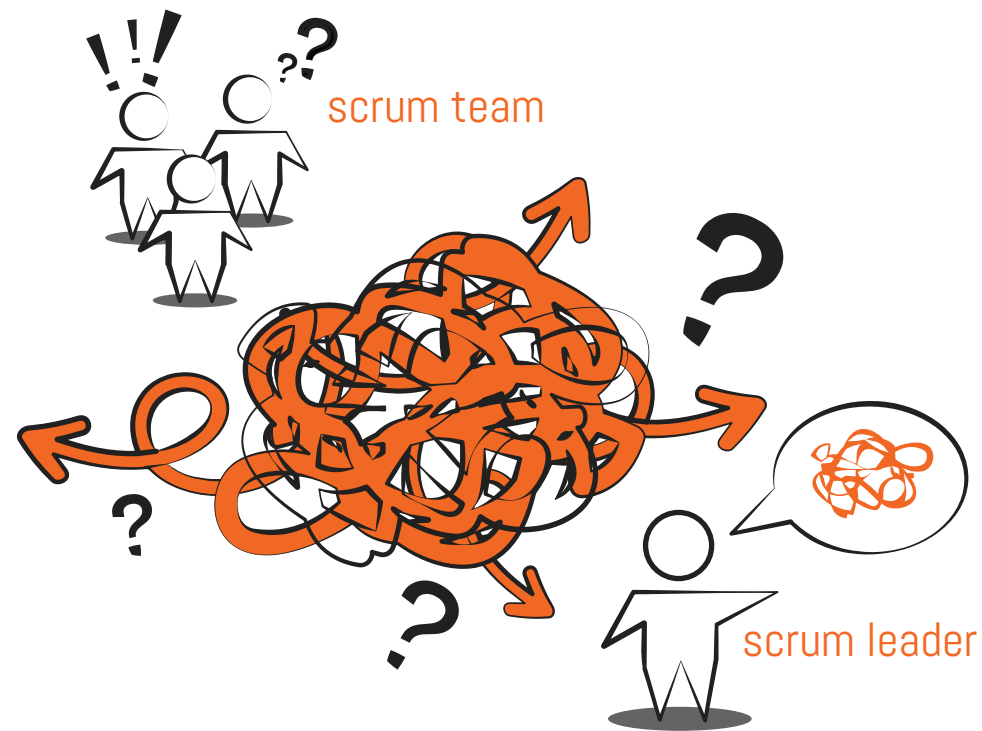
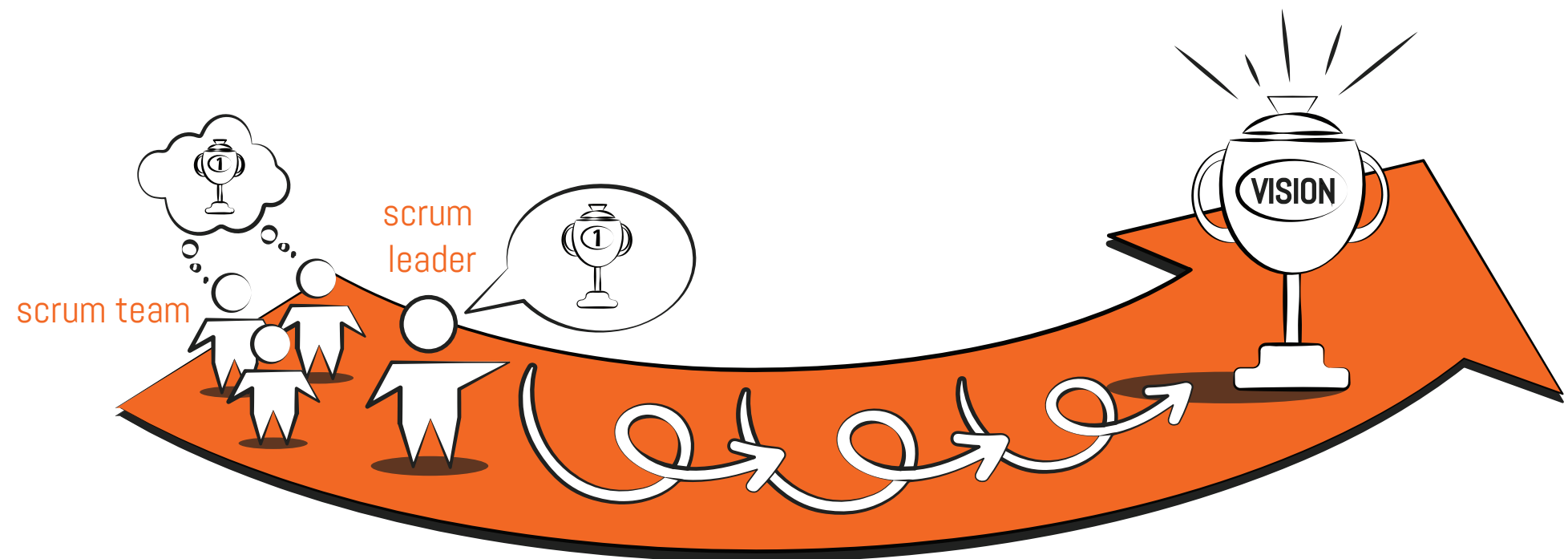


STRIVING TOWARDS AN IDEAL WHILE USING AN ITERATIVE APPROACH



ROAD TO NOWHERE (messy engagement)



ROAD TO SUCCESS (orchestration)

“**Designers should launch viable service instead of ideal service**”
- Huang W. H.

CRITIQUE

Indeed, working/ designing and launching minimal viable products and services as part of an agile way of working is becoming an increasingly popular approach. Especially for service design, companies should adopt an iterative Scrum approach and thus stop with polishing and detailing, without really knowing their user's needs. However, the aim of (service-) designers should always be to make well-orchestrated products, through a minimum viable service approach, iterative way of working.

Of course, it can be argued that agile approaches are meant to learn along the way and are therefore a goal in itself. Or, as Dorst and Cross (2001) argue, the essence of iteration is to let problem and solution spaces co-evolve into something new. However, in order to become successful, an explicit design vision is necessary in order to create a holistic approach, which is needed for the development of the product or service in Scrum (Boel, 2014). Not only does a rock-solid vision align the scrum team, but it also ensures the service to maintain continual improvement once the first version is released.

Furthermore, as Snelders et al. (2014) argues, the heterogeneity of the service interface gives rise to a need for orchestration in the design of services. Still, it could be argued that, sometimes, messy engagement is desirable, and the service should be specifically designed in such a way that it allows a certain degree of freedom for the user. However, if done properly, the demand for 'messy engagement' is actually an 'ideal vision'. In other words, in this case the design of the service is perfectly orchestrated to perform in such a way that users experience freedom. From a designer's perspective, you will still work towards an ideal situation of 'messy engagement'.

Concluding: although designing for services should be an iterative process which involves launching minimum viable products, the core value should always be to strive towards an ideal, well-orchestrated service that fits the needs and demands of its target group.

References

- 1] Boel, B. (2014). The Vision in Scrum Development: Studying the Challenges of the Vision in Practice.
- 2] Dorst, K., & Cross, N. (2001). Creativity in the design process: co-evolution of problem-solution. Design studies, 22(5), 425-437.
- 3] Snelders, D., van de Garde-Perik, E., and Secomandi, F. (2014). Design strategies for human relations in services, Proceedings of 2014 ServDes Conference