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Zürcher Hochschule der Künste  
Bachelor of Arts in Design

# Kickoff Week 6

Service Design | 5th of June 2018

Florian Wille | Jürgen Späth | Stefano Vannotti

**deliver a convincing  
service presentation**

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## Final Presentation Contains:

### DESIGN

- ✓ **Service video (stand alone or as part of a website)**
- ✓ **Designed touchpoints**
- ✓ **Service image (e.g. website)**

### BUSINESS

- ✓ **Measure your service against the Oyster Lab's criteria**
- ✓ **Business plan / pricing model of your service**

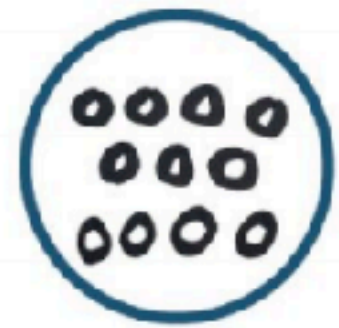
### NEXT STEPS

- ✓ **Action plan & recommendations**

## Oyster Lab's Criteria



Green service



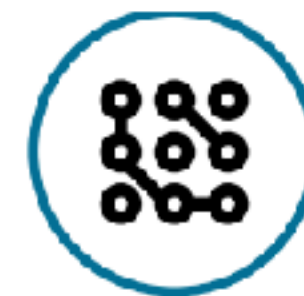
Captures a huge market



Lies within Alpiq's  
core capabilities



A service that can be enriched  
and combined with other services



A Service with a strong  
digital focus

# Thank you!

Florian Wille  
[florian.wille@zhdk.ch](mailto:florian.wille@zhdk.ch)

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