

# HCDI seminars

Brunel University, 29th February 2012

## Design for Services

Daniela Sangiorgi

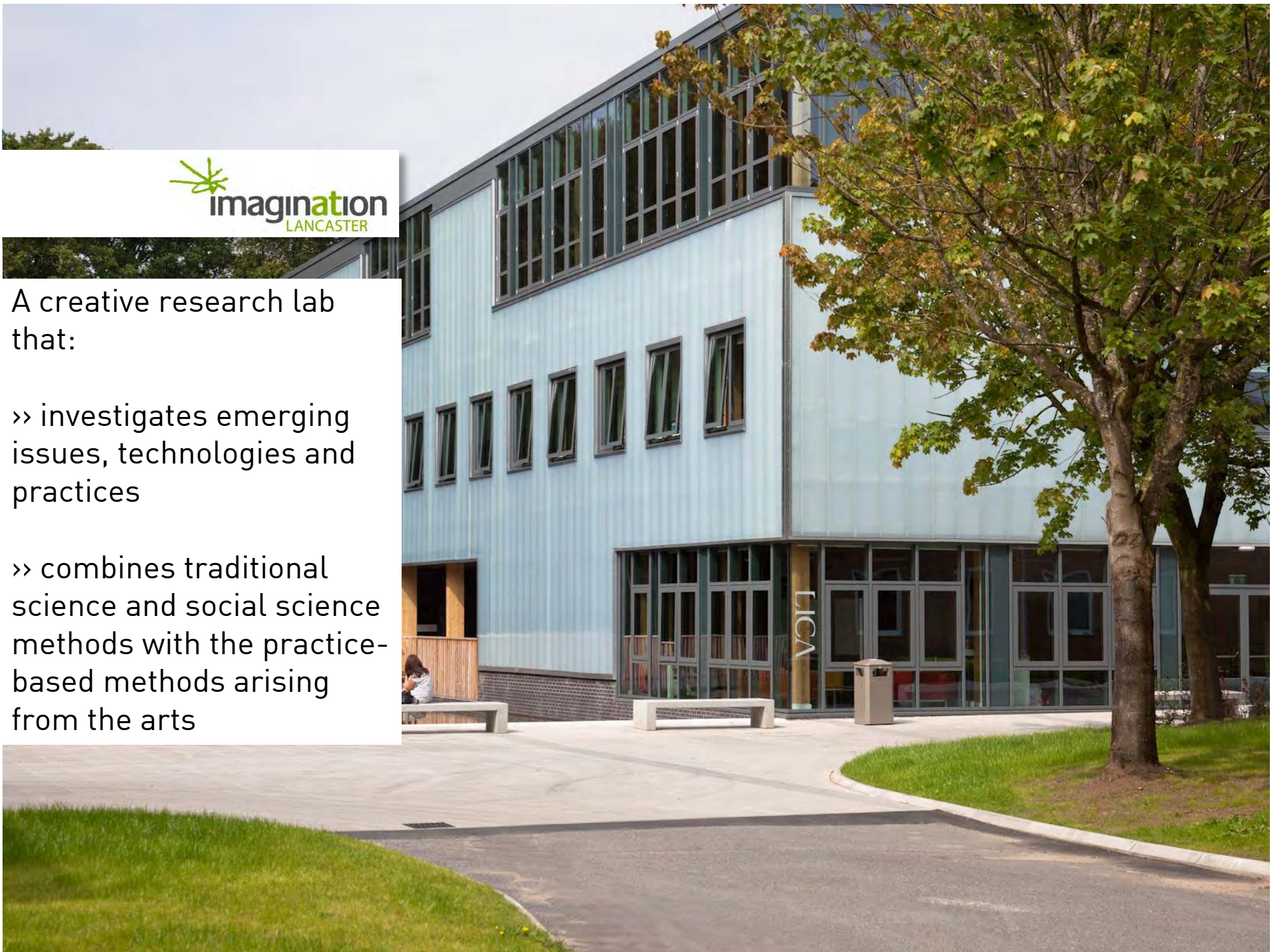




A creative research lab that:

» 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



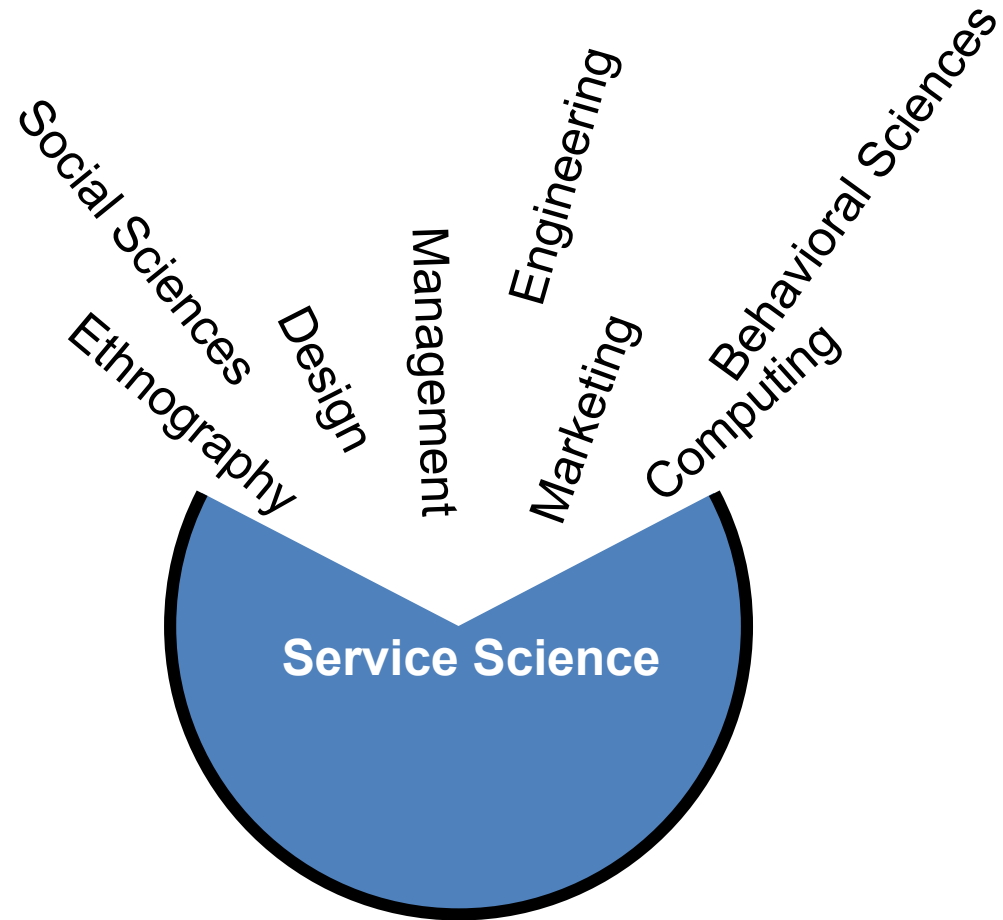
# Services

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)

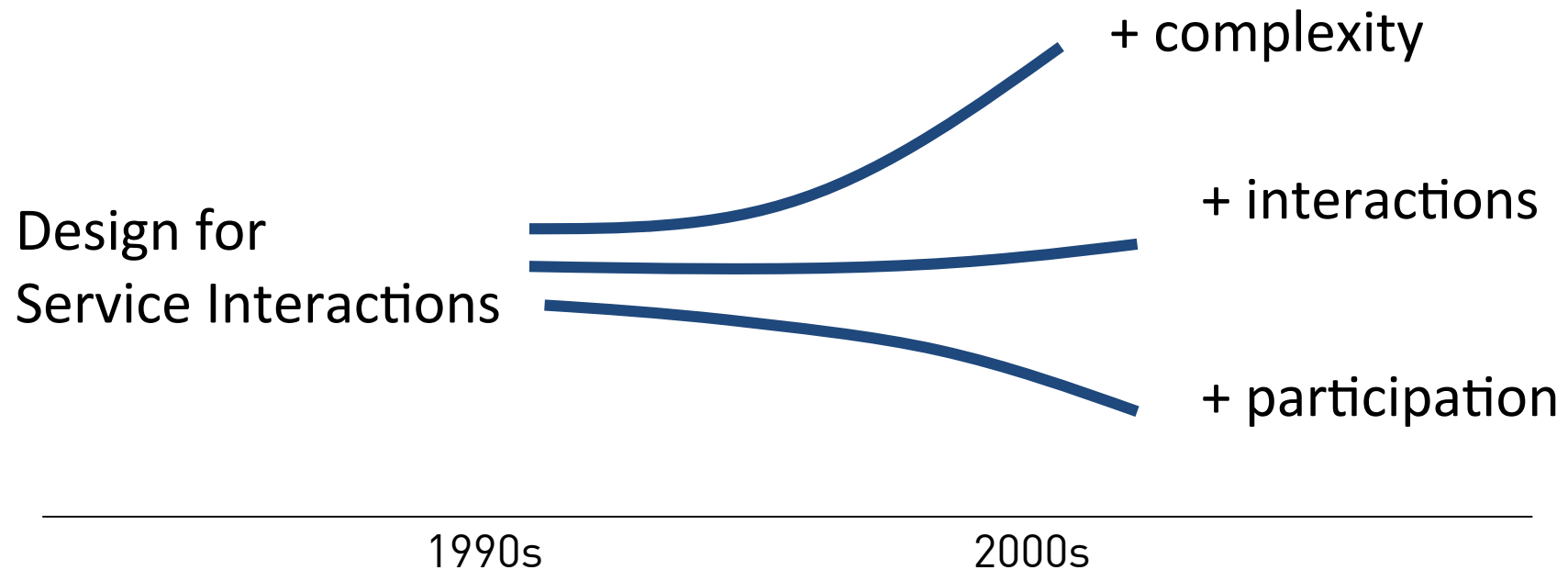
# Service Science



‘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
- Really Spicific on Learning in Memphis
- IDEO on Fast Company's Innovation List
- The Bikes on the View from EXD & Davis
- "WSP on Value of Design - Management"
- David Kelley Career Lessons Learned
- The Bikes' Blog on Design Thinking
- Believing, Behaving, Moving Forward

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

SERVICES

PROJECTS PUBLICATIONS PEOPLE EVENTS THEMES BLOG

Demos Podcasts

events, interviews and interviews  
All new improved, redesigned Demos podcasting

What are they?

- Researches
- Paper Drafts
- Creative Time
- 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

live|work work on International Social Traditions

live|work work on International Social Traditions

live|work work on International Social Traditions

Zest INNOVATION

Helping you grow

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

- Developing it
- Improving it
- Adding value

# Organizations working on Service Design

IDEO

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

SERVICES

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

Scenarios Cases Events Platforms About Us Library People Links Contact Us Storage

# 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 hun ongecompliceerd zijn.

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

laatste keer dat je een dienst aan pricing en postief hebt e organisatie richten zich nog steeds vooral op het verbete hogen van hun efficiëntie. Tarwijd de grootste winst beha ro een postieve ervaring. Hier ligt de echte uitdaging! De fer maar de vraag is "waar begin je?"

aanpak bij deze uitdaging, en dat doen we zo:

RED

HEALTH AGING DEMOCRACY ENERGY CITIZENSHIP TRANSFORMATION DESIGN

RED 2004-06

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 15 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 'Comitupedia' - 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 REDdemocracy

Design Council

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

Good Design Practice starts here

Developing your business skills has never been so important

Case studies

About design

Directory listings

Live issues

experientia

PUTTING PEOPLE FIRST

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

What We Do

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

Open Conversation

Participatory patients are becoming empowered participants in their health care. By 2020, today's status quo will give way to personalized health care. Already, technology is helping coordinate care resulting in risk consistently better outcomes.

Our Thinking

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

NEWS RSS TOP PICKS IDEO TO GO EXPLORE IDEO

IDEO in ES: News & World Report

Really Spicific on Learning in Memphis

IDEO on Fast Company's Innovation List

The Bikes on the View from EXD & Davis

"WSP on Value of Design - Management"

David Kelley Career Lessons Learned

The Bikes' Blog on Design Thinking

Believing, Behaving, Moving Forward

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

SERVICES

Open Conversation

Participatory patients are becoming empowered participants in their health care. By 2020, today's status quo will give way to personalized health care. Already, technology is helping coordinate care resulting in risk consistently better outcomes.

Our Thinking

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

PATTERNS: DESIGN INSIGHTS BEHAVIOR CHANGE

SEED FOUNDATION

social environmental design

SEED Foundation - Social Environmental Design

about us

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

But why should the power of design

The SEED Foundation believes that c designers can find a whole new world Products, services and systems that sustainable.

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

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

We are currently developing the first new context. These are based on the 1. Infrastructure

So far, sustainability in product desig



- 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 liveworkstudio.

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



SDN

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

Projects

- Service Design Will Help Companies... (Service Design Will be an...)
- Better access to health care for aging and... (Healthcare has long...)
- order world order... (order world by one...)

Service Design Conference 2008

Service Design Network

SERVICE DESIGN CONFERENCE  
NOVEMBER 24th-29th 2008  
AMSTERDAM, HOLLAND

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

Three days to the north of Service Design. Three days to research, learn and enable. Free talk to join November, the very first International Service Design Conference in Europe took place in the beautiful city of Amsterdam, Holland. The event was an exciting and successful experience for all those taking part. In fact, the participants were so enthusiastic that they decided to host the next year's event in the same city.

facebook Profile edit Friends Networks Inbox Home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- more

Service Design

Information

Group Info

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  
DOTTY, Gateshead, UK

Photos

Displaying the only photo. Add Photos | See All

Officers

Andy Armstrong (HDEO)  
Anita Jain (London)  
Benedict Singleton (Newcastle) (London)

Related Groups

User experience design  
Common Interest - Philosophy  
Six Degrees Of Separation - The Experiment  
4th 9th Feb - Facebook Class  
TTP - Hack Work Practice

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 60% less likely to do job related training than are architects, and you're on a par 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

PROJECTS PUBLICATIONS PEOPLE EVENTS THEMES BLOG

Demos Podcasts

events, interviews and interruptions

All new improved, rationalised Demos podcasting.

What are these?

Researchers

- Peter Bradwell
- Charlie Sims

Publications

- Joining Forces (10th August 2008)
- Production Values (22nd June 2008)
- Working Progress (10th May 2008)

Themes

- creativity
- culture
- podcast
- podcasts
- work
- View All 25 themes.

Project blog Overview 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

nicomorelli

HOME ABOUT BY BOOKMARKS

WHO IS WHO? A NICOMORELLI

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...
- adajalter on Google latitude:the net beco...
- nicomorelli on Who is Nicola Morelli?

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](mailto: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 opportunities of emerging markets, including those who are increasingly connecting to the Internet and mobile devices, as well as comparing technologies between emerging markets.

Design thinking for the future at LIFT09

3 March 2008

The session delivered by Design Thinking was my personal favorite of the entire 2009 LIFT conference.

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

Lary Kimbell

25th January 2010

The industrialisation of services

Sarah Drummond

18th January 2010

Service Design skills

Sarah Drummond

18th January 2010

Service Design Management

Qin Fan

11th January 2010

INTERVIEWS

Service Design for Sustainability

Susanne Santos

19th April 2010

The industrialisation of services

Yusuf Mamed

25th January 2010

Designing for Service

Lary Kimbell

25th January 2010

Service Design skills

Sarah Drummond

18th January 2010

Service Design Management

Qin Fan

11th January 2010

PROFILES

Susanne Santos

12 interview(s)

Lary Kimbell

12 interview(s)

Sarah Drummond

12 interview(s)

# A Map of Design for Services



## Interpretation of ongoing practices

### **6 design companies**

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

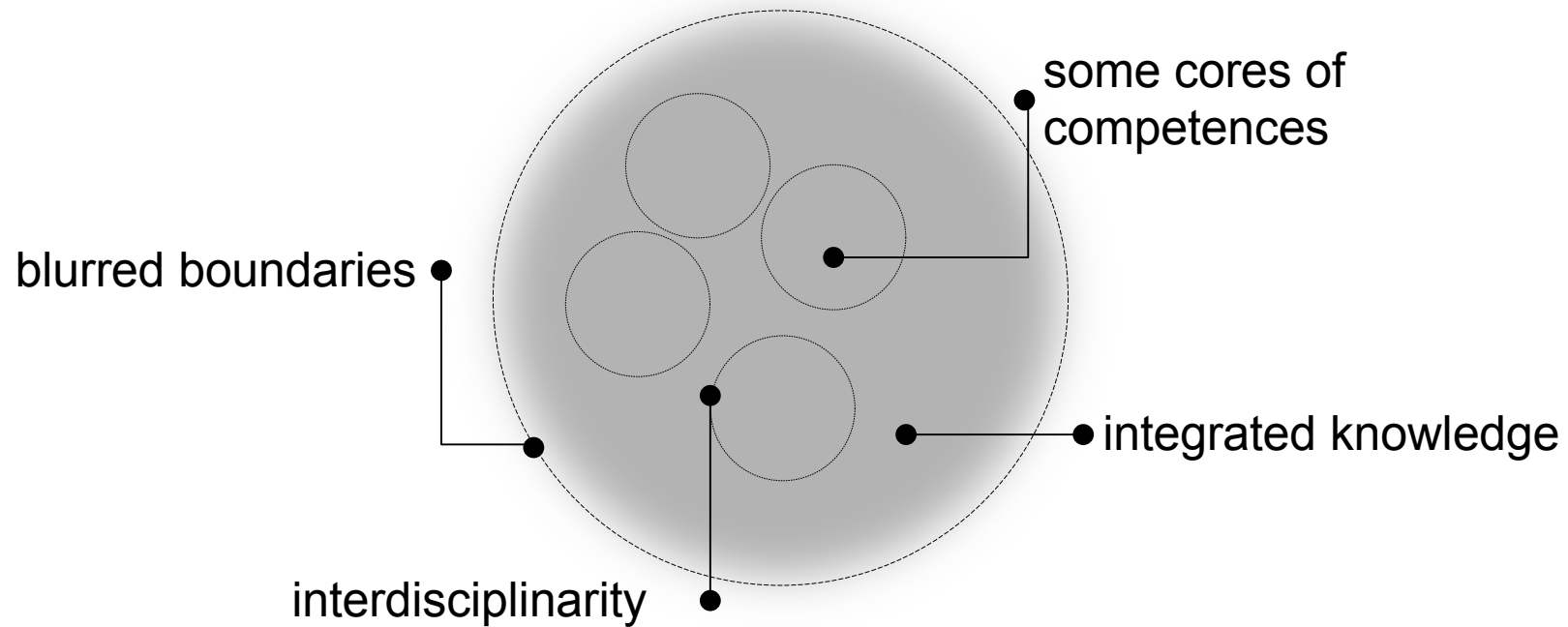
### **8 academic research centres**

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 ...

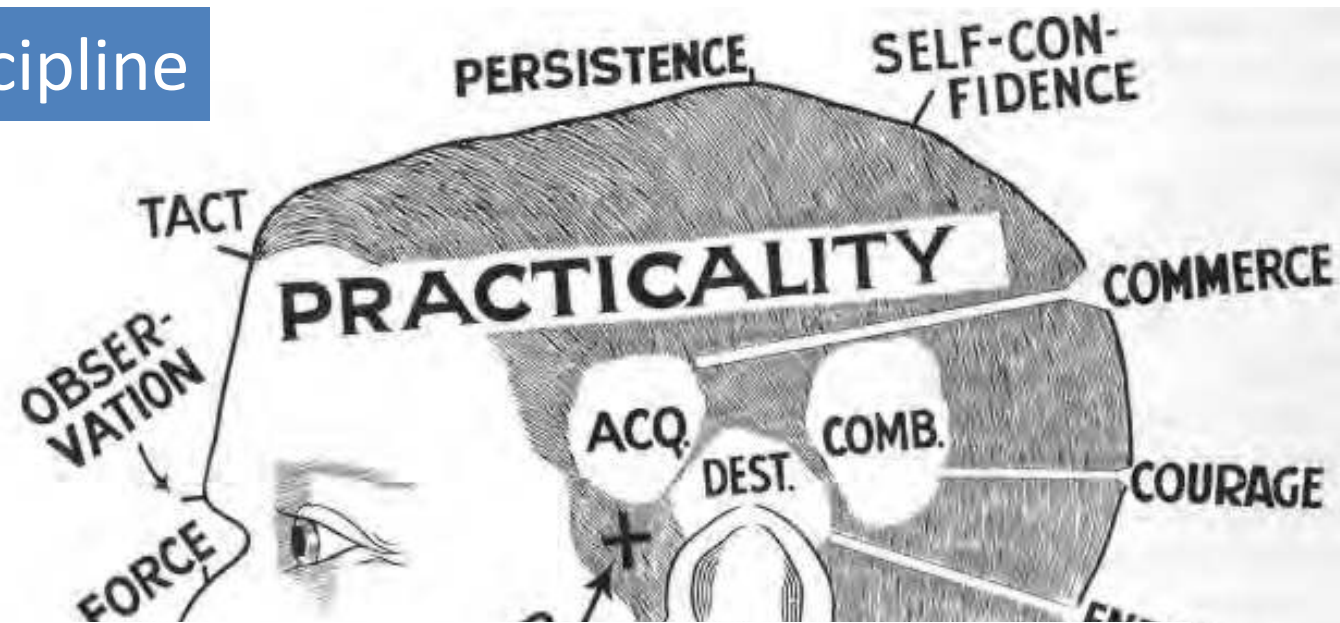
## Design for Services

~~Service Design / Design of Services~~

## **Design *for* Services**

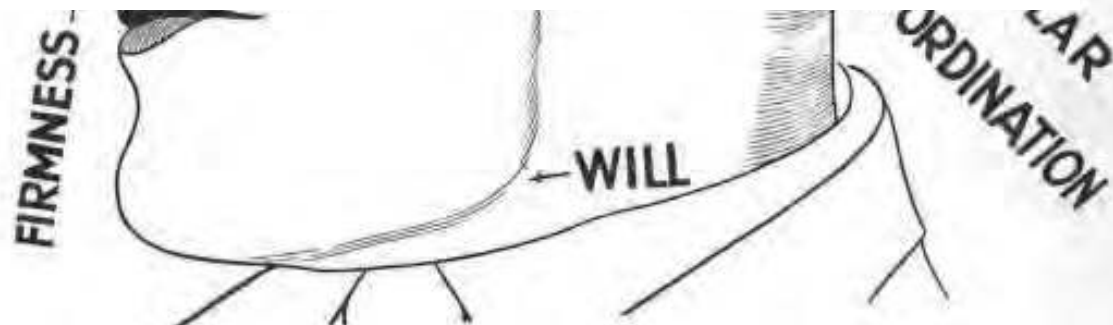
What Design is doing and can do for services and how this connects to existing fields of knowledge and practice

## 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

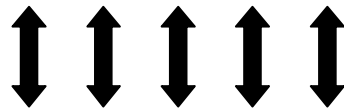
How to substitute the manufacturing driven model of consumption?

# Design Paradigms

1

Interaction & Experience Design

HOW



2

Design for Sustainability & PSS Design

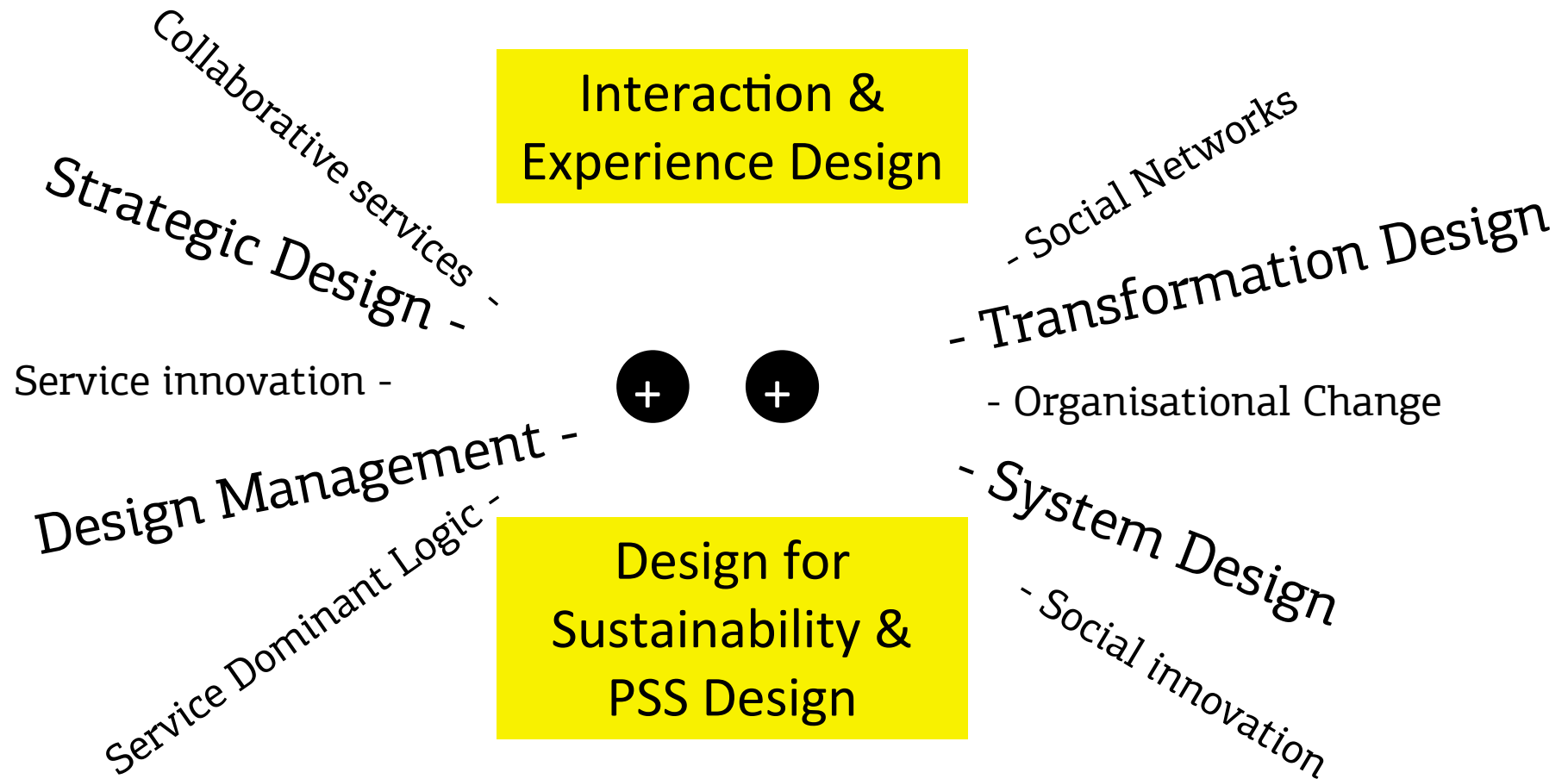
WHAT

6 to 1



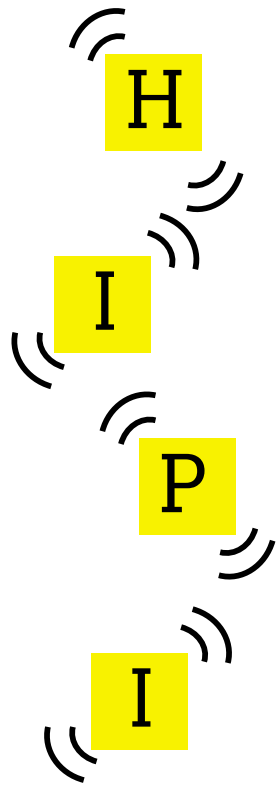
Studies show car sharing significantly reduces the number of cars on the road. Every car shared results, on average, in 6 private cars being taken off the road.

# A growing complexity

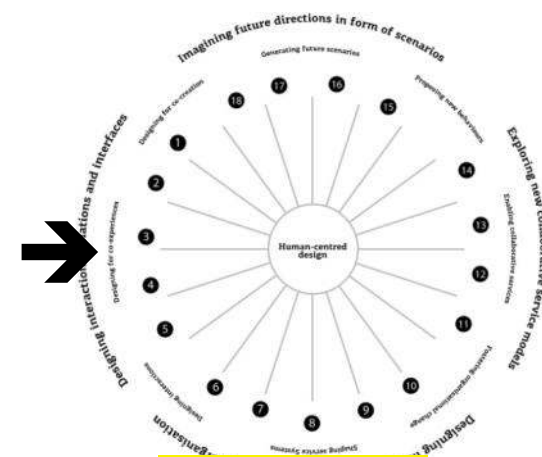


# A Map of Design for Services

# Building a New Framework



17 case studies



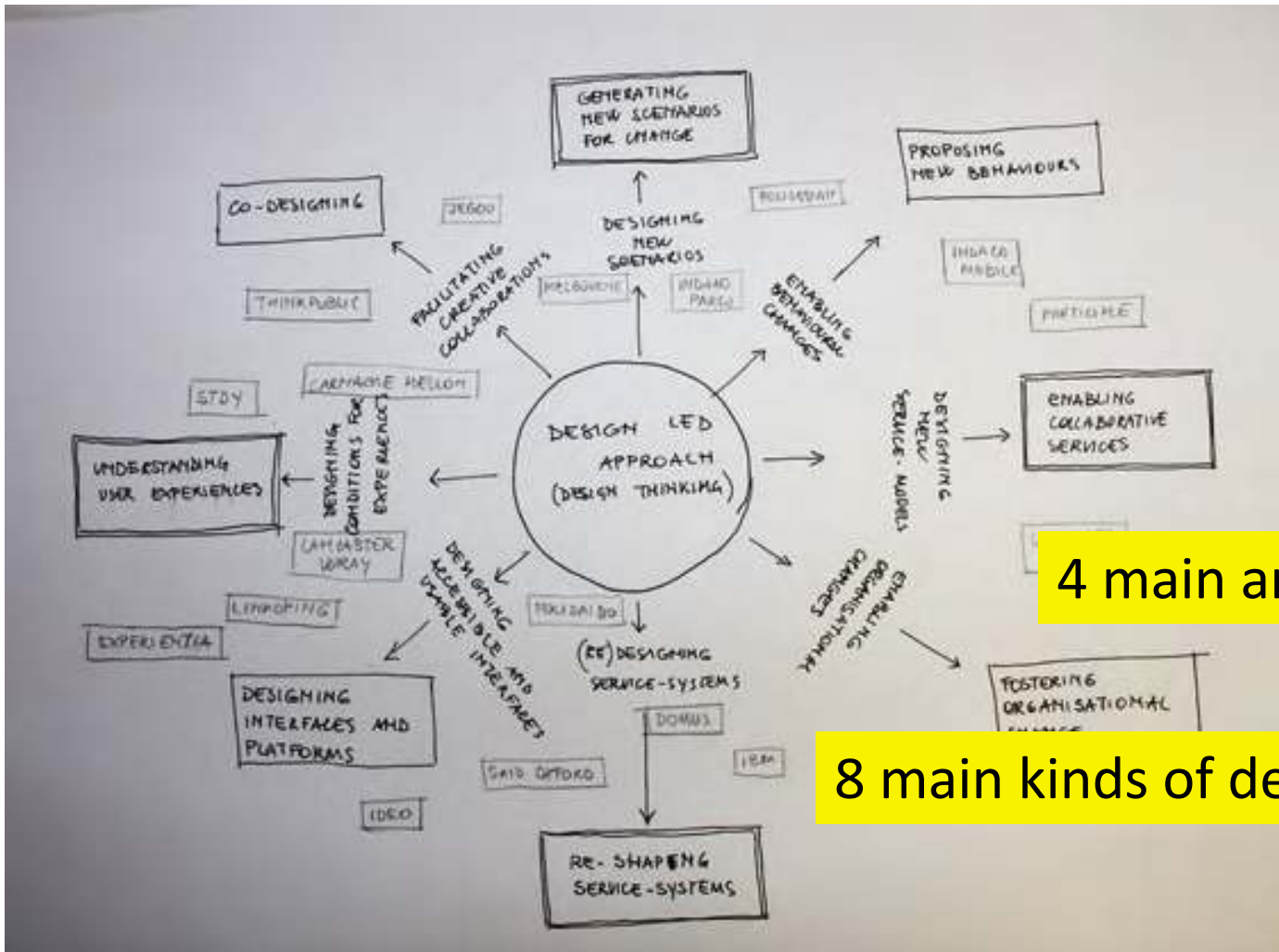
D4S map



# Mapping design roles and contributions



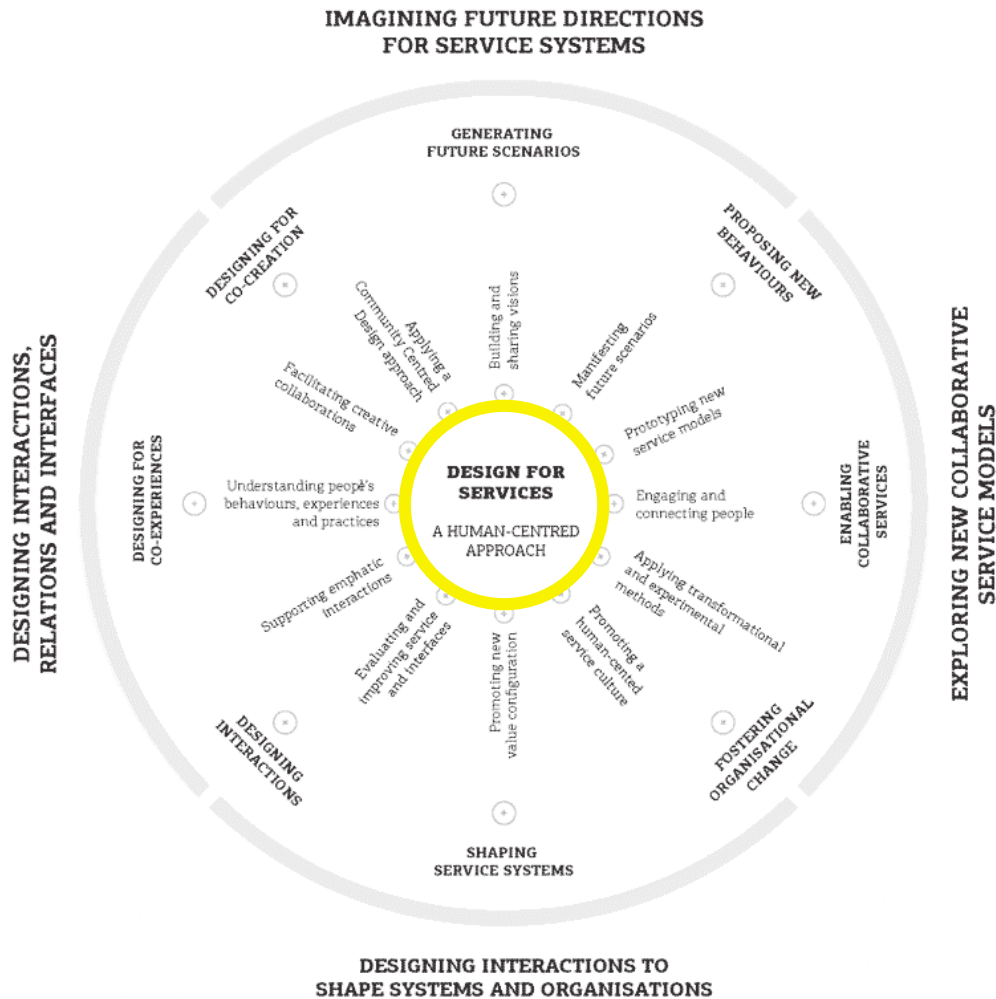
# A map of Design for Services



4 main areas of intervention

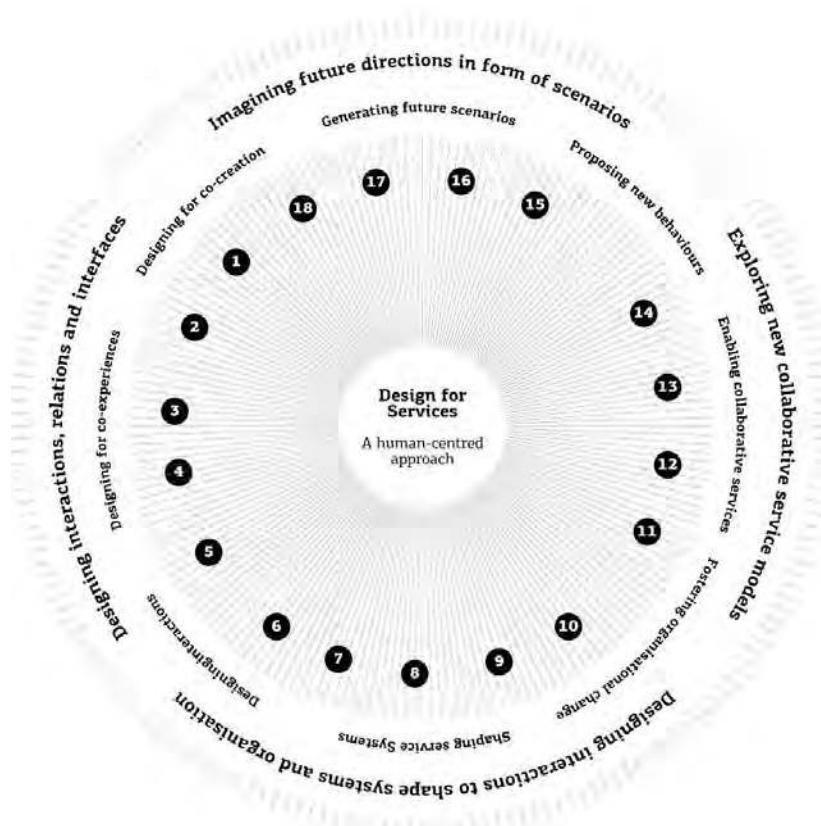
8 main kinds of design contributions

# 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\*

## 33 contributors

**Sara Bury**, Computing Department, Lancaster University, GB

**Keith Cheverst**, 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**, Saïd 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 Pillan**, Department INDACO, Politecnico di Milano, IT

**Nicholas J. P. Race**, Computing Department, Lancaster University, GB

**Bas Raijmakers**, 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 Szebeko**, Think Public, GB

**Nick Taylor**, Computing Department, Lancaster University, GB

**Paola Trapani**, Department INDACO, Politecnico di Milano, IT

**Mark Vanderbeeken**, Experientia, IT

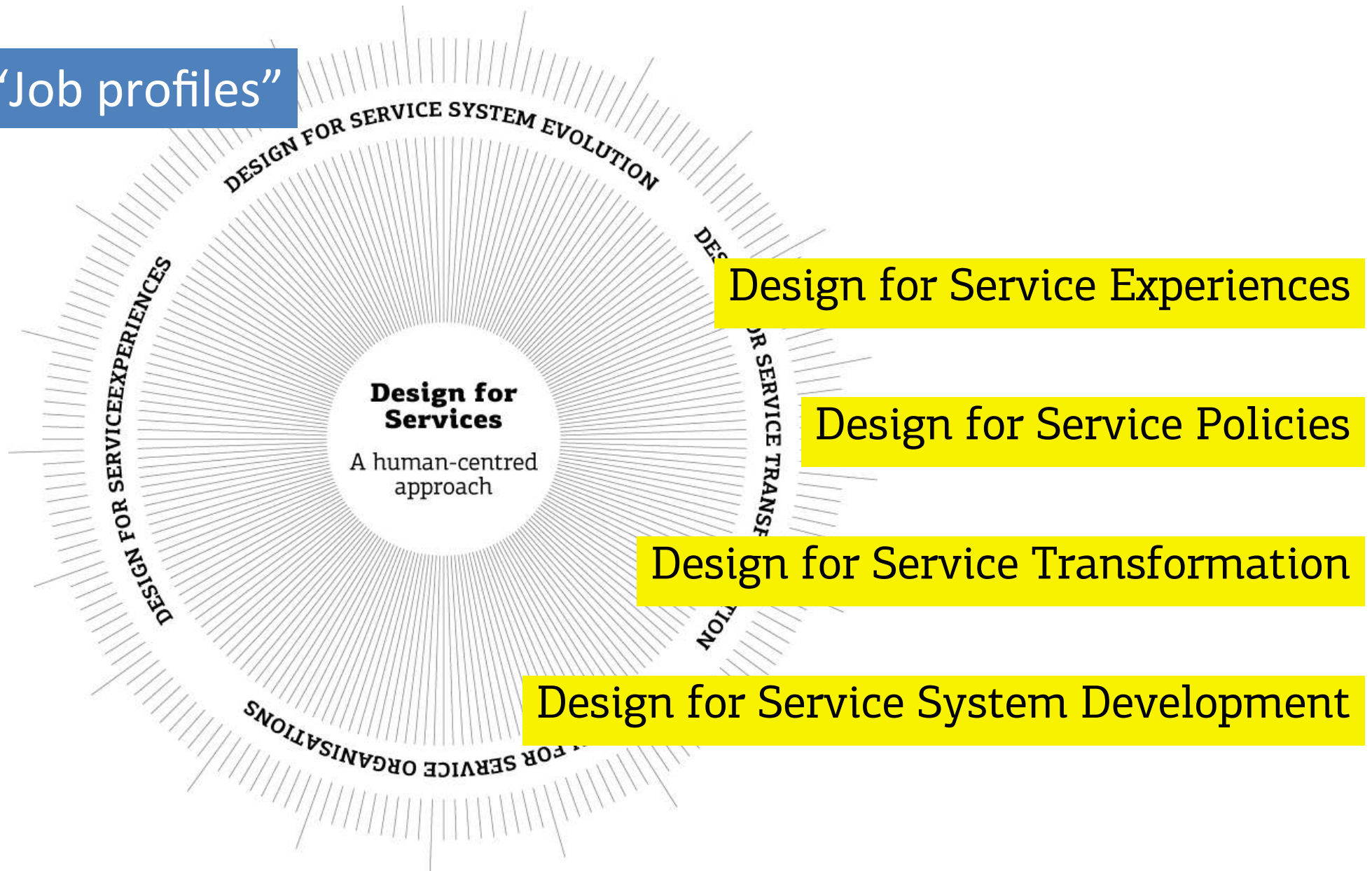
**Roger Whitham**, ImaginationLancaster, Lancaster University, GB

**Jennie Winhall**, Participle, GB

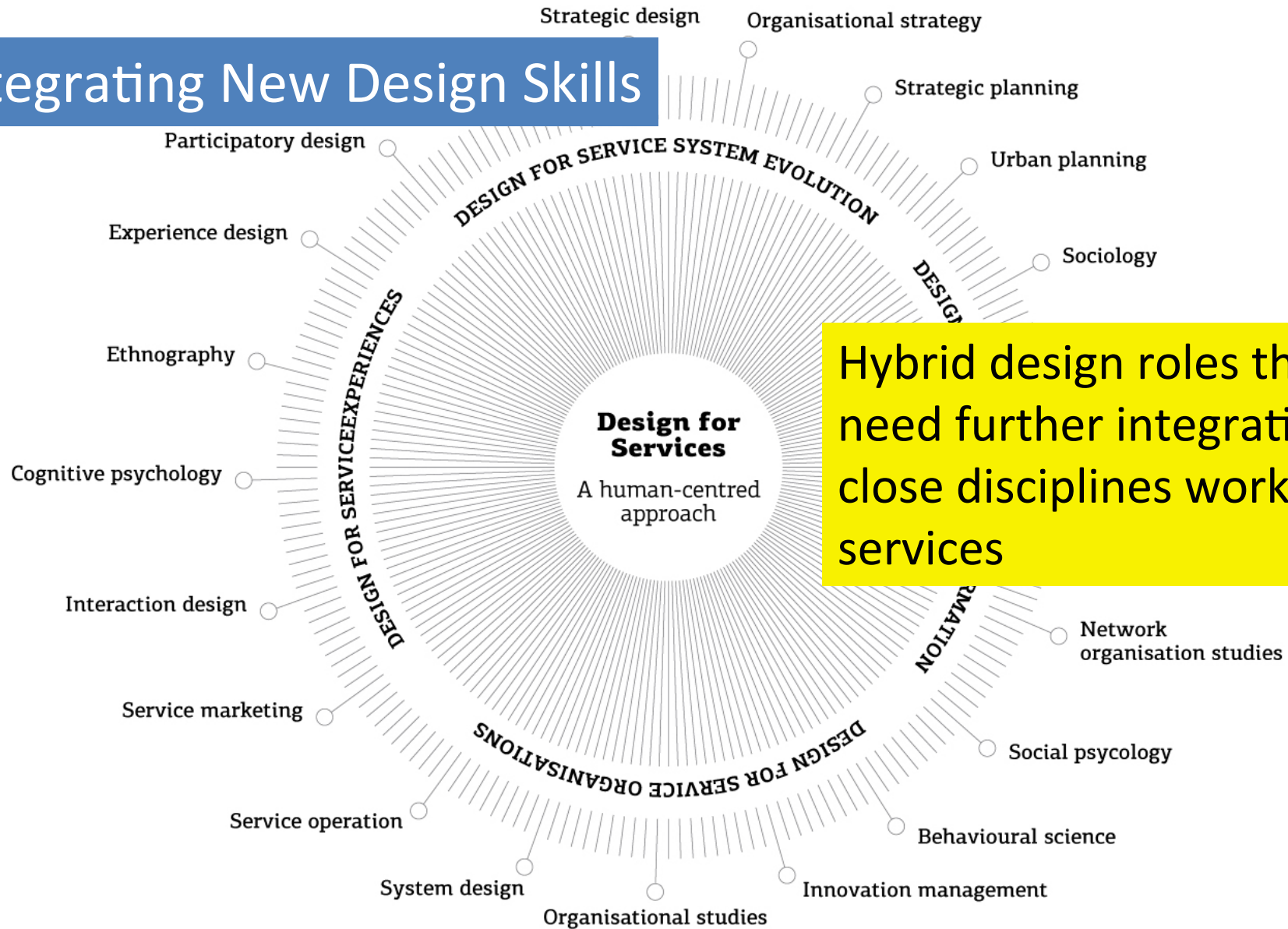


# Job Profiles

“Job profiles”

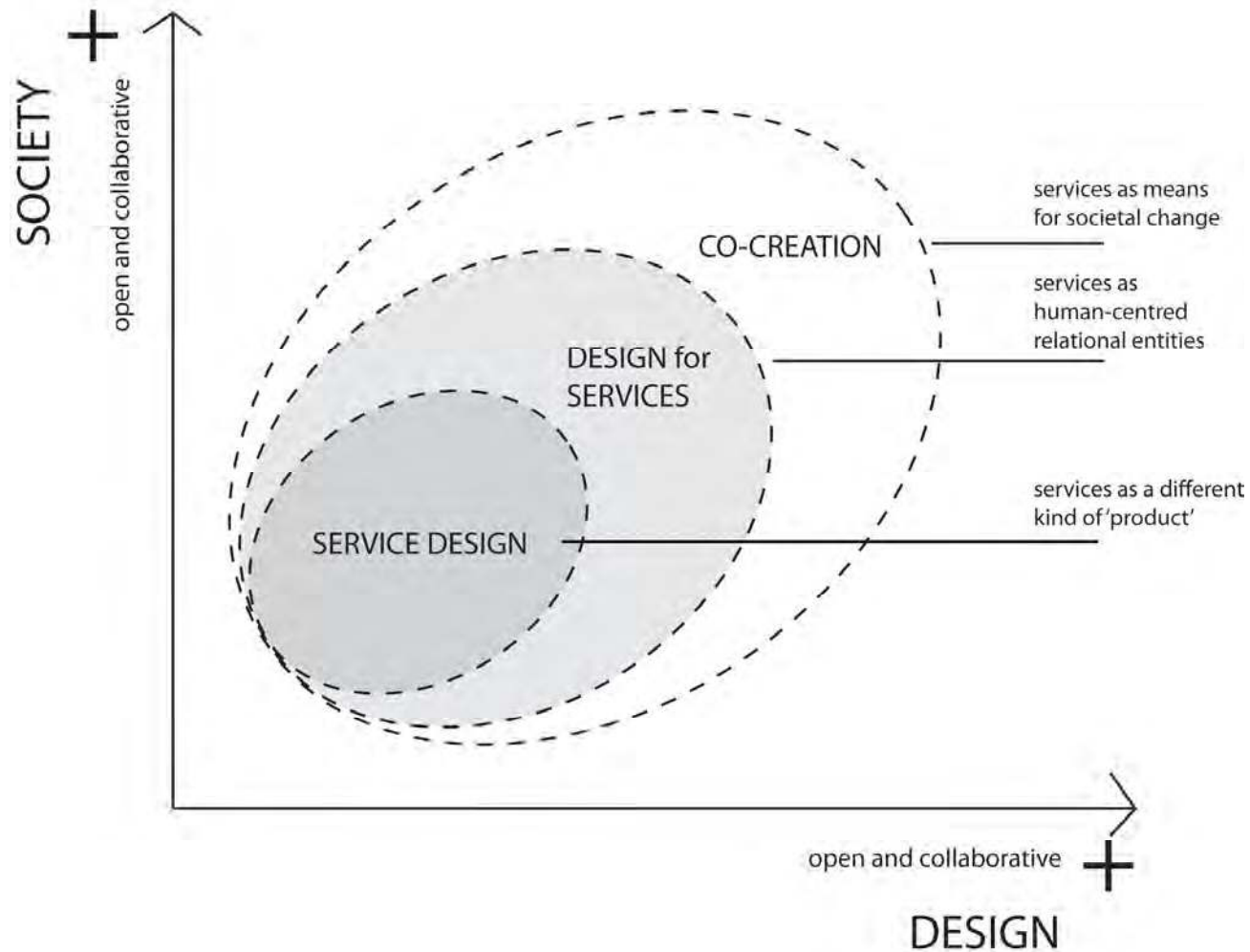


# Integrating New Design Skills



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

# Design for Services future?



Service Thinking  
+ Designing for  
Services

Thanks!