

HCDI seminars

Brunel University, 29th February 2012

Design for Services

Daniela Sangiorgi





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



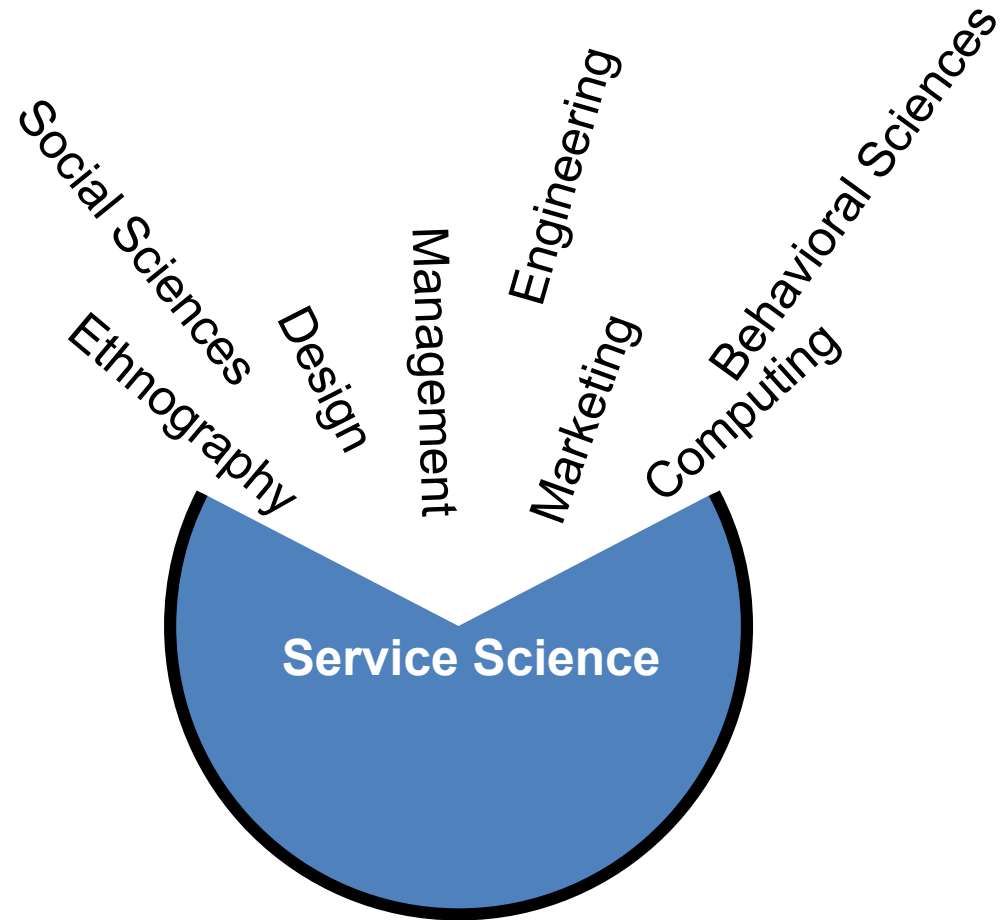
Services

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)

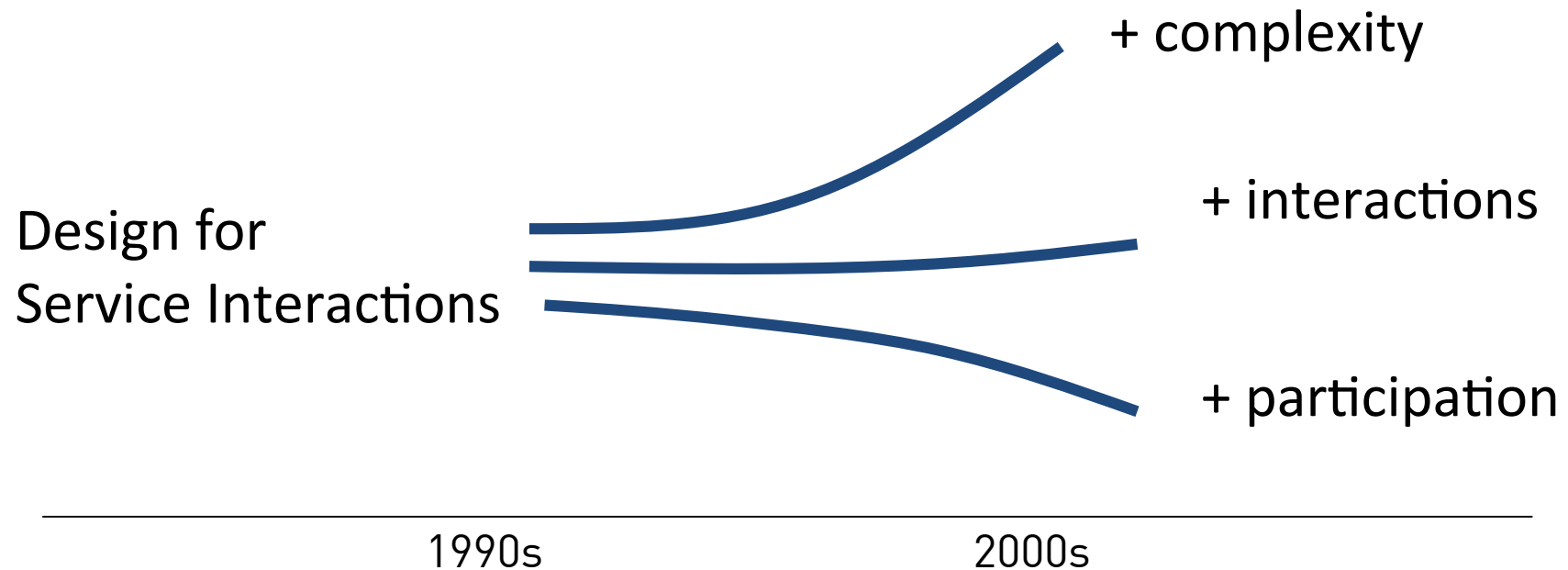
Service Science



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

[Maglio and Spohrer 2008: 18]

Service Design evolution



“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



NEWS RSS TOP PICKS IDEO TO GO EXPLORE IDEO

- IDEO in ES: News & World Report
- Ready Spender on Learning in Memphis
- IDEO on Fiat Company's Innovation List
- Tim Brown on the View from TED & Davis

• W&A on Value of Design - Management

• David Kelley Career Lessons Learned

• Tim Brown's Blog on Design Thinking

• Believing, Breaking, Moving Forward

SEARCH CONTACT + NAVIGATE

IDEO WE ARE A GLOBAL DESIGN CONSULTANCY. WE CREATE IMPACT THROUGH DESIGN.

SERVICES

PROJECTS PUBLICATIONS PEOPLE EVENTS THEMES BLOG

Demos Podcasts

events, interviews and interrogations

All new improved, redesigned Demos podcasting

What are they?

Researchers

- Peter Brabeck
- Chuckie Tim

Publications

Project blog Overview Themes

live|work

Creating Service Equity

live|work exists to change things for the better through service innovation and service design. We create shared value for

Service Thinking

Our direction is to discover product-related Service Thinking plans people, networks and sustainability at the core of how we design and measure services. The exploration of Service Thinking can help transform our organizations and ourselves.

Zest Innovation

Helping you grow

At Zest Innovation we develop the services your customers and you want.

We work with you to:

- Develop it
- Improve it
- Add value

Organizations working on Service Design

Services

Services

Services

RED

HEALTH AGEING DEMOCRACY ENERGY CITIZENSHIP TRANSFORMATION DESIGN

RED 2004-06

November 7, 2006

New RED project: DEMOCRACY

How could MPs better connect with their constituents? That's the question we set out to answer in this latest RED project.

We asked constituents to design their perfect MP, ran a design workshop with 16 MPs in parliament, debated the issues on the Today Programme, and we spent an intensive week working alongside a constituency office in Doncaster to develop a new set of services for MPs.

We published our results in the snappily-titled report, 'Ten practical things every MP can do to rebuild democracy in their constituency', which sets out proposals for new services for MPs, a handbook for constituents and a 'Constituency' - a resource of consultancy best practice.

There's a short film of the project below and if you're interested in the detail a presentation of our Transformation Design process.

See RED:Democracy

Design Council

Helping businesses become more successful, public services more efficient and designers more effective

Good Design Practice starts here

Learning while working

Designers: you're going to be more likely to do job related training than are architects, and you're in a peer with artists for entrepreneurial impulse

Developing your business skills has never been so important

Case studies

Design delivers. Find out how by looking at our collection of success stories

About design

Look up the latest facts and figures on design. Browse information from expert authors on design disciplines, issues and methods. And dip into our learning resources, articles and podcasts

Directory listings

Find out about support programmes, courses and sources of advice. Use our comprehensive listings to find out what's on, where to go and who to talk to in your region of the UK

Live issues

Get up to speed with the design issues driving social and economic change, and join in debates influencing national policy

Scenarios Cases Events Platform About Us Library People Links Contact Us Stemap

Sustainable Everyday Project

Editorial

DESIS NETWORK

Design for Social Innovation and Sustainability

Human Cities Festival

Creative Communities

People inventing sustainable ways of living

Sustainable Everyday Explorations

UN WHAT WE DOEN SERVICE DESIGN PROJECTEN CON

en Service Design bureau gespecialiseerd in innovatieve diensten die zich onderscheiden door zeer ongecompliceerd zijn.

Een typisch dienstverlenend land? Of het nu een gemeente is, kabelmaatschappij of de supermarkt. We hebben allemaal naar met dienstverlening te maken.

Laatste keer dat je een dienst als prettig en positief hebt ervaren richtte zich nog steeds vooral op het verbete hogen van hun efficiëntie. Terwijl de grootste winst behaort aan een positieve ervaring. Hier ligt de echte uitdaging! De her maar de vraag is "waar begin je?"

initiatieven bij deze uitdaging, en dat doen we zo

Participle

Addressing the big social issues of our time.

Participle works with and for the public. Together we create new types of public services that make a real difference in everyday lives.

Featured Project: Reach Out

Featured Project: Southwark Circle

Search Participle.net

experientia

PUTTING PEOPLE FIRST

What We Do

Experientia is an international experience design consultancy helping companies, products, services and processes by putting people and their experiences first

People are our key reference point. They guide us when we conduct research, design prototypes and test results.

Experientia is based in Turin, Italy and has additional offices in Rome and is actively involved in international professional networks, such as the European

Read more about who we are, our services and our experience. Or simply contact us

Open Conversation

100 thoughts

NO TRASH NYC 2039

Our Thinking

IDEO's focus lies at the intersection of thought and imagination, and is informed by business, technology, and culture. (Read more)

PATTERNS: DESIGN INSIGHTS BEHAVIOR CHANGE

NEWS RSS TOP PICKS IDEO TO GO EXPLORE IDEO

• IDEO ETC: John Roberts on Cars

• Fortune Names IDEO Top MBA

• IDEO Takes on the Biomechanics

• See IDEO! In our Thoughts

• Bill Moggridge leads The Cooper

• Tim Brown's book, Change by Design

• David Kelley: Career Lessons Learned

• Tim Brown at TEDGlobal

SEARCH CONTACT + NAVIGATE

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NO TRASH NEW YORK

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PATTERNS: DESIGN INSIGHTS BEHAVIOR CHANGE

SEED FOUNDATION

social environmental design

The site has just launched! For information please contact info@seedfoundation.org.uk

SEED Foundation - Social Environmental Design

about us

Design is about people, and solving gain and market share, and developing

But why should the power of design

The SEED Foundation believes that designers can find a whole new set of products, services and systems that sustainable.

We are in a moment when a lot more need new and inspiring ways of doing

SEED Foundation wants to boost that want to turn designers from peeps solving them. We believe sustainable life is as about environmental stew

We are currently developing the first new context. These are based on the

1. Infrastructure

So far, sustainability in product design

- Navigation
- Home
 - Evolution
 - Experiences design
 - Experiences prototype
 - Experiences prototyping
 - Interaction design

Home
 servicedesign.org is an open and shared discourse on the subject of Service Design.
 This site was created as a resource for everyone in the Service Design community, hosted by [livework studios](#).

Note: This site was originally in a wiki format, unfortunately we were getting an unmanageable amount of spam. Instead of taking the site down, we've

Service Design sources

- Service blueprinting
- Service design
- Service ecology
- Service design
- SERVICES
- Situation creation
- Touch-points
- User observation
- User profiling
- Value exchange

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Good Design Practice starts here
Learning while working

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Live issues
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sdn
Service Design Network

HOME | ABOUT US | MEMBERS | PROJECTS | PUBLICATIONS | MEMBERSHIP | NEWSLETTER | JOURNAL

Service Design Conference 2008
 SERVICE DESIGN CONFERENCE
 NOVEMBER 24th-26th/27th 2008
 AMSTERDAM, HOLLAND

More than 200 participants, 18 speakers and 7 workshops - three days to remember...

Demos Podcasts

events, interviews and interruptions
 All new improved, rationalised Demos podcasting.

What are these?

Researchers

- Peter Bradwell
- Charlie Sims

Publications

- Joining Forces 16th August 2008
- Production Values 22nd June 2008
- Working Progress 30th May 2008

Themes

- creativity
- culture
- podcast
- podcasts
- work

View All 25 themes.

Service Design Podcast
 Posted by Sophia Parker at 12:21pm on Tuesday, 24th July 2007

Flooding across the country has taken its toll on the Demos podcast. Last week's cast was supposed to come from the opening of Demos' beach in Bristol, but the inclement weather prevented us escaping the capital to record the opening last Friday. Nonetheless, we're going to

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- more

Service Design

Information

Group Info

Name: Service Design
 Type: Organizations - Clubs & Societies
 Description: Yet another social networking group dedicated to facilitating discussion around something no one really knows quite how to define: service design. More noise in the channel may not be a good idea, but we'll just have to find out. Anyway, who wants to contribute to servicedesign.org? Submit case studies, contribute examples of strategies, tools and methodologies used in design services... or help out with the site!

Contact Info

Website: servicedesign.org
 Country: APO

Recent News

Emergence 2007, Pittsburgh, PA
 CID Service Design Workshop, Denmark
 Service Innovation by Design, Palo Alto, CA
 DOT107, Gateshead, UK

Photos

Displaying the only photo. Add Photos | See All

Videos

nicomorelli

HOME ABOUT MY BOOKMARKS

WHO IS NICOLA MORELLI?

Google latitude:the net becomes local

I was waiting for it, and finally, here it is: a google maps application to connect maps with mobile phones, in order to "trace" people's geographical location, the application is Google Latitude. With this application you can locate your mobile phone on a google map and you can also see where your friends and family are (provided that they want to make themselves traceable). You can exchange messages with them and you can decide upon activities to do. In the past there were other applications, such as Brightkite, which had similar functionalities, but this application on Google seems more powerful to me, because it directly works on google maps, which is now commonly known by many people.

Why is it so innovative?

Recent Comments

- nicomorelli on Service design: what's n...
- nicomorelli on Service design: what's n...
- ndjotter on Google latitude:the net beco...
- maria antonella abe... on Who is Nicola Morelli?

sdr SERVICE DESIGN RESEARCH

What's SDR INTERVIEWS PROFILES PARTICIPATE RESOURCES

CALLS Would you like to contribute to sdr? PARTICIPATE

HIGHLIGHTS

Service Design for Sustainability
 Nancy Kimbell

The industrialisation of services
 Sarah Drummond

INTERVIEWS

Service Design for Sustainability
 Suzanne Santos 9th April 2010

The industrialisation of services
 Nancy Kimbell 25th January 2010

Designing for Service
 Lucy Kimbell 25th January 2010

Service Design skills
 Sarah Drummond 18th January 2010

Service Design Management
 Qin Fan 11th January 2010

PROFILES

Suzanne Santos (2) (interviewed)

Lucy Kimbell (2) (interviewed)

Sarah Drummond (2) (interviewed)

Service Design Research Show by: Data | Journal | Author

This list represents a summary of the past thirty years of service design literature. The citations were compiled from the Emergence conference at Carnegie Mellon University as well as the Designing for Services project in the UK, service design syllabi at CMU and individual research. I've excerpted the abstracts and introductions to the papers and cross-referenced examples and concepts so that it's easy to follow the development of ideas such as "service blueprinting" across multiple papers.

Select any underlined term to filter the list, showing only papers that share that particular concept, example, author, journal or decade. If you'd like to help fill in the gaps by suggesting other canonical papers, e-mail the citations to service@howardesign.com. Thanks!

Designing Services that Deliver
 Harvard Business Review, 1984
 Lynn Shostack

From the article: "The service sector contributes substantially to the US gross national product, however, little effort has been directed toward applying the rational management techniques so common in the goods-producing sector to the design and operation of services. It has been assumed that good service is a function of the particular style of an entrepreneur or business and that it cannot be quantitatively analyzed. A method is presented to turn the trial-and-error process of service design into a rational, systematic process. In designing a service, the processes constituting the service must be identified, areas of potential service breakdown isolated, the amount of time required for service delivery determined, and a standard of service delivery time must be established to ensure profitability. Alternative methods of delivery should be examined, and means of highlighting tangible evidence of the service for consumers should be identified. The service should make customers feel special, requiring hiring, training, and performance standards which stress courtesy and credibility."

putting people first

DAILY INSIGHTS ON USER EXPERIENCE, EXPERIENCE DESIGN AND PEOPLE-CENTRED INNOVATION

Posts in category Service Design

Microsoft Research's "Technology for Emerging Markets" group
 4 March 2008
 The Technology for Emerging Markets group at Microsoft Research today seeks to address the needs and aspirations of emerging markets, including those with the technology (connecting emerging technologies and services, as well as comparing technologies between largely out of reach.

Design thinking for the future at LIFT09
 3 March 2008
 The session devoted to Design Thinking was my personal favorite of the entire 2008 LIFT (linking).

A Map of Design for Services



Interpretation of ongoing practices

6 design companies

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

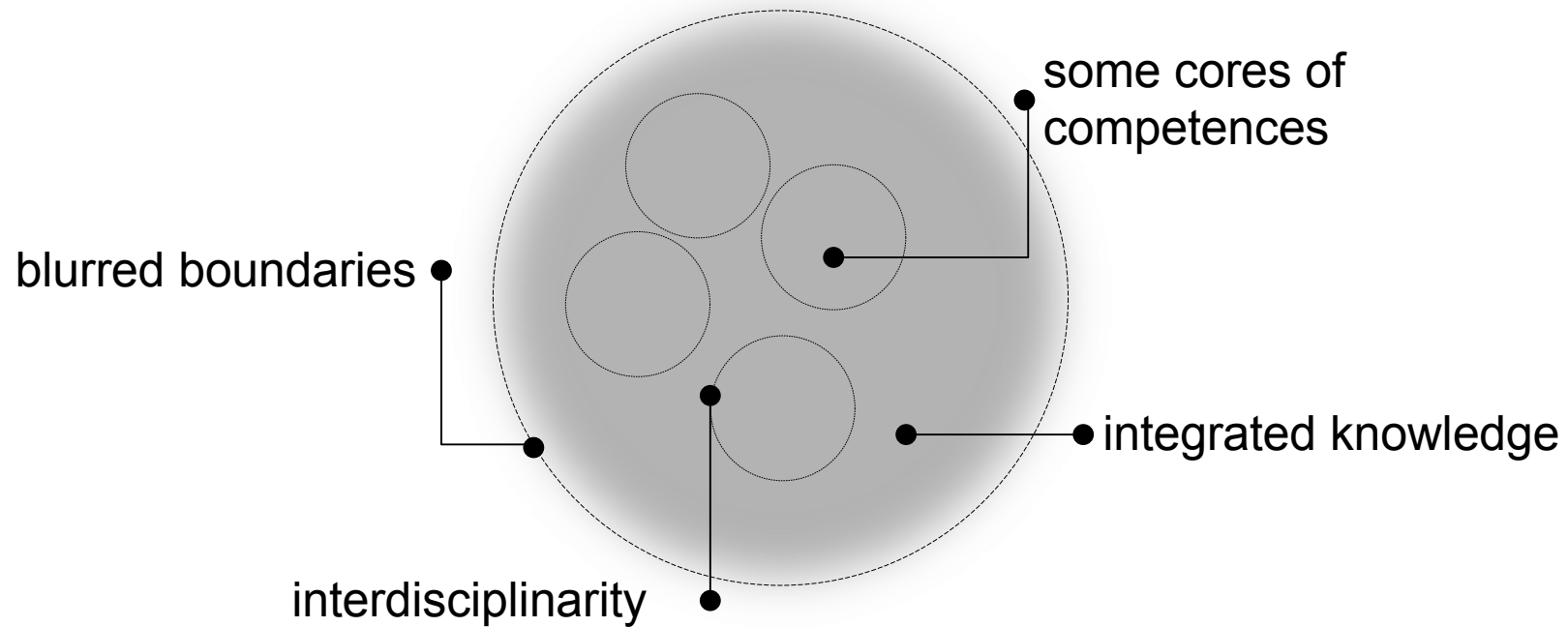
8 academic research centres

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

1 company

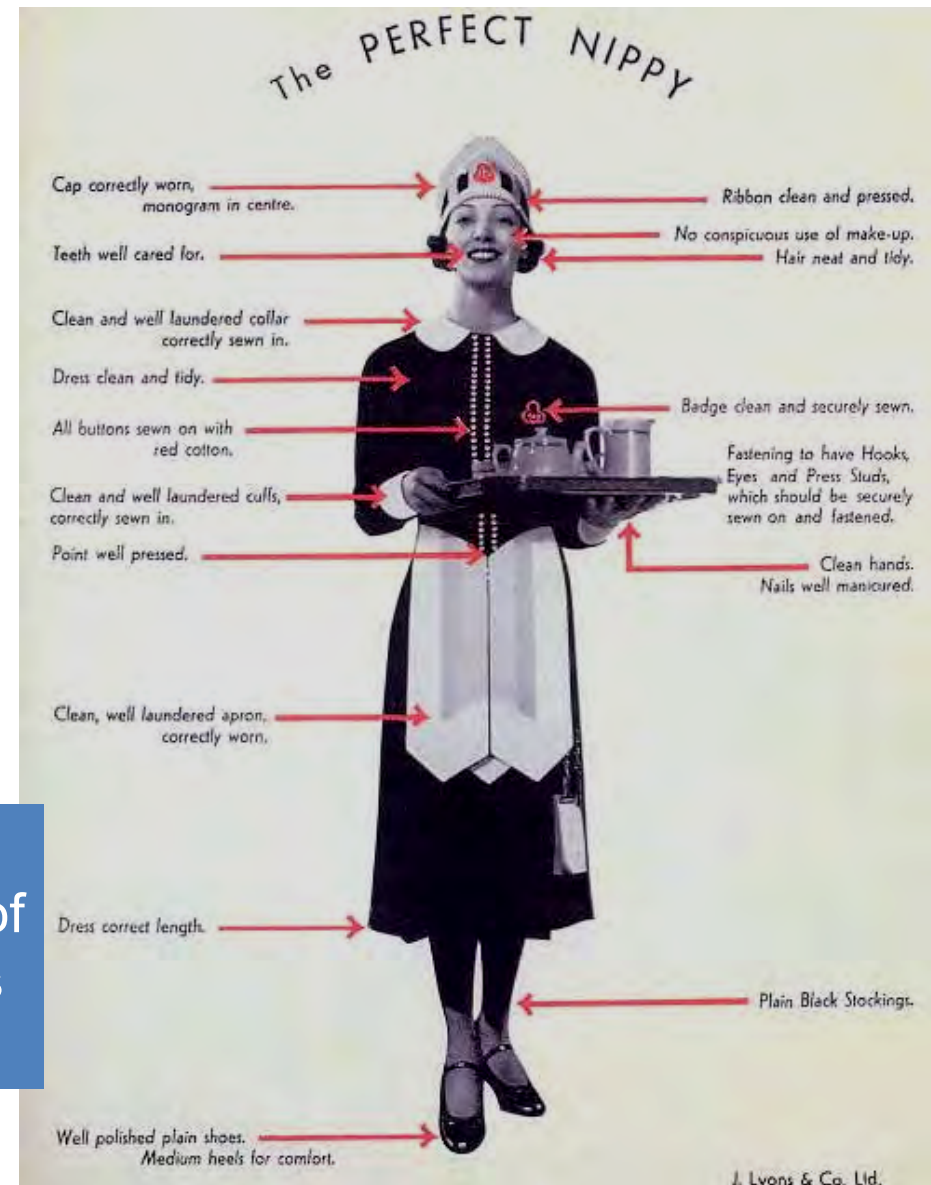
IBM Research USA and IBM Corporation

A New Framework



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

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



Design for Services versus ...

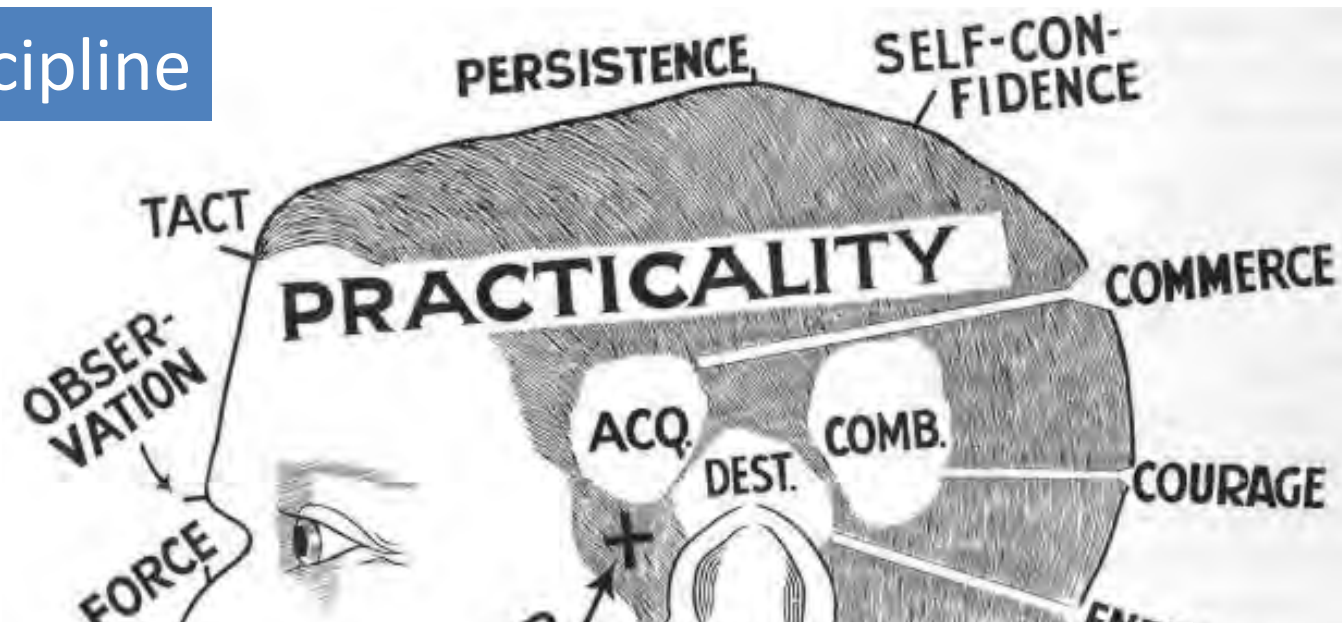
Design for Services

~~Service Design / Design of Services~~

Design *for* Services

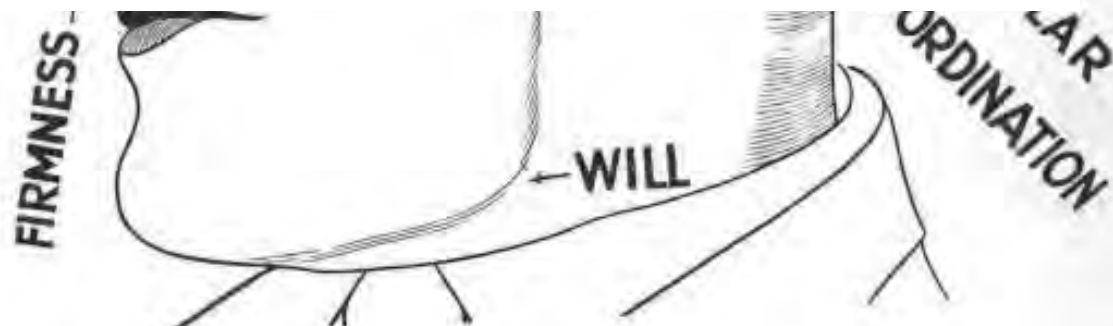
What Design is doing and can do for services and how this connects to existing fields of knowledge and practice

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..

```
graph LR; A[Services..] --> B[Interactions]; A --> C[Functionalities]
```

Interactions

How to design better service interactions and experiences?

Functionalities

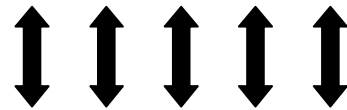
How to substitute the manufacturing driven model of consumption?

Design Paradigms

1

Interaction & Experience Design

HOW



2

Design for Sustainability & PSS Design

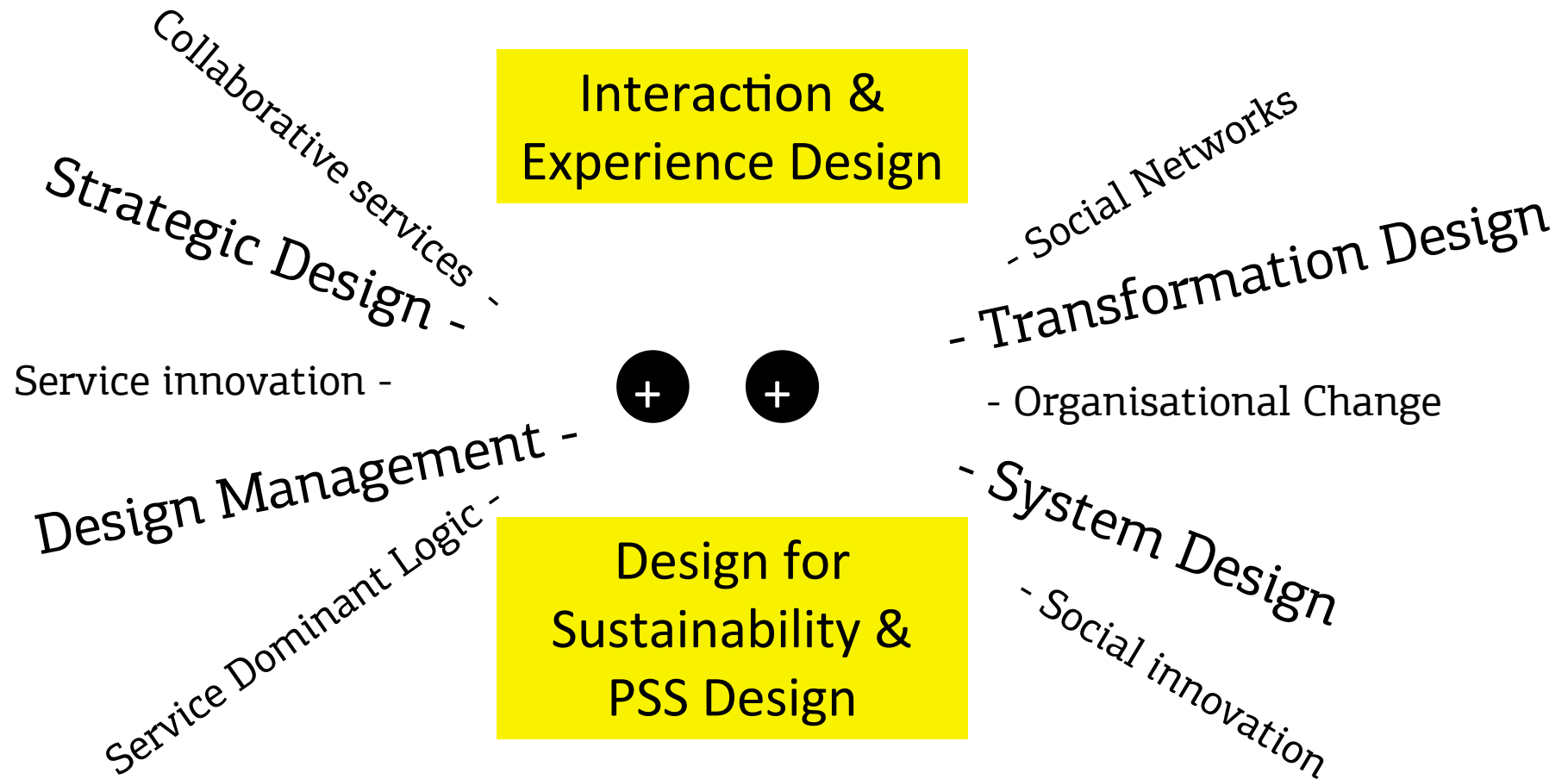
WHAT

6 to 1



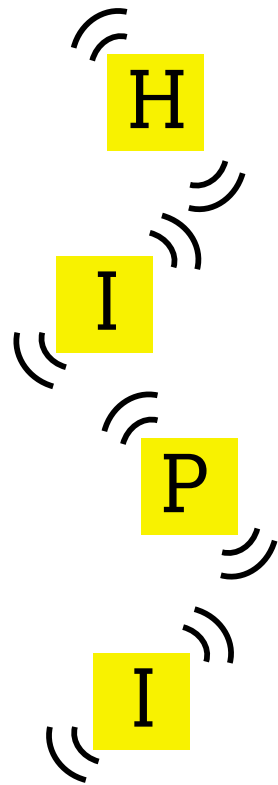
Studies show car sharing significantly reduces the number of cars on the road. Every car shared results, on average, in 6 private cars being taken off the road.

A growing complexity

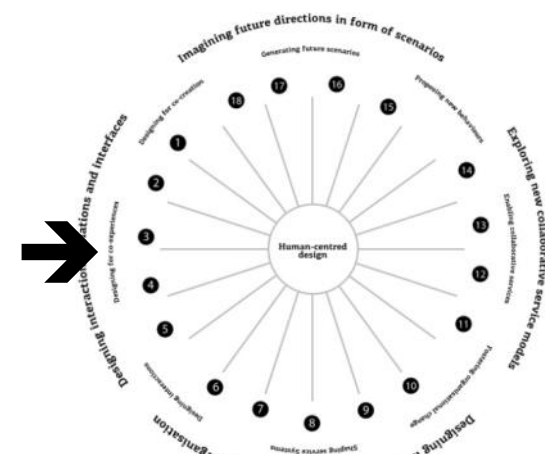


A Map of Design for Services

Building a New Framework



17 case studies

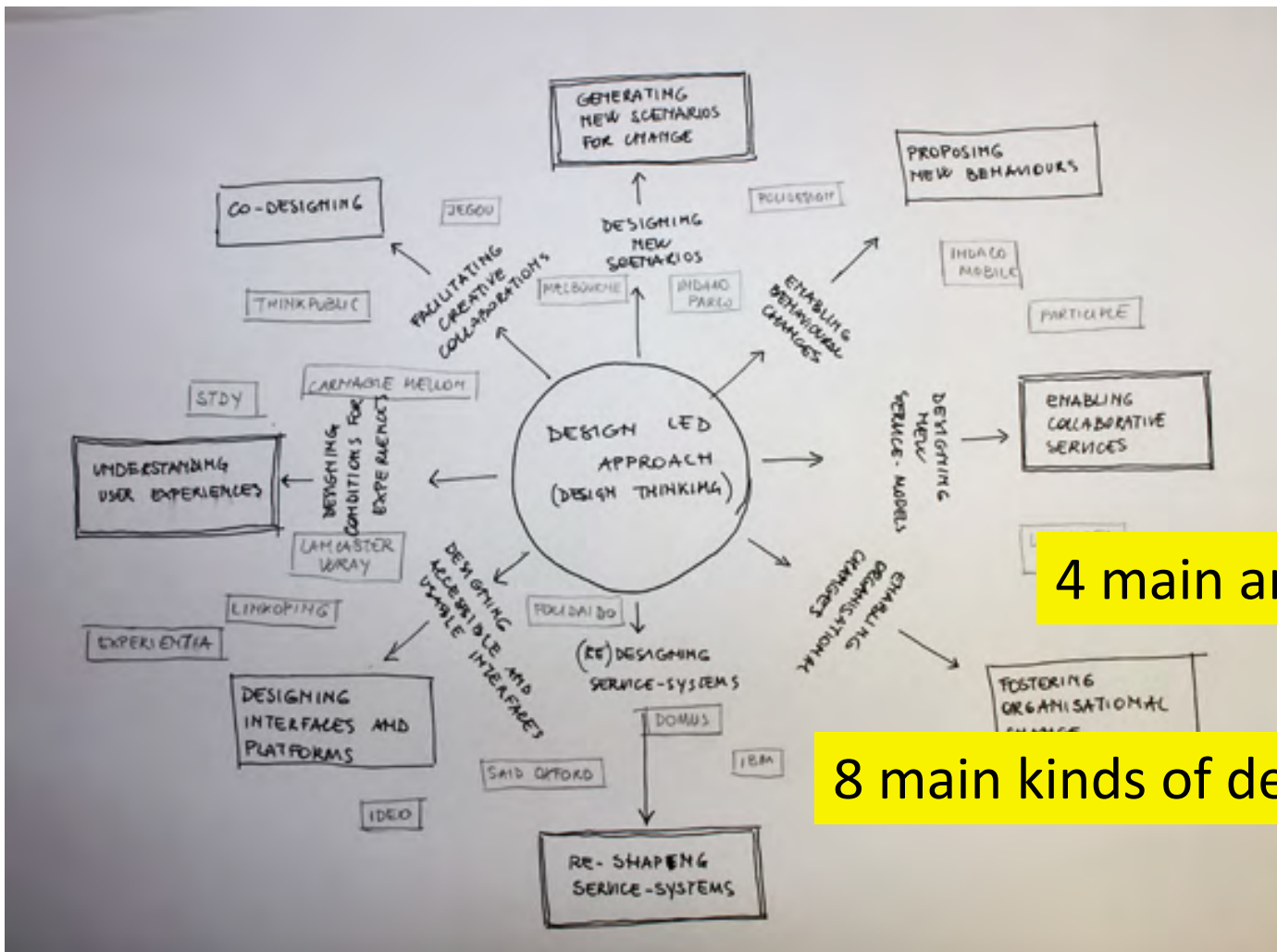


D4S map

Mapping design roles and contributions



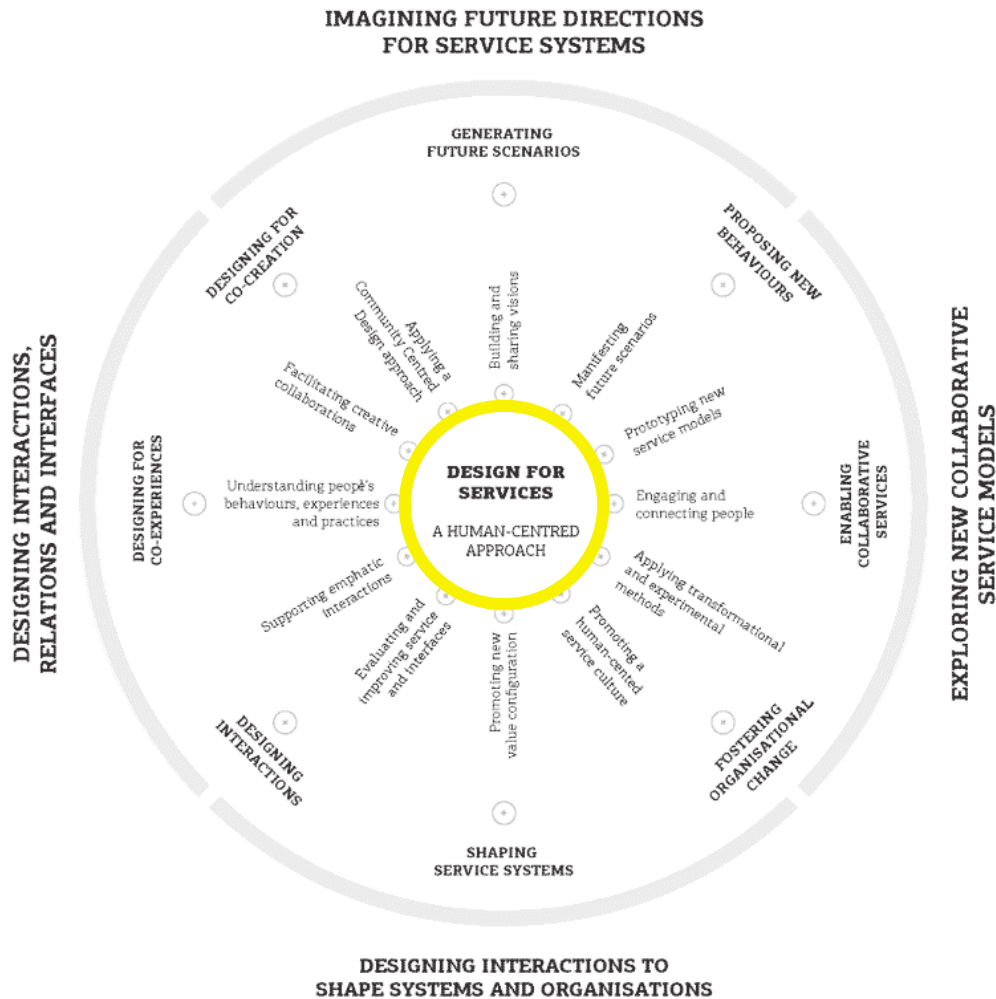
A map of Design for Services



4 main areas of intervention

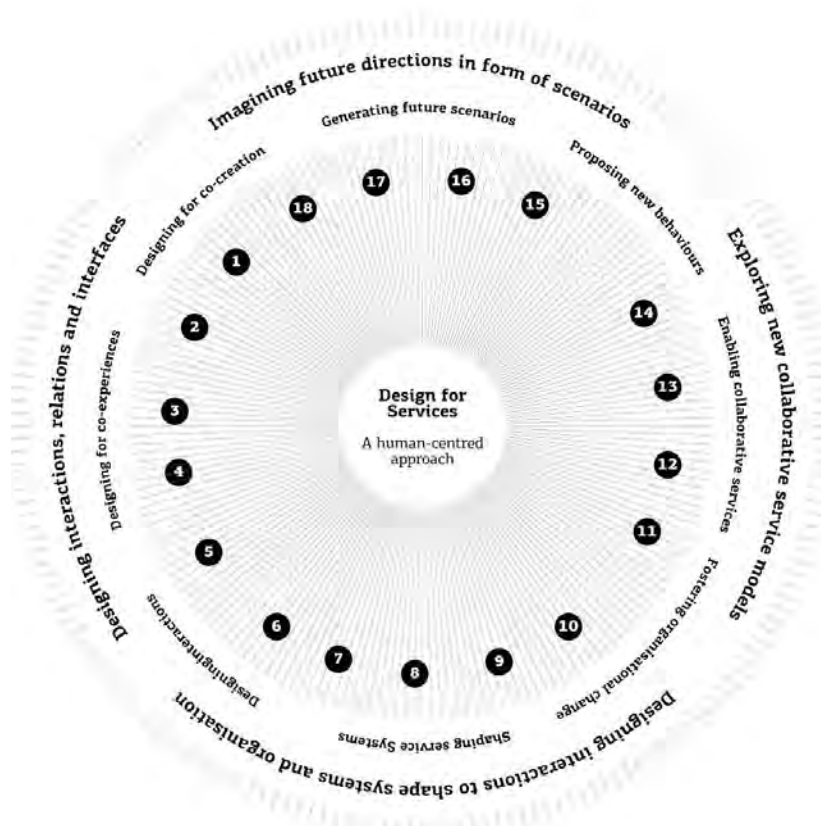
8 main kinds of design contributions

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



CASE STUDIES

Designing interactions, relations and interfaces

- 1 Co-designing services in the public sector
- 2 Developing collaborative tools in international projects: Pol/Daïdo 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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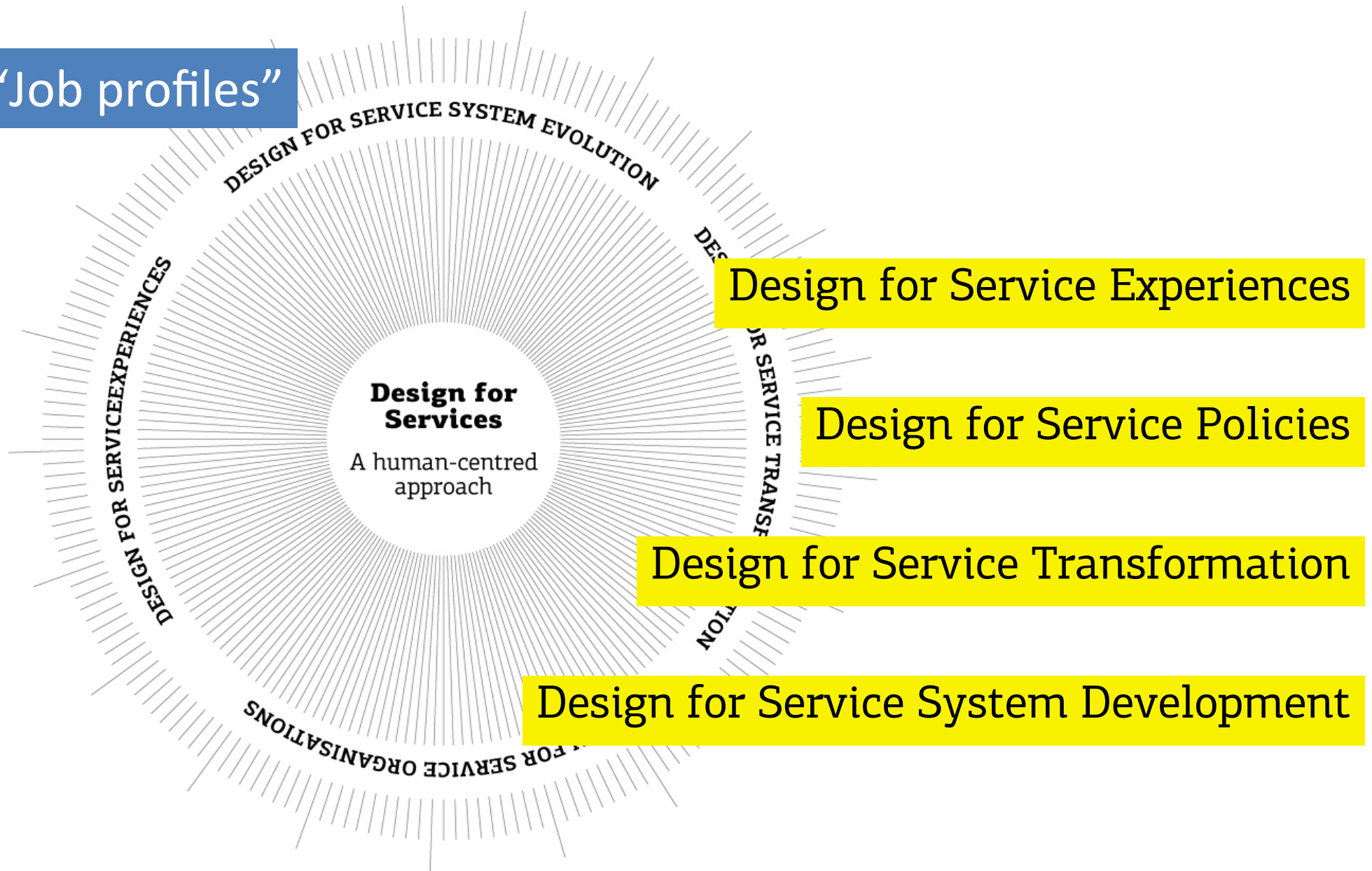
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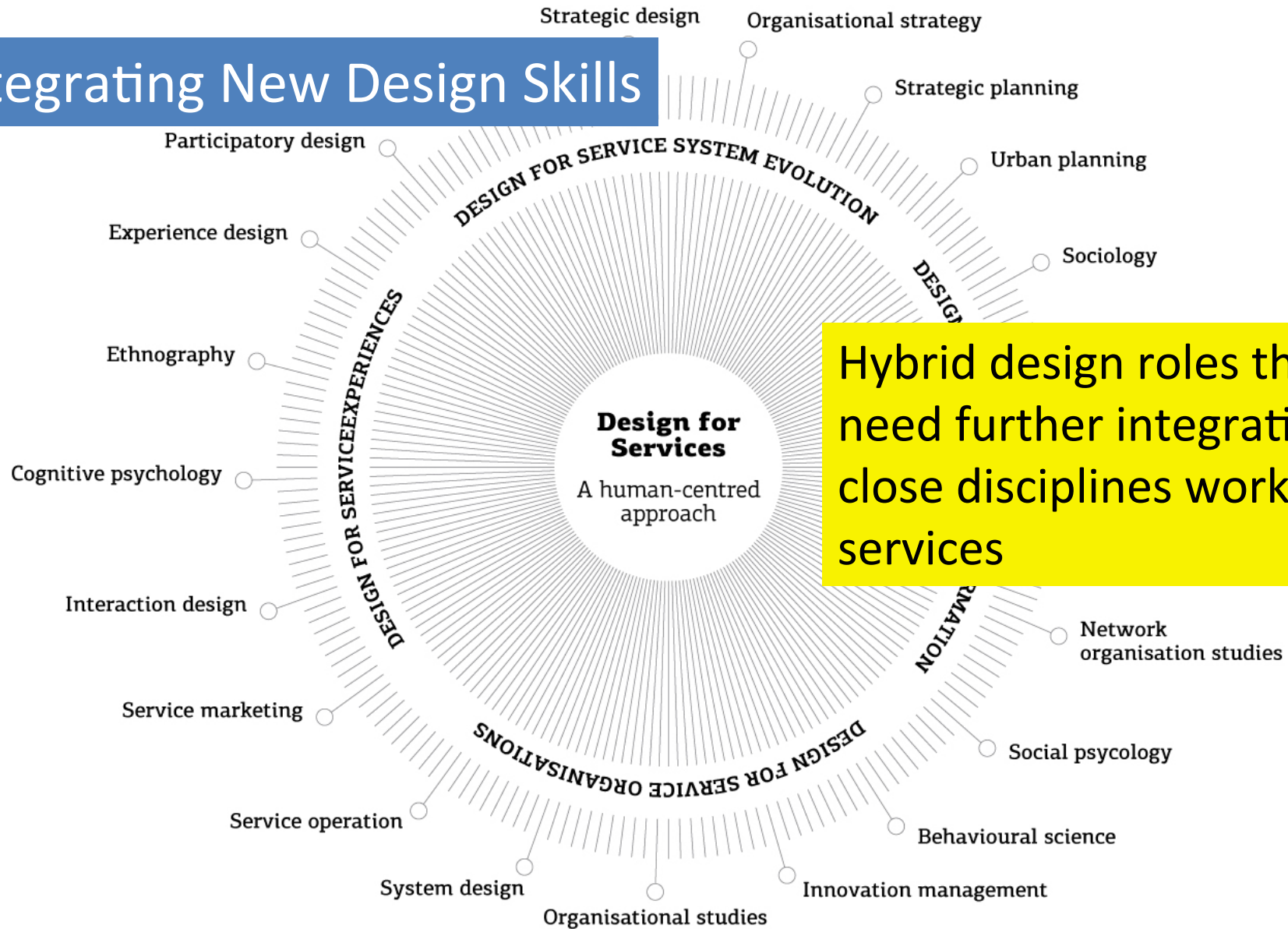
Jennie Winhall, Participle, GB

Job Profiles

“Job profiles”

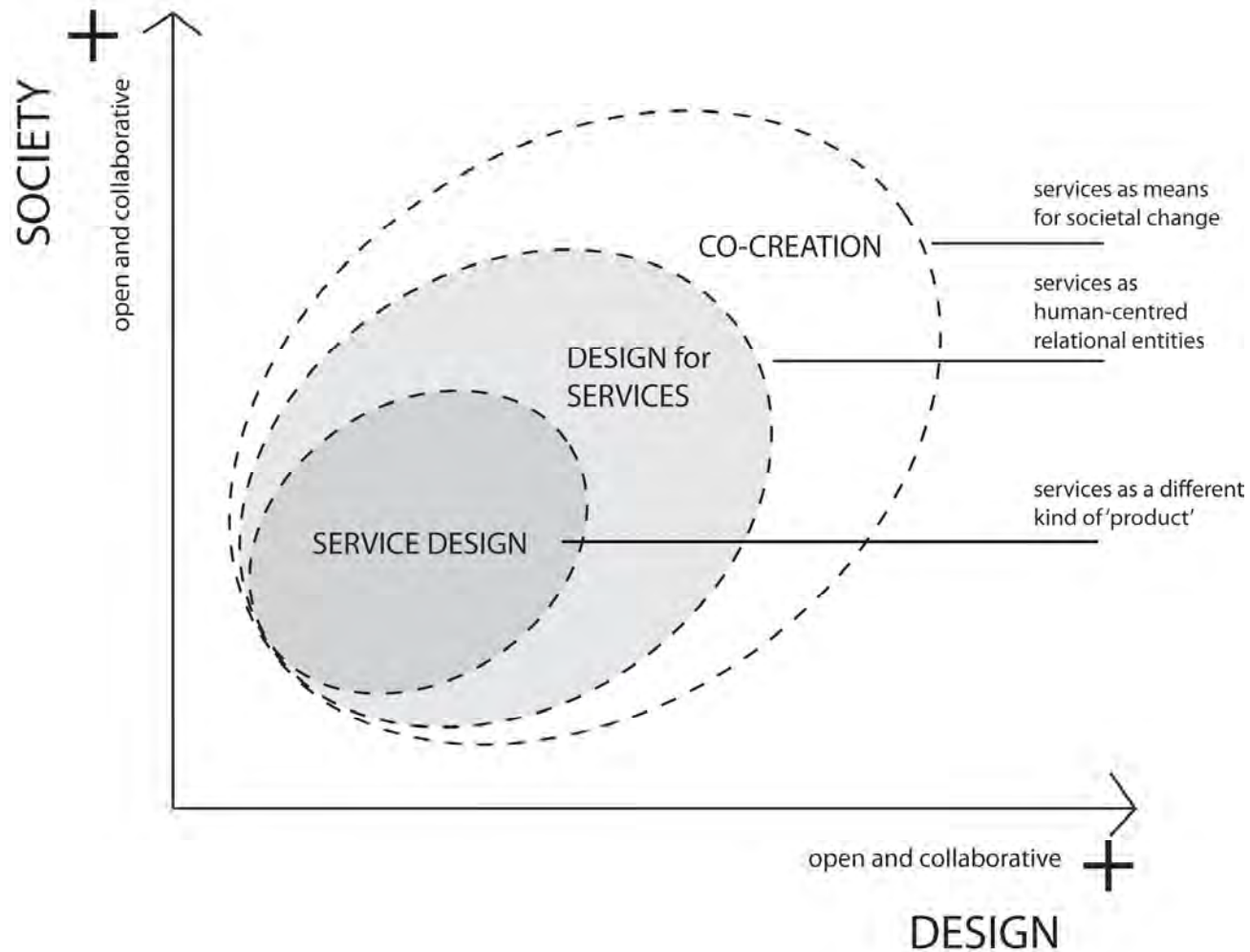


Integrating New Design Skills



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

Design for Services future?



Service Thinking
+ Designing for
Services

Thanks!