2. PRINCIPLES AND THEORIES OF DESIGN

SERVICE DESIGN

Demystifying design? Thinking about design!

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1. Principles and Theories of Services → 3 weeks lectures + tutorials ✅

2. Principles and Theories of Design → 2 weeks lectures + tutorials

RECAP

What is a service ? Service vs. product

Product-service hybrids

Servitization → transformation of a business to compete through a ---→
combination of services and products, rather than products alone

Servitization of software → Cloud services 3 models: IaaS, PaaS, SaaS→
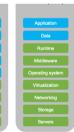
Digitisation → transformation of tangible/analogue objects or media to digital ones ----------------------------------->

Digitalisation of services → transformation of service offering with introduction of digital technologies →

Image: OP https://historia.op.fi/

SERVICE SAFARI ASSIGNMENT FEEDBACK

» Mukkula bike and e-scooter service safaris: you were supposed to go to Sibelius Hall and also document what you did there (e.g. stop then return to campus? Return the bike or scooter there?)!

» Library services safaris (digital book especially): remember to document what was happening in the setting you were in, while searching for the book (e.g. where you all using one device to do the search or not, did you divide tasks, which devices did you use? Etc.)

» Public library service safari: you also have to document the whole process of registering as a library user and getting a card (if you were not already a registered user)

» In general, but especially to the public library service safari (physical book) and the mobility services: pay more attention to the information present in the different physical spaces if you have noticed them (e.g. about library card being on Tuudo on posters in the library)

ABOUR GR1 AND GP1

» Check the instructions on Moodle and let me know if anything is unclear

» Check also te Artificial Intelligence statement and remember to add one to the GR1 and IR1! (later also to GR2 and IR2)

» Remember that GP1 should be fun to make and to watch 😉 – see the inspiration examples in the instructions

REMINDER: GRADED ASSIGNMENTS DL 30.10!

▶▶Group Report 1 (GR1): Write a short report (<mark>4-5 A4 pages incl. images + possible appendices)</mark> on the service safari you did – AI statement comes in addition to this

▶▶Group Presentation 1 (GP1): Prepare a min. <mark>1 minutes / max. 3 minutes</mark> video that uses the service you have explored in the service safari as an example to answer the question: What is a service?

▶▶Individual Report 1 (IR1): → instructions now added to Moodle

DESIGN

"There is no single definition of design…"
(Margolin & Buchanan,1996)

Noun or <u>verb</u>

Many disciplines and objects of design

Design of various material or digital objects, interactions, services, experiences, systems…
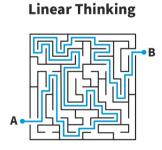
Design … anything?

Everybody designs?

SOME WAYS TO UNDERSTAND DESIGN

▸▸ To design (verb): To systematically create **something** with an intended purpose. When something is created by something (e.g., human, computer) other than created naturally, it is **artificial.**

▸▸ Rational process: plan-driven, based on constraints and objectives (e.g. waterfall model)

▸▸ Action-centered process: use creativity, lateral thinking (thinking outside the box)

▸▸ Design process can also be grounded in understanding the world,

and being creative thanks to this understanding (e.g. UCD)

https://www.interaction-design.org/literature/topics/lateral-thinking <--->

Linear Thinking

Lateral Thinking

Interaction Design Foundation
interaction-design.org

SOME OF THE MANY DESIGN DISCIPLINES

- Applied arts
- Architecture
- Automotive design
- Biological design
- Cartographic or map design
- Configuration design
- Communication design
- Costume design
- Design management
- Ecological design
- Engineering design
- Experience design

- Fashion design
- Floral design
- Game design
- Graphic design
- Information architecture
- Information design
- Industrial design
- Instructional design
- Interaction design
- Interior design
- Landscape design
- Lighting design
- Modular design
- Motion graphic design

- Organization design
- Process design
- Product design
- Production design
- Property design
- Service design
- Social design
- Software design
- Sound design
- Strategic design
- Systems architecture
- Systems design
- Urban design
- User experience design

PROFESSIONAL & EVERYDAY DESIGN

Helping Grandma with
the controller

What does "design" mean to you?

→ Go to menti.com, code **7877 0317** or use
to QR code below and share your thoughts!

REFLECTION EXERCISE ON WHAT DESIGN MEANS

» Aim: Think and reflect together on the topic of design with the help of quotes from various scholars

» Group work

1) Share your Mentimeter answer with your partners

2) Read together the quote/s you are given (find them also on Moodle, under today's session)

3) Discuss:

   » What do you think the authors mean?

   » Does the quote make sense to you? Why?

   » Does it relate or not to your own understanding of design? How?

   » How might you make use of this quote in your role as designer or software engineering student?

PLENARY DISCUSSION

›› Let's all sit in a big circle

›› We each take turn to share one thing that you found either intersting, inspiring, or annoying in the quote you read or the discussion about it with your classmate

›› There are no wrong things to share ☺

IF YOU ARE NOT IN CLASS TODAY →

›› Choose 2 quotes from the PDF in Moodle, read them, and go through the questions listed under point 4) in the previous slide

›› Listen to the record of the class discussion (I hope it will work!): did the other students share perspectives on design that were new to you? Which ones where they?

SOME OF THE MANY FACETS OF DESIGN

» Design has to do with the artificial (in opposition to the natural world): designers are adding to the world

» The purpose of designing is multiple

» Everybody designs, but we must cultivate our design capability…

» ..for example in the way professional designers work:

  » Knowing how to ask the right question

  » Being in constant conversation with the material of design

  » Being in conversation with the process (reflection in action)

» Object(s) of design are not necessarily obvious

» Design deals with messy problems

» Intuition, tacit knowledge, and creativity are part of design

» Designing is for people

» Design is about communication

» Design is a social activity or designing with others

Find all the quotes used today listed under these topics in the Quotes PDF in Moodle

NEXT TUESDAY (TOMORROW!)

» Individual reflective design exercise that will help you start thinking on the Individual Report assignment

» This exercise is best done in class as I will provide you all the material necessary!

» It is impossible to do digitally…

REFERENCES

>> Dubberly, H. (2++4) How Do You Design. Dubberly Design Office

>> Lawson, B. (1997) How designers Think. The Design process Demystified. Architectural press.

>> Margolin, V. & Buchanan, G. (1996). The Idea of Design. The MIT Press.

>> Nelson, H. & Stolterman, E. (2012). The Design Way. Intentional Change in an Unpredictable World. The MIT Press

>> Simon, H. A. (1996). The Sciences of the Artificial. The MIT Press.

>> Winograd. T. (1996) Bringing design to software. Library of Congress.