICE DESIGN  
LEARNER / FACILITATOR

# DESIGN CONCEPT *Knowing The Unknown Knowns*

June 2024

■ Review Business Landscape - *Hindsights*



■ Explore Trends & Transitions - *Foresights*

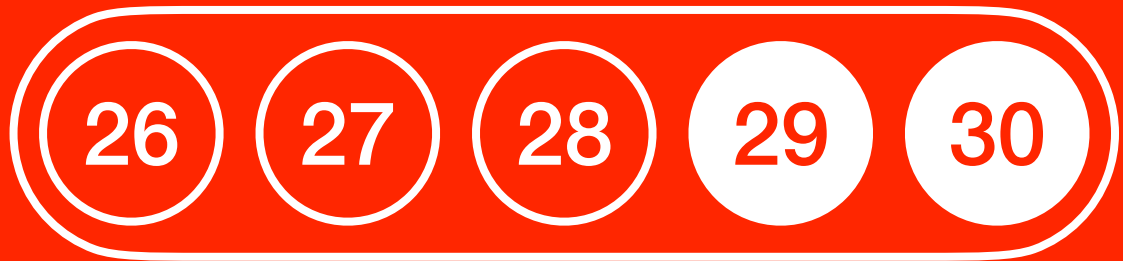


■ Create User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*



■ Draft Service Design Brief

In Collaboration with CENTRAL



# DESIGN CONCEPT *Knowing The Unknown Knowns*

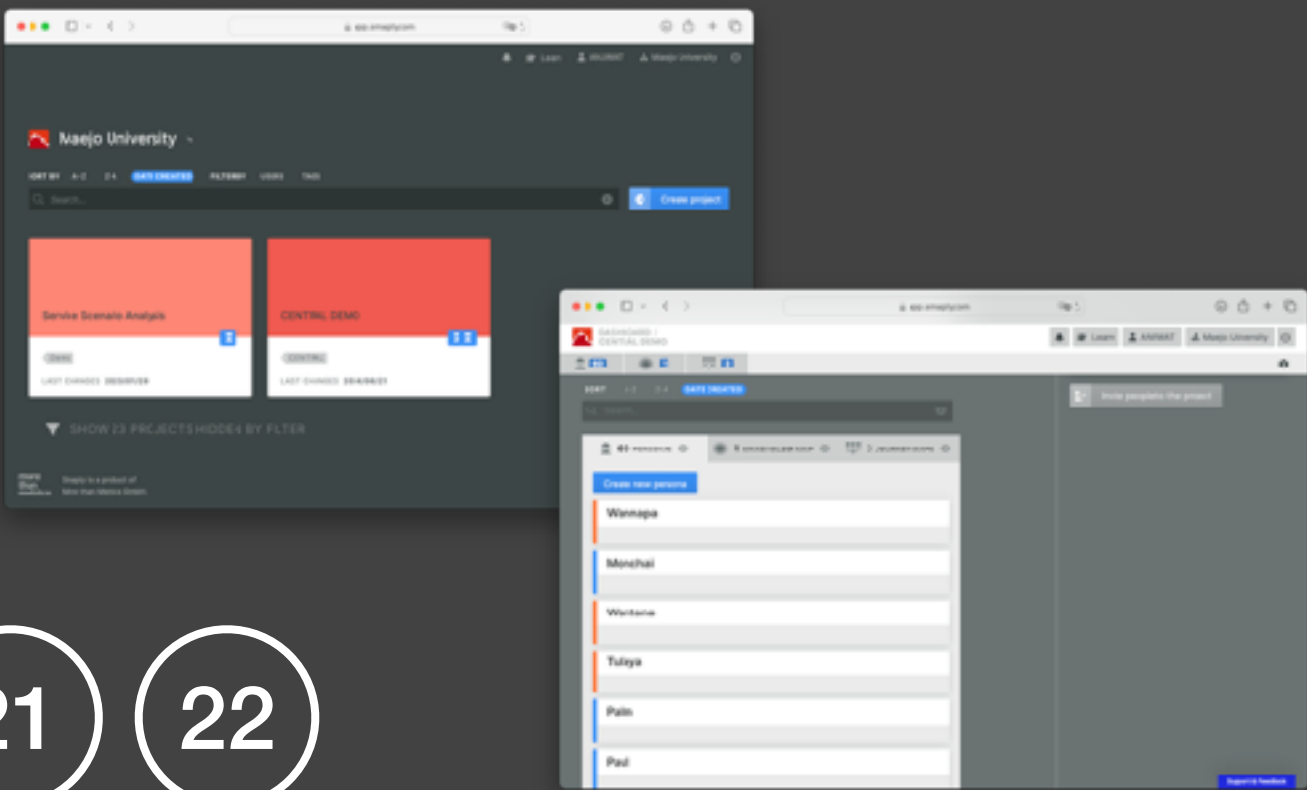
June 2024

- 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



WORLD ECONOMIC FORUM Gephi

miro smaply

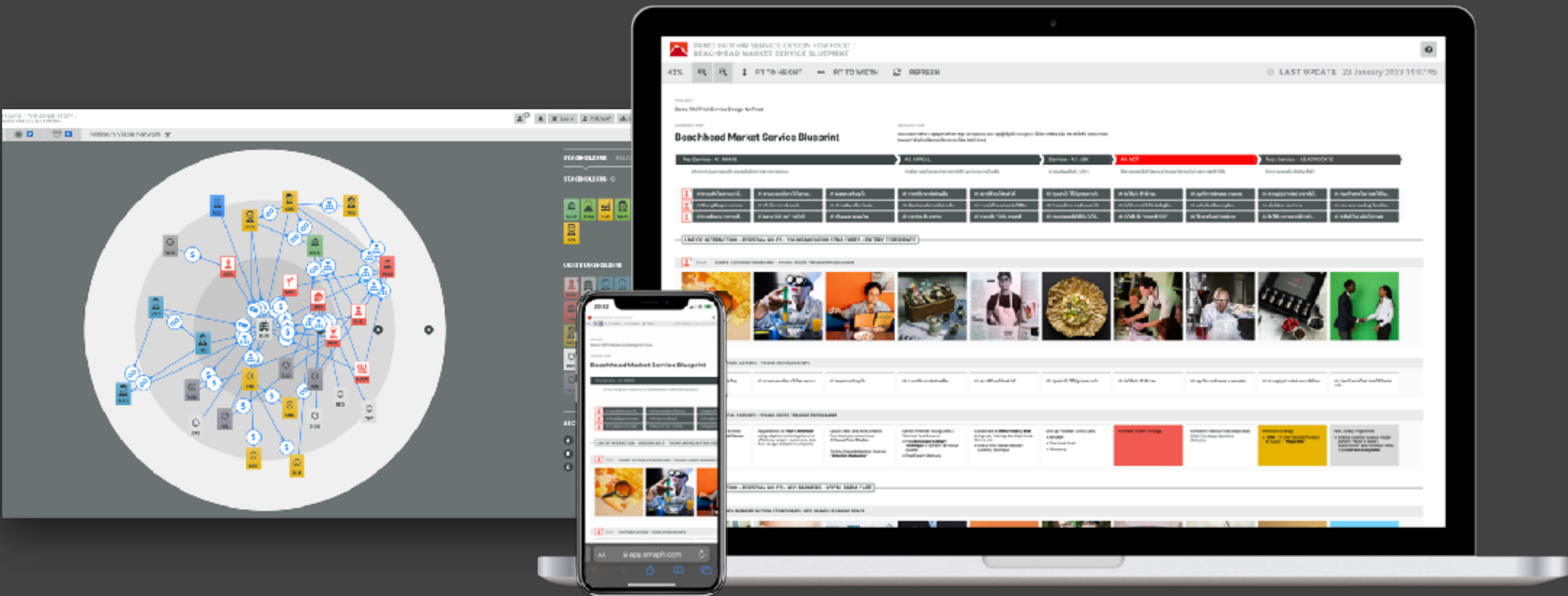
WGSN Passport AAA EUROMONITOR INTERNATIONAL

ScienceDirect

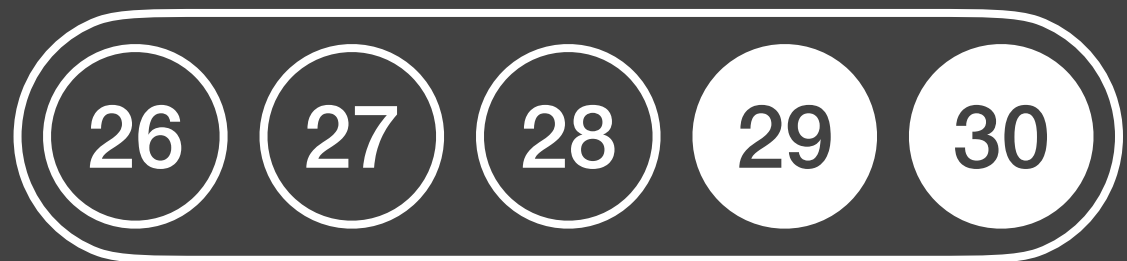
# DESIGN CONCEPT *Knowing The Unknown Knowns*

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





# DESIGN CHALLENGE *Co-Creating Service That Work*

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 *Teaming Up The Teams*

facilitated by CoLAB,  
International Gastronomy  
Tourism Centre (iGTC)



   @mjuigtc  +66 53 873 151

August 2024

- **Coach The Coaches;  
*One-On-One Mentoring***  
*- 5 People Capacity Max  
in Group*

8 9

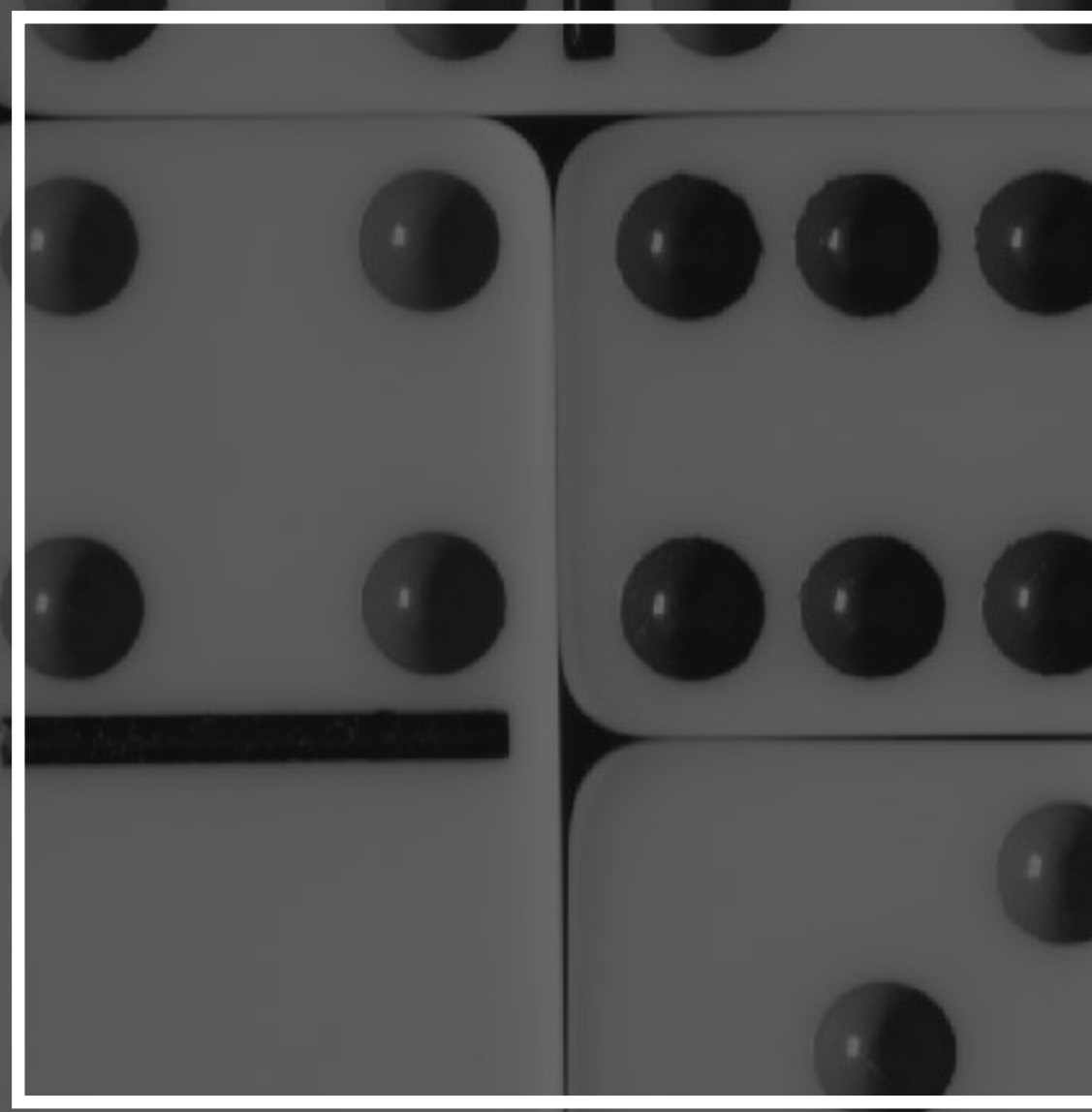
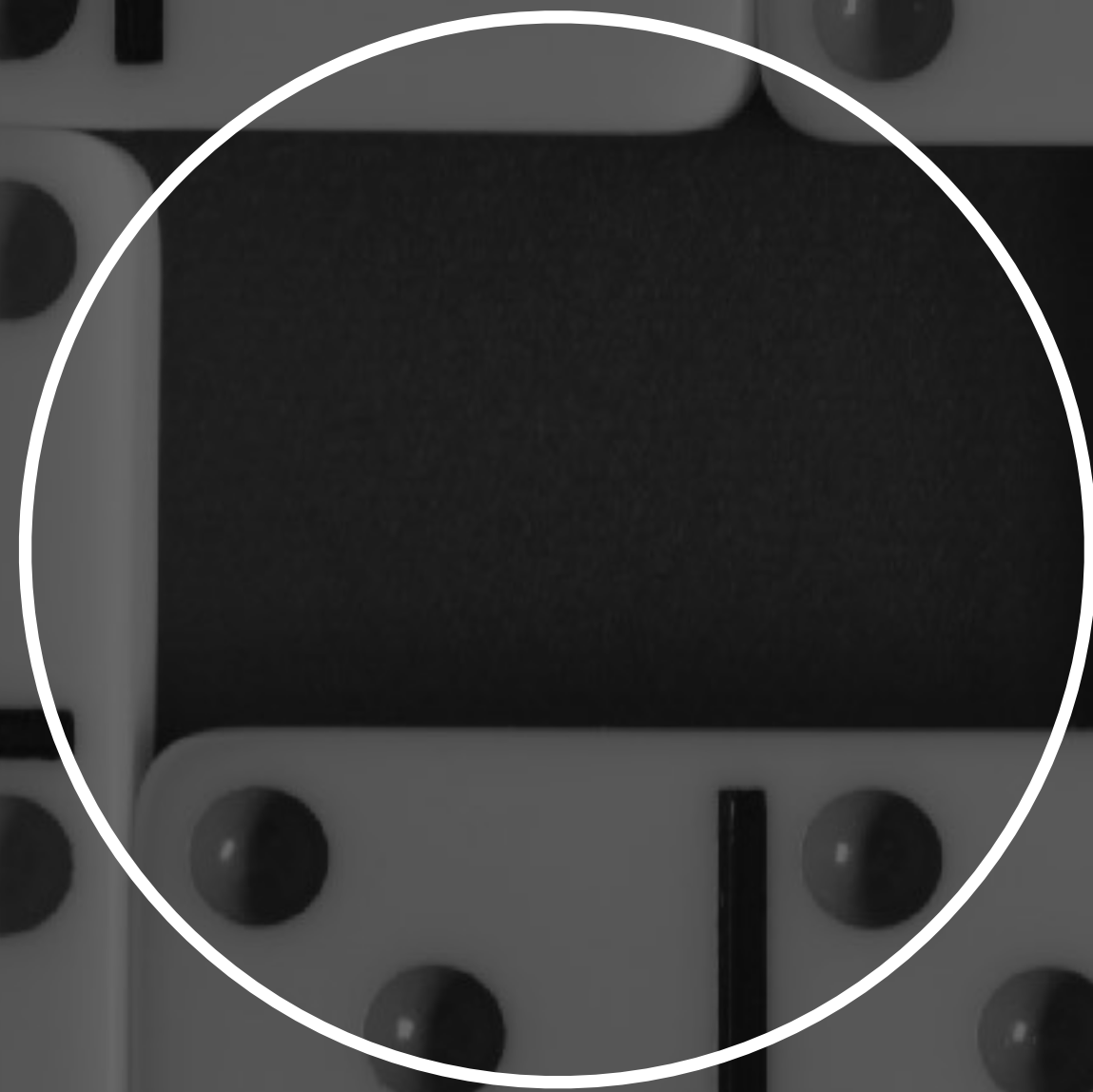
Coach The Coaches

- **Concluded Workshop;  
*Full Day On-Demand  
Training*** - 50 People  
*Capacity Max in Group*

22 23

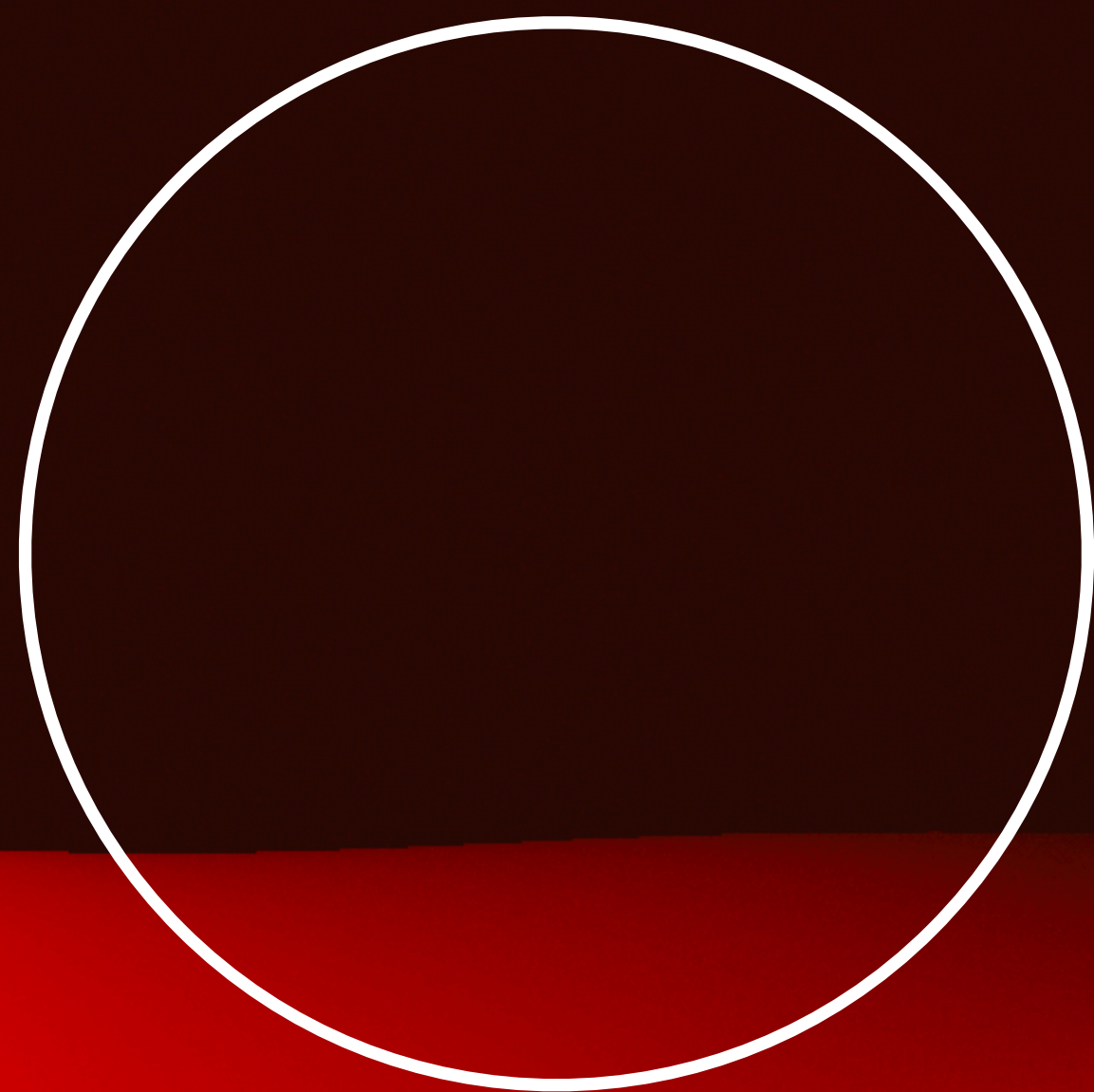
Concluded Workshop





+ Design Concept + Design Challenge + Design Cascade





+ Design Concept



X1

DESIGN RESEARCH  
DESIGN PLAYBOOK

powered by



miro



smaply

WGSN



Passport

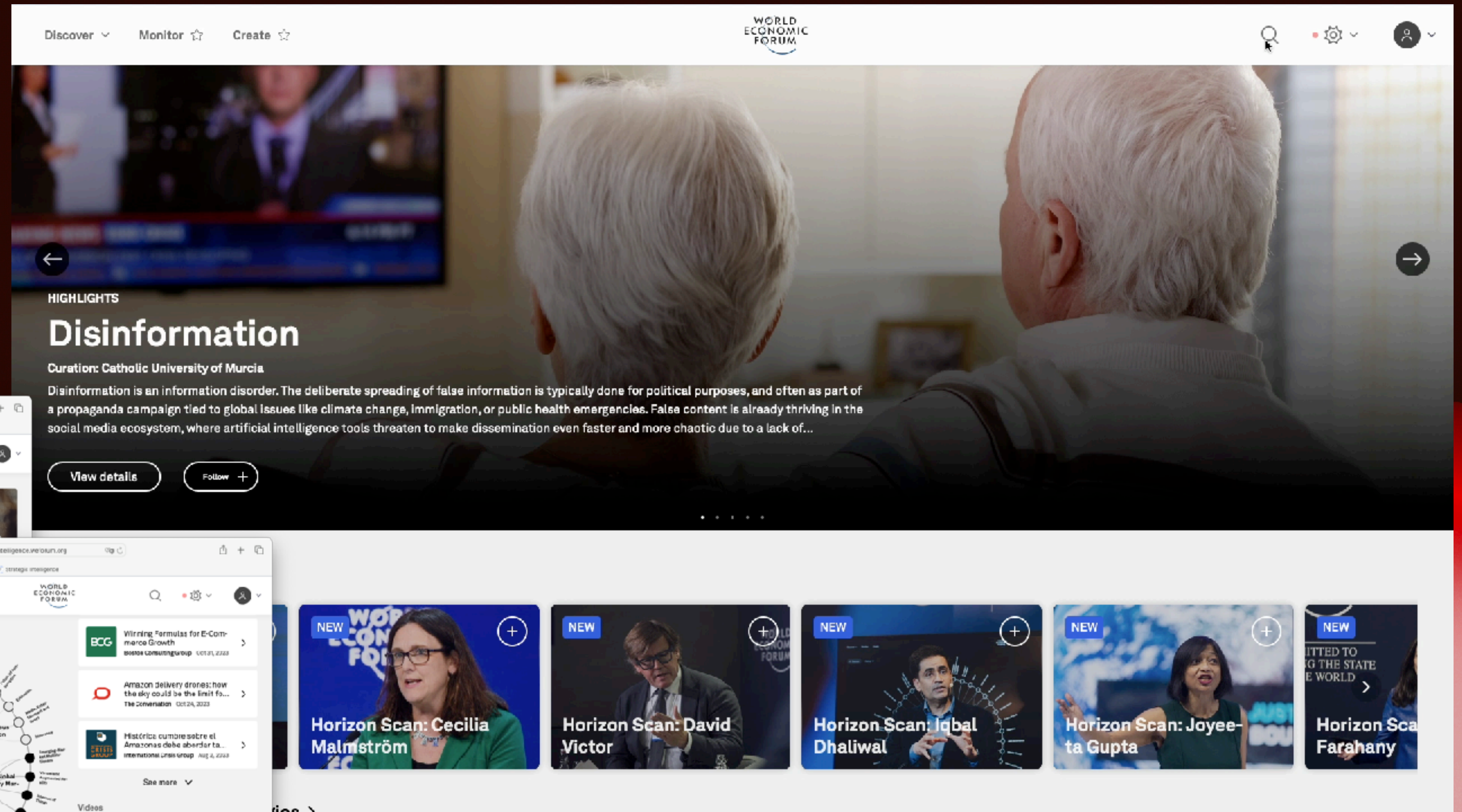


EUROMONITOR  
INTERNATIONAL



ScienceDirect





system demo



# WGSN

The image shows the top portion of the WGSN website. At the top is a navigation bar with the WGSN logo and links for Consumer Insight, Product Design, Trading, Latest, Resources, About, Contact, Get demo, and Log in. Below this is a large hero section with a background image of a woman in a creative studio. The text 'the people who create' is prominently displayed in white. Below this, a smaller text block reads 'Join the number one consumer trend forecaster, trusted by businesses worldwide to get it right.' and a 'Get a tour' button with a right arrow.

WGSN Consumer Insight Product Design Trading Latest Resources About Contact Get demo Log in

## the people who create

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

[Get a tour →](#)

This section shows a preview of the website's content. It features a woman's face on the left and a data visualization on the right. The text '90%+ forecasting accuracy with TrendCurve+' is highlighted. Below this, it says 'Make smarter investments with accurate AI-powered forecasts.' and a 'See how we forecast with data' button with a right arrow. The data visualization is a line graph titled 'Trendline and forecast: UK women's running sneakers' showing a sharp upward trend from 2018 to 2024.

WGSN Log in

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

[Get a tour →](#)

### 90%+ forecasting accuracy with TrendCurve+

Make smarter investments with accurate AI-powered forecasts.

[See how we forecast with data →](#)

**Trendline and forecast: UK women's running sneakers**

Year	Value
2018	~5
2019	~6
2020	~7
2021	~8
2022	~10
2023	~15
2024	~20

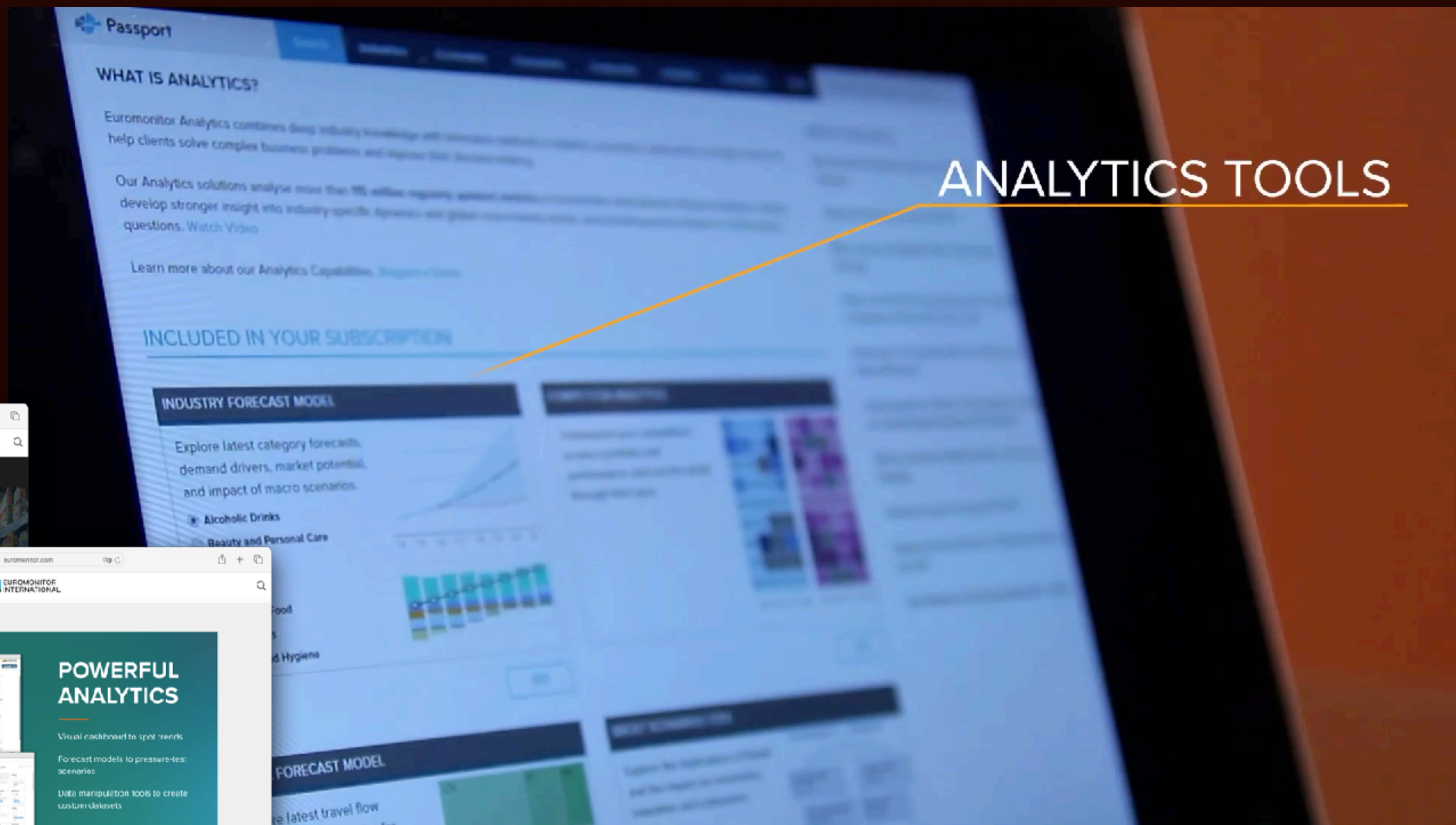
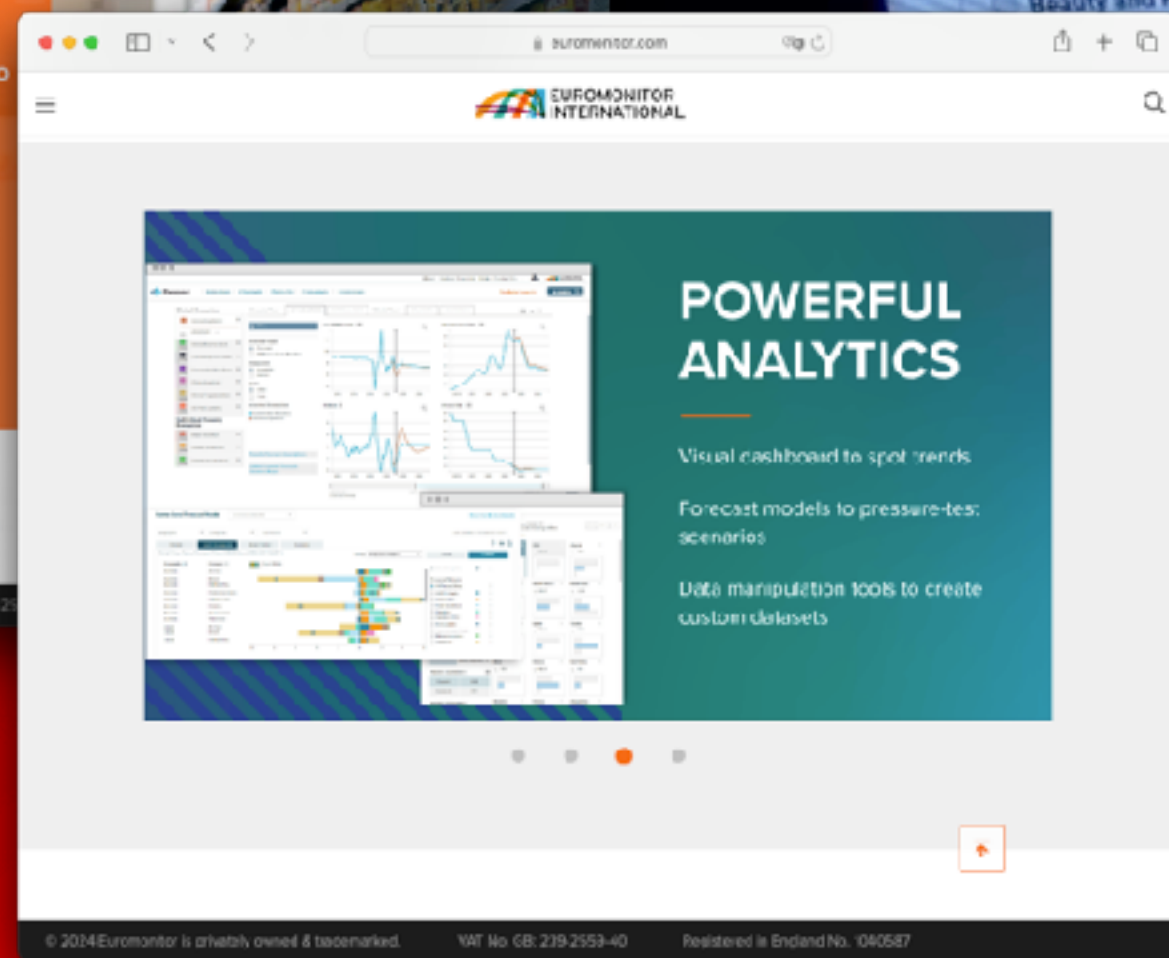
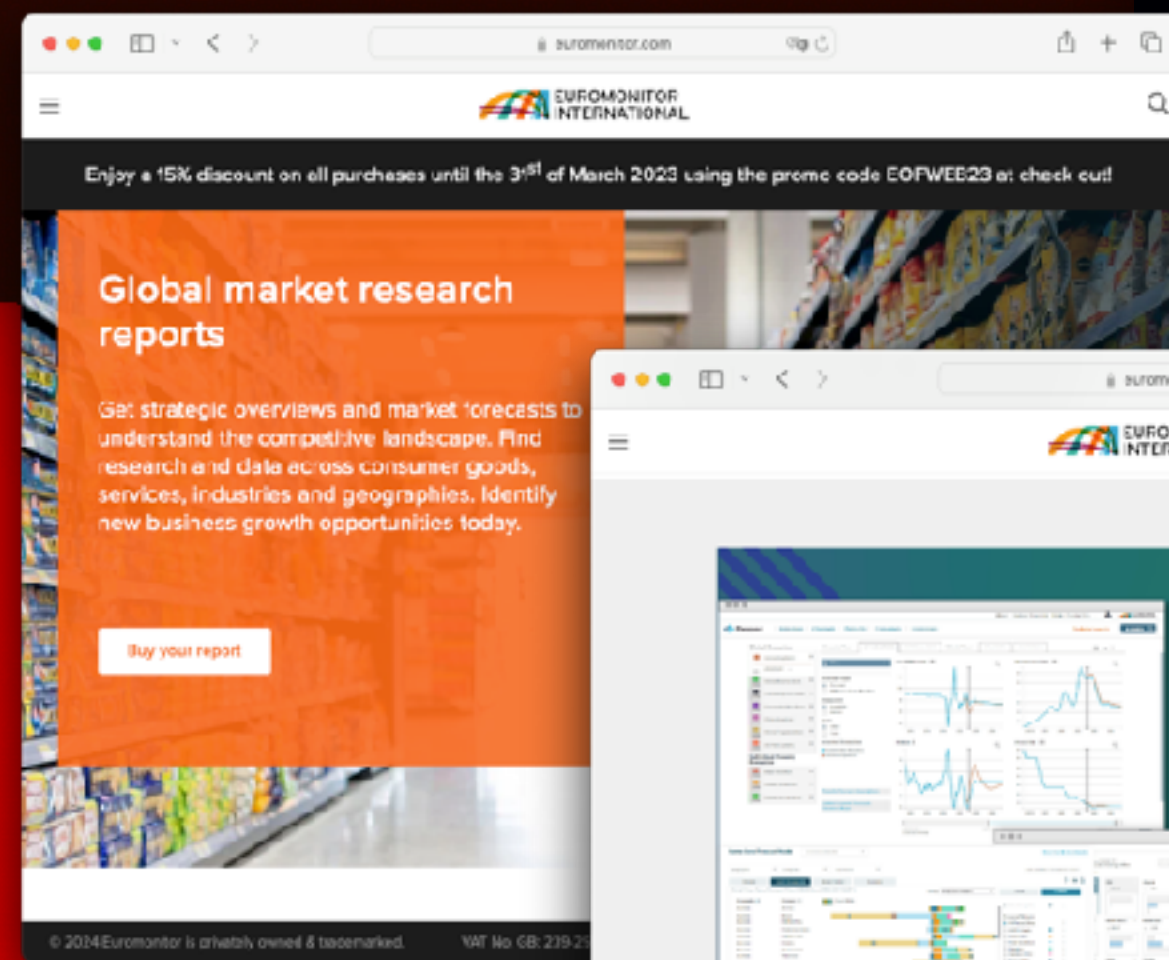
Key data points from the graph:  
- 2024: 20.4  
- 2023: 15.4  
- 2022: 10.4  
- 2021: 8.4  
- 2020: 7.4  
- 2019: 6.4  
- 2018: 5.4

# system demo





## ANALYTICS TOOLS



# system demo



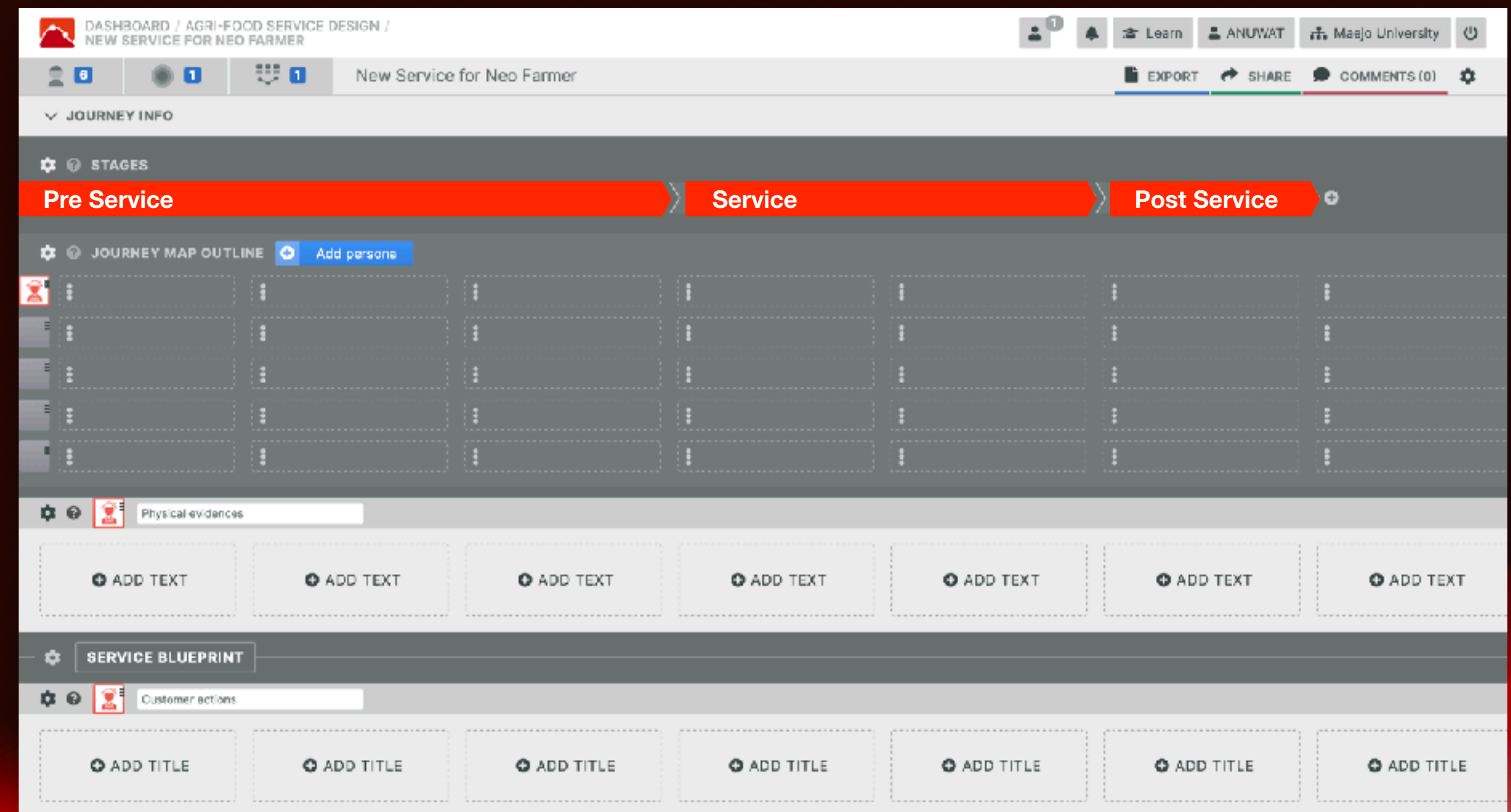
**Data Collection**  
จัดการ / จัดเก็บ

**Data Elicitation**  
ล้วงความลับ / จับความจริง

**Data Visualisation**  
ทำให้เห็น / มองเป็นภาพ

**Data Interpretation**  
สื่อสาร / ให้ความหมาย

**Data Utilisation**  
แบ่งปัน / ใช้ประโยชน์

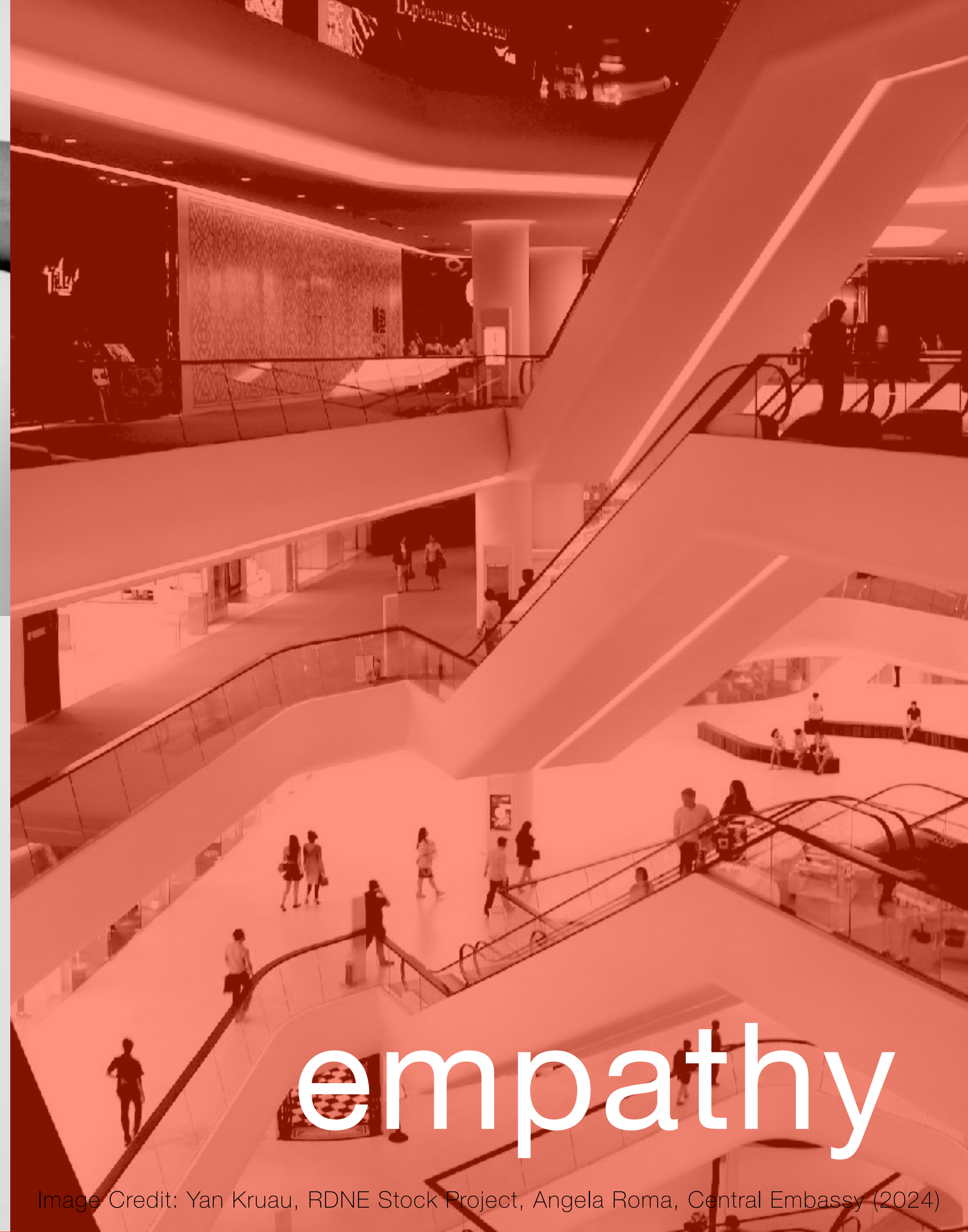


**RESEARCH TOOL**

**CUSTOMER JOURNEY MAP**



# Human Centred Design



# empathy

Image Credit: Yan Kruau, RDNE Stock Project, Angela Roma, Central Embassy (2024)





sensory

Image Credit: Fernando Serna Dávila, Mehdi Mokhtari, Leah Newhouse, Nardo (2024)



Multi  
Sensory  
Design



# In-Store Service Experience



experience

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





# ambience

Image Credit: The SILPIN Thailand (2023), Asim Alhamat (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





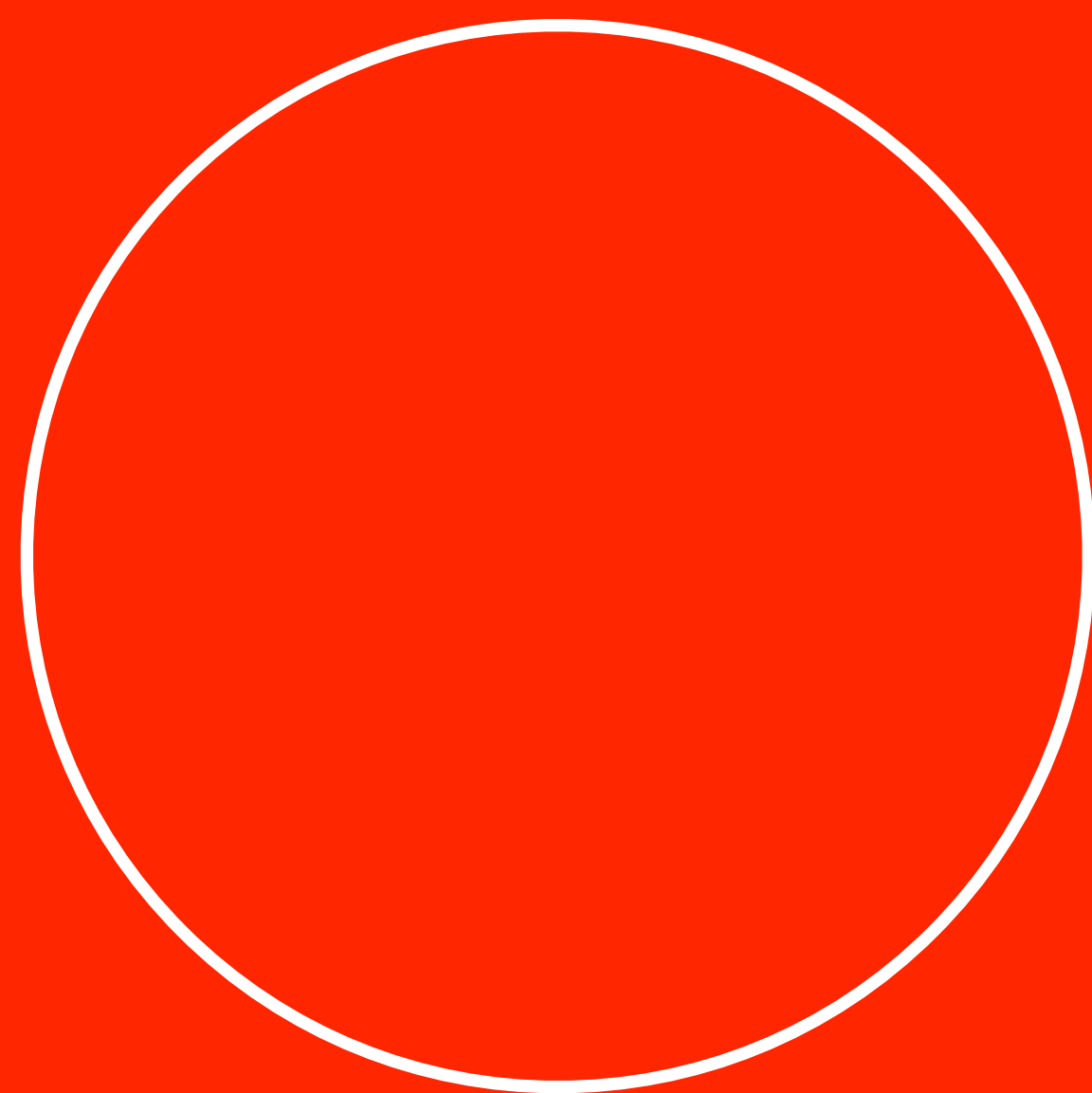
Source: The Infinity Wall by d'strict (2019) - Length 2:28 mins



+ Design Output



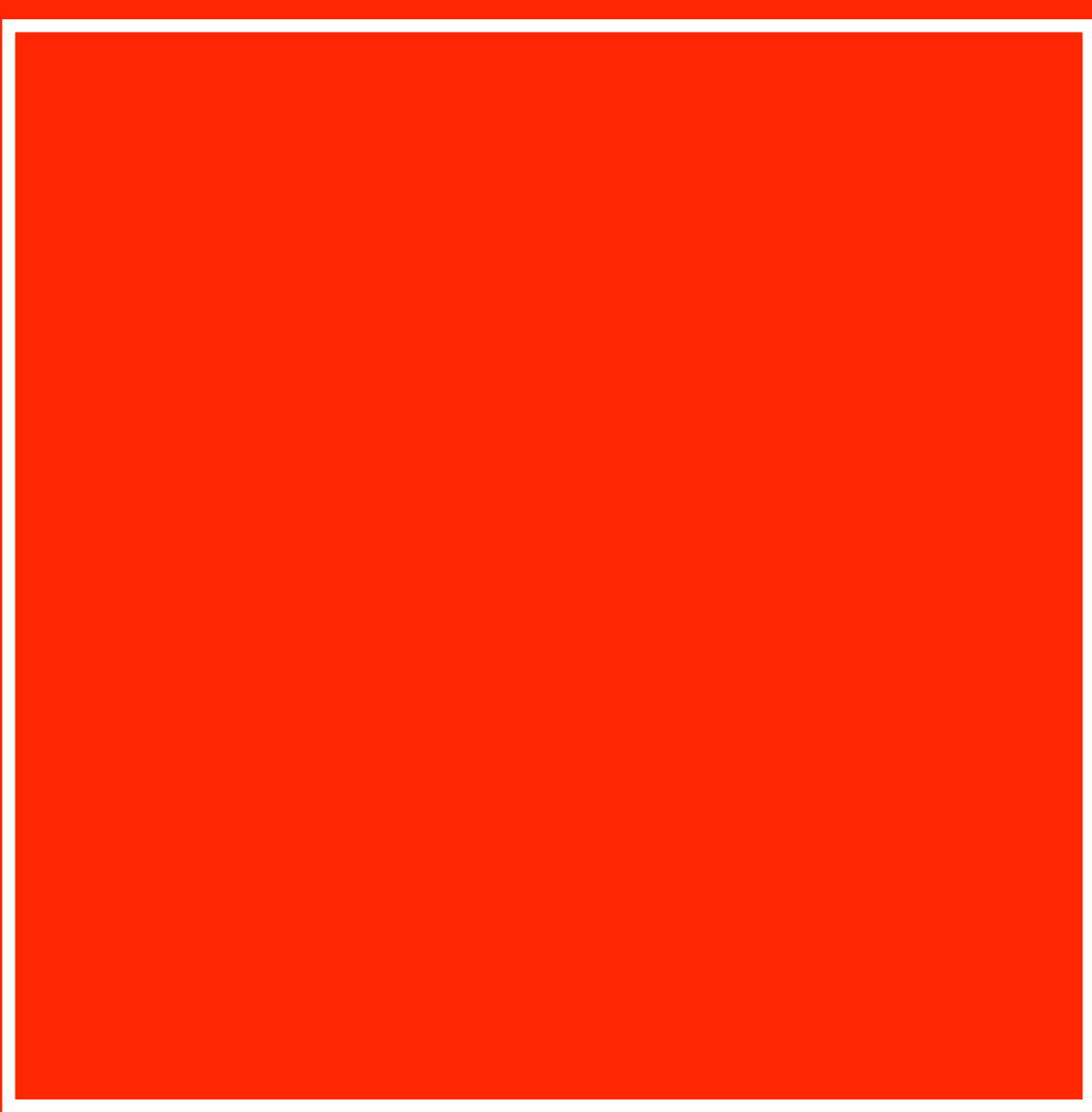
 **X1** DESIGN RESEARCH  
DESIGN PLAYBOOK



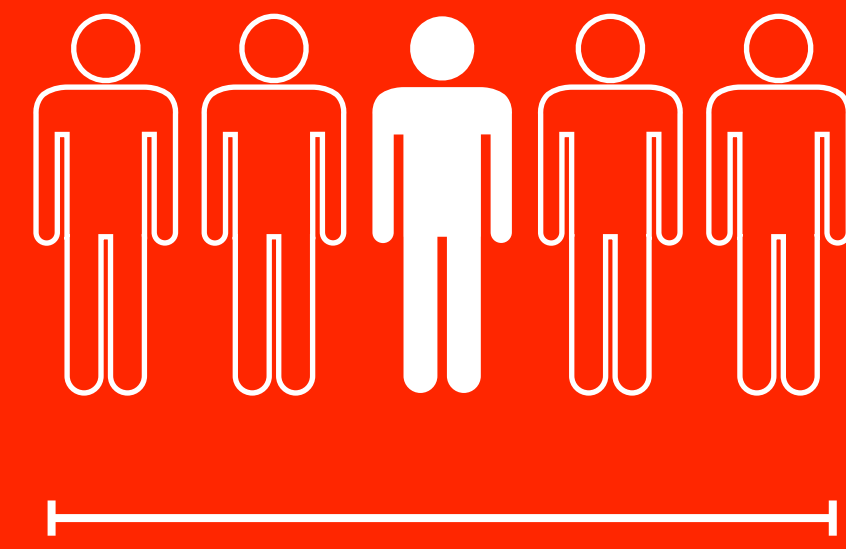
+ Design Outcome



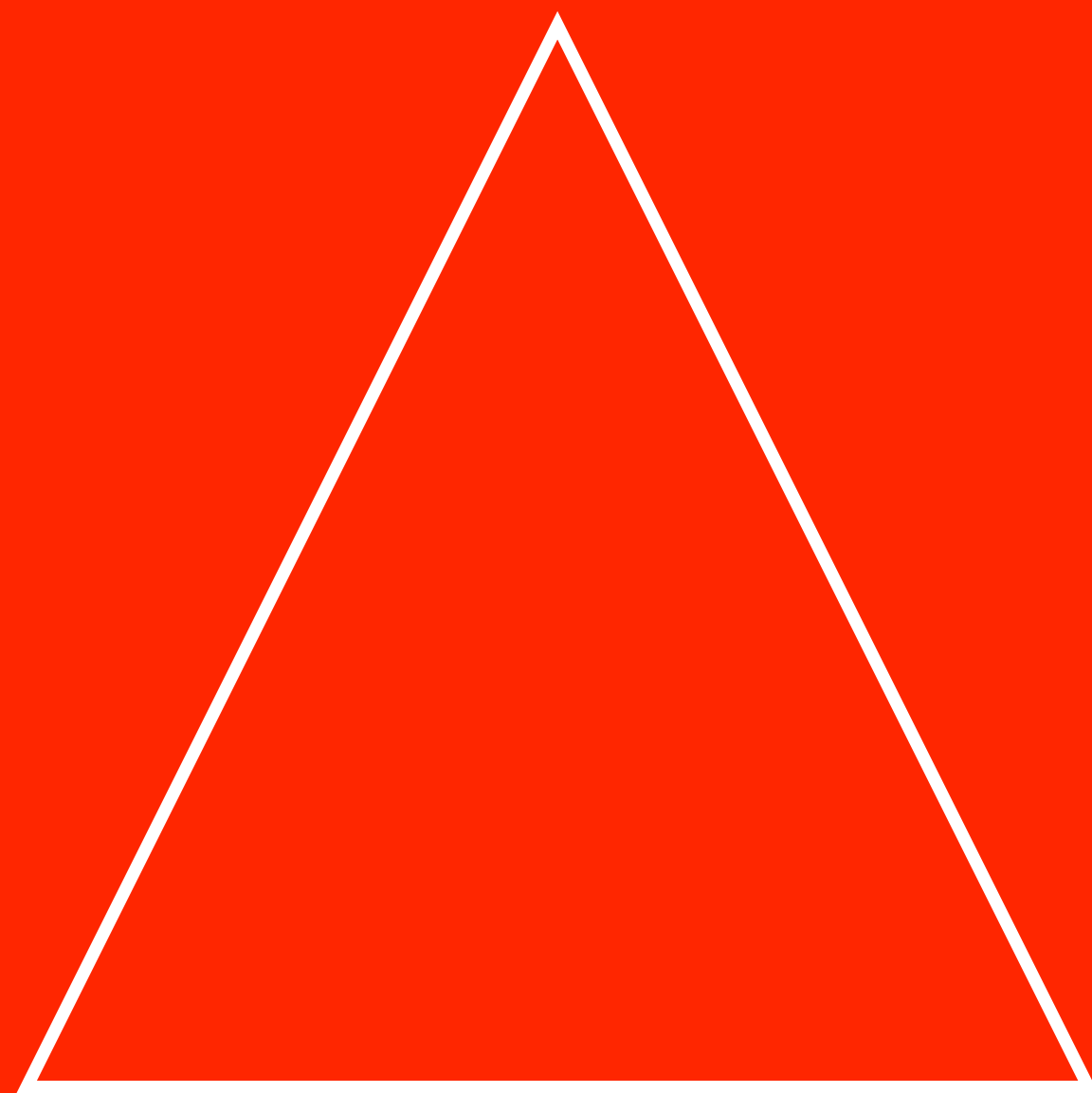
 **X2** SERVICE DESIGN  
CONCEPT / PROTOTYPE



+ Design Impact



 **X3** SERVICE DESIGN  
LEARNER / FACILITATOR





- Business Landscape - *Hindsights*
- Trends & Transitions - *Foresights*
- User Personas, Stakeholder Map, Customer Journey, Service Blueprint - *Insights*
- CENTRAL Policy White Paper *for Service Design Playbook*
- 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*



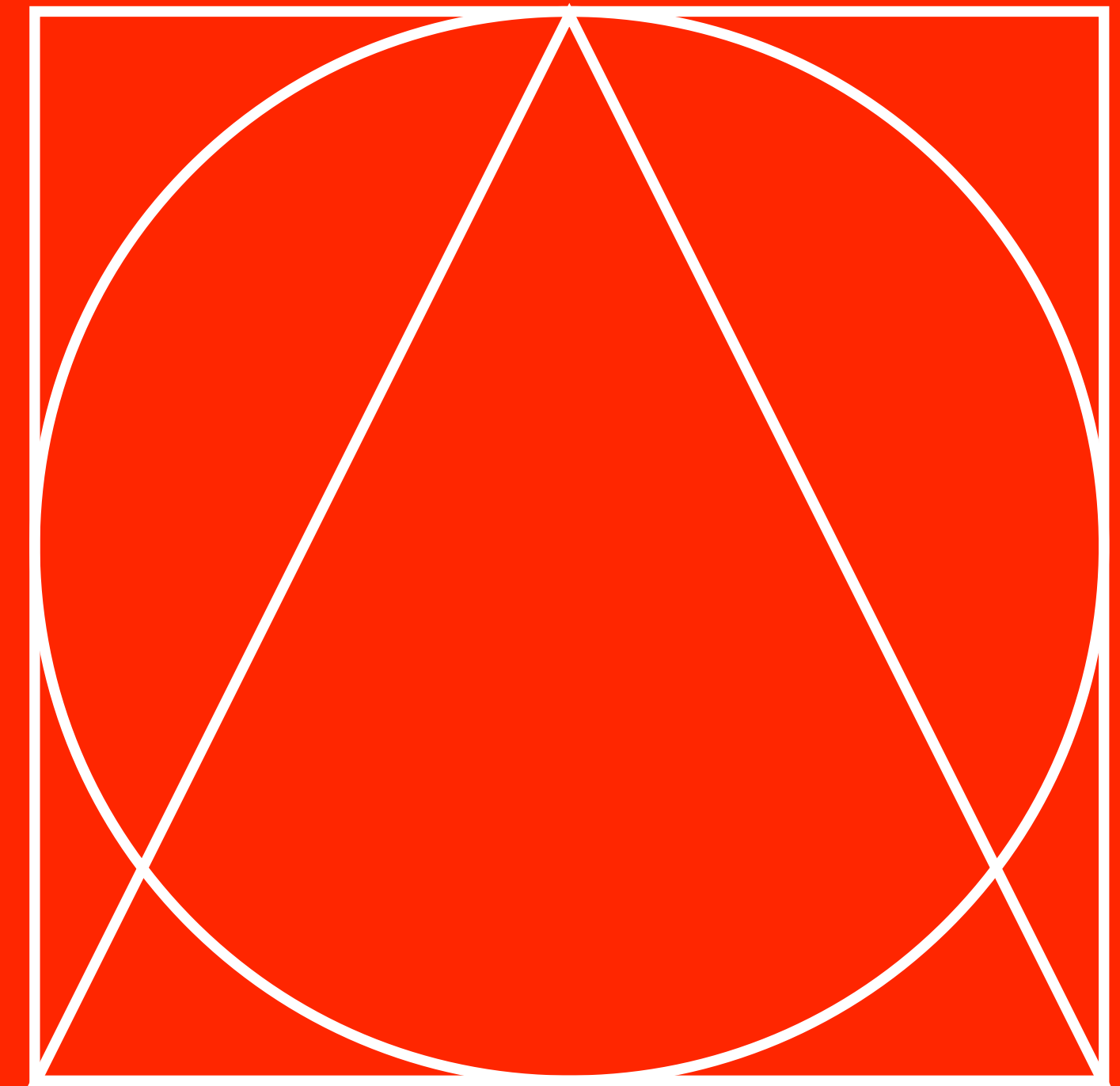
Service Design For Business @2024

facilitated by CoLAB,  
International Gastronomy  
Tourism Centre (iGTC)



   @mjuigtc  +66 53 873 151

deliver  
seamless  
customer  
experience





Service Design For Business @2024  
In Collaboration With iGTC CoLAB

facilitated by CoLAB,  
International Gastronomy  
Tourism Centre (iGTC)

   @mjuigtc  +66 53 873 151



DOWNLOAD

mjuigtc.com/  
central-co-create

#CENTRALCoCREATE #CoDesign90Days  
#MJUIGTC #iGTCCoLAB #iGTCServiceDesign



#iGTCCoLAB →  
www.mjuigtc.com