

02.09.2024

SERVICE DESIGN

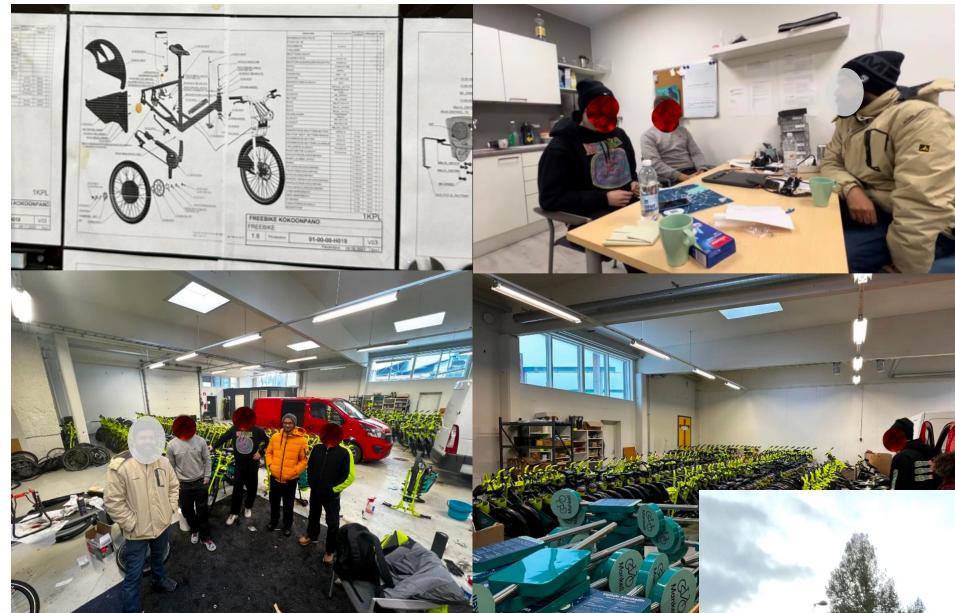
Introduction + What is a service?

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Joanna.Saad-Sulonen@lut.fi

Introduction

GENERAL INFO

- » Master's Programme in Digital Systems and Service Development
- » Focus on on-campus activities (contact teaching)
- » 6 cr → Total 162 h
 - » Lectures: 2 hours every Monday -14 sessions (28h)
 - » Tutorials (Exercise)s: 2 hours every Tuesday, Wednesday or Thursday (see TimeEdit!) - 14 sessions (28h)
 - » Independent reading, research and assignments (36h), project work (40h), preparing for oral presentations and reports (30h)
- » Aim: Introduce you to key principles and concepts related to service, design, and service design, provide you an overview of key SD vocabulary and tools, provide you opportunities to use these tools and engage in the analysis of existing services and the ideation of their improvements or new ones
- » Hands on course!

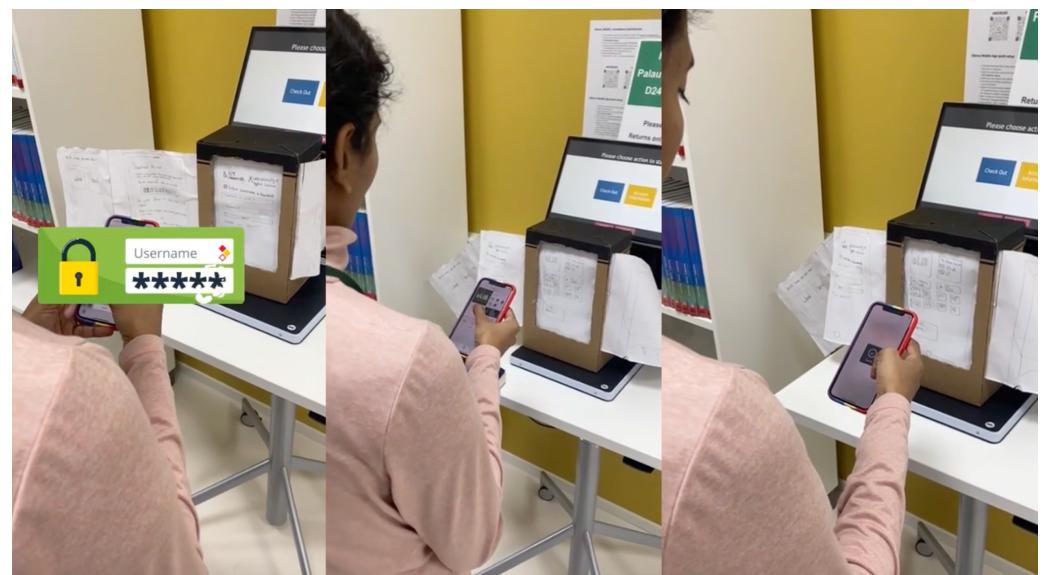


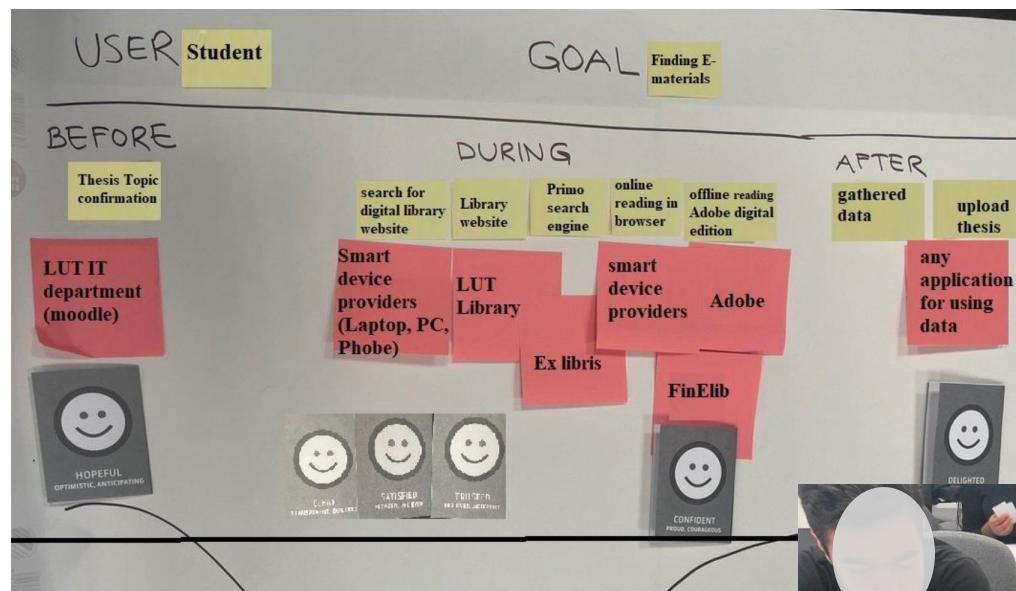
Do your feet offer
transportation service?



Out of the classroom!

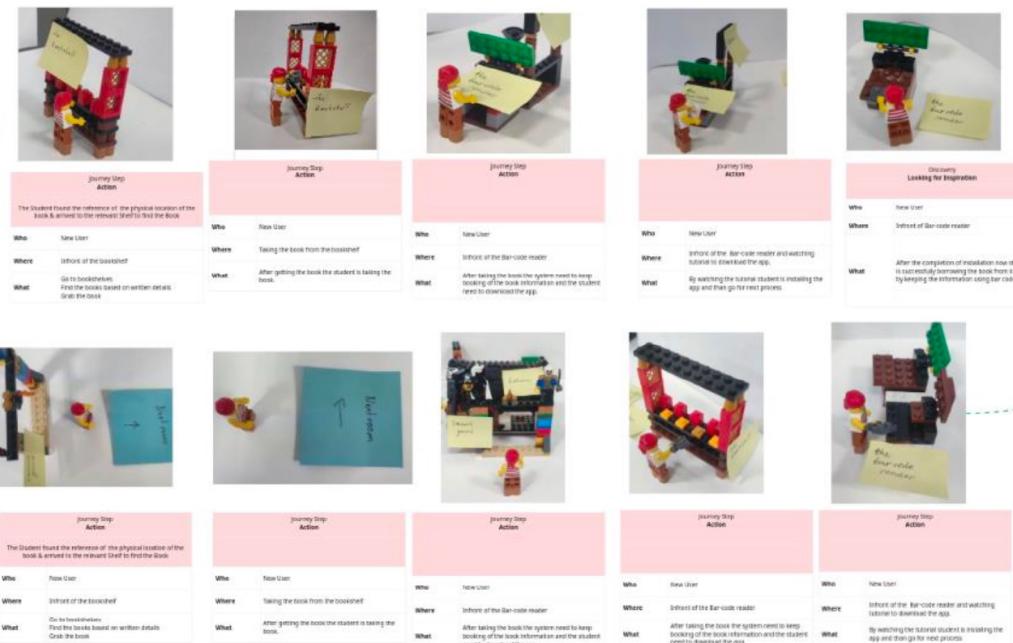
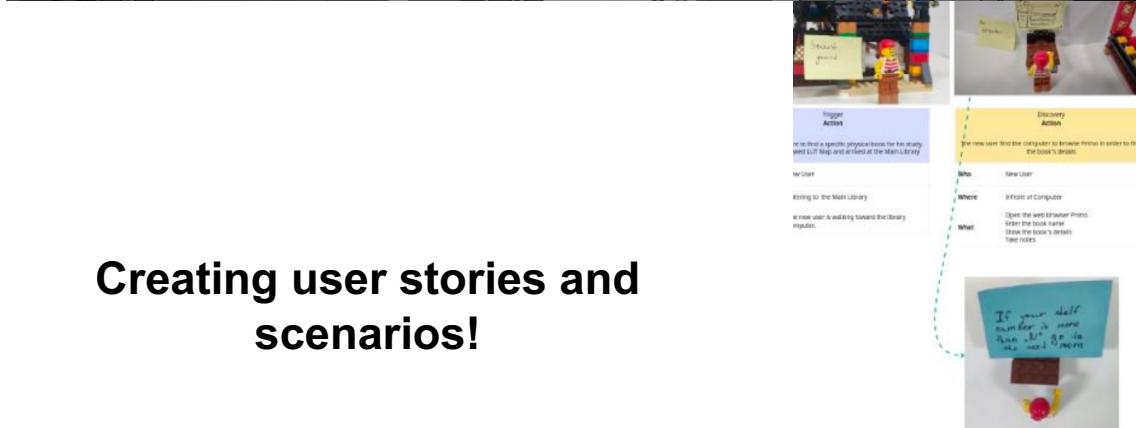
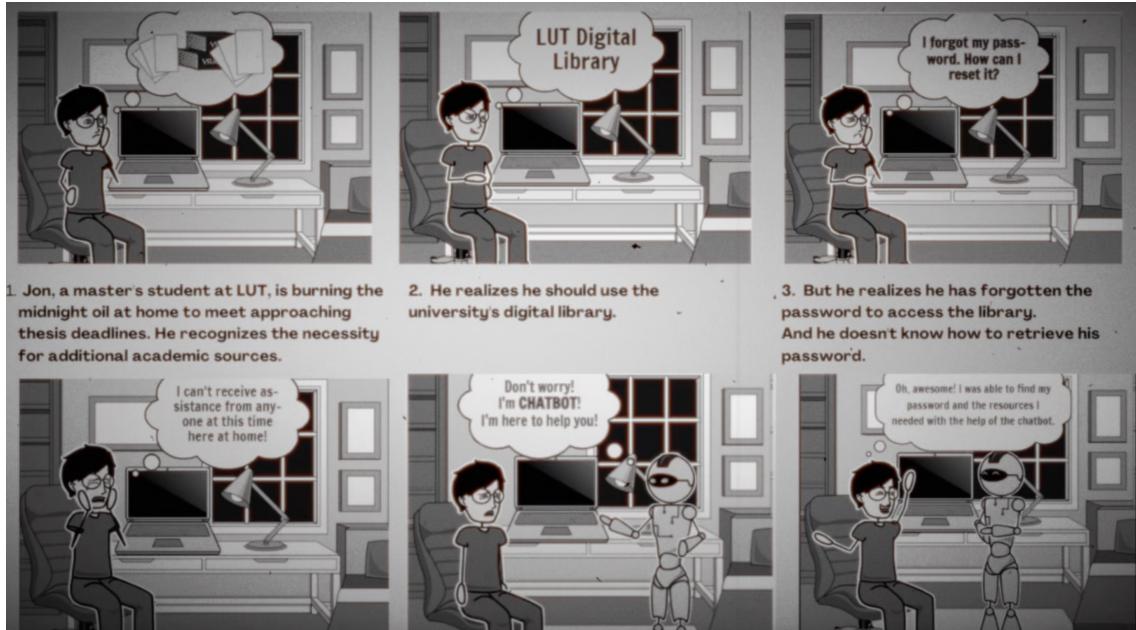
Photo credits: students of Autumn 2023





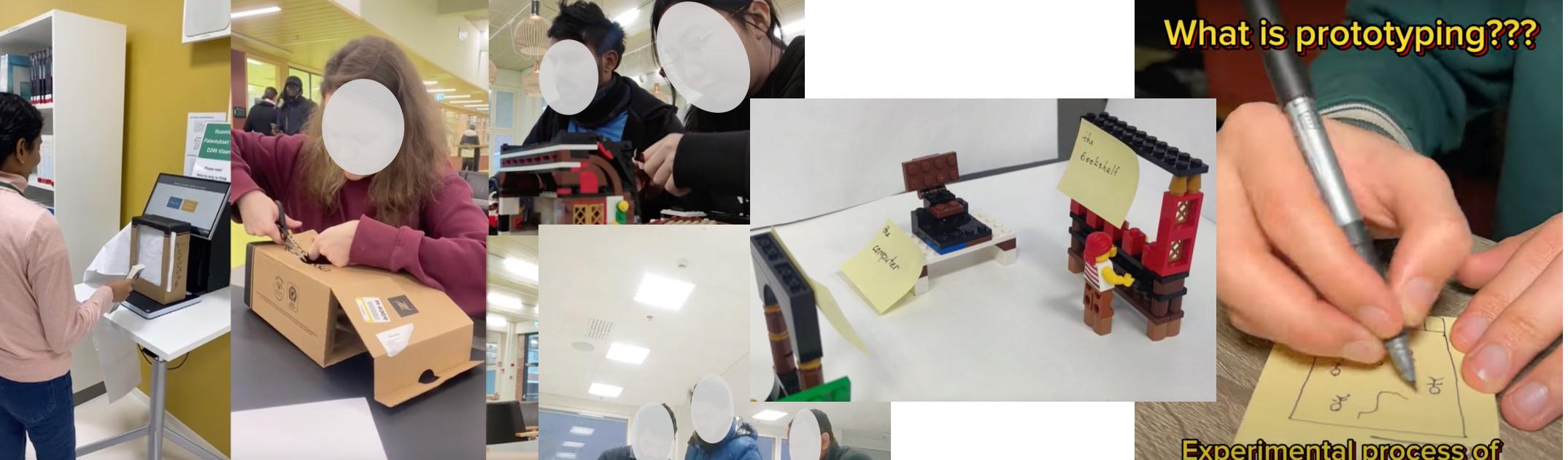
**Mapping out what you learn
from observations, desk
research, interviews!**

Photo credits: students of Autumn 2023



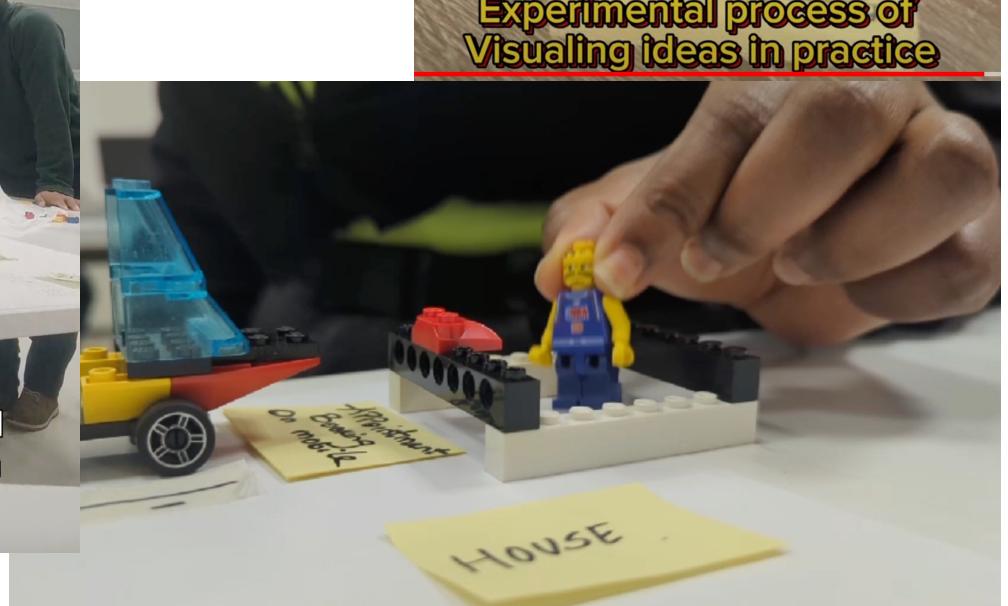
Creating user stories and scenarios!

Photo credits: students of Autumn 2023



Tinkering and making things with your hands!

Photo credits: students of Autumn 2023



What is prototyping???

**Experimental process of
Visualizing ideas in practice**



A lot of group work during class hours and outside of them!

Photo credits: students of Autumn 2023

Introduction

A LITTLE BIT ABOUT MYSELF

- » Name: Joanna Saad-Sulonen
 - » Program at LUT: Master's Programme in Digital Systems and Service Development
 - » Where I come from: Finnish-Lebanese
 - » Where I live: Helsinki
 - » What I am good at: professionally: participatory and service design, otherwise: cooking ☺
 - » What I want to learn: to be able to stand on my head upside down
-
- » Taught his course at LUT last year (1st implementation)
 - » Previously taught service design at IT University of Copenhagen
 - » English, French, Finnish, Arabic, a little bit of Danish



TELL US A BIT ABOUT YOURSELF!

Go to menti.com and use code 55 74 31



OVERVIEW OF WHO WE ARE ☺

<https://www.mentimeter.com/app/presentation/n/alzo2v252nav8q7ggboqntrnkpgb2j2j/present>

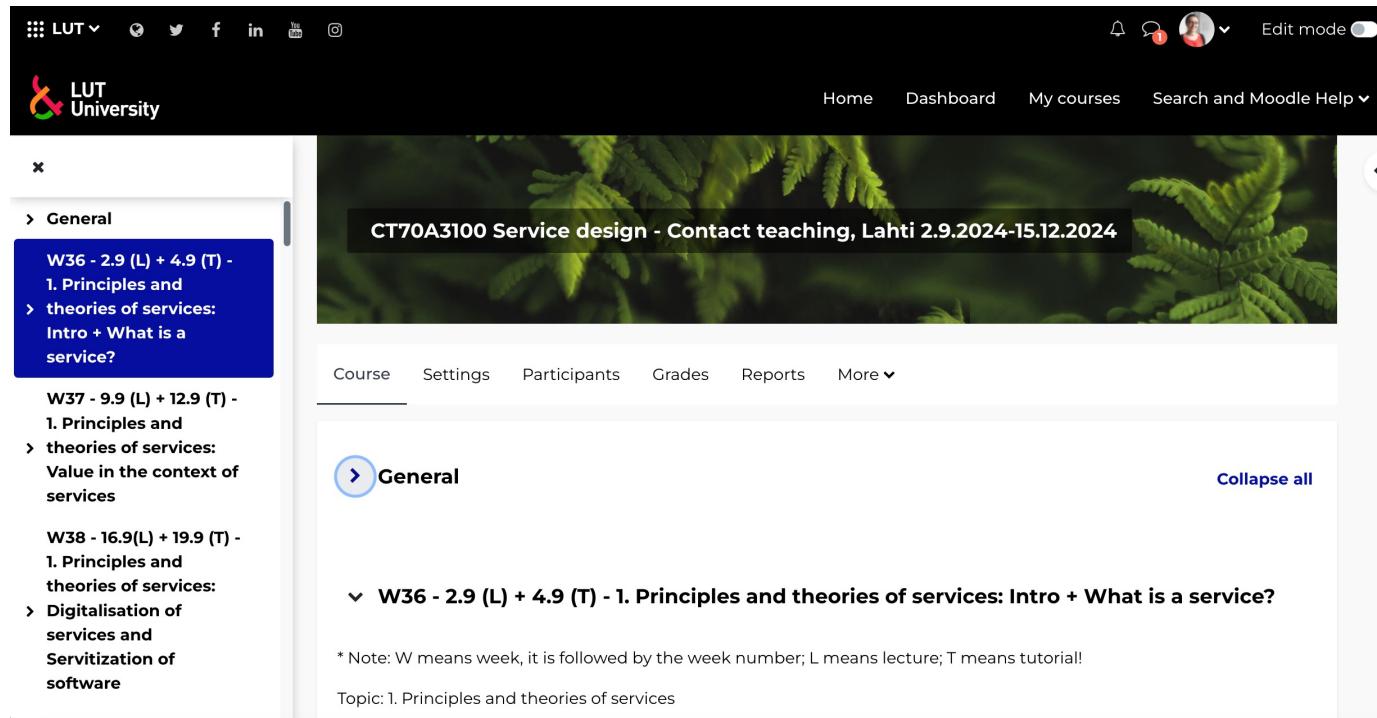


SAYING AND ACTING OUT OUR NAMES



Augusto Boal – Image by Jean-Gabriel Carasso, 1979

THE COURSE ON MOODLE



LUT University

Home Dashboard My courses Search and Moodle Help

CT70A3100 Service design - Contact teaching, Lahti 2.9.2024-15.12.2024

Course Settings Participants Grades Reports More

General

W36 - 2.9 (L) + 4.9 (T) -
1. Principles and
theories of services:
Intro + What is a service?

W37 - 9.9 (L) + 12.9 (T) -
1. Principles and
theories of services:
Value in the context of services

W38 - 16.9(L) + 19.9 (T) -
1. Principles and
theories of services:
Digitalisation of
services and
Servitization of
software

General

W36 - 2.9 (L) + 4.9 (T) - 1. Principles and theories of services: Intro + What is a service?

* Note: W means week, it is followed by the week number; L means lecture; T means tutorial!

Topic: 1. Principles and theories of services

<https://moodle.lut.fi/course/view.php?id=19317>

LECTURES AND TUTORIALS

- » 1 lecture and 1 tutorial per week, both on campus
- » Lectures are recorded but not streamed
- » Tutorials are not streamed nor recorded

STRUCTURE OF THE COURSE

» 4 main themes through the semester, with several sub-themes

» 1. Principles and theories of services

- What is a service?
- Why is the concept of value important in services?
- Digitalisation and services?

» 2. Principles and theories of design

- What is design?
- How to shape your own approach to design?

» 3. Principles and theories of service design

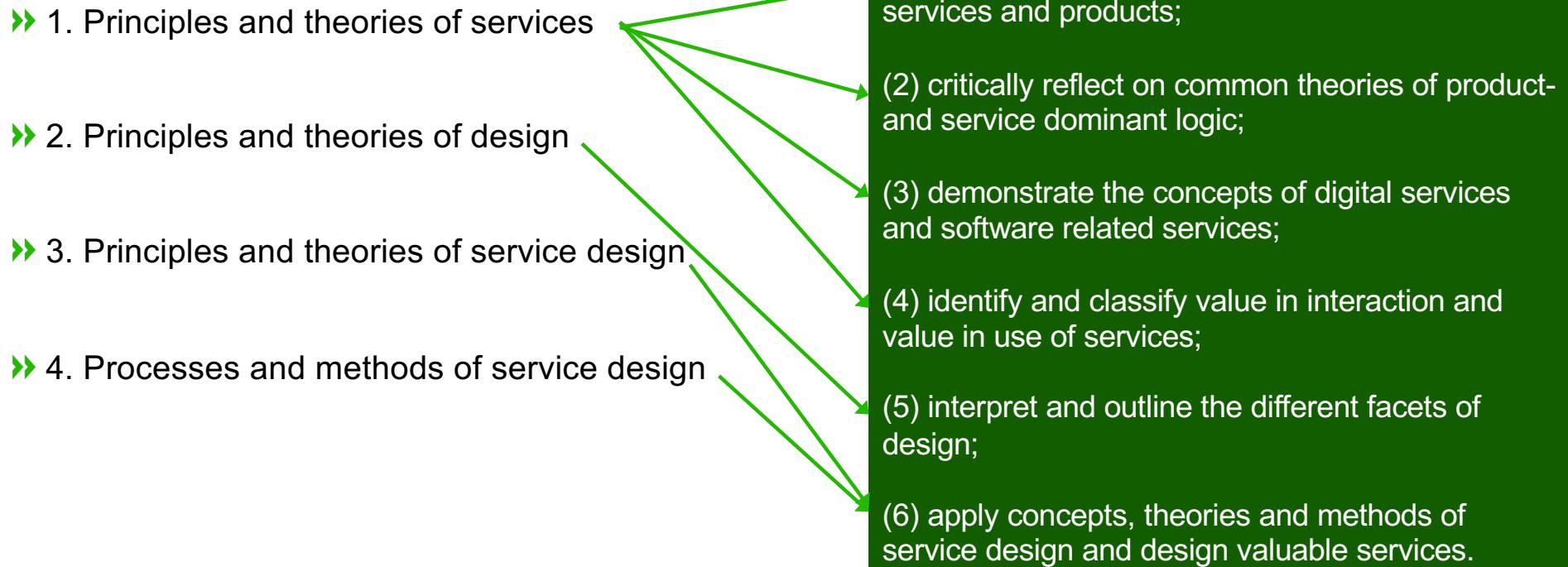
- What is service design?
- What are existing service design approaches and processes?

» 4. Processes and methods of service design

- How to design for service?

Introduction

STRUCTURE OF THE COURSE + ILOS



STRUCTURE OF THE COURSE + GRADED ACTIVITIES

W36	W37	W38	W39	W40	W41	W42	W43 Exam week	W44	W45	W46	W47	W48	W49	W50
2.9	9.9	16.9	23.9	30.9	7.10	14.10		28.10	4.11	11.11	18.11	25.11	2.12	9.12
+	+	+	+	+	+	+		+	+	+	+	+	+	+
4.9	12.9	18.9	24.9	3.10	8.10	15.10		31.10	7.11	14.11	21.11	36.11	4.12	12.12

Topic	1. Principles and theories of services			2. Principles and theories of design		3. Principles and theories of service design		NO class	4. Processes and methods of service design						
Sub-topic	Introduction to the course and what is a service?	Value in the context of services	Digitalisation of services	Demystifying design	Design thinking and collaboration in design	Service design	Service design thinking and processes		Research	Mapping stakeholders and ecosystems	Journey maps, touchpoints, and service moments	The service blueprint	Ideation	Prototyping	Prototyping
Tutorial exercises graded submissions	✓	✓	✓	✓	✓	✓	NO	NO	✓	✓	✓	✓	✓	NO	✓
Graded assignments									GP1 +GR1	IR 1				IR 2	GP2 +GR2

Submissions by the following dates: GP1 + GR1 + IR1: 30.10 GP2 + GR2 + IR2: 20.12

STRUCTURE OF THE COURSE + GRADED ACTIVITIES

W36	W37	W38	W39	W40	W41	W42	W43	W44	W45	W46	W47	W48	W49	W50
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Tutorial exercises graded submissions	✓	✓	✓	✓	✓	✓	NO	NO	✓	✓	✓	✓	✓	NO	✓

DESIGN FOCUS: PROJECT



Introduction

GRADING

- » **12 x TUTORIAL EXERCISES (20% of overall grade)** for submitting on time and having followed instructions. These will take place almost every week (except weeks 42, 43 and 49). You will get instructions each week informing you whether the submission is individual or group.
- » **2 x WRITTEN GROUP REPORTS (GR1 + GR2) (15% + 25% of overall grade).**
- » **2 x ORAL GROUP PRESENTATIONS (GP1 + GP2) (10% + 10% of overall grade).** These presentations will be submitted as videos.
- » **2 x INDIVIDUAL REFLECTION (IR1 + IR2) (8% + 12% of overall grade).** Essay-type reports to be written and submitted individually.

- » **ADDITIONAL 5% available** if you submit all 12 tutorial exercises on time (individual and group)
-> adds 0.25/5 to your final grade

Introduction

TOPICS OF GRADED ACTIVITES

- » GR1: Covers topic 1., based on tutorials of topic 1, strong focus on tutorial of 12.9 (service safari)
– 5 pages
- » GP1: Covers topic 1., video explaining what is a service based on tutorials of topic 1, should be creative and fun ;)

- » GR2: Covers topic 4., based on tutorials of topic 4. – # pages TBD (around 8-10)
- » GP2: Covers topic 4., recorded presentation - in depth explanation of one section of the GR2

- » IR1: Covers topics 2. and 3. – individual reflection on design and service design thinking in relation to one's own practice
- » IR2: Covers whole course – critical individual reflection using selected course literature

STRUCTURE OF THE COURSE + GRADED ACTIVITIES

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Graded assignments									GP1 +GR1	IR 1				IR 2	GP2 +GR2

Submissions by the following dates: GP1 + GR1 + IR1: 30.10 GP2 + GR2 + IR2: 20.12

LITERATURE

» Textbook:

- » Stickdorn, M., Schneider, J., Andrews, K., & Lawrence, A. (2011). This is service design thinking: Basics, tools, cases (Vol. 1). Hoboken: Wiley.

» Academic articles:

- » 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.
- » Vink, J., Koskela-Huotari, K., Tronvoll, B., Edvardsson, B., & Wetter-Edman, K. (2021). Service ecosystem design: Propositions, process model, and future research agenda. Journal of Service Research, 24(2), 168-186.

» In depth

- » Vargo, S. & Lusch, R. (2006). Service-Dominant Logic. What it is, what it is not, that it might be.

BREAK



WHAT IS A SERVICE?

WHAT COMES TO YOUR MIND...

... when you hear the words “service”? Write the name of an example of a service that you use:

Go to menti.com and use the code **6212 7895**



RESULTS

<https://www.mentimeter.com/app/presentation/n/alpgxzjeoru7j23o4str56q4bzkcn7ks/present>

MANY DEFINITIONS!

- » Lou Downe: “A service is something that helps someone to do something”
 - » Intangible → not an object or a product!
 - » Dominik: Services cannot be dropped on your foot!
 - » e.g. accounting, banking, cleaning, consultancy, education, insurance, medical, or transportation...
- Services help us to achieve a goal, however small or big it may be; they are “ ... the interface to so much of our experience of the world.”

DIVERSITY OF SERVICES

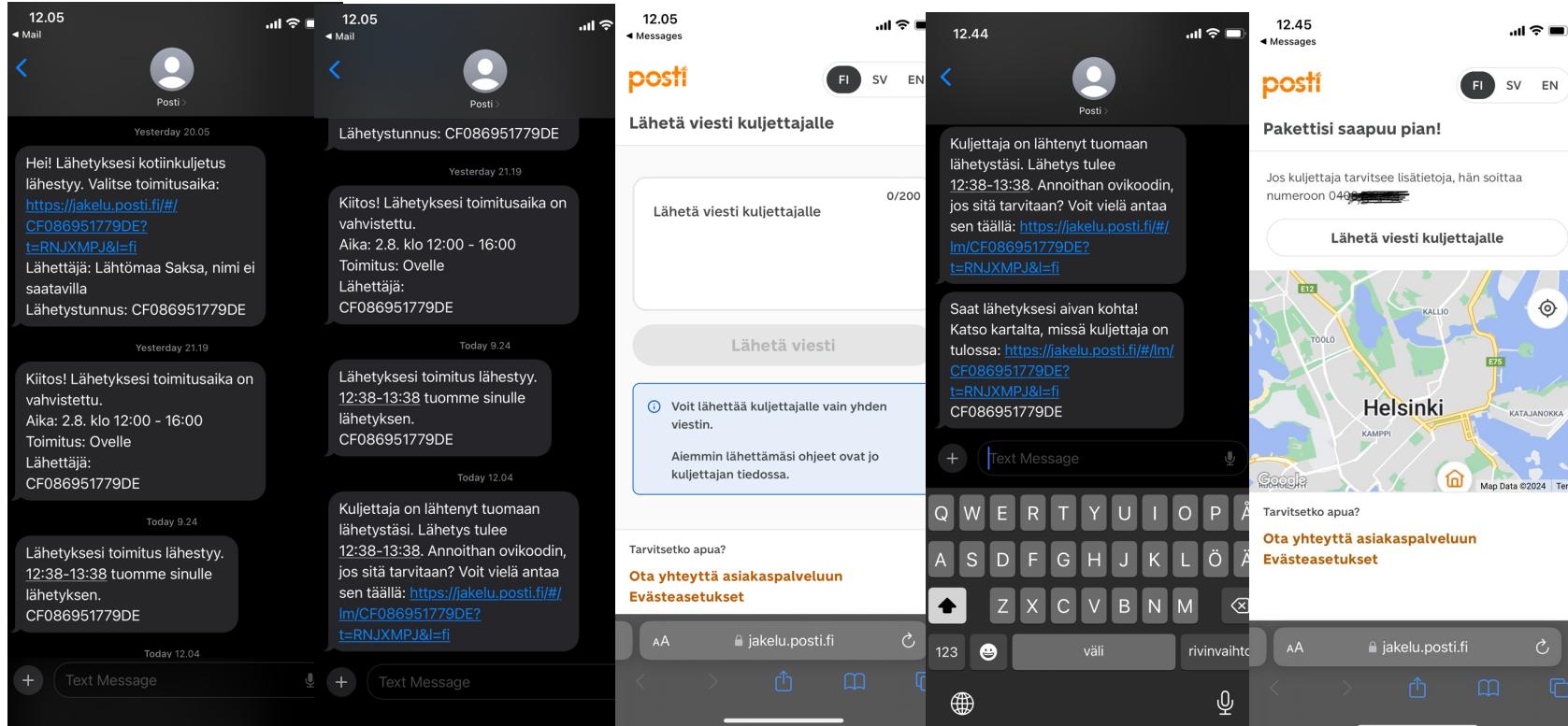
- » Hands-on services (janitors, teachers, doctors...)
- » Technology-mediated services (self-service check-outs at stores, online travel reservations, package delivery...)
- » Simple and complex services (e.g. massage therapist services, accounting firm services)
- » Local or geographically distributed (car rental services)
- » Different skill levels required from the providers and recipients of services

(Blomberg and Darrah, 2015)

A SERVICE I LIKE

Posti package home delivery

Choose delivery timeslot > narrower timeslot > delivery person on its way + can be contacted > follow delivery van > package delivered 😊



The screenshots illustrate the following steps in the delivery process:

- Step 1: Choose delivery timeslot**

 - Left screenshot: Shows a message from Posti with a delivery timeslot of "12:00 - 16:00". Below it, another message shows a narrower timeslot of "12:00 - 16:00".
 - Middle screenshot: A message from Posti asking to send a message to the delivery person. It includes a link to a delivery status page.

Step 2: Narrower timeslot

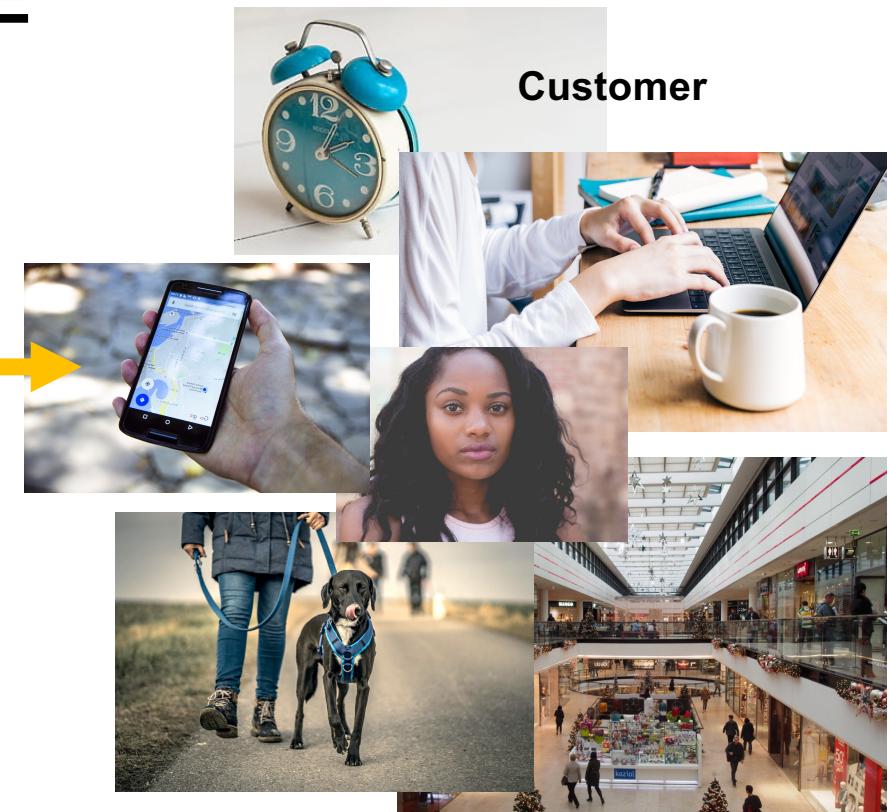
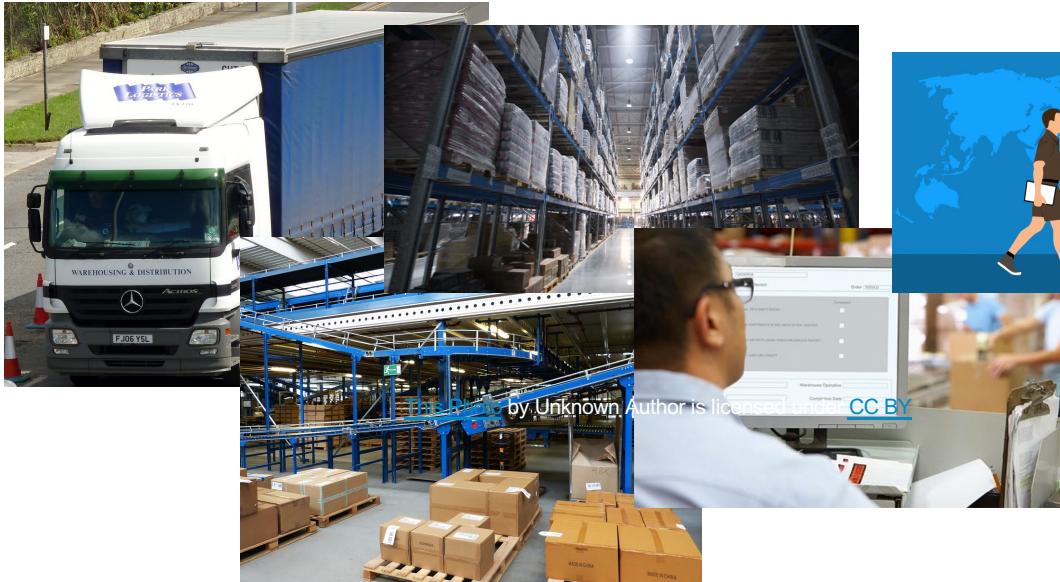
- Left screenshot: Shows a message from Posti confirming the delivery time has been narrowed down to "12:00 - 16:00".
- Middle screenshot: A message from Posti confirming the delivery time has been narrowed down to "12:00 - 16:00".

Step 3: Delivery person on its way + can be contacted

- Left screenshot: Shows a message from Posti confirming the delivery time has been narrowed down to "12:00 - 16:00".
- Middle screenshot: A message from Posti confirming the delivery time has been narrowed down to "12:00 - 16:00". It includes a link to a delivery status page.
- Right screenshot: A message from Posti confirming the delivery time has been narrowed down to "12:00 - 16:00". It includes a link to a delivery status page and a map showing the delivery route through Helsinki.

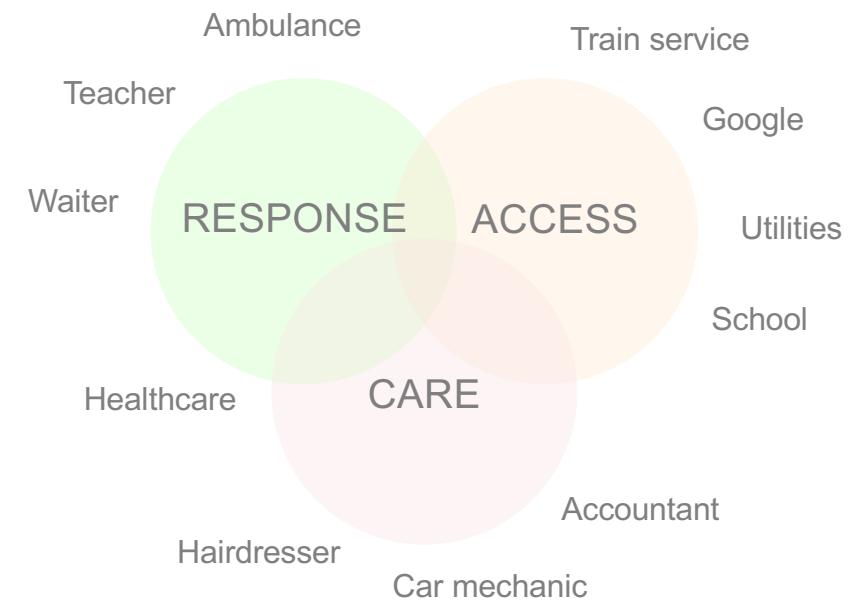


BACKSTAGE AND FRONTSTAGE



SERVICE OFFERING

- » Set of services, features, benefits provided by a business or organisation for its customers to meet their needs or solve their problems
- » 3 key primary spheres of service offerings
- » Provide CARE, ACCESS, or RESPONSE to people or things



Polaine et al., (2013)

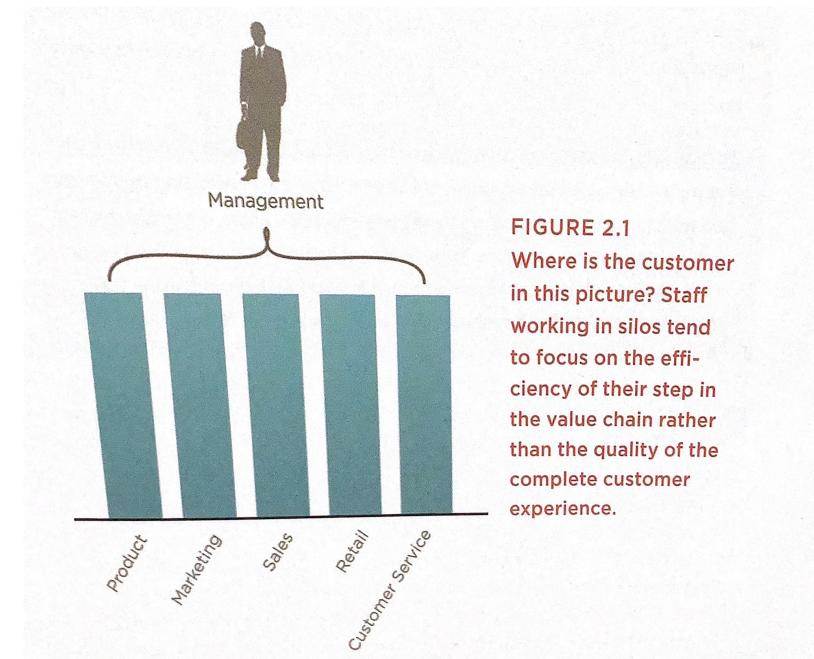
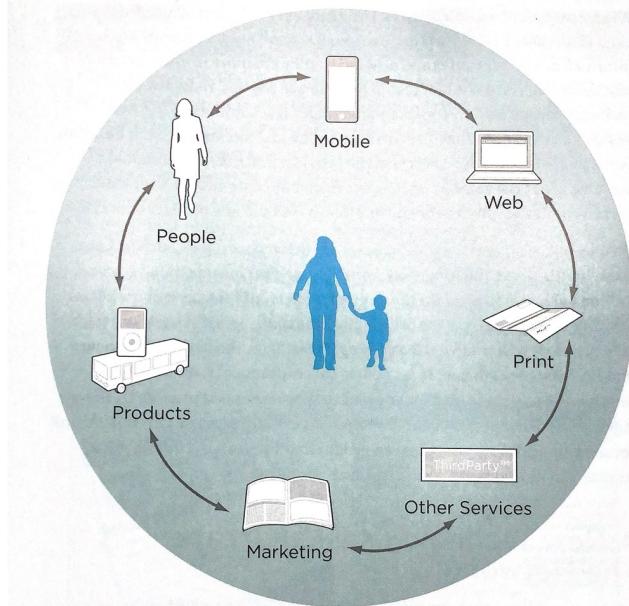
SERVICES AND PRODUCTS

- » Downe: “Services can be thought of in conjunction with products: they exist around the product”



So, the service is not the sandwich per se but the process of being welcomed when one is hungry, being given options to choose from, ordering the sandwich of your choice, waiting for it, receiving a good and clean sandwich, taking the first bite ...

SERVICE VS. PRODUCT



Polaine et al., (2013)

SERVITIZATION

» “the transformation of a business to compete through a combination of services and products, rather than products alone”

» Product + service + e-service -> value!



Centre image: meanwell-packaging.co.uk/

SERVITIZATION

1. We sell
bulbs

2. We change
bulbs in your
company

3. We offer
you a leasing
line to
finance bulbs
purchase and
change costs
across your
company

4. We offer
an energy
certification
and training
for your
staff to save
energy and
reduce total
energy costs

5. We offer a
complete service of
energy management,
including lighting
installation, change
maintenance and
management. An
app help your team
to monitor and
manage lighting
across your company
to save costs and
be environmentally
friendly

PRODUCT-SERVICE HYBRIDS/SYSTEMS

- » Miettinen: Companies developing products are also increasingly developing hybrid products (increase profitability, growth, customer retention) → service is designed as an inseparable part of the product
- » Sangiorgi & Prendiville: Products and services increasingly hard to separate in contemporary organisations
- » Blomberg and Darrah: Information technology allows hyper-customisation of products
- » Blomberg and Darrah: Products that we once standalone are now services

A SERVICE YOU LIKE <3

Tell your neighbour about a service you use and like

- What goal does it help you achieve?
- Is its core service offering care, access or response?
- Do you remember using (or your parents using) a similar service 10 or 20 years ago? What is similar and what has changed?

WHY ARE SERVICES SO IMPORTANT TODAY?



SECTORS OF ECONOMY

- » Primary - extraction of raw material (mines, agriculture, etc)
- » Secondary - manufacturing and production (factories, refinement, etc)
- » Tertiary = Services - knowledge based (consultancy, law, teaching, retail, etc)

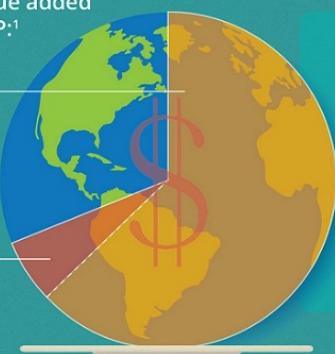
Issues by the Numbers, July 2018

Services: Vital to the world's economic health

Services make up a growing proportion of world GDP

Services' value added
to world GDP:¹

1997: **63%**
2015: **69%**



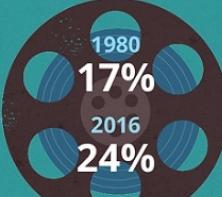
They account
for more than
70% of
employment
in all OECD
countries²...

...and represent an increasing share of the value of total world exports.

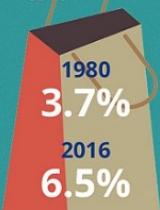
World exports by type,
average annual growth
between 2006 and 2016:³

	Manufacturing	3.2%
	Commercial services	5.1%
	Agricultural products	5.3%

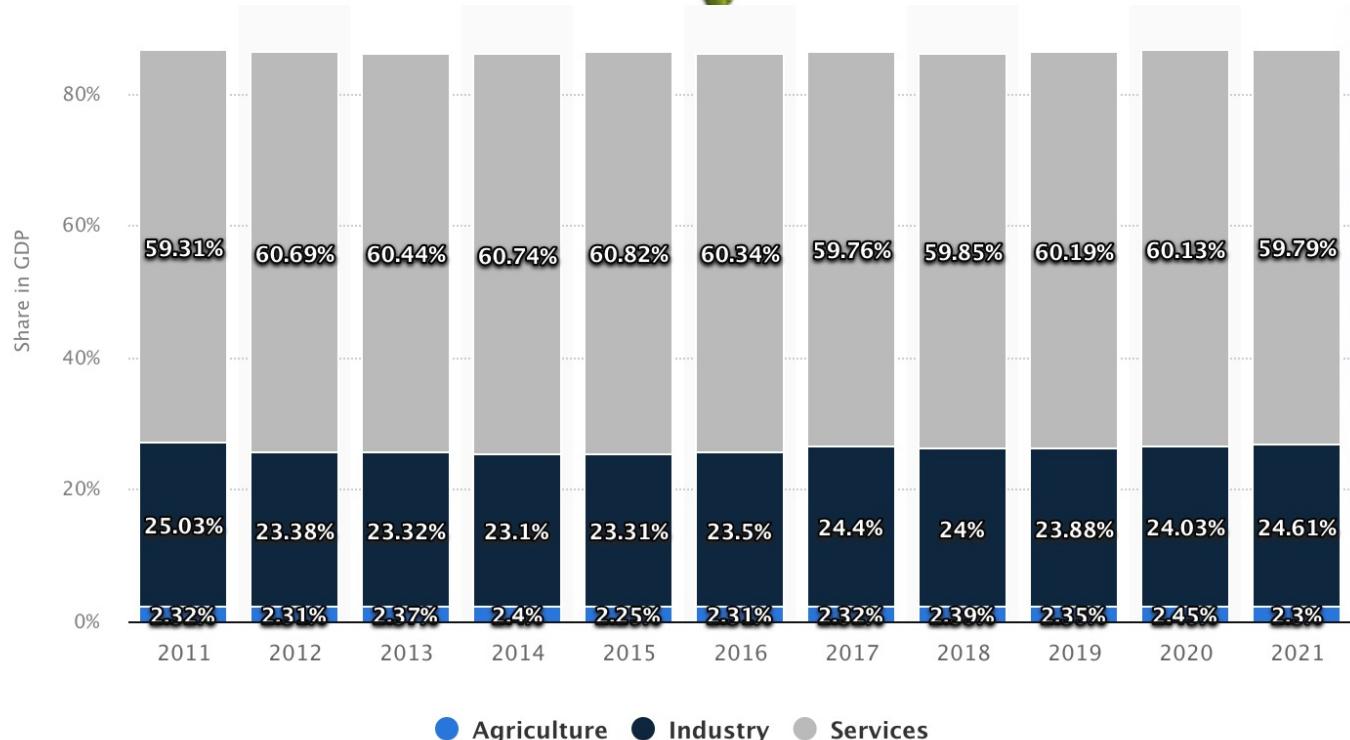
Share of services exports
in total global exports:⁴



Share of services exports in
global GDP:⁵



When considered on a value-added basis, services trade
made up more than 39.2% of world trade in 2011.⁶



Finland: Share of economic sectors in the gross domestic product (GDP) from 2011 to 2021 (Statista 2023)

FOR WEDNESDAY

- » We will have a tutorial exercise in class to help you understand what is a service and how it differs from products
- » Create a group as soon as possible, at the latest during the first part of Wednesday session
- » Your group will remain the same for the whole semester
- » Minimum number of students allowed per group: 3, max. allowed: 5

REFERENCES

- » Blomberg, J. and Darrah, C. (2015) An Anthropology of Services: Towards a practice approach to designing services. Morgan & Claypool Publishers
- » Downe, L. (2020), Good services. How to design services that work. BIS Publishers
- » Miettinen, S. (). Product Design: developing products with service applications. In Stickdorn et al. (eds). This is Service Design Thinking. pp. 50-61
- » Polaine, A., Løvlie, L. and Reason, B. (2013). Service design. From Insight to implementation. Rosenfeld Media.
- » Sangiorgi, D. and Prendiville, A. (2017). Designing for Service. Bloomsbury Publishing.

