

## 2021 Designing for services: Learning map

			What's the problem to solve?		
Design process	<b>Week 1 (13 - 19.09) Dive into the topic</b>		<b>Week 2 (20 – 26.09) Field Research</b>	<b>Week 3 (27.09 – 03.10) Frame your action</b>	
	Immerse into the topic and plan your research		Uncover the needs and pain points from key service actors' – and organisational perspective	Frame your design challenge and identify your design intervention to improve the service	
Knowing	<b>Design for services in public services</b>		<b>User participation and decision-making</b>	<b>Value co-creation and service ecosystems</b>	
	Manzini, E. 2011		Svanda et al. 2021	Patrício et al. 2011	
	Lee, J.-J. 2020		Lee et al. 2018	Norman & Ramírez, 1993	
Making	User research, Participatory and Co-design methods				
	Stakeholder and Service maps, Customer Journey Frameworks				
Assignments	Group	List of research needs & Visual Probe (DL 15.09 No submission)  Preliminary Research Plan (DL 17.09)		Mid-Term Presentation (DL 01.10)	
	Indiv.		Learning Diary (Part 1) (DL 24.09)		

			What needs to be designed to solve it?		
<b>Week 4 (04 – 10.10) Synthesis</b>		<b>Week 5 (11 – 17.10) Proposal</b>	<b>Week 6 (18 – 22.10) Present</b>		
Synthesise key findings from multiple sources and stakeholders, and define your intervention further		Visualise an example of how the intervention improves the service. Define the key elements for the organisation to make it happen	Document, justify and present your proposal with evidence from the research, literature and process		
<b>Transformation design and service innovation</b>		<b>Systems thinking</b>	<b>Organisational change</b>		
Bitner et al. 2008		Hyvärinen et al. 2015	Cantù & Simeone, 2010		
Sangiorgi, D. 2011		Meadows & Marshall, 2001	Deserti & Rizzo, 2015		
Affinity diagramming, Personas (User archetypes)		Scenarios, Storyboarding, Service Blueprint			
			Final Presentation (DL 20.10)  Project Report (DL 22.10)		
Learning Diary (Part 2) (DL 08.10)			Learning Diary (Part 3) (DL 22.10)		