

THE EVOLUTION OF **SERVICE** **DESIGN**

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SERVICE DESIGN OFTEN IS
CONSIDERED TO BE AN EMERGING
FIELD. HOWEVER, IT HAS ROOTS
GOING BACK A MILLENNIA.

CURIOUS ? FOLLOW THE TIMELINE
TO SEE HOW SERVICE DESIGN HAS
EVOLVED OVER CENTURIES

SETTING THE GROUND



“Service Design is an outcome of a long evolution with deep roots into prehistorical arts, crafts and some forms of organized tribal planning if we consider that the word **service** refers to the idea that specially skilled people dedicate themselves to help other people for economic incentives in tasks in which the clients are not as skilled or in tasks the clients are not willing to do themselves...”

– Service Design [on the evolution of design expertise] by Tuomo Kuosa & Leo Westerlund



CULTIVATE 10.000 BC – 1913

10.000 BC - 1913

Credit to the
Earliest Service
Providers

? BC

Less professional service providers such as **shamans, fletchers, babysitters & storytellers,**

Boom of
Trade

10.000 BC

The long history of services can be traced to the emergence of the **Agrarian society** where people traded in agriculture

First Principles
of Ergonomics

500 BC

Ergonomic principles being established, for **us to interact with objects better**, an initiator was the greek physician Hippocrates

The Seed of
Democracy &
Co-creation

380 BC

Co-creation is traced all the way to **Plato's republic**, as he sought advice from his people to shape a harmonious society

Anthropology
is Defined

1647

University of Copenhagen founders explained it as **the science that treats of humans**, which is a key focus of SD

Industrial
Revolution Starts
in England

1760

The mass production of items in factories, led to create the first **customer service teams**

The Rise of
Ethnography

1767

Gerhard F. Muller **separated ethnography from anthropology**. And now is the bedrock of qualitative research

Scientific
Management

1910

Also called Taylorism by Winslow Taylor who pioneered the **optimization of workers tasks** by observing them

Behavior
Psychology

1913

It was explained by John Watson in Psychology as the Behaviorist Views it. Behaviorism **helps users change a specific behavior or create a new one**

Phenomenology-
what?

1913

Joe Kissel explained that it's the **study of experience objectively & scientifically**. While SD is focused on improving the experience of stakeholders of a service

“There are many different paths, historical strings, and linkages reaching towards service design, but there is no clear ignition point or “owner” of the concept. Furthermore the evolution of SD is quite rapid. **One possible ignition point of SD took place in 1982** as G. Lynn Shostack proposed design that integrates material components (products) and immaterial components (services).”

– Service Design [on the evolution of design expertise] by Tuomo Kuosa & Leo Westerlund

NOURISH
1930 – 1983



1930 - 1983

Interaction & Usability Design

1930

John Dewey wrote: **Art as Experience**, the practice of designing interactive digital products, environments, systems & services

The Rise of Client Centered Approach

1939

Rogerian Psychotherapy. Carl R. Rogers wrote The Clinical Treatment of the Problem Child. Which refers to **the therapist not being the expert**, the client is

Brainstorming is that old

1942

Alex F. Osborn originated this concept in the book: How to Think Up and explained **this creativity technique** as trying to find as many solutions as possible as a group

Mental Model in Psychology

1943

The term was mentioned by Kenneth Craik in "The Nature of Explanation". Referring to **how we understand the objects & services** will shape our expectations of them

It's All About Quality

1950

Quality Mgmt. explores cross org. efforts to deliver high quality products & services. Workers **Quality Circles** aimed to improve the workplace & propose changes to management

Metadesign!

1963

Andries Van Onk proposed the approach to **bring a multidisciplinary team in the creation process** instead of relying on one specialist

Birth of Design Thinking & Rapid Prototyping

1970

Herbert Simon wrote The Sciences of the Artificial, he mentioned that **design is a way of thinking**. He also spoke about rapid prototyping and testing through observation

Cognitive Biases

1972

Amos Tversky and Daniel Kahneman brought the term to life explaining how **people use irrationality in their thinking & decision making process**

Products & Services Blend = Service Design!!

1982

G. Lynn Shostack proposed **design that integrates material components (products) with immaterial components (services)** in the book How to Design a Service

The Emergence of Service Marketing

1983

Emerging Perspectives on Services Marketing in by Leonard L. Berry, G. Lynn Shostack, and Gregory D. Upah

“The Service Blueprint may be the one tool that service designers can’t live without. A Service Blueprint sequentially described how a service is experienced by users. It’s not only focused on the user’s perspective as a User Journey but also shows what needs to be done technically for the experience to exist.”

– A Tiny History of Service Design by Daniele Catalanotto

SEEDLING

1984 – 1991



1984 - 1991

Service Design
is Well Shaped

1984

A more focused mention of Service Design in **Designing Service that Deliver** by G. Lynn Shostack,

Another
Intro

1984

Benjamin Schneider & David E. Brown wrote "**New services design, development, implementation & the employee**"

Service Design
Blueprint

1984

Lynn Shostack talks about the Service Blueprint in **an article for Harvard Business Review.**

User
Centered
Design

1986

Donald A. Norman made the term popular in the book: **User Centered System Design: New Perspectives on Human Computer Interaction**

Design
Thinking Book

1987

Peter Rowe writes about **how architectural designers and creatives think and act**

The Design of
Everyday Things
(the doors!)

1988

Donald Norman writes about how **design serves as the communication between object & user** and how to optimize that experience

SERVQUAL

1988

A. Parasuraman, Valarie Zeithaml & Leonard L. Berry created this **great questionnaire tool to measure the quality of services**

User
Experience in
Job Title!

1990

Donald Norman brought it up to **cover all aspects of peoples experience with the system, the physical interaction**

SD Split from
Marketing!

1990

SD was born in the hands of marketers like Lynn S. but Bill and Gillian Hollins wrote "**Total Design: Managing the Design Process in the Service Sector**"

Service
Design is a
Discipline!

1991

SD was introduced as disciplinary field in KISD (Koln International School of Design) launched by Michael Elrhoff & Birgit Mager

“The journey map is a synthetic representation that describes step-by-step how a user interacts with a service. The process is mapped from the user perspective, describing what happens at each stage of the interaction, what touch-points are involved, what obstacles and barriers they may encounter. The journey map is often integrated an additional layers representing the level of positive/negative emotions experienced throughout the interaction.”

– servicedesigntools.org



SPROUT
1992 – 2002

1992 - 2002

Customer
Service Week

1992

Celebrated every first week of October, its an indicator that **customer service and SD are gaining maturity**

Personas
are Alive!

1993

The tool was designed by Angus Jenkinson and adopted internationally by the folks at OgilvyOne

SD is 10
Years!

1995

The first professor of SD, Birgit Mager, published **Service Design - a Review** to mark 10 years anniversary

Loyalty
Effect

1996

The bestseller on customer experience was written by Fred Reichheld, showing why **customer loyalty is key success factor in the growth of a company**

Contextual
Design

1998

A smooth update in the history of SD, its a user centered design process created by Hugh Beyer & Karen Holtzblatt

Customer
Journey
Mapping

1999

It was introduced by **IDEO through their project Acela high speed rail** and became the most widely used tool of SD

The Experience
Economy

1999

Pine & Gilmore wrote The Experience Economy explaining that its **a new opportunity for growth**

SD is
Business!

2001

In England, LiveJ Work opened as the first **SD Consultancy** at same time David Kelley & Tim Brown from IDEO are supporting the idea of **design thinking**

Design &
Sustainability

2002

Alistair Fuad-Luke wrote Eco-Design Handbook, presenting **sustainability, social change and alternative economies** are important topics that designers tackle

IDEO Joined
the Stage

2002

IDEO included Service Design in their offering with Fran Samaloni as head of SD department and 2003 Engine follows

“Double Diamond is the name of a design process model popularized by the British Design Council in 2005, and adapted from the divergence-convergence model proposed in 1996 by Hungarian-American linguist Béla H. Bánáthy. It suggests that the design process should have four phases: Discover; Define; Develop; Deliver”

– Wikipedia

BLOOM
2003 – 2009



2003 - 2009

The (NPS) Net Promoter Score

SDN is Born!

Double Diamond

The First SD History Book

Stanford D.School

2003

Another **tool to quantify the user experience** developed by Fred Reichheld, a much simpler approach with only one question

2004

Spirit of Creation consultancy and Birgit Mager **founded the Service Design Network** partnered with Carnegie Mellon, Linkopings & Politecnico di Milano university + Domus Academy

2005

The Design Council team in the UK published a model explaining the different **process of any design work as a loop between divergent & convergent thinking**

2005

Service Design, **Practical Access to An Evolving Field** was written by Stefan Moritz giving an in depth view of the evolution and practice of SD

2005

The most recognized thought leader in Human-Centered Design and leading teaching institute for design & experiential learning pioneered by David Kelley

The Design Squiggle

The First SD Conference!

Nudge & Behavioral Economics

The SD Toolbox!

First Masters Degree

2006

Damien Newmann created an illustration trying to convey the design process to a client as **messy and uncertain in the research phase and more untangled and lean towards design phase**

2007

SDN hosts a big international conference called SDGC, again proving the field maturity. Other conferences appeared: SD in Gov, Doers Conf, Service Experience Conf, SD Week

2008

Richard H. Thaler & Cass R. Sunstein wrote "Nudge", **bringing behavioral economics & cognitive biases on the radar**

2008

servicedesigntools.org is created by Roberta Tassi during her masters and its a **free SD tools library** that many service designers use

2009

Laurea University of Applied Sciences in Espoo Finland, **created the masters degree focused on SD combining service business and SD competencies**

“Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.”

– Wikipedia

YIELD
2009 – 2017



2009 - 2017

The First SD Journal

2009

SDN publishes the **first journal containing articles, cases and interviews** from an international array of SD experts. It has 11 volumes to date

The Business Model Canvas

2010

Alexander Osterwalder & Yves Peignoir created the model and book Business Model Generation that **helps to summarize the business model of a company or service in a template**

The Bestseller book!

2010

This is Service Design Thinking book by Mark Stickdorn and Jakob Schneider introduces an inter-disciplinary approach to designing services

First SD Jam... Yum!

2011

In US at the SDGC, the first Jam takes place. The initiators: Markus Hormes & Adam Lawrence **started a hackathon model in which teams gather for 48 hours to create exciting new services**

Another Great Book!

2013

Service Design from Insight to Inspiration by Andy Polaine, Lavrans Lovlie and Ben Reason **explaining that design isn't limited to aesthetic features but could solve real problems**

Ethics in Research

2015

David Kelley and Jane Fulton Suri published **The Little Book of Design Research Ethics**, as a guide on how to seek and share insights about peoples lives in an ethical way

Service Design Day

2016

On the first of June, SDN created a day of celebration for SD, trying to **show love and passion for the field**, on social networks and trying to create awareness.

SD Sprints

2016

Jale Knapp, John Zeratsky and Braden Kowitz created a 5 days **SD sprint of the service design process condensed in a week**

IBM Design Thinking Toolkit

2016

IBM has 10,000 employees running through the **IBM bootcamp and learning about the loop and their design thinking framework**

SD Show is Live!

2016

Mark Fonteijn, **created a YouTube channel and started an online show where he will interview SDers around the world**, that offer inspiration, practical tips & in depth courses

“Most of the services we use every day aren’t designed to meet our needs. In fact, most of the services we use every day weren’t designed at all. **In the rush to create new and innovative experiences, services today have overlooked the one crucial thing we need from them: to be able to do what we set out to do with as little friction as possible**”

– Good Services by Louise Downe

RIPE 2018 – 2020+



REFERENCES

- **A Tiny Service Design History Book** by Daniele Catalanotto
- **Service Design On the Evolution of Design Expertise** by Tuomo Kuosa & Leo Westerlund
- **Service Design, Practical Access to An Evolving Field** by Stefan Moritz
- **About Service Design** Keynote by Bill Hollins
- **Post Pandemic Design** by Mirco Pasqualini

DIG
30.06 – 03.07

