



LAND OF THE CURIOUS



 SERVICE DESIGN

GROUP PRESENTATION 1

GP1

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DEADLINE

➤➤ Due date for GR1 and GP1 is 30.10.2024, 14:00 on Moodle

GROUP PRESENTATION 1

- Prepare a min. 1 minutes / max. 3 minutes video that uses the service you have explored in the service safari as an example to answer the question: What is a service?
- Think of it as something you'd like to show next year's Service Design students as part of the first topic of the course 😊
 - How would you explain to them what is a service, by using your service safari example?
 - It can most definitely be a fun presentation!
- Use what you have learned so far in the three first lectures and the analysis reported in GP1. You don't need to cover everything, choose what is in your opinion the most important.

TAKE INSPIRATION FROM...

- » This student of urban design make short videos of urban design topics:

https://www.tiktok.com/@talkingcities/video/7005358352687467781?embed_source=121355059%2C121351166%2C121331973%2C120811592%2C120810756%3Bnull%3Bembed_name&refer=embed&referer_url=www.bloomberg.com%2Fnews%2Ffeatures%2F2022-07-15%2Fthere-s-now-a-tiktok-for-cities-and-public-transit-fans&referer_video_id=6946032642395540742

- » Showing how to use a service in a fun way:

<https://www.instagram.com/reel/CvCwl7WAqIE/?igshid=MTc4MmM1Yml2Ng%3D%3D>

CRITERIA FOR GRADING

Group Presentation 1 – graded using 1-5 scale

GP1	Submitted a video	Appropriate length (1-3 mins)	Explained “What is a service” by using the service safari example	Useful as an explanation video for new students
Impact on grade	+1	+1	+2	+1

