Service Design

Service Design | 2. Mai 2018

Florian Wille | Jürgen Späth | Stefano Vannotti
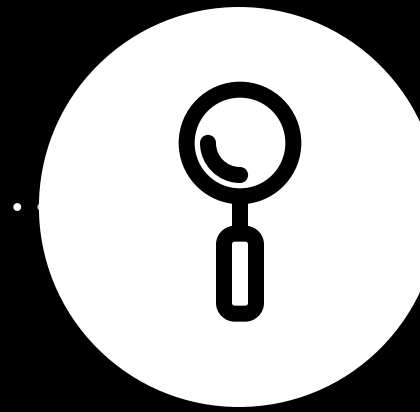
Today's schedule

9:15

9:45 - 11:45

12:30 - 17:00

Kick Off
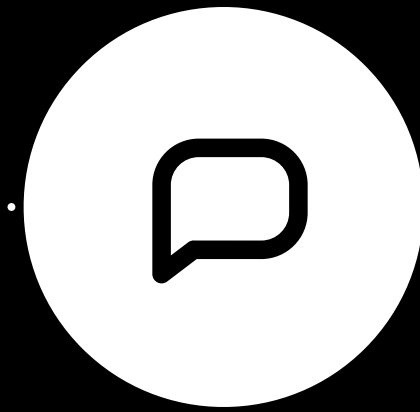
Introduction through Oyster Lab

Independent Exploration

Content

- Your Lecturers

- What is Service Design

- Examples

- Course Structure

- Cooperation Partner

- Channels of communication

- Service Exploration

Your Lecturers

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Florian Wille

Lecturer, Industrial & Interaction Designer

- **Lecturer** at IAD & CAS Design Methods & Design Technologies
- Former **Design Lead ID&IxD** at Schindler

Jürgen Späth

Professor / Managing Director

- **Professor** at IAD
- **Co-Founder** & **Managing Director** of Projekttriangle Design Studio

Stefano Vannotti

Lecturer / Researcher / Strategist

- **Lecturer** in the field of Interaction Design, Service Design and Design Methodology
- **Coordinator of the Minor Program** in Master of Arts in Design
- **Chief Strategist** of Departement Design
- **Head** of the CAS Design Thinking and the MAS Strategic Design

What is Service Design?

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What is...

Service Design?

Design Council

User Experience

Experience between person
and single touchpoint, usually
a digital product

Service Experience

Orchestrated experience between
all parts of the service, from
people to objects to places to
interfaces

An Industry Tale…

A large manufacturer of industrial machines was building state of the art machines…

…but so did many others.

An Industry Tale…

So they improved on the design to create a unique feature…

…and get copied in no time.

An Industry Tale…

They improve the usability of their products…
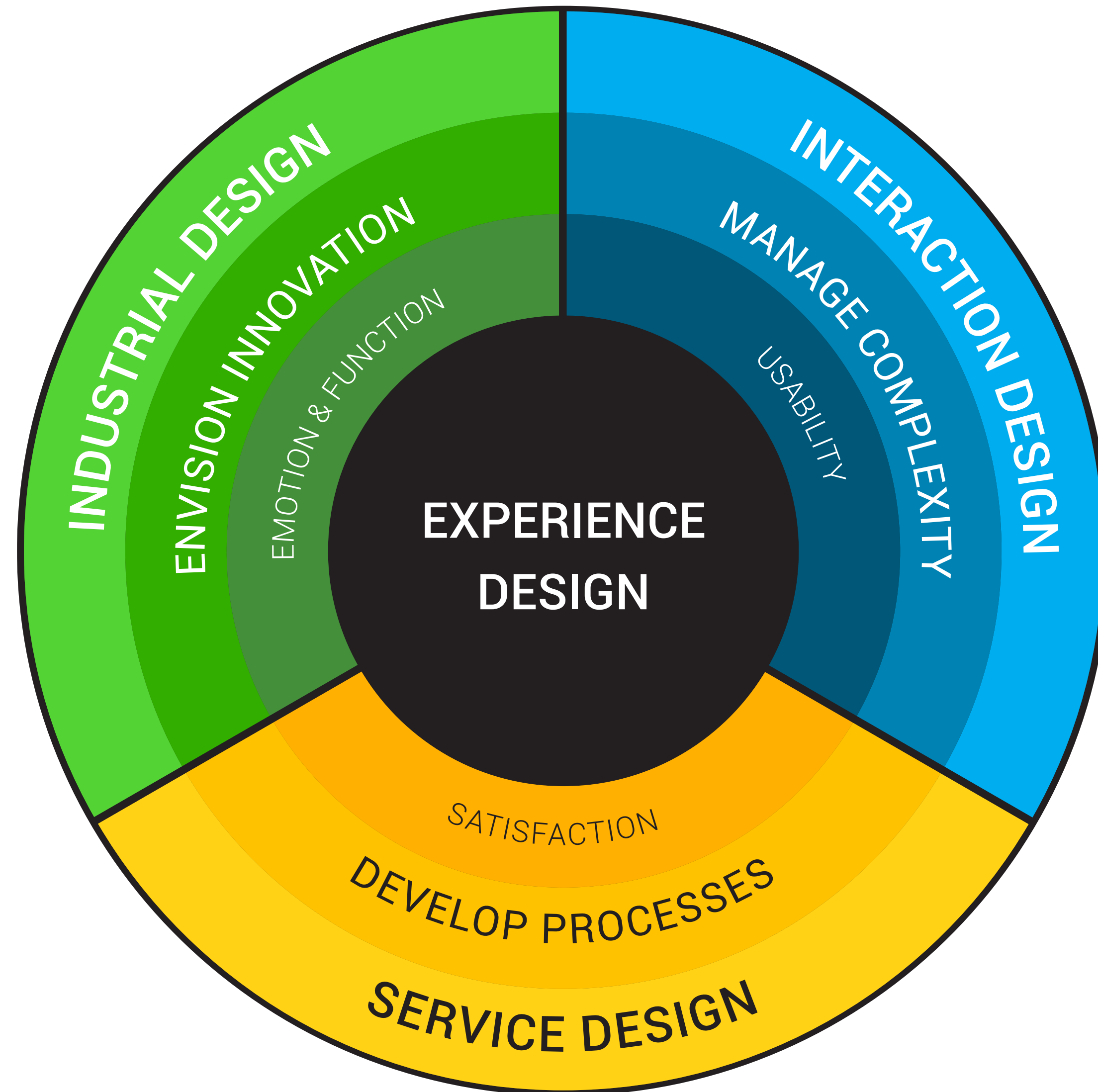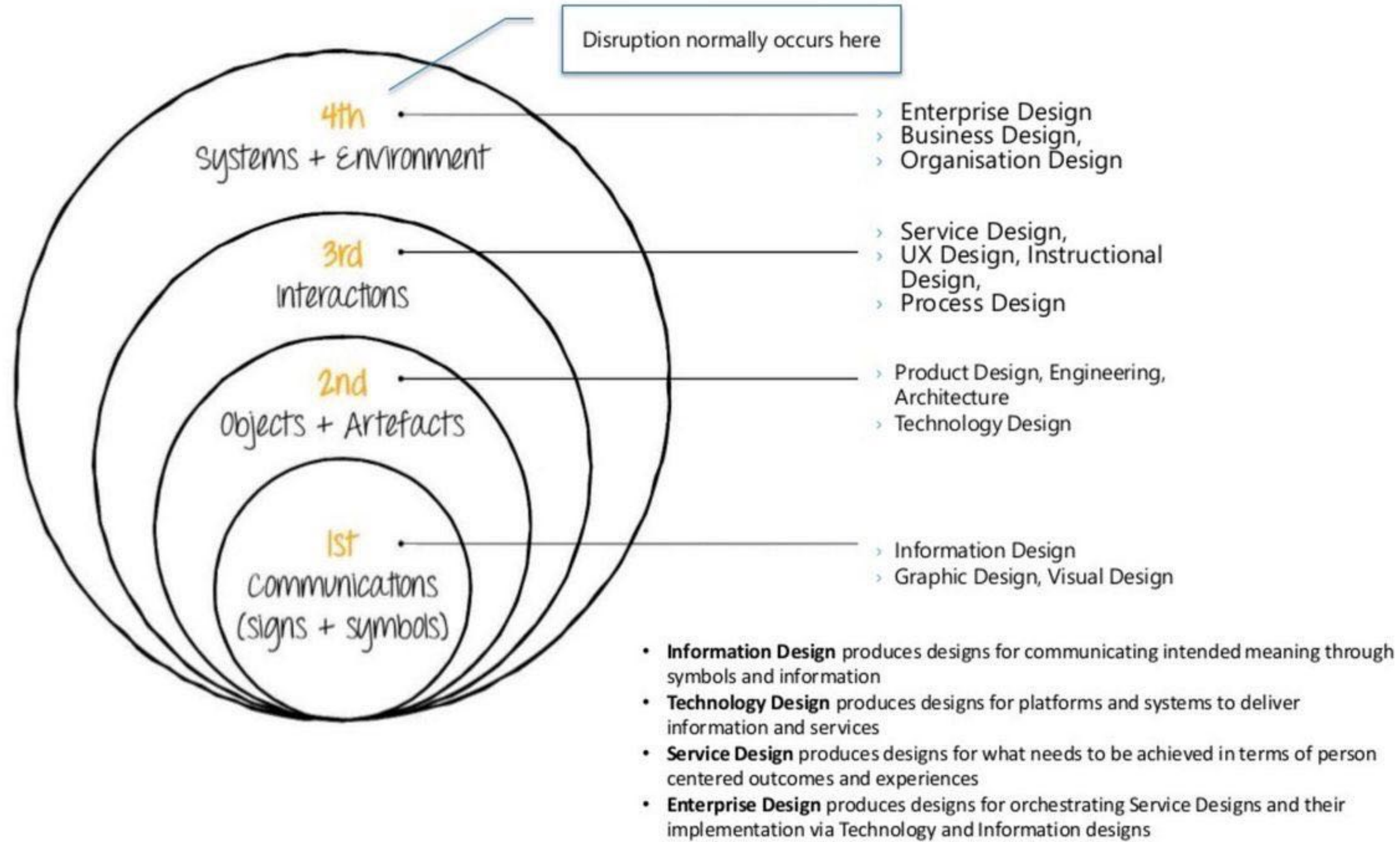
…and competitors take years to follow.

An Industry Tale…

They start to build a service infrastructure…

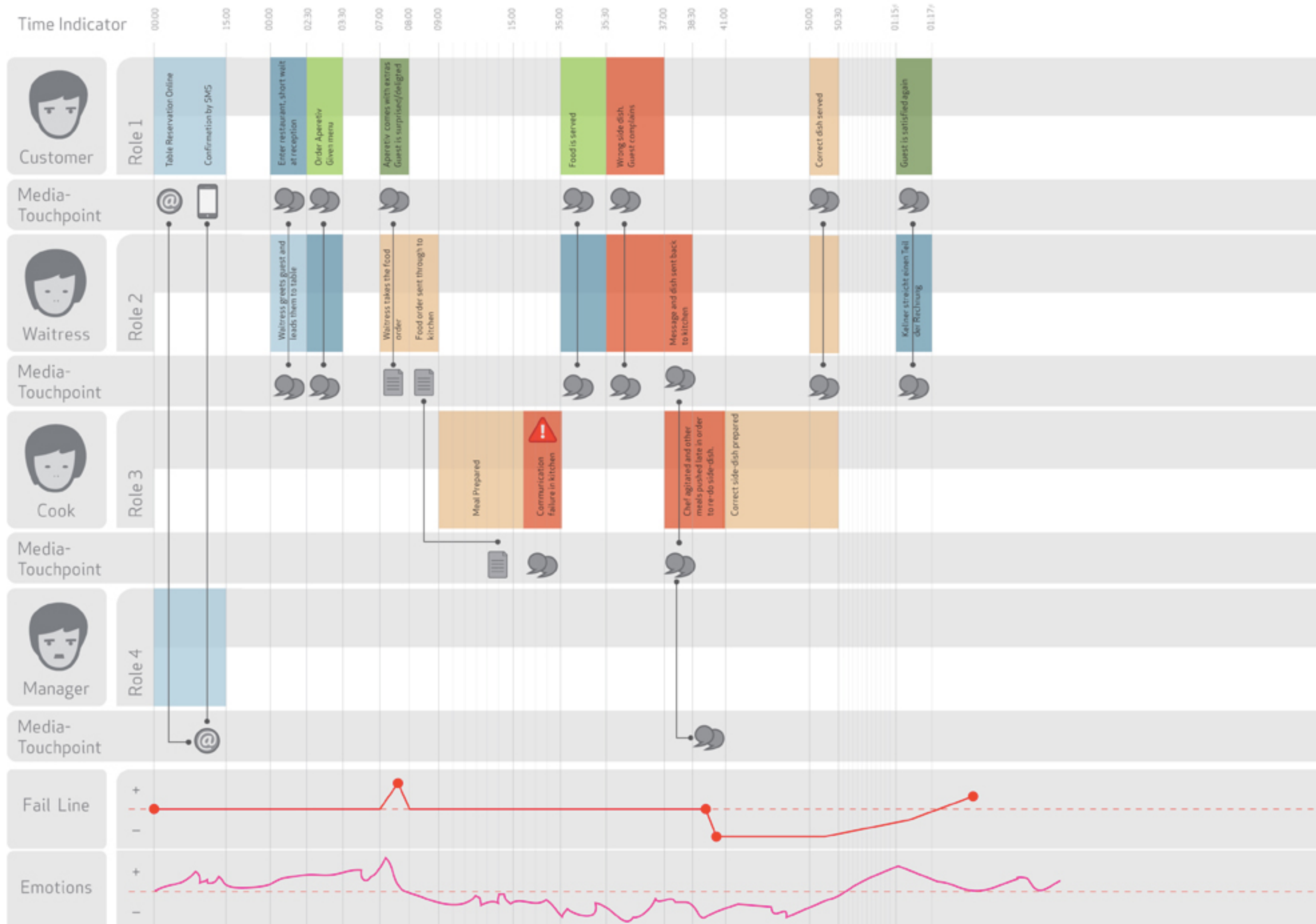…and establish a unique value proposition.

CAS Design Technologies

FOUR ORDERS OF DESIGN

Disruption normally occurs here

4th
Systems + Environment

› Enterprise Design
› Business Design,
› Organisation Design

3rd
Interactions

› Service Design,
› UX Design, Instructional Design,
› Process Design

2nd
Objects + Artefacts

› Product Design, Engineering, Architecture
› Technology Design

1st
communications
(signs + symbols)

› Information Design
› Graphic Design, Visual Design

- **Information Design** produces designs for communicating intended meaning through symbols and information
- **Technology Design** produces designs for platforms and systems to deliver information and services
- **Service Design** produces designs for what needs to be achieved in terms of person centered outcomes and experiences
- **Enterprise Design** produces designs for orchestrating Service Designs and their implementation via Technology and Information designs

Richard Buchanan, (1992) Wicked Problems in Design Thinking

Experience Flow
Aalborg Hospital ED 'blue track'

Philipps healthcare, Strategic Design

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Value Proposition Online Course

Learn more >

Stickdorn, M., & Schneider, J. (2012). This is Service Design Thinking. BIS Publishers.

5 Principles of Service Design Thinking

1. CUSTOMER-CENTERED
Services should be experienced through the customer's eyes

2. CO-CREATIVE
All Stakeholders should be included in the service design process

3. SEQUENCING
The service should be visualized as a sequence of interrelated actions

4. EVIDENCING
Services are essentially intangible in nature and should be visualised in terms of 'physical elements'

5. HOLISTIC
The entire environment of a service should be considered

Examples

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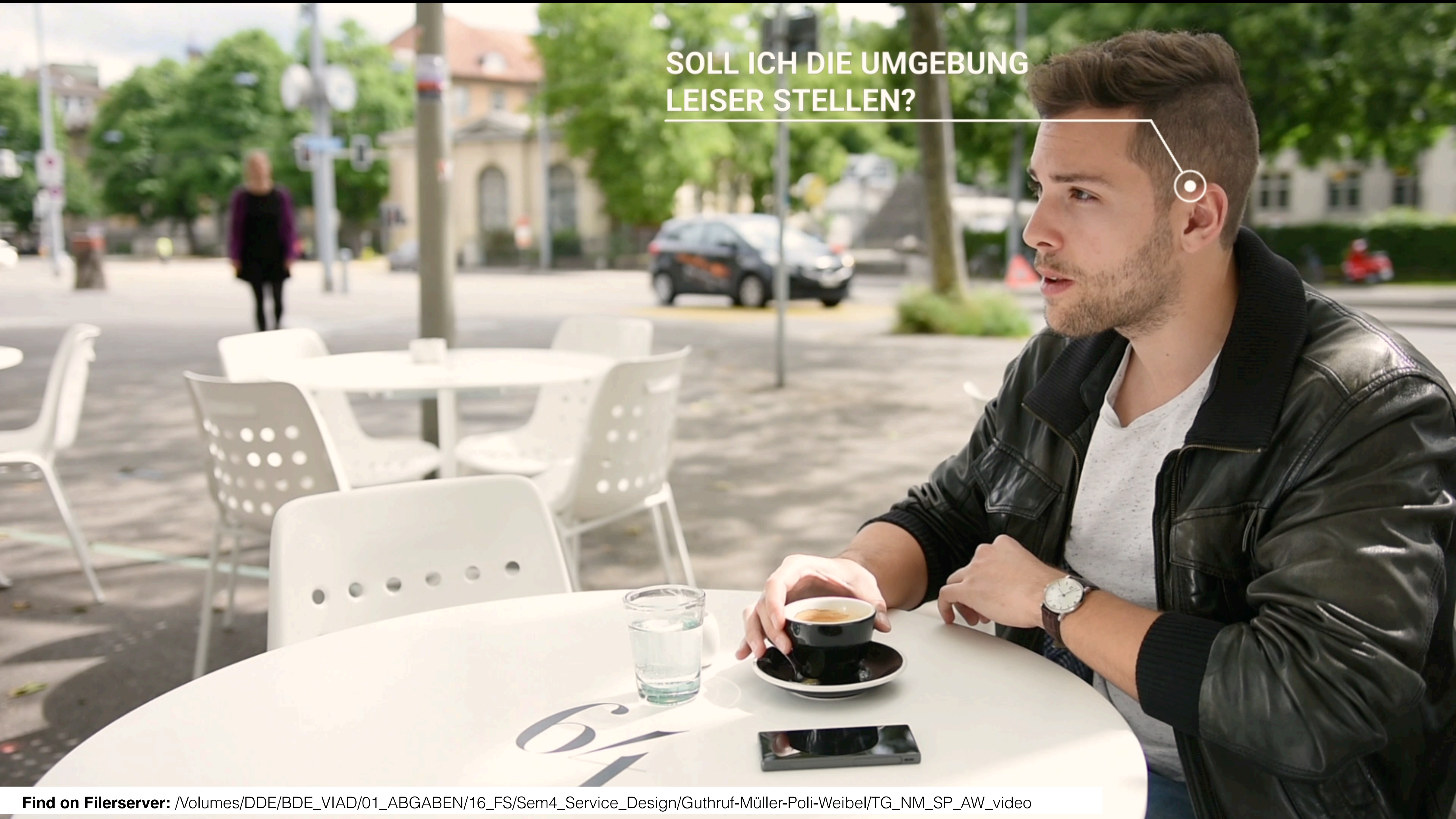JUST WALK OUT

Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/17_FS/Sem4_Service_Design/Dobler - Rainolter - Richner/AD-CR-KR_Video

Service Design 2016

SOLL ICH DIE UMGEBUNG
LEISER STELLEN?

Service Design 2016

Welcome
Mrs Sparrow

Baggage Drop

Service Design 2013

Course structure

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Course Structure

WEEK 1					WEEK 2					WEEK 3				
MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI

Kick Off

Team Mentoring

Presentation of
Service Exploration

Presentation of
Service Ideation

Team Mentoring

Workshop with
Oyster Lab

**SERVICE
EXPLORATION**

**SERVICE
IDEATION**

Course Structure

WEEK 4					WEEK 5					WEEK 6				
MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI

Team Mentoring

Team Mentoring

Final Presentation

Prototype Demo

SERVICE PROTOTYPING

SERVICE ENACTMENT

SERVICE COMMUNICATION

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Design Teams

👥 **Shaën, Aurelian, Daria, Manuel (Challenge 2)**

👥 **Carlo, Michael, Stephanie, Alessa (Challenge 1)**

👥 **Vinzenz, Jérôme, Tingting, Adrienn (Challenge 1)**

👥 **Tobias, Daniel, Katharina (Challenge 2)**

Deliverables

- Service Concept
- UVP, Testable Prototype, Business/Pricing Model
- Service Video
- Action Plan & Recommendations

Cooperation Partner | Oyster Lab

Cooperation Partner | Contacts

Bastian Gerhard
Managing Director

Kersten Bepler
UX Designer

Philipp Maul
CX Strategist

Christian Kuhn
CX Strategist

Rights concerning the outcome of this cooperation

- Oysterlab has the legal right to use the results of outcome of this cooperation

- The copyright will remain with the students

- Students are allowed to user the results of this cooperation in their portfolios after a holdback period of **six months** while mentioning the cooperation with Oyster Lab

Cooperation Partner | Payment

This cooperation will earn the IAD BA program CHF 7500,-

Channels of Communication

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Channels of Communication

IAD Wiki

http://wiki.iad.zhdk.ch/SD

Information about course structure and methods.

Interaction Design Wiki · Service Design

Service Design

In this course students will apply previously acquired methodical, technological and design skills for the first time in a holistic, service oriented project. Throughout the course students will design a service in close collaboration with a company. They will conduct in depth analyses of the existing service landscape and ethnographically driven user research to subsequently design comprehensive process-, communication- and interaction solutions. Selected service design methods and techniques will be taught, and technological frameworks for a multimodal implementation will be provided.
The outcome will be an exemplary service flow, prototypes to visualize the interaction and a concept video showing the service solution.

Courses

- Service Design Module 2018 (en)
- Service Design Modul FS17 (de)
- Service Design Modul FS16 (de)

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Refresh

Channels of Communication

SD Calendar
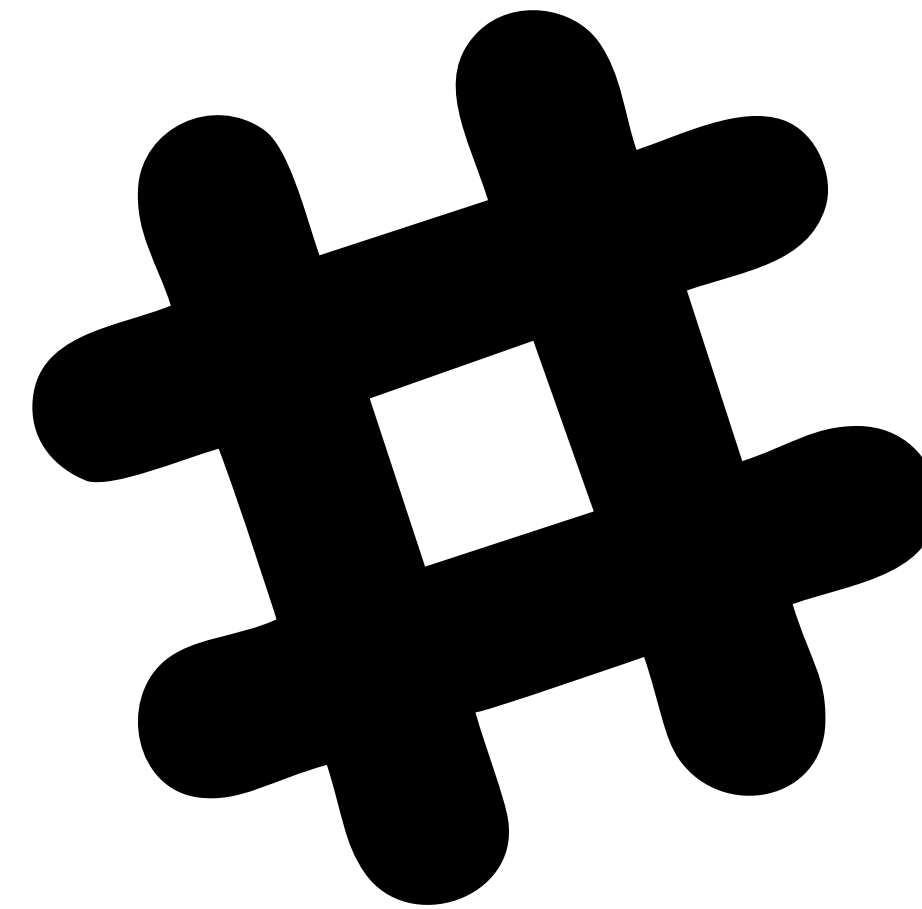
Calendar online | *ical*

All dates in one place.

Channels of Communication

Slack

oysterlabxzhdk.slack.com

Your link to our contact persons at Oyster Lab.

Oyster Lab x ZHdK
oysterlabxzhdk.slack.com

Slack individuell anpassen

Aus **Oyster Lab x ZHdK** abmelden

Service Exploration

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Aim

We strive to deepen our understanding of the topic and identify core design challenges.

Canvas

DIGITAL INNOVATION BOARD

Canvas

EXPLORE

TRENDS & TECHNOLOGIE	POTENTIELLE PARTNER & WETTBEWERB
FAKTEN	POTENZIALFELDER

USER(S)	NEEDS
INSIGHTS	TOUCHPOINTS

HOW MIGHT WE

Possible Methods

- Shadowing (This is Service Design Thinking S. 156)
- Contextual Interviews (This is Service Design Thinking S. 162)
- Service Safari (This is Service Design Thinking S. 154)
- Experience Mapping

Deliverables

- Systematic overview of research results (photos, videos)
- Service Experience Map

Thank you!

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Jürgen Späth
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z _ hdk

Zürcher Hochschule der Künste
Zentrum für Weiterbildung