

# What is Service Design?

Cover Image  
Helena Sustar Books that inspires me

Anna Meroni and Daniela Sangiorgi  
Series Editor: Rachel Cooper  
Gower Book

JOHN THACKARA  
"I eagerly devoured every last page of John Thackara's witty, captivating book...  
...the best thing about the book (the authors' thorough, low-pressure, no-hair-PITY-DEAD...")

Design Research: Recommended Reading for Service Designers  
Helena Sustar Books that inspires me

In the Bubble: Recommended Reading for Service Designers  
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Service Design: Recommended Reading for Service Designers  
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DESIGN Tuuli Mattelmäki  
PRO  
BES

Universal Methods of Design  
Bela Martin  
Bruce Hanington  
100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions

Service Design  
PRACTICAL ACCESS TO AN ENGAGING FIELD  
Stefan Wehr

Design Thinking - BUSINESS INNOVATION  
Markku Mattila  
Emma Spence  
Robert A. Adam  
Ronald Green  
Scott Branson  
MAY FREE

Design Thinking - Business Innovation: Recommended Reading...  
Helena Sustar Books that inspires me

Designing Services with Innovative Methods  
SATU MIETTINEN / JENNI KORHONEN (2015)

Systems Thinking

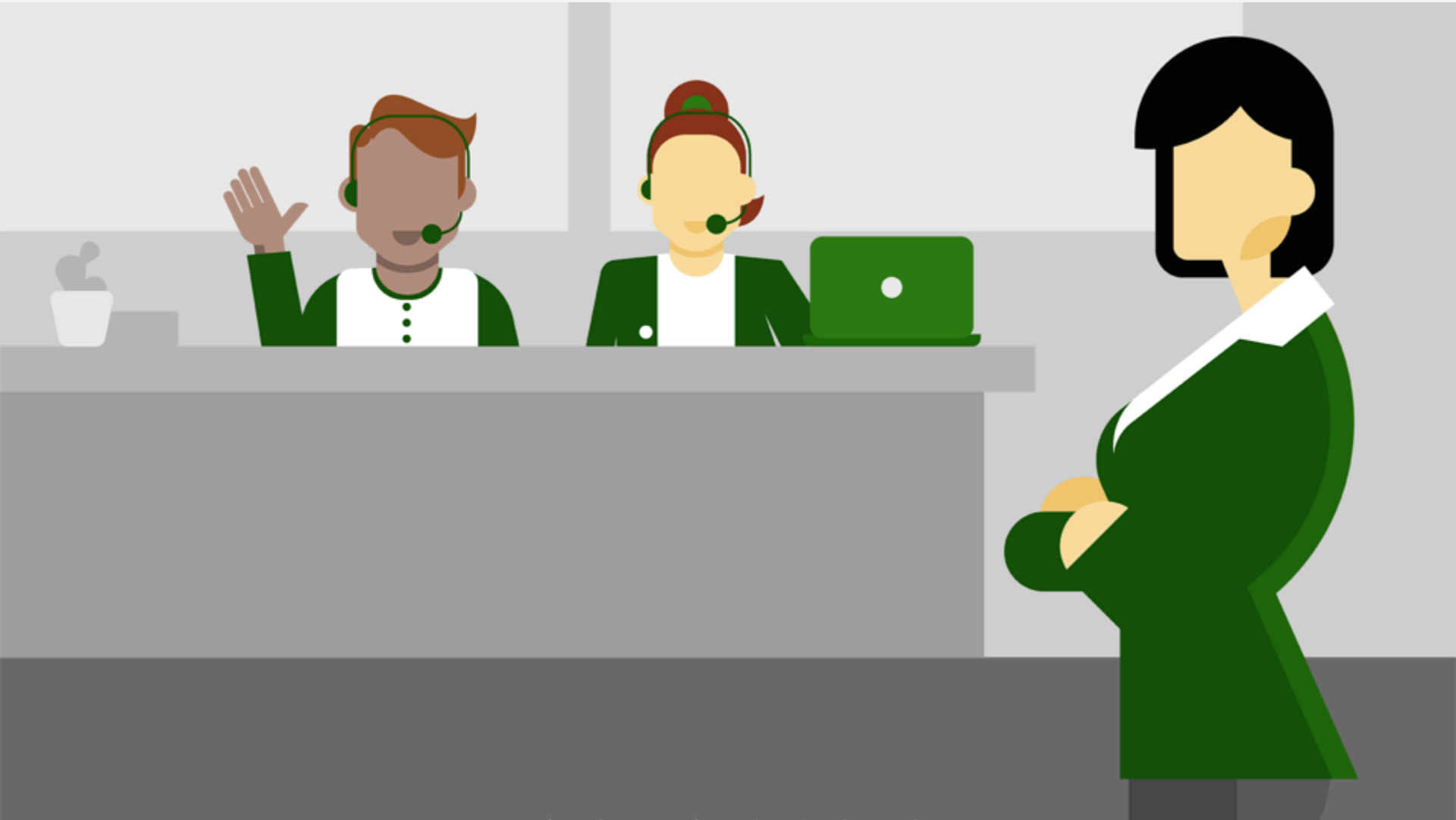
Service Design: Recommended Reading for Service Designers  
Helena Sustar Books that inspires me

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07/03/18

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# What service(s) did you use today?





# Learning Outcome

- Understand service logic
- Explain what service design is
- List different types of services

# Content Learning Outcome

- Exercise 1
- Product v Service
- Services & Service Design?
- Meaning & Experience
- Systems, Networks
- Types of services
- Exercise 2
- Homework

# Exercise

## 1. Draw your wrist watch



## 2. Draw alarm clock & Describe functionality of different parts

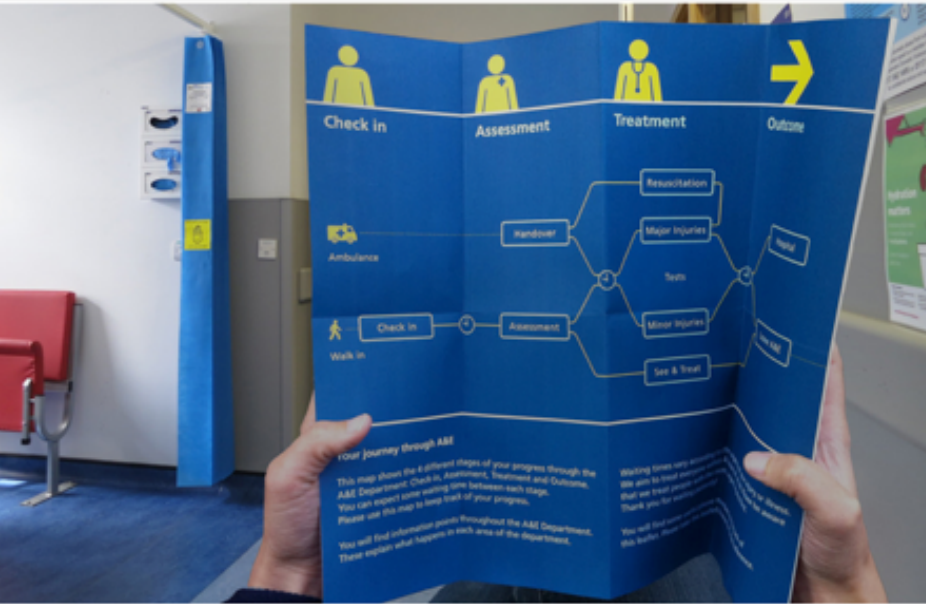


### 3. Draw and describe "weak up service" in a luxury hotel





# Product v Service































"Design is not just what it looks like and feels like. Design is how it works."  
Steve Jobs



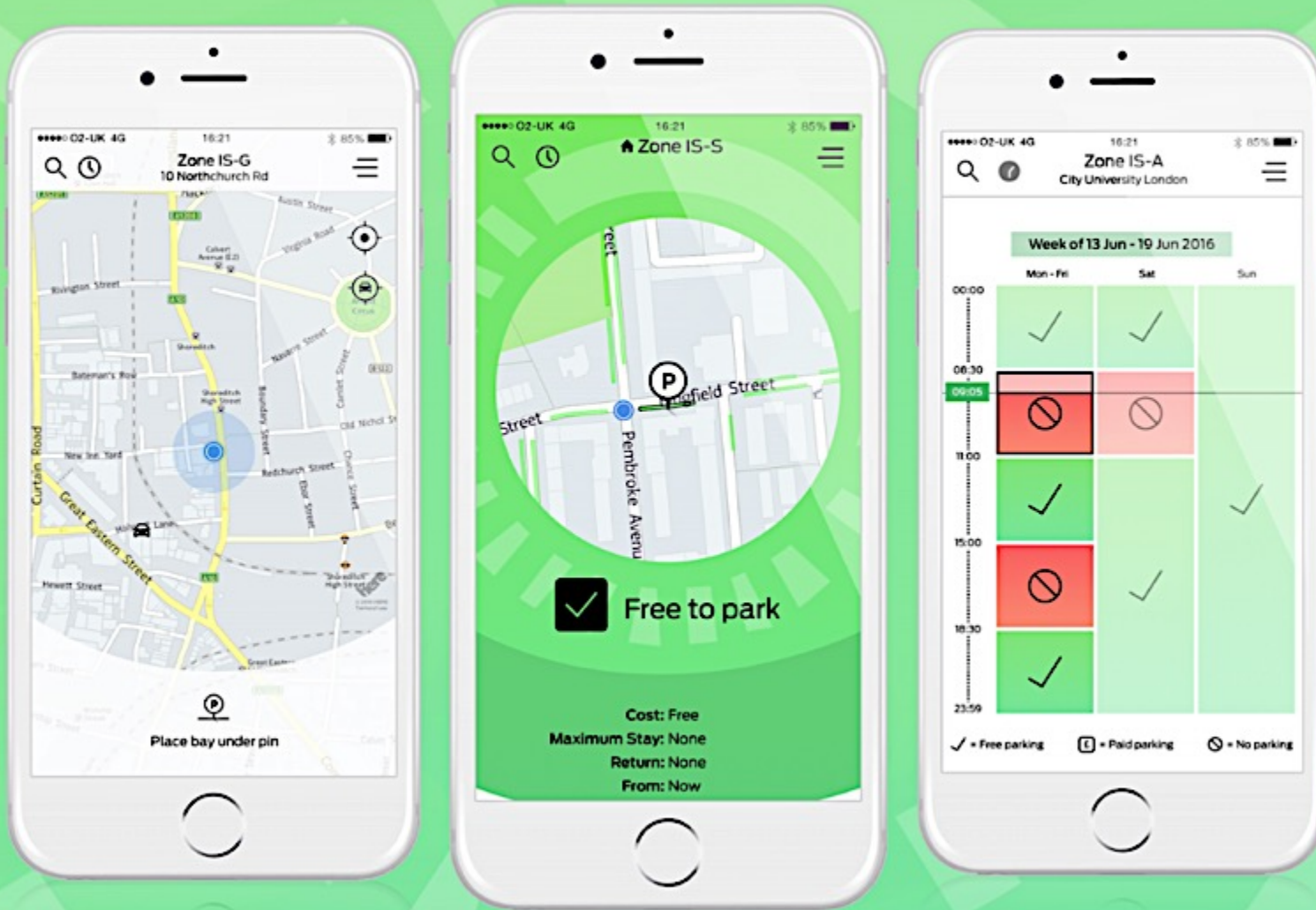
# Product v Service

- |                                |                             |
|--------------------------------|-----------------------------|
| • Produced                     | Performed                   |
| • Material                     | Immaterial                  |
| • Tangible                     | Intangible                  |
| • Can be stored                | Can't be stored             |
| • Almost no client             | Interaction with the client |
| • Consumption after Production | Consumption = Production    |
| • Defects in Manufacturing     | Mistakes in behaviour       |

# Product Service Systems

Product-based value	PRODUCT SERVICE SYSTEM (PSS) Value based on combination of product and service			Service based value
Pure Product	Product Oriented	Use Oriented	Result Oriented	Pure Service
<p><b>PRODUCT SALE</b> THE OWNERSHIP OF THE PRODUCT CHANGES</p> 	<p><b>PRODUCT RELATED SERVICE</b> SELLING A PRODUCT COMBINED WITH A PRODUCT RELATED SERVICE (EXAMPLE: MAINTENANCE CONTRACT).</p> 	<p><b>PRODUCT LEASE</b> EXCLUSIVE USE OF A PRODUCT WITHOUT BEING THE OWNER.</p> 	<p><b>OUTSOURCING</b> A THIRD PARTY OWNS THE PRODUCT AND PROVIDES A PRODUCT RELATED SERVICE.</p> 	<p><b>SERVICE PROVIDING</b> AN ACTIVITY IS PROVIDED WITHOUT THE USE OF ANY PRODUCT. FOR EXAMPLE: TELEPORTATION.</p> 
<p><b>Legend</b> All business models are illustrated. The central product in the illustrations is a car. The central service is transportation.</p> <hr/> <p> manufacturer and/or provider</p> <p> value based transaction</p> <p> product user</p> <p> service provider: owns the product and valorizes a specific service</p> <p> potential environmental impact compared to a product based business model.</p> <hr/> <p> source: A. Tukker and U. Tischner, ed. (2006). New Business for Old Europe: product-service development competitiveness and sustainability. Sheffield: Greenleaf Publishing.</p>	<p><b>PRODUCT RELATED ADVICE</b> SELLING A PRODUCT WITH A USE RELATED SERVICE (EXAMPLE: ECO-DRIVING COURSE).</p> 	<p><b>PRODUCT SHARING/RENTING</b> NON EXCLUSIVE USE OF A PRODUCT. CONSUMER IS OWNER (SHARING) OR PROVIDER IS OWNER (RENTING).</p> 	<p><b>FUNCTIONAL RESULT</b> A SERVICE PROVIDER DELIVERS A SPECIFIC RESULT. THE TYPE OF PRODUCT IS SECONDARY.</p> 	<p><b>Potential environmental impacts of PSS</b></p> <ul style="list-style-type: none"> <li> shortening of the products useful lifetime due to careless use</li> <li> -</li> <li> + lower material and energy consumption during production and use phase</li> <li> potential for environmental benefits through economies of scale</li> <li> leaner manufacturing as products are more valuable</li> <li> greater producer responsibility</li> <li> sharing, renting, pooling,... and other PSS</li> <li> lower the total stock of product required to satisfy a specific need</li> <li> more professional care of the product, resulting in a longer product life time and higher quality endstock</li> <li> manufacturer/provider remaining product owner will have no incentive to sell excess material</li> <li> collection of end-of-life product may be significantly easier thus increasing the rate of utilisation of end-of-life products</li> <li> easier upgrading to more eco-efficient technologies</li> </ul>
		<p><b>Product Pooling</b> THE PRODUCT IS SIMULTANEOUSLY USED.</p> 		
		<p><b>Pay-per-service unit</b> THE USER PAYS FOR THE OUTPUT OF THE PRODUCT ACCORDING TO THE USE LEVEL.</p> 		





User Experience (UX) relates to digital interactions, it focuses on how customers interact with organisations through online channels such as websites, mobile apps and digital kiosks.

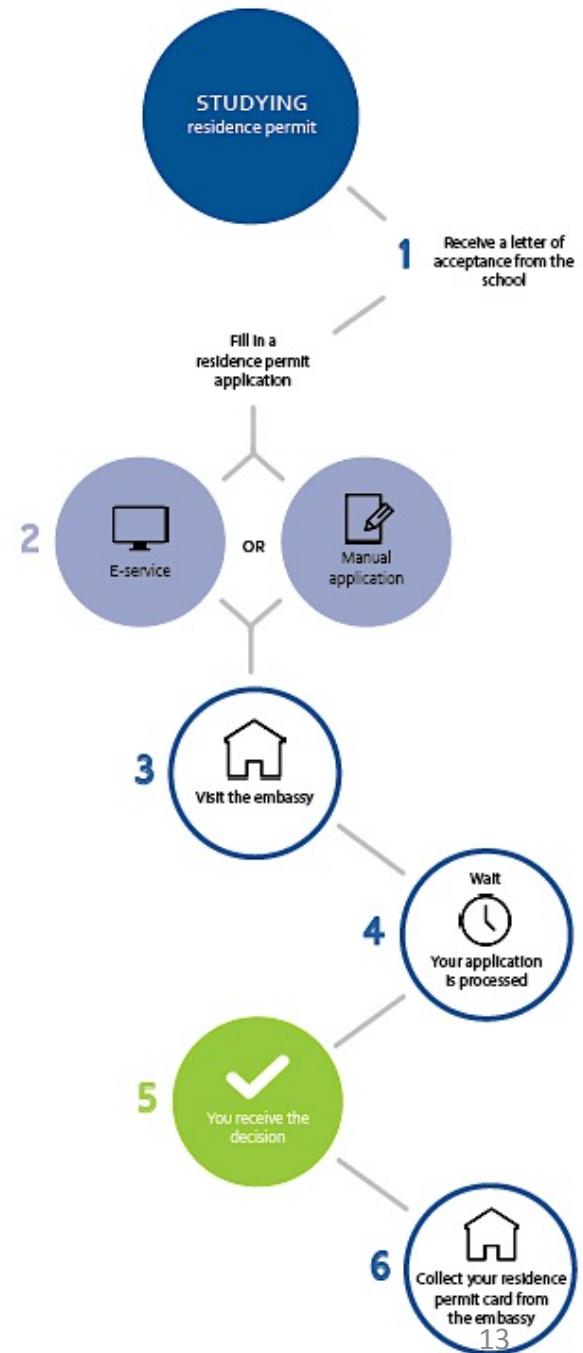
# What are services?

A close-up photograph of a waiter in a black tuxedo and white gloves, holding a silver tray. The waiter is positioned on the right side of the frame, with their left arm extended to hold the tray. The background is a plain, light-colored wall.



Services involves dynamic processes where value is co-created by actors within value constellation or service system.

(Vargo and Lush 2004a)



# What makes you to go one coffee shop & not to another?



Coffee Shop A

## SERVICE DESIGN



SAME



SAME



SAME



Coffee Shop B

- Service Design (designing something)
- Design for Services (design 'for' something) "for" – point to transformation in progress

What is being designed is not end result, but platform of actions with which diverse actors will engage over time.

Manzini, 2013

Service Design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable for clients and effective for organisations.

It is new holistic, multi-disciplinary, integrative field.

Stefan Moritz, 2005

Service design can serve to:

- simplify a number of operations
- eliminate steps in a process
- digitize components
- transfer responsibility and initiative to citizens

In short: service design is a technique for applying time and resources more efficiently without having to diminish the quality of a service provision.

Stefan Moritz, 2005

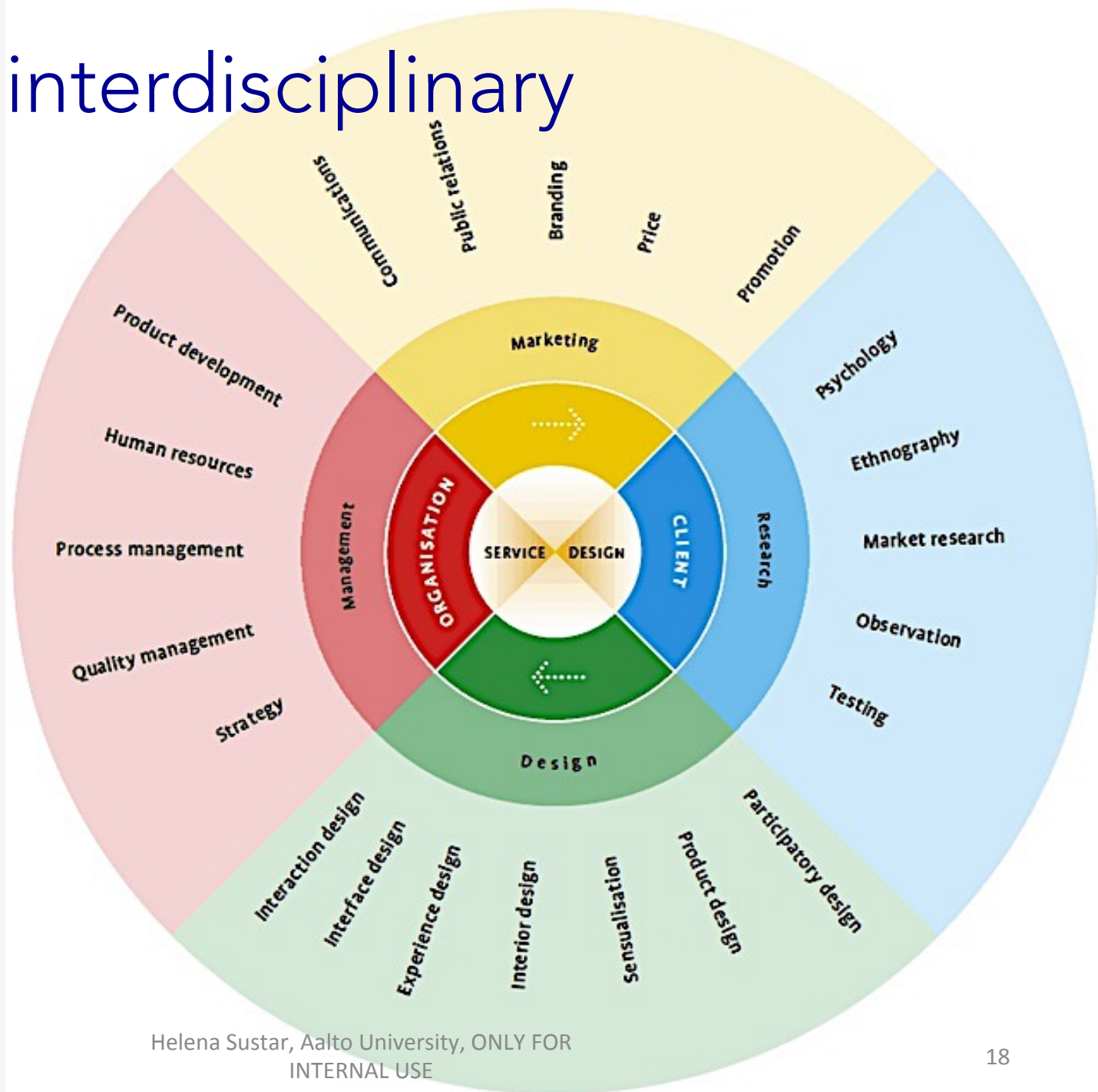
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# Service interdisciplinary



# Services are Co-designed

Enables sharing common experiences between policymakers with silos and problem solving thinking, and people real life **experiences** to enable better understanding and more equal partnership, **trigger new ideas** and **visualize** future design solutions.

(Vaajakallio et al., 2013)



# Meaning

Meaning is the deepest connection that you can make with your audience/user/customer.

(Nathan Shedroff, 2012)





# Meaning & Experience

*You can't experience the experiences until you experience it.*

Bill Moggridge, IDEO



# Meaningful Experiences

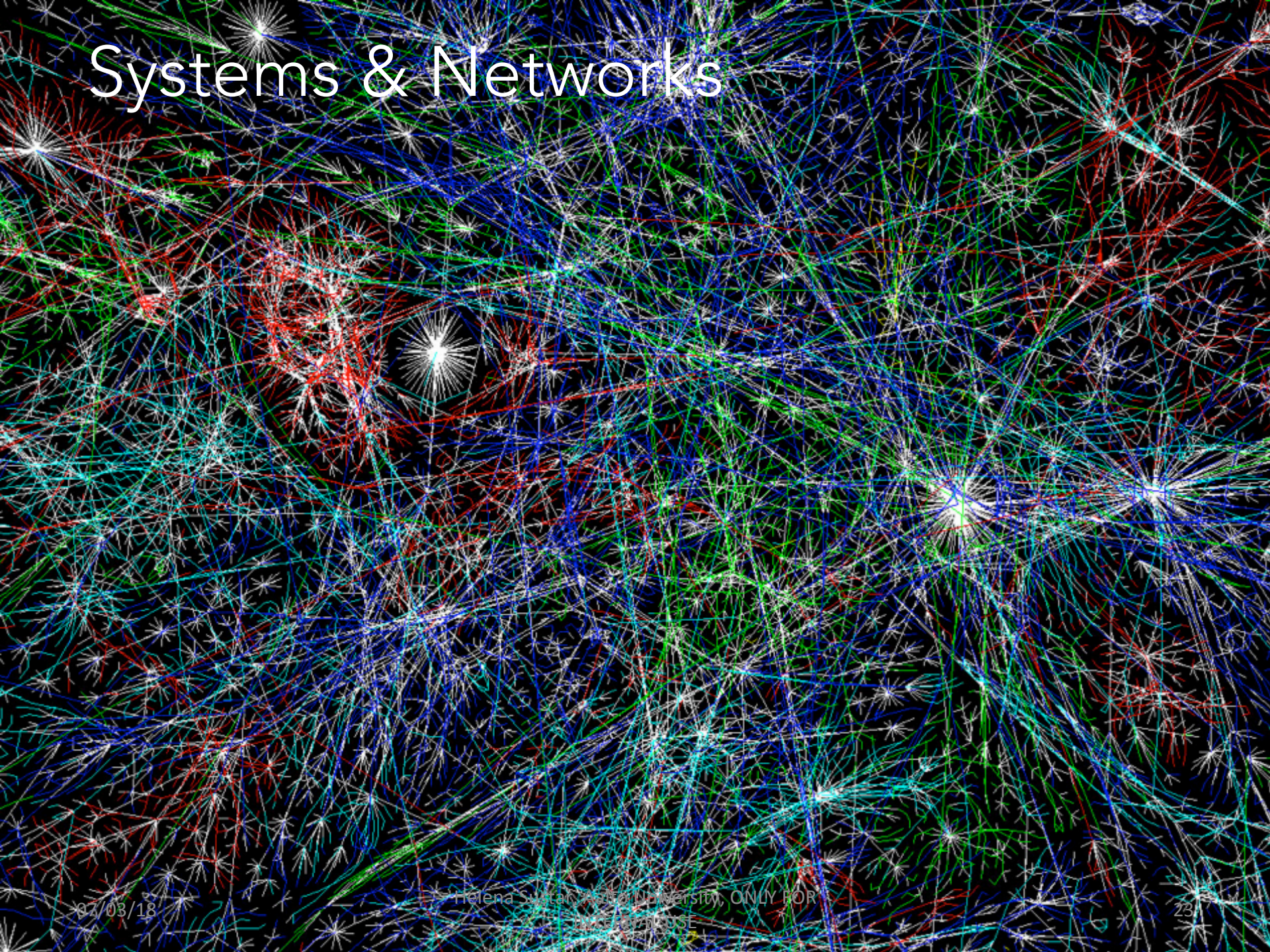
(Hassenzahl 2014, Roto et al. 2011)



Experience can be seen as momentary happening **moment-by-moment** as we are doing something, as well as anticipated, memorised and cumulating over time.



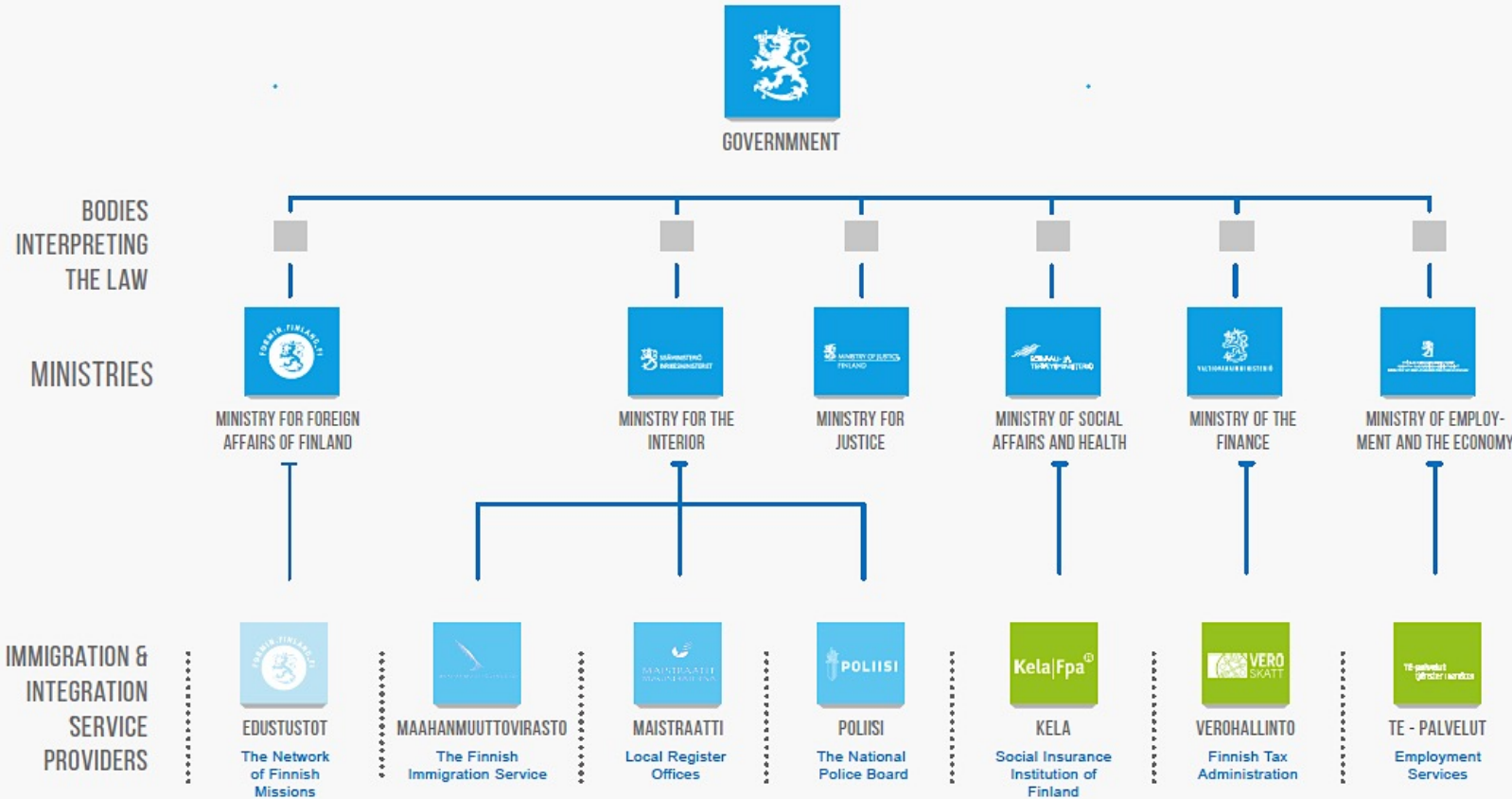
# Systems & Networks





# Systems

## IMMIGRATION SYSTEM



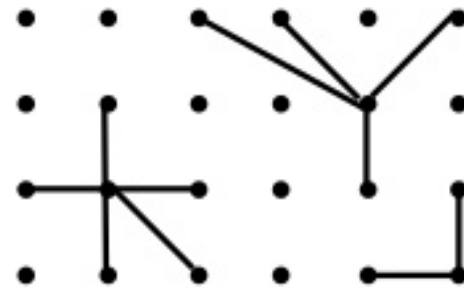
TEMWISIT / 2016

# Service networks

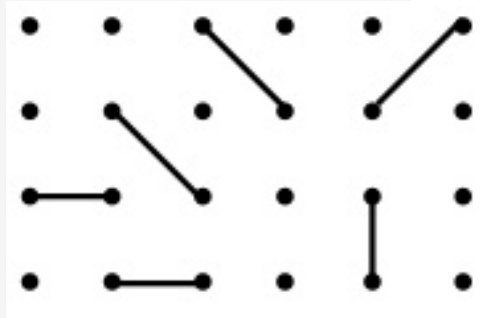
Service networks



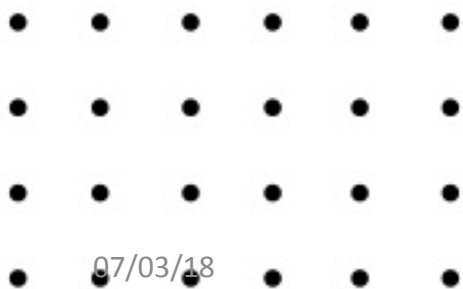
Ego service networks



Dyad service networks



Atomic service systems



Jorge Cardo, 2015

# Service networks

## Centralized



## Decentralized



## Distributed Ledgers



## The New Networks

Distributed ledgers can be public or private and vary in their structure and size.

Public blockchains

Require computer processing power to confirm transactions ("mining")

- Users (●) are anonymous

- Each user has a copy of the ledger and participates in confirming transactions independently

- Users (●) are not anonymous

- Permission is required for users to have a copy of the ledger and participate in confirming transactions

# Service networks



# Types of services

CLIENT WORK

## FORD GOPARK



CLIENT WORK

## ANDROID WEAR







The Cloud



Sensors



Connected  
Devices



Network  
Connectivity

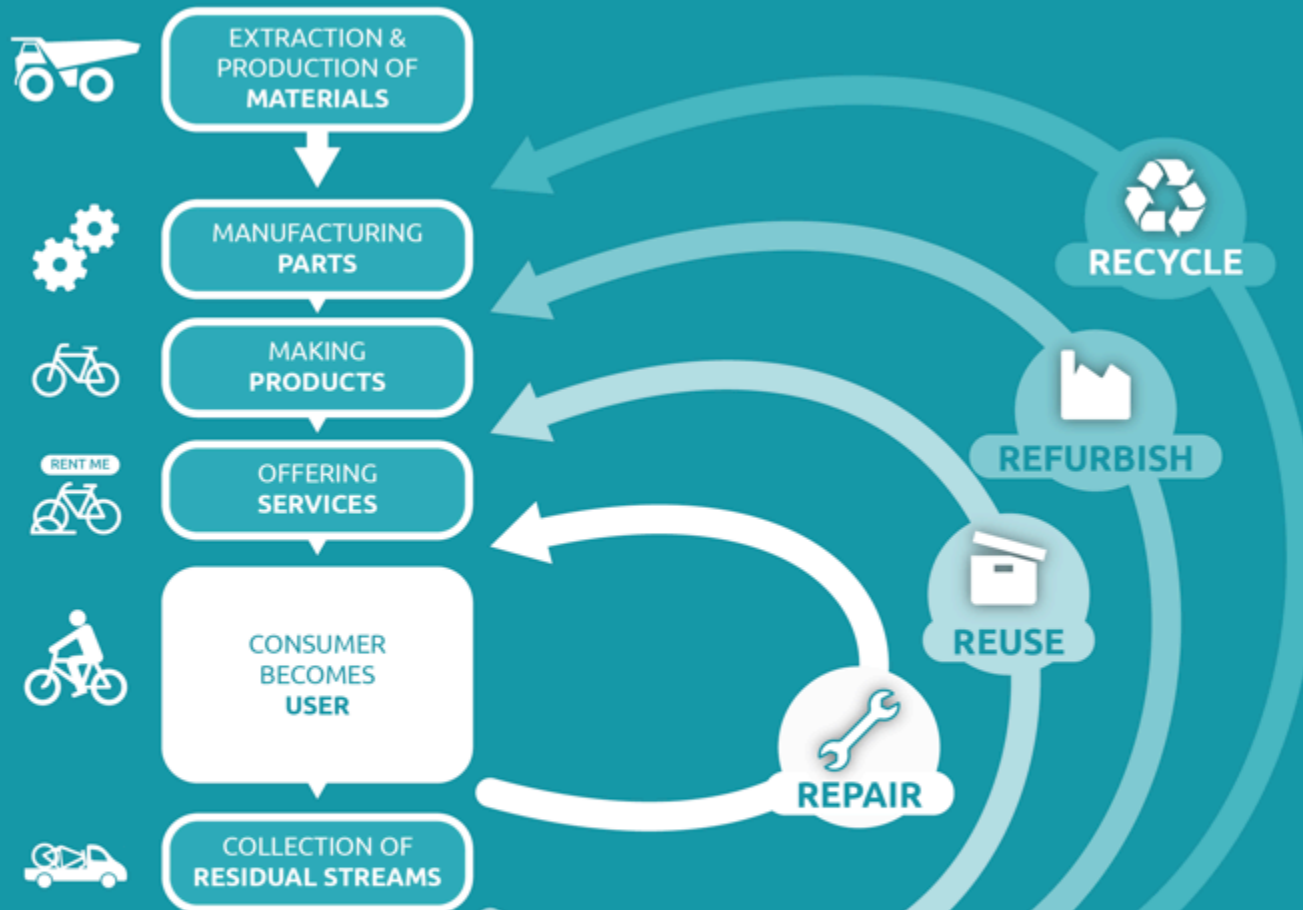


Evolution  
Of Interfaces



Consumer  
Expectations

# THE CIRCULAR ECONOMY (TECHNICAL CYCLE)



**LEAKAGES OF MATERIALS TO BE MINIMIZED**

**MAINTAINING THE FUNCTIONAL VALUE OF MATERIALS**

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inspired by Ellen MacArthur Foundation 30



# Sharing/Circular Economy

[www.spelotheken.be](http://www.spelotheken.be)



# Limitless travel.

Monthly payment. No bounds.

## Mobility as a Service

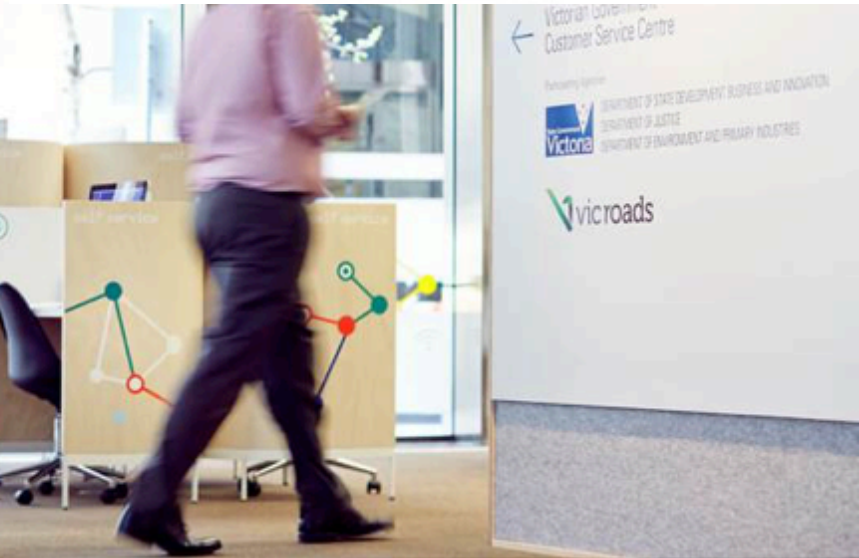
Light	Medium	Premium	Pay-as-you-go
<p><b>89€</b> /month</p> <p>Unlimited HSL Helsinki public transport + <b>1.000</b> Whim points</p> <p>Use your Whim points as you like, for example:</p> <p><b>2</b> taxi trips (-10 km/trip) daytime + <b>∞</b> unlimited local public transport</p>	<p><b>249€</b> /month</p> <p>Unlimited HSL Helsinki public transport + <b>5.500</b> Whim points</p> <p>Use your Whim points as you like, for example:</p> <p><b>8</b> taxi trips (-10 km/trip) daytime + <b>∞</b> unlimited local public transport + <b>2</b> days of car rental</p>	<p><b>317€</b> /month</p> <p>Unlimited HSL Helsinki public transport + <b>8.000</b> Whim points</p> <p>Use your Whim points as you like, for example:</p> <p><b>8</b> taxi trips (-10 km/trip) daytime + <b>∞</b> unlimited local public transport + <b>5</b> days of car rental</p>	<p><b>Try Whim without commitment and upgrade whenever you like.</b></p> <p>Transport providers:</p> <p> </p> <p>We get you to your destination using your preferred mode of transport, letting you pay as you go – all in one app!</p>

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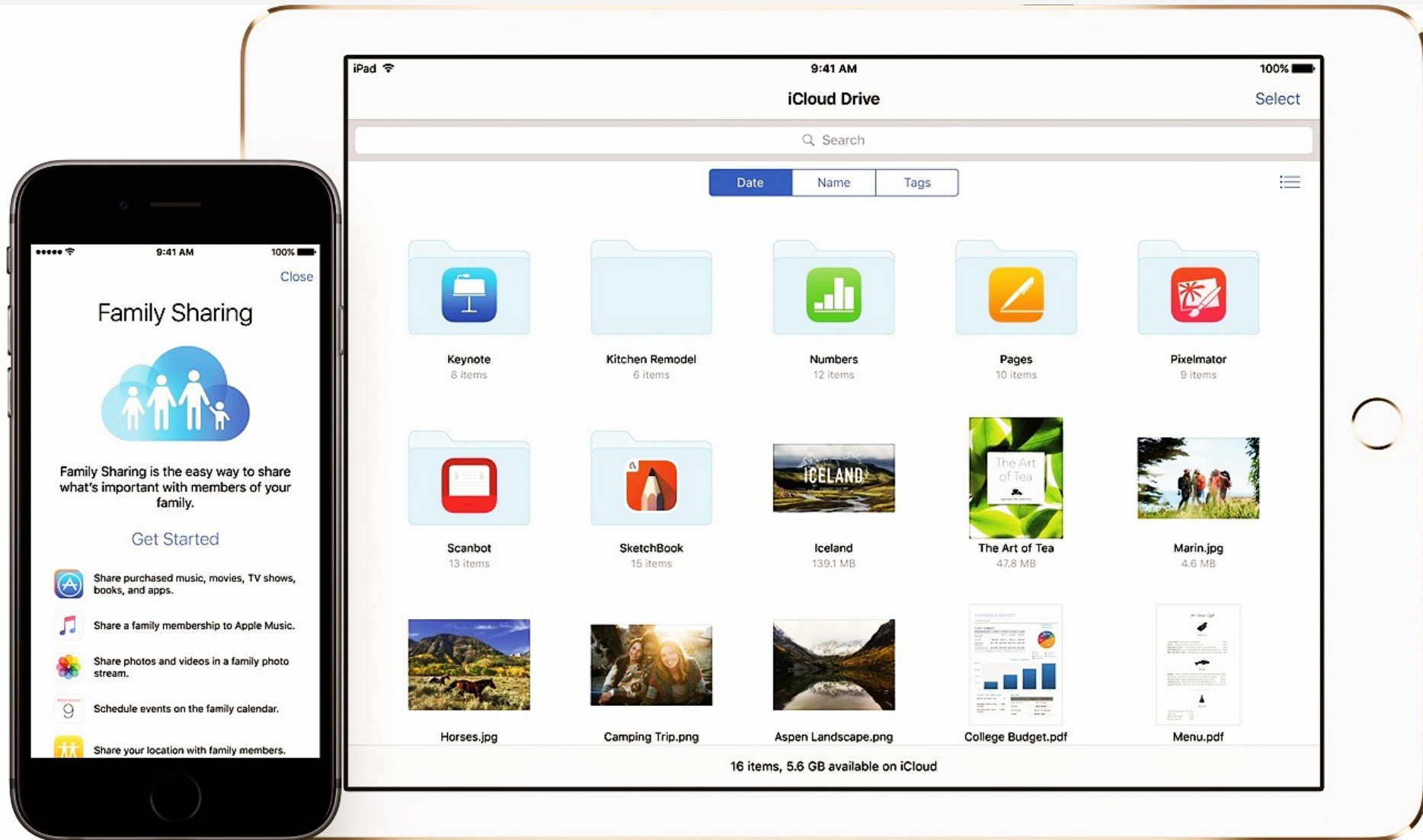
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# Public services



# Cloud services





# WHY ARE THEY CALLED LIVING SERVICES?

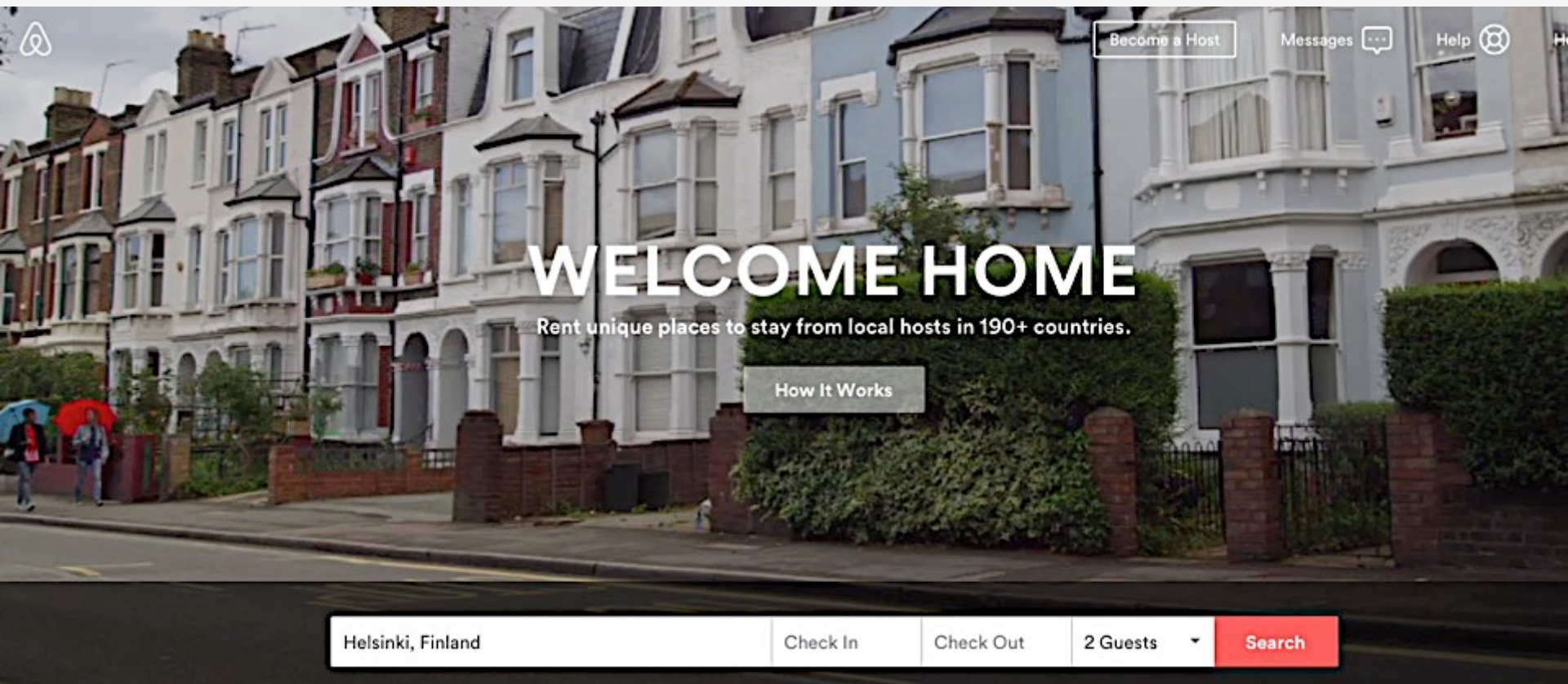
They are proximate to us in the environment - Think wearables and nearables.

They constantly learn more about our needs, intents, preferences, and change in real time.

They will be designed and built around our individual needs.



# Service as platform/ Platform Economy

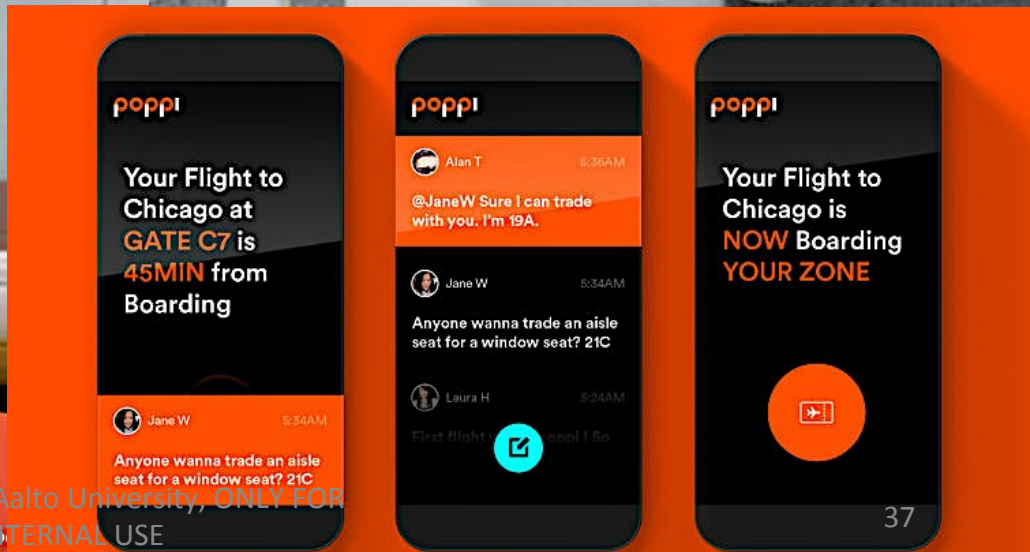




# Business Services



<http://www.fastcodesign.com/3051426/3-radical-ideas-to-totally-disrupt-air-travel>



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# Industrial services (B2B)



COMPANY

PRODUCTS AND SERVICES

CAREERS

INVESTORS

SUSTAINABILITY

STORIES AND REFERENCES

MEDIA

Create a new tab



## SUPPLY CHAIN EXCELLENCE

In 2015, our supply chain included eight production sites, 10 global distribution centers for elevators, and five distribution centers for spare parts. [Read more.](#)



## LONG-TERM RELATIONSHIPS

We work closely with our suppliers to develop our business. Main suppliers are monitored through a monthly KPI measurement and follow-up process. [Read more.](#)

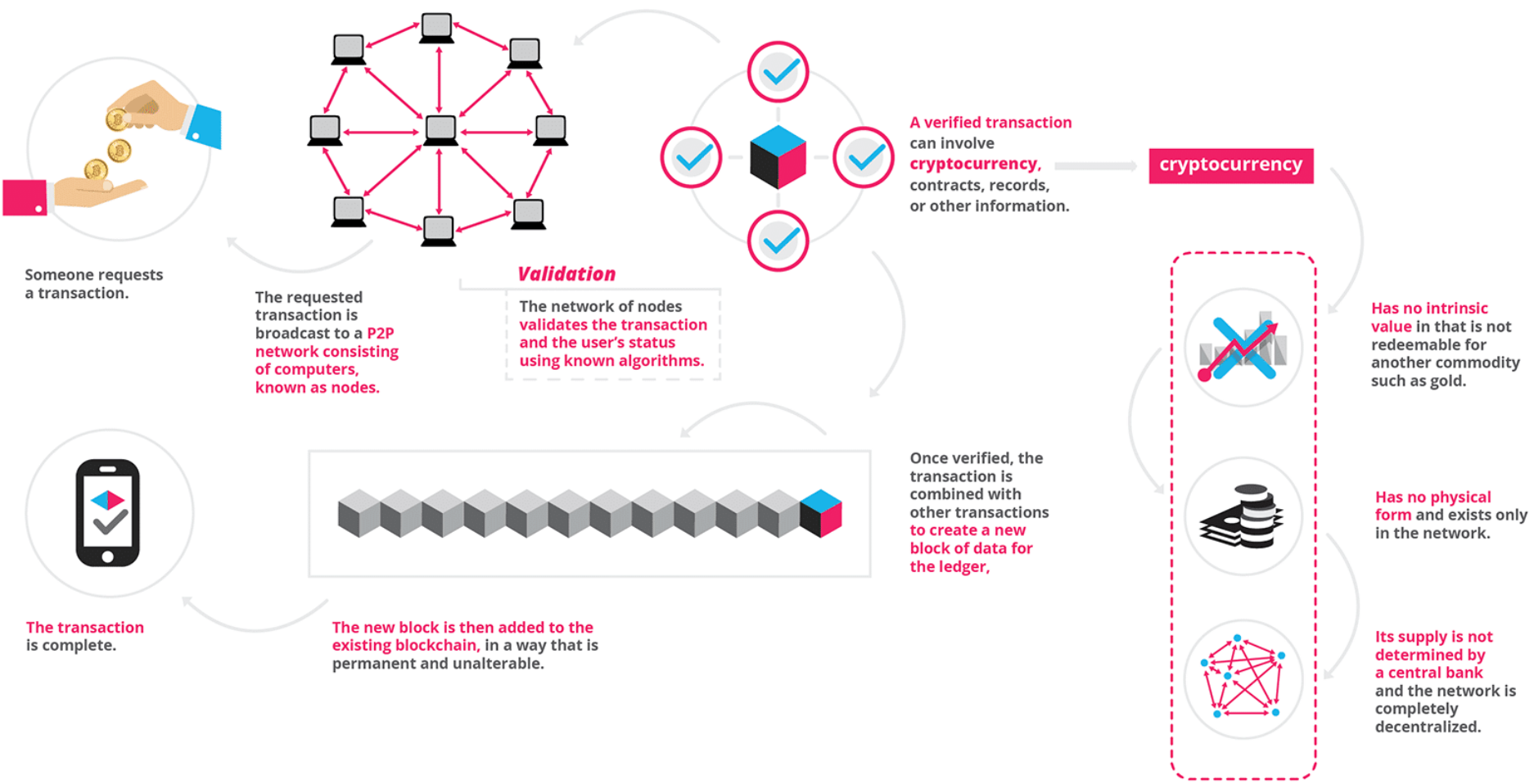




# Relational services



# Blockchain Services – The Crypto Economy





# Exercise

Work in a pair/in a group 15 Min

1. Select a service

2. Discuss

- Why did you select this particular service?
- What is your experience with chosen service?
- Is the service customer centred?
- Can you apply in selected service any service design principles? (e.g. holistic, interactive, on-going)

Visualise your discussion.

# Reading 1 Answer Questions

## Basic - Compulsory

- Mager Birgit (2009) Service Design as Emerging Field, in Designing Services with Innovative methods: Perspectives on Service Design, Ed. Satu Miettinen, Mikko Koivisto, pp. 28-43

Question: What are for you 3 the most important statements about service design?

## Extra

- Kimbell, L., (2011) Designing For Service As One Way Of Designing Services. International Journal of Design, no. 5, vol. 2.

Question: What are the main differences between company A, B and C in their service design process? (List 3)

Task: Write down all terminology that you didn't understand.

# Reading 2 & Answer Questions

## Basic - Compulsory

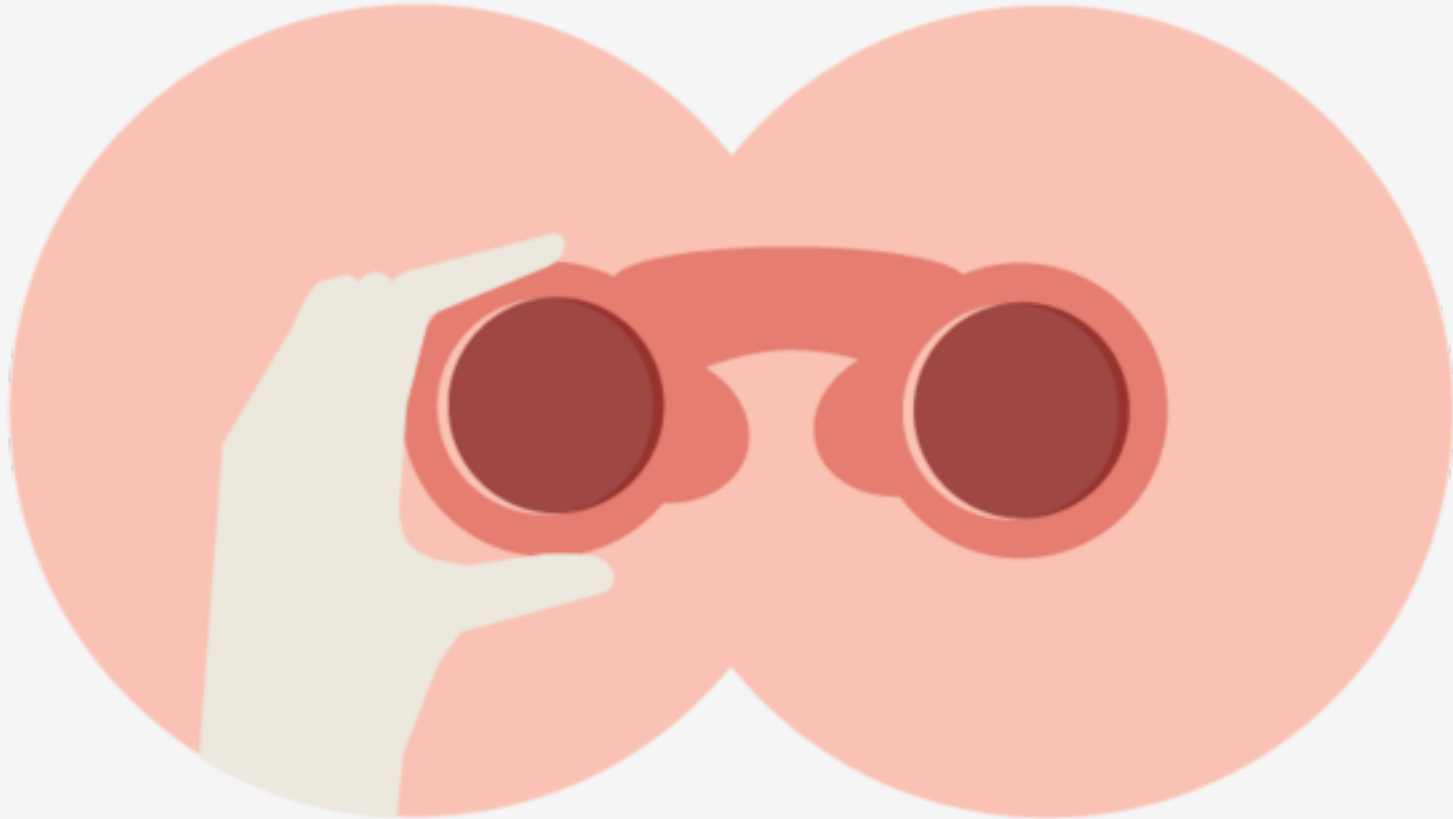
### Reading 2

Sustar, H., & Mattelmäki, T. (2017). Whole in One: Designing for Empathy in Complex Systems. In DESIGN+POWER: No 7 (2017): Nordes 2017 (DESIGN+POWER; Vol. 2017, No. 7). Nordes.org.

Question: What would you do differently? Write a plan (1/2page)



# Homework – Due to 13.3.



# Homework Individually/ in pairs

Go to the place where services are happening e.g. Posti cafeteria, tax office, bank, S-Market, old fish market, petrol station and observe the tilt, customer behaviour for 30 minutes.

Make a notes, take a photos (but ask before if people are happy with that), draw a space. Observe in the light of questions in the second slide. I also added in the folder a short guided instructions by MindLab and template.

You will need to report about the task at the next week lecture.

More detail instructions at My Courses.

# Shadowing/Observations

- What different stages make up the service?
- What people are involved in delivering the service and what they do?
- What objects they use or interact with?
- What spaces the service takes place in?
- What information is available to people?
- How people involved in delivering the service contribute to the experience?