HCDI seminars

Brunel University, 29th February 2012

Design for Services

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![imagination LANCASTER]

A creative research lab that:

›› investigates emerging issues, technologies and practices

›› combines traditional science and social science methods with the practice-based methods arising from the arts

- Industrial Design degree in Politecnico di Milano (Italy)

- PhD in Service Design in Politecnico di Milano (Italy)

- ImaginationLancaster (UK) as Lecturer

Services and Design today

The Discipline

The '90s:

Growing economic role of the service sector

Design still focused on to the physical and tangible output of the traditional industrial sectors
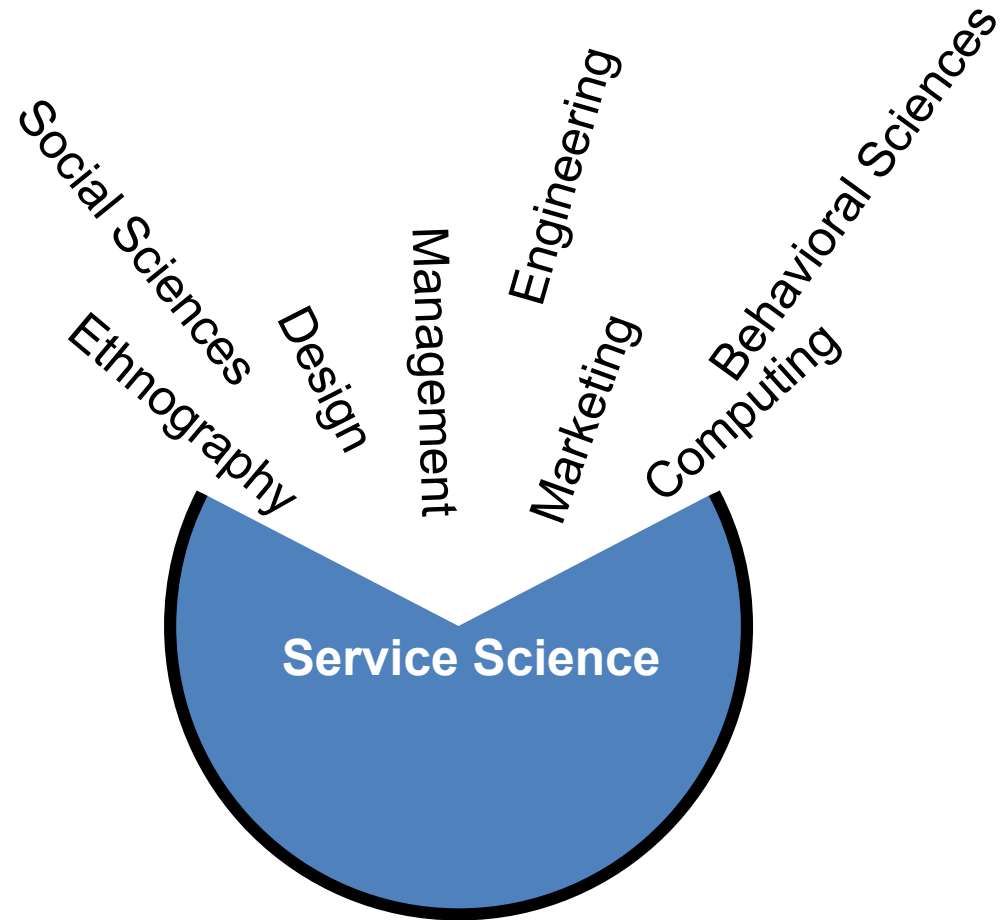
Services

Fundamental role of services for the **growth** and **sustainability** of **innovation** and **competitiveness**.

Innovation **studies**, policy debates and programmes aiming at understanding the service sector at different levels.

Services as potential enablers of a 'society driven innovation' (European Commission, 2009)

Service Science

'The study of service systems, aiming to create a basis for systematic service innovation'

[Maglio and Spohrer 2008: 18]

Service Design evolution

+ complexity

Design for
Service Interactions

+ interactions

+ participation

1990s   2000s
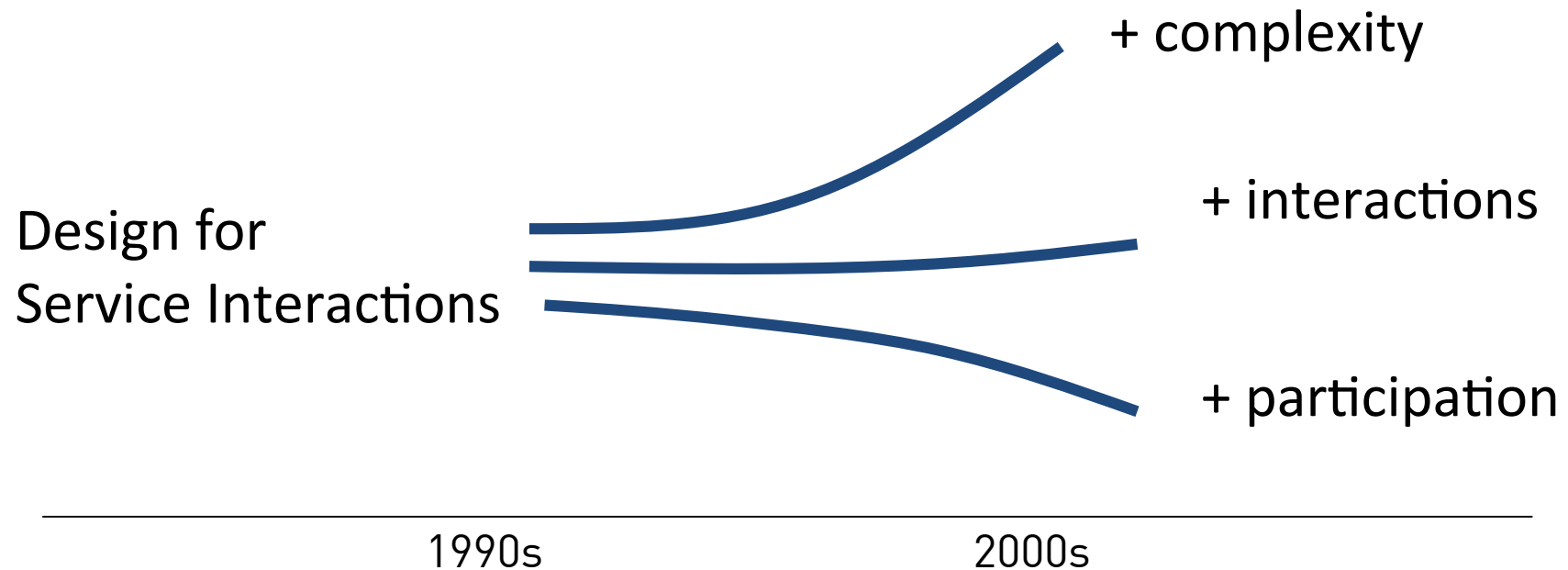
"The subject matter of design is potentially universal in scope, because design thinking may be applied to any area of human experience" (Buchanan 1992: 16).

Today's Design Community

Organizations working on Service Design

Service Design sources

A Map of Design for Services

Interpretation of ongoing practices

6 design companies

thinkpublic, STBY, Participle, Strategic Design Scenarios, Experientia, Domus Academy

8 academic research centres

Carnegie Mellon University, Linkoping University, Lancaster University, Said Business School, University of Oxford, Politecnico di Milano, Melbourne University

1 company

IBM Research USA and IBM Corporation

A New Framework

some cores of competences

blurred boundaries

integrated knowledge

interdisciplinarity
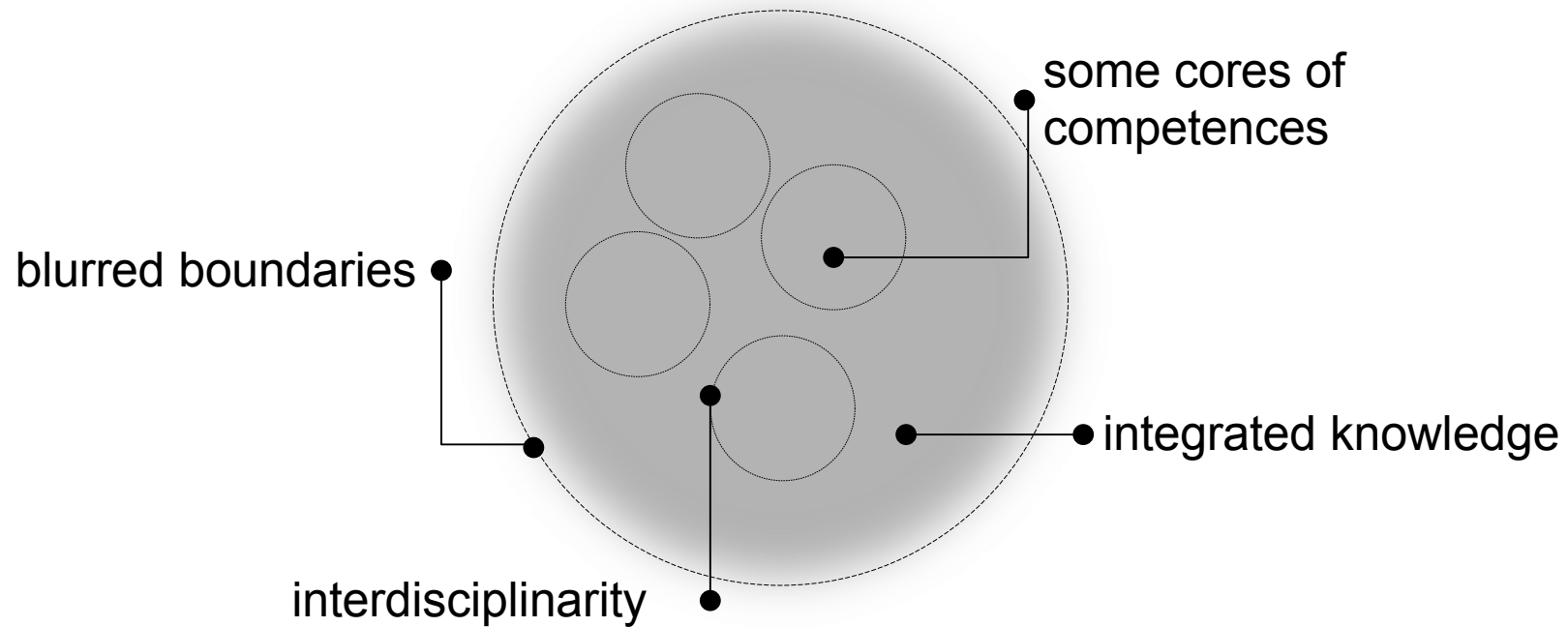
... heterogenic nature, partial unpredictability, changing contexts, human intensity.

Designing as **creating the conditions** for certain forms of interactions and relationships to happen.

The PERFECT NIPPY

Cap correctly worn, monogram in centre.

Ribbon clean and pressed.

No conspicuous use of make-up.
Hair neat and tidy.

Teeth well cared for.

Clean and well laundered collar correctly sewn in.

Dress clean and tidy.

Badge clean and securely sewn.

All buttons sewn on with red cotton.

Fastening to have Hooks, Eyes and Press Studs, which should be securely sewn on and fastened.

Clean and well laundered cuffs, correctly sewn in.

Point well pressed.

Clean hands.
Nails well manicured.

Clean, well laundered apron, correctly worn.

Dress correct length.

Plain Black Stockings.

Well polished plain shoes.
Medium heels for comfort.

J. Lyons & Co. Ltd.

Design for Services versus …

Service Design ~~Design *of* Services~~

Design *for* Services

What Design is doing and can do for services and how this connects to existing fields of knowledge and practice

An emerging discipline
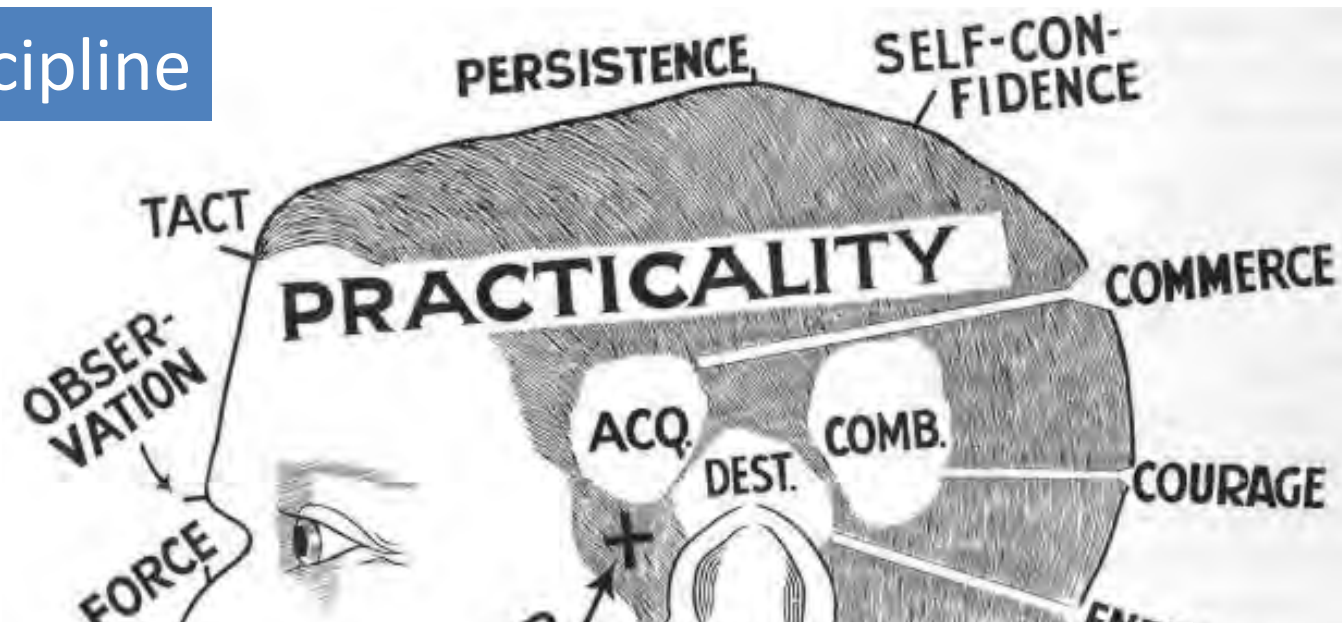
D4S based on mainly **informal** and **tacit** knowledge

➘ more structured discipline if closer dialogue with existing disciplines

➘ efforts and collaboration across disciplines
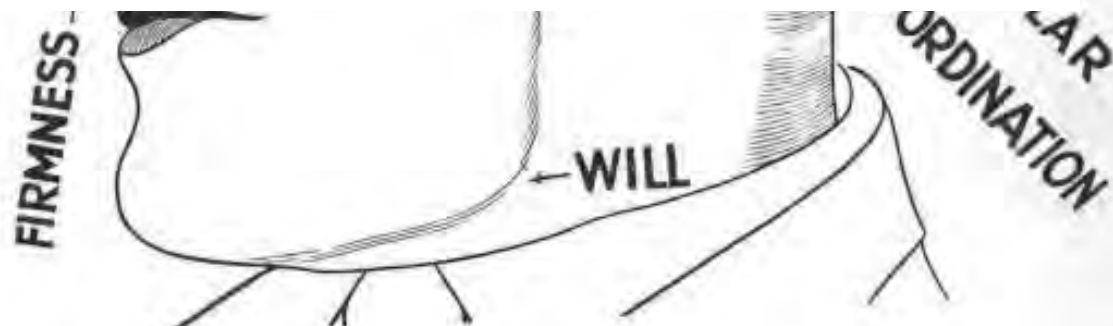
Paradigms & Frameworks

How has Design approached the realm of services?

Design Paradigms

Services..

Interactions
How to design better service interactions and experiences?

Functionalities
How to substitute the manufacturing driven model of consumption?

Design Paradigms

1 Interaction & Experience Design

HOW

↕ ↕ ↕ ↕ ↕
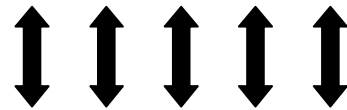
2 Design for Sustainability & PSS Design

WHAT

6 to 1

Studies show car sharing significantly reduces the number of cars on the road. Every car shared results, on average, in 6 private cars being taken off the road.

A growing complexity

Collaborative services -

Interaction & Experience Design

Strategic Design -

- Social Networks

Transformation Design

Service innovation -

\+ \+

- Organisational Change

Design Management -

Service Dominant Logic -

Design for Sustainability & PSS Design

System Design

- Social innovation
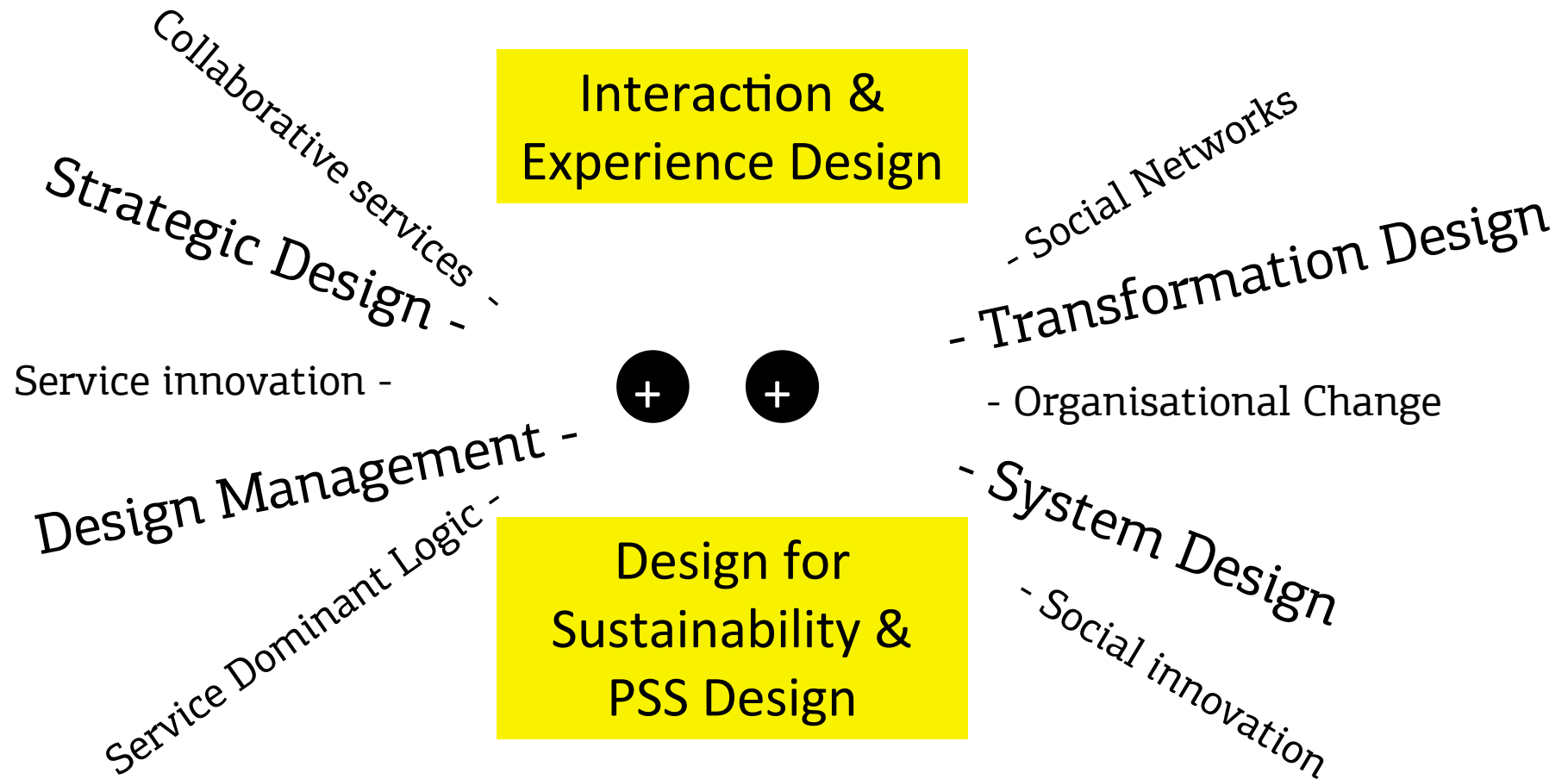
A Map of Design for Services

Building a New Framework

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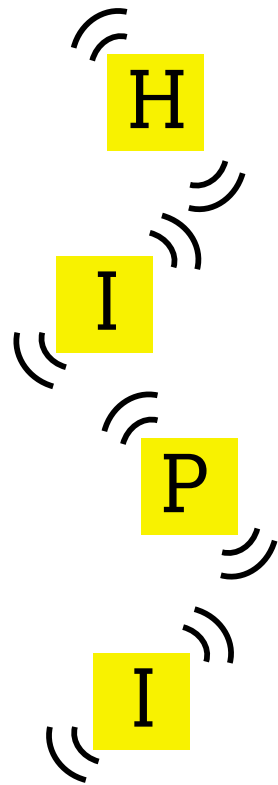
17 case studies
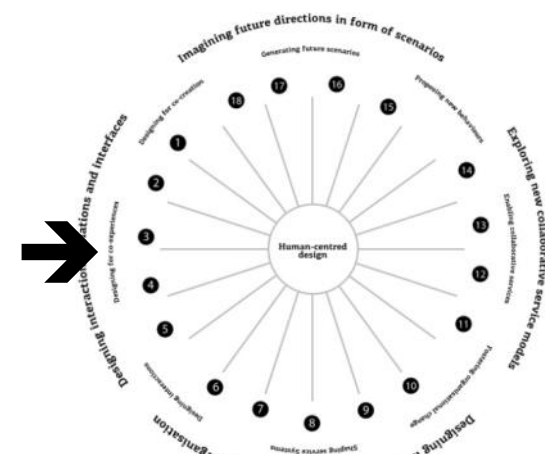
D4S map

Mapping design roles and contributions

A map of Design for Services
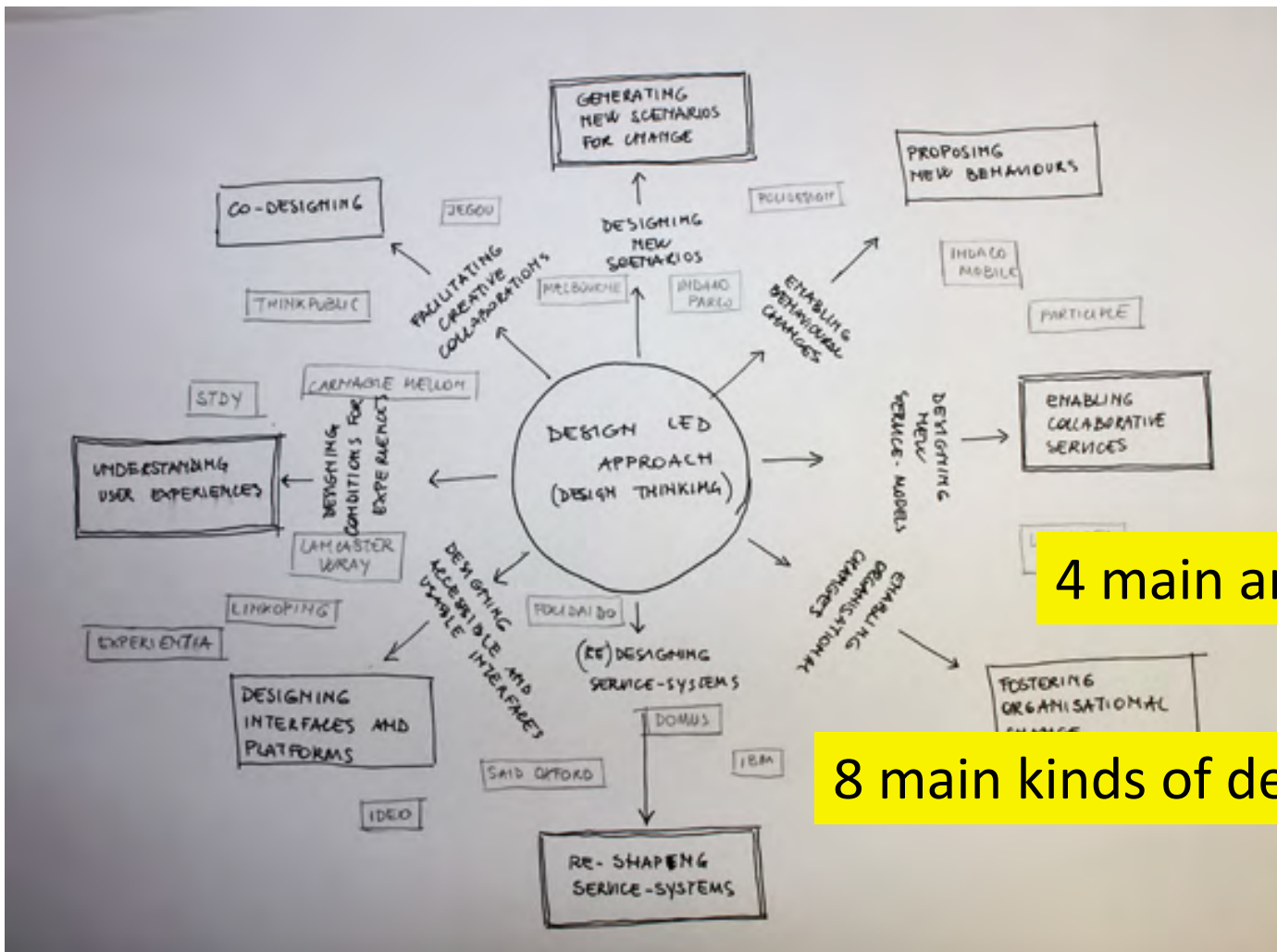
4 main areas of intervention

8 main kinds of design contributions

Human Centred Design Approach
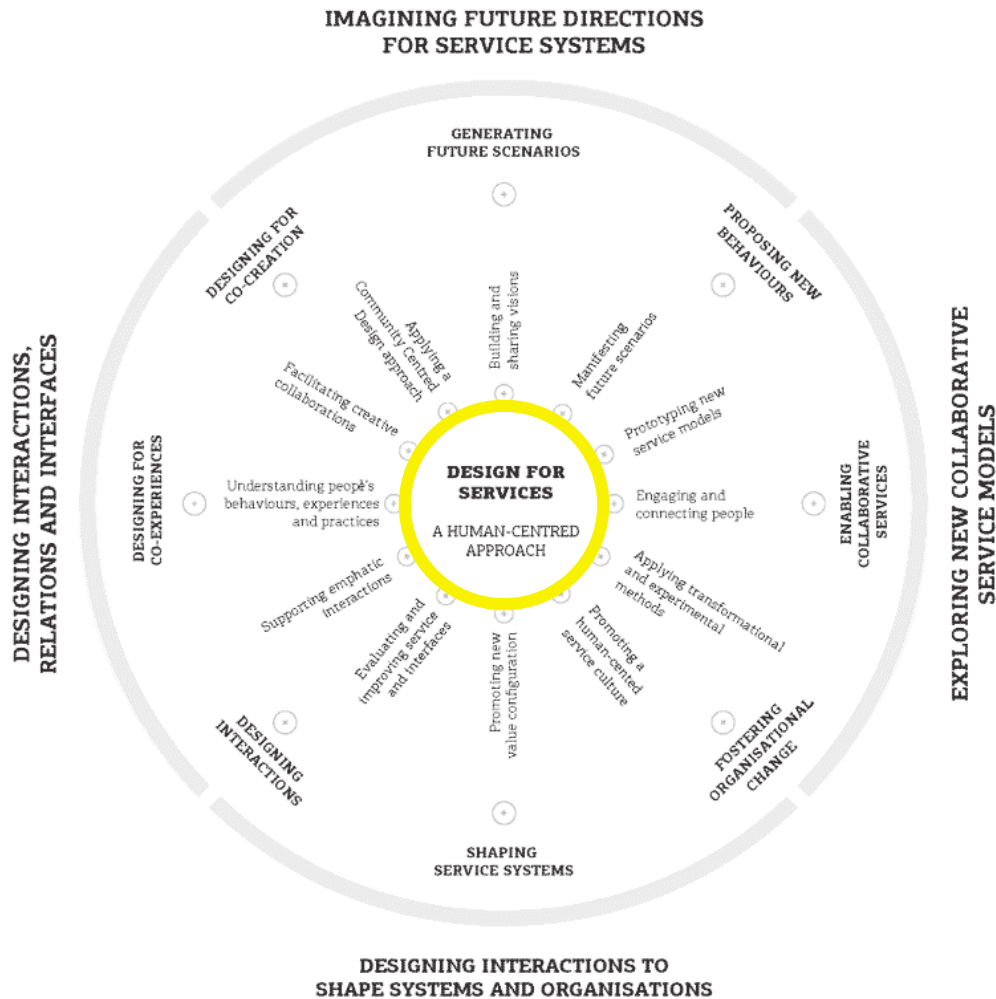
Designers consider the deep *understanding and respect* of human behaviours, attitudes, dreams and capacities the essential premise for any design action
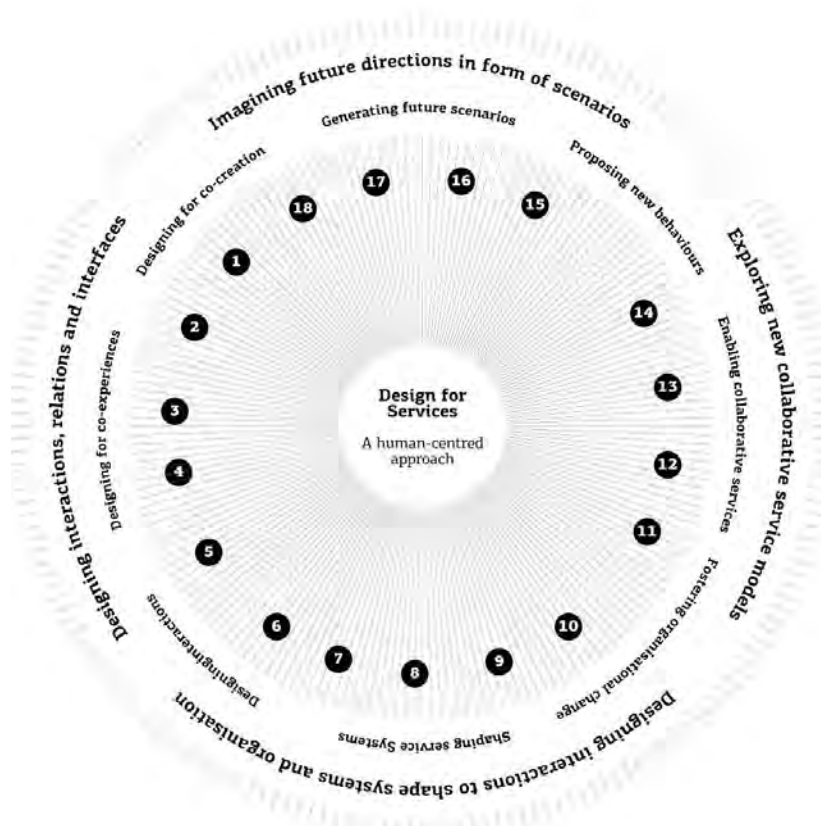
17 case studies

Designing interactions, relations and interfaces

1. Co-designing services in the public sector
2. Developing collaborative tools in international projects: PoliDaido project
3. Designing empathic conversations about future user experiences
4. Driving service design by directed storytelling
5. Exploring mobile needs and behaviours in emerging markets

Designing interactions to shape systems and organisations

6. There is more to service than interactions
7. (RED)WIRE: Changing the world through music
8. How Service Design can support innovation in the public sector
9. From Novelty to Routine: Services in Science and Technology-based Enterprises
10. Enabling Excellence in Service with Expressive Service Blueprinting

Exploring new service models based on new forms of collaboration

11. Service Design, New Media and Community Development
12. Designing the next generation of public service
13. A Service Design Inquiry into Learning and Personalisation
14. Mobile and Collaborative. Mobile-phones, digital services and socio-cultural activation

Imagining future directions in form of scenarios

15. Using scenarios to explore system change: VEIL, Local Food Depot
16. Designing a collaborative projection of the 'Cité du Design'
17. Enabling sustainable behaviours in mobility through service design
18. Supporting social innovation in food networks*

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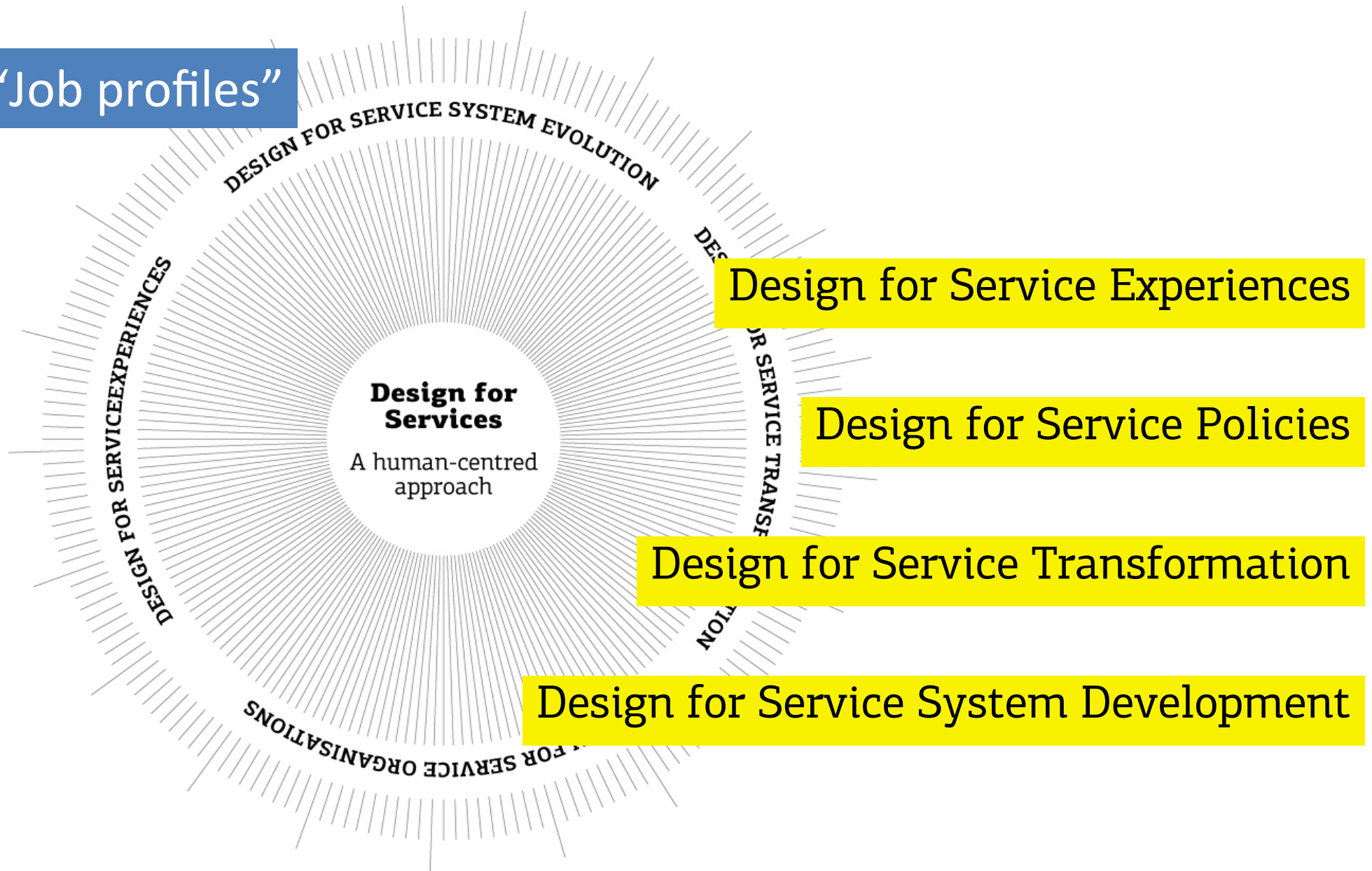**Mark Vanderbeeken**, Experientia, IT
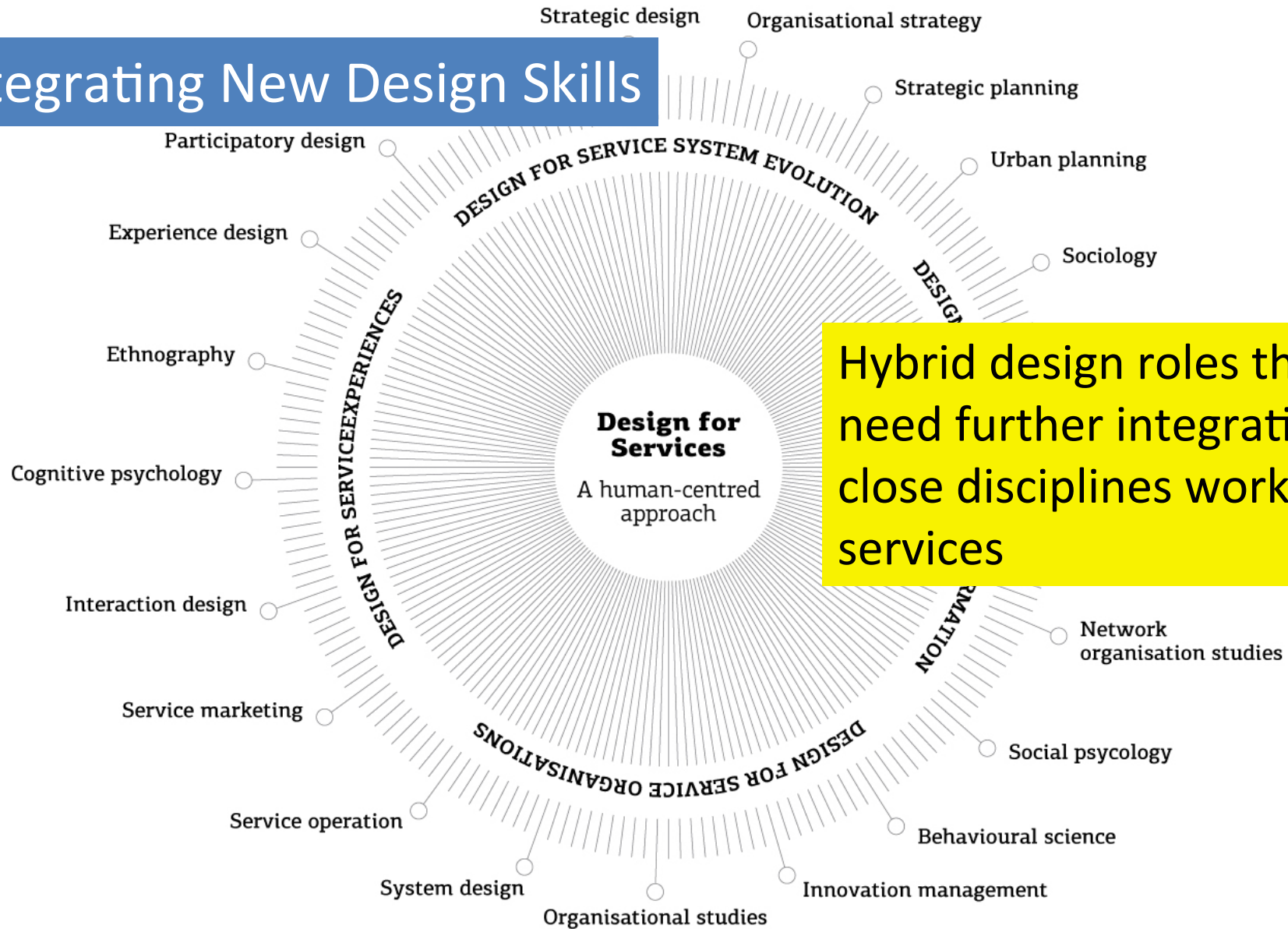**Roger Whitham**, ImaginationLancaster, Lancaster University, GB
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Job Profiles

"Job profiles"

Design for Service Experiences

Design for Service Policies

Design for Service Transformation

Design for Service System Development

Integrating New Design Skills

Strategic design · Organisational strategy · Strategic planning · Urban planning · Sociology · Participatory design · Experience design · Ethnography · Cognitive psychology · Interaction design · Service marketing · Service operation · System design · Organisational studies · Innovation management · Behavioural science · Social psycology · Network organisation studies

DESIGN FOR SERVICE SYSTEM EVOLUTION · DESIGN FOR SERVICE EXPERIENCES · DESIGN FOR SERVICE ORGANISATIONS

Design for Services
A human-centred approach

Hybrid design roles that need further integration with close disciplines working on services

Design for Services future?
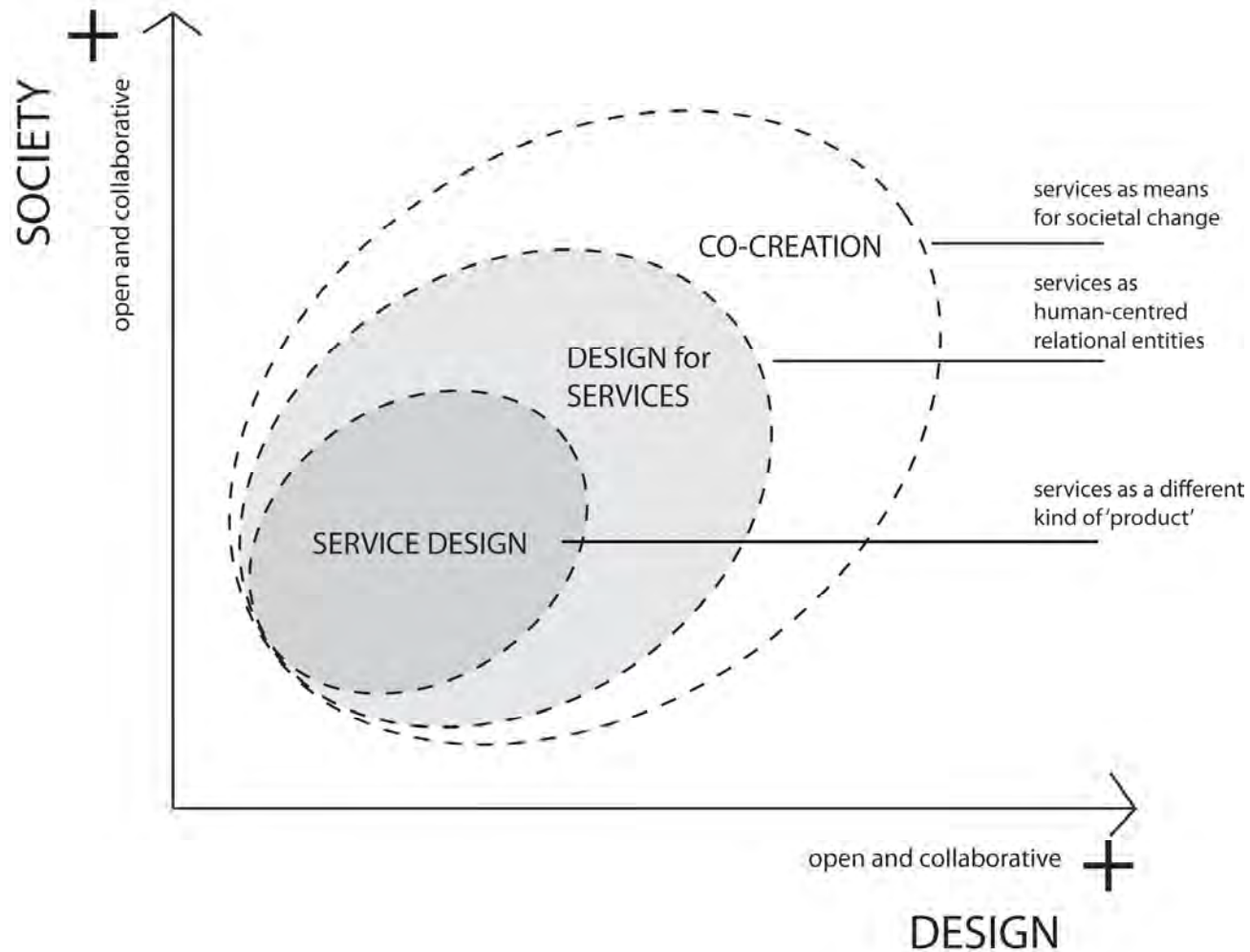
Service Thinking + Designing for Services

Thanks!