z — hdk

Zürcher Hochschule der Künste
Zentrum für Weiterbildung

Service Design

Service Design | 30. April 2019

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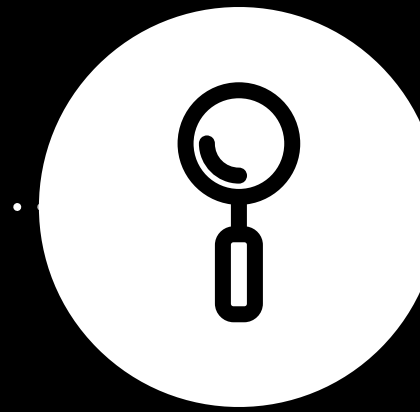
Today's schedule

9:00 - 10:00

Kick Off

10:00 - 17:00

Independent Exploration

Content

- Your Lecturers

- What is Service Design

- Examples

- Course Structure

- Channels of communication

- Service Exploration

Your Lecturers
—

Jürgen Späth

Professor / Managing Director

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

Florian Wille

Lecturer, Industrial & Interaction Designer

- **Lecturer** at IAD & CAS Design Methods & Design Technologies
- **Design Strategist** at dreipol

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
- **Head** of further education and services in design

What is Service Design?

–

What is... Service Design?

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.

Deckel Maho DMU 60 Mono BLOCK

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.

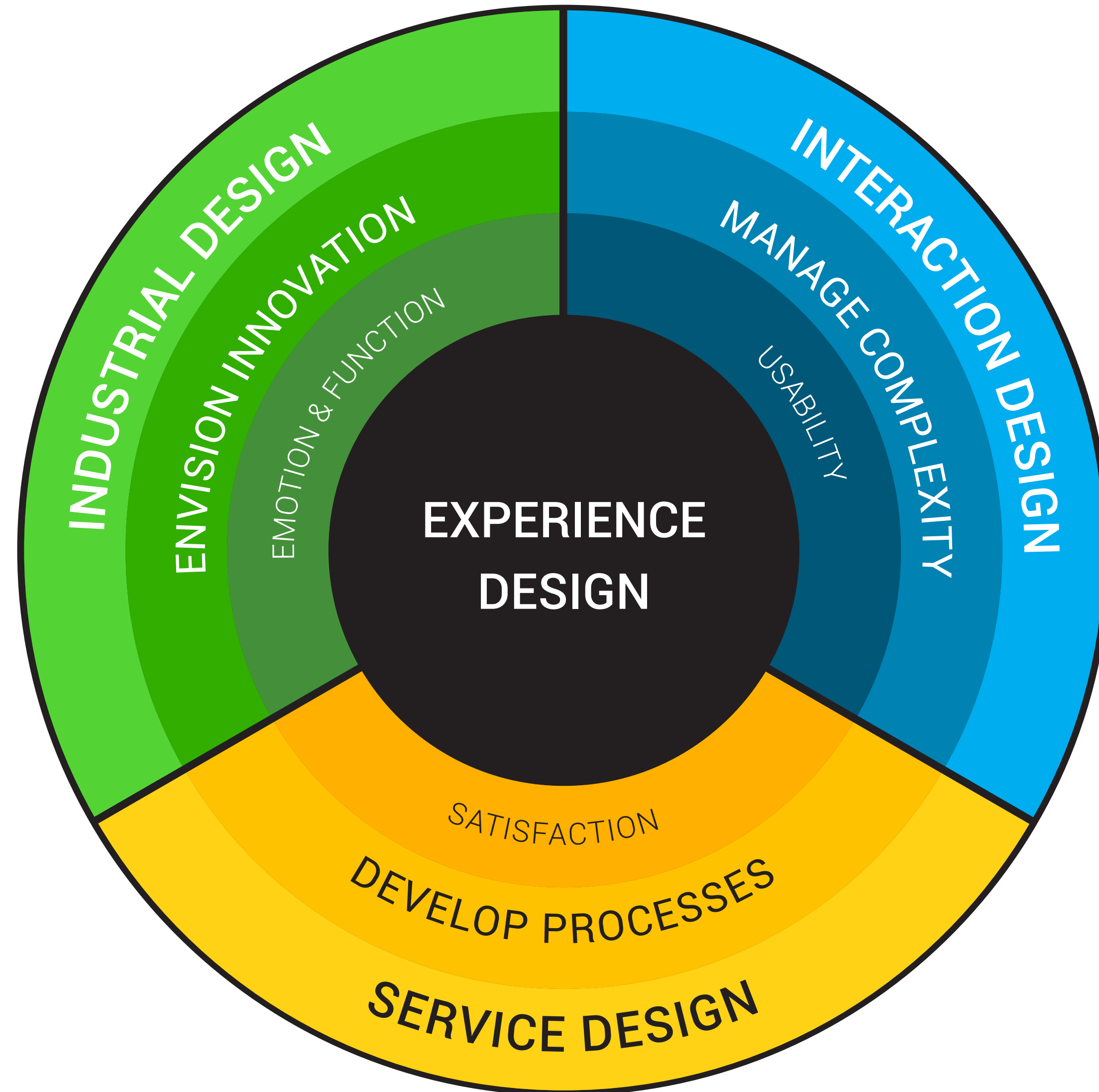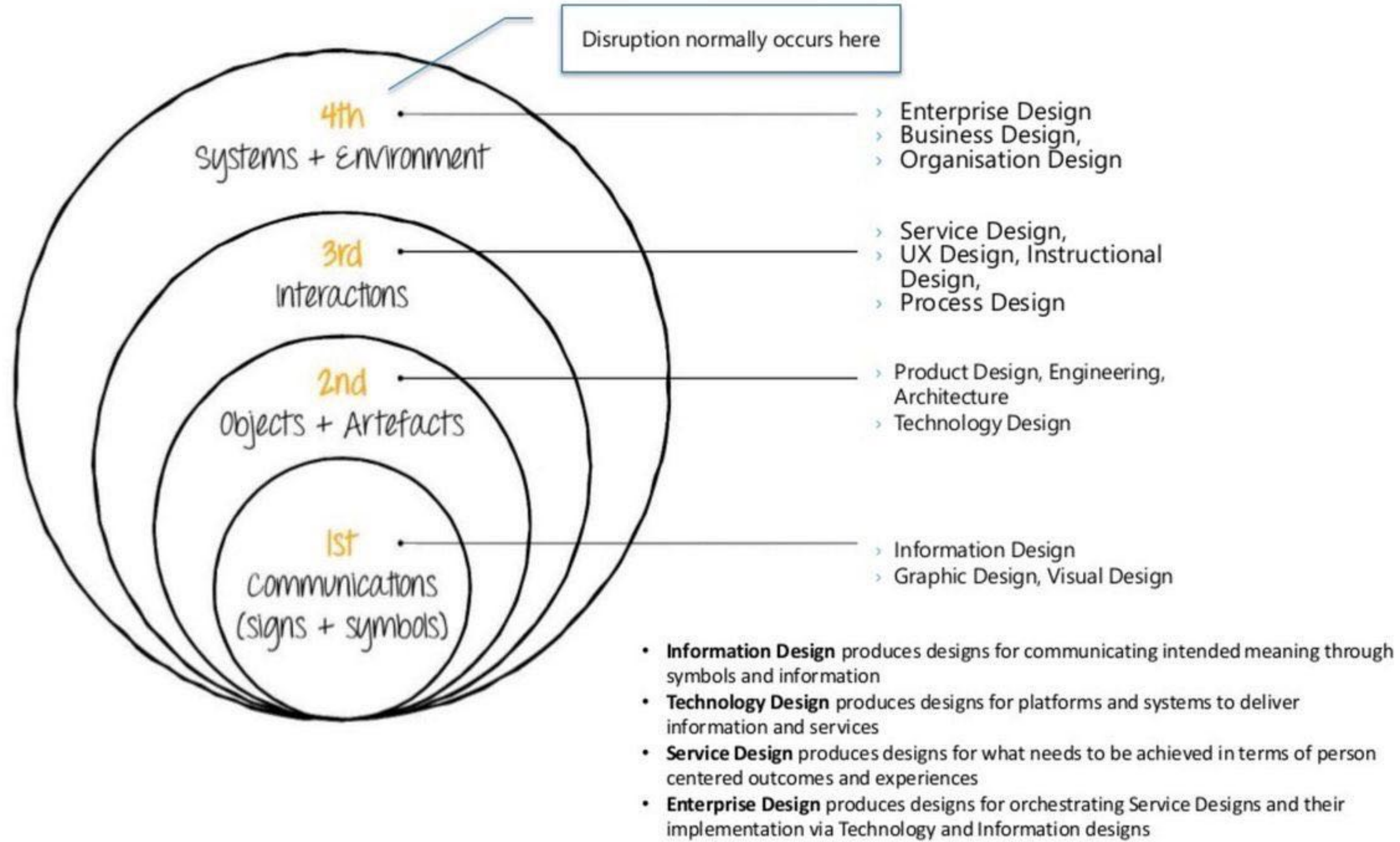**An Industry Tale…**

They start to build a service infrastructure…

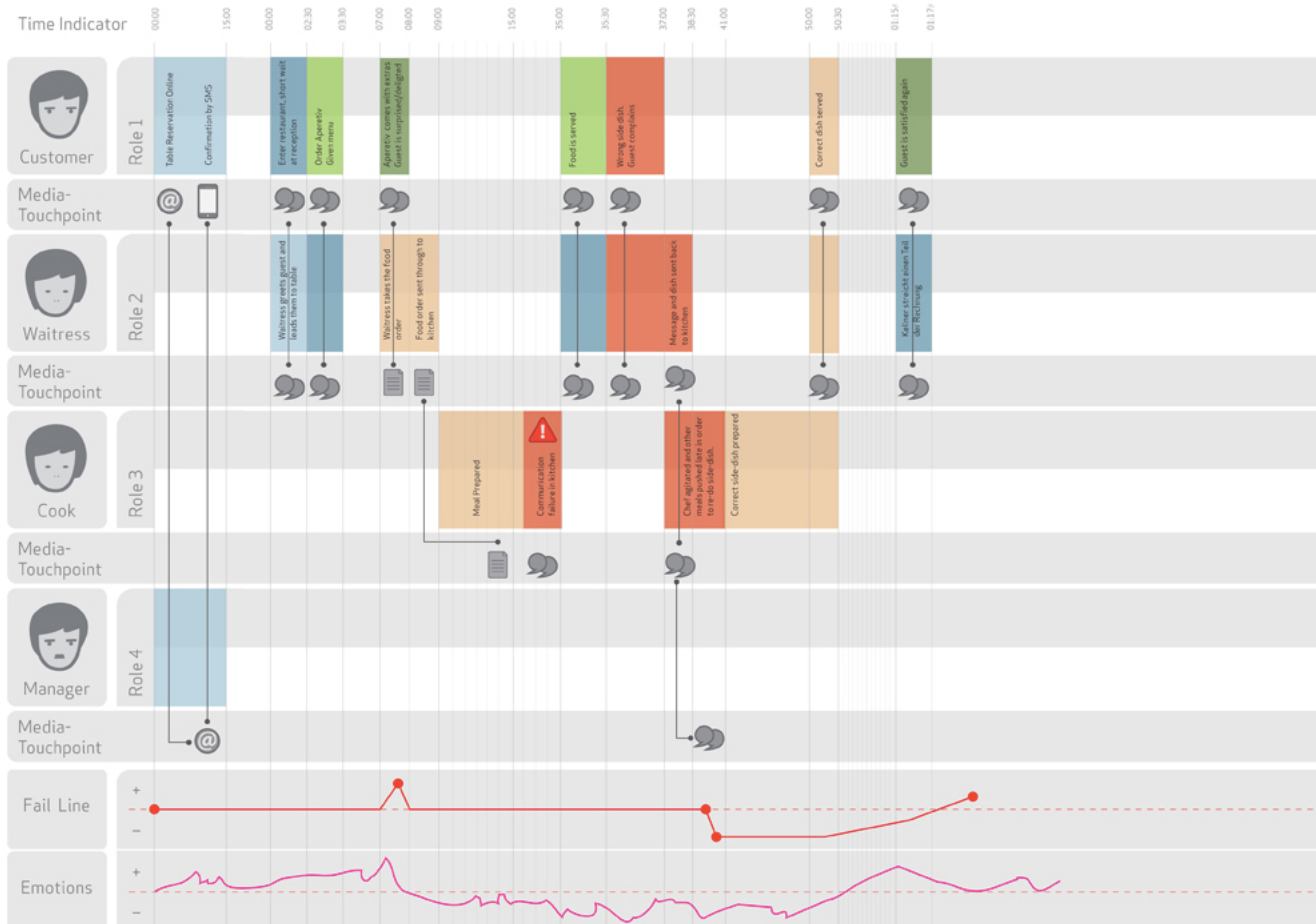…and establish a unique value proposition.

CAS Design Technologies

INDUSTRIAL DESIGN
ENVISION INNOVATION
EMOTION & FUNCTION

INTERACTION DESIGN
MANAGE COMPLEXITY
USABILITY

EXPERIENCE DESIGN

SATISFACTION
DEVELOP PROCESSES
SERVICE DESIGN

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

Over 5 million people use our Business Model Canvas.

Join them by using our platform and services to clearly understand customers, create better products, and grow businesses.

Enterprise teams can train at our Cloud Academy and receive coaching through our Innovation Sprints

Learn more ›

Smaller companies can take our Online Courses, use our Web App, and download free resources

Sign up for free ›

Business Model Online Course

Learn more ›

Value Proposition Online Course

Learn more ›

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

Giff Constable

—

TALKING TO HUMANS

Success starts with understanding your customers

GIFF CONSTABLE
with Frank Rimalovski
illustrations by Tom Fishburne
and foreword by Steve Blank

THE SEQUEL TO THE AWARD-WINNING BOOK *TALKING TO HUMANS*

TESTING WITH HUMANS

How to use experiments to drive faster, more informed decision making.

GIFF CONSTABLE
with Frank Rimalovski

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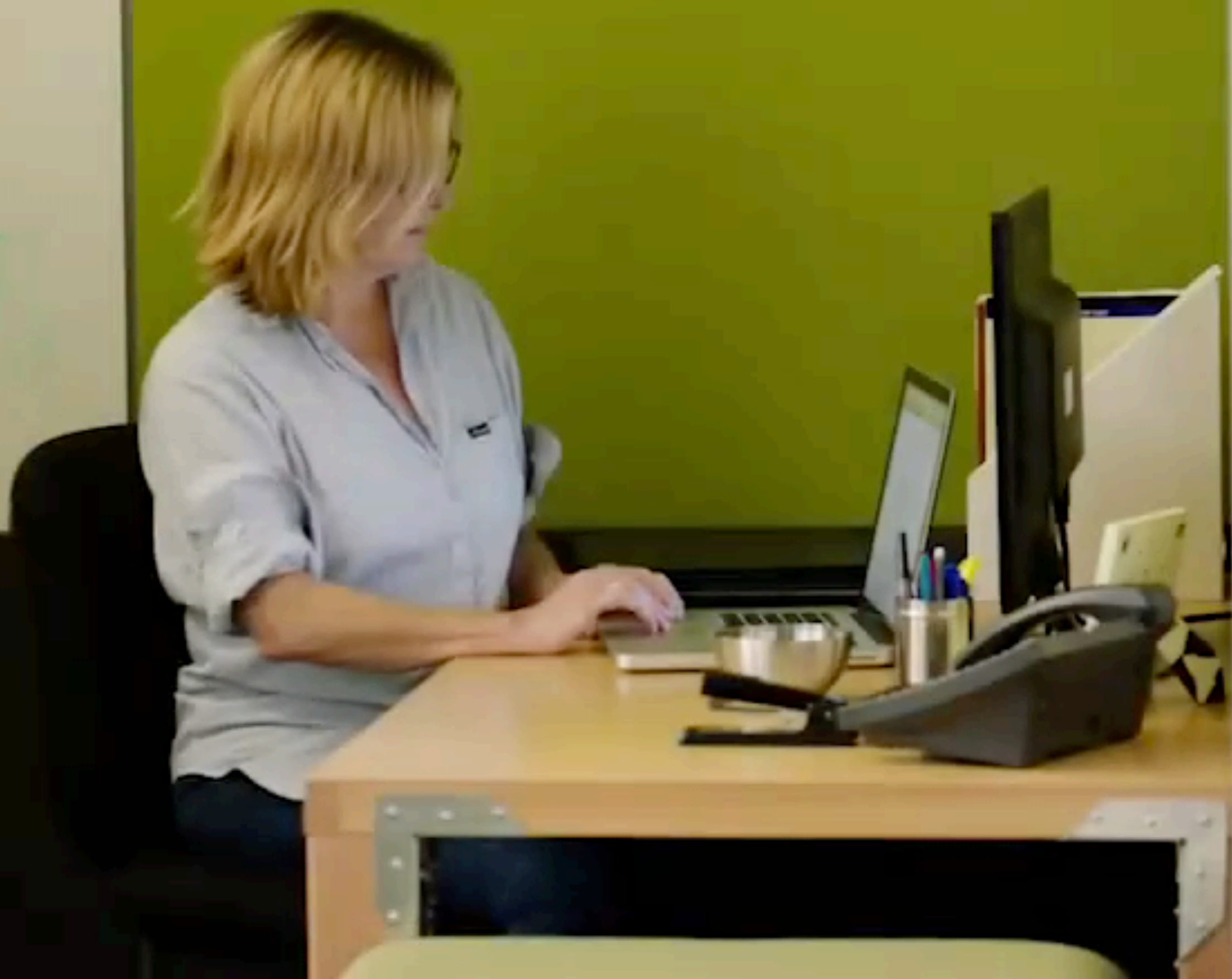
5. HOLISTIC
The entire environment of a service should be considered

Examples

Amazon Key

SOLL ICH DIE UMGEBUNG
LEISER STELLEN?

Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/16_FS/Sem4_Service_Design/Guthruf-Müller-Poli-Weibel/TG_NM_SP_AW_video
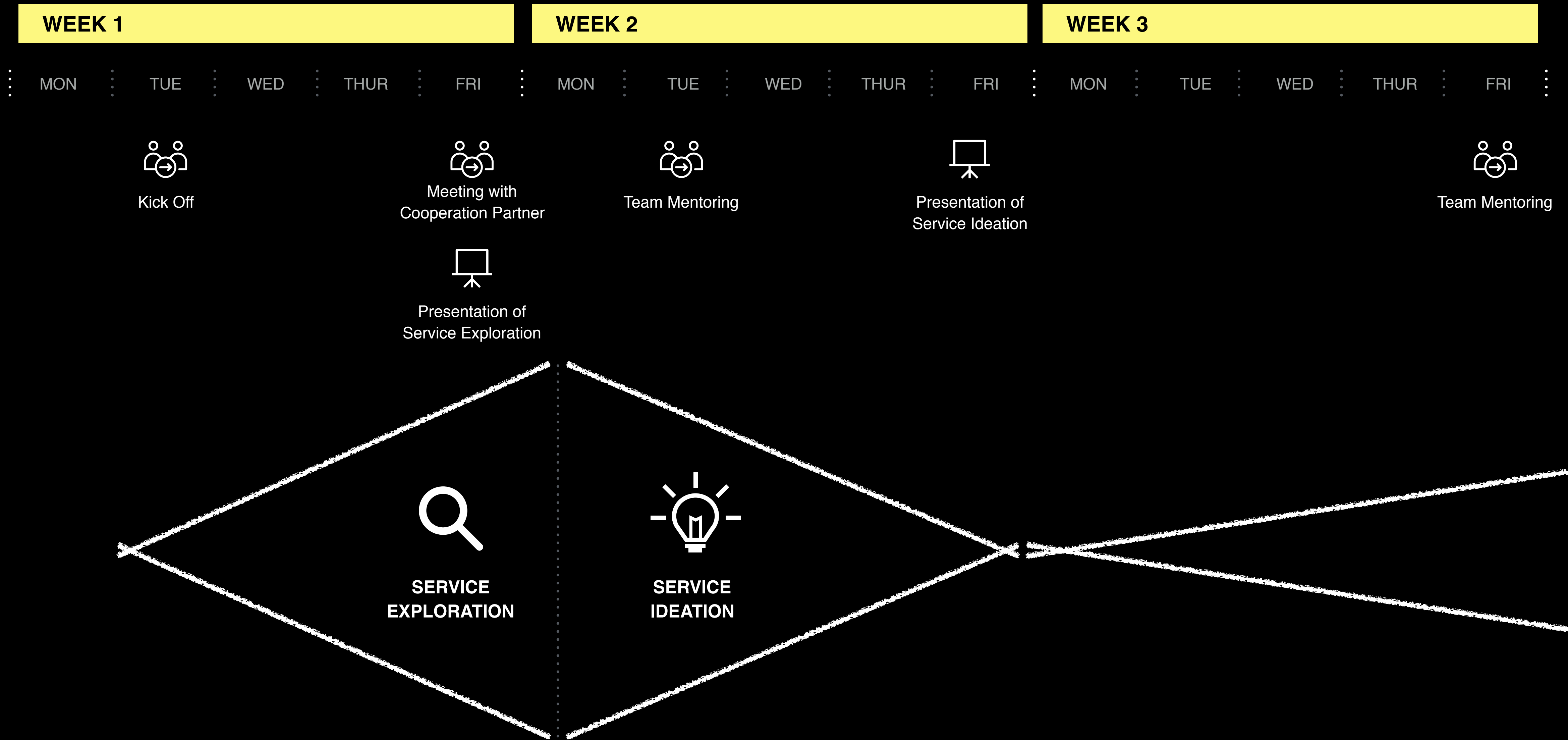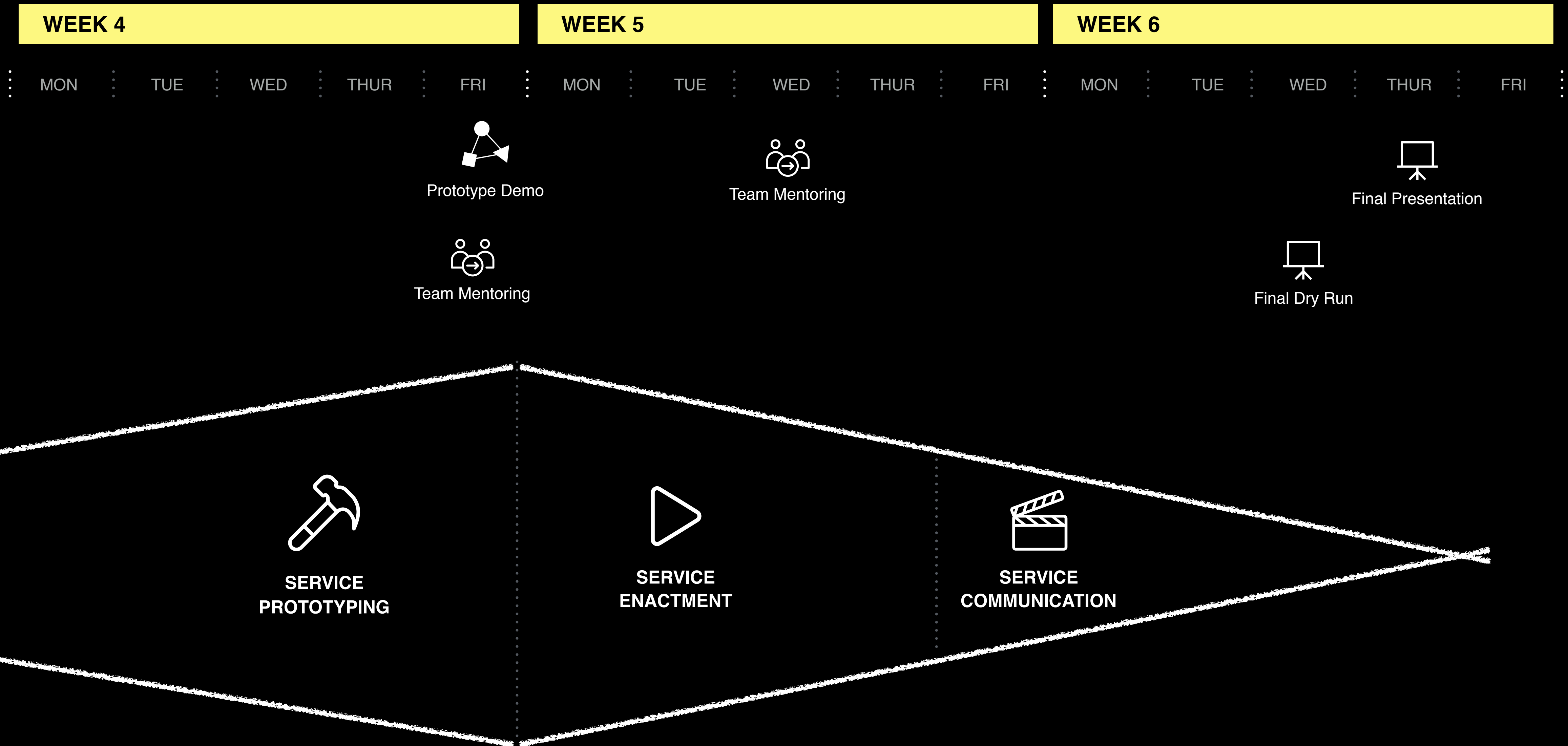
Service Design 2016

Welcome
Mrs Sparrow

Baggage Drop

File not available

Service Design 2013

Course structure

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

Meeting with
Cooperation Partner

Team Mentoring

Presentation of
Service Ideation

Team Mentoring

Presentation of
Service Exploration

**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

Prototype Demo

Team Mentoring

Team Mentoring

Final Presentation

Final Dry Run

SERVICE PROTOTYPING

SERVICE ENACTMENT

SERVICE COMMUNICATION

Design Teams

👥 **Team 1: Claudia Buck, Marcial Koch, Melanie Abbet, Lilian Lopez**

👥 **Team 2: Colin Schmid, Edna Hirsbrunner, Randy Chen, Ismael Moeri**

👥 **Team 3: Fiona Good, Janina Tanner, Duy Bui (M), Dominik Szakacs**

👥 **Team 4: Andrin Gorgi, Ju Yi, Jennifer Duarte**

👥 **Team 5: Mara Weber, Michelle Schmid, Stefan Lustenberger**

Deliverables

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

Topic

—

What will the future of food shopping look like?

JUST
WALK
OUT

Selecta - New Interface
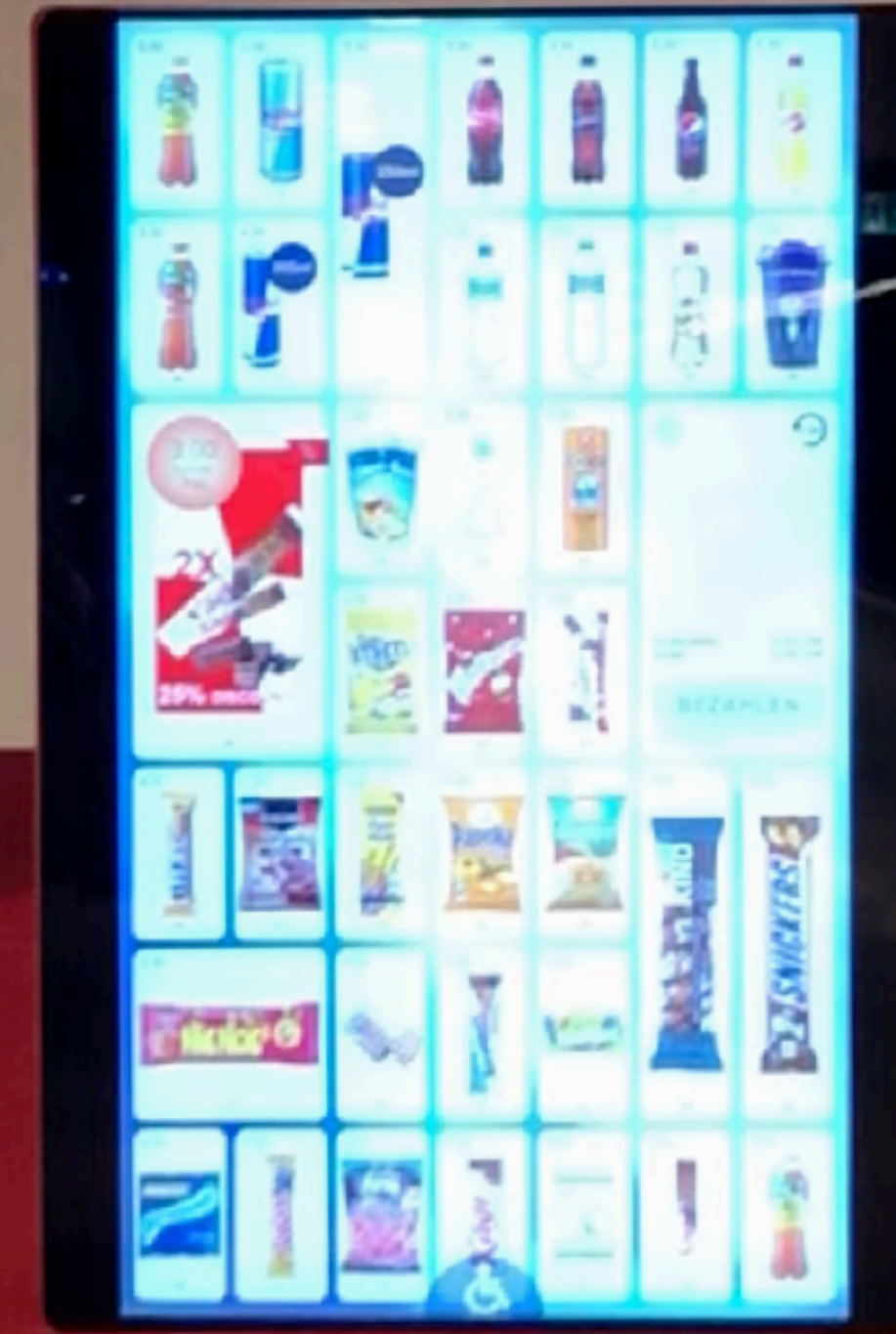
Avec Box

Migros Amigos

Foifi - Zerowaste

Cooperation Partner

–

WE ARE A RETAIL DESIGN AGENCY
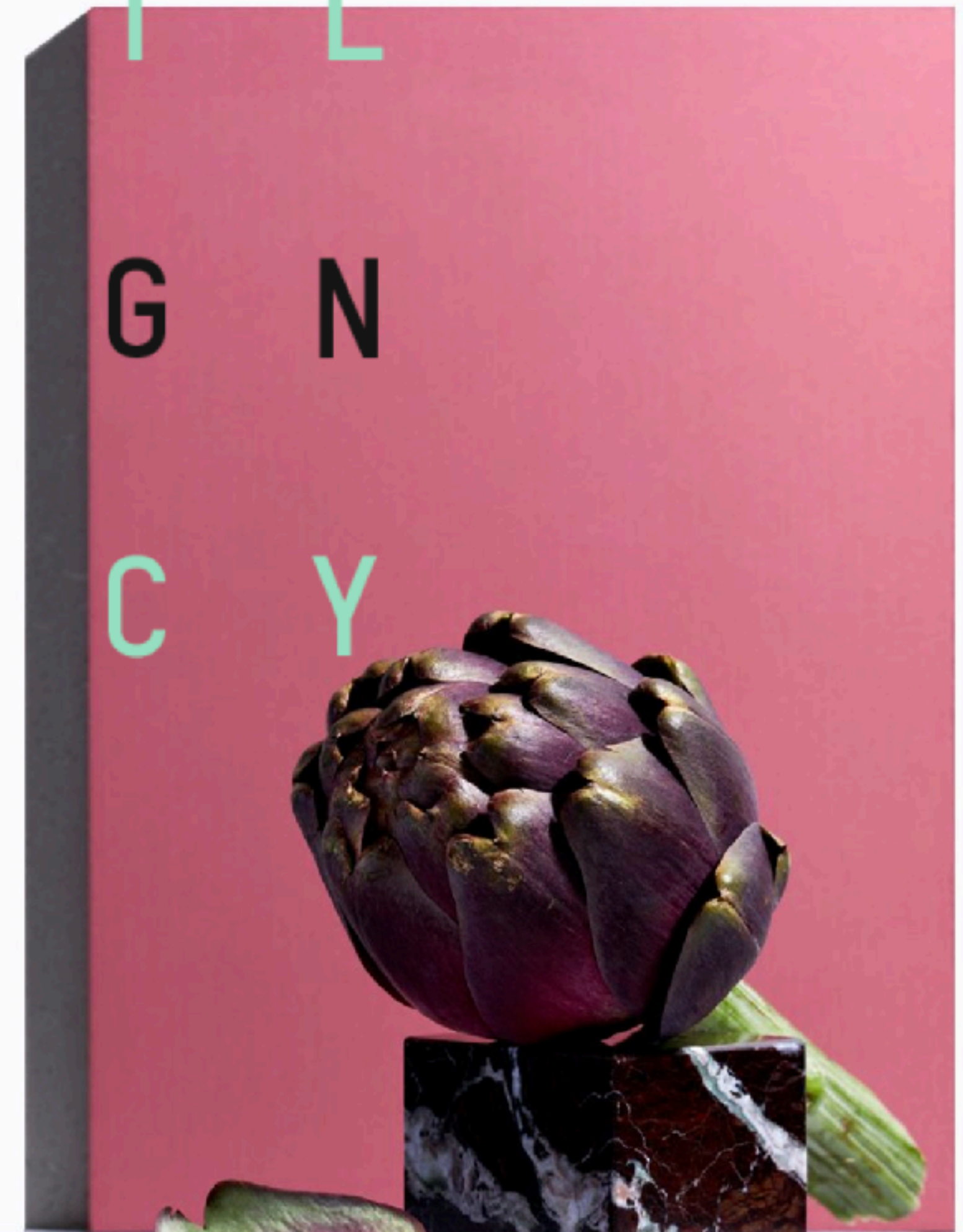
Interstore

- Retail Design Agency

- Founded in 1987

- Zürich, Naturns, Düsseldorf, San Francisco

- Work with a strong network of partners

Rights concerning the outcome of this cooperation

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

- The copyright will remain with the students

Cooperation Partner | Payment

This cooperation will earn the IAD BA program CHF 9000,-

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.

Current Course

- Service Design 2019 (en)

Past Courses

- Service Design 2018 (en)
- Service Design 2017 (de)
- Service Design 2016 (de)

© Interaction Design · ZHdK

Refresh

Channels of Communication

SD Calendar

Calendar online | *ical*

All dates in one place.

Service Exploration

–

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Aim

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

Focus: 20-30 year old.

How & where do people eat / consume food?

What do they eat?

How do food related decision processes look like?

What role do food stores, food delivery services and other players in this field play?

What differences and commonalities do you see?

What are deciding factors?

Talking to Humans

10 Tipps

DOs

DON'Ts

| 1 | Go in prepared. Know your goals and questions ahead of time. | Don't have an endless list of questions. |

| 2 | Be smart about who you target. Work from your hypotheses on market and early adopters. | Don't take a shotgun approach, talking to anyone with a pulse. |

| 3 | Talk to one person at a time. If you bring a note taker, they should remain quiet. | Don't do focus groups. |

| 4 | Prepare yourself to hear things you don't want to hear. | Don't let your excitement and optimism bias what you hear. |

Talking to Humans

10 Tipps

DOs

DON'Ts

4 Prepare yourself to hear things you don't want to hear.

Don't let your excitement and optimism bias what you hear.

5 Get stories on past behavior.

Don't ask people to speculate (i.e. "would you pay for X?")

6 Ask for advice.

Don't pitch unless you actually try to close for real money.

7 Listen. 95% of the conversation should be them talking.

Don't talk so much, and don't be afraid of silences. Let them think.

8 Follow your nose and drill down when something of interest comes up.

Don't feel like you have to rigidly stick to a script.

Talking to Humans

10 Tipps

DOs

DON'Ts

6	Ask for advice.		Don't pitch unless you actually try to close for real money.
7	Listen. 95% of the conversation should be them talking.		Don't talk so much, and don't be afraid of silences. Let them think.
8	Follow your nose and drill down when something of interest comes up.		Don't feel like you have to rigidly stick to a script.
9	At the end of the interview, ask for introductions to more people to speak with.		Don't leave empty handed if you can help it.
10	Look for patterns and use judgement.		Don't take any one conversation literally.

Mapping

THE DAILY ROUTINES OF
FAMOUS CREATIVE PEOPLE

Turns out great minds don't think alike. Discover how some of the world's
most original artists, writers and musicians structured their day, based on
'Daily Rituals' by Mason Currey. Filter the different categories by toggling on
or off, and hover over the colored bars to learn more about the daily
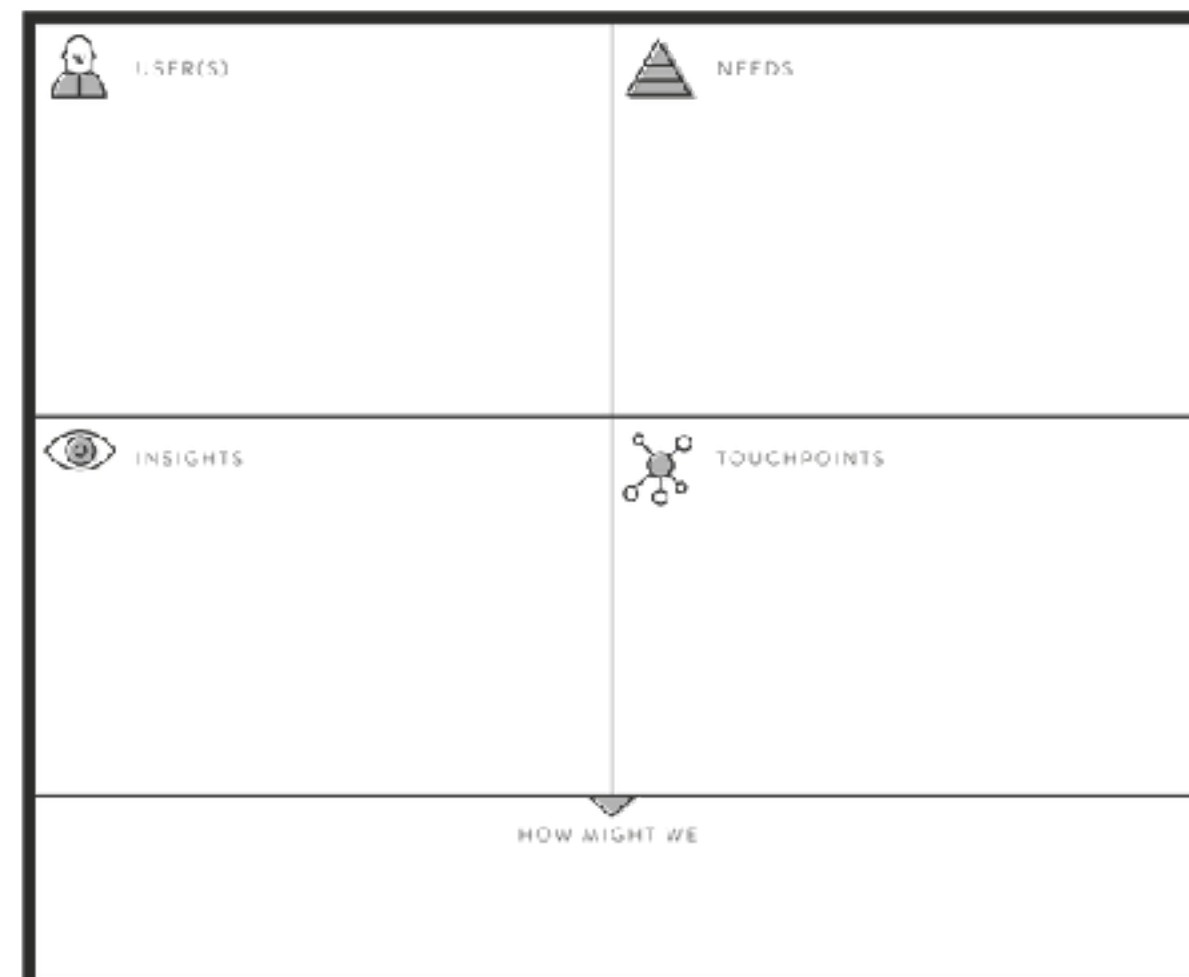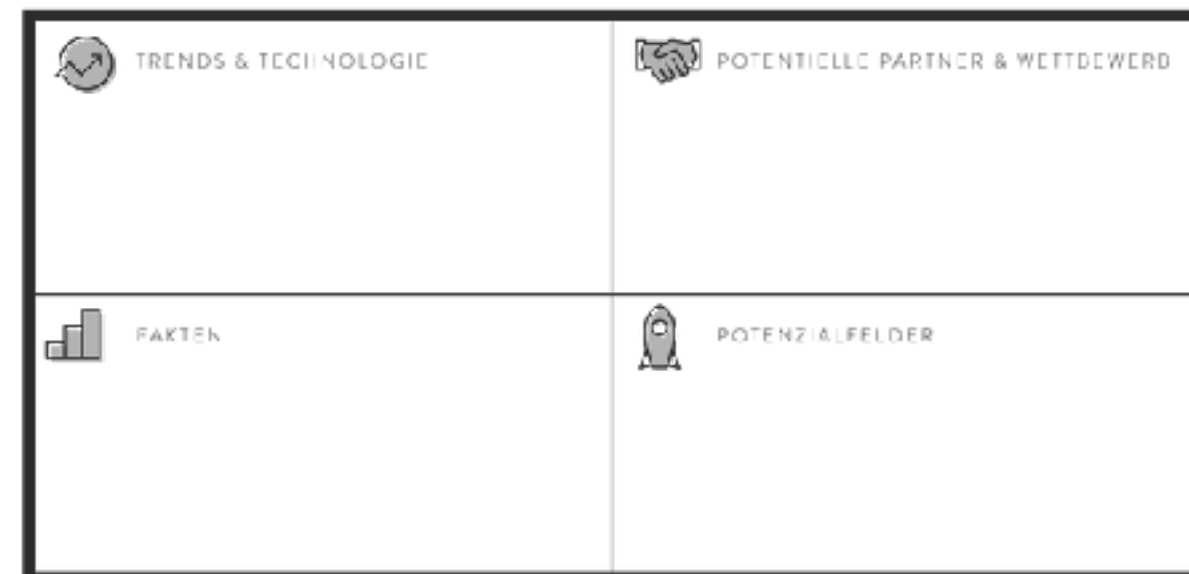routines.

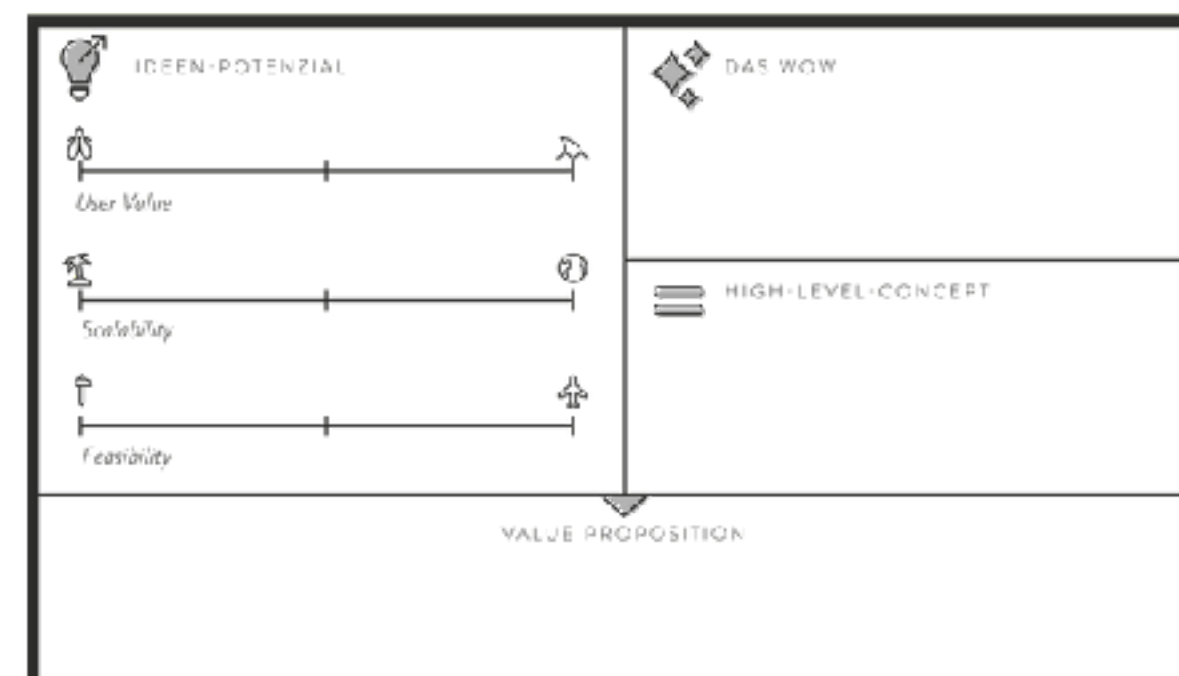SLEEP   CREATIVE WORK   DAY JOB/ADMIN   FOOD/LEISURE   EXERCISE   OTHER
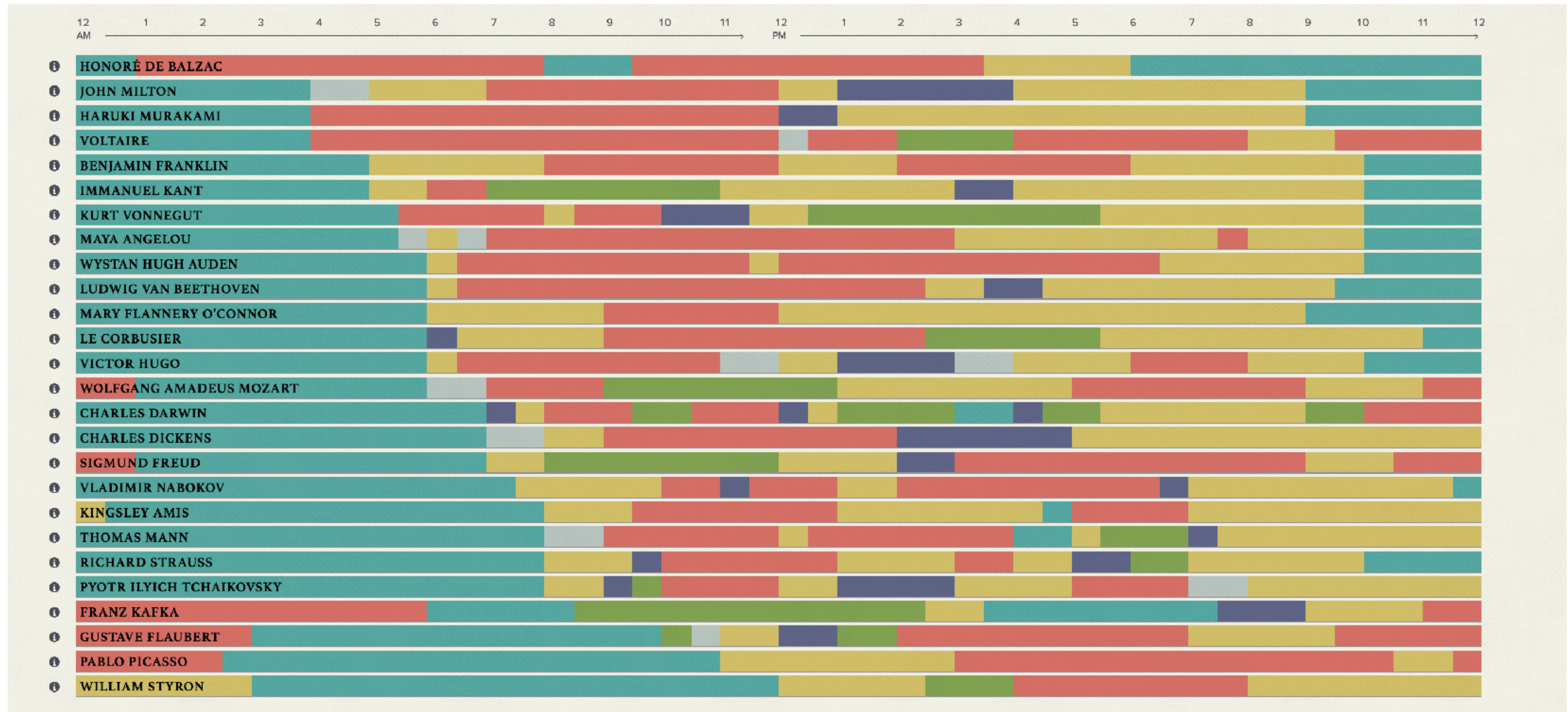
Canvas

DIGITAL INNOVATION BOARD

Canvas

EXPLORE

TRENDS & TECHNOLOGIE	POTENTIELLE PARTNER & WETTBEWERB
FAKTEN	POTENZIALFELDER

USER(S)	NEEDS
INSIGHTS	TOUCHPOINTS
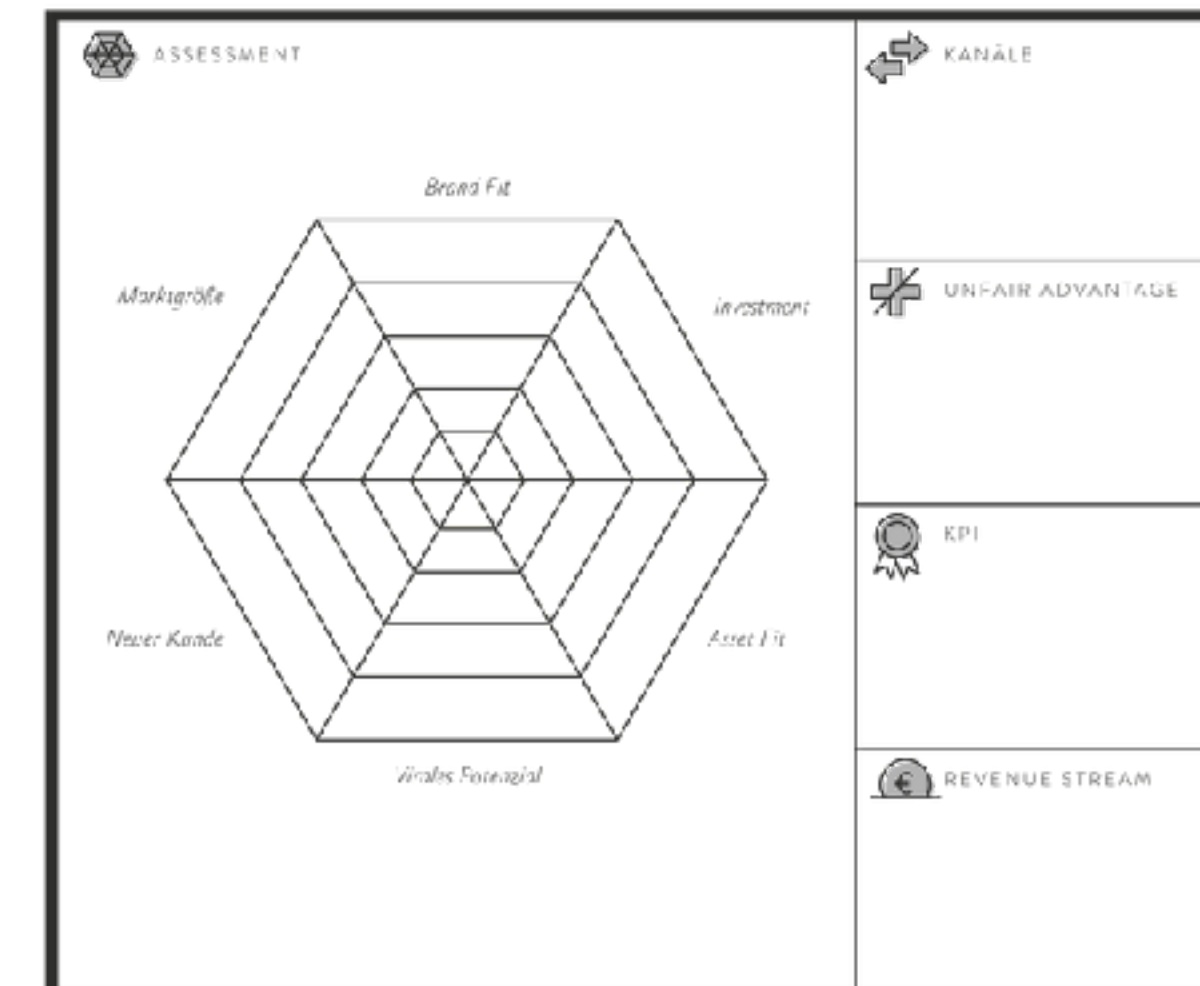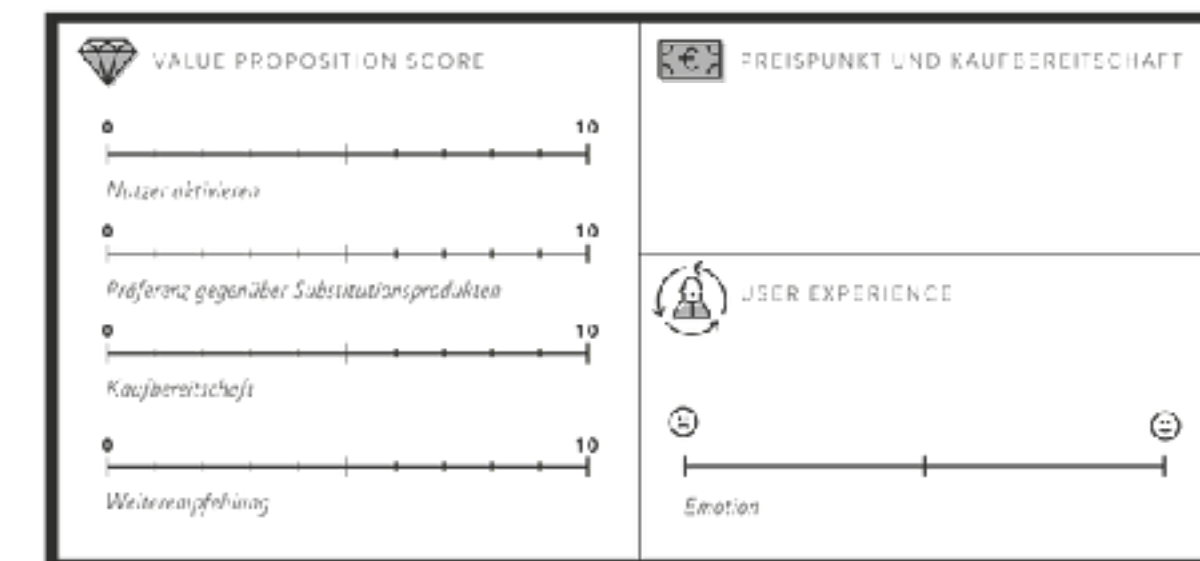
HOW MIGHT WE
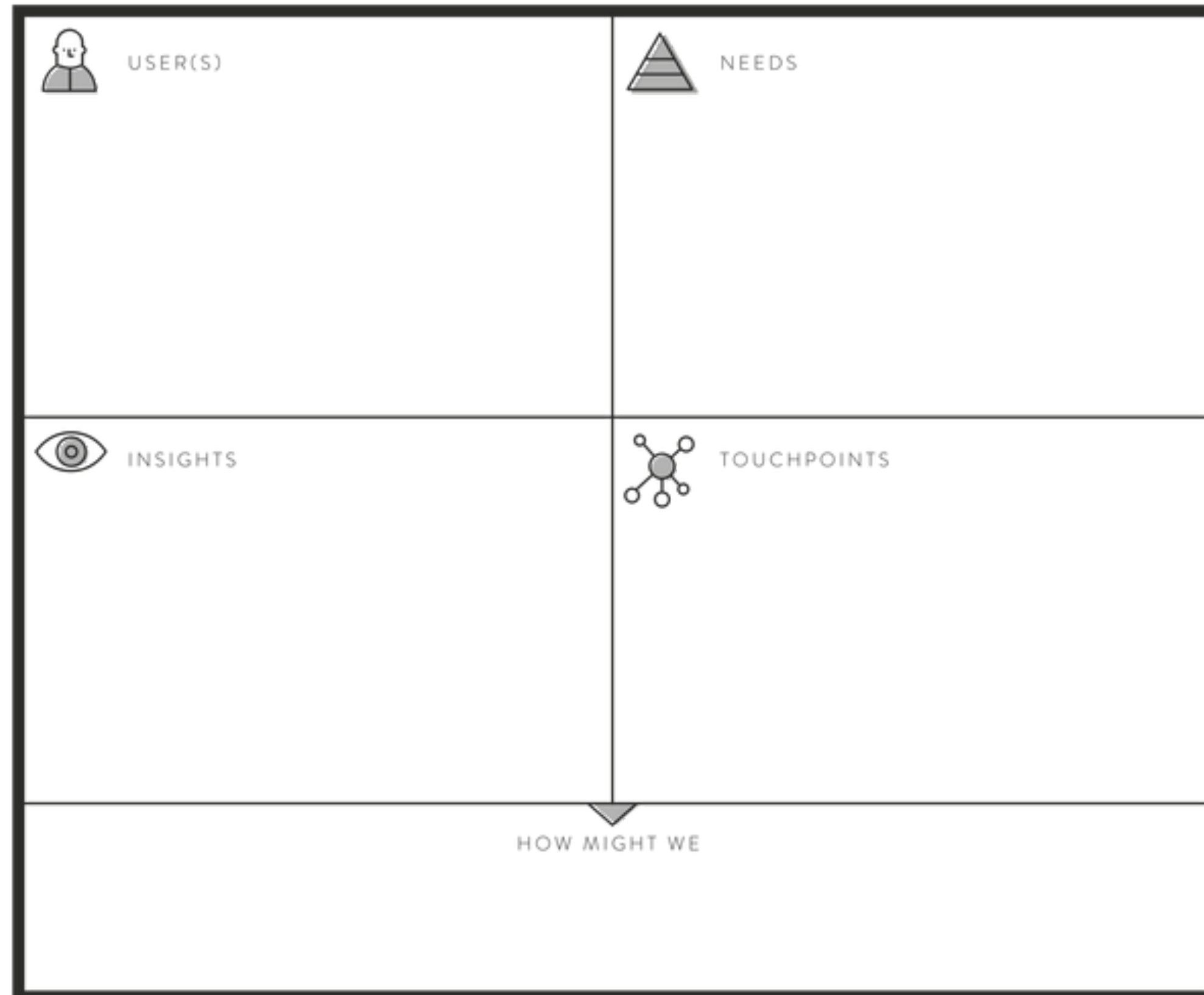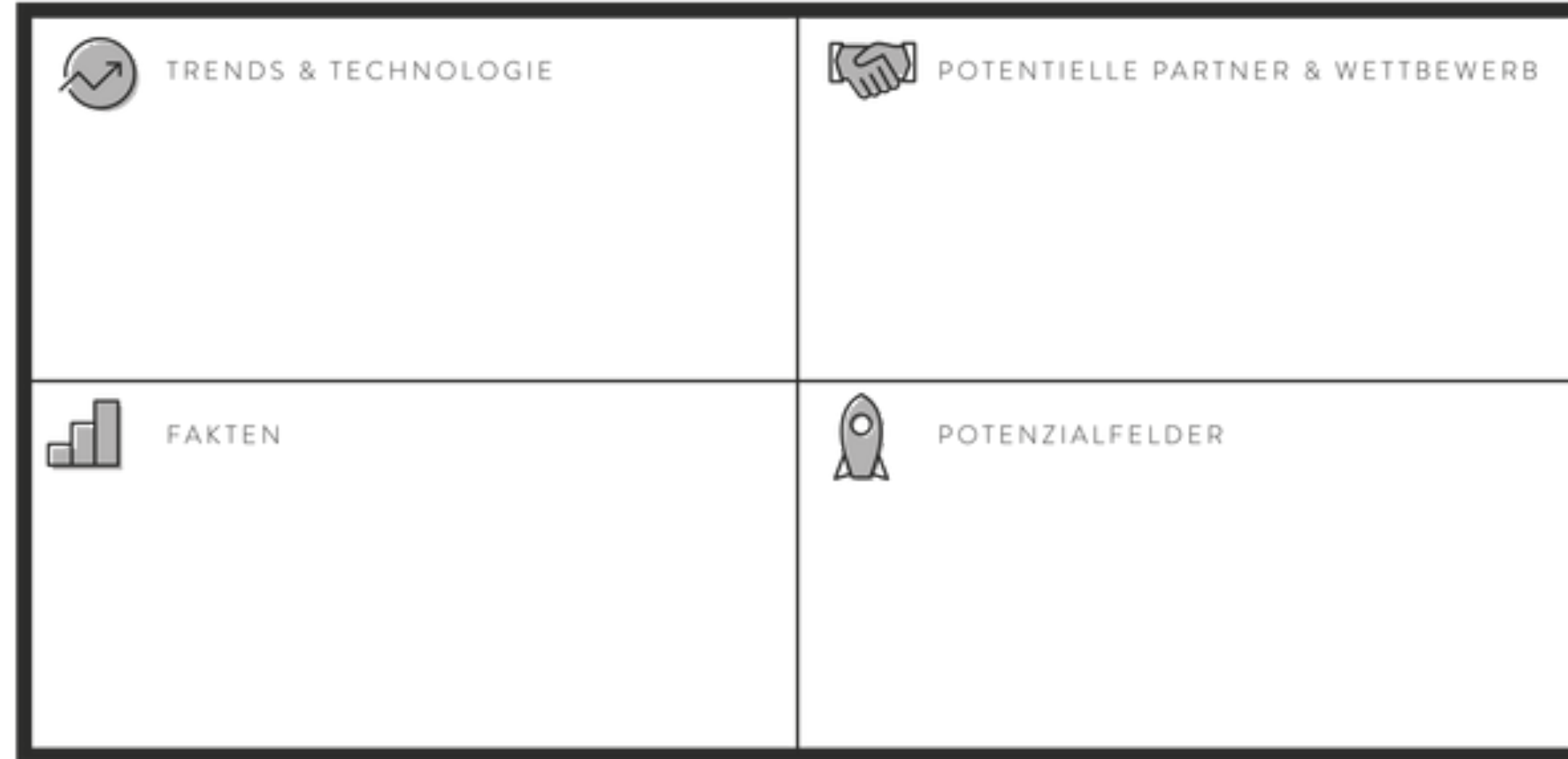
Possible Methods

- Desktop Research

- Contextual Interviews (This is Service Design Thinking S. 162)

- Shadowing (This is Service Design Thinking S. 156)

- 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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Z hdk

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