

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

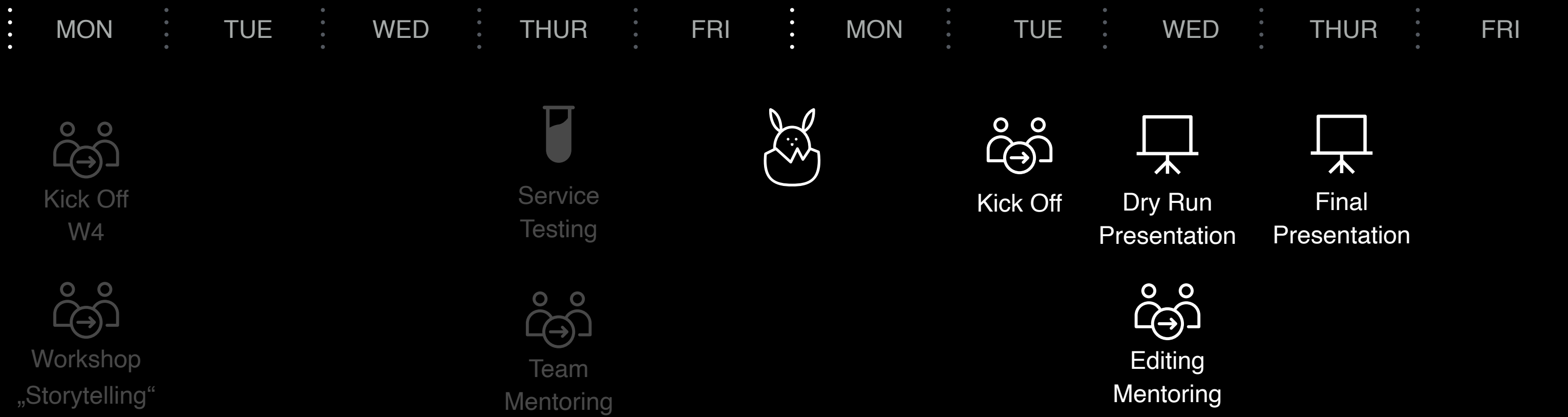
Kickoff Week 5

Service Design | 8th of April 2026

Florian Wille | Nicole Foelsterl

WEEK 4 - Enactment & Evaluation

WEEK 5 - Evaluation & Communication




SERVICE ENACTMENT


SERVICE COMMUNICATION

Presentation Dry Run & Edit Mentoring

Presentation Dry Run with Florian on Wednesday

You'll be presenting to one other team and the lecturers.

	presenting	active feedback
09:00	Team «Caterpillar»	Team «Dandelion»
09:20	Team «Dandelion»	Team «Caterpillar»
09:40	Team «A»	Team «Brewski»
10:00	Team «Brewski»	Team «A»

«Edit» Mentoring with Nicole on Wednesday

This mentoring is to review the rough cut of your video. Upload latest version of your video until **11:30 on Wednesday the 8th of April to the [Upload folder on Sharepont](#)**.

Schedule:

- 12:00 Team «Dandelion»
- 12:35 Team «Caterpillar»
- 13:10: Team «Brewski»
- 13:45 Team «A»

Final Presentation

-

Deliverables

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

On Matters of Business

Is your idea viable?

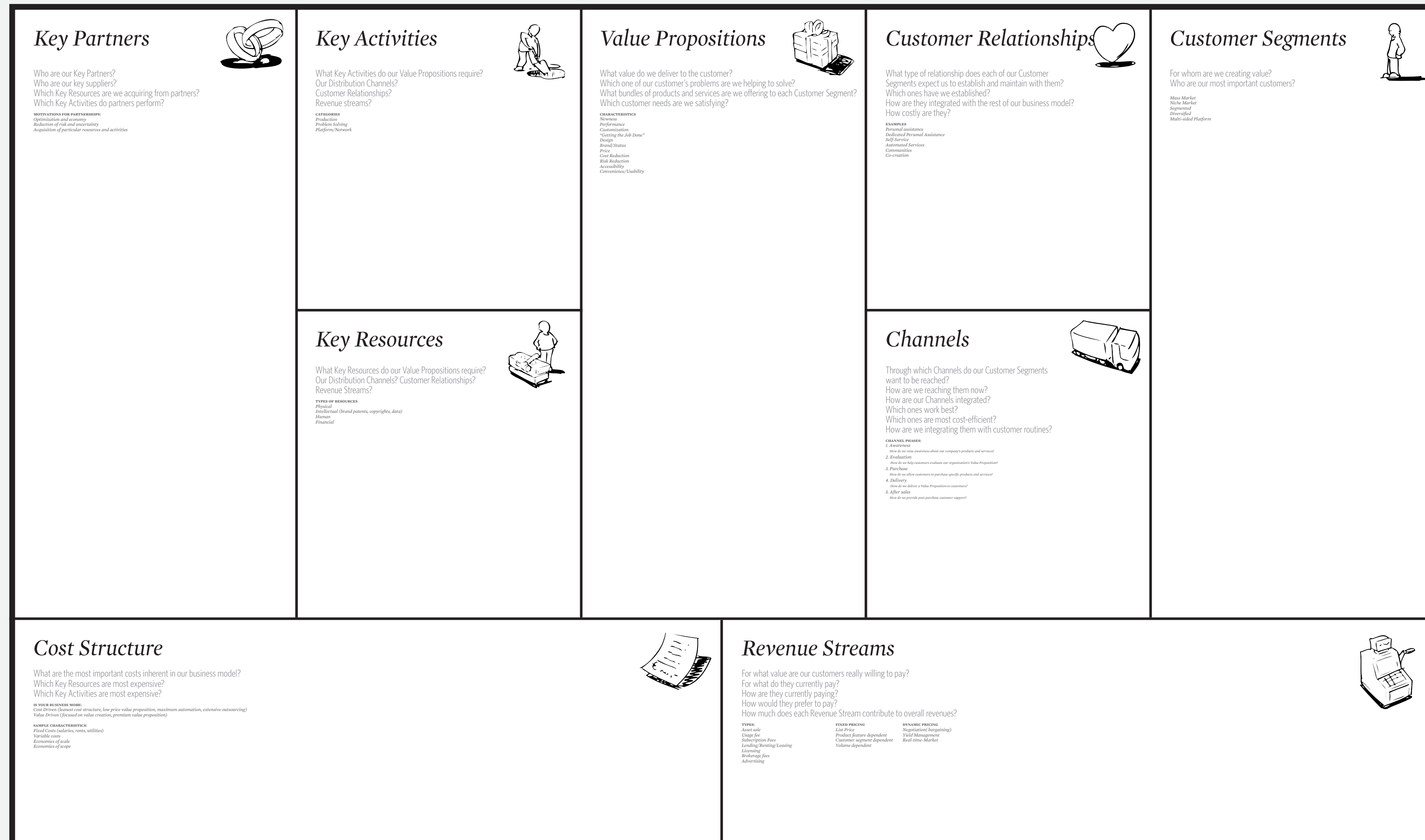
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: %



Articulating Design Decisions

-

Design does not sell itself

...it needs to be communicated well

—
Design does not sell itself



Image: Coen, J. (Director), & Coen, E. (Director). (1994). *The Hudsucker Proxy* [Film]. Warner Bros. ↑

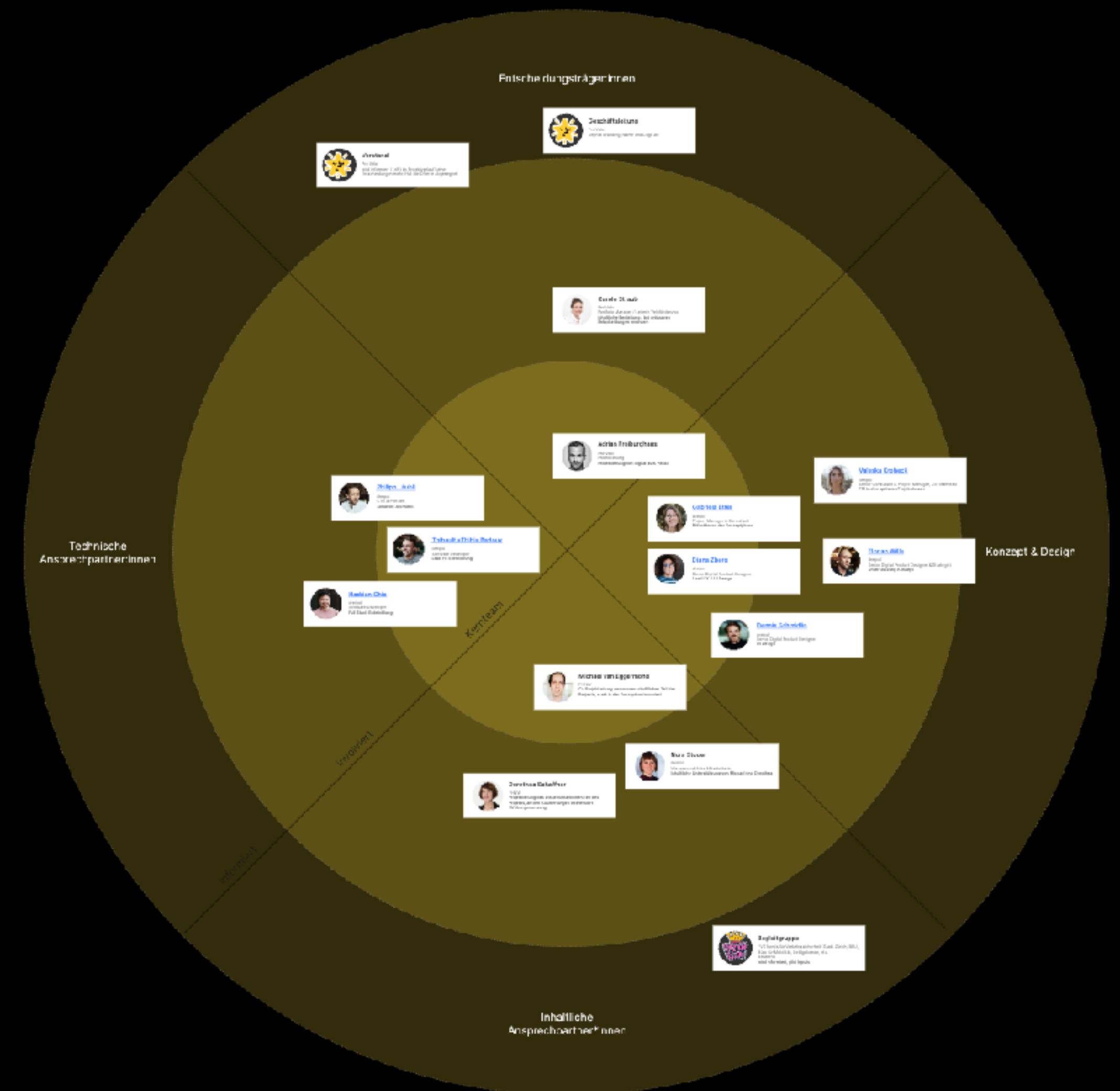
Every designer needs to know how to make a good argument for their design!

Understanding your Audience

Understand your Audience

Stakeholders are humans beings

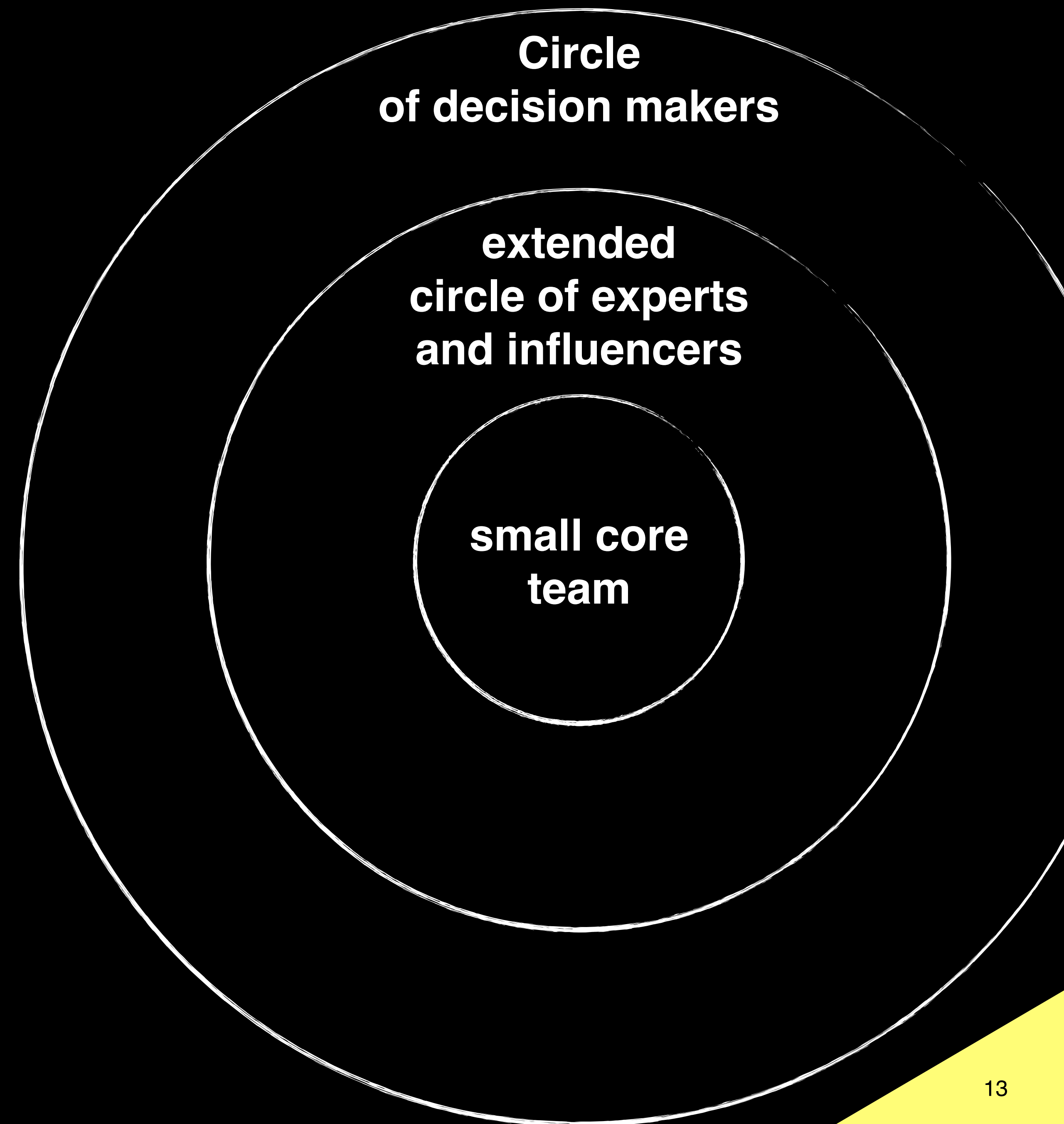
- Understanding personal motivations behind stakeholder decisions
- Building rapport through empathy and active listening
- Recognizing and addressing underlying concerns and fears
- Creating psychological safety in design discussions



Understand your Audience

How to get people on board

- **Identify decision makers and influencers**
- **Build alliances**
- **Include your potentially biggest critics**
- **Gradually expand the circle of involved parties**



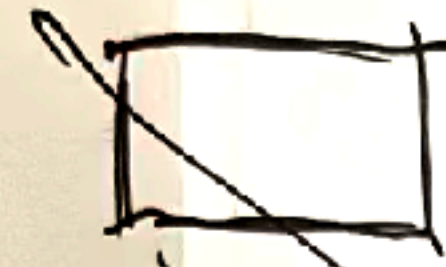
Preparing for Design Presentations

Preparing for Design Presentations

Gather and organize your thoughts

- Creating a presentation outline (early enough!)
- Collecting relevant data and research
- Organizing design artifacts

IMMERS: UNTERKUNFT PLANUNG
04.17.2024



ABOUT ME

- ID + IAD
- BEWERTUNG
- 10 JAHRE UNTERKUNFT



WAS ICH UNTERKUNFT

- CAH DT&C
- CAH DM
- SERVICE DESIGN
- OBJEKTE
- MOBILE UI
- INTERAKTIVE
- UX - MIKRO

STUDIO
CONCEPTS

WIRTSCHAFTS
UNIVERSITÄT
WIEN



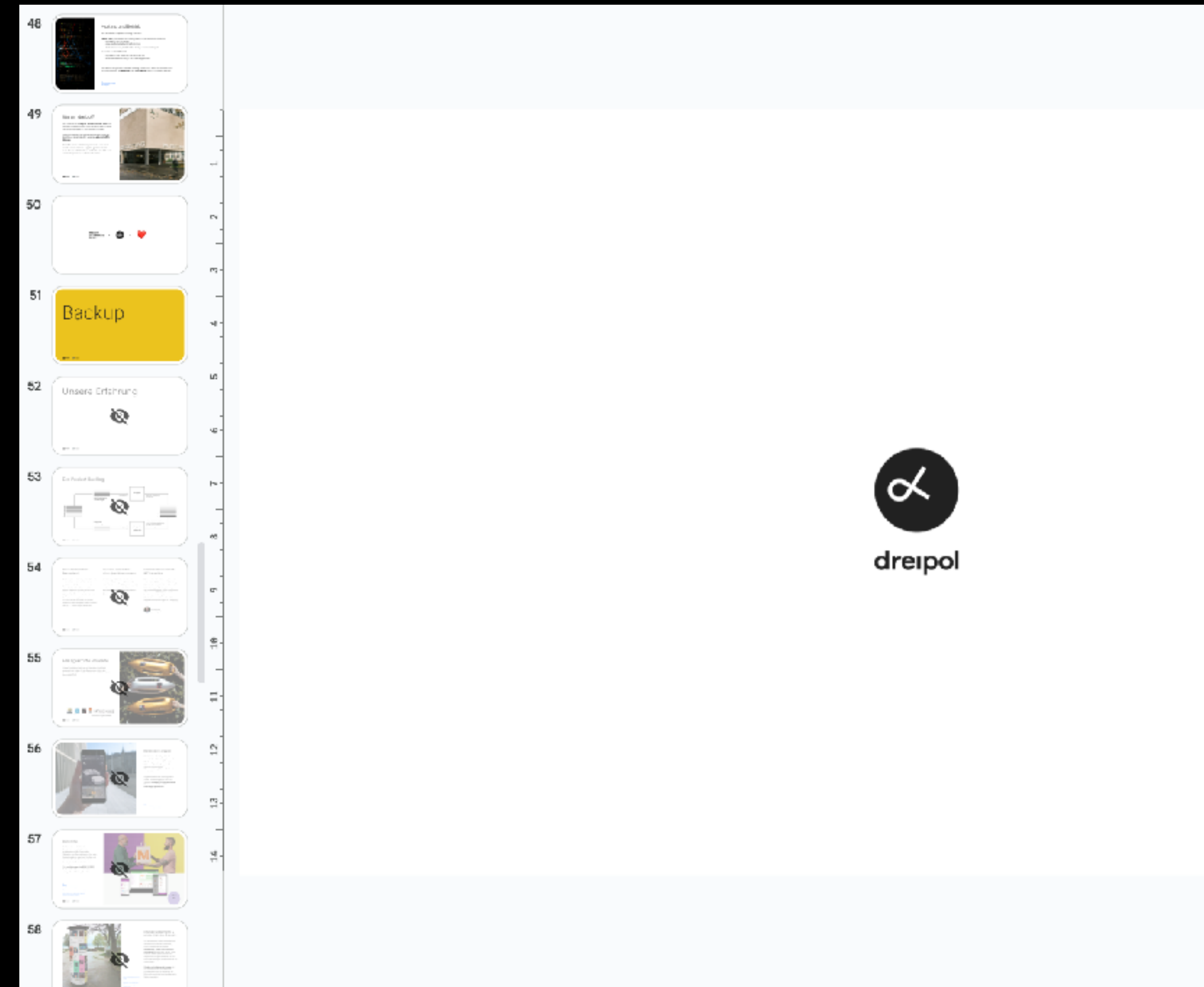
PROJEKT & WIRTSCHAFTS
UNIVERSITÄT WIEN

- SERVICE LAB
- MIRO
- PAUL

Preparing for Design Presentations

Anticipating questions and concerns

- Prepare responses to common objections
- Identify potential areas of resistance
- Have backup data ready



Preparing for Design Presentations

Prepare supporting materials

- **Prototypes and mockups - never present without them**
- **User research and findings**
- **Competitive analysis**

Effective Communication

Effective Communication

Talk your Stakeholders Language

- Avoid «design jargon» - the mission is to be understood, not to appear smart
- Use terms common to the domain of your audience - build an internal glossary
- Use metaphors and analogies

Image by pagemodo →

How to Speak DESIGNER

28 Design Terms Small Business Marketers Should Know

With easy-to-use graphic design tools from Pagemodo, it's easy to look like a pro on social media – but can you sound like one, too? We sat down with professional graphic designers to get the inside scoop on the terms you need to know to not only walk the walk, but also talk the talk.

THE PROCESS

- Wireframes**
A basic layout that doesn't yet have design elements.
- Comps**
The next creative step, usually when the design goes digital.
- Prototype**
A later stage meant to give a close idea of the working product.

THE LOOK

- Bleed**
Allowing a design to go beyond the edge of the page so there is no margin.
- Grid**
Used in print and digital to help align elements to create consistency.
- White Space**
The area left empty to bring focus to other elements on the page.
- Gradient**
Fading from one color to another, or from opaque to transparent.
- Padding**
The space between a border and the object inside of it.
- Margin**
The space between a border and the objects outside of it.

THE LETTERS

- This that**
Leading
How lines of text are spaced vertically, also known as line height.
- A v**
Kerning
Adjusting the spacing between characters in a word.
- LOVE**
Typography
The art of arranging type elements in attractive ways.
- AaAaAa !@#\$%.,?**
Font
A collection of characters, punctuation marks, numbers, and symbols.

Effective Communication
Own the room

- **Stand up**
- **Speak up**
- **Exude confidence**

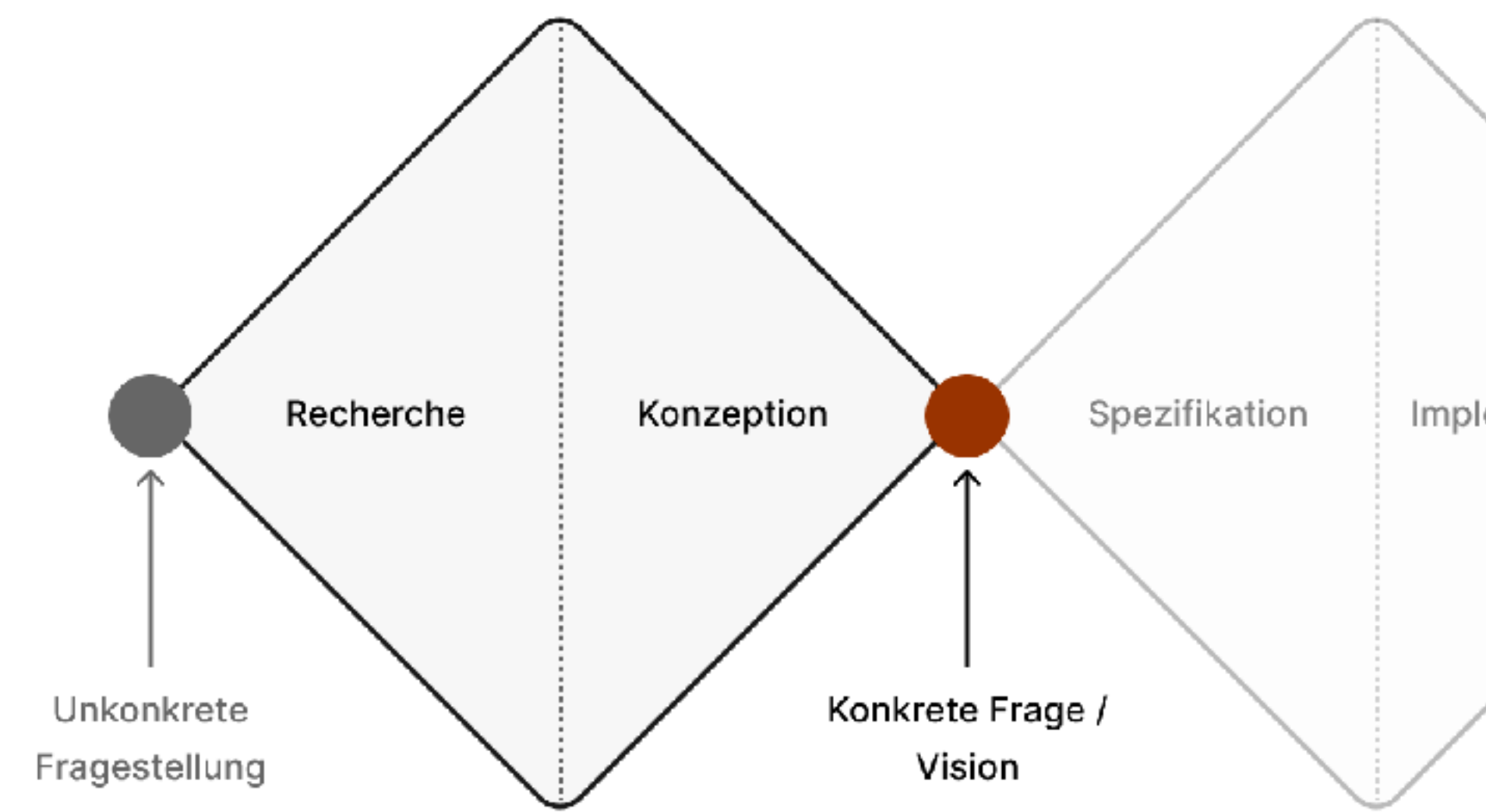


Effective Communication

Set the Stage

- **What is the reason and goal of this presentation?**
- **Where in the process are we?**
- **What kind of feedback and / or decisions are we aiming to get?**

Wo stehen wir?

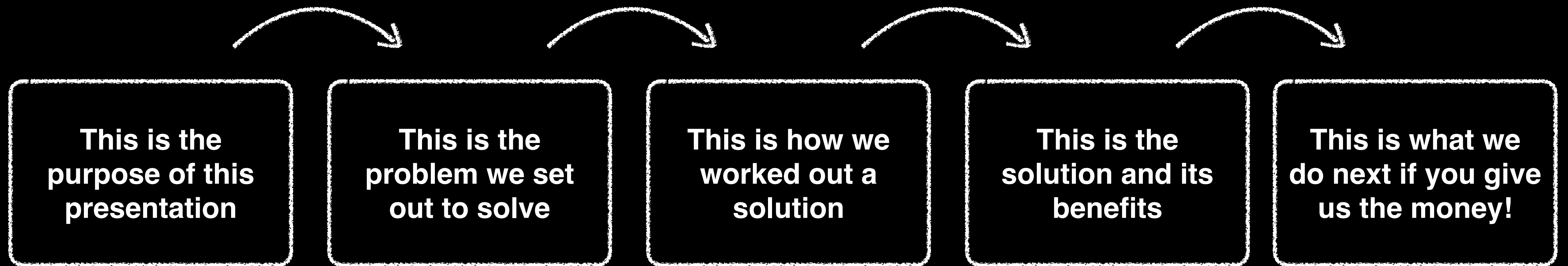


 dreipol

Image by dreipol ↑

Effective Communication

Tell a story



Effective Communication

Tell a story

- Title Page / Concept Name
- Overview / Purpose / HMW
- User Description
- Storyboard of user experience / short enactment (video scenario)
- Features / functionality
- Justification for design / rationale behind design decisions
- Shortcomings of design / limitations
- Expansion – what else is possible
- Next steps in the design process
- Summary

Conceptual Designs: The fastest way to capture and share your idea

by BJ Fogg, Ph.D.
bjfogg@stanford.edu, www.bjfogg.com
Persuasive Technology Lab, Stanford University

Published chapter in *Design Research: Methods and Perspectives* (M.I.T. Press, 2004)

Brainstorming is not enough

Brainstorming can be pure pleasure. With a good creative team, the new ideas can keep rolling in like fresh waves to a shore, one right after the other, offering endless variations on a theme. Being in the creative flow and having so many ideas wash over you can be invigorating. But like the billions of waves that dissipate on the beach each hour, the energy of simple ideas – even excellent ideas – usually gets lost after the brainstorm is over.

There's a problem in the process of invention: Designers lack an efficient method for capturing and communicating the power of their best ideas.

In this chapter I hope to solve that problem. In the pages ahead you'll learn how to create what I call a "conceptual design." The process I describe can help you develop your idea, transforming it from a simple concept to something that seems on the verge of reality.

What's more, the process of creating a conceptual design is simple and fast. In less than three hours you can crank out a first draft. Once you have a conceptual design in hand--even a first draft--you can share it with your target users, your colleagues, or your boss.

Conceptual designs let you share and improve your idea

Sharing ideas early and often is one key to success for designers of end-user products and services. When you share with target users, you get feedback to help you improve your concept. When you share with your colleagues, you can make sure everyone on the team has a similar vision. When you share with your boss, you can enlist her support and feedback early. Or if your boss hates the concept, she can let you know right away, so you can scrap the idea and work on something else that has more potential for your organization.

If you don't have a method for taking an idea from a brainstorm and moving it toward an actionable plan, such as a prototype or user research, you will lose time, momentum, and perhaps support.

I've been developing the format for conceptual designs since 1996 when I worked at Interval Research. Since then I've taken the method with me to my professional work,

**«If a client hates your idea,
you can go back to the most
fun part of the process -
coming up with new ideas!»**

Thank you!

Florian Wille
florian.wille@zhdk.ch

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design