

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Service Design

Service Design | 23rd of March 2021

Florian Wille | Nicole Fölsterl | Stefano Vannotti

Your Lecturers

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Lecturers

Florian Wille

Lecturer, Industrial & Interaction Designer

- **Lecturer** in the field of service design, design technology and design methods @ IAD and CAS Design Methods & Design Technologies
- **Design Strategist** at dreipol



Lecturers

Nicole Fölsterl

Lecturer

- **Lecturer** @ in the field of storytelling, video and service design @ IAD and the CAS Design Methods
- **Researcher** @ institute for design research



Lecturers

Stefano Vannotti

Lecturer / Researcher / Strategist

- **Lecturer** in the field of Interaction Design, Service Design and Design Methodology
- **Head** of several CAS programs in the MAS Strategic Design
- **Head** of further education and services in the department design



What is Service Design?

-

What is Service Design

What is a service?

**Products of economic activity that
you can't drop on your foot,
ranging from hairdressing to
websites.** – *The Economist*

What is Service Design

A crowdsourced definition

a crowdsourced definition

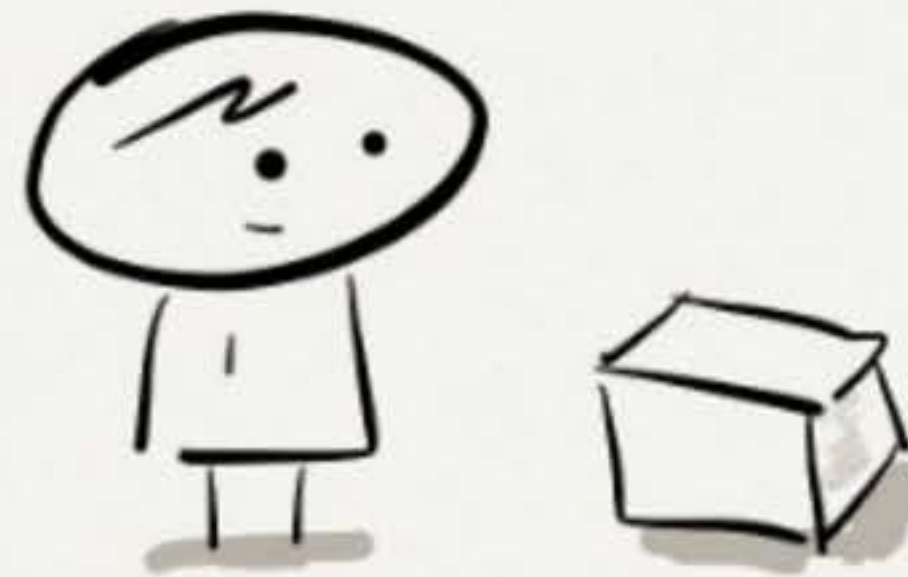
Service design helps organizations see their services from a customer perspective. It is an approach to designing services that balances the needs of the customer with the needs of the business, aiming to create seamless and quality service experiences. Service design is rooted in design thinking, and brings a creative, human-centered process to service improvement and designing new services. Through collaborative methods that engage both customers and service delivery teams, service design helps organizations gain true, end-to-end understanding of their services, enabling holistic and meaningful improvements.

What is Service Design

What is a service?

Service design applies design methods and craft to the **definition and **orchestration** of products, communications, interactions, operation, culture, and structure of an organization.** – *Jamin Hegeman*

User Experience

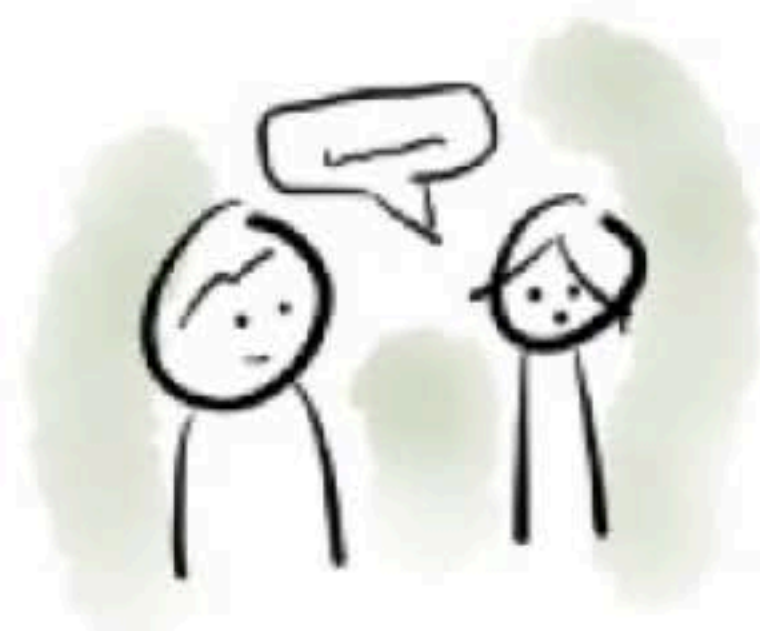


Experience between person
and single touchpoint, usually
a digital product

Service Experience



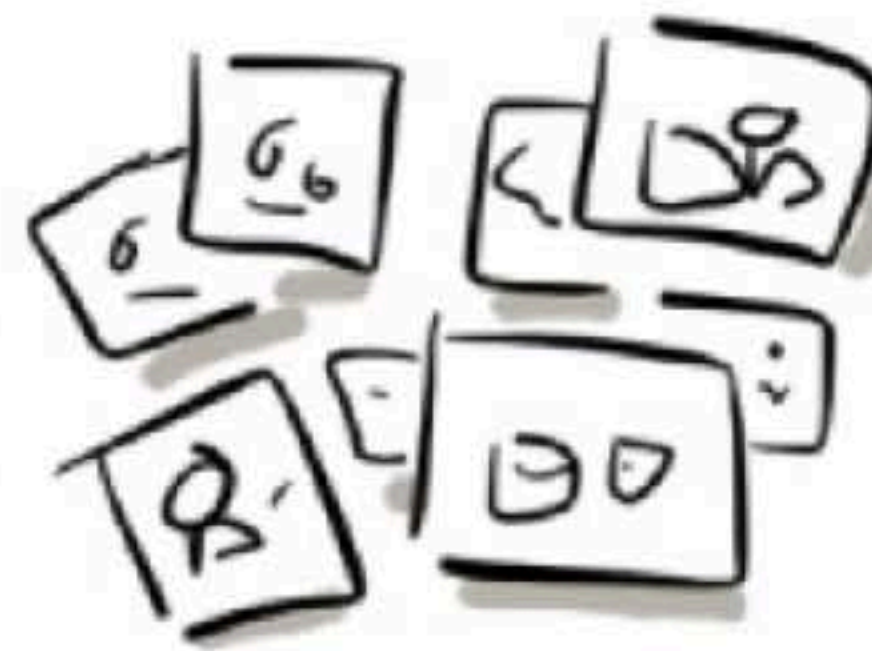
Orchestrated experience between
all parts of the service, from
people to objects to places to
interfaces



RESEARCH



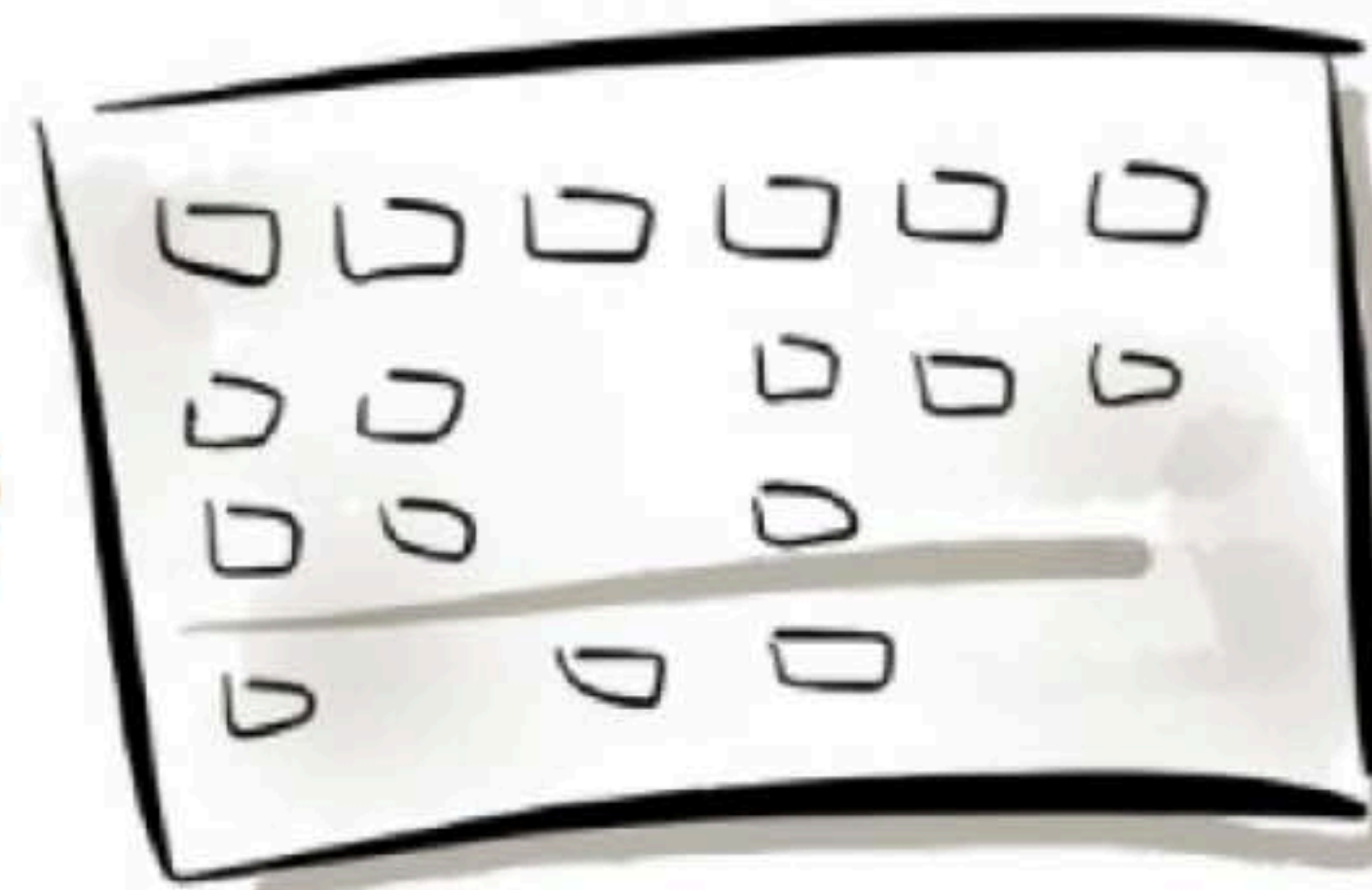
JOURNEY



IDEATION

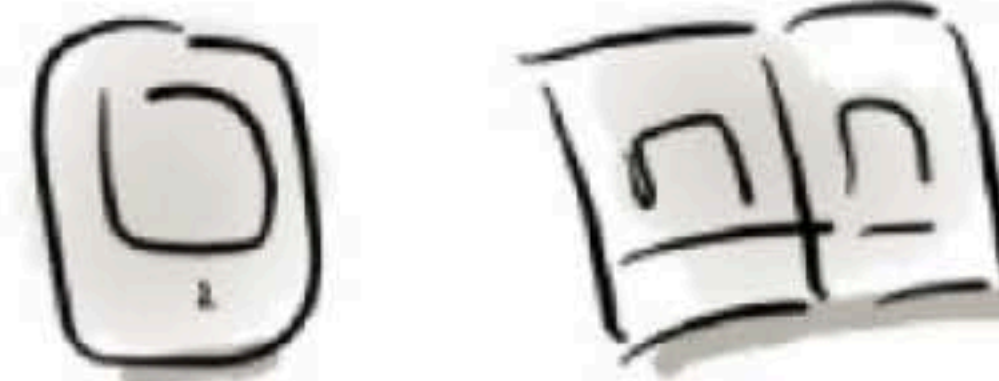


STORYBOARD

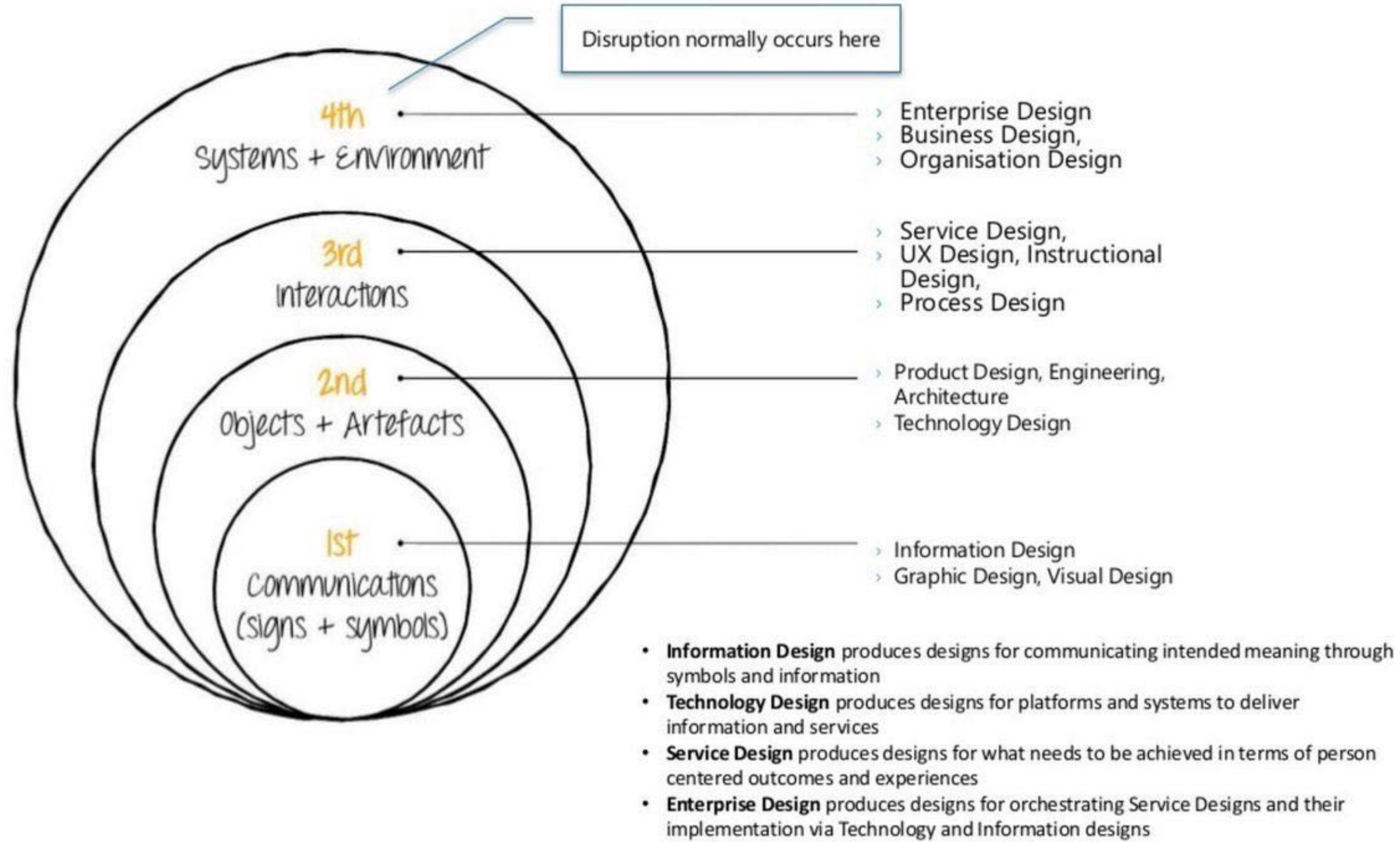


SERVICE BLUEPRINT

TOUCHPOINTS



FOUR ORDERS OF DESIGN



5 Principles of Service Design Thinking

1. HUMAN CENTRED-CENTERED

Services should be experienced through the customer's eyes

2. CO-CREATIVE

All Stakeholders should be included in the service design process

3. SEQUENCED

The service should be visualized as a sequence of interrelated actions

4. VISUAL

Services are essentially intangible in nature and should be visualised in terms of 'physical elements'

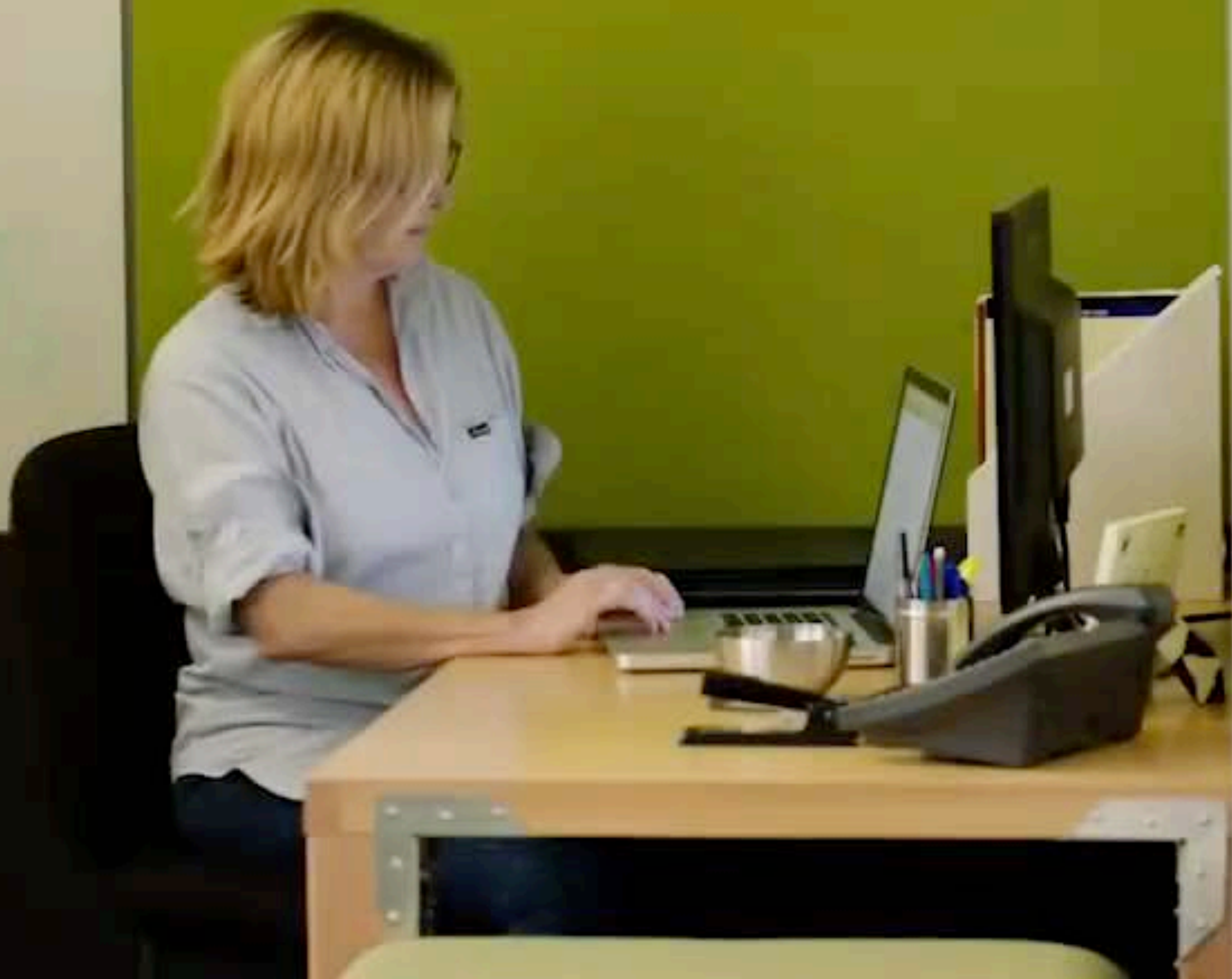
5. HOLISTIC

The entire environment of a service should be considered

Examples

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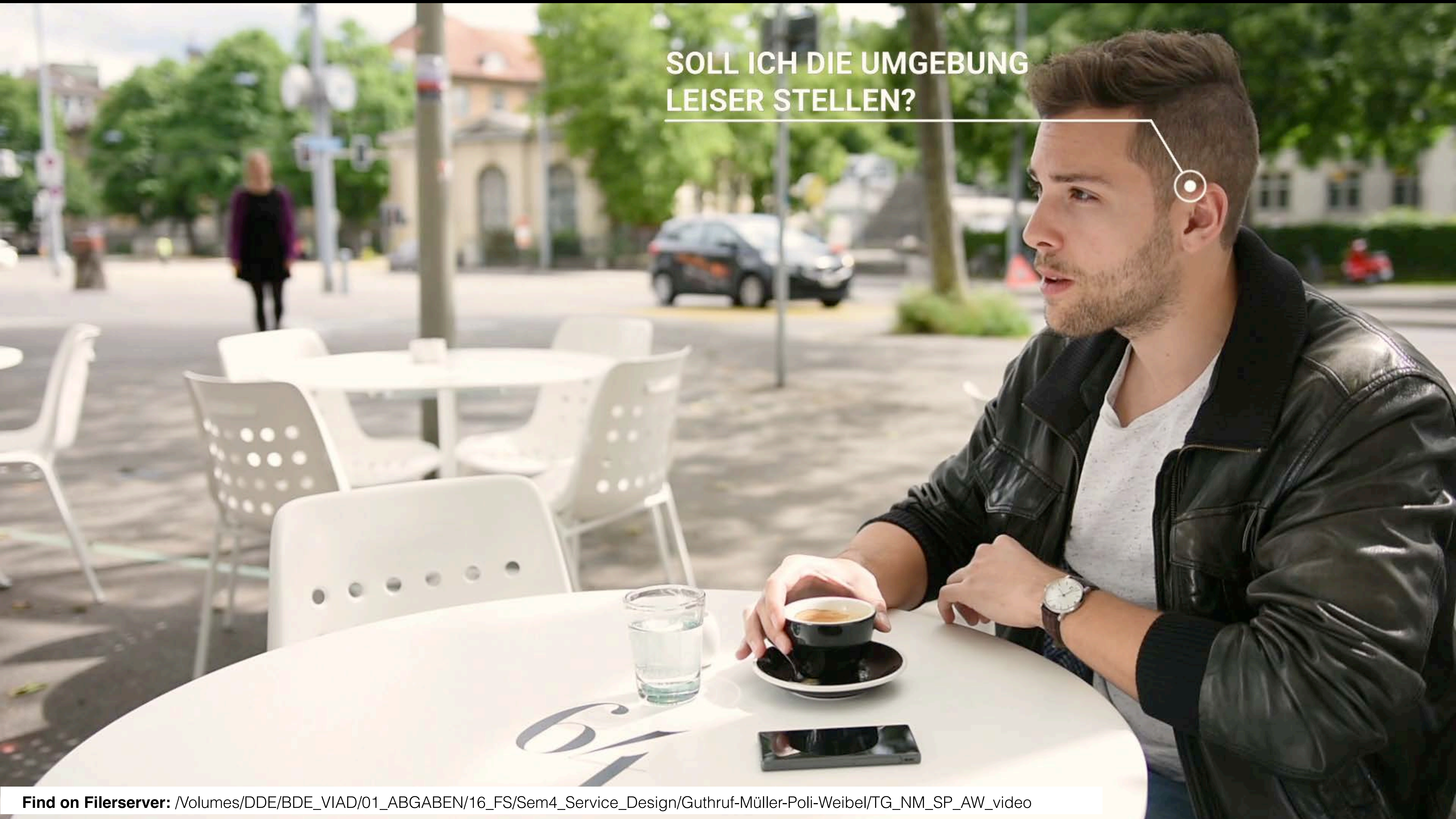
Amazon Key



SmarterTimer



SOLL ICH DIE UMGEBUNG
LEISER STELLEN?



Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/16_FS/Sem4_Service_Design/Guthruf-Müller-Poli-Weibel/TG_NM_SP_AW_video

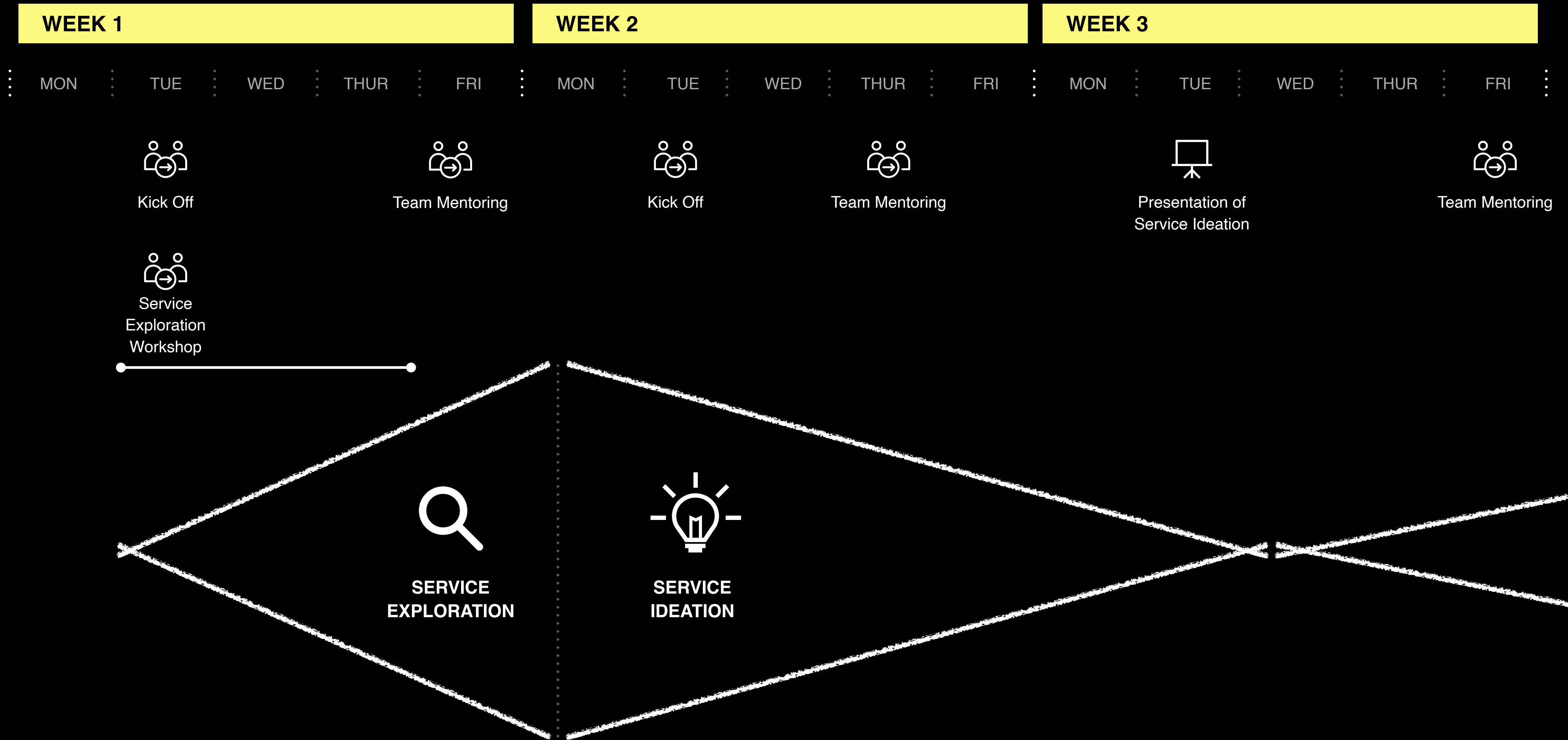


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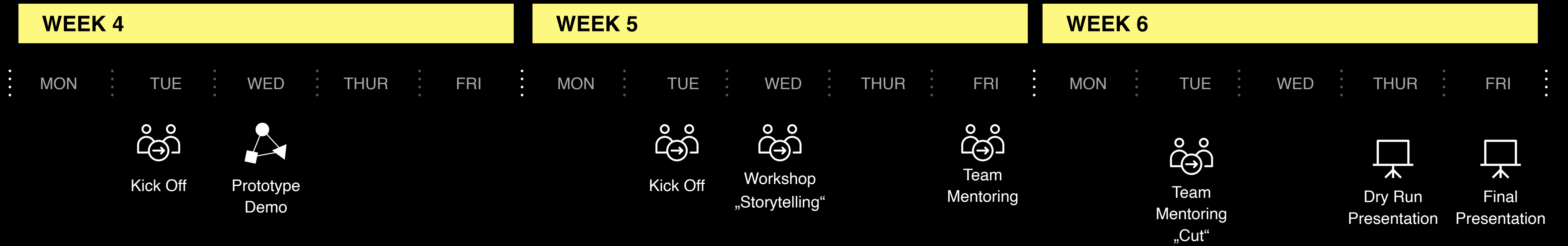
Course structure

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Course Structure



Course Structure



SERVICE PROTOTYPING

SERVICE ENACTMENT

SERVICE COMMUNICATION

Design Teams

 **Team 1: Daniela, Sonia, Kilian, Gian Carlo**

 **Team 2: Alesia, Celina, Aathmigan, Kimon, Tim**

 **Team 3: Nemo, Ramona, David, Andreas, Dzhuliia**

 **Team 4: Alec, Baran, Nicola, Mai, Sebastian**

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Design Teams

Team 1



Team 2



Team 3



Team 4



Design Teams

3rd semester Physical Computing

- Apeltsotou - Güneysel - Spühler
- Brigatti - Wiss - Wollschlegel
- Delany - Nikolov - Rüttimann - Springer
- Ettlinger_Tao_Zybinska
- Huber - Jegatheeswaran - Waldburger - Watanabe

3rd semester Sonic Interaction

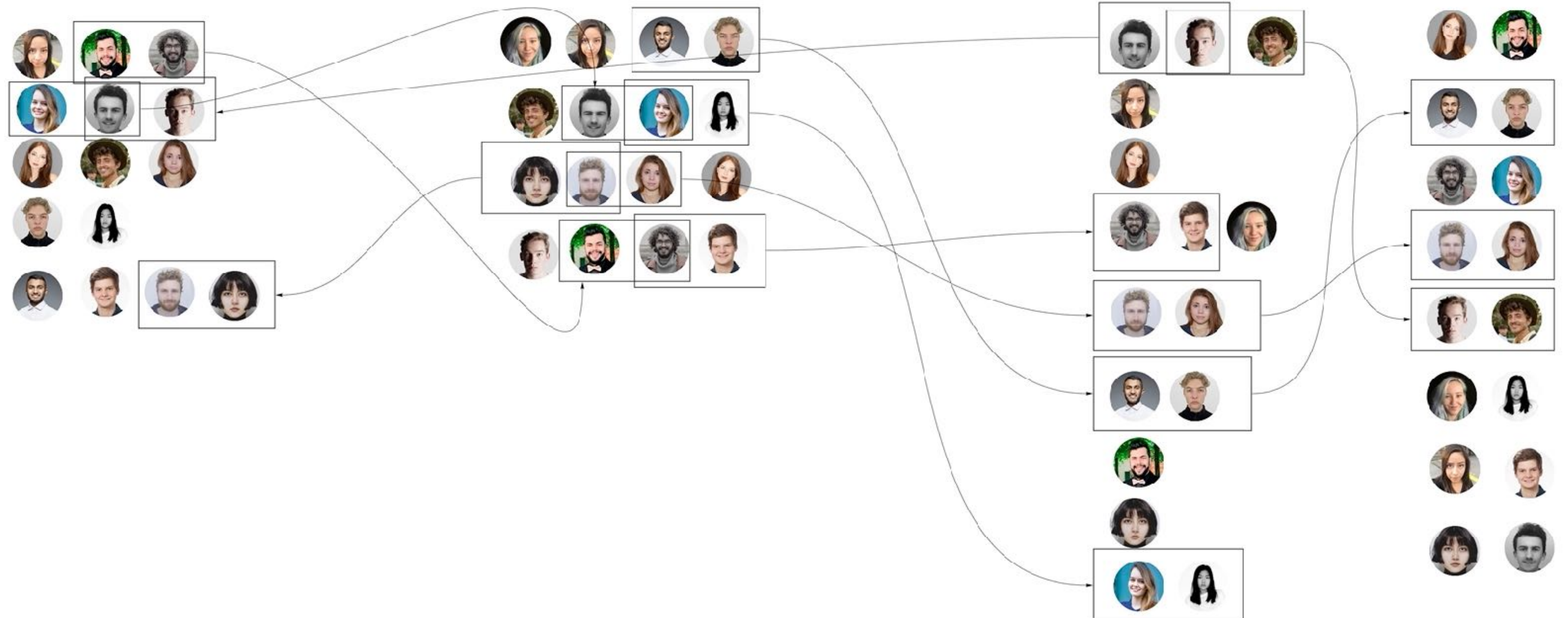
- AJ_CS_DS_KE
- AN_AW_DW_ST
- GH_MW_ND_RR
- NB_KA_BG_AW

3rd semester Soft Architecture

- Brigatti - Nikolov - Wollschlegel
- Daniela Spühler
- Delany Nicola
- Güneysel - Springer - Waldburger
- Huber - Rüttimann
- Jegatheeswaran_Ettlinger
- Kimon Apeltsotou
- Miriam_Mai_Watanabe
- Wiss_Tao

3rd semester Data Visualization

- Delany_Nicola_Apeltsotou_Kimon
- Ettlinger_Jeegatheswaran
- Güneysel_Baran_Wiss_Alessia
- Huber - Rüttimann
- Nemo Brigatti - Alec Nikolov
- Springer_Celina_Tao_Sonia
- Spühler_Daniela_Waldburger_Andreas
- Watanabe_Mai_Wollschlegel_David



Deliverables

- Service concept in the form of video scenarios
- Testable prototype
- Action plan & recommendations
- Summarized service concept handout complemented with visual explanations
- Service documentation

Channels of Communication

Where to find information and contacts

Channels of Communication

E-Learning via Paul

paul.zhdk.ch

Z ☰ 📄 Kürzlich ▾ Deutsch (de) ▾ 🔍 🔔 💬 Florian Wille (TEILNEHMER/IN)

Studio V: Service Design 2021

[Dashboard](#) / [Meine Kurse](#) / [SD21](#)

About the Course

In this course you will apply previously acquired methodical, technological and design skills for the first time in a holistic, service oriented project. Throughout the course you will design a service in close collaboration with a company or institution. You will conduct in-depth analyses of the existing service landscape and ethnographically driven user research to subsequently design comprehensive process-, communication- and interaction solutions. Selected service design methods and techniques will be taught, and technological frameworks for a multimodal implementation will be provided. The outcome will be an exemplary service flow, prototypes to visualize the interaction, and a concept video showing the service solution.

< >

- Miro Course Board**
- Related Topics/Ressources**
- Inputs & Presentations**
- Announcements**

Design Brief & Deliverables ▾

All about the Topic, our collaboration partner, and the Deliverables.

Course Setting ▾

All about the team configuration, the lecturers and your contact to the collaboration partner.

Channels of Communication

Miro

miro.com

- Miro main course board
- One board for each Team

The screenshot shows a Miro board titled "ServiceDesign21_CourseBoard". At the top, there is a cover image for "FS21_SD Course Board" featuring a network diagram. Below the cover, there are four yellow boxes labeled "1", "2", "3", and "4", representing different teams or sessions. A central area contains a rocket icon and the text "Week 1 - Service Exploration". Below this, the word "Tuesday" is written, followed by a timeline with two yellow boxes labeled "9:00" and "9:20". At the bottom, there are three yellow boxes labeled "Check-in", "Course Intro", and "What is Service Design?". The Miro toolbar is visible on the left and bottom edges.

Channels of Communication

Zoom

<https://zhdk.zoom.us>

Studio V: Service Design 2021

[Dashboard](#) / [Meine Kurse](#) / [SD21](#) / [About the Course](#) / [Inputs & Presentations](#)

Inputs & Presentations

Meeting starten

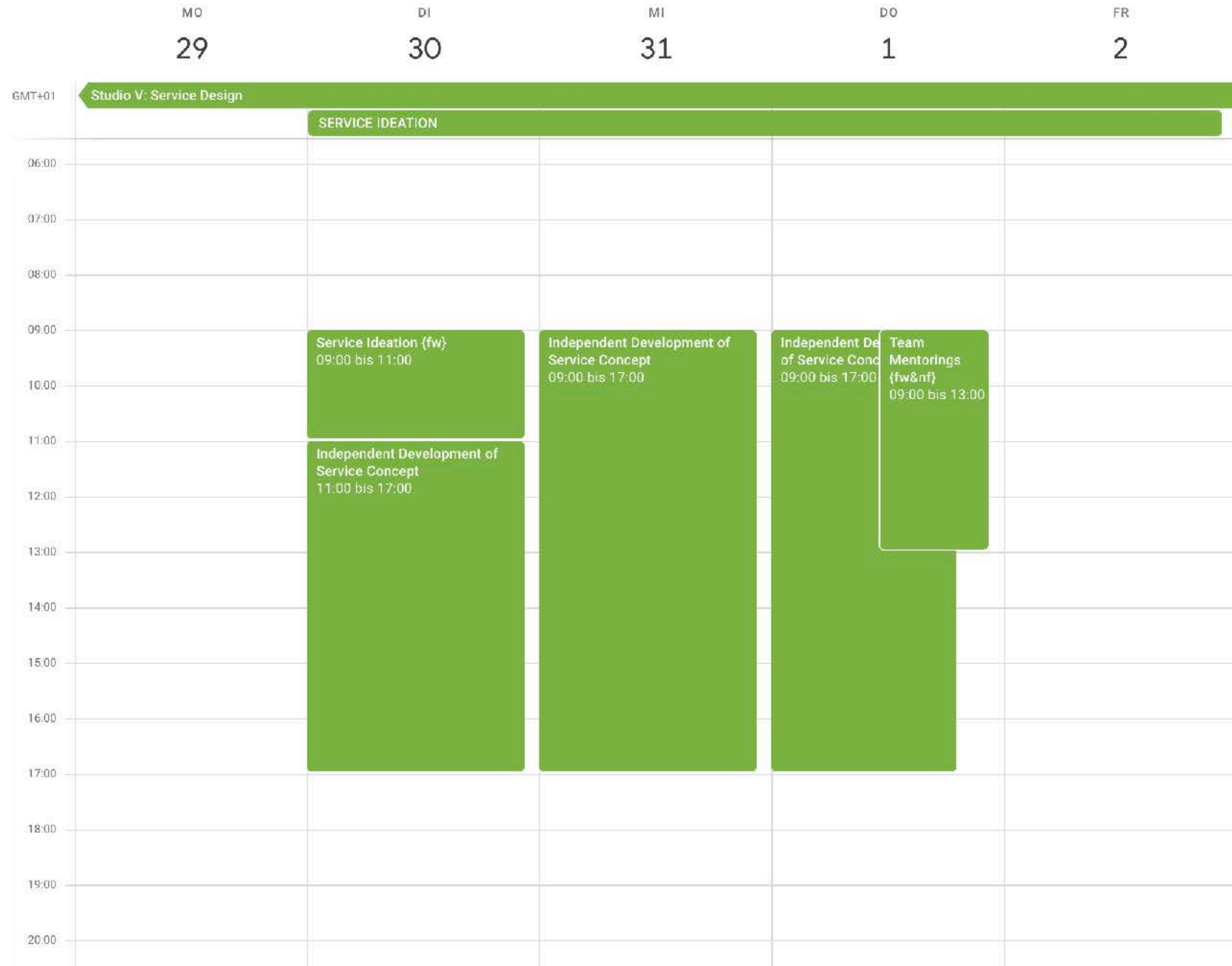
Wiederkehrendes Meeting (Meeting ohne Enddatum oder Schlusszeitpunkt)

Kenncode geschützt	Ja
Kenncode	255754
Beitrittslink	https://zhdk.zoom.us/j/95311742207?pwd=SGJyd1dUN013eWM3NlNSam90d0ZxQT09
Veranstalter/in	Florian Wille
Meeting vor Veranstalter/in betreten	Nein
Wartezimmer	Nein
Video starten, wenn der Veranstalter beitrifft	Ja
Video starten, sobald Teilnehmer/in beitrifft	Ja
Audio-Optionen	Computeraudio und Telefon

Channels of Communication

SD-Calendar

[Calendar online](#) | [iCal](#)



Ressources

Platforms & Books

Ressources

Service Design Tools

sdt

tools

tutorials

about

resources

contribute

Service Design Tools

The open collection of tools and tutorials that helps dealing with complex design challenges.



🕒 WHEN

What stage of the design process are you at?

👤 WHO

Who would you like to engage in the design process?

🧩 WHAT

What aspects of the service are you working on?

🛠️ HOW

What types of representation you'd like to use?

Ressources

Strategyzer



Strategyzer

Build an Invincible Company Stop risking your future with business as usual. Uncover your teams' entrepreneurial potential with our globally-trusted methodology and engaging platform.

Enterprise teams can train at our [Cloud Academy](#) or create a successful Corporate Innovation Ecosystem with the [Growth Portfolio](#)

[Learn more >](#)

Smaller companies can take our [Online Courses](#), use our [Web App](#), and [download free resources](#)

[Sign up for free >](#)

VIRTUAL MASTERCLASS

Building Invincible Companies

Acquire the skills, tools & processes needed for world-class business strategy and innovation remotely from your home or office.

[Learn more >](#)



Ressources

#TISDD Method Library

<https://www.thisisservicedesigndoing.com/methods>

THIS IS SERVICE DESIGN **DOING.**

BOOK METHODS SCHOOL SOFTWARE



#TISDD METHOD LIBRARY

In this library, you'll find 54 hands-on descriptions that help you DO the key methods used in service design. These methods include instructions, guidelines, and tips-and tricks for activities within research, ideation, prototyping, and facilitation.

This collection only contains building blocks. It doesn't detail how to assemble them into a cohesive design process or how to plan or manage it. For this context, please read [This Is Service Design Doing](#).



DOWNLOAD ALL CHAPTERS (PDF)

05 RESEARCH

Desk research

1 Preparatory research

Desk research

2 Secondary research

Self-ethnographic approach

06 IDEATION

Pre-ideation

1 Slicing the elephant and splitting the ideation challenge

Extra

AESEO – The ergonomics of need

07 PROTOTYPING

Extra

Theatrical methods – An introduction

Prototyping service processes and experiences

1 Investigative rehearsal

10 FACILITATION

1 Three-brain warm-up

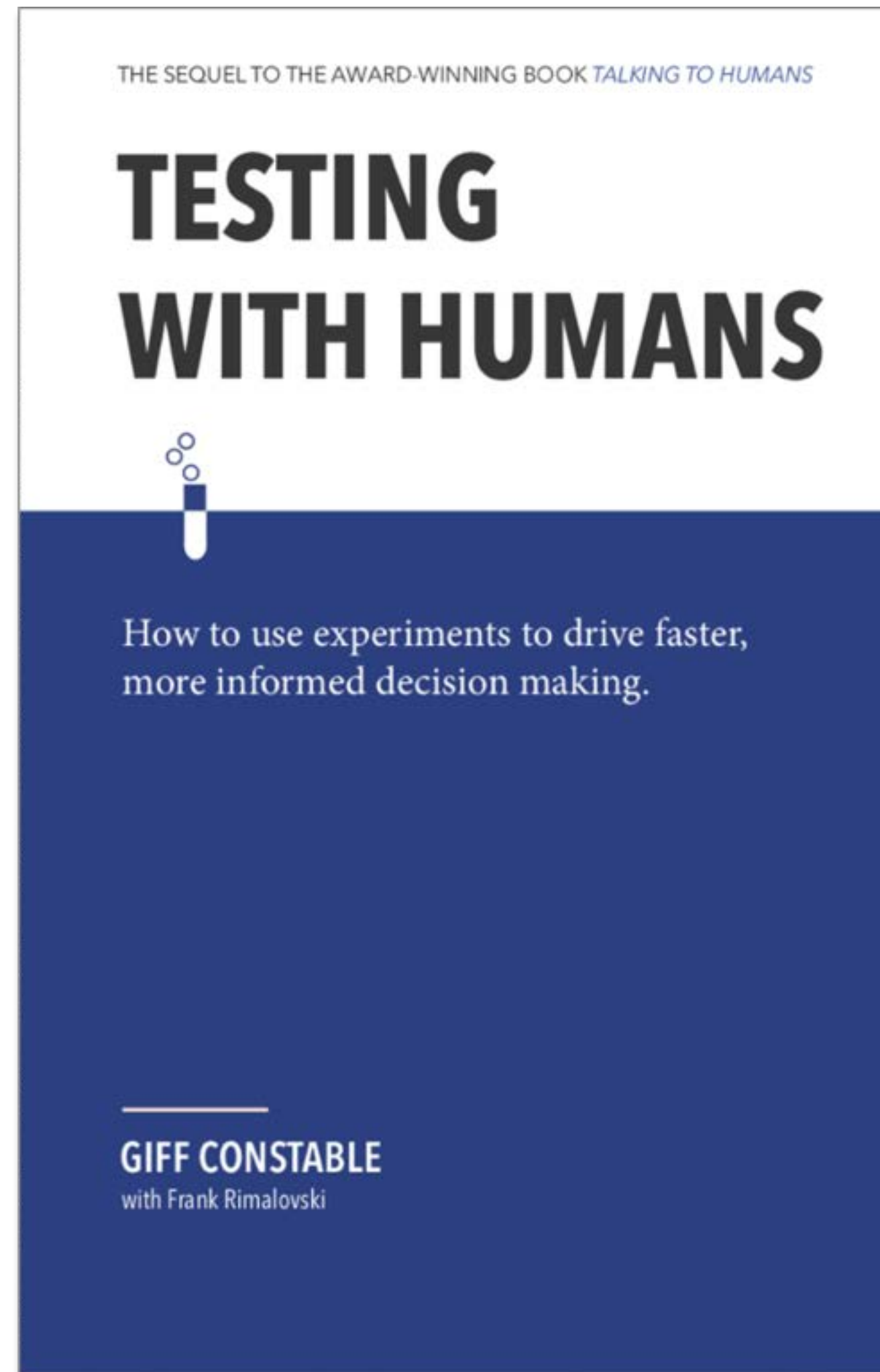
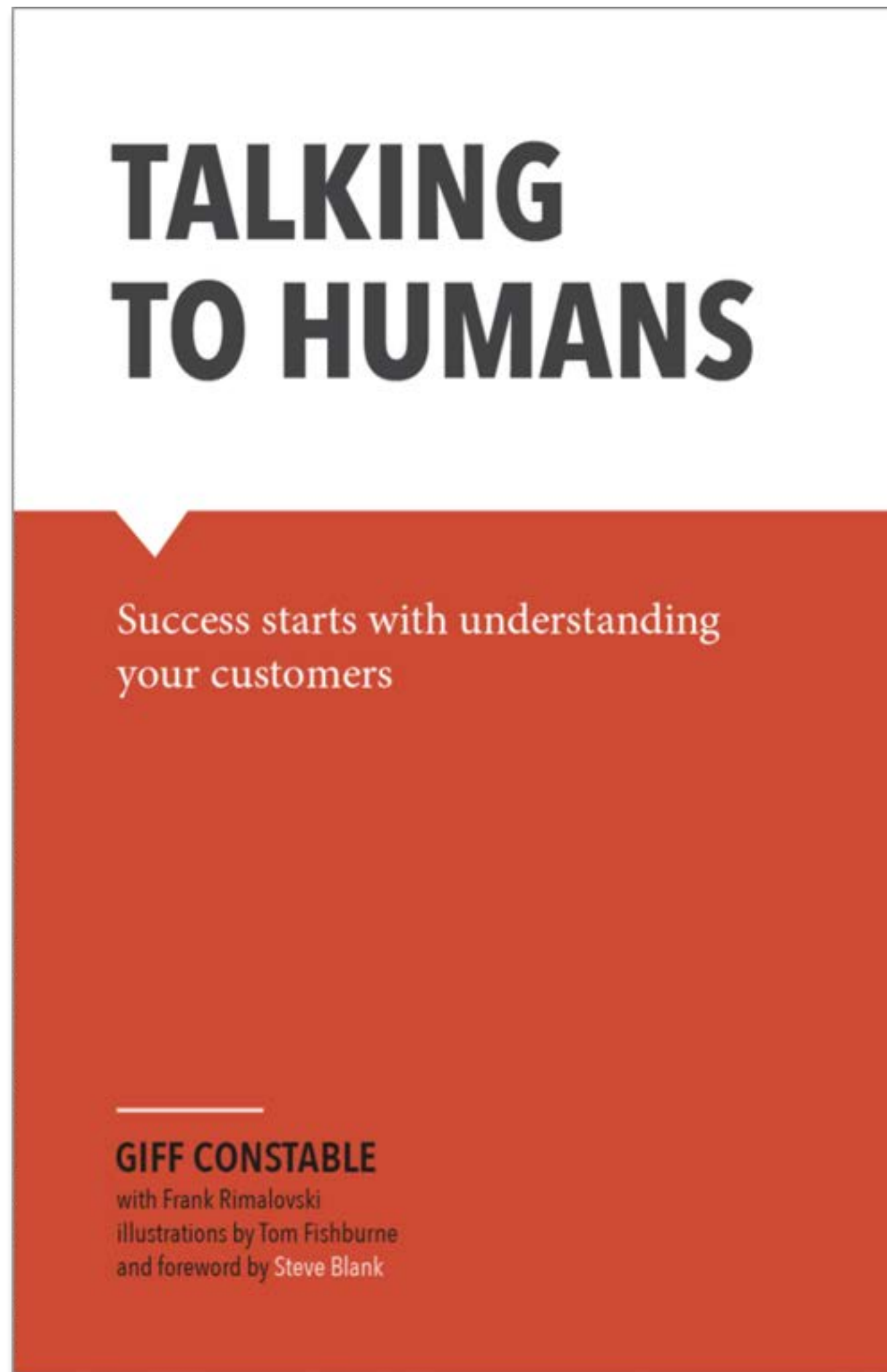
2 Color-chain warm-up

3 “Yes, and ...” warm-up

Book Tipp by Dark Horse



Book Tipp
by Giff Constable



Book Tipp

by Stickdorn / Hormess / Lawrence / Schneider



Marc Stickdorn; This is Service Design Doing: Applying Service Design Thinking in The Real World. O'Reilly

Topic

-

Topic

Data vs. Crisis

data vs Crisis

Topic

Aim of the Project

Aim of the Project :: Developing a service ecosystem that offers real and immediate benefits for the participants while generating data that is valuable for municipalities in fighting or managing the COVID crisis. The underlying data donation system should be able to process aggregated and individual data.

Cooperation Partner

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Die Stiftung Risiko-Dialog entwickelt Lösungen, um technologische Neuerungen, Veränderungen in der Umwelt und gesellschaftlichen Wandel zu verstehen und gemeinsam zu gestalten. Dabei fokussiert sie auf drei Themenfelder.

**Digitalisierung
und Gesellschaft**



Risikokommunikation und Verhalten

Klima und Energie



News_

22. March 2021

Mehr Gehör für Nudging zur Förderung von Arbeitssicherheit

Das sanfte Anstupfen («nudgen») zu arbeitssicherem Verhalten als ergänzende Strategie zu harten Regeln findet in der Arbeitssicherheit immer mehr Gehör.



11. March 2021

Neu im Team: Kimon Arvanitis und Jan Berli

Anfang März hat das Team der Stiftung Risiko-Dialog mit Kimon Arvanitis und Jan Berli Verstärkung erhalten.



Thank you!

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Nicole Fölsterl

nicole.foelsterl@zhdk.ch

Z

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Zürcher Hochschule der Künste
Zentrum für Weiterbildung