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)
‘The study of service systems, aiming to create a basis for systematic service innovation’
[Maglio and Spohrer 2008: 18]
“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).
Organizations working on Service Design

Daniela Sangiorgi. Lancaster University | Design for Services
Service Design sources

Service Design Communications

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

Case studies
Design Council. Find out how by looking at our collection of best practice service design case studies.

Directory settings
Find out about support programmes, courses and exercise of advice. Use our comprehensive design advice centre and be sure to read our Guide to the UK Service Design Source.

Live issues
Get up to speed with the latest news and information on Service Design, including cost saving and economic change, and get in touch with influential policymakers.

About design
Learn all about service design and how it figures in Design. Browse information from expert authors including clients, academics and designers in the fields of design, economics, and public services.

Service Design Research
This list represents a summary of the past twenty years of service design literature. The sources were selected from the four leading conferences in service design: the European Design Council and Service Design Network, the USA's Service Design Network, and the Design Council's own Design Council.

Putting people first
From the article: "The service sector contributes substantially to the GDP gross national product. However, little effort has been directed toward applying the service management techniques to other sectors in the public and non-profit sector to the design and management of services. It has been assumed that public services are a function of the particular state of an enterprise or business and that it cannot be maintained as such. A method is presented to turn this view that all services and "service" processes into a rational, streamlined process. It is hoped that the proposed approach to service design will enable public and private organizations to better understand the needs and expectations of their customers and deliver services that meet those needs. The service design approach involves first identifying the customer's needs, defining the service, and creating a service that meets those needs. This involves understanding the customer's expectations and preferences and using this information to design a service that is both efficient and effective. The service design process is not only useful for designing new services, but also for improving existing services. By following the guidelines provided in this article, organizations can design services that meet customer needs and expectations, leading to increased customer satisfaction and improved organizational performance."
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

- blurred boundaries
- some cores of competences
- 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.
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

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

2. Design for Sustainability & PSS Design

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.

6 to 1
A growing complexity

Interaction & Experience Design

Design for Sustainability & PSS Design

Collaborative services -
Strategic Design -
Service innovation -
Design Management -
Service Dominant Logic -

- Social Networks
- Transformation Design
- Organisational Change
- System Design
- Social innovation
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
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
- Co-designing services in the public sector
- Developing collaborative tools in international projects: PolsiPole project
- Designing empathic conversations about future user experiences
- Driving service design by directed storytelling
- Exploring mobile needs and behaviours in emerging markets

Designing interactions to shape systems and organisations
- There is more to service than interactions
- RIODS: Redefining the world through music
- How Service Design can support innovation in the public sector
- From Novelties to Routine: Services in Science and Technology-based Enterprises
- Enabling Excellence in Service with Expressive Service Blueprinting

Exploring new service models based on new forms of collaboration
- Service Design, New Media and Community Development
- Designing the next generation of public service
- A Service Design Inquiry into Learning and Personalisation
- Mobile and Collaborative: Mobile phones, digital services and socio-cultural activism

Imagining future directions in form of scenarios
- Using scenarios to explore system change: VEIL, Local Food Depot
- Designing a collaborative perspective of the "Ciel du Design"
- Enabling sustainable behaviours in mobility through service design
- Supporting social innovation in food networks
33 contributors

Sara Bury, Computing Department, Lancaster University, GB
Keith Cleverst, Computing Department, Lancaster University, GB
Carla Cipolla, Department INDACO, Politecnico di Milano, IT
Shelley Evenson, Carnegie Mellon University, USA
Luca Maria Francesco Fabris, Centro Metid and Dept. BEST, Politecnico di Milano, IT
Giordana Ferri, Department INDACO, Politecnico di Milano, IT
Julia Gillen, Department of Linguistics and English Language, Lancaster University, GB
Valerie Hickey, IBM Research USA and IBM Corporation, CDN
Stefan Holmlid, Linkoping University, S
Johnathan Ishmael, Computing Department, Lancaster University, GB
François Jégou, Strategic Design Scenarios, B
Sabine Junginger, ImaginationLancaster, Lancaster University, GB
Lucy Kimbell, Said Business School, University of Oxford, GB
Keith Mitchell, Computing Department, Lancaster University, GB
Dianne Moy, Melbourne University, AUS

Elena Pacenti, Domus Academy Research Centre, IT
Margherita Piller, Department INDACO, Politecnico di Milano, IT
Nicholas J. P. Race, Computing Department, Lancaster University, GB
Bas Raimakers, STBY, The Netherlands and GB
Mark Rouncefield, Computing Department, Lancaster University, GB
Chris Ryan, Melbourne University, AUS
Susanna Sancassani, Managing Director Centro METID, Politecnico di Milano, IT
Giulia Simeone, Department INDACO, Politecnico di Milano, IT
Paul Smith, Computing Department, Lancaster University, GB
Susan L. Spraragen, IBM Research USA and IBM Corporation, CDN
Deborah Szekely, Think Public, GB
Nick Taylor, Computing Department, Lancaster University, GB
Paola Trapani, Department INDACO, Politecnico di Milano, IT
Mark Vanderbeeken, Experientia, IT
Roger Whitham, ImaginationLancaster, Lancaster University, GB
Jennie Winhall, Participle, GB
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

Hybrid design roles that need further integration with close disciplines working on services
Design for Services future?

Service Thinking + Designing for Services
Thanks!