

# Overview of IT Service Design

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## ABSTRACT

This concept paper explains the insight view and understanding about IT Service Design and its Service Catalogue management which includes processes, functions, policies, architecture helping in designing and documenting the services which meets client's requirement.

**KEYWORDS:** ITIL lifecycle, Service Portfolio, Service Catalogue Management, IT Framework

## 1. INTRODUCTION

### 1.1 Service Revolution

The service department of any organization is on boom since past 2 decades, flourishing the GNP of the country. With United States and Japan being the leader of the service industry followed by the European Union countries. Following agriculture, manufacturing and service sector, data and information becomes the fourth largest sector dealing with advance knowledge of decision making and strategy development to run a business. Service design deals with the planning and organizing a business's resource for improving both customer and employee's experience [1]. Industrial shift that has made service sector as one of the revolutionary sectors within the industries. The technological changes are so drastic that services are required to be in competition within the market thus changing the relation between client and service provider with improved quality and experience to the customers.

### 1.2 Understanding Design

The definition of design has crossed its boundaries with not only creating the artifacts but also defining the relationship between clients, services, products and their spaces. Design also defines the outline for their interaction and experiences thus defining the detailed description of till the outcomes of a project. Designing requires the need to meet client's expectation and understanding the technical, business and domain requirement thus keeping the check on service and products being manufactured during the life cycle stating from client's desire of using it till the time they are scrapped [2]. The

change in requirement by the client requires the change in technology leading to redesigning and renovating the services.

### 1.3 Service Design

It deals with gathering the requirements of client, capturing the market understanding the functionality of an organization, developing the ideas and providing the feasible solution for the requirements. This task is a continuous and ongoing process which helps in advancement through evolution, addressing the specification of services. It is multidisciplinary in nature collaborating the expertise from different domains for proving the strategies, guidelines and specification.

## 2. PURPOSE

The main purpose of ITIL lifecycle is to redesign a service with new dimensionalities making it suitable for the live environment. Understanding that the change is significant which may or may not require instigation of service design activity. Therefore, the organizations should be clear enough with the changes they require so that it becomes clear to the associated people about the modifications in service designing activity. Following the integrated and fundamental approach, service design ensures that all the activities are incorporated, and processes follow consistent approach across IT framework for delivering the optimum quality and end to end performance.

## 3. SCOPE

The scope of service design is defined for creating the concepts, developing feasible solutions for market need and requirement of business. The package with solution is then forwarded to service transition stage for further assessment and testing purposes which are incorporated with new services. The control then gets transferred to operation stage of ITIL service lifecycle as shown in figure 1.

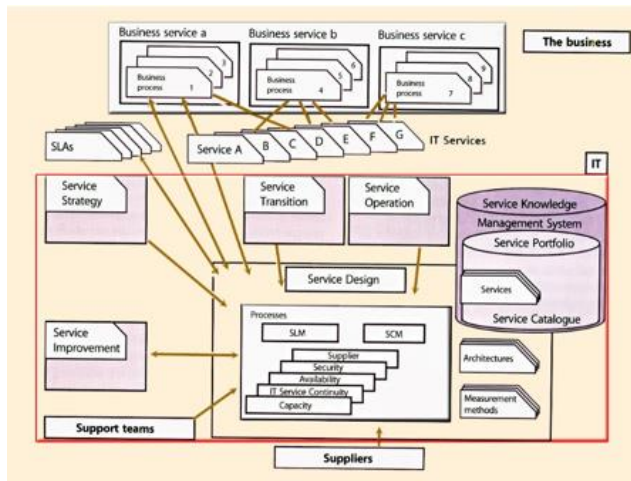


Figure 1. ITIL service lifecycle

## 4. SERVICE CATALOGUE MANAGEMENT

### 4.1 Service Catalogue

The IT organization requires detailed explanation about the offered services in a formal manner which is known as a Service Catalogue. It defines the Service level agreement which an organization offers to its clients thus creating a bridge between a client and an organization. Through this document, the service provider i.e. the organization defines its requirements with proposed solutions for the clients for their easy understanding. It plays an important role in defining the I.T. strategies which can in turn lead to failure of project when not executed in a proper manner. Lack of service catalogue within the company makes it difficult for its I.T. professionals to propose the exact results resulting in higher failure rate and poor performance.

### 4.2 The Process

The process of service catalogue management helps in defining the information which is unique in nature defining the agreed services. It gives exact information about the processes running in the live environment or are in transition. The activity includes detailed description of services being provided, defining and maintaining the accurate service catalogue with proper consistency, dependency and interface between Service portfolio and catalogue. The services, supporting services, components and configuration items within the CMS services must have properly defined dependencies. The Service Catalogue defines its aspects in two ways: First one defines the business processes and services according to the customers is known to be as Business Service Catalogue. The second one describes the technical details, services and configuration items which usually remains restricted to only back end people of an organization. It is known to be as Technical Service Catalogue.

## What is Service Catalog?

A list of services that your IT help desk provides.

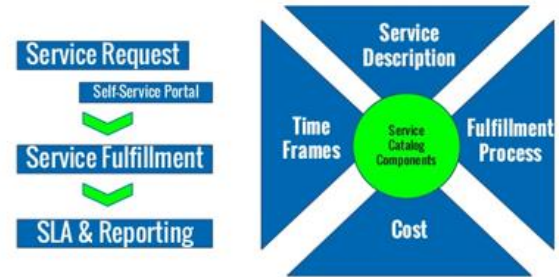


Figure 2: Service Catalogue Components

## 5. CONCLUSION

Service Catalogue Management is an important document defining the accurate and consistent information about IT Services, services status and their business-related information. A service catalogue acts as the important source of information to client, their related services, service provider and the quality of service provided by the service provider [3].

## 6. REFERENCES

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