Advanced Service Design

Individual Report 2 (IR2)

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

Size

For the body of the text: 3-5pages (A4 size, font 12, 1,5 space)

About the individual report

- This report goes deeper than the group report in the development of a cogent, critical argument within the general context of service design.

- The report needs to ask and answer one research question that is related to one of the Critical Card topics (only one – you choose which one), tying it to your own course project experience in service design and possibly to your other experience in design and engineering. The questions are found in the Critical Cards on Moodle for the weeks of period 2 (starting with W44)

Structure

TITLE
Write a title related to the topic of your report

INTRODUCTION
Here you state the Critical Card topic you have chosen, explaining why you chose it and how it relates to your own experience of service design in the course project. You then present the specific research question or questions related to the Critical Card topic that you will explore and answer in this report. The research question(s) can be the one(s) stated in the critical card, or you can write your own version.

BRIEF OVERVIEW OF YOUR COURSE PROJECT
Here you present a short overview of your course project, indicate what service you have worked on, the service design process followed in your group (you can refer to GR2), and what was your role in the group work. You also state what were the key insights gained during the project research and analysis and what was the proposed solution.

ANALYSIS
Using examples from your group's service design course project work (the process you went through), and in discussion with the literature you have chosen from the Critical Card, you will

explore the research question(s) stated in your introduction. You will make your own argument on the topic based on your experience in the course project and, if relevant, also on your experience elsewhere in design and engineering. Remember to refer to the literature you have chosen from the Critical Card folder related to your topic. You are allowed to use other literature as well in addition to the one from the folder.

CONCLUSION AND DISCUSSION
You end by answering the research question stated in the introduction, then opening new questions for future reflection and research.

REFERENCES
List the references you have used. Use Harvard style:
https://www5.open.ac.uk/library/referencing-and-plagiarism/quick-guide-to-harvard-referencing-cite-them-right