SERVICE DESIGN

INDIVIDUAL REPORT 1

IR1

23.09.2024 *(updated readings slide on 07.10.2024)*

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DEADLINE + GRADING

» Due date for IR1 is 30.10.2024 at 14:00 on Moodle (individual submission)

» IR1 counts as 8% overall grade

IR1 INSTRUCTIONS

➤ Write a report of min 3, max. 5 A4 pages (Font 12) as an individual reflection

➤ Write individually – no collaboration allowed between classmates or group members!

➤ The topic of the report is: **Reflection on design and service design thinking**

➤ Follow these steps:

1. Identify and present the different aspects of design thinking and service design thinking you have learned in the Lectures of topics 2. and 3. of this course and related two videos (Birger Mager and Fjord)

2. Present your own insights from the Tutorial exercises you have done, related to one or several aspects of design and service design thinking presented in Step 1.

3. Make connections between what you have written in Steps 1. and 2. and your own practice and experience in design or related fields (e.g. UX, software engineering, front-end development, back-end development, etc.), in your work or previous studies

4. Write a conclusion to summarise the key take-aways of the report, and you open up new questions for future reflection and research

IMPORTANT: While writing Steps 1., 2., 3., 4 make references to the readings listed in the last slide to support what you are stating, when it is relevant.

IR1 INSTRUCTIONS

>> Don't be afraid to be critical (even of the course material) as long as you provide sound arguments! Making references to the readings helps you to back up your arguments.

>> You can use diagrams and images but you will need to explain them in the text and say why they are relevant for your argument.

>> Please note that especially for this report, the use of AI tools is tricky, because what is required is your OWN, PERSONAL INSIGHTS and REALTIONSHIP TO YOUR OWN PRACTICE AND EXPERIENCE.

STRUCTURE

» Your name and title of your report. The tile should be in this format: **Reflection on design and service design thinking: [here add your own second part of the title related to what you have written in the report]**

» AI statement (not counted in the 5 page limit) – see Moodle for details

» Sections 1., 2., 3. as outlined in the previous slides as steps 1., 2., 3. These will cover several paragraphs. Each paragraph focuses on a single idea that supports your main point

» Section 4 as outlined in the previous slides as step 4: it is the conclusion of your report where you summarise the key take-aways, and you open up new questions for future reflection and research

CRITERIA FOR GRADING

Individual Report 1 – graded using 1-5 scale

IR1	2nd part of title: relevance related to content of report	Section 1: relevance and clarity, followed instructions	Section 2: relevance and clarity, followed instructions	Section 3: relevance and clarity, followed instructions	Conclusion	Use of appopriate references	Length and general presentation
Impact on grade	+0,5	+1	+1	+1	+0,5	+0,5	+0,5

AI STATEMENT

>> Failure to add an AI statement will lead to failing of the report

READINGS

Obligatory, to be used as references in the report

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

  ▸▸ Chapter: What is Service Design? , Section "Definitions: Service Design as an interdisciplinary approach"
  ▸▸ Chapter: How does service design work? Methods & Tools (whole chapter)

▸▸ 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.

Non-obligatory, but can be used in the report as references IN ADDITION to the above

• Dubberly, H. (2004) How Do You Design. Dubberly Design Office

• Brown, T. (2008). Design Thinking. Harvard Business Review

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