



# LAND OF THE CURIOUS



 SERVICE DESIGN

# TUTORIAL SESSION

1. What is a service?

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# RECAP

- » Many definitions of what is a service
- » Services are extremely diverse
- » Service offerings and 3 key spheres: care, access, response
- » Service vs. product
- » Services can exist around products
- » Many businesses interested in servitization (remember the move from the plate of spaghetti made by a chef to being able to eat in your own home thanks to a service)
- » Product-service hybrids



# TUTORIAL EXERCISES

- Usually 1 exercise per tutorial, sometimes 2
- Most often will be group work
- Do them in class and preferably submit to Moodle at end of the class – but you have one week to submit and be graded (usually by the start of next week's tutorial)
- A lot of exercises will require to work with papers, markers, post-it notes, legos, with your group, around one table → you should be in class ;)
- If you submit all the tutorial exercises you will get an extra 5% of the final grade covered



## FORM A GROUP

- » Create a group for the semester: min. students allowed per group: 3, max. allowed: 5
- » You can check each others' expertise on the copy of the first Mentimeter we did:
  - Go to Moodle → W36 → Info about yourselves
  - You can still add info about yourself until next Wednesday by using the QR code →
- » If you need help creating a group, please ask Joanna
- » Once you decide on your group, go to Moodle > this week's section > Form a group
- » If you are unable to join a group right now, please remember to do it by next week THURSDAY or else let Joanna know





## EXERCISE: PRODUCT OR SERVICE?

- » Work as a group (if impossible for this time, you can work on your own)
- » Refer to Monday's lecture if needed (the slides are in Moodle)
- » 30 min + 10 min BREAK + 45 min



## STEP 1: BROWSE EXAMPLES

- » Take a printed example
- or
- » Open the Examples of Service or Product pdf file in Moodle and choose an example

## STEP 2: CHOOSE AN EXAMPLE

- » Write your group name (or own name if working individually or if you have not registered your group in Moodle yet) on this form:  
[https://docs.google.com/spreadsheets/d/1MSUIoJVFACPW6TN9qkXfv8EO5Llr0\\_ZhJgjsfagySn0/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1MSUIoJVFACPW6TN9qkXfv8EO5Llr0_ZhJgjsfagySn0/edit?usp=sharing)  
g <-- You can also find this link in Moodle (under W36 → Choose one example of service or product here)
- » Each group/person needs to work on a different example! If someone was quicker than you to choose one example, you need to choose another ;)

## STEP 3: WORK ON YOUR CHOSEN EXAMPLE

**Read the description of your chosen example and discuss:**

- » Is what is described a service or a product? Or a service-product hybrid?
- » Is it tangible or intangible?
- » Does it help the user to achieve a goal? Which one and how?

**a) If it is a service, answer the following:**

- » Is it: Hands-on? Technology-mediated? Simple or complex? Local or geographically distributed? Does it require specific skill levels?
- » What is the service offering? Is it related to care, access, or response? or any combination of these?

**b) If it is a product, answer the following:**

- » How could it be servitized and turned into a service-product hybrid?
- » What would be the service offering then? Is it related to care, access, or response? or any combination of these?

**c) If it is a service-product hybrid, answer the following:**

- » What is the service part and what is the product part? What goal does each part help achieve?
- » What is the service offering? Is it related to care, access, or response? or any combination of these?





# BREAK

10 mins



## STEP 4 SHARE YOUR THOUGHTS

### »» 20 minutes

»» Present your example, argumentation, and answers to the questions to another group or student (if you are not in class today, you can contact another student who was not in class either and find a way to present to each other)

### »» 15 minutes

»» Plenary discussion (if you are not in class today, you will sadly skip this)

# REVIEW AND SUBMIT TO MOODLE

- » Submit to Moodle a PDF file containing the following:
  - » Name of your example
  - » Is it a service, product, or a service-product hybrid? Why?
  - » Your answers to the questions you discussed today
- » Please note
- » If you are in a group that you have registered in Moodle, use the the **Group submission** option
- » If you worked individually or if you worked with other students but have not yet formed a group in moodle, use the **Individual submission** option
- » The deadline for submission is on 12.09 at 12:00 (noon - so before next week's tutorial starts)



