Service Design

Group Report 2 (GR2)

<mark>Deadline 20th December at 14:00 – late submissions will be failed</mark>

Size

For the body of the text: 5-7pages (A4 size, font 12, 1,5 space)

About the report

- This assignment is a design report. You will present a service design project: the design process and the design outcome.

- You can freely create Appendices to your report, to add extra information (e.g. interview guidelines, transcripts of recordings, documentation material etc.). Just remember to refer to them in the main report text if you want the reader to check them out. Do not rely on Appendices for crucial information.

- You can also use the Appendices to place larger size versions of the figures you integrate inside the body text.

- If using references, please use the Harvard style: https://www5.open.ac.uk/library/referencing-and-plagiarism/quick-guide-to-harvard-referencing-cite-them-right

Structure

The structure and layout of the report should follow the structure presented below – you may change the names of the sections and add more details under each.

TITLE

INTRODUCTION
- Design challenge: What have you been designing for? Explain the existing service you have chosen and the problem you have decided to solve related to this service.
- Your design solution: What is it (improvement on existing service? New, competing service? New complementing service?)? What does the solution target (e.g. what user group) and solve? Remember to articulate your solution **as a service!** Use the service-dominant logic and service design vocabulary.

- A short description of what the reader will find in the report

SERVICE DESIGN PROCESS
- Describe the service design approach and process you have followed, explaining the research and design activities and eventual iterations. Keep this section brief and rely on diagrams, images, tables, and visualizations to explain what you have done and the data you have collected.
- Remember to refer to these visualizations, tables and diagrams in-text. For example: "Our research was based on a series on different activities (see Table 1), keeping a focus on…"

ANALYSIS AND GAINED INSIGHTS
- List the key insights gained during your SD process, explaining how it was gained, and on which data, activities, and analysis it was based. You can specify the outcomes of:
    o Your as-is stakeholder map, service ecosystem map, journey map and service blueprint: highlight on the relevant maps the pain points or problems identified regarding the service and summarize the insights gained.
    o Your ideation and prototyping activities: use documentation from these activities to highlight the key insights gained from them.

DESIGN SOLUTION
- Present concretely and concisely your design solution. We do not need to understand every single detail of the design but focus on the **core** of your design.
- Remember to clearly explain whether your solution is an improvement on the existing service or a new service. If the latter, specify who is the service provider of the new service.
- **Justify** the design decisions you have made and explain how your solution **solves** the main issue(s) you uncovered during the service design process and which insights it addresses. For that, you will use:
    o To-be maps: you don't need to show whole maps in their entirety, but you can zoom in on the areas that you have focused on and show the changes your solution makes in these focus areas. Explain why this focus makes sense and what this focus solves.
    o Documentation of the ideation and prototyping outcomes: use them to explain the solution iterations you have made as well as justify your final design decision.

DISCUSSION
- Step back and take a reflective, meta-level perspective of your project:
    o Reflect on your design solution: What are its strengths? What are its weaknesses? What does it address and what does it leave out? What kinds of complications might arise in the further development and implementation of such a solution?
    o Reflect on your design process: What worked? What didn't work? What would you do differently?

CONCLUSION
- Sum-up and put your project into a wider perspective.

REFERENCES
Remember to refer to the class readings, when these are relevant to your arguments. You can also bring in other references. As usual, have a reference in your text and a list of references in the end. Use Harvard style. https://www5.open.ac.uk/library/referencing-and-plagiarism/quick-guide-to-harvard-referencing-cite-them-right

APPENDICES
Remember! Just because you put something in the appendix doesn't mean the reader will read it! In the text, you must directly refer to a picture or document that is in the appendix. You should also give enough context and detail in your writing so that the reader doesn't have to look into the appendix in order to follow your arguments.