



ServDes. 2014

Schedule

9–11th April 2014
ImaginationLancaster, UK

13:00 Room A
Welcome to ServDes. 2014

13:30 Room A: Keynote Presentation
Designing for Change in Complex Organisations
Dominic Campbell, Futuregov

14:30 Foyer
Refreshments

15:00 Room A
Workshop 1

Networked Collaboration Canvas: How Can Service Design Facilitate Networked Collaboration?

Facilitators:
Lilian Henze, Ingrid Mulder

Room B
Workshop 2

The Appliance of Science - How Behavioural Science Can Help Create Better Services.

Facilitators:
Ed Gardiner, Rupert Tebb

Room C
Workshop 3

Published Research Vs. Business Reality: Towards a Common Understanding of Customer Journey Mapping.

Facilitators:
Markus Edgar Horneß, Marc Stickdorn

Room D
Workshop 4

Feely Touchpoints and Bouncy Journeys? Kinetic Materials for Service Design.

Facilitators:
Robb Mitchell, Mette Agger Eriksen, Sune Gudiksen, Kirsikka Vaajakallio

16:45 Room A
Workshop 5

Bedside Manners: Lessons learned from Design Practice in Healthcare.

Facilitators:
Daniel Wolstenholme, Helena Sustar, Simon Bowen

Room B
Workshop 6

CoCo Cosmos – Experiencing a New Visual Way to Develop Service Businesses.

Facilitators:
Krista Keränen, Katri Ojasalo

Room C
Workshop 7

Future Worlding for Service Design.

Facilitators:
Sandjar Kozubaev, Chris Livaudais

Room D
Workshop 8

What if the Service Design Industry Did Mozilla Open Badges?

Facilitators:
Sarah Drummond, Andy Young, Lizzie Brotherston

18:15 Foyer
Canapé and Wine Refreshments

9:00 Room A: Keynote Presentation
In Service of Things to Come?

Prof. Pelle Ehn, Malmö University

10:00 Foyer Refreshments

10:30 Room A
Emerging Directions
for Service Design

Session 1
Chair: Emma Murphy

Service Futures: What is
Expected from Customer
Care?

**Asbjørn Følstad,
Knut Kvale,
Joachim Bråthen,
Ida Maria Haugstveit**

Room B
Design for Service Innovation
and Transformation

Session 2
Chair: Yon Se Kim

Design Strategies for Human-
to-Human Contact in Services.

**Dirk Snelders,
Evelien Van de Garde-Perik,
Fernando Secomandi**

Priority Setting For Service
Design in Age-Friendly Cities:
the City of Ankara.

**Necmiye Savut,
Halime Demirkan**

Accessible Self-Service: a
Driver For Innovation in
Service Design.

**Jenny Darzentas,
John Darzentas**

The Identification of
Innovative Customer Groups
for Collaborative Design
Activities.

Jakob Trischler, Don Scott

Servitization of Products as
an Approach For Design-
Driven Innovation.

**Ehsan Baha,
Aylin Groenewoud,
Koert van Mensvoort**

Room C
Service Design and
Implementation

Session 3
Chair: Lia Patricio

Service Design as an
Approach to New Service
Development: Reflections
and Future Studies.

Eun Yu, Daniela Sangiorgi

Conceiving and Developing
a Mainstream Consumer
Service to Support Older or
Vulnerable People Living
Independently.

**Nikki Holliday,
Gillian Ward,
Darren Awang,
David Harson**

Room D
Workshops

Workshop 9

Open Service Design?
Exploring Customer Co-
Creation in a Service
Manufactory.

Facilitators:
**Julia Jonas, Angela Roth,
Kathrin Moeslein**

Challenges in Designing
and Scaling-Up Community
Services.

Nicola Morelli

12:00 Foyer Lunch

<p>13:00 Room A Emerging Directions for Service Design</p>	<p>Room B Design for Service Innovation and Transformation</p>
<p>Session 4 Chair: Nicola Morelli</p>	<p>Session 5 Chair: Alison Prendiville</p>
<p>Starting a Conversation: the Need for and Application of Service Design in International Development.</p> <p>Ruth Edmonds, Mary Rose Cook</p>	<p>Design Legacies: Why Service Designers are not able to Embed Design in the Organisation.</p> <p>Sabine Junginger</p>
<p>The Potential of a Design for Service Approach to Transform Voluntary Community Sector Organisations.</p> <p>Laura Warwick, Robert Young, Matthew Lievesley</p>	<p>Passing on, Handing over, Letting go – the Passage of Embodied Design Methods for Disaster Preparedness.</p> <p>Yoko Akama</p>
<p>Informal, Formal, Collaborative: identifying New Models of Services within Favelas of Rio de Janeiro.</p> <p>Maíra Joly, Carla Cipolla, Ezio Manzini</p>	<p>Imagineering as Complexity-Inspired Method for Transformative Service Design.</p> <p>Diane Nijs, Jo Engelen</p>
<p>Room C Service Design and Implementation</p>	<p>Room D Workshops</p>
<p>Session 6 Chair: Valerie Carr</p>	<p>Workshop 10</p>
<p>A Design-led Complex Intervention for the Stroke Rehabilitation Service.</p> <p>Alastair Macdonald, David Loudon, Anne Taylor</p>	<p>Designing the Agenda – Co-creation with Co-workers to Improve Services in the Health Care Domain.</p> <p>Facilitators: Johanna Thorell, Henrik Eneroth</p>
<p>Experience-based Co-design and Healthcare Improvement: Realising Participatory Design in the Public Sector.</p> <p>Sara Donetto, Paola Pierri, Vicki Tsianakas, Glenn Robert</p>	
<p>Creating an Evidence-Based Research Methodology to Determine whether Awareness-Based Practices Benefit Co-creation for Service Design within a Multidisciplinary Social Innovation Community.</p> <p>Pratik Vyas, Robert Young</p>	
<p>14:30 Foyer Refreshments</p>	

15:00	Room A	Room B
	Emerging Directions for Service Design	Novel Service Design Frameworks and Tools
	Session 7 Chair: Janne-Valtteri Nisula	Session 8 Chair: Simon Clatworthy
	Transforming the Planning Process – Challenges for the Service Designer. Lara Salinas, Sebastian Weise, Serena Pollastri	Customer Journeys: Involving Customers and Internal Resources in the Design and Management of Services. Asbjørn Følstad, Knut Kvale, Ragnhild Halvorsrud
	Transforming Basque Manufacturing Companies Through Service Design. Showing the Potential of Service Thinking. Ion Iriarte, Daniel Justel, Mikel Orobengoa, Ester Val, Itsaso Gonzalez	Service Archetypes, a Methodological Consideration. Stefan Holmlid, Johan Blomkvist
	Service Design Blueprinting for Stray Animals: Concept of Establishing Joint Adoption Platform for Stray Animals. Ya Han Tu, Chou Wen Huei	A Research Framework for Service Evaluation. Francesca Foglieni, Stefano Maffei, Beatrice Villari
	Room C	
	Service Design across Organisations	
	Session 9 Chair: Alastair Macdonald	
	Design for Cross-Sectorial Service Innovation – Provisional Framework Bettina Minder	
	Defining Values through Collaboration. Karianne Rygh, Danielle Arets, Bas Raijmakers	
	Dead or Alive: How Municipalities Can Use Service Design Tools to Create Live Services that Are Flexible, Mindful and Involving. Fredrik Sandberg	

16:00	Room A Emerging Directions for Service Design	Room B Novel Service Design Frameworks and Tools
	Session 10 Chair: Ezio Manzini	Session 11 Chair: Stefan Holmlid
	Brave New Worlds: Transitions in Design Practice. Joyce Yee, Emma Jefferies, Lauren Tan	What triggers us?! A Close Look at Socio-Material Situations of Co-designing Services. Mette Agger Eriksen
	Design for Social Innovation: Building a Framework of Connection Between Design and Social Innovation. Beatrice Villari, Marzia Mortati	How to Get a Leader to Talk: Tangible Objects for Strategic Conversations in Service Design. Simon Clatworthy, Robin Oorschot, Berit Lindquister
	The Role of Service Design in the Effectual Journey of Social Entrepreneurs. Gerasimos Balis	Using Information Visualisation to Support Creativity in Service Design Workshops. Graham Dove, Sara Jones
	Room C Service Design across Organisations	
	Session 12 Chair: Jeanette Blomberg	
	Weaving Place into the Centre of Service Design: a Reflective Case Study. Alison Prendiville	
	Resource Oriented Service Ideation: Integrating S-D Logic with Service Design Techniques. Masanao Takeyama, Kahoru Tsukui, Yoshitaka Shibata	
	Fragile Liaison - Opportunities and Challenges in Cross-Organisational Service Networks. Jaana Hyvärinen, Jung-Joo Lee, Tuuli Mattelmäki	
17:30	Close	
19:30	Lancaster Town Hall Conference Dinner	

9:00 Room A Plenary Session	
Designing Services in Business and Government Camilla Buchanan	
Toward an Anthropology of Services Jeanette Blomberg, Chuck Darrah	
10:00 Foyer Refreshments	
10:30 Room A Emerging Directions for Service Design	Room B Design for Service Innovation and Transformation
Session 1 Chair: Sabine Junginger	Session 2 Chair: Robert Young
The Future of the Service Design Category: Authentic Adaption as a Way Out? Eva Kirchberger, Mark Kennedy	Positioning Service Design as Transformational Approach in Education for Sustainable Development (ESD). Ksenija Kuzmina, Tracy Bhamra
Challenges and Perspectives in Service Design Curricula. The Case of the Service Systems Design Master of Aalborg University in Copenhagen. Amalia De Götzen, Nicola Morelli, Francesco Grani	Transforming Student Services in Higher Education. Heather Madden
Room C Service Design across Organisations	
Session 3 Chair: David Hands	
Open Service Innovation Platforms and Experience. Dimitra Chasanidou, Amela Karahasanovic	
The Strategic Role of Design in Supporting Knowledge Exchange. Jennifer Ballie, Suzanne Prior	

11:10	Room A Emerging Directions for Service Design	Room B Novel Service Design Frameworks and Tools
	Session 4 Chair: Rory Hamilton	Session 5 Chair: Stuart Bailey
	Borg-Human Interaction Design. Claudio Pinhanez	Components of a Visual Language for Service Design. Ragnhild Halvorsrud, Eunji Lee, Ida Maria Haugstveit, Asbjørn Følstad
	The Service Ouroboros: Designing Persona Service Cycles. Sune Gudiksen, Eva Brandt	Incorporating the Customer Experience along Different Iterative Cycles of Service Design. Teresa Sarmiento, Lia Patricio
	Room C Novel Service Design Frameworks and Tools	
	Session 6 Chair: Dirk Snelders	
	Wearable Probes for Service Design. Aaron Mullane, Jarmo Laaksolahti, Dag Svanæs	
	The Applicability of Online Communities in Health Service Co-Design. Ander Altuna, Thomas Jun	
12:10	Foyer Lunch	
13:10	Room A Service Futures Forum	Room B Service Futures Forum
	Service Design and Research Daniela Sangiorgi, Alison Prendiville, Lia Patricio, Don Allen	Service Design and Education Lara Penin, Jodi Forlizzi, Beatrice Villari, Stefan Holmlid
	Room C Service Futures Forum	
	Service Design and Social Innovation Ezio Manzini, Adam Thorpe, Carla Cipolla	
15:00	Foyer Refreshments	
15:30	Room A Closing Plenary Session	
16:00	Close	