




**How service design became  
relevant in the Finnish public  
sector?**

# HSL:n kilpailutus ratkesi – Hellon voitti jopa 2 miljoonan diilin

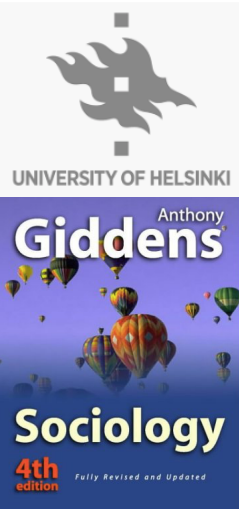


JAA  
ARTIKKELI

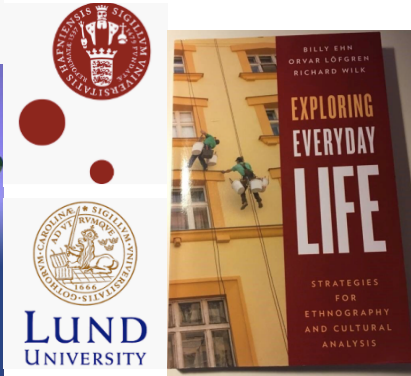
Palvelumuotoilutoimisto Hellon kehittää Helsingin seudun liikenteen (HSL) asiakaskokemusta lippu-uudistuksen yhteydessä.

 14.3.2019 16:45	<a href="#">Sote-sektorin palvelumuotoilun hankinta (Pirkanmaan Sairaanhoidopiirin kuntayhtymä)</a> Rättelse
	<b>Linkitetty ilmoitus</b> <a href="#">Sote-sektorin palvelumuotoilun hankinta (Pirkanmaan Sairaanhoidopiirin kuntayhtymä)</a> Upphandlingsannons
 11.3.2019 17:00	<a href="#">Palvelumuotoilun asiantuntijapalvelujen hankinta (Tampereen kaupunki)</a> Annons i efterhand
 4.3.2019 16:45	4.4.2019 10:00 <a href="#">Puitejärjestely ePalvelut, eTuotteet ja asiantuntijapalvelut (2M-IT Oy)</a> Upphandlingsannons

I'm sometimes referred to as service designer...



2006



2010



2011



2014

**Degree programme:** Service Innovation and Design

**Degree title:** Master of Business Administration

**Duration of studies:** 90 ECTS, 1,5-2,5 years

LAU  
REA

DfG

TANELI HEINONEN

[Home](#) [Insight Delivery](#) [Consumer Insights](#) [Research](#) [Services](#) [Contact](#)

2015

In 2011 I became involved in a service design project (unknowingly)



Facts -> Ethnography -> Co-Creation -> Pilot



## Fad

*“But... There is nothing new in service design. All good organizations have always worked in this way.”*

## Game changer

*“This just opened my eyes and everything clicked. This is a new way of working. My passion.”*



# What is it that we offer for the market?



Moritz (2005)

# Object of design work has much more aspects in service design

Service design is a form of conceptual design which involves the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers.

(Wikipedia)

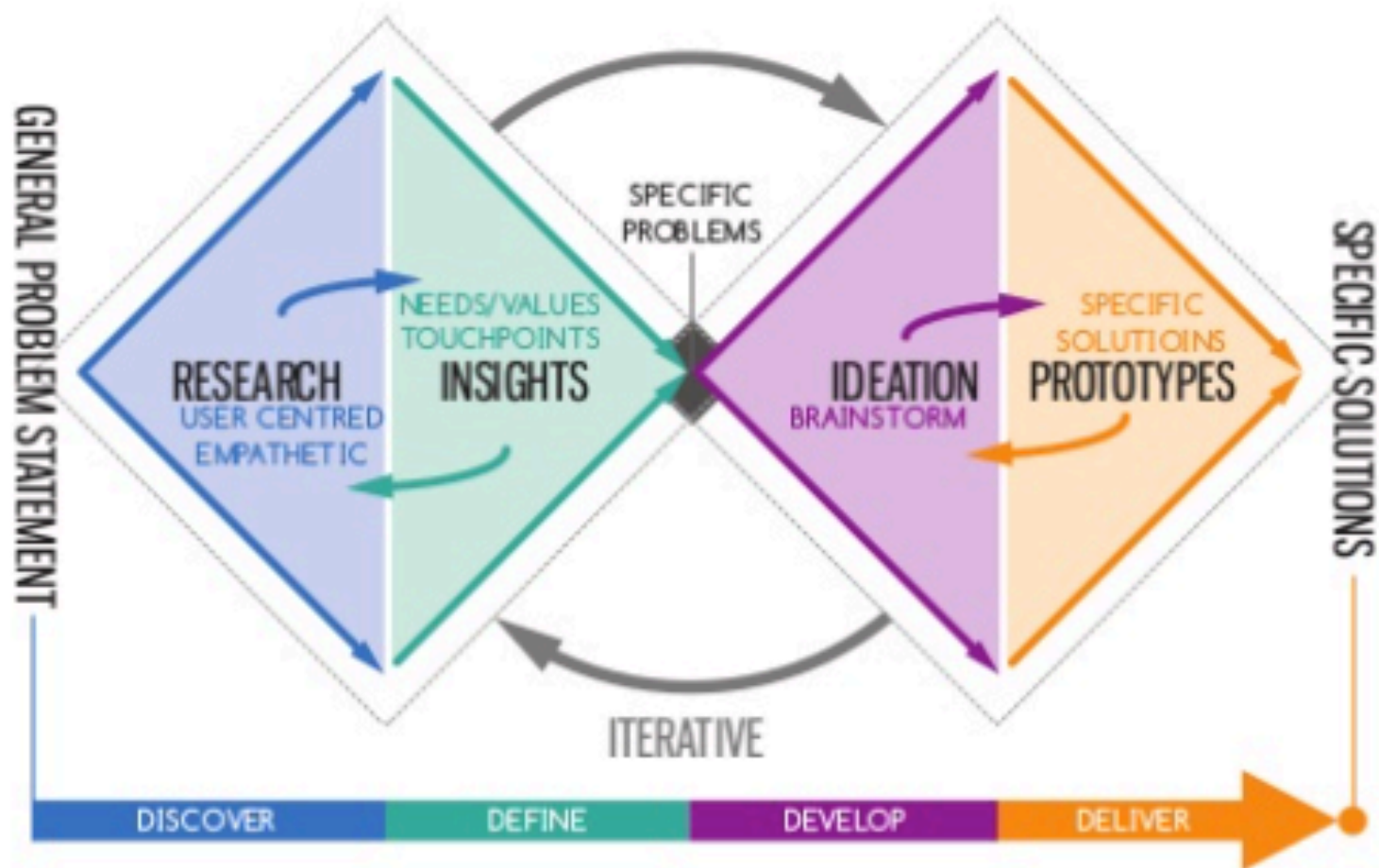
People – Infrastructure – Communication –  
Material objects

Service Design is the design of the overall experience of a service as well as the design of the process and strategy to provide that service. (Moritz, 2005)

Experience – Ways of providing experience



# DOUBLE DIAMOND PROCESS



Service Design Double Diamond Process by Kaashin Chiu is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Based on a work at <http://designground.org.uk>. Permissions beyond the scope of this license may be available at <http://creativecommons.org>.

**Service Design Vancouver**  
Building innovation + value for business and people





**BROAD**

Insight

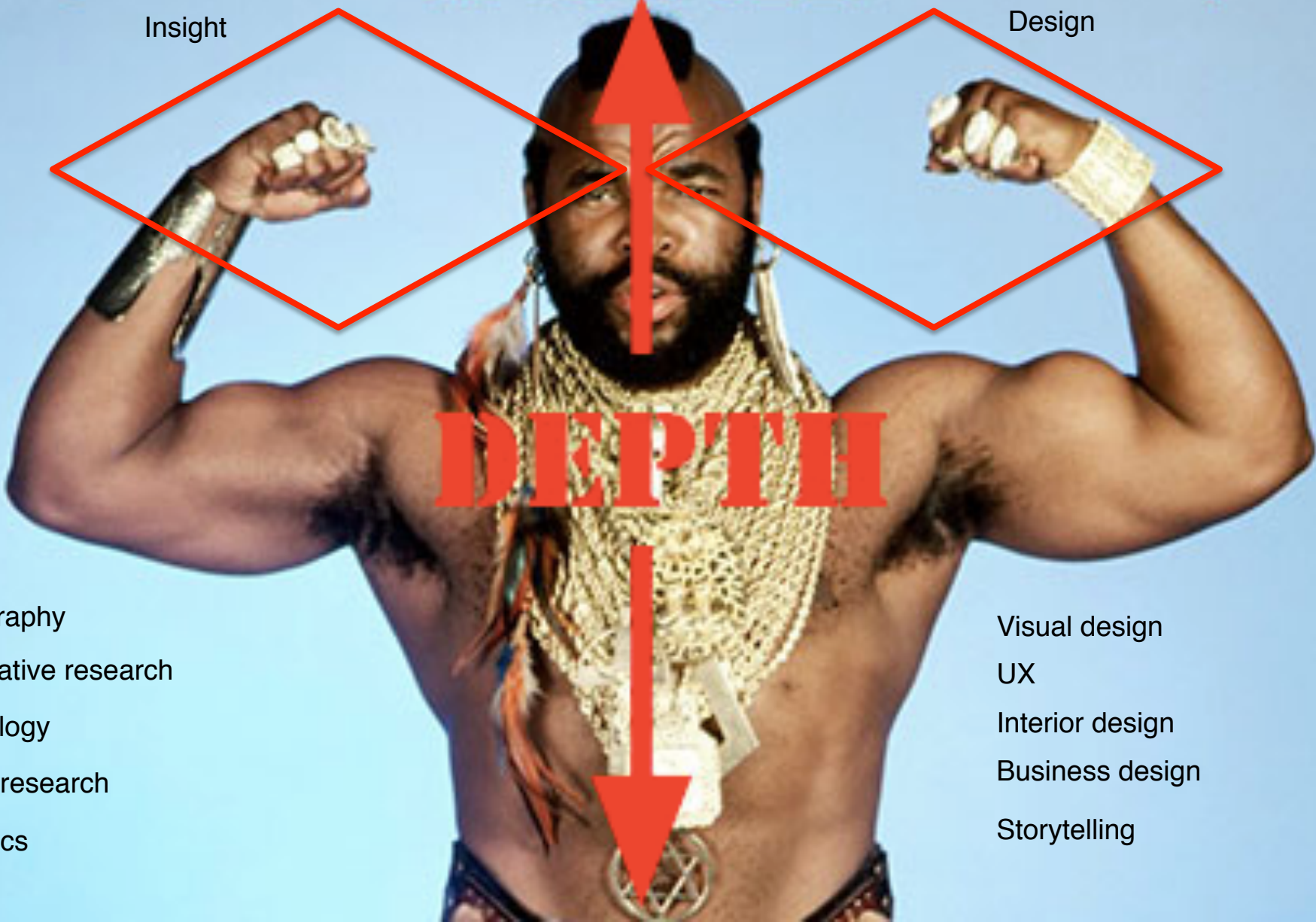
Design



**DEPTH**

- Ethnography
- Quantitative research
- Psychology
- Market research
- Semiotics

- Visual design
- UX
- Interior design
- Business design
- Storytelling



**Trajectories leading  
towards service design**

# Tradition: Scandinavian participatory design 1970's-80's



- Multi-disciplinary approach of social scientists, computer professionals etc.
- Emancipation and democracy of the workers as goals
- Systemic approach to working life and workplace democracy
- Mutual learning between designers and users as a core principle
- Design of information systems and ways of working

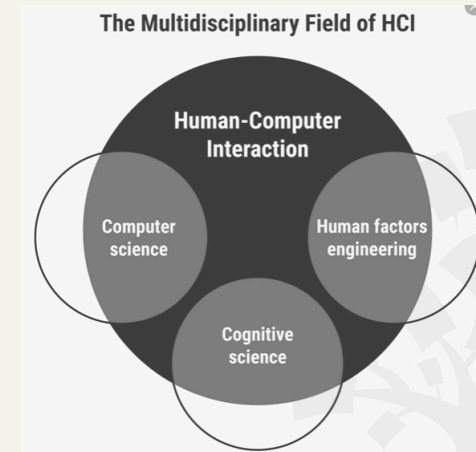
- Color slide mock-ups with picture sequences that were also pasted on the walls, for simulation of work processes
- Low-tech mock-ups of equipment (wooden mouse, cardboard laser writer etc.), material and menus (paper and plastic)
- A graphic workstation for illustrating prototypes of computer based tools
- A tool kit (box with waxed cards) for modeling and experimenting with work organization

## Industrial design trajectory



- Industrial production changed and role of services increased. Products became clearly parts of wider contexts.
- Industrial / product -> service designer (graphic, interior architect)

## Software trajectory



- PC and commercialization of software spread it's use wider from the community of hobbyists -> more focus on users
- UI -> UX -> service designer (interaction design)

**More holistic approach of service design**



# Spreading of service design in Finland is a recent phenomenon

Ego Beta 2007-2008

**MITÄ ON PALVELUMUOTOILU?**

– MUOTOILUN HYÖDYNTÄMINEN PALVELUJEN SUUNNITTELUSSA

2007

Mikko Koivisto

2008-

**PALMU**

2009-

**LAU  
REA**

2012-

**SDN** 

Finland



**Helsinki  
Design  
Lab**  
-  
powered  
by Sitra

2014-

**DfG**

Demos Helsinki – Avanto Helsinki

**Design for Government**  
-kokeiluilla ihmislähtöistä ohjausta

**Toimiva kaupunki -hanke 2013–2015**

Vuoden 2015 lopussa päättyneellä kaksivuotisella Toimiva kaupunki -hankkeella edistettiin muotoilun käyttöä kaupungeissa. Hanke jatkoi designpääkaupunkivuoden 2012 perintöä ja kehitti muotoiluun liittyvää osaamista julkisten palveluiden suunnittelussa. Se tarjosi kaupungeille asiantuntijuutta muotoilun hyödyntämisessä ja auttoi muotoilualaa ymmärtämään julkisen sektorin tarpeita.

2016-

VALTIONEUVOSTON  
SELVITYS- JA TUTKIMUSTOIMINTA

Helsinki Lab and  
Design Director of  
the municipality



# Spreading through stories, education and toolboxes

**ILTALEHTI**



## Palkittu palvelumuotoilija Mikko Koivisto: "Kaikkien teollisuuden alojen palveluistuminen on megatrendi"

🕒 24.04.2017 klo 18:30

**Palvelumuotoilun pioneeri Mikko Koivisto voitti Ornamo-palkinnon.**

- Teollisuudenalojen palveluistuminen on megatrendi, palvelumuotoilija Mikko Koivisto sanoo.
- Koivisto voitti tämän vuoden Ornamo-palkinnon.
- Palvelumuotoilu on kasvattanut nopeasti suosiotaan Suomessa.



**Mikko Koivisto** ANNI KOPONEN

Palvelumuotoilija **Mikko Koivisto** on voittanut vuoden 2017 Ornamo-palkinnon.



THEME 3: 24/7 CARING

"Hello, I am Aune and this is Henri."

I'm seventy-nine years old and live in Helsinki with my husband Henri who is eighty-four. He is paralyzed and I take care of him around the clock. The situation has been the same for the past six years, ever since Henri got a stroke. I'm in relatively good condition myself, otherwise I wouldn't be able to take care of him and we wouldn't live in our own place.

Most of my life revolves around taking care of Henri nowadays, ever since I retired. He spends most of his time in his bed in the living room except for when we're outside and I push him around in his wheelchair. For now I get along with him quite well, being able to lift him up and move outside with him, but some places can be difficult with the wheelchair.

Sometimes life feels quite hard, but then I get strength from praying. I'm fine with the current situation as long as my health holds up, come to the gym with me because I think they could definitely benefit and also enjoy it.



# What has made the movement behind service design possible?

- Service economy: 70% of Finnish workforce in service industries and more focus on the development in these industries
- Global competition in the sphere of digital services – more focus on the planning of user experiences with increase of digital and self-services
- Public sector is looking for major improvements in productivity – innovations and experimentation play a role, and more work has been outsourced to consultancies (for example valtion tuottavuusohjelma)
- Fluidity of the job market: people have multiple professions in their career path

## What are potential futures?

- Evolving field: it is possible to affect the future and become an important contributor
- Fad: service design might be gone as a term in 10 years, but most likely many ways of thinking and doing will continue to exist
- Stabilization: Becoming a household department / practice in companies and public sector
- Service designer as a job title may divide into more clearly defined roles