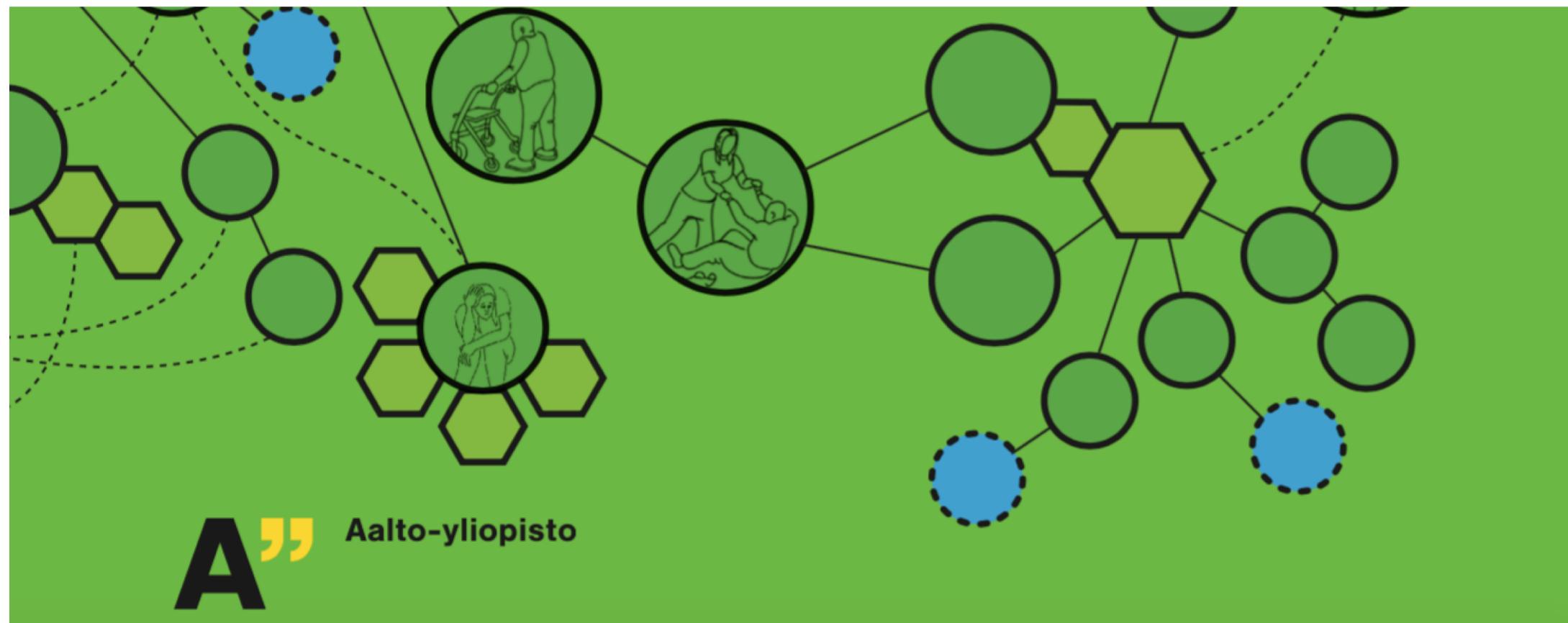


Tuuli Mattelmäki

Service design – basics and applications



AIMS

To give insights on what service design is by introducing some of its core principles and examples of its applications

- Service design involves the orchestration of clues, places, processes, and interactions that together create holistic service experiences for customers, clients, employees, business partners, or citizens. P.14

Ostrom et al 2010 Moving Forward and Making a Difference: Research Priorities for the Science of Service Journal of Service Research. 2010

Service design key components

- *START WITH THE HUMAN* - *Human-centered*
 - *a broad and deep understanding about users, insights (oivaltaminen) and empathy*
- *DARE TO challenge the existing, try out*
 - *Re-thinking, experimenting, iteration, prototyping*
- *CO-CREATE with others*
 - *Collaboration, partners, experts*

FUNDAMENTALS IN SERVICE DESIGN

USER-CENTRED - experienced through the eyes of the customer

CO-CREATIVE - all stakeholder should be included in the service process.

SEQUENCING - service should be visualized as sequences of interrelated actions

EVIDENCING- intangible services should be visualized in terms of physical artifacts

HOLISTIC- the entire environment of a service should be considered

MARC STICKDORN 2010 5 principles of service design thinking. In Stickdorn, M. & Schneider J. (eds 2010) This is service design thinking basics – tools – cases. BIS publishers, The Netherlands. P. 34-45

Service design is a growing field

- **service interfaces and interactions** (i.e. interaction paradigm)
- **collaborative design approaches** (i.e. participatory design, co-design)
- **transformation and organisational change** and social design (Sangiorgi and Prendeville 2017)
- **Service design as a skilled contribution**
 - Brief: Oriented towards outputs, focused on developing improving an offering
 - Innovation outcomes: Changes are informed by design contribution
- **Service design as a people-centered, creative and systematic process**
 - Brief: Open and exploratory, focused on developing and improving offering
 - Innovation outcomes: Changes are led by design process
- **Service design as a people-centered and collaborative mindset and approach**
 - Brief: open and exploratory, focused on learning a new way of doing things.
 - Innovation outcomes: Changes are enabled through learning (Sangiorgi and Prendeville 2017, page 28)

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Engaging people in change can be a messy process

Light & Akama 2012