

Let's talk about service  
design



The lines between hardware,  
software, and services are  
blurred or are disappearing.

-Tim Cook, CEO, Apple

Bloomberg Business 9/14



# Designing

service

what does it mean to serve

# Customer Benefit

# Organization Benifit

Design for service









Front stage

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Front stage

A diagram consisting of a horizontal grey line. Above the line is a yellow rectangular box with the text 'Front stage'. Below the line is a blue rectangular box with the text 'back stage'.

back stage

Front stage

A diagram illustrating Goffman's concept of the front stage and back stage. It features a horizontal grey line that divides the space. Above the line is a yellow rectangular box containing the text "Front stage". Below the line is a blue rectangular box containing the text "back stage". Below the blue box, the text "Behind the scenes" is written in a larger font.

back stage

Behind the scenes

Audience

Front stage

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back stage

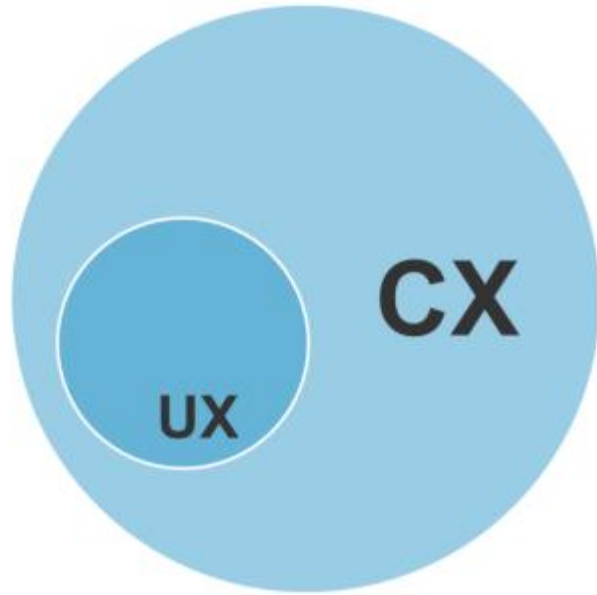
Behind the scenes

# Service Design

# What is

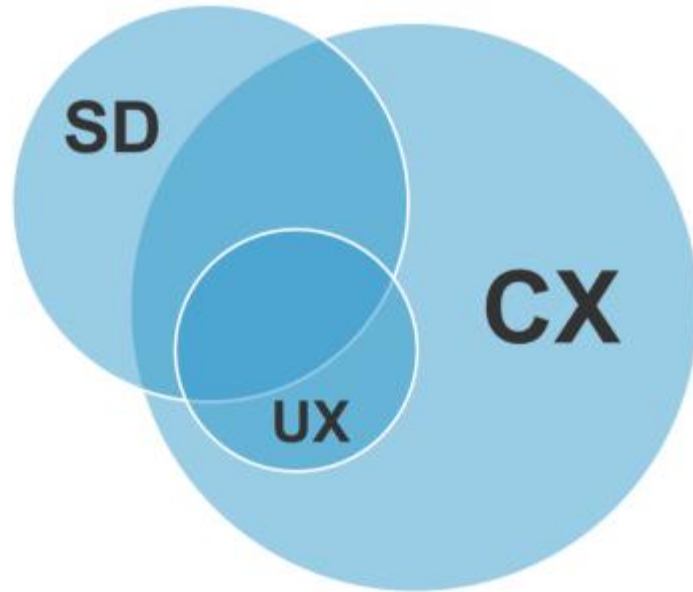
UX ? CX?





# What is

relationship between UX and CX and Service  
design



Why service  
design  
important

# Discussion

Good service and UX

vs

Bad service and UX

# Case



# Phone the Conqueror

2005 : 1.5 billion

2020 : 5.0 billion  
phones<sup>1</sup>

<sup>1</sup>GSMA.

# App Market

Google Play: 2.6 million

AppStore: 2.0 million  
applications<sup>1</sup>

<sup>1</sup> Fall 2018, GSMA; Berkowski, 2016



“Make days better  
and their work  
more efficient.”

It's about removing frictions - that are critical enough.

do what they love



SO,

It's not just about create value, it is more about how to delivery the value.