Lecture 1: Introduction to the course

Monday 25.02

AALTO BA SERVICE DESIGN 2019

Nuria Solsona

Course introduction

Course team

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Objectives

The course is focused on learning the **practice of service design** through the design of a service concept for a real-life company.

Throughout the course, students will work on the **same project brief in project teams**.

Students will be able to:
- Understand the characteristics of complex services that have multiple stakeholders involved
- Identify service outcomes by adopting a problem-definition thinking, rather than a solution-driven perspective.
- Follow the user-centred design process and utilize design thinking as part of the design of experiences, systems and intangible objects
- Find tangible applications to an open brief, which bring clear benefits to relevant stakeholders
- Develop a critical perspective into the future of technology
- Respond to a real brief and articulate value for the client, stakeholders and society

Course structure

Assistance & Contact hours

Mon 09.15 - 12 Lecture & Exercises applied to the project work

Wed 13.15 - 16 Lecture & Exercises applied to the project work

Thu 09.15 - 12 Tutorials (30 min. per team)

Detailed schedule & Classrooms updates on My Courses

Teamwork

5 Project teams of 4 people, 1 Project team of 5 people

Assignments

In class exercises, project work in teams

Additional exercises as independent teamwork to present in class

Project deliverables & Submission:

- 2-4 Concepts at mid-term review (13.03)
- Service interaction prototype + Presentation slides at final presentation (11.04)

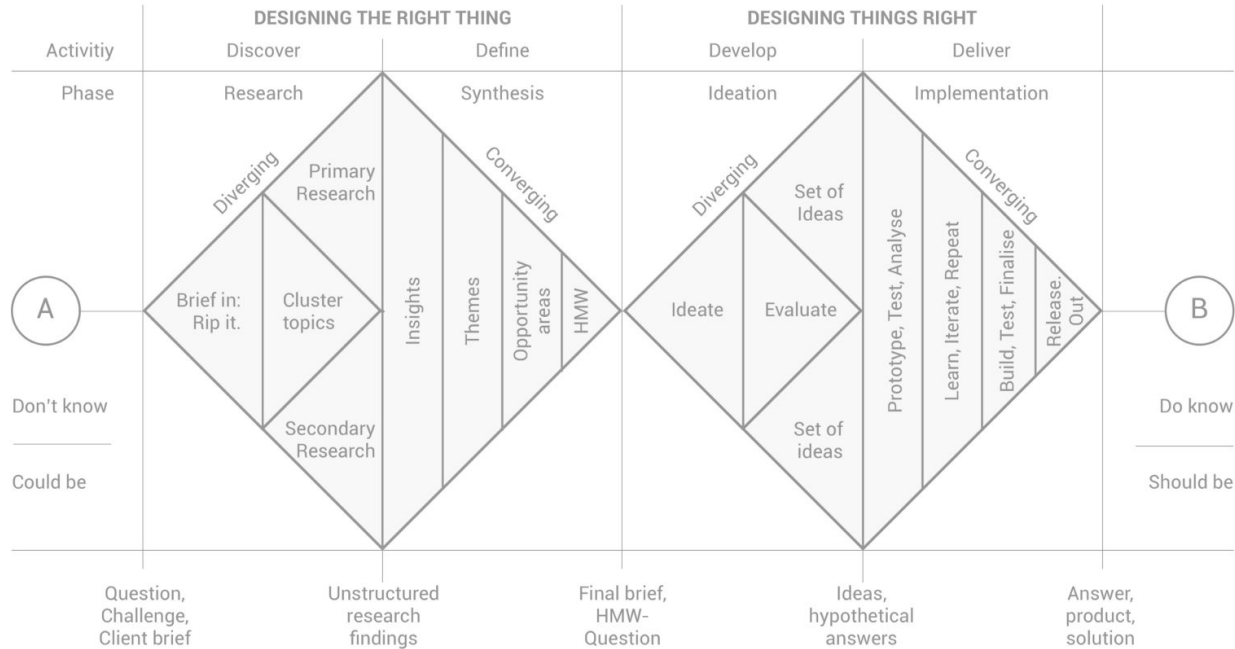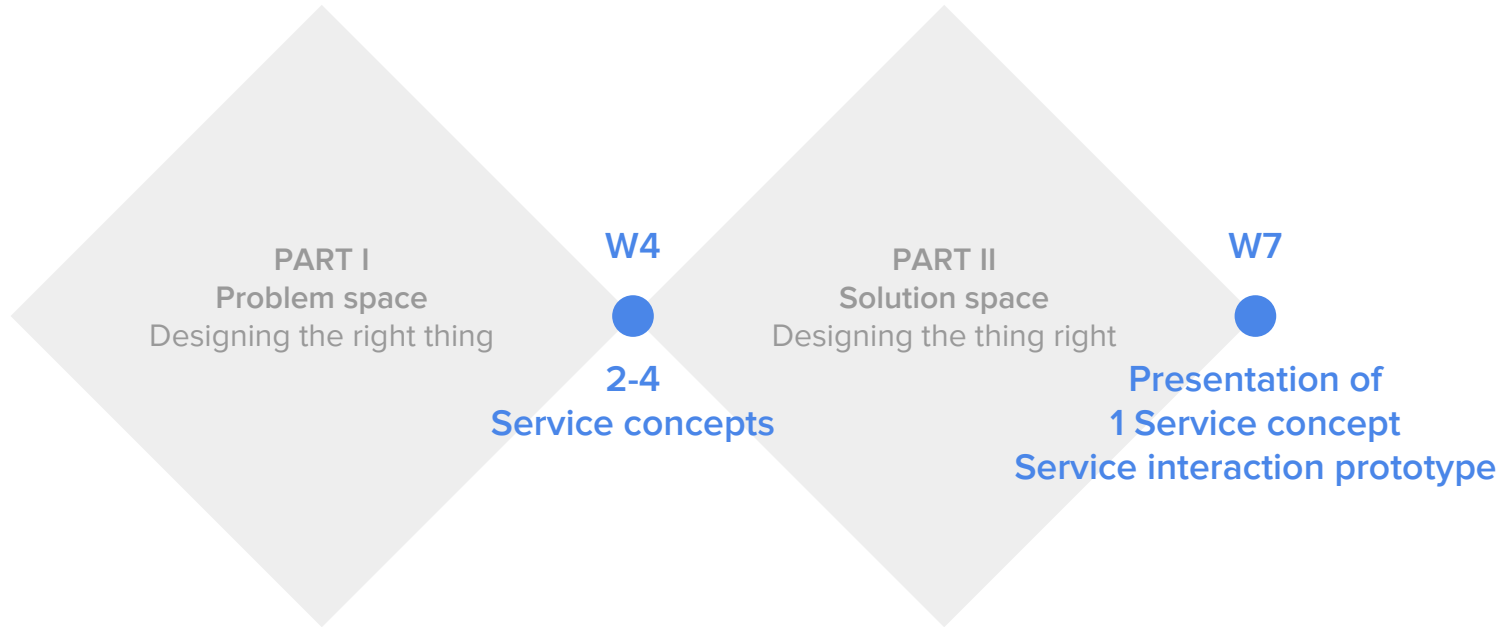# Course structure: Human-centred methods & Design thinking approach

Image: Double diagram Dan Nessler

Course structure

PART I
Problem space
Designing the right thing

W4

2-4
Service concepts

PART II
Solution space
Designing the thing right

W7

Presentation of
1 Service concept
Service interaction prototype

Course structure: Part I

PART I: Defining the problem			
W1	**W2**	**W3**	**W4**
Introduction to the brief	**Research & Analysis**	**Service propositions**	**Validate & Iterate**
Deep dive into the topic and get familiar with the current service	Identify the relevant pains that exist today in the service ecosystem	Define concepts that turn pains into opportunities for a better future	Get early feedback and choose one concept

Course structure: Part II

PART II: Defining the solution		
W5	**W6**	**W7**
Journey Design & Design interventions	**Prototype & Iterate**	**Final presentation**
How will people access, receive and interact with the new service?	Prototype the experience of the service interactions	Present the final concept and the key service interactions

Course structure: Key dates

PART I: Defining the problem				PART II: Defining the solution		
W1	W2	W3	**W4**	W5	W6	**W7**
Introduction	Research & Analysis	Service propositions	**Validate & Iterate**	Journey Design & Design interventions	Prototype & Iterate	**Final presentation**
Deep dive into the topic and get familiar with the current service	Identify the relevant pains that exist today in the service ecosystem	Define concepts that turn pains into opportunities for a better future	Get early feedback and choose one concept	Service interactions are needed to use the service?	Prototype the service interaction experience	Present the final concept and the key service interactions
			Mid-term review			**Final presentation**
			Present 2-4 Service concepts			**Present 1 Service concept and service interactions**

Project brief

Project brief: Aalto Services

Brief: Aalto University is a platform that aims to cater students varying educational needs across their life. **AALTO SERVICES wants to create services that support students learning journey at each stage of their life, from student to working life.** For that we first need to identify, what are the different outcomes that people are trying to achieve in their life stage? Secondly, what services are relevant and necessary? And thirdly, how can the new service be accessed and assisted?

Scope: Students will decide what service area to focus on: in-campus services, the traditional student services, or out-of-campus services from living, well-being or mobility services. And also what life stage and user to focus on, including BA MA DR and exchange student programmes.

Goals: 1. Support AALTO SERVICES 2020 vision to create cross-campus & user-centred services that students can access easily and through their own (digital) channels, and 2. Inform AALTO 2035 strategy.

Impact and results: An improved learning experience will:
– Attract more students
– Create a remarkable experience, a place to come back as a lifelong learner
– Support the education for future game changers
– Transform AALTO campus into a unique collaboration hub

Service innovation vs. Service improvement

Users

End-users
& Other actors

Service innovation

Service Improvement

Business

Business models

Organisation

Corporation &
Operations
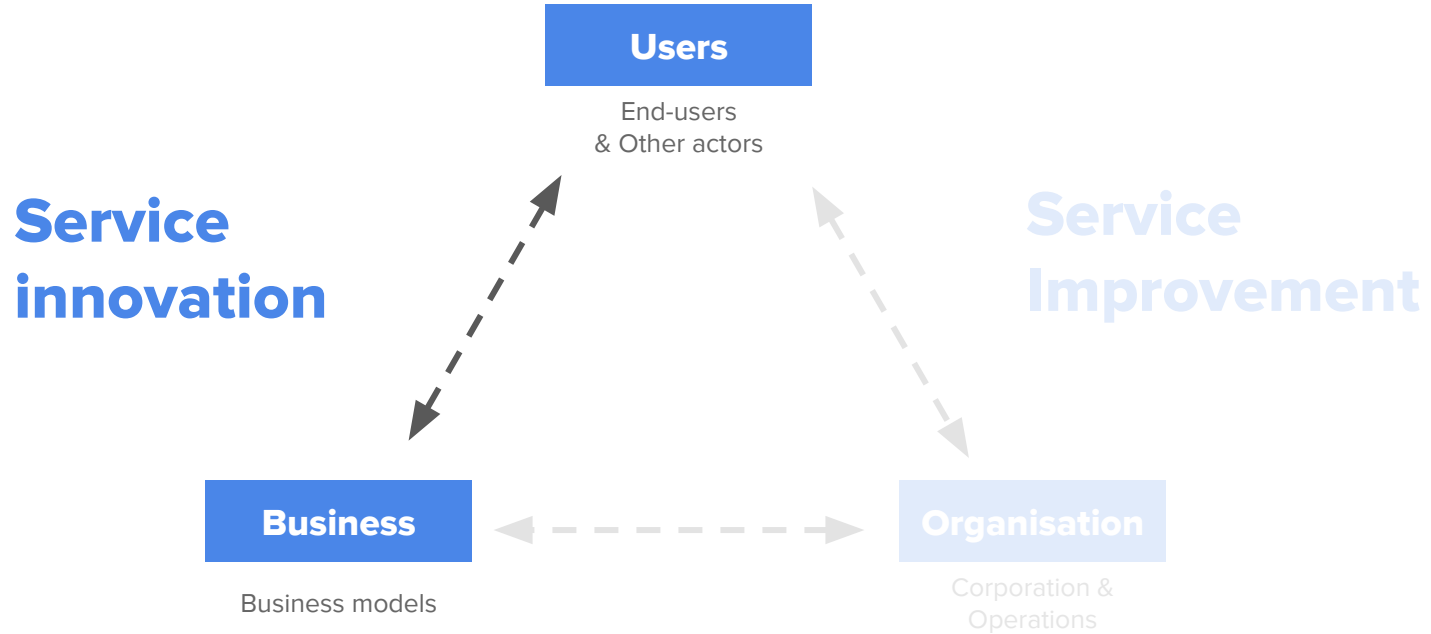
Deliverables

2-4 SERVICE CONCEPTS DESCRIPTIONS

Due 20.03 Mid-term review

What are the different outcomes that people are trying to achieve in their life stage? What services are relevant and necessary?

Service concept sketch + value proposition description (template)

A service concept is the proposition of a new service 'the business idea'. It shows the value or benefits of addressing a current pain for specific stakeholders. It focuses on what the service creates for them: the outcome.

Image: Final brochure from BA Service design 2018
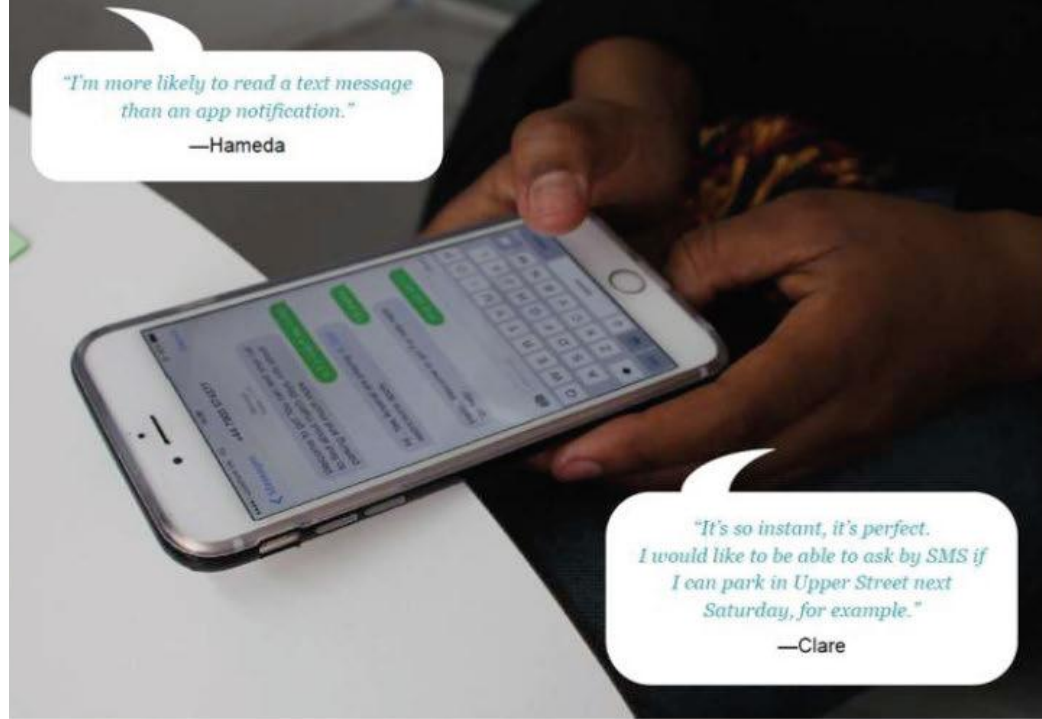
Deliverables

SERVICE INTERACTION PROTOTYPE

Due 11.04 Final presentation

How can the new service be accessed and assisted?

Design of the key digital or non-digital touchpoints that are critical to the experience of the new service.

Service interactions focuses on what is needed for the service to work, the outputs.

"I'm more likely to read a text message than an app notification."
—Hameda

"It's so instant, it's perfect. I would like to be able to ask by SMS if I can park in Upper Street next Saturday, for example."
—Clare

Images from Livework studio

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Deliverables

PRESENTATION SLIDES

Due 11.04 Final presentation

Creation of project materials: A storyline that engages other Aalto stakeholders and communicates the project in a nutshell.

Image: Final brochure from Aalto MA Designing for services course

Evaluation criteria

Individual work
- Active participation in assignments and project work

Assignments
- Assignments need to be all completed and on time
- Learnings from the assignments should be applied to the project work
- Assignments won't be graded individually

Project work
- Service concept: Articulates the value of the new service to relevant stakeholders. Reflects a well-defined problem space supported with evidence from user research and other service design activities.
- Service interaction (online/offline): Shows the service experience in a tangible manner. It is consistent with the service concept. It adds clarity on how the service would actually work in practice.
- Follows the service design principles and user-centered approach
- Applies tools and methods from class
- All assignments have been completed on time
- Offers a critical perspective on social and business challenges
- Good communication in presentation and project materials

Grading scale: 0 = failed, 1 = sufficient, 2 = satisfactory, 3 = good, 4 = very good, 5 = excellent

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Exercise:

1. What do you think it can be designed in a service?
2. What do you want to learn in this course?
3. What are the service design methods and tools that you are already familiar with?

Assignment:
Service safari

WORKING WITH TIME
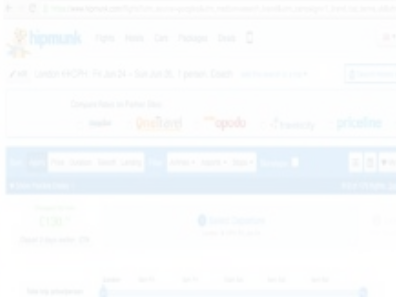# Services are experiences over time

BEFORE ——————— DURING ——————— AFTER ——————➤

Services are experiences over time,
that help us to achieve something at the end

BEFORE ———— DURING ———— AFTER ⟶

2019 AALTO BA SD Nuria Solsona

Images from Livework studio

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Images from Livework studio

Assignment: Service safari

BEFORE	DURING	AFTER

Touchpoints

2019 AALTO BA SD Service Safari assignment

Assignment: Service safari

Due 27.02

- List all the service interactions digital and non-digital that you use on your journey from home to your classroom.

- Please also include transport and non-transport service touchpoints:
  E.g. Google maps

BEFORE	DURING	AFTER
Skyscanner price comparison	Receptionist at hotel	Hotel bill
Travel guide	Room card	Feedback email

2019 AALTO BA SD Service Safari assignment

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