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Service excellence - Assessment models and methods for user experience

优质服务 用户体验评估模型与方法

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Service Standardization (SAC/TC264).

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Introduction

In December 2022, the national standard GB/T 42185 "Principles and Models of Quality Service" was officially released. This document provides the principles and models of quality service.

Pyramid model, see Figure 1.The foundation for achieving quality service is the first and second levels of the quality service pyramid, which focus on meeting customer

expectations.

The quality service standards are mainly aimed at the upper level of the pyramid, including.

- Personalized high-quality service provision (Level 3);

- Surprisingly high-quality service provided (Level 4).

Figure 1 Quality Service Pyramid Model User experience evaluation is an important part of monitoring high-quality service behaviors and results. This document focuses on the service experience of high-quality services.

However, due to the indivisibility of user experience and the partial universality of evaluation methods, this document provides an overall model for user experience evaluation.

Models and methods, covering customer satisfaction and customer delight in Figure 1.For service experience evaluation only for levels 3 and 4, see 7.4 of this document. and 7.5.

This document provides a general evaluation model and method. Industry organizations can adjust, optimize and refine the evaluation indicators according to their own actual conditions.

The evaluation method is extended and used selectively.

This document can be used in conjunction with GB/T 42185, GB /Z 43427 "Quality Service Design. High-quality Service to Achieve the Ultimate Customer Experience" and other quality standards.

To be used in conjunction with national standards.

Quality Service User Experience Evaluation Model and Method

1 Scope

This document establishes the overall principles of the user experience evaluation model and method based on the quality service pyramid model, and describes the evaluation model, indicators, The standard system and evaluation method are proposed, and suggestions for the application of models and methods are provided.

This document is intended to guide various types of service organizations in determining and applying user experience evaluation models and methods.

2 Normative references

GB/T 42185

3 Terms and Definitions

The terms and definitions defined in GB/T 42185 and the following apply to this document.

3.1 User

A person or organization that interacts with a service, product, or system.

[Source. GB/T 18978.11-2023, 3.1.7, modified]

3.2 service

an activity or set of activities provided for the benefit of users (3.1) or to meet their needs [Source. GB/T 24620-2022, 3.11, with modifications]

3.3 service systemservicesystem

A combination of interacting elements constructed to achieve one or more specified service objectives.

Note. A service system can be composed of services, products, environment, information and personnel, where the environment includes artificial environment, human-computer collaborative environment and system environment.

3.4 User experience

User (3.1) experiences and reactions to services, products and systems that they use or expect to use.

Note 1.User experience is the result of the brand image, appearance characteristics, functional characteristics, system performance, interactive behavior and auxiliary functions of services, products and systems.

User experience is influenced by the user's physical and mental state formed by their previous experiences, attitudes, abilities and personality, as well as the usage context.

Note 2.User feelings and reactions include the emotions, trust, preferences, cognitive impressions, comfort, etc. that users have before, during, and after using services, products, and systems.

Moderation, behavior, and achievement.

[Source. GB/T 18978.11-2023, 3.2.3, modified]

3.5 Service Provider serviceprovider

An entity that provides one or more services.