

3. PRINCIPLES AND THEORIES OF SERVICE DESIGN

SERVICE DESIGN

Service design thinking and processes

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RECAP

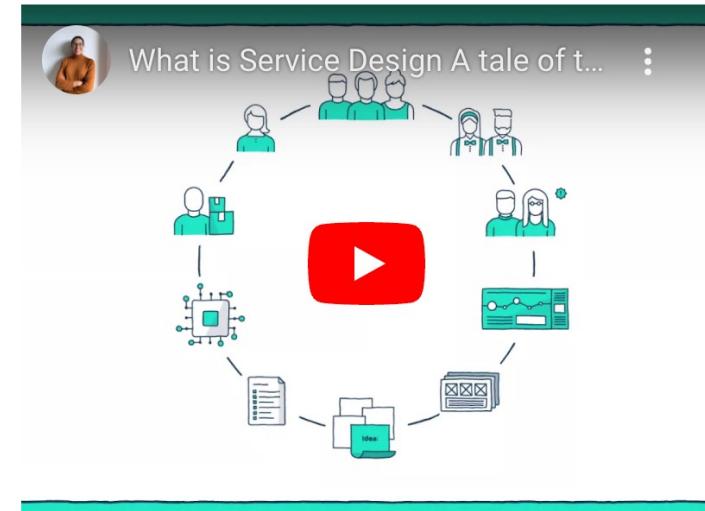
- » Service design as a human-centred, holistic, creative, and iterative approach to creating new, or improving existing, services (Blomkvist, Holmlid, and Segelström 2010; Meroni and Sangiorgi 2011).
- » Designing services at the Frontstage includes the design of user experiences, touchpoints, evidences
- » Designing services at the Backstage includes the design of Processes, Policies, Technology, Infrastructures, Systems
- » Service Design is about taking the holistic perspective that includes both Frontstage (what users see and interact with) and Backstage (what is needed for the Frontstage to work)

MORE DEFINITIONS

Birgit Mager on What is Service design



Fjord's explanation of what is service design



The videos are on Moodle (W41 and W42) – they are mandatory to watch!

LET'S SEE IF WE UNDERSTOOD ☺ - PART 1

- » What do you design when you design services?
- » Go to menti.com and use this code: **84 05 93 6** or use the QR code below



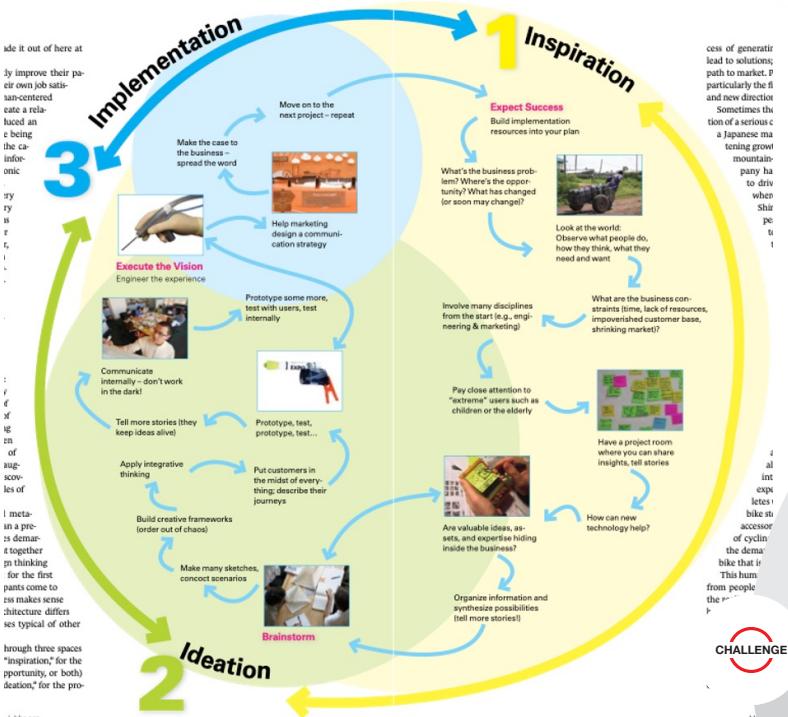
LET'S SEE IF WE UNDERSTOOD ☺ - PART 2

- » 30 sec quiz: are the statements true?
- » Go to menti.com and use this code: **4533 5754** or use the QR code below
- » Write your name or give a nickname if you want to stay anonymous

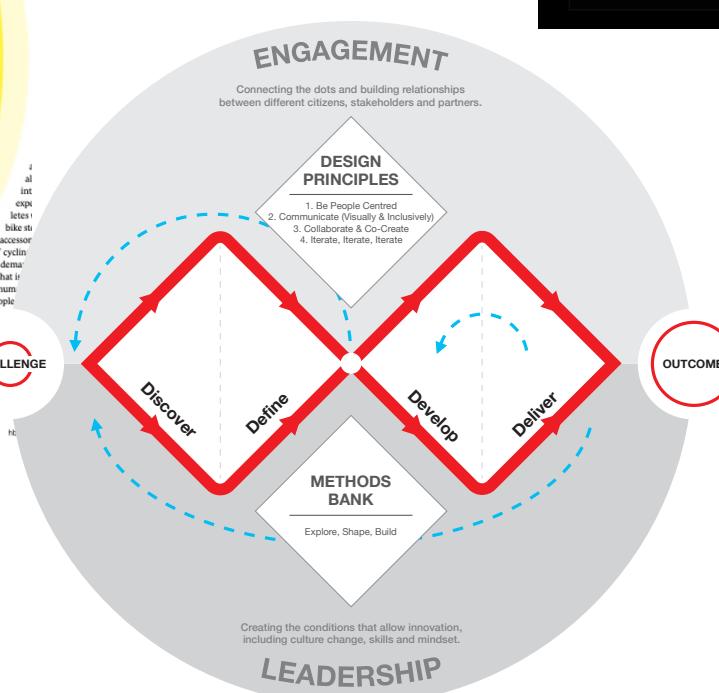




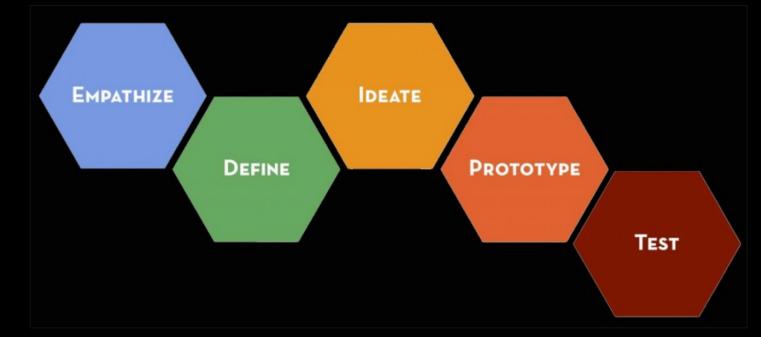
SERVICE DESIGN THINKING AND PROCESSES



Tim Brown/IDEO

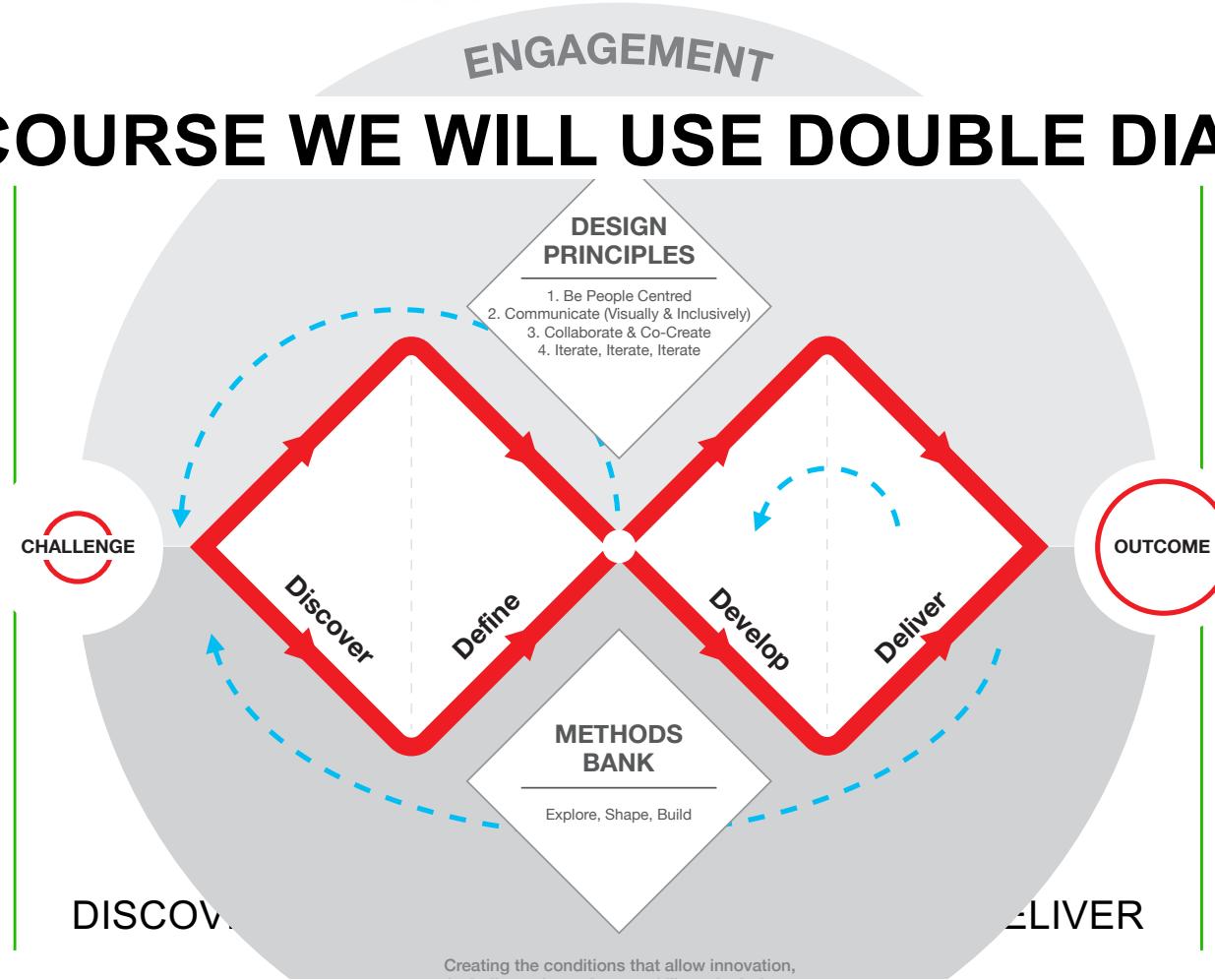


D.School / Stanford

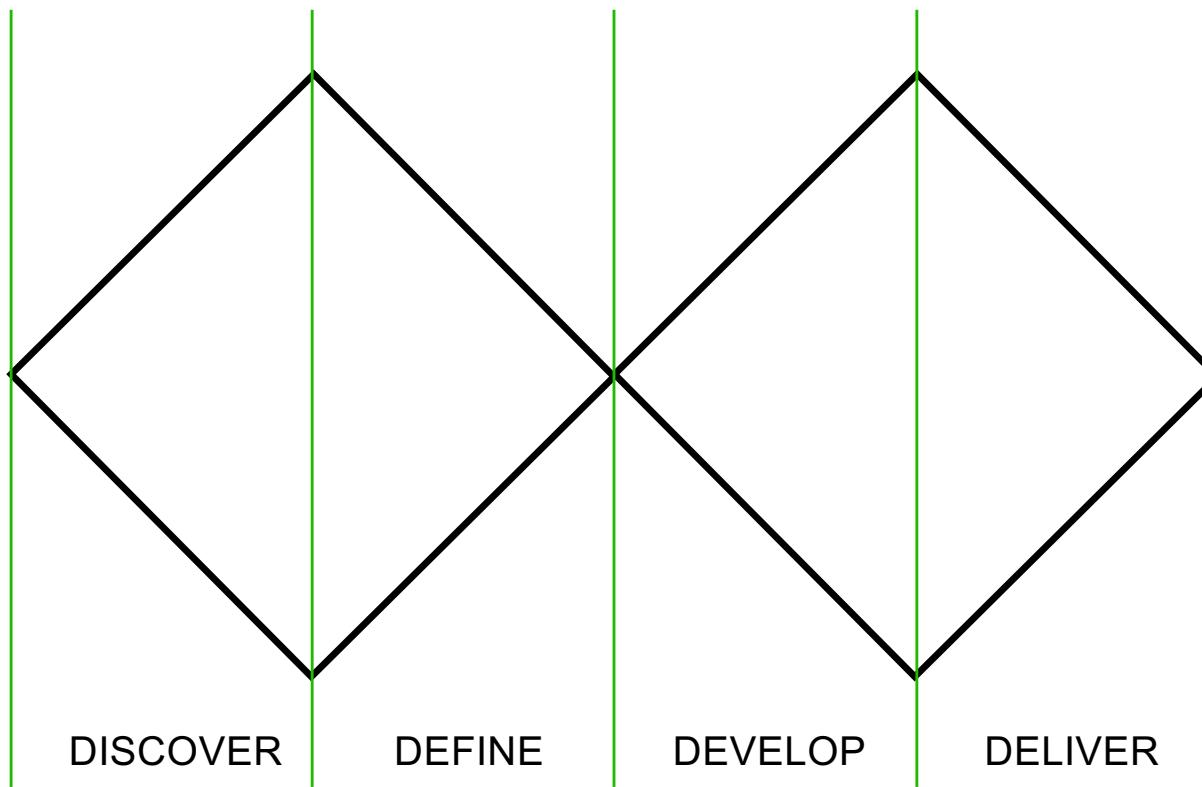


UK Design Council

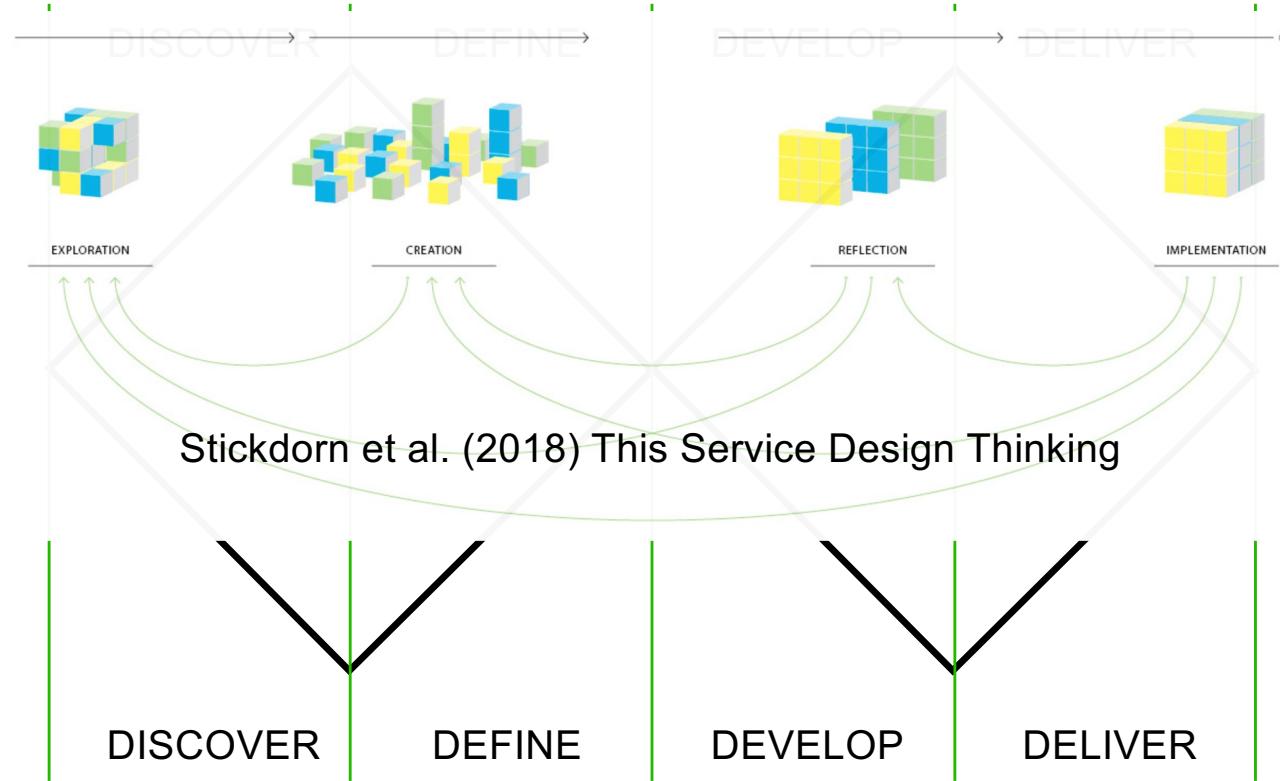
IN THE COURSE WE WILL USE DOUBLE DIAMOND...



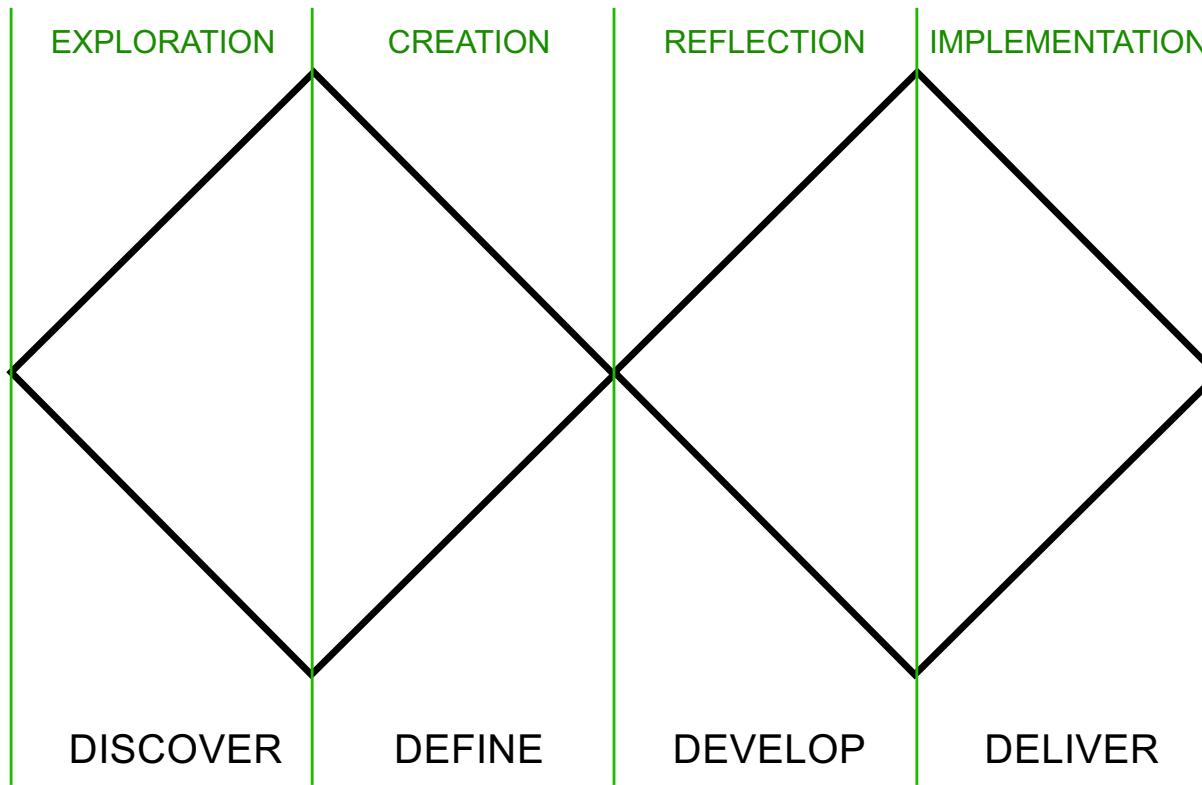
... IN A SIMPLIFIED MANNER ...



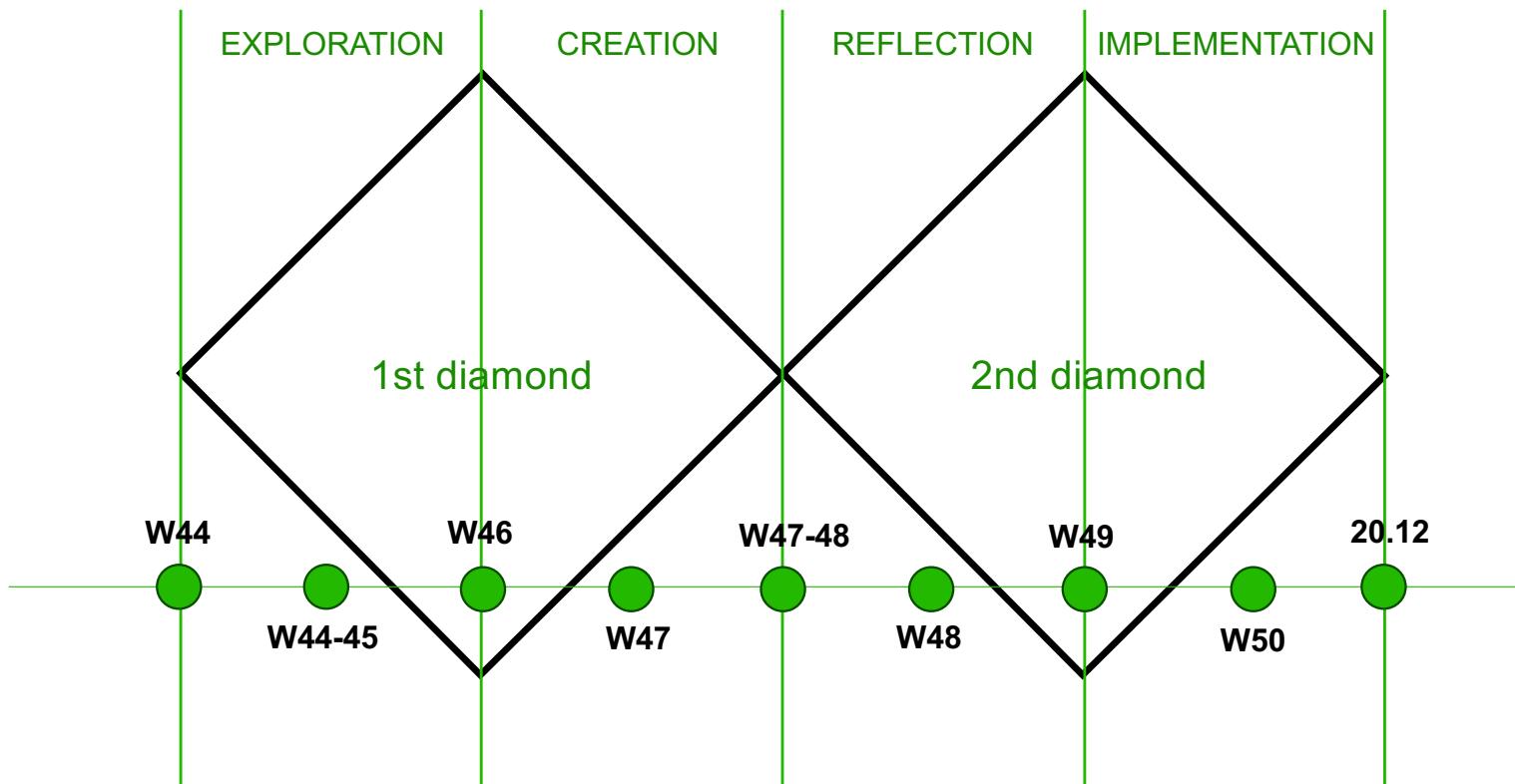
... USING STICKDORN ET AL.'S TERMINOLOGY



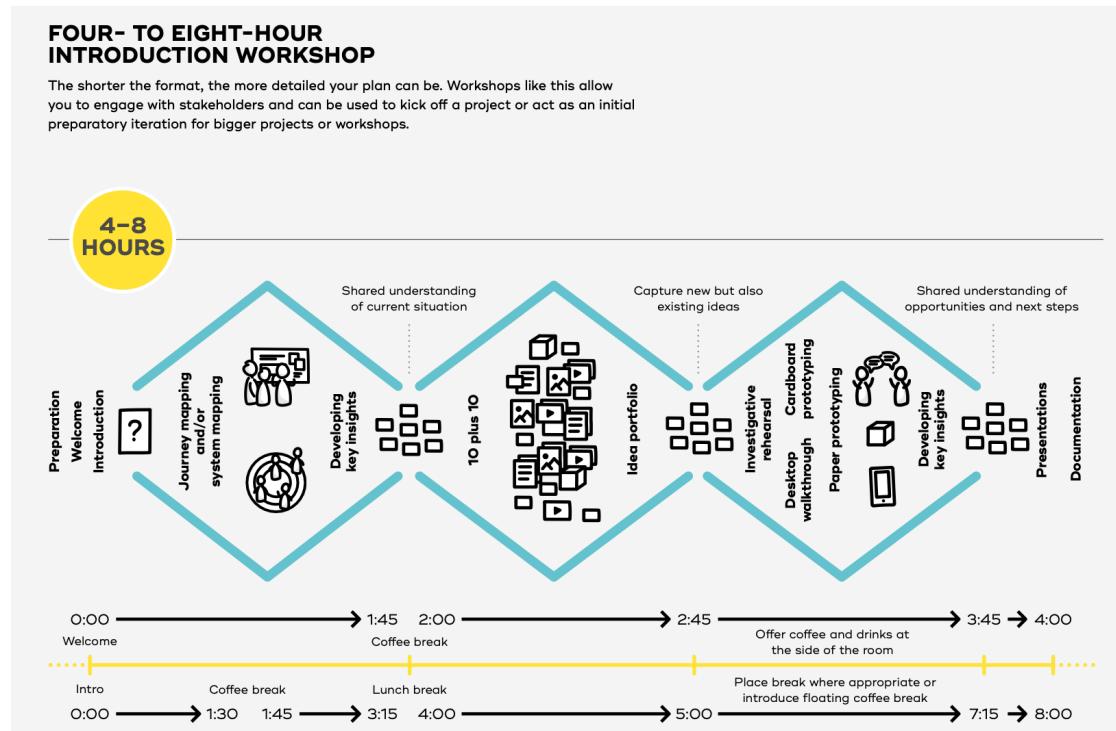
... USING STICKDORN ET AL.'S TERMINOLOGY ...



... OVER 7 WEEKS



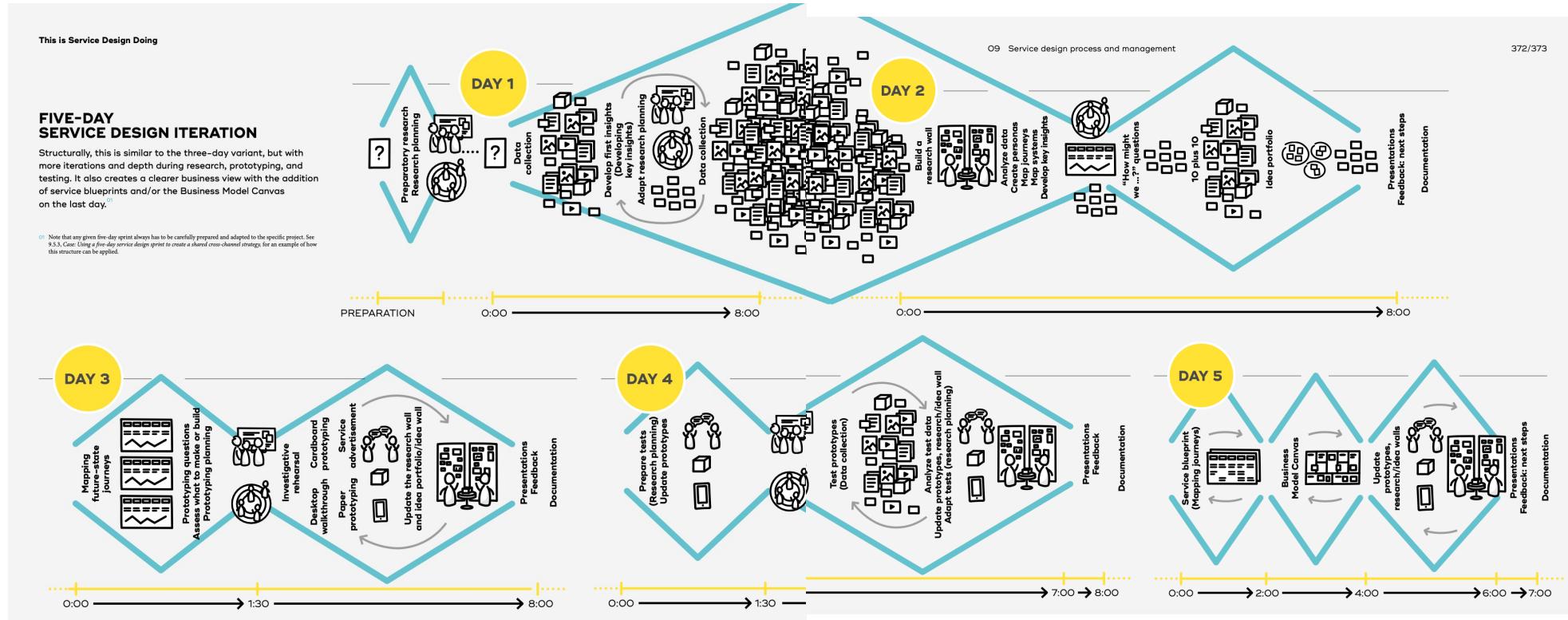
THE DD CAN BE USED IN DIFFERENT TIME FRAMES



Stickdorn et al., This Is Service Design Doing

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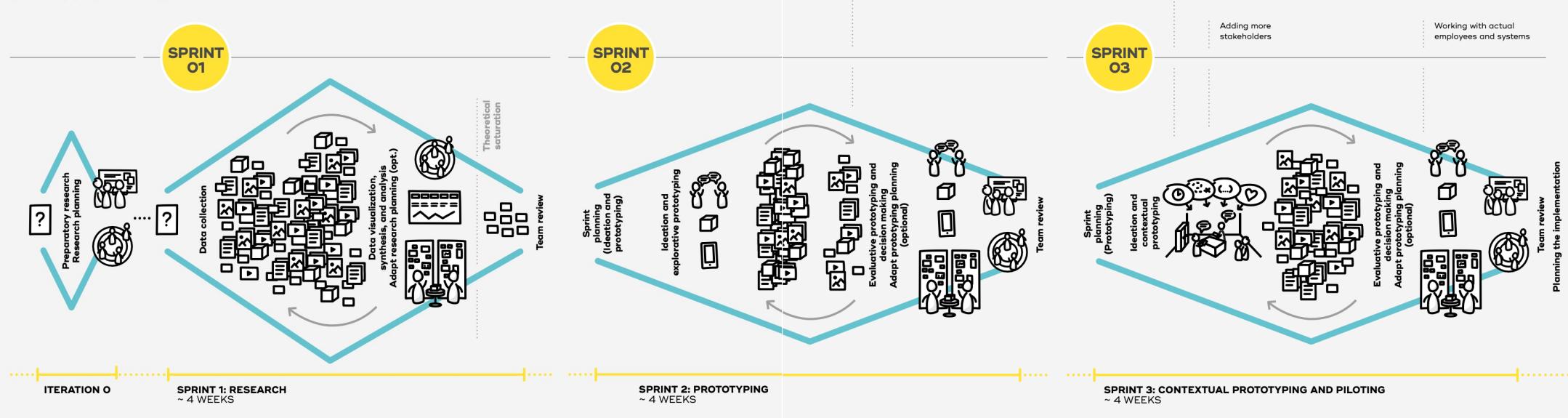
Stickdorn et al., This Is Service Design Doing

THE DD CAN BE USED IN DIFFERENT TIME FRAMES

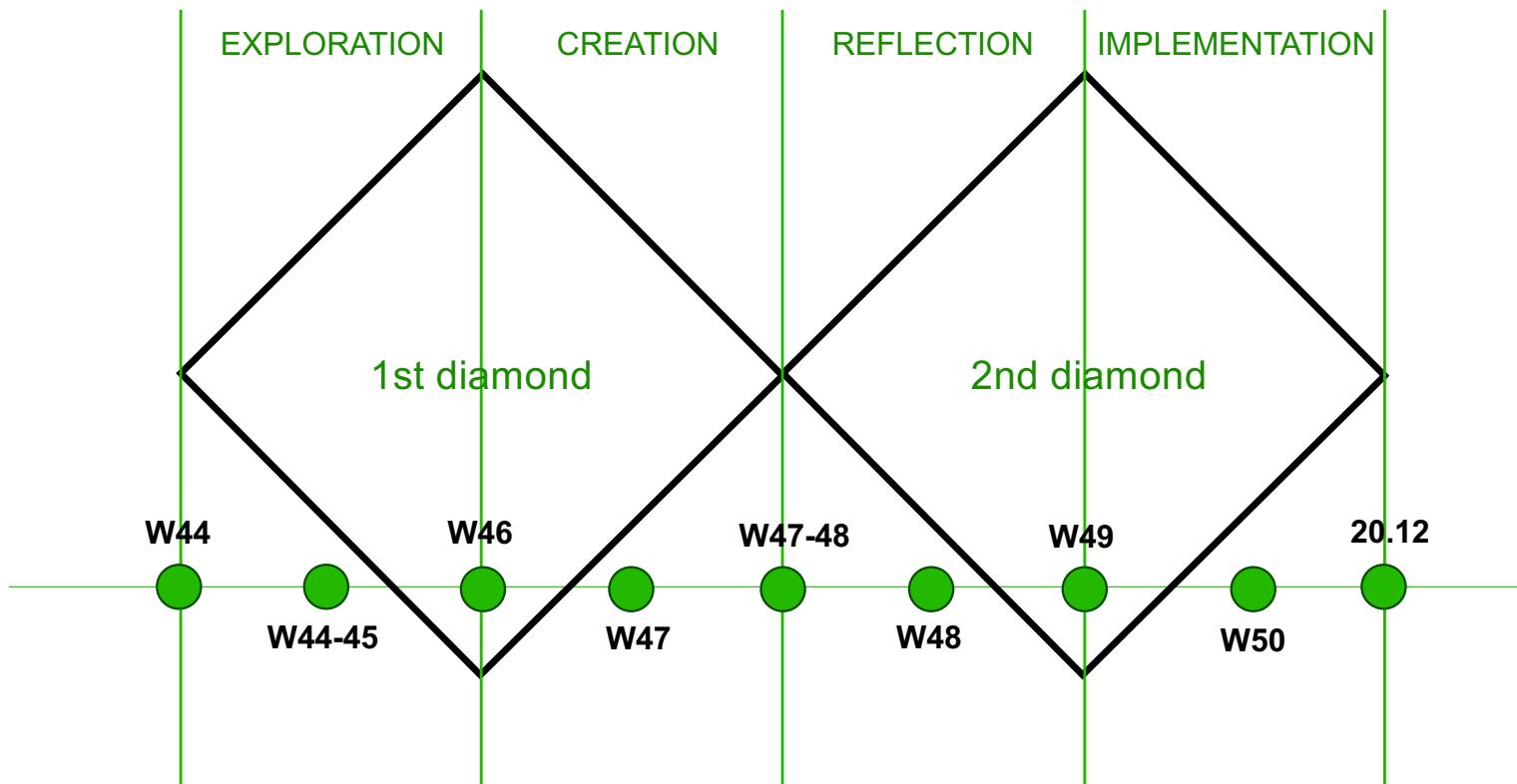
THREE-MONTH STRATEGIC SERVICE DESIGN PROJECT

Your planning and timing will vary, depending heavily on the actual brief, your stakeholders, strategic perspectives, previous projects, etc. Managing longer design projects requires experience and expertise with the design approach, the ecosystem you are working in, and the subject matter.

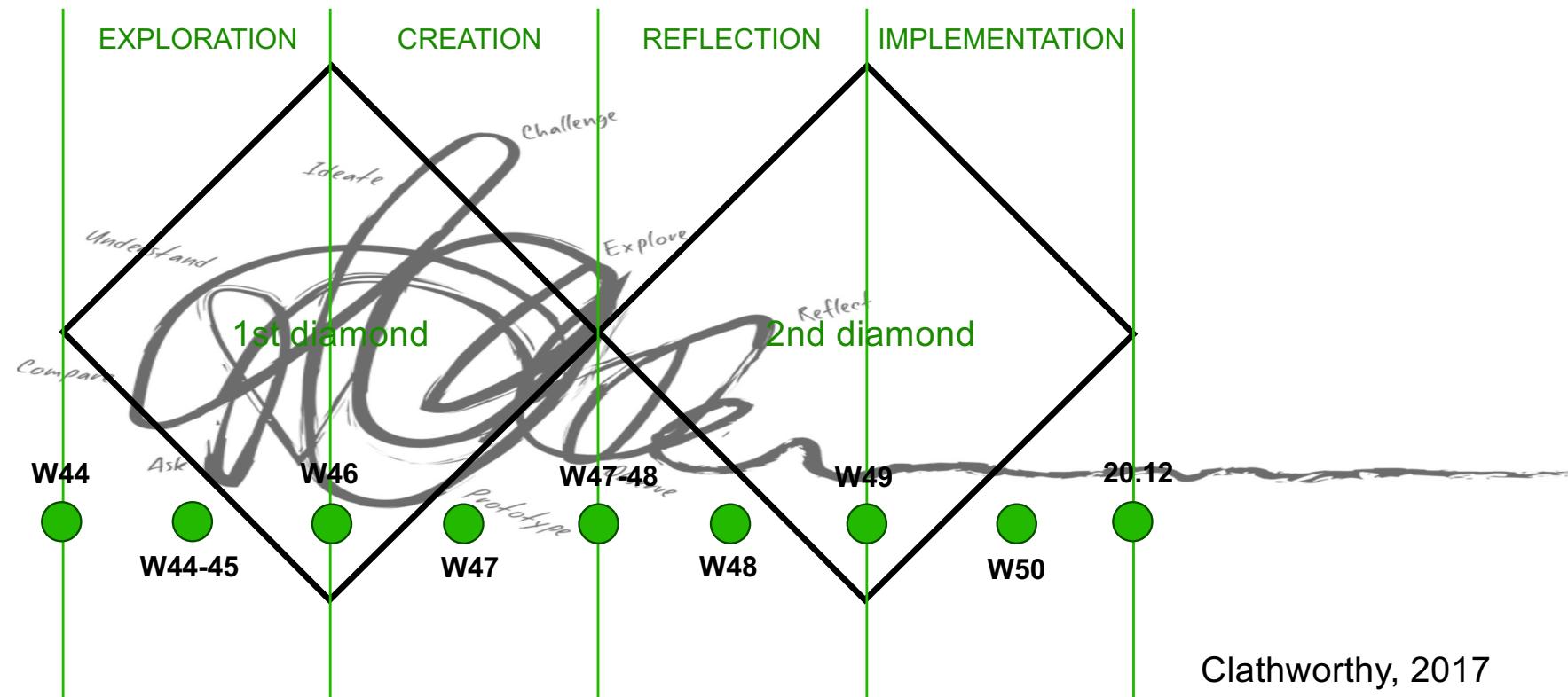
For a model of ongoing development, also see 12.4, Design sprints.



OUR PLAN



FUZZY FRONT END



1ST DIAMOND



CHALLENGE →

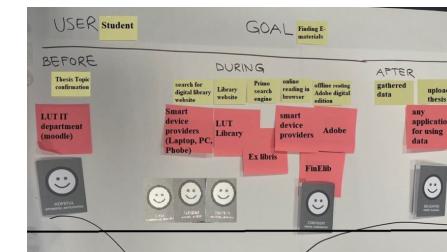
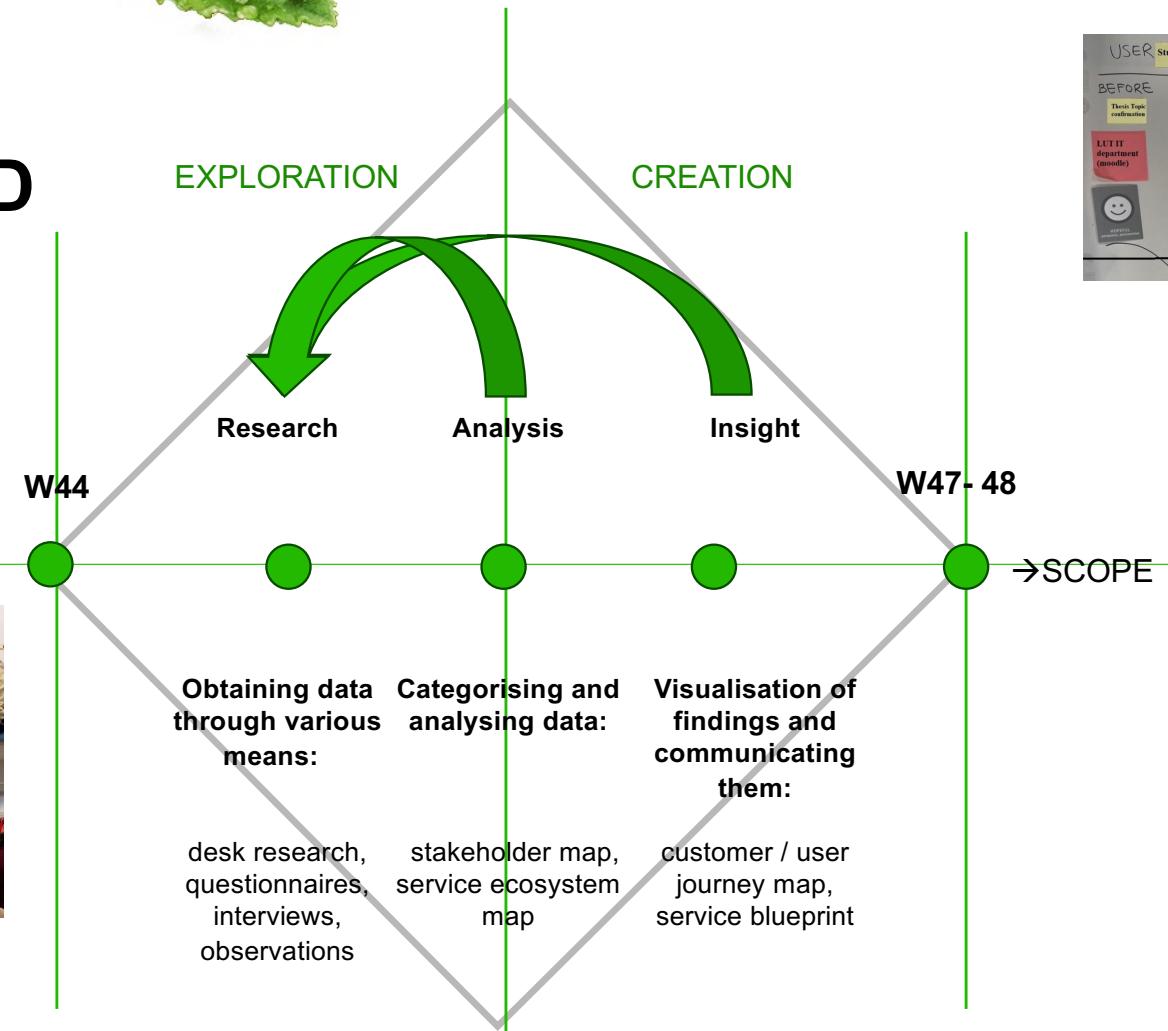
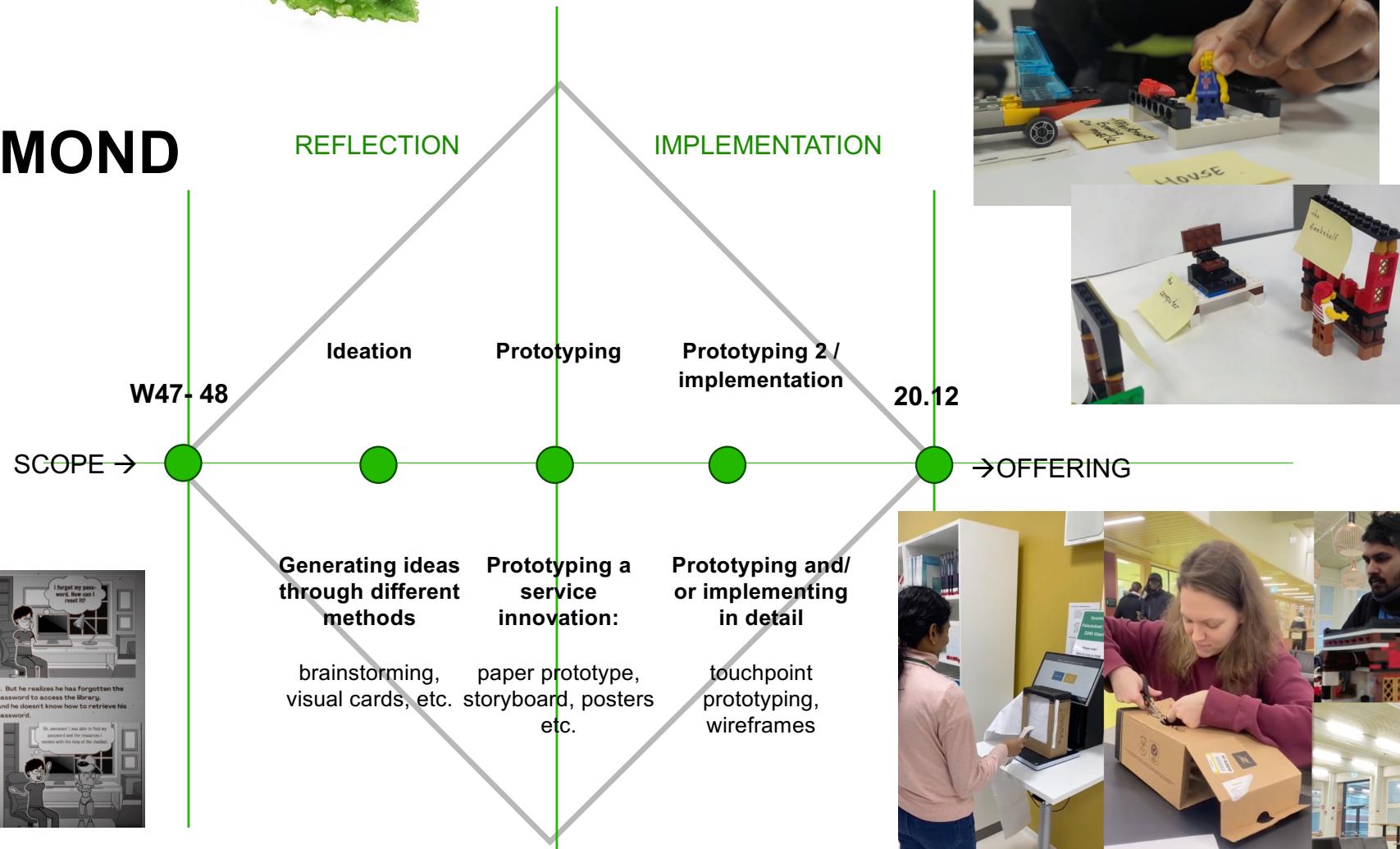


Photo credits: students of Autumn 2023

2ND DIAMOND



GROUP EXERCISE IN CLASS ON SD PROJECTS

- » Service design network award – 2024 finalists
- » Choose the finalists' project assignment to your group in Moodle (under W42 → Examples of finalists of the Service Design Network awards)
- » Read their explanations of their project
- » Discuss the following and be prepared to share your thoughts with the class
 - » What is the proposed designed service?
 - » Is a new service or an improvement/redesign of an existing one?
 - » What methods and design process did the finalists use? Do you recognize elements from the double diamond or design thinking?
 - » Try to find in the descriptions elements of service design like: user journeys, touchpoints, evidences, Processes, Policies, Technology, Infrastructures, Systems?

TUTORIAL TOMORROW

- » Mini design challenge!
- » Lots of fun guaranteed ☺
- » Group work in class but individual submission in Moodle

REMEMBER FOR IR1 – DEADLINE 30.10

Make use of:

- » Lectures
- » Tutorials
- » Videos (Mager and Fjord on service design)
- » Readings (Textbook and articles) → you need to refer to them in your text!

ASSIGNMENT GRADING AND FEEDBACK

- » You have the possibility to submit one of the weekly assignments late (max. 2 hours late), afterwards, if you again submit another assignment late (any amount of time), then it will be automatically failed
- » I will give the possibility to make up for one failed assignment by giving an extra one at the end of the semester (only for those who have a failed assignment)
- » Group reports, group presentations, and individual reports will be failed if late
- » Please remember to check my feedback for your assignments (tutorials, group reports, group presentations, individual reports) on Moodle - you will not get a notification
- » If I have not written a feedback for your tutorial exercise, it means that it was done correctly but nothing specifically caught my attention for me to comment

