

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Service Design Kick-Off

Service Design | 9th of March 2026

Florian Wille | Nicole Foelsterl

Check-in

—

What is Service Design?

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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

What is a service?

**«A service is something
that helps someone
to do something.»** – *Lou Downe*

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

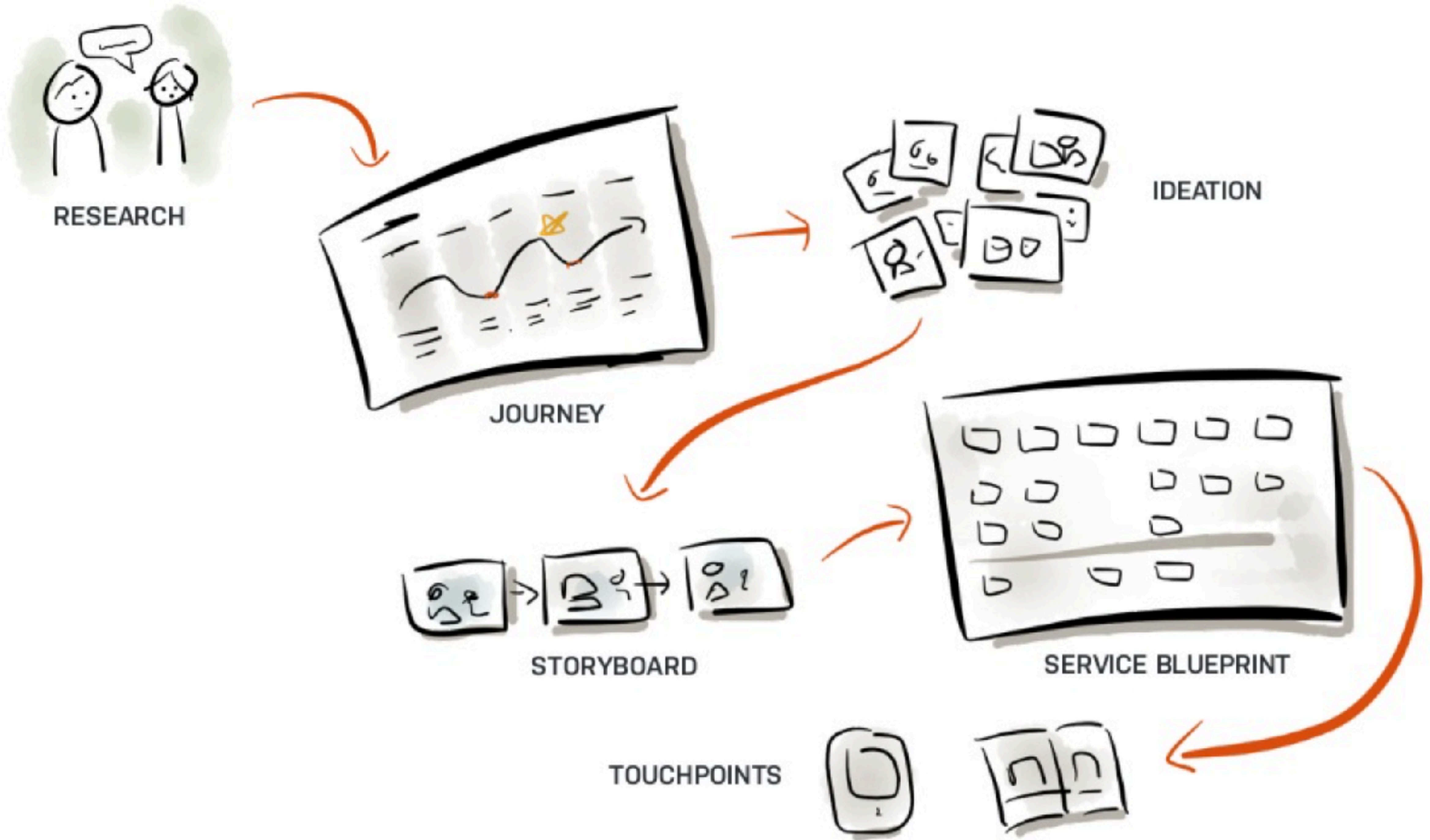
What is a service?

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*

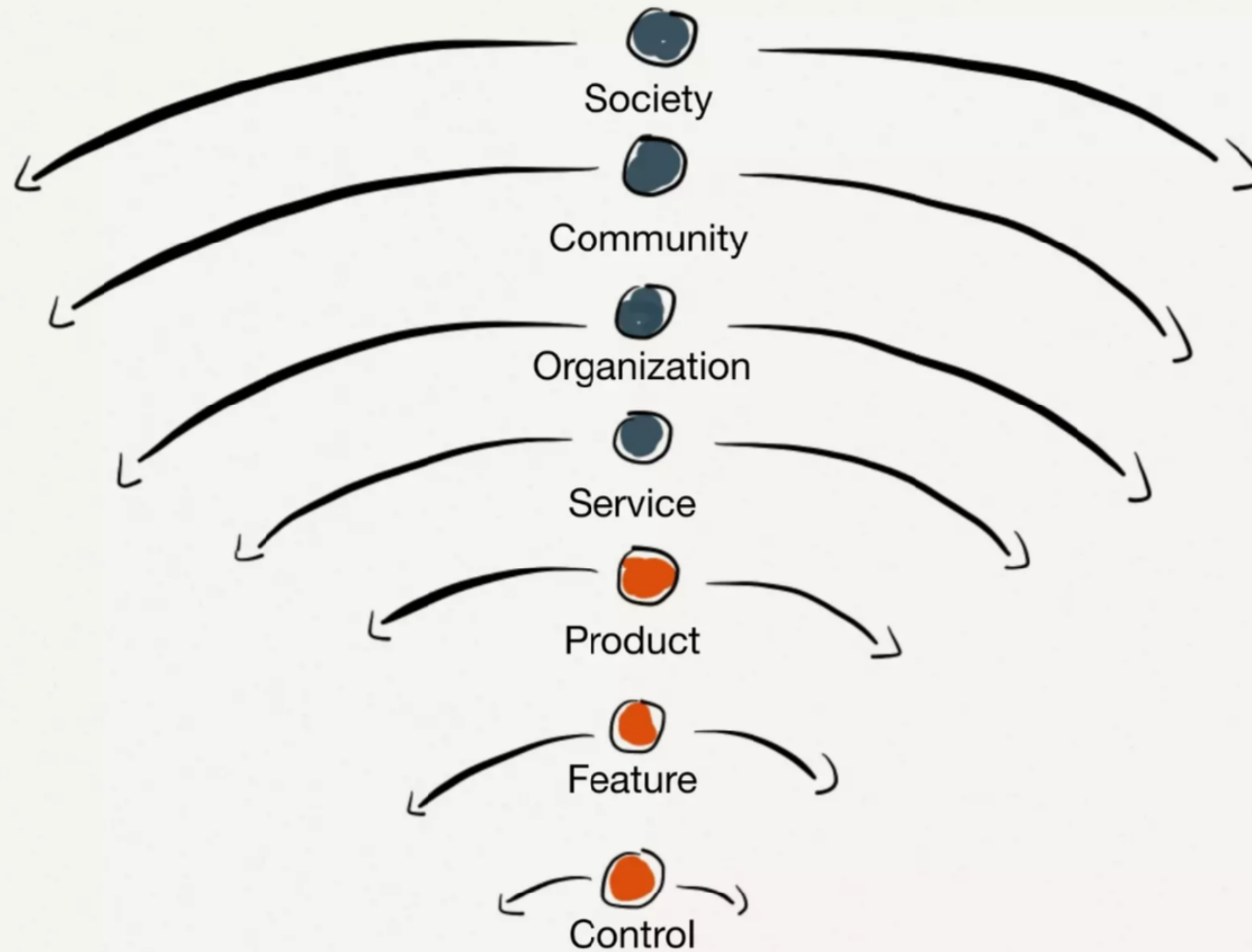
What is Service Design

What is a **good service?**

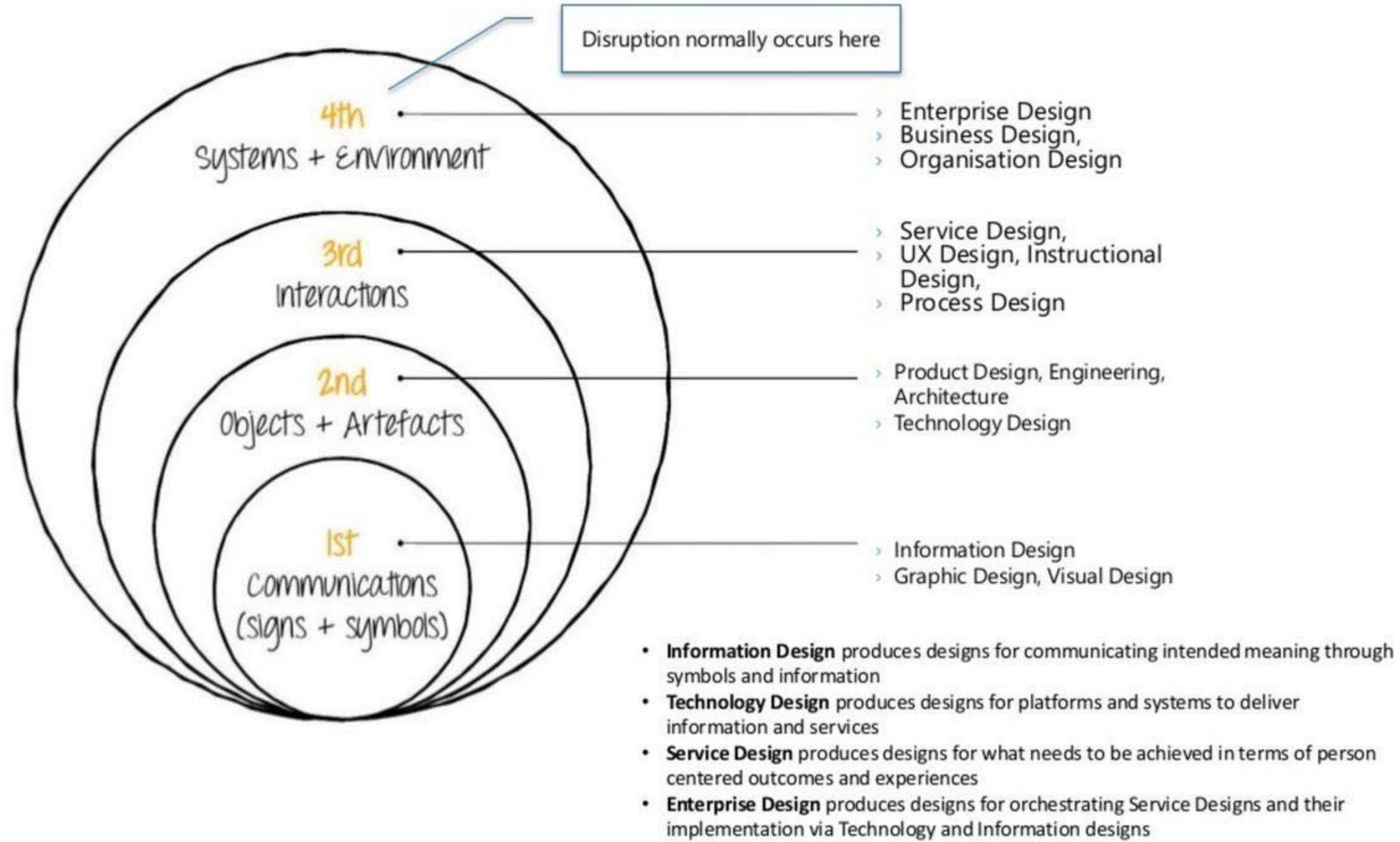
1. Is easy to find
2. Enables a each user to complete the outcome they set out to
3. Clearly explains its purpose
4. Sets the expectations a user has of it
5. Works in a way that's familiar
6. Requires no prior knowledge to use
7. Is agnostic of organisational structures
8. Requires the minimum possible steps to complete
9. Is consistent throughout
10. Has no dead ends
11. Is usable by everyone, equally
12. Encourages the right behaviors from users and staff
13. Responds to change quickly
14. Clearly explain why a decision has been made
15. Makes it easy to get human assistance



Levels of Zoom



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

🔒 10:30 AM (1h 30m)

▼ **Kick-Off**

10:30 AM
10m

Check-in / Warm-up

10:40 AM
20m

Introduction to Service Design

11:00 AM
20m

Your Expectations

11:20 AM
15m

About this Course

11:35 AM
25m

Introduction to Service Exploration & Research

12:00 PM
1h 00m

Lunchbreak

12:00 PM		Lunchbreak
1h 00m		

🔒 1:00 PM (4h 00m)		
Introduction to Sensability and Workshop «Change of Perspe		
1:00 PM		Introduction
5m		
1:05 PM		Introducing Sensability
30m		
1:35 PM		Change of Perspective 1 (MB/SB)
45m		
2:20 PM		Change Teams
5m		
2:25 PM		Change of Perspective 2 (MB/SB)
45m		
3:10 PM		Coffee Break
20m		
3:30 PM		Change of Perspective 3 – Neurodiversity & Digital acces...
40m		
4:10 PM		Reflection on experience
20m		
4:30 PM		Sensability needs and Expectations
15m		
4:45 PM		Questions
15m		

Examples

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File not available



Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/25_FS/Sem4_Service_Design/Fabrikant_Jallow_Kampus_Wang/EF_LJ_NK_GW_Video

de Rochefort



Edouard Manet



Le Jardinier

around 1882 · Oil on canvas

Find on Filerserver: /Volumes/DDE/BDE_VIAD/01_ABGABEN/25_FS/Sem4_Service_Design/Blumer_Frey_Renner/PB_NC_LR_Video

Your Lecturers

-

Lecturers

Nicole Foelsterl

Lecturer & Researcher

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



Lecturers

Florian Wille

Lecturer / Researcher and Design Strategist








- **Lecturer** for at ZHdK for:
Interaction, UX, Service Design
Design Facilitation
- **Researcher** at ZHdK
- **Design Strategist** at dreipol

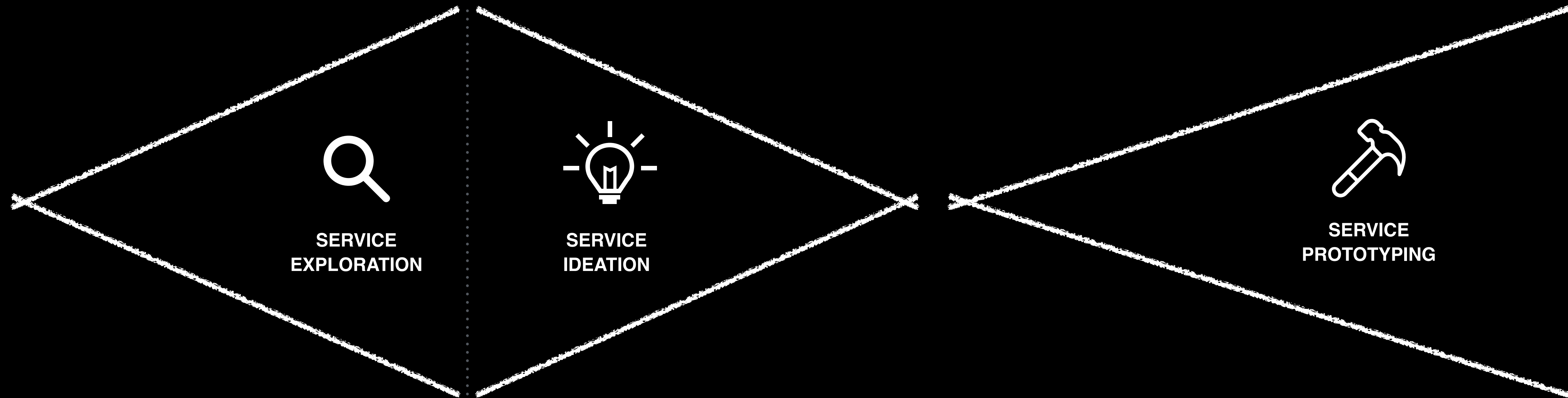


Course Structure

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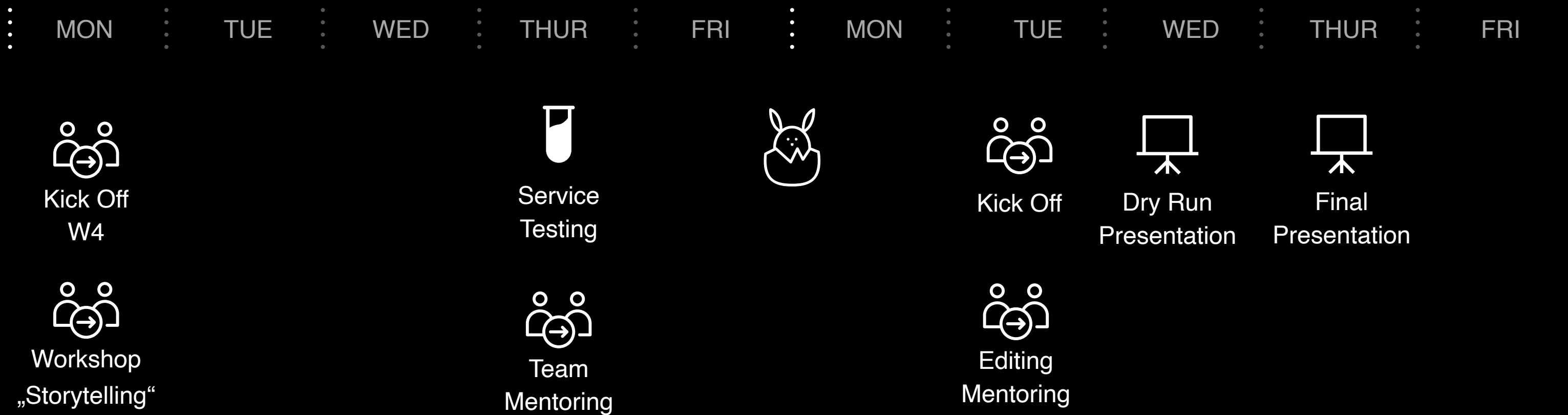
Course Structure

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			 Team Mentoring		 Kick Off W3			 Team Mentoring	
										 Presentation of Service Concepts				



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

The screenshot shows a course page for 'Service Design 2026' on a learning management system. The page features a header with navigation links (Startseite, Dashboard, Meine Kurse), a search bar, and user information. The main content area includes a video player with a 'Design' tag, the course title 'Service Design 2026', and instructor names: Florian Wille, Nicola Bischof, and Nicole Foelsterl. A progress bar indicates '0% Abgeschlossen' and a 'Fortsetzen' button is present. Below the video player, there are navigation links for 'Kurs', 'Teilnehmer/innen', 'Bewertungen', and 'Download Center'. The 'About the Course' section describes the course content, focusing on applying methodical, technological, and design skills in a holistic, service-oriented project. Below this, there are four buttons with icons: 'Announcements', 'Lehrveranstaltung', 'Miro Course Board', and 'Presentations & Ressourcen'. A 'Mehr' link is also visible. The 'Design Brief & Deliverables' section includes a sub-header and a paragraph about the topic. The 'Sensability' logo and tagline 'Expertise für Inklusion' are prominently displayed, followed by an 'About Sensability' section that describes the organization's mission and services.

Design
Service Design 2026

Florian Wille Nicola Bischof Nicole Foelsterl

0% Abgeschlossen Fortsetzen

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.

Announcements Lehrveranstaltung Miro Course Board Presentations & Ressourcen

Mehr

Design Brief & Deliverables

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

Sensability

Expertise für Inklusion

About Sensability

Sensability supports companies and organizations in making their policies, services, products, and spaces accessible, inclusive, and usable for everyone – especially for people with disabilities and older adults. We translate the principles of inclusion into concrete, measurable actions.

Sensability positions itself as a competent, independent, and pragmatic player in the field of accessibility and inclusion. We work at the intersection of legal requirements, on-the-ground realities, and the actual capacities of organizations. In contrast to strictly normative approaches, we are an implementation partner focused on solutions, priorities, and continuous improvement.

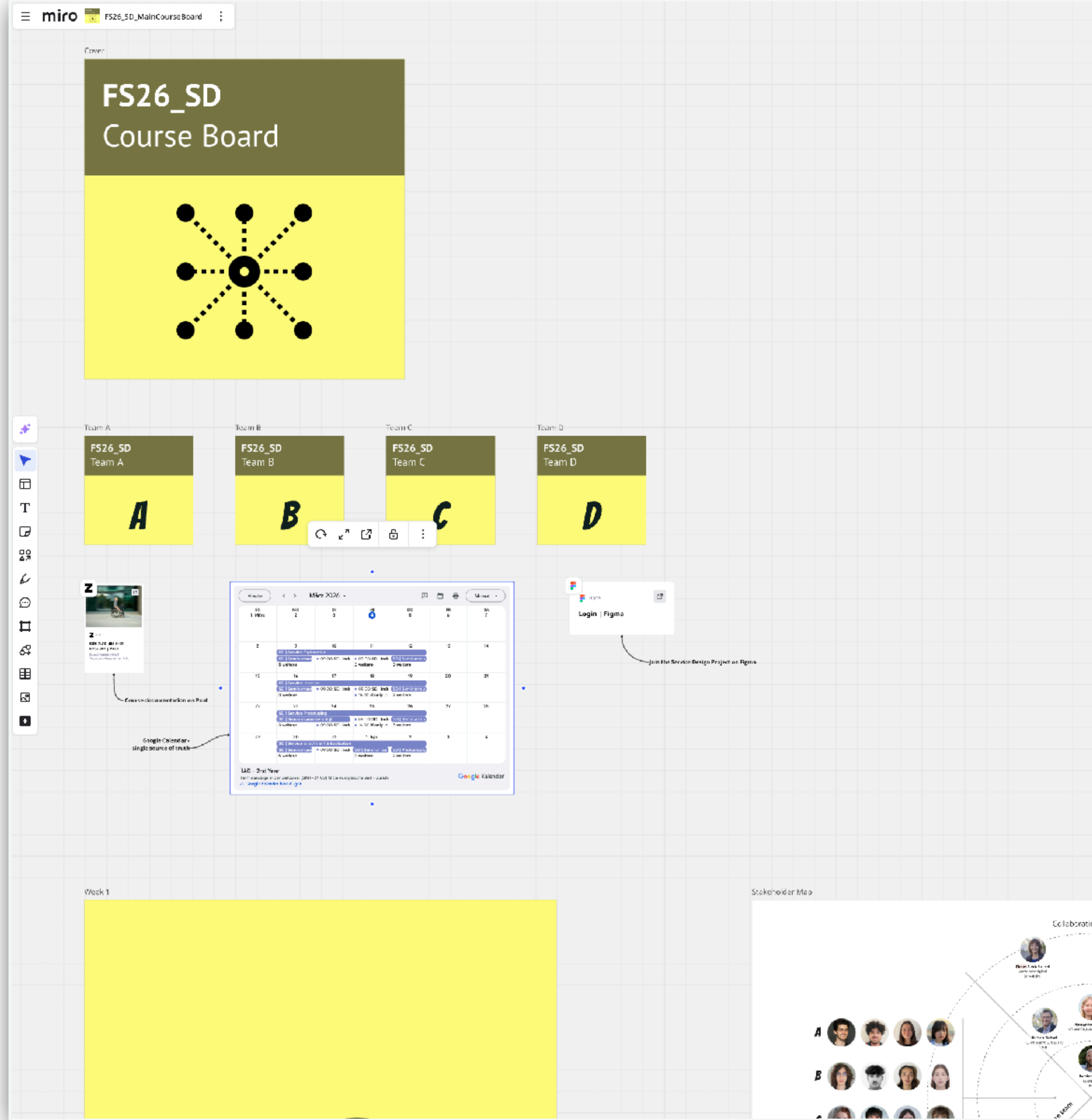
Sensability's strength lies in our ability to translate the UN Convention on the Rights of Persons with Disabilities (CRPD) into concrete measures, tools, and operational services. All our

Channels of Communication

Miro

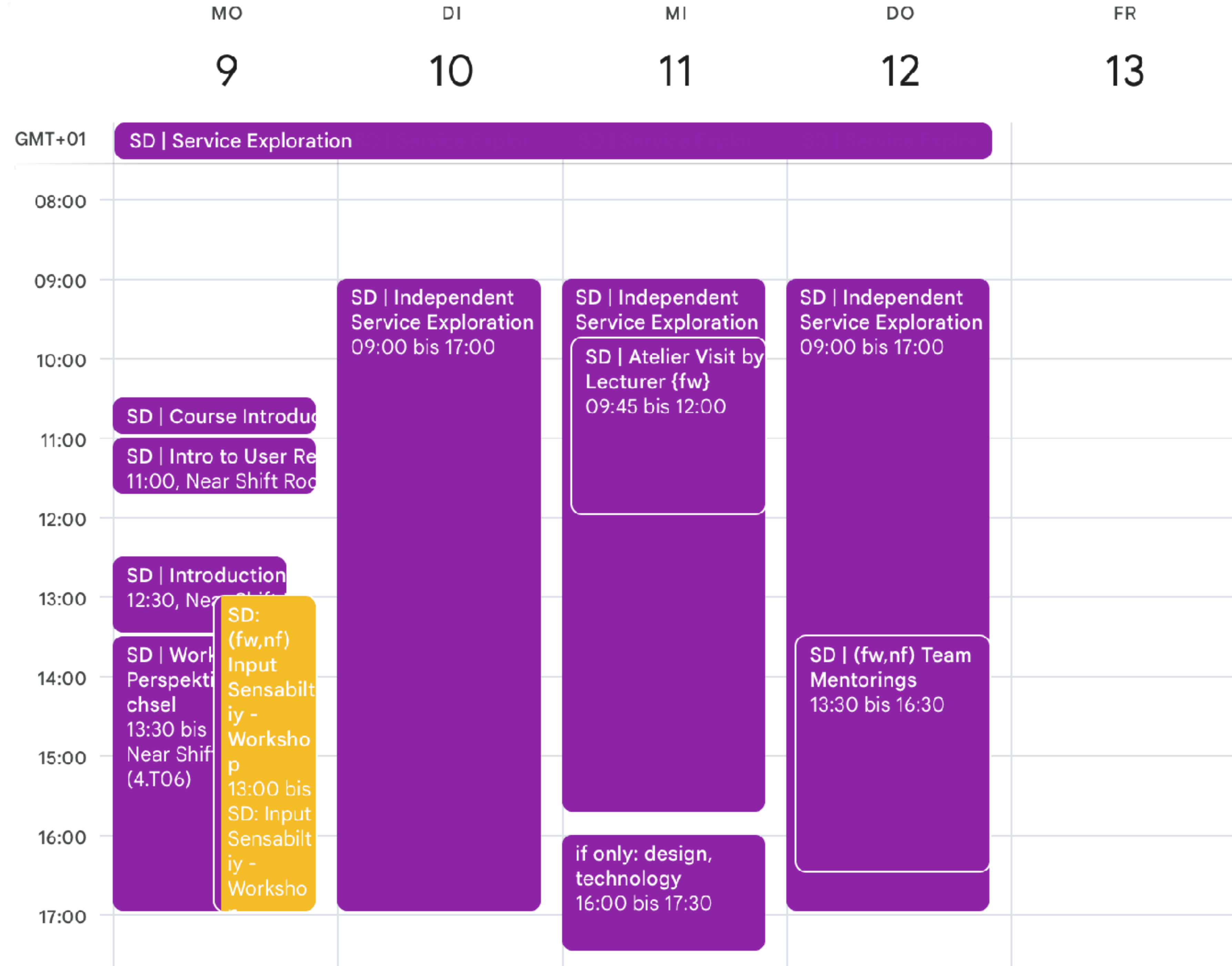
miro.com

- Miro main course board
- One board for each Team



Channels of Communication 2nd Year Calendar

[Calendar online](#)



Topic & Collaboration Partner

-



Our Collaboration Partner
Sensability

Topic

Aim of the Project

Goal of the Service Design Course :: Developing an inclusive service concept that raises awareness of barriers faced by people with disabilities while highlighting opportunities for action.

The focus is on how people without disabilities can recognize barriers and actively contribute to their removal – in everyday work life, in public spaces, and in institutional contexts.

Topic

Key Questions

By the end of the service, customers should have been confronted with at least 20 barriers from different types of disabilities:

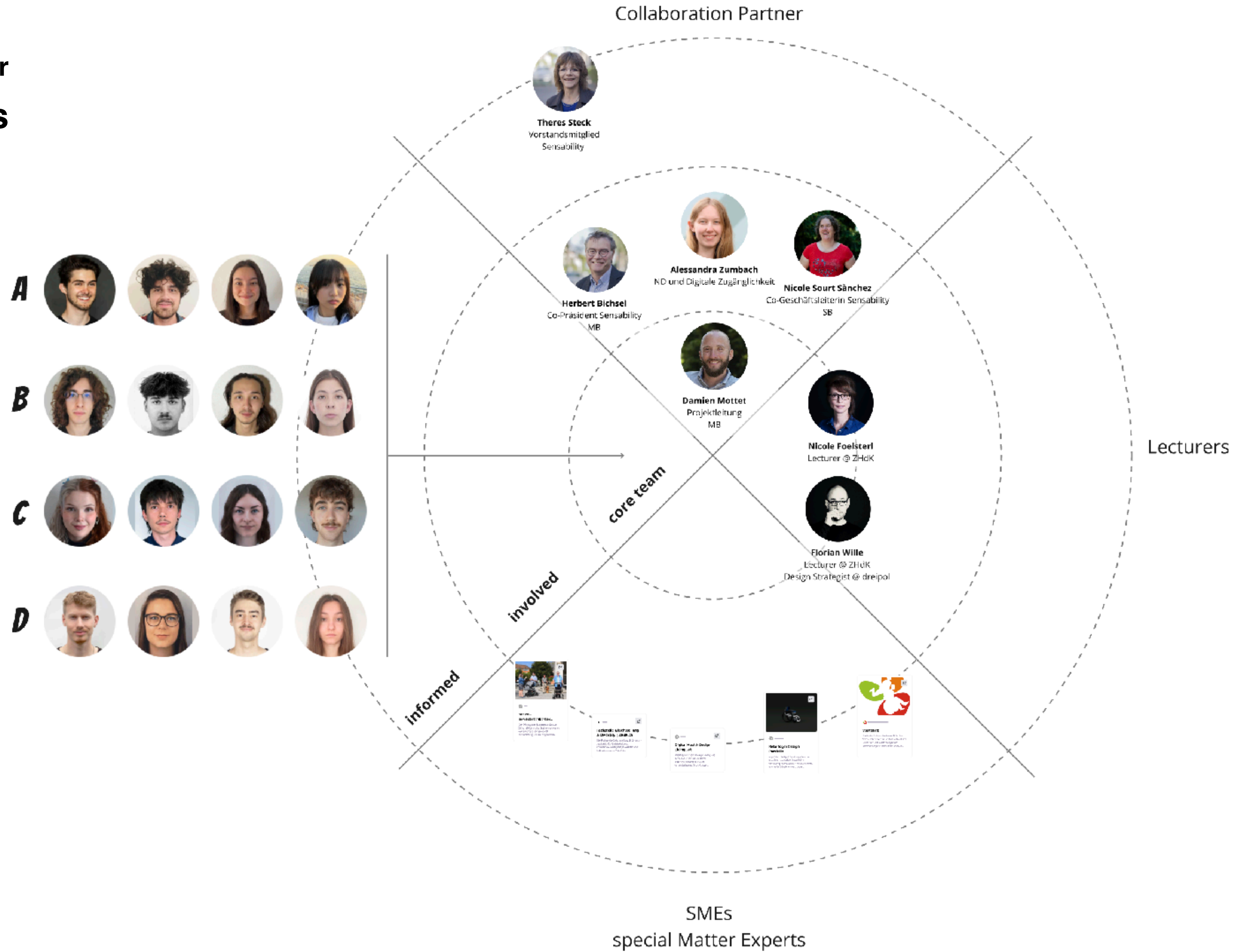
a) structural, physical, and architectural

b) technical and technological

c) institutional, operational, and organizational in nature

For each of these barriers, an example of an easily implementable solution is presented.

Collaboration Partner Involved Parties



Collaboration Partner

Terms

Rights regarding the collaboration outcomes:

- **Sensability has the right to use the results of this collaboration**
- **The copyright remains with the students**

**Collaboration Partner
Payment**

This collaboration will earn the IAD BA program CHF 5.000,-

Resources

Platforms & Books

Resources

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?

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

3

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

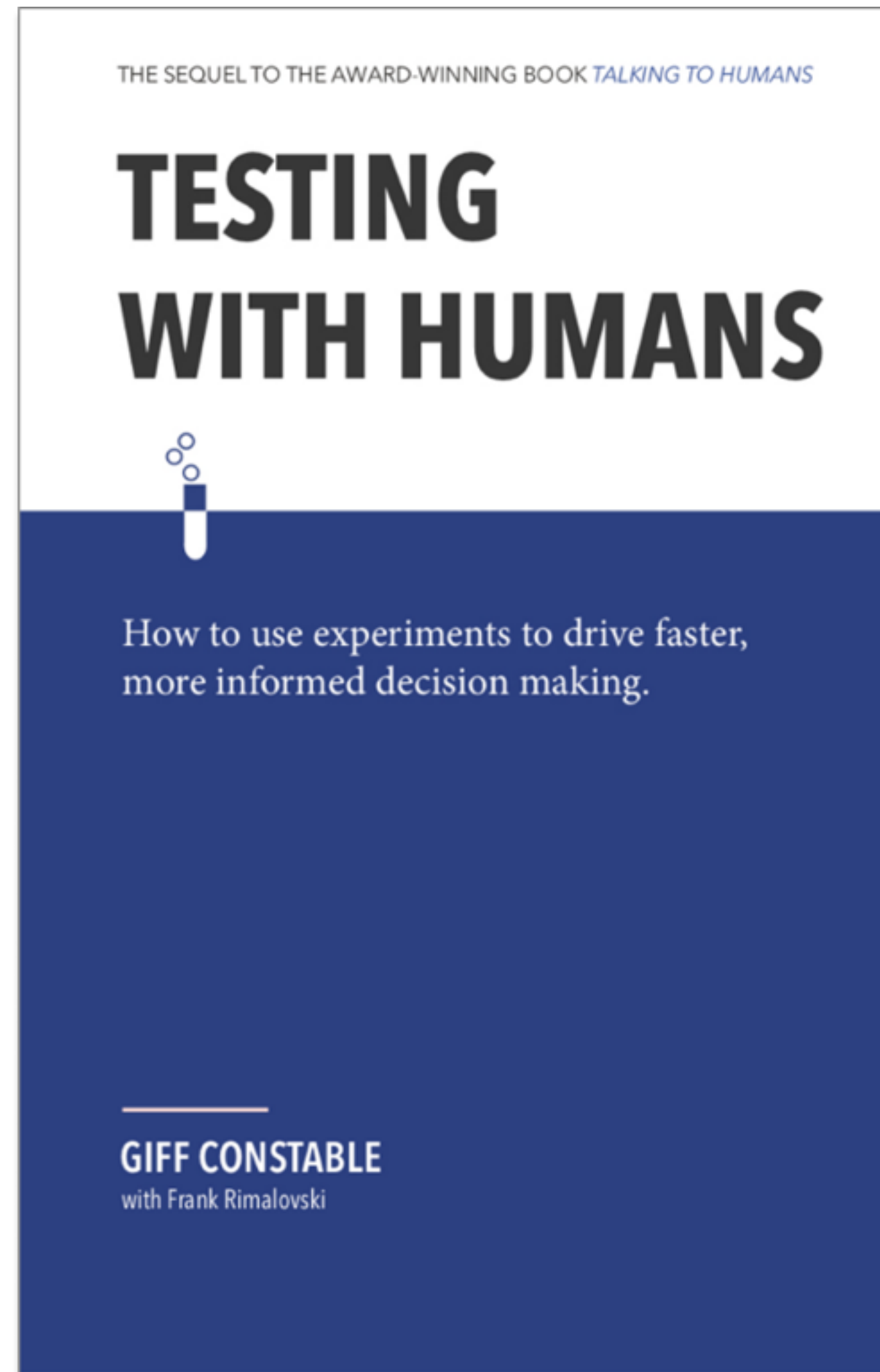
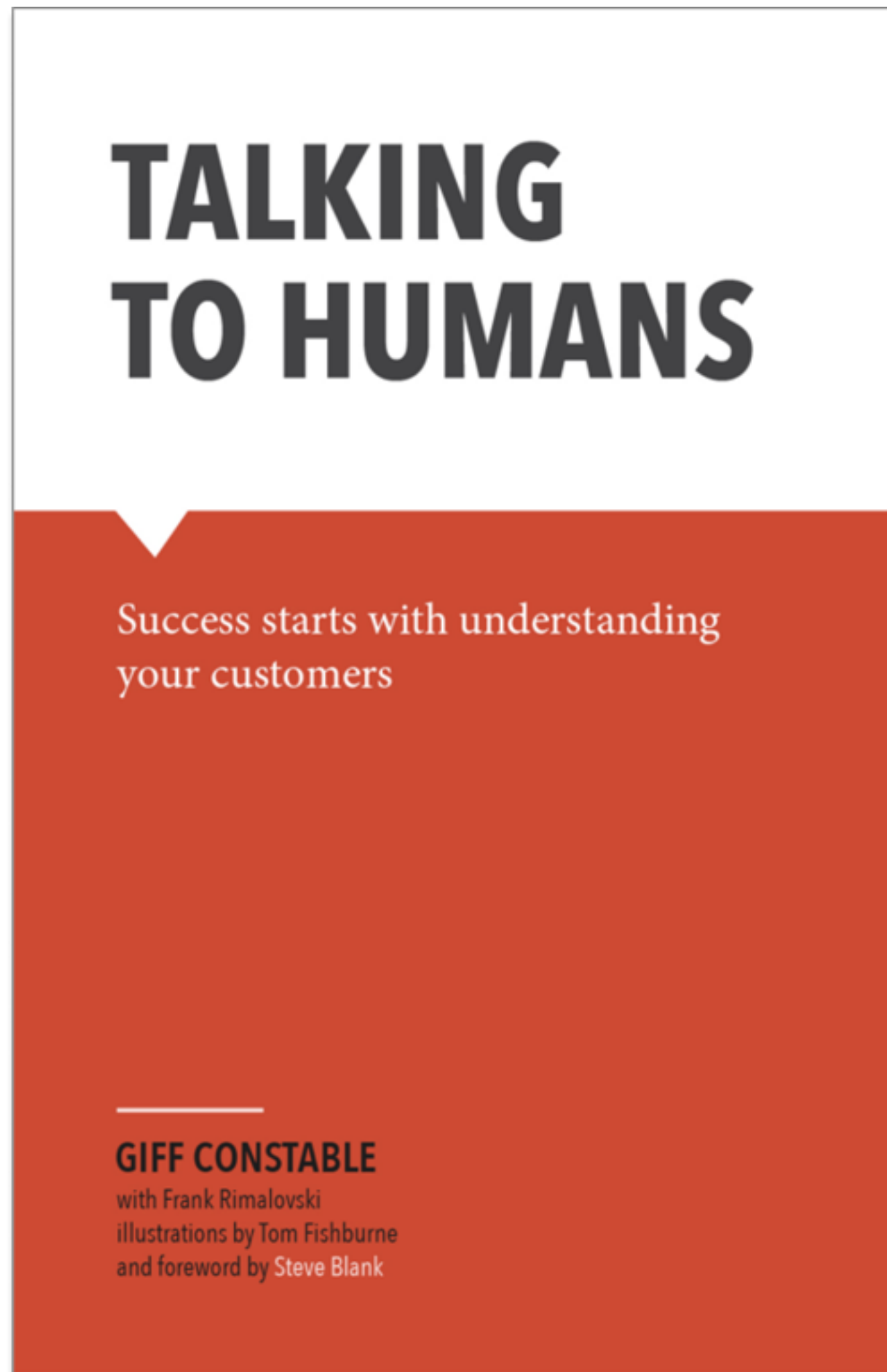
2 Color-chain warm-up

3 “Yes, and ...” warm-up

Book Tipp by Dark Horse



Book Tipp
by Giff Constable



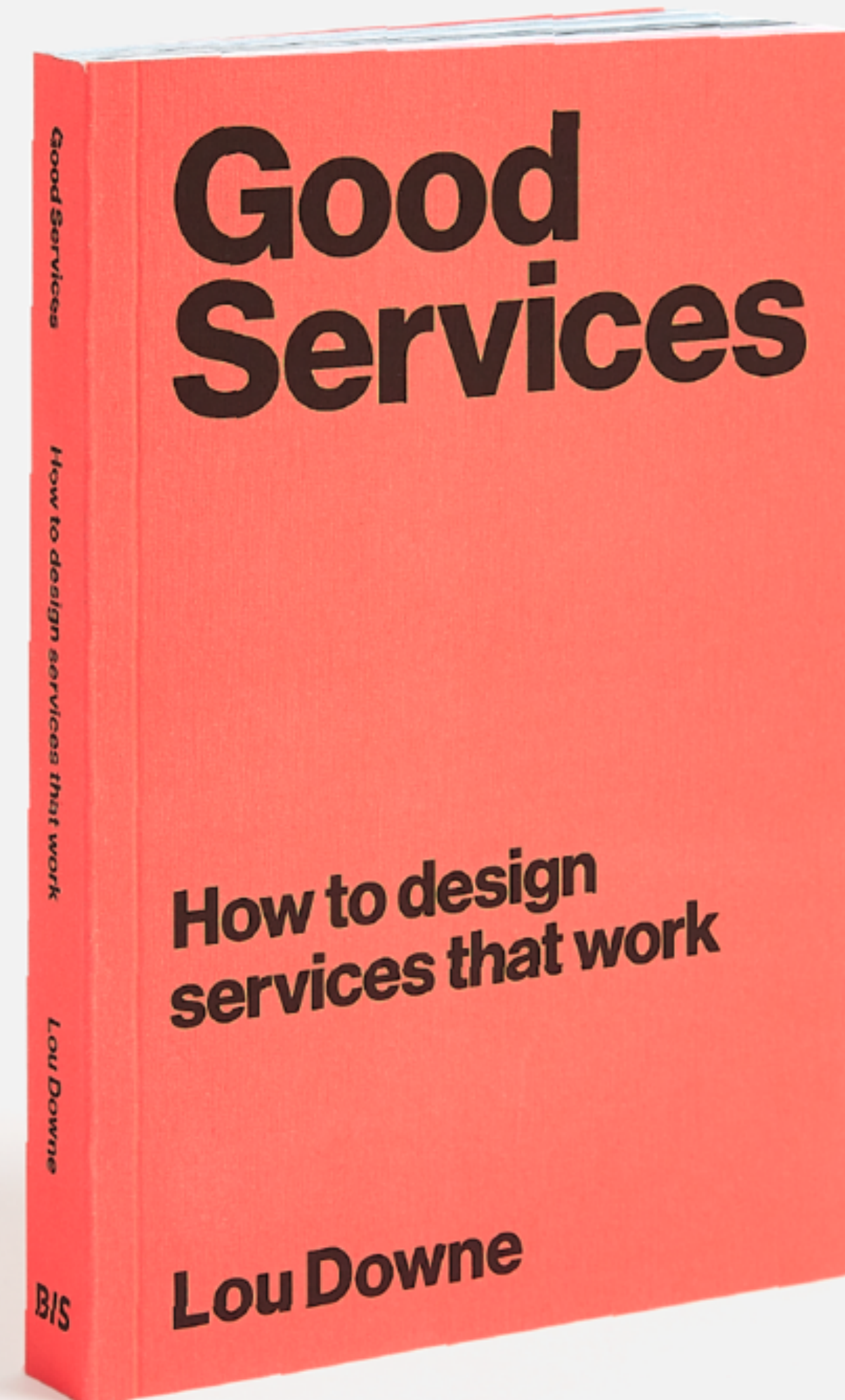
Book Tipp

by Stickdorn / Hormess / Lawrence / Schneider



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

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Worth Reading

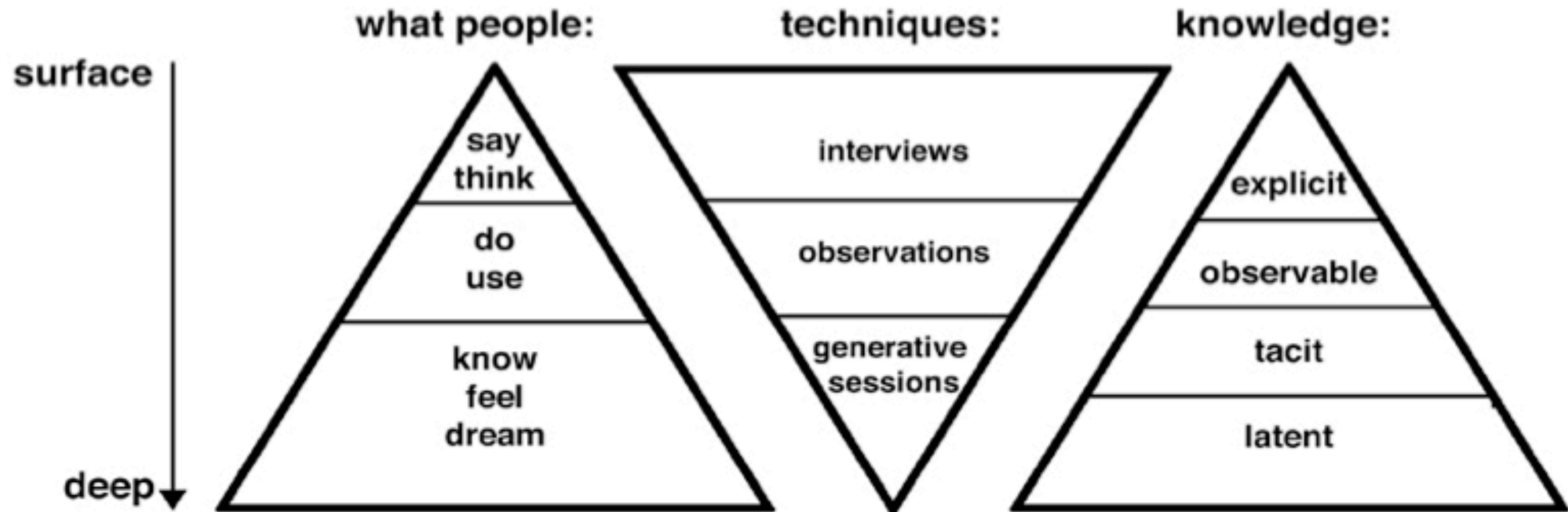


Lou Downe; Good Services, 2020

Service Exploration

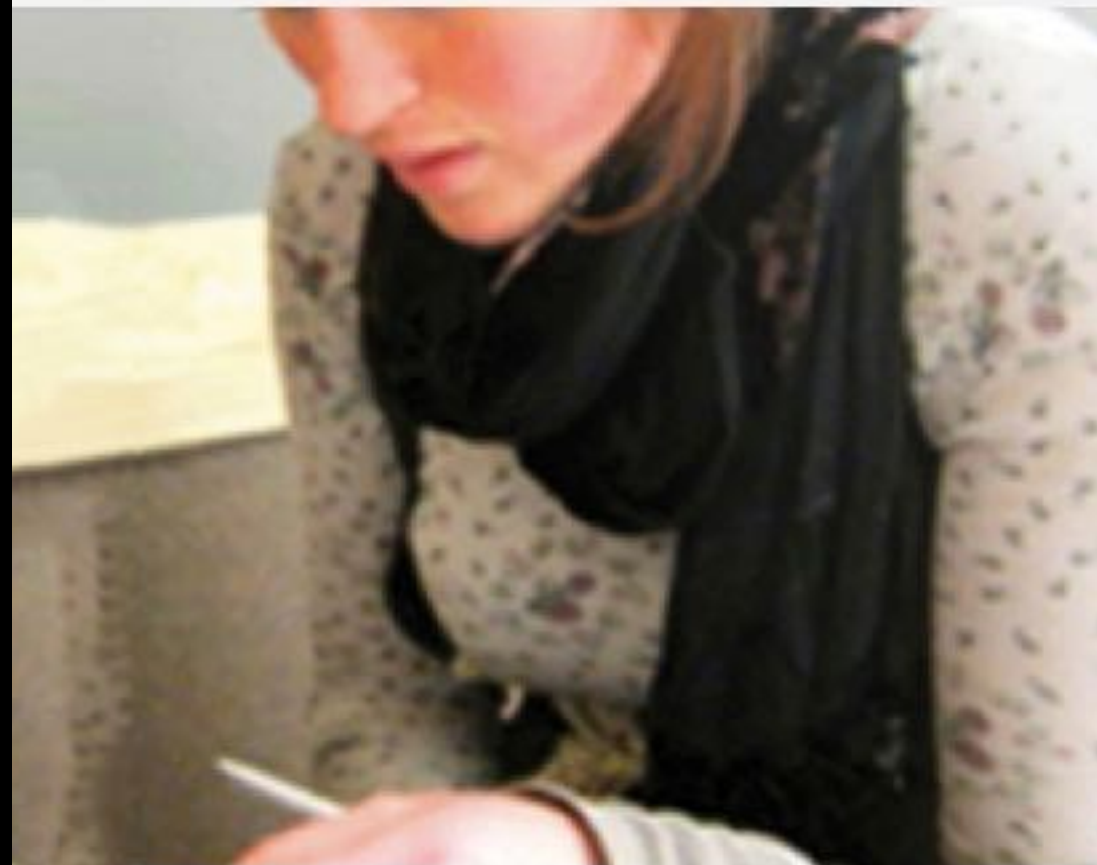
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Design Research Principles



Design Research Principles

vd1	vd2	vd3	vd4	vd5	vd6	vd7	vd8	vd9	vd10
1%	1%	0%	0%	1%	0%	0%	4%	0%	0%
0%	2%	1%	0%	5%	7%	0%	38%	0%	1%
0%	4%	8%	0%	0%	0%	0%	0%	1%	0%
2%	0%	3%	0%	0%	0%	0%	10%	0%	0%
0%	11%	2%	0%	23%	0%	1%	2%	0%	0%
0%	2%	1%	0%	4%	0%	0%	3%	48%	0%
13%	2%	2%	0%	1%	1%	48%	4%	1%	0%
0%	16%	11%	0%	10%	0%	1%	2%	1%	0%
13%	1%	1%	5%	2%	0%	0%	1%	75%	0%
4%	0%	3%	0%	2%	0%	0%	1%	24%	0%
1%	1%	0%	0%	0%	5%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
56%	2%	6%	6%	1%	1%	2%	0%	1%	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 (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

6

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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

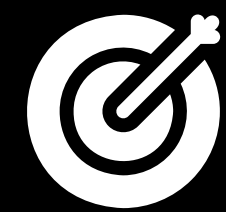
with Frank Rimalovski

Deliverables Week 1

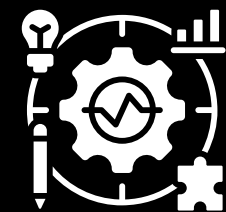
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Service Exploration

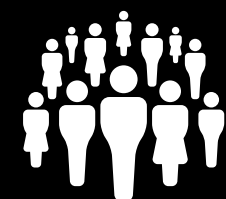
Research Strategy



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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hdk