

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Service Design

Service Design I 10th of March 2025

Florian Wille | Nicole Foelsterl

Check-in

—

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

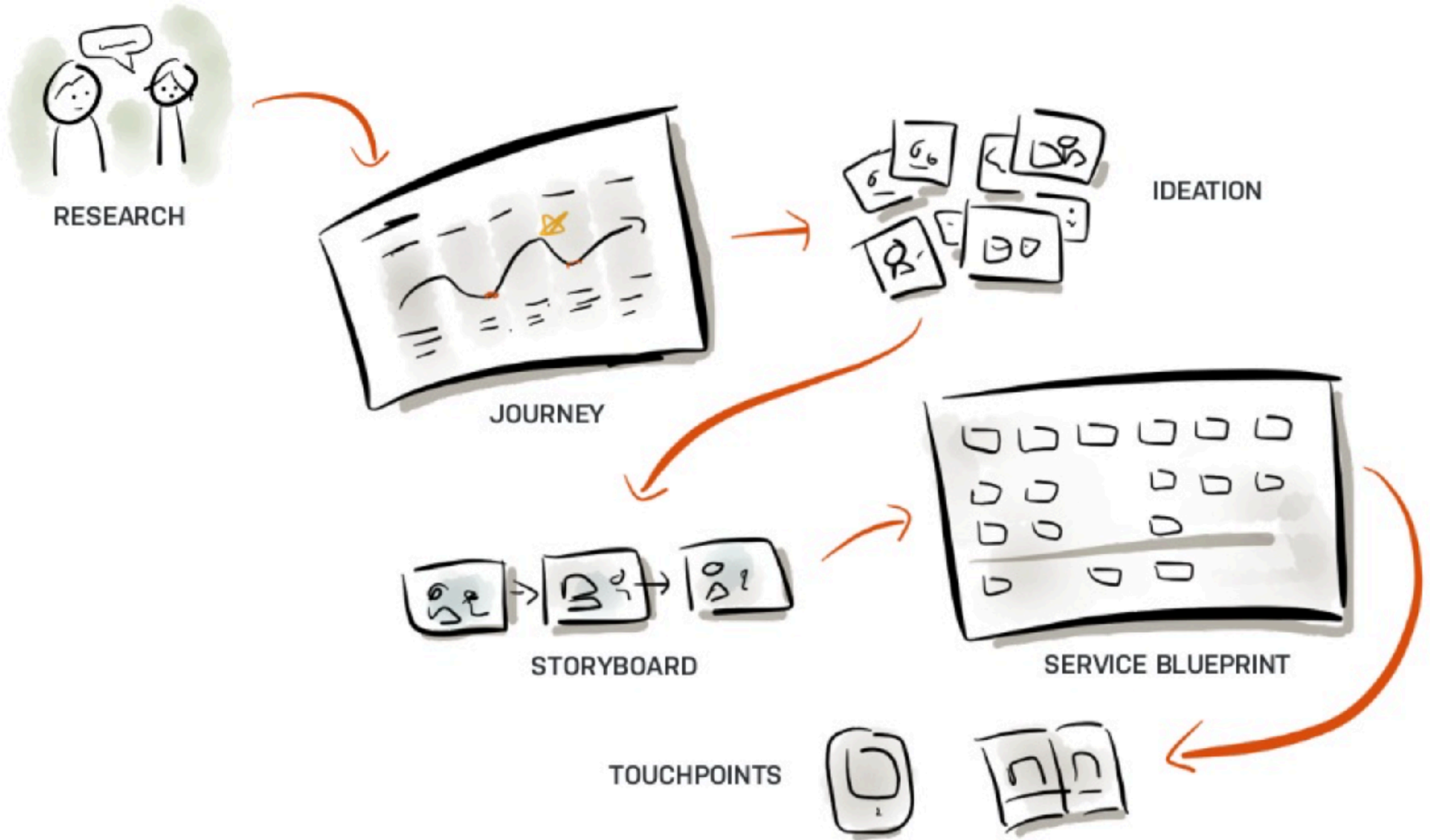


Experience between person and single touchpoint, usually a digital product

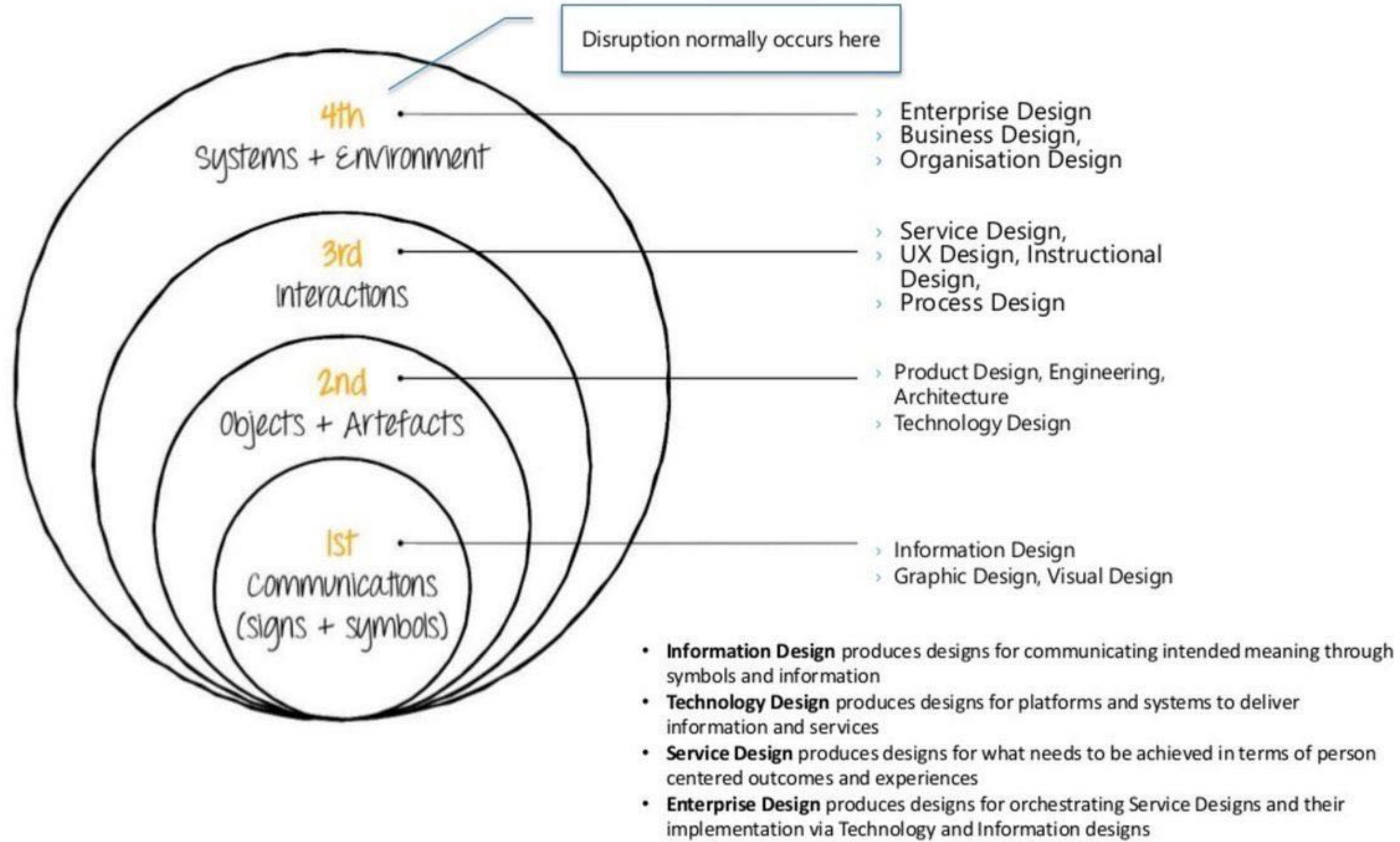
Service Experience



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



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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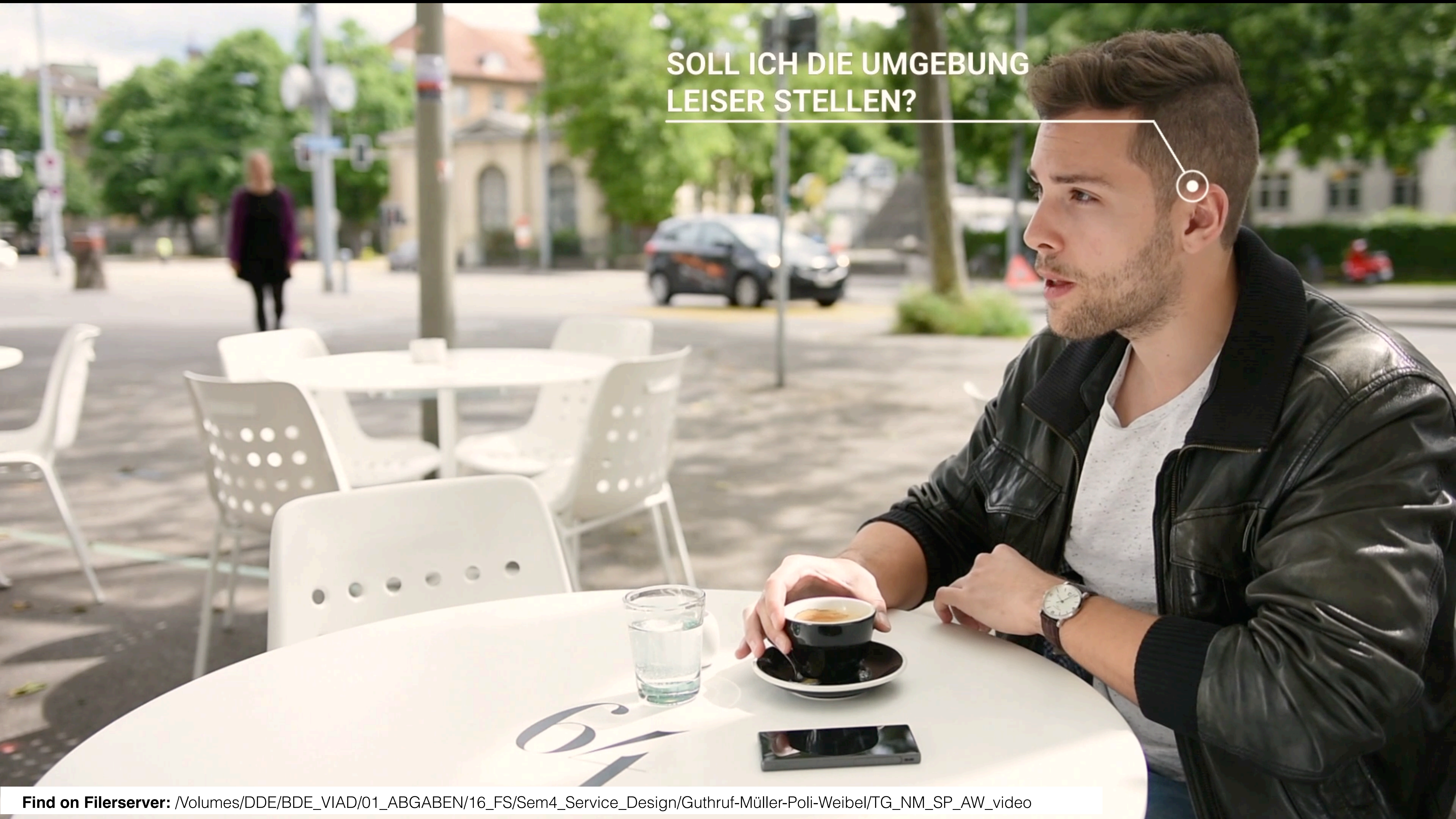


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SmarterTimer



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

das Rietberg Rätsel



Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/23_FS/Sem4_Service_Design



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Your Lecturers

—

Lecturers

Nicole Foelsterl

Lecturer & Researcher

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



Lecturers

Florian Wille

Lecturer / Industrial & Interaction Designer

- **Lecturer** for Interaction & UX Design, Design Methods & Design Technologies @ ZHdK
- **Design Strategist** at dreipol



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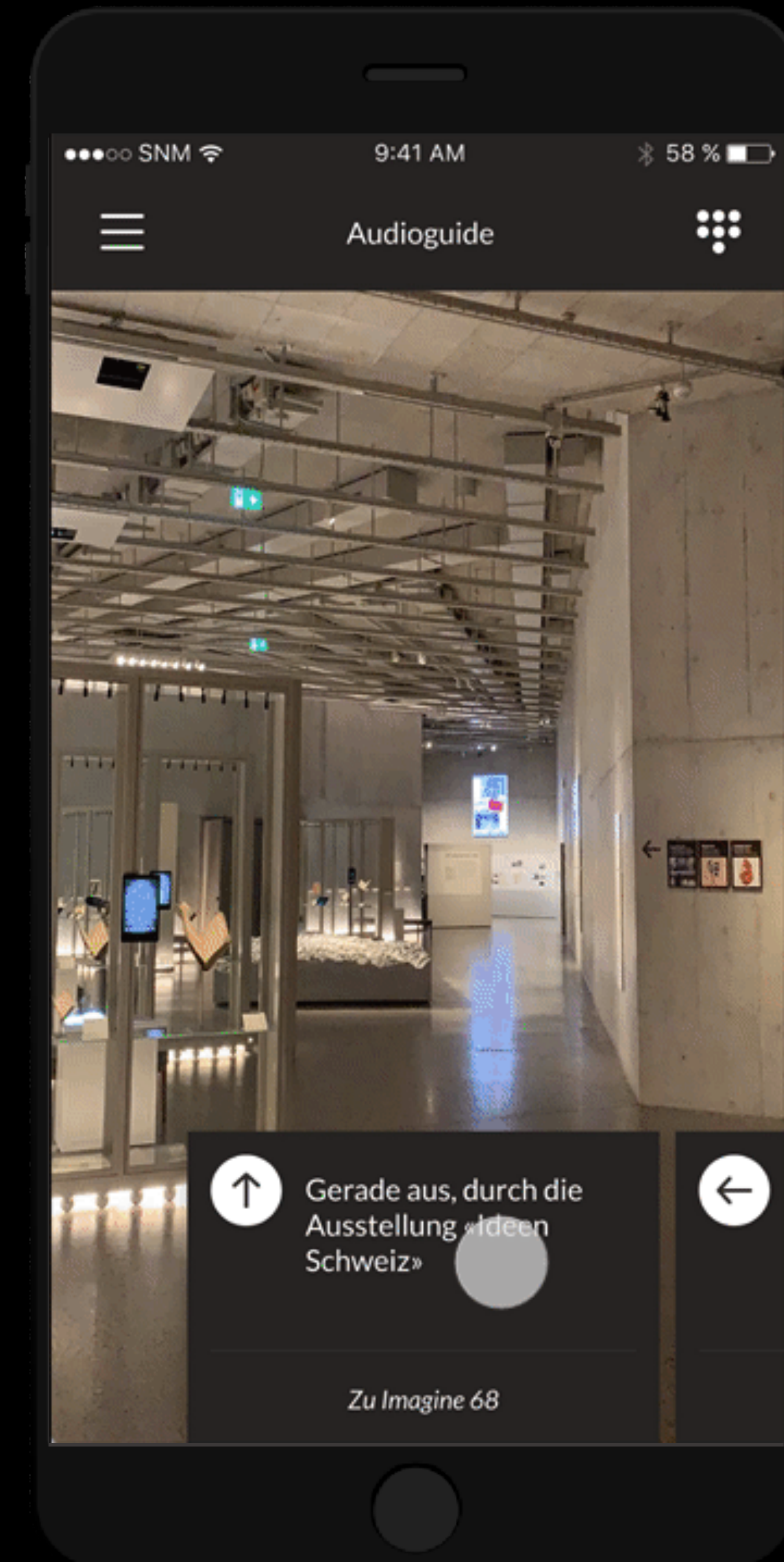


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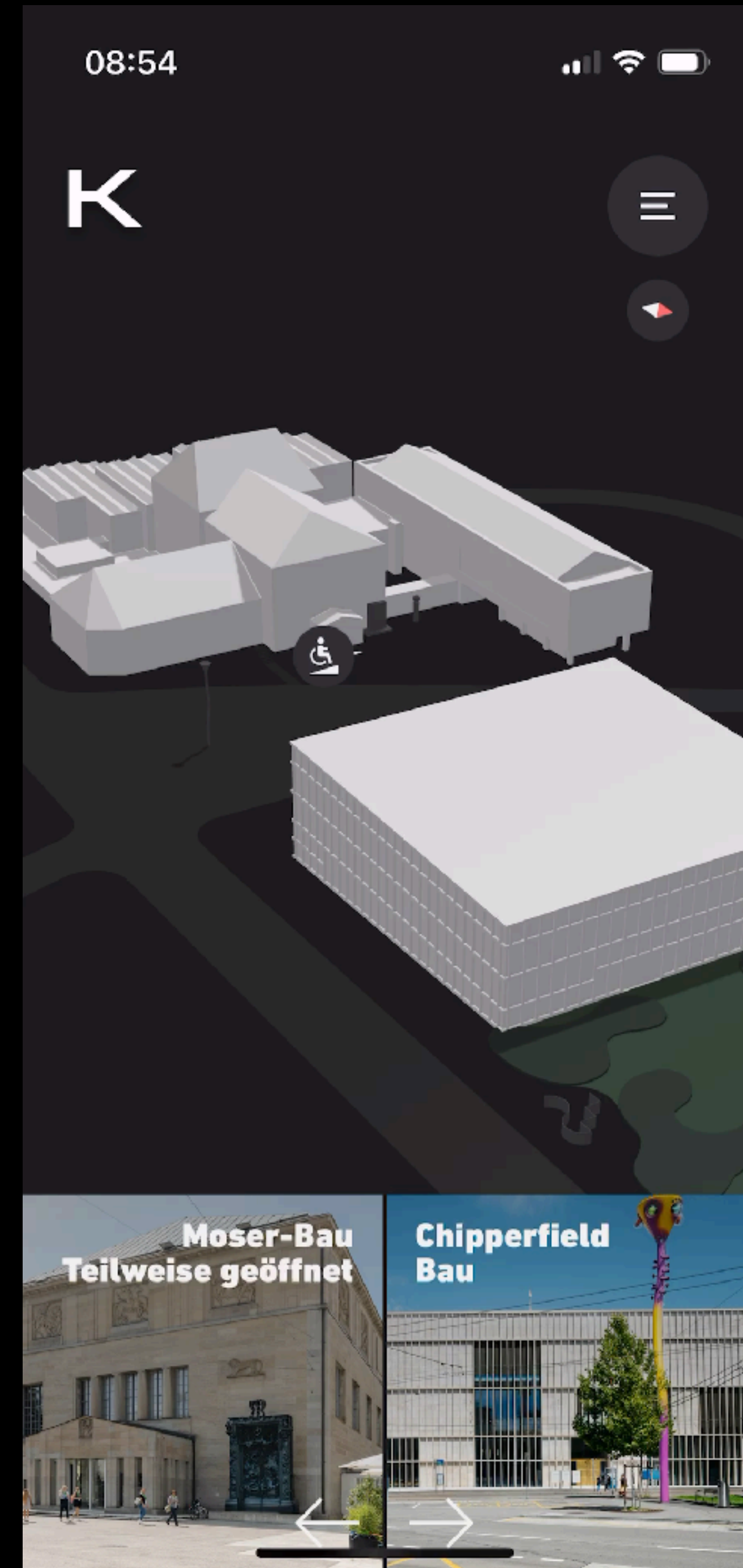


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gut-driven method nerd



gut-driven

systematic



fast
unconventional

trust inducing
able to tackle complex problems









high risk
intransparent

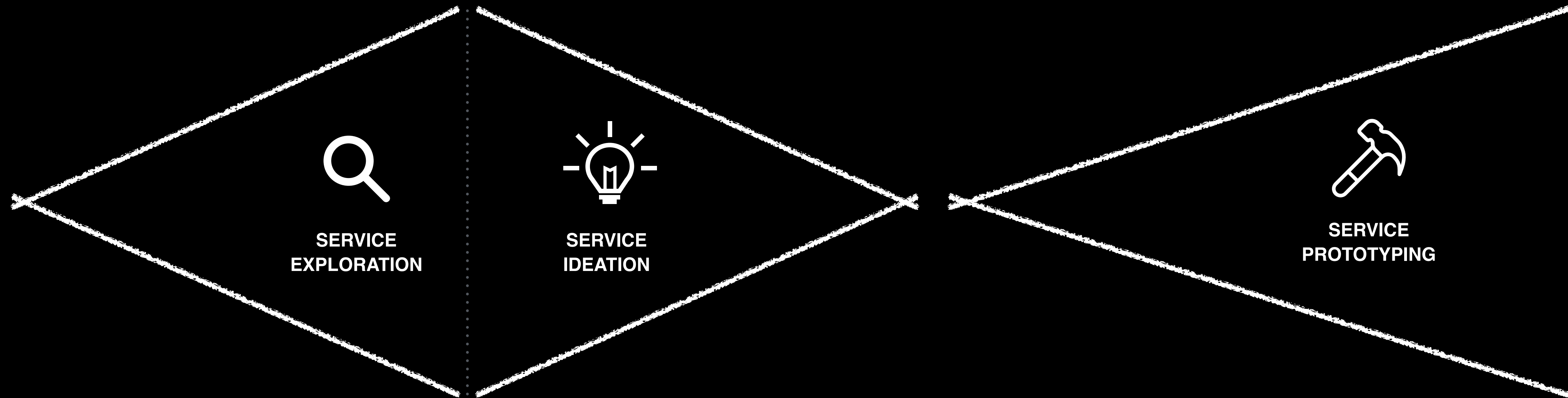
slow
safe & ev. boring solutions

Course structure

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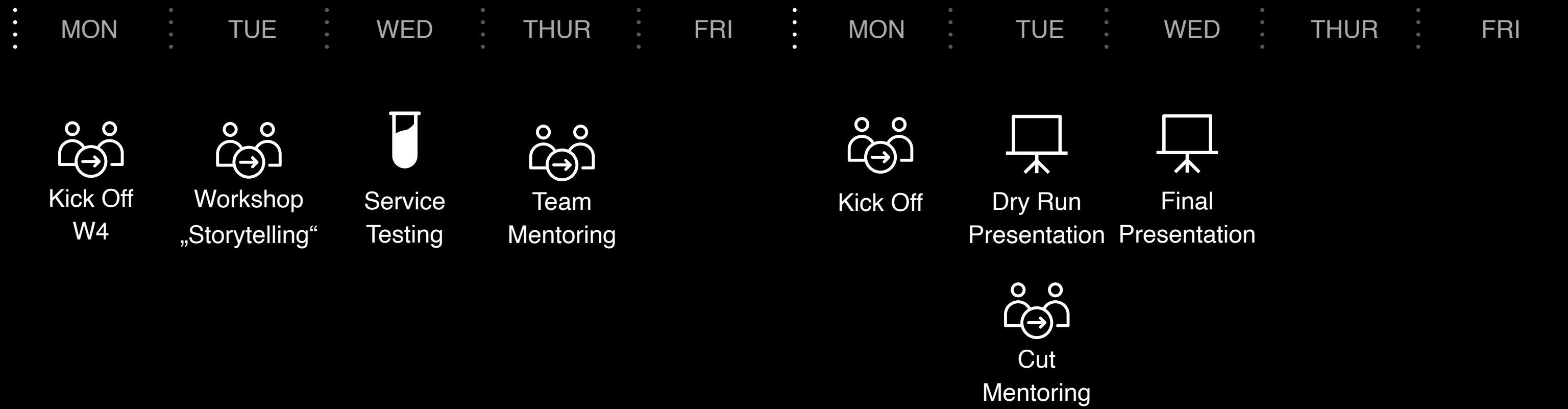
Course Structure

WEEK 1 – Exploration					WEEK 2 – Ideation					WEEK 3 – Prototyping				
MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI	MON	TUE	WED	THUR	FRI
 Kick Off			 Team Mentoring		 Kick Off W2	 Excursion to Unic	 Team Mentoring	 Presentation of Service Concepts		 Kick Off W3		 Team Mentoring		

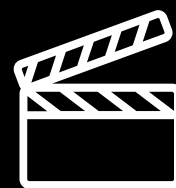


WEEK 4 - Enactment & Evaluation

WEEK 5 - Evaluation & Communication



SERVICE ENACTMENT



SERVICE COMMUNICATION

—
Design Teams



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



Kurs

Teilnehmer/innen

Bewertungen

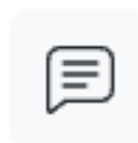
Download Center

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



Announcements

Channels of Communication

Miro

miro.com

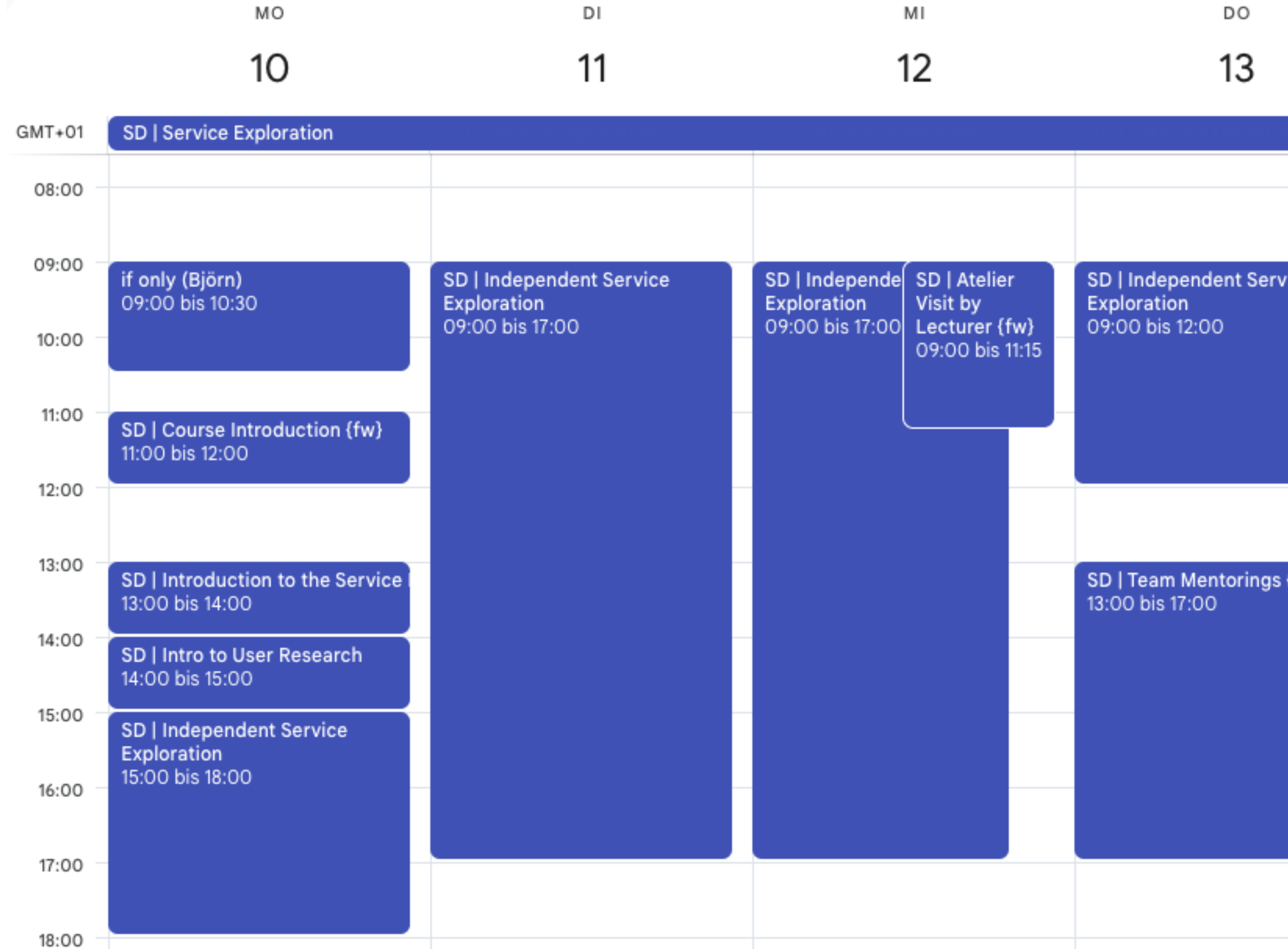
- Miro main course board
- One board for each Team

The screenshot shows a Miro workspace titled "FS24_SD Course Board". At the top, there is a "Cover" section with a yellow background and a central hub diagram consisting of a central black circle connected to eight surrounding black circles by dotted lines. Below the cover are four team-specific boards labeled "Team A", "Team B", "Team C", and "Team D". Each team board has a yellow background with a large black letter (A, B, C, or D) in the center. To the right of the team boards is a "Google Kalender" (Google Calendar) showing a weekly view for the week of May 20th to 26th, 2025. The calendar has blue bars indicating events. Below the calendar is a "Stakeholder Map" showing a network of people represented by circular profile pictures. The map is divided into sections labeled "A", "B", "C", and "D", corresponding to the teams. A "Stakeholder Map" section is also visible on the right side of the board. On the left side of the board, there is a vertical toolbar with various Miro tools like eraser, lasso, and text.

Channels of Communication

2nd Year Calendar

[Calendar online](#)



Topic & Collaboration Partner

-



Our Collaboration Partner
Kunsthaus Zürich

Topic

Aim of the Project

Goal of the Service Design Course :: Developing a service ecosystem that creates a seamless visitor experience in and around the Kunsthaus Zürich.

This ecosystem should optimize interaction with the museum at all stages – from information seeking through the visit to long-term engagement. Digital and physical touchpoints should be efficiently linked, visitor guidance improved, and new ways of acquiring and retaining members should be created. Additionally, the project should help increase accessibility for diverse visitor types and provide targeted communication and attractive service offerings.

Topic

Key Questions

- **How can we optimally present relevant information and inspiration on the website for the upcoming museum visit (including ticket purchase), guided tour & event booking, and membership purchase for a broad audience?**
- **How can we improve digital touchpoints to facilitate visitors' museum experience while utilizing them for marketing purposes (e.g., on-site booking of guided tours)?**
- **How can we develop more effective acquisition and communication channels with museum members?**

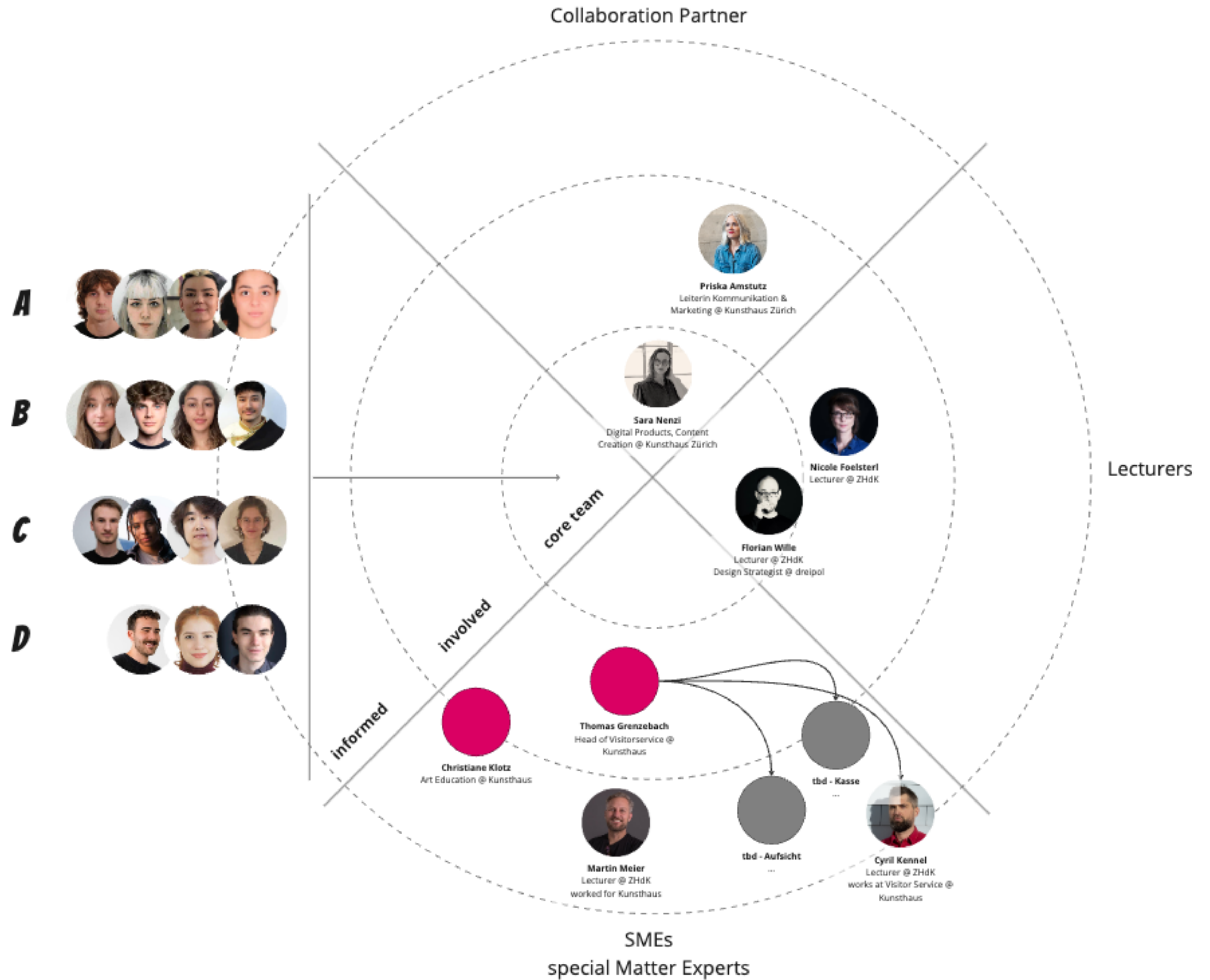
Topic

Key Questions

How can we improve the on-site museum experience and marketing opportunities for different visitor types?

- **Visitors interested in a single exhibition or installation.**
- **Visitors who want to see specific exhibitions (e.g., tourists with particular interest in Swiss art).**
- **Visitors with physical limitations.**

Collaboration Partner Involved Parties



Rights regarding the collaboration outcomes:

- **Kunsthhaus Zürich has the right to use the results of this collaboration**
- **Kunsthhaus can withhold all projects for a period of 10 months from the submission date for implementation, design, and patent review purposes**
- **The copyright remains with the students**

**Collaboration Partner
Payment**

This collaboration will earn the IAD BA program CHF 10.000,-

Resources

Platforms & Books

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?

explore tools

Unpacking innovation

Ideas, learnings and methods to help you further your understanding and practice of innovation

For information on how we handle data, please read our [Privacy Policy](#).

Subscribe to the Newsletter →



Resources

#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

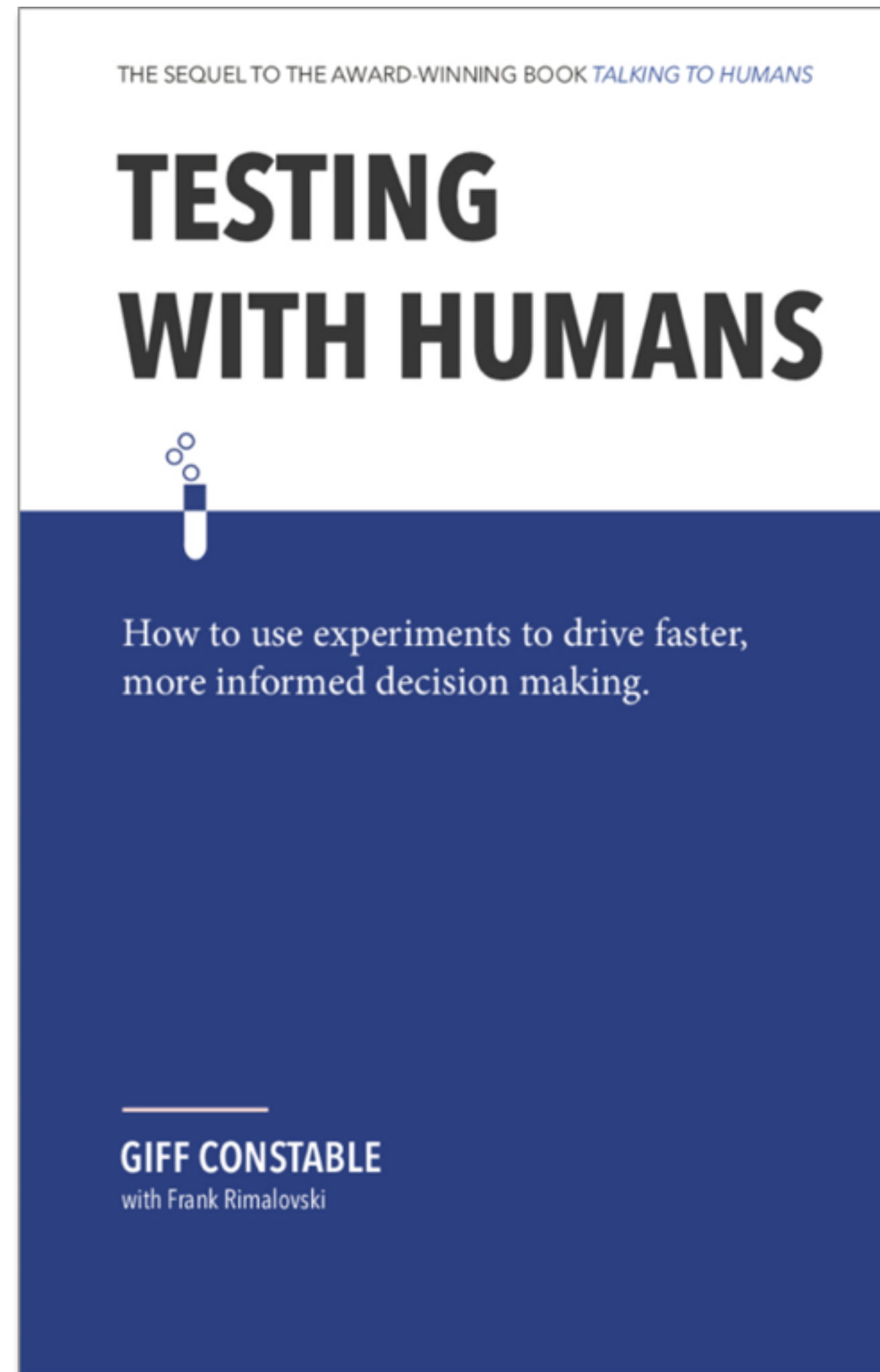
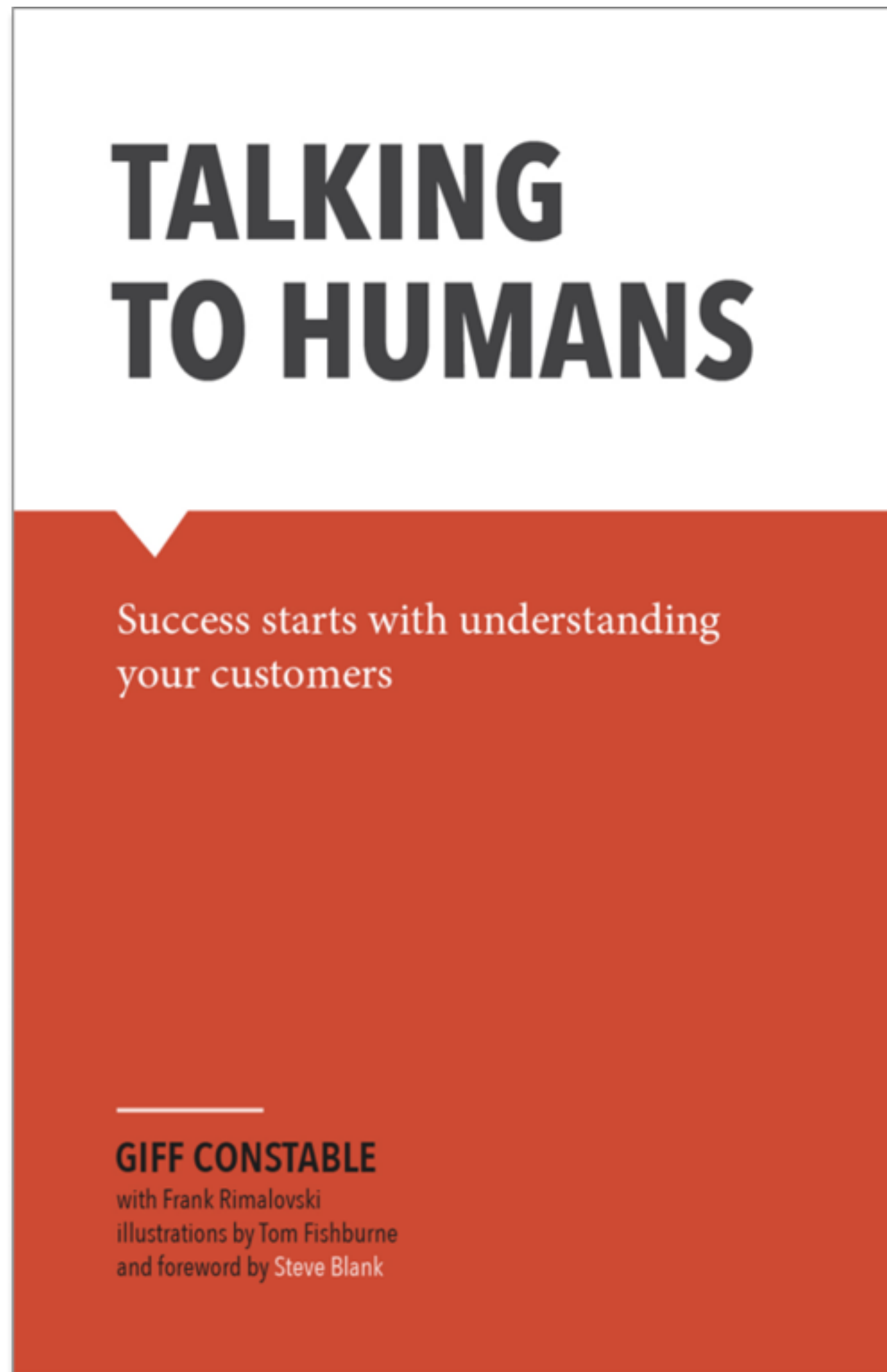
2 Color-chain warm-up

3 “Yes, and ...” warm-up

Book Tipp by Dark Horse



Book Tipp
by Giff Constable



Book Tipp

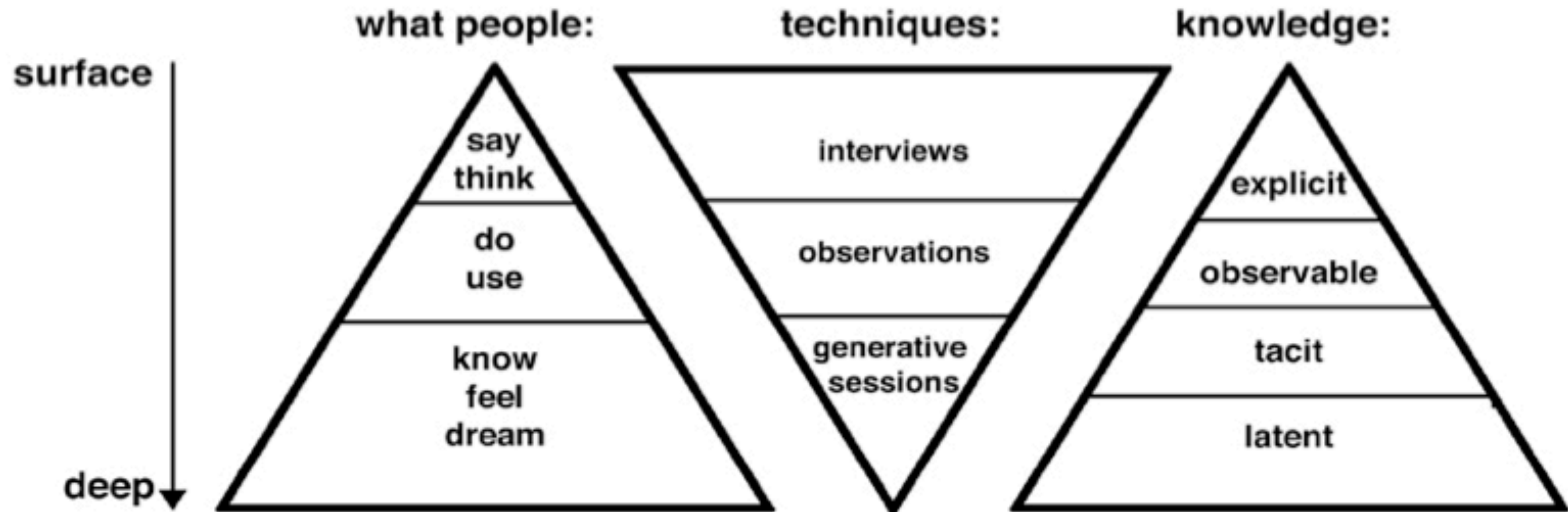
by Stickdorn / Hormess / Lawrence / Schneider



Service Exploration

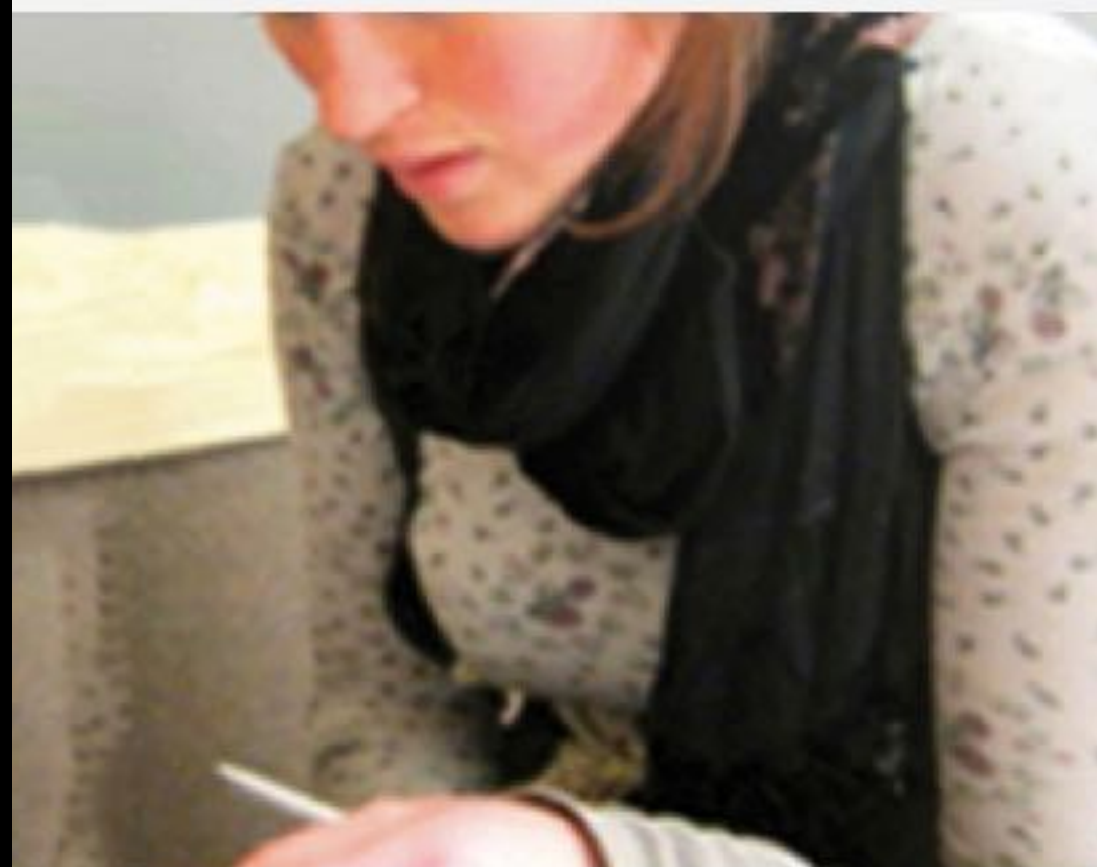
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Design Research Principles



Design Research Principles

vd1	vd2	vd3	vd4	vd5	vd7	vd8	vd9	vd10
1%	1%	0%	0%	1%	0%	0%	4%	0%
0%	2%	1%	0%	5%	7%	0%	38%	0%
0%	4%	8%	0%	0%	0%	0%	0%	0%
2%	0%	3%	0%	0%	0%	0%	10%	0%
0%	11%	2%	0%	23%	0%	1%	2%	0%
0%	2%	1%	0%	4%	0%	0%	48%	0%
13%	2%	2%	0%	1%	1%	48%	4%	0%
0%	16%	11%	0%	10%	0%	1%	2%	1%
13%	1%	1%	5%	2%	0%	0%	1%	75%
4%	0%	3%	0%	2%	0%	0%	1%	24%
1%	1%	0%	0%	0%	5%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	1%
56%	2%	6%	6%	1%	1%	2%	0%	0%



Learn

These methods involve background research into your area of enquiry, providing a context for your first hand research in the later stages.



Ask

These methods enlist people's participation to elicit information relevant to the project.



Look

These methods are focused around observing people to discover what they do rather than what they say they do.



Try

These methods create simulations to help empathize with people, and later help with the process of evaluating proposed designs.

Desk Research

Learn

Service Exploration
Desk Research

- **Research what competitors are doing**
- **Research trends**
- **Gather quantitative data (visitor numbers, demographic data, ...)**
- **...**

Shadowing & Observation, Contextual Inquiry

Look

Immersion

Try

Interviews

Ask

Qualitative Data | Example: Interviews



Talking to Humans
10 Tipps

DOs

1 Go in prepared. Know your goals and questions ahead of time.

2 Be smart about who you target. Work from your hypotheses on market and early adopters.

3 Talk to one person at a time. If you bring a note taker, they should remain quiet.

4 Prepare yourself to hear things you don't want to hear.

DON'Ts

Don't have an endless list of questions.

Don't take a shotgun approach, talking to anyone with a pulse.

Don't do focus groups.

Don't let your excitement and optimism bias what you hear.

Talking to Humans

10 Tipps

DOs

DON'Ts

4

Prepare yourself to hear things you don't want to hear.

Don't let your excitement and optimism bias what you hear.

5

Get stories on past behavior.

Don't ask people to speculate (i.e. "would you pay for X?")

6

Ask for advice.

Don't pitch unless you actually try to close for real money.

7

Listen. 95% of the conversation should be them talking.

Don't talk so much, and don't be afraid of silences. Let them think.

8

Follow your nose and drill down when something of interest comes up.

Don't feel like you have to rigidly stick to a script.

Talking to Humans

10 Tipps

DOs

DON'Ts

Text

6

Ask for advice.

Don't pitch unless you actually try to close for real money.

7

Listen. 95% of the conversation should be them talking.

Don't talk so much, and don't be afraid of silences. Let them think.

8

Follow your nose and drill down when something of interest comes up.

Don't feel like you have to rigidly stick to a script.

9

At the end of the interview, ask for introductions to more people to speak with.

Don't leave empty handed if you can help it.

10

Look for patterns and use judgement.

Don't take any one conversation literally.

Worth Reading

TALKING TO HUMANS

Success starts with understanding
your customers

GIFF CONSTABLE

with Frank Rimalovski
illustrations by Tom Fishburne
and foreword by Steve Blank

THE SEQUEL TO THE AWARD-WINNING BOOK *TALKING TO HUMANS*

TESTING WITH HUMANS



How to use experiments to drive faster,
more informed decision making.

GIFF CONSTABLE

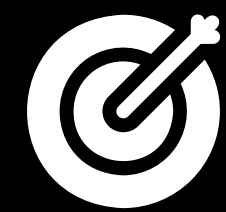
with Frank Rimalovski

Deliverables Week 1

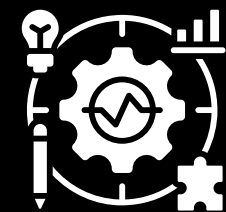
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Service Exploration

Research Strategy



Define the objective and research questions
It should be specific, actionable and practical



Choose the appropriate research method based on the objectives



Define the target group and participants

Deliverables Week 1

Bring to Thursday Mentoring

- **Documentation of desk - research**
- **Documentation of «field» materials (findings of interviews/shadowing)**
- **Analytical Deliverables**
first drafts of **Journey Map** and/or a **Systems- / Stakeholder- / Value Network Map**
- **Adhoc service scenarios**
- **Documentation of «opportunity areas»**

Thank you!

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Z

hdk

Zürcher Hochschule der Künste
Zentrum für Weiterbildung