

3. PRINCIPLES AND THEORIES OF SERVICE DESIGN

SERVICE DESIGN

Service design

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07.10.2023

1. Principles and Theories of Services → 3 weeks lectures + tutorials ✓
2. Principles and Theories of Design → 2 weeks lectures + tutorials ✓
3. Principles and Theories of Service Design → 2 weeks lectures + tutorials

RECAP DESIGN THINKING AND COLLABORATION

- » Ways of conceptualizing the design process
- » Problem / input → PROCESS → Solution / output
- » Process as: analysis → synthesis
- » Series of Divergence < > convergence
- » Iterative processes
- » Design thinking
- » Double diamond model
- » Collaboration and cooperation as modes of designing together

PRINCIPLES AND THEORIES OF SERVICE DESIGN

LET US REMEMBER WHAT A SERVICE IS!



LET US REMEMBER WHAT A SERVICE IS!

Write an the name of an example of a service that you use

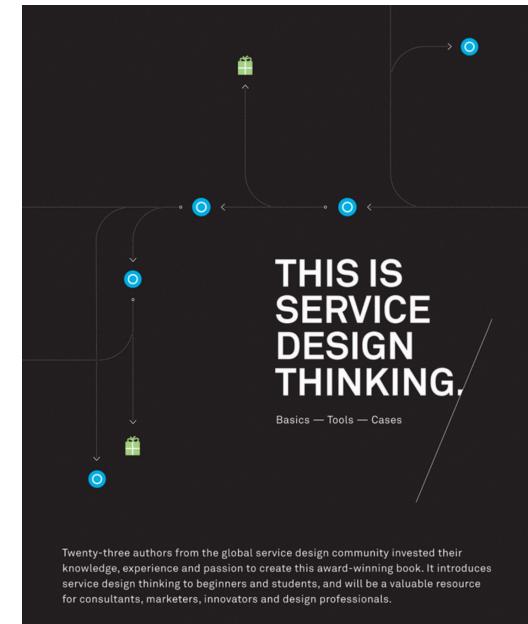
59 responses



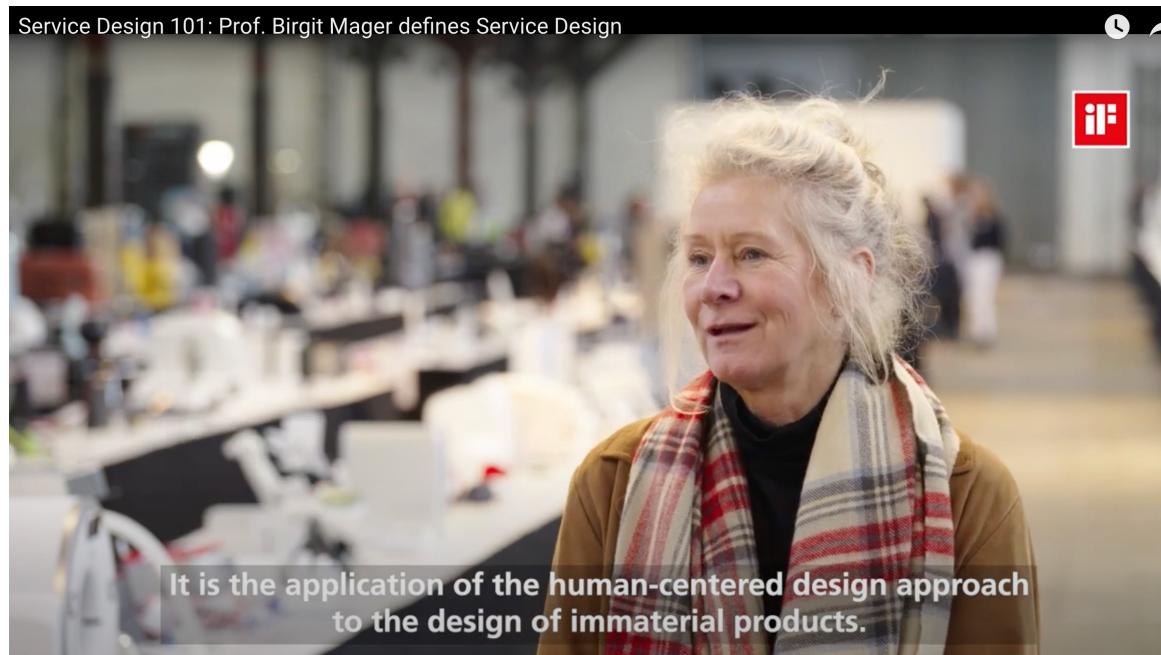
- Chat with your neighbour about your service example
- Do you still think it is a service? Why?
- What do you, as a user, interact with when using this service?
- What do you do before using the service and after using it?

WHAT IS SERVICE DESIGN?

- » Service design as a human-centred, holistic, creative, and iterative approach to creating new, or improving existing, services (Blomkvist, Holmlid, and Segelström 2010; Meroni and Sangiorgi 2011).
- » Read for next time more definitions of in the textbook
“This is Service Design Thinking”
 - Go to eBook on Primo (see link in Moodle)
 - Chapter: What is Service Design
 - Section: “Definitions: Service Design as an interdisciplinary approach”



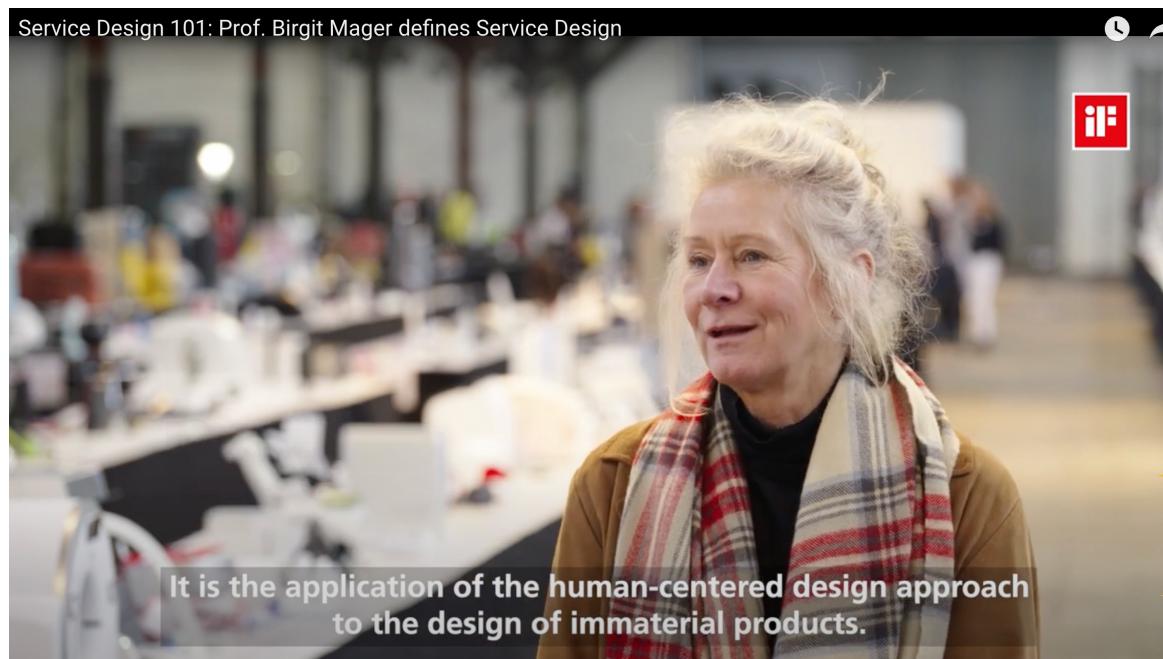
BIRGIT MAGER ON SERVICE DESIGN



https://www.youtube.com/watch?v=GKk_zpHKGm4

KEY CONCEPTS IN MAGER'S DEFINITION

- human-centered design approach
- "immaterial products"
- user journey
- user experience



- flow of the journey
- touchpoints
- evidences
- frontstage
- backstage
- visualize complexity

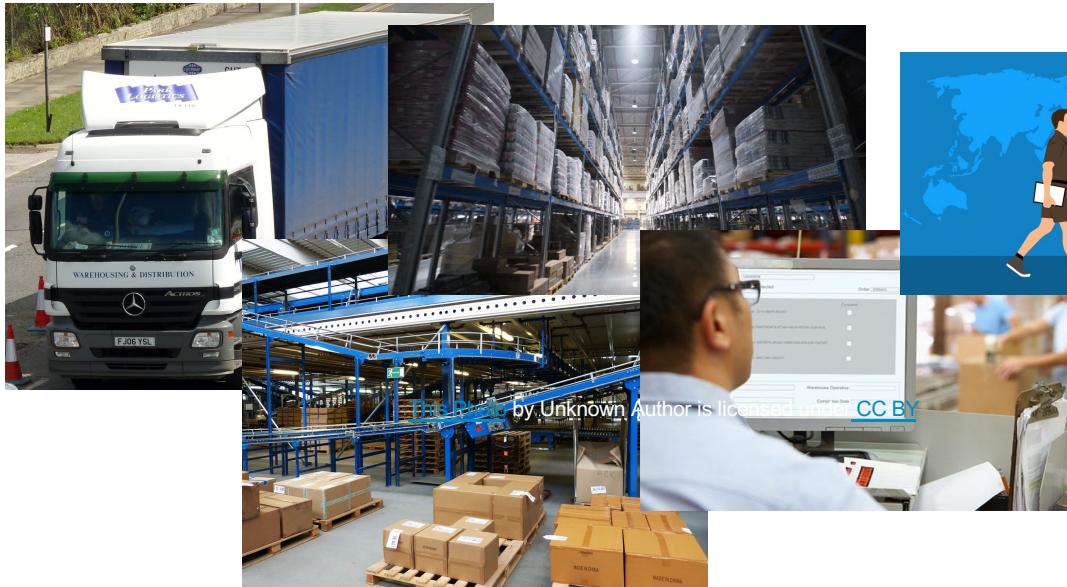
https://www.youtube.com/watch?v=GKk_zpHKGm4

LET'S LOOK IN MORE DETAILS

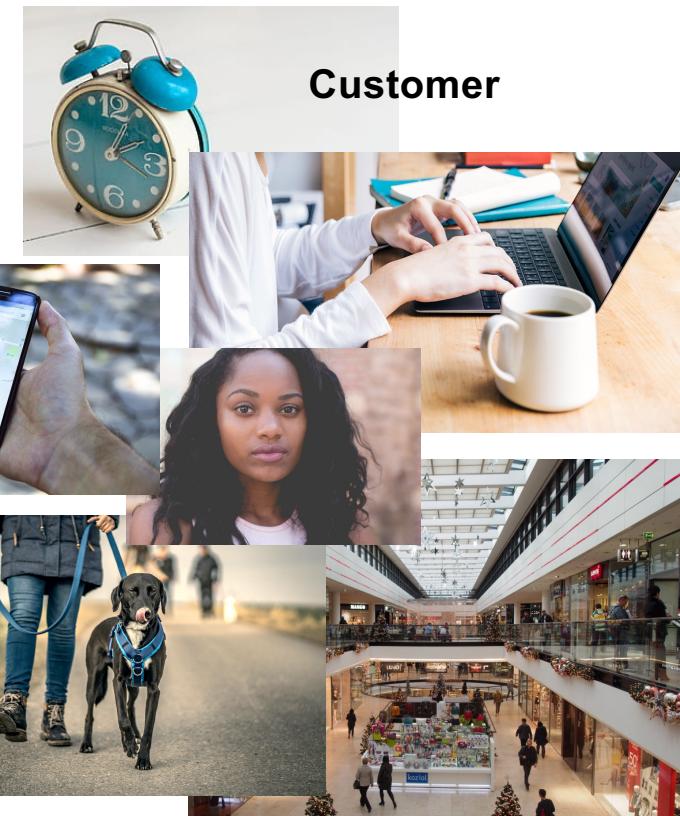
- » "Immaterial products" → remember the first lecture
- » The FRONTSTAGE perspective focusing on what the users can see and interact with
- » The BACKSTAGE perspective focusing beyond the point of what the users can see

BACKSTAGE AND FRONTSTAGE

Provider

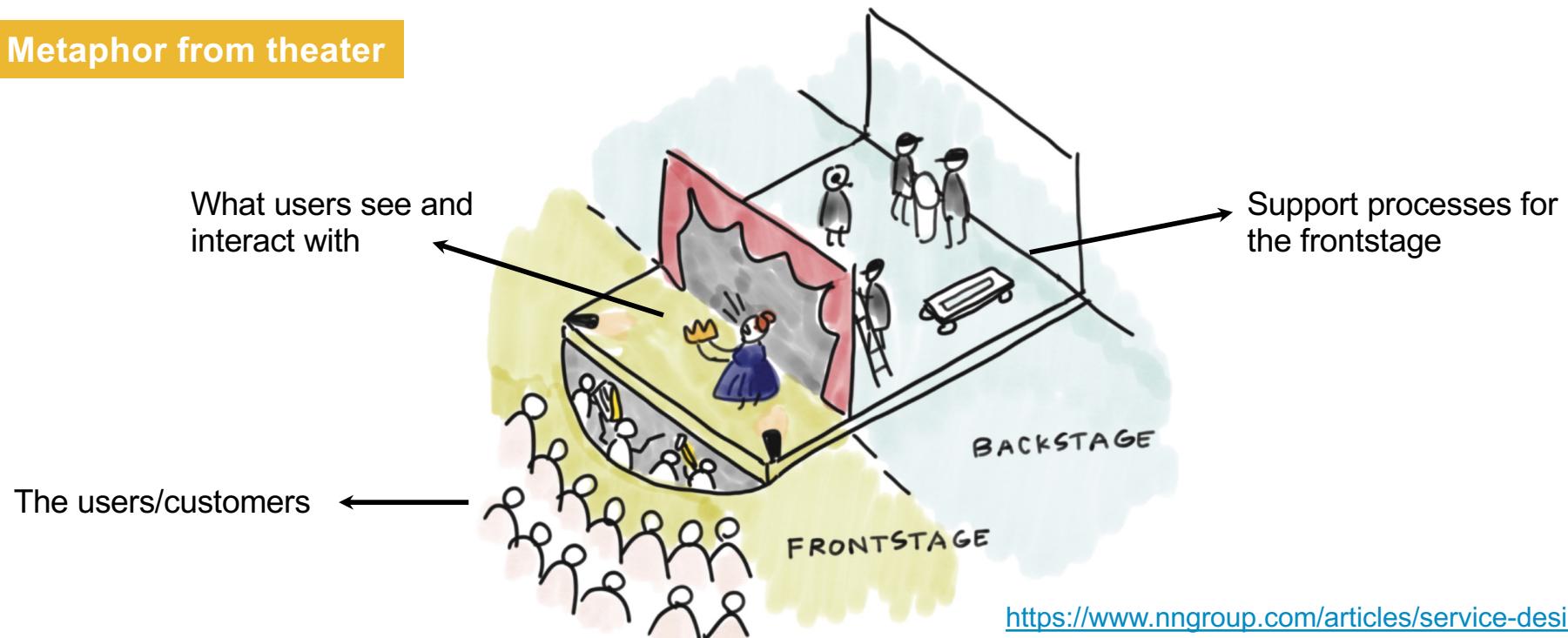


Customer



FRONTSTAGE AND BACKSTAGE IN SD

Metaphor from theater

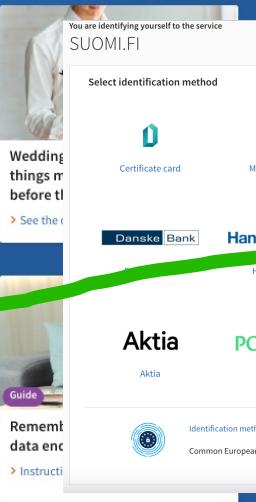


<https://www.nngroup.com/articles/service-design-101/>

FRONTSTAGE

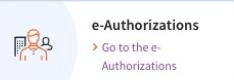
- » Designing the FRONTSTAGE emans designing at the interface level:
 - » Design the USER JOURNEY: pre-service, during service, post-service (time is important!)
 - » Design the TOUCHPOINTS: contact points between user and service provider
 - » Design the EVIDENCES: tangible artefacts related to a service process

Suomi.fi – information and services for your life events

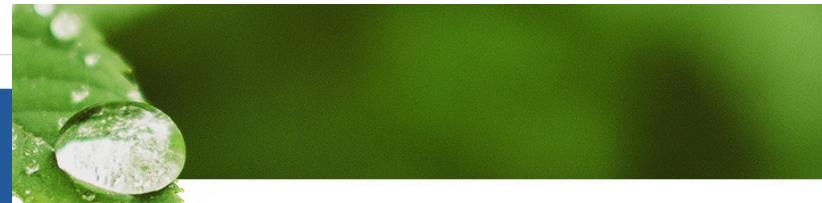
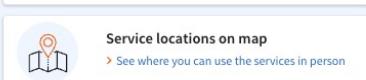
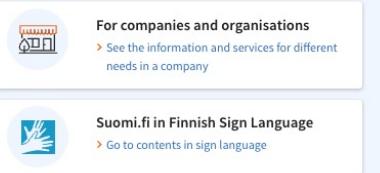
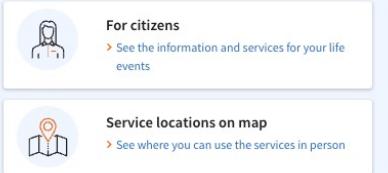


Show less ▾

Suomi.fi services



Shortcuts



Are you moving?

Use our handy online service to submit a notification of change of address to both Posti and the Digital and Population Data Services Agency

[Submit notification of change of address](#)

INTERNATIONAL HOUSE HELSINKI

NEWCOMERS ▾ **EMPLOYERS** ▾ **NEWS & EVENTS** ▾ **ABOUT** ▾ **FAQ** ▾ **ENGLISH** ▾ **SEARCH**

Pre-arrival Support Services

Are you considering moving to the Helsinki capital region? International House Helsinki provides pre-arrival support to help you prepare for your move and start your life in the Helsinki capital region.

[Learn more](#) [Book an appointment](#)

Authority Services

When International House Helsinki's authority services, you can take care of necessary authority services such as registering your EU citizens' right of residence, applying for your Finnish personal identity code, applying for your tax card, and more.

[Learn more](#)

Do you need help using Suomi.fi?

Customer service for organisations

Helps companies and organisations use the Suomi.fi services
Call: +358 295 535 115
[Additional information on customer service for organisations](#)

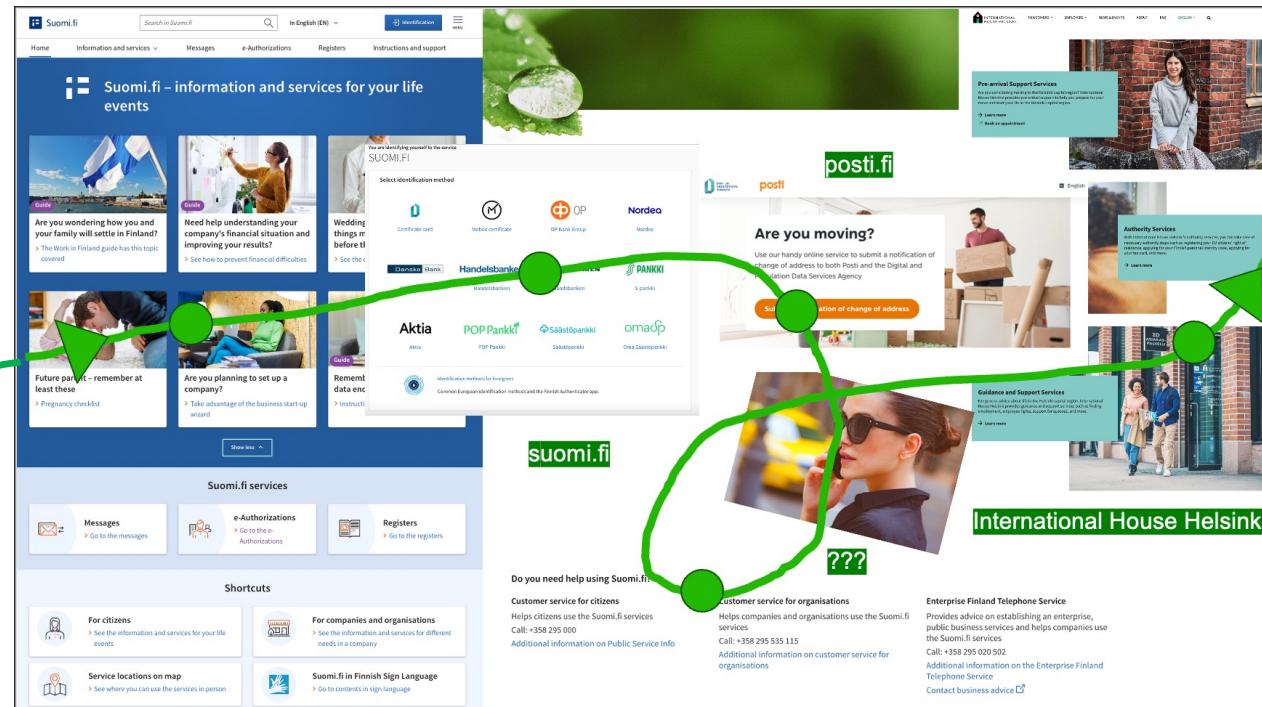
Customer service for citizens

Helps citizens use the Suomi.fi services
Call: +358 295 000
[Additional information on Public Service Info](#)

International House Helsinki

Enterprise Finland Telephone Service

Provides advice on establishing an enterprise, public business services and helps companies use the Suomi.fi services
Call: +358 295 020 502
[Additional information on the Enterprise Finland Telephone Service](#)
[Contact business advice](#)



Suomi.fi – information and services for your life events

The Suomi.fi website is the central hub for various life events. It provides links to services for:

- Future parents:** Remember at least these (pregnancy checklist)
- Business owners:** Are you planning to set up a company? Take advantage of the business start-up wizard.
- Wedding:** Wedding things to do before the wedding
- Identification:** Select identification method (e.g., Certificate card, Mobile certificate, QP, ID card group, Nordea, Handelsbanken, Pankki, Aktia, POP Pankki, Säästöpankki, omadep)
- Moving:** Are you moving? Submit a notification of change of address to both Posti and the Digital and Population Data Services Agency.
- Customer service:** Customer service for citizens, Customer service for organisations, Enterprise Finland Telephone Service.
- Guidance and Support Services:** Guidance and support services for citizens and companies.

posti.fi

Posti.fi offers Pre-arrival Support Services, Authority Services, and Guidance and Support Services.

International House Helsinki

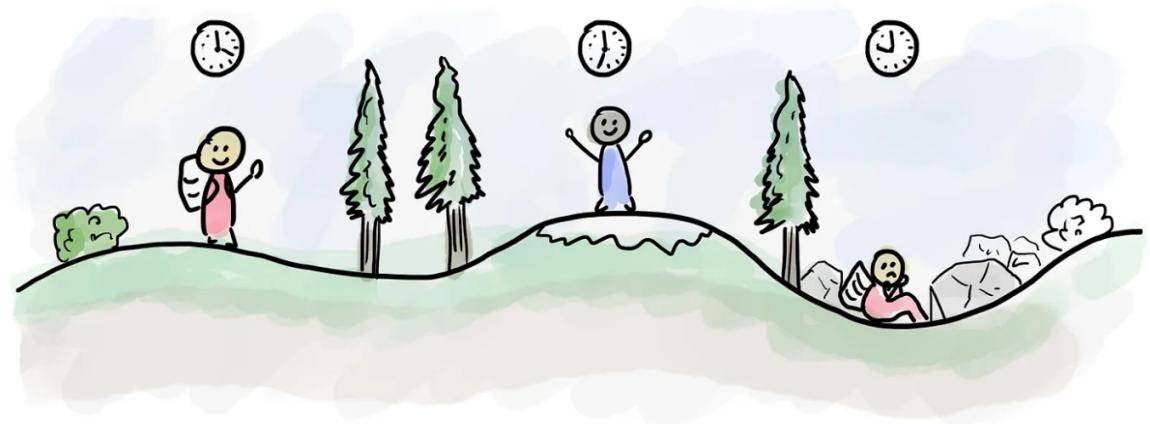
International House Helsinki provides services for international students and professionals.

Enterprise Finland Telephone Service

Provides advice on establishing an enterprise, public business services, and helps companies use the Suomi.fi services.

USER JOURNEY

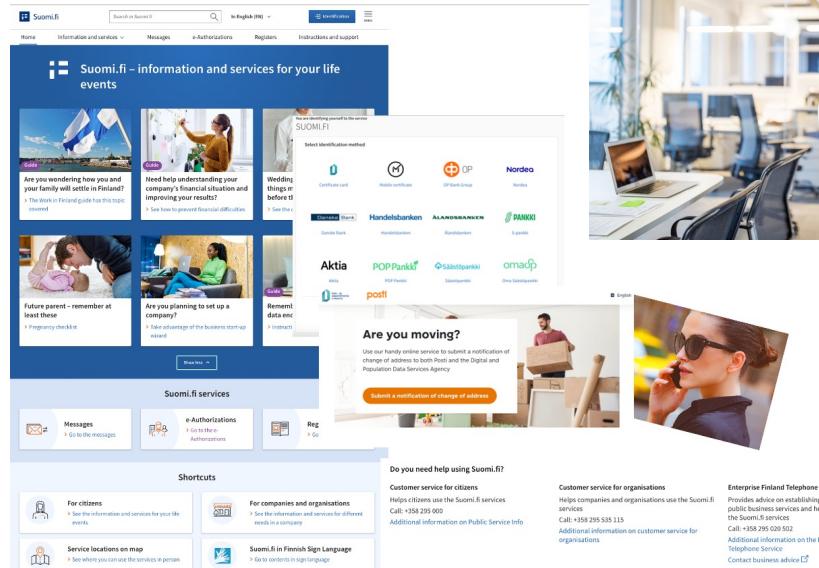
- » The user journey unfolds as the users goes through a series of interactions with the service system through many different touchpoints.
- » It also extends across pre-service, service, and post-service times



<https://blog.practicalservicedesign.com/>

TOUCHPOINTS

► Every contact point between the user and service provider

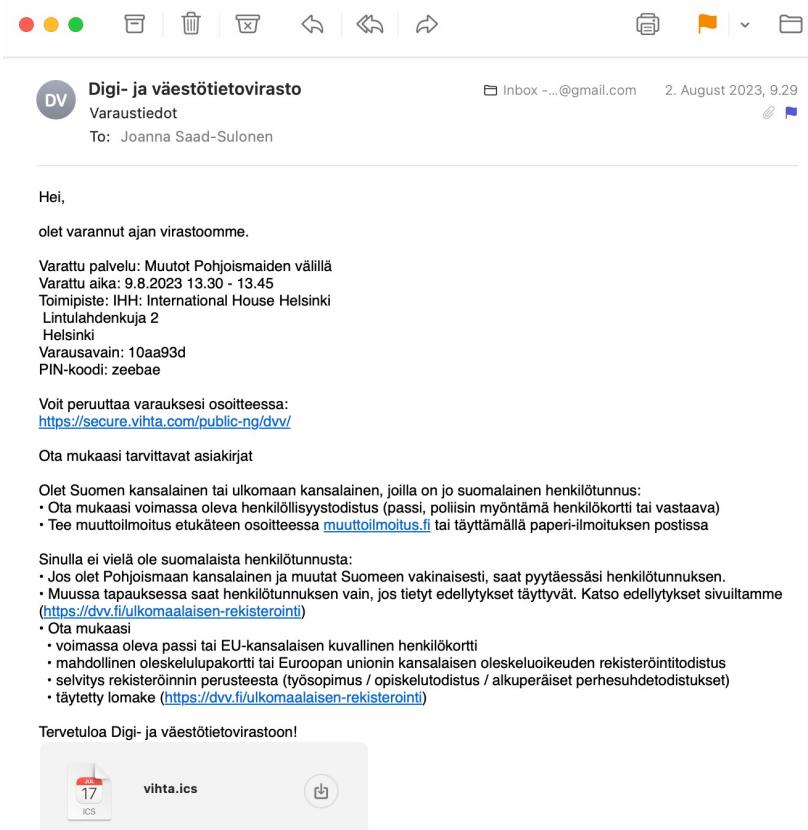


The screenshot shows the homepage of the Suomi.fi website. At the top, there's a search bar and language options (In English (EN)). Below the header, there are several sections: 'events' (with a banner about settling in Finland), 'Messages' (with a banner about understanding company financial situations), 'e-Authorizations' (with a banner about setting up a company), and 'Registers' (with a banner about moving). A central column features a 'Select identification method' section with logos for OY, Nordea, Handelsbanken, ALANDSBANKEN, Pankki, Aktia, POPParkki, Säästöpanki, omädp, and Posti. Below this, there's a 'Are you moving?' section with a banner about address changes. At the bottom, there are 'Shortcuts' for 'Citizens' (information and services for life events), 'Companies and organisations' (information and services for different needs in a company), 'Service locations on map' (set where services are available), and 'Suomi.fi in Finnish Sign Language'.



EVIDENCES

► Tangible artifacts
related to a service
processs



Digi- ja väestötietovirasto
Varaustiedot
To: Joanna Saad-Sulonen

Inbox -...@gmail.com 2. August 2023, 9.29

Hei,

olet varannut ajan virastoomme.

Varattu palvelu: Muutot Pohjoismaiden välillä
Varattu aika: 9.8.2023 13.30 - 13.45
Toimipiste: IHH: International House Helsinki
Lintulahdenkuja 2
Helsinki
Varausavaain: 10aa93d
PIN-koodi: zeebae

Voit peruauttaa varauksesi osoitteessa:
<https://secure.vihta.com/public-ng/dvv/>

Ota mukaasi tarvittavat asiakirjat

Olet Suomen kansalainen tai ulkomaan kansalainen, joilla on jo suomalainen henkilötunnus:

- Ota mukaasi voimassa oleva henkilöilüssytödistus (passi, poliisin myöntämä henkilökortti tai vastaava)
- Tee muuttoilmoitus etukäteen osoitteessa muuttoilmoitus.fi tai täyttämällä paperi-ilmoituksen postissa (<https://dvv.fi/ulkomaalaisten-rekisterointi>)

Sinulla ei vielä ole suomalaisista henkilötunnusta:

- Jos olet Pohjoismaan kansalainen ja muuttat Suomeen vakinaiseksi, saat pyytääsäsi henkilötunnus.
- Muussa tapauksessa saat henkilötunnus vain, jos tiettyt edellytykset täytyvät. Katso edellytykset sivuiltamme (<https://dvv.fi/ulkomaalaisten-rekisterointi>)
- Ota mukaasi
 - voimassa oleva passi tai EU-kansalaisten kuvallinen henkilökortti
 - mahdollinen oleskelulupakortti tai Euroopan unionin kansalaisten oleskeluoikeuden rekisteröintitodistus
 - selvitys rekisteröinnin perusteesta (työopimus / opiskelutodistus / alkuperäiset perhesuhdetodistukset)
 - täytetty lomake (<https://dvv.fi/ulkomaalaisten-rekisterointi>)

Tervetuloa Digi- ja väestötietovirastoon!

vihta.ics



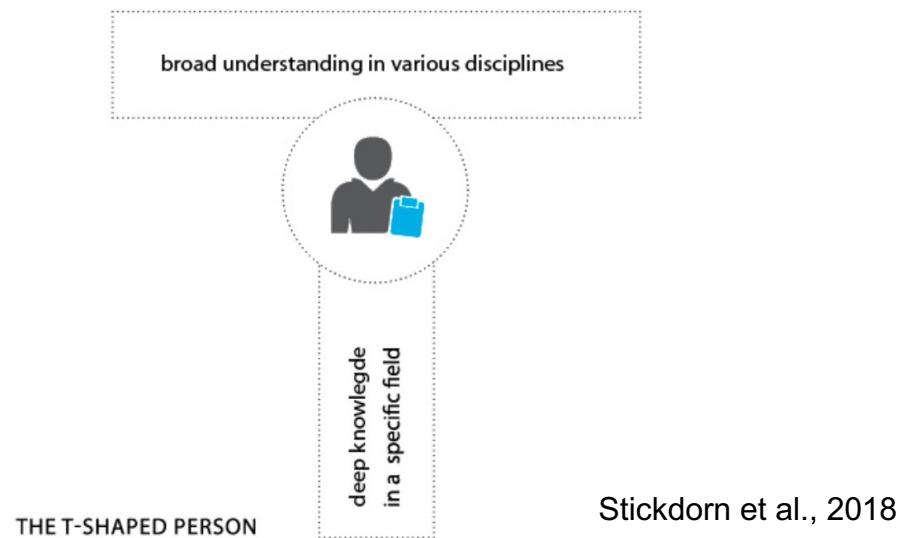
BACKSTAGE

- » Designing for the BACKSTAGE includes:
 - » Processes
 - » Policies
 - » Technology
 - » Infrastructures
 - » Systems



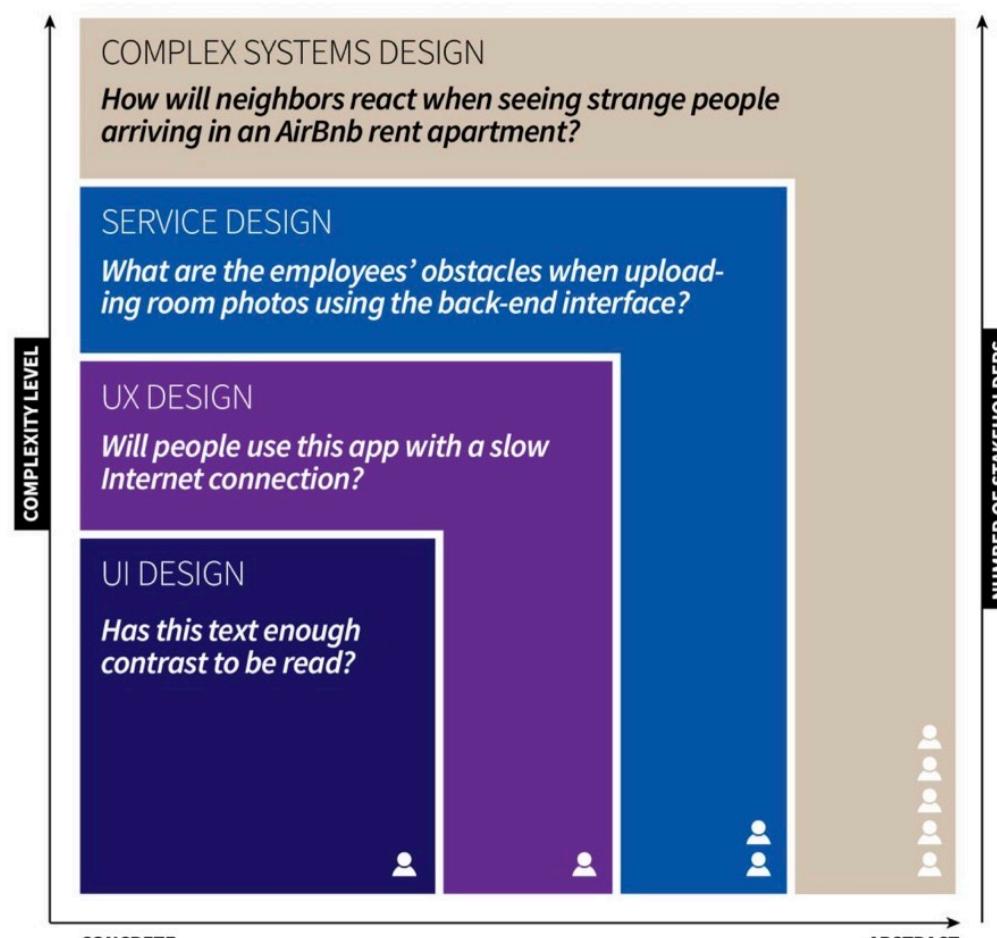
SERVICE DESIGN REQUIRES

- » To explore and visualise complex, dynamic, and socio-technical systems
- » T-shaped people working in teams



LEARN THE DIFFERENCE

UI DESIGN UX DESIGN SERVICE DESIGN COMPLEX SYSTEMS DESIGN



SHORT EXERCISE IN YOUR GROUP

- » In the service you experienced in your service safari:
 - » What were the touchpoints?
 - » Was there service evidences? What were they?
 - » What happens in the backstage (e.g. processes, policies, technology, infrastructure)? Were some backstage activities or actors visible to you? Or could you speculate what they were or search for them?

FOR NEXT TIME, WATCH THIS VIDEO

- » What is Service Design by Fjord:

<https://medium.com/design-voices/service-design-a-tale-of-two-coffee-shops-26d256e67a8b>

- » If you prefer to have subtitles, go here:

https://www.youtube.com/watch?v=HNOY8GLVy_8



SERVICE DESIGN



Coffee Shop B

INDEPENDENT STUDYING: READINGS

- From textbook: This Is Service Design Thinking
 - » Chapter: What is Service Design? , Section “Definitions: Service Design as an interdisciplinary approach”
 - » Chapter: How does service design work? Methods & Tools (whole chapter)
 - Article: Clatworthy, S. (2017) Service design thinking. In Marika Lüders, Tor W. Andreassen, Simon Clatworthy, and Tore Hillestad (Eds). Innovating for Trust. Cheltenham: Edward Elgar Publishing Limited. pp. 167-182.
- All reading materials are on Moodle, under section General and under W42
- These readings are related to the lectures given on W41 (today) and W42 (next Monday)
- » These readings are obligatory to be used as reference in IR1 (Deadline 30.10)
- » For IR1, you can also use, IN ADDITION TO THESE READINGS, other reading mentioned so far in class and shared on Moodle (e.g. Tim Brown's article on Design Thinking, or Dubberly's How to Design)

TOMORROW'S TUTORIAL

- » Notice the time → 3pm-5pm!
- » Group exercise on collaboration in design (was supposed to have taken place last week)
- » Lots of fun if you come to class for it!
- » The tutorial can only be done in groups of 3 (doesn't need to be with your own group), BUT submission will be individual

