ServDes. 2014

SERVICE FUTURES

Programme

9–11th April 2014
ImaginationLancaster, UK

ServDes. SERVICE DESIGN AND INNOVATION CONFERENCE

ServDes, the conference on Service Design and Service Innovation, is the premier research conference for exchanging knowledge within service design and service innovation studies.

Born as a yearly Nordic conference, ServDes has now become a biennial international event with the aim to bring researchers and practitioners together to discuss, share and evolve the emerging discipline of service design, and design-related service innovation.

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#servdes14

Contents

Theme

Service Futures

ServDes.2014 explores how Service Design is contributing to 'Service Futures' and how it is developing as a field of research and practice.

We have witnessed how the concept and role of services in the economy and society have come a long way since its first definitions and studies. Services have moved from being a peripheral activity in a manufacturing - centred economy, to an engine for growth and society driven innovation. This transformation has been fully recognised with a flourishing of service innovation and service research studies aimed at deepening understanding, and at supporting the development of services both as a sector and as a concept.

We suggest that Service Design is closely following this transformation. Starting from its initial focus on service interactions and experiences, Service Design research and practice have entered more strategic and transformational roles, dealing with issues of organisational change, system design, sustainability and social change, amongst others. Increasingly, Service Design is considering ways to integrate and collaborate with other service related disciplines. Also, questions are emerging on the future of this field, considering the growing areas of application and the expansion of the concept of service itself.

ServDes.2014 brings these recent discussions and transformations to the fore and offers an ideal place to collectively reflect on and imagine that future. The conference is organized around five main themes referencing fundamental issues around Service Futures:

· New Directions and Applications of Service Design;

· Design for Service Innovation and Transformation;

· Service Design and Implementation;

· Novel Service Design Frameworks and Tools;

· Service Design Across Organisations.

Working at the boundaries of Service Design, Digital and Social Innovation, the keynote speakers, Dominic Campbell (Futuregov), and Prof. Pelle Ehn (Malmö University), will project novel spaces for interpretation and development. Three closing parallel Forums will bring these discussions together to envision the Futures of Service Design Research & Education and their development in the space of Social Innovation.

Key Speakers

Day 1
13:30
Room A

Designing for Change in Complex Organisations

Plenary

Dominic Campbell

FutureGov, London, UK

Dominic Campbell is a digital government specialist and social innovator with a background in government policy, communications and technology-led change. He is an experienced organisational change agent with senior management experience in implementing successful change initiatives within the local government sector, with a primary interest in emerging uses of new media, design and "social" strategies to deliver public service transformation and social innovation.

Having spent five years in Local Government in London, Dominic established FutureGov in early 2008. A team of 20, FutureGov supports government – particularly local government – in the UK, Europe and the United States to better understand new media and draw on social technology-based strategies and tools in the areas of business improvement and improved citizen engagement.

Day 2
09:00
Room A

## In Service of Things to Come?

Plenary

Pelle Ehn

Malmö University, Malmö, Sweden

Pelle Ehn is professor at the School of Arts and Communication, Malmö University, Sweden. He has for four decades been involved in the research field of participatory design and in bridging design and information technology. Research projects include DEMOS on information technology and work place democracy, UTOPIA on user participation and skill based design, ATELIER on architecture and technology for creative environments, and Malmö Living Labs, on open design environments for social innovation.

His publications include Computers and Democracy (1987), Work-Oriented Design of Computer Artifacts (1988), Manifesto for a Digital Bauhaus (1998), and as one of the voices of A.Telier Design Things (2011). Later publications include Agonistic participatory design (CoDesign), Design Matters in Participatory Design (International handbook on Participatory Design), Design Things versus Design Thinking (Design Issues), Utopian Design (Design and Anthropology) and What is the object of design (CHI).
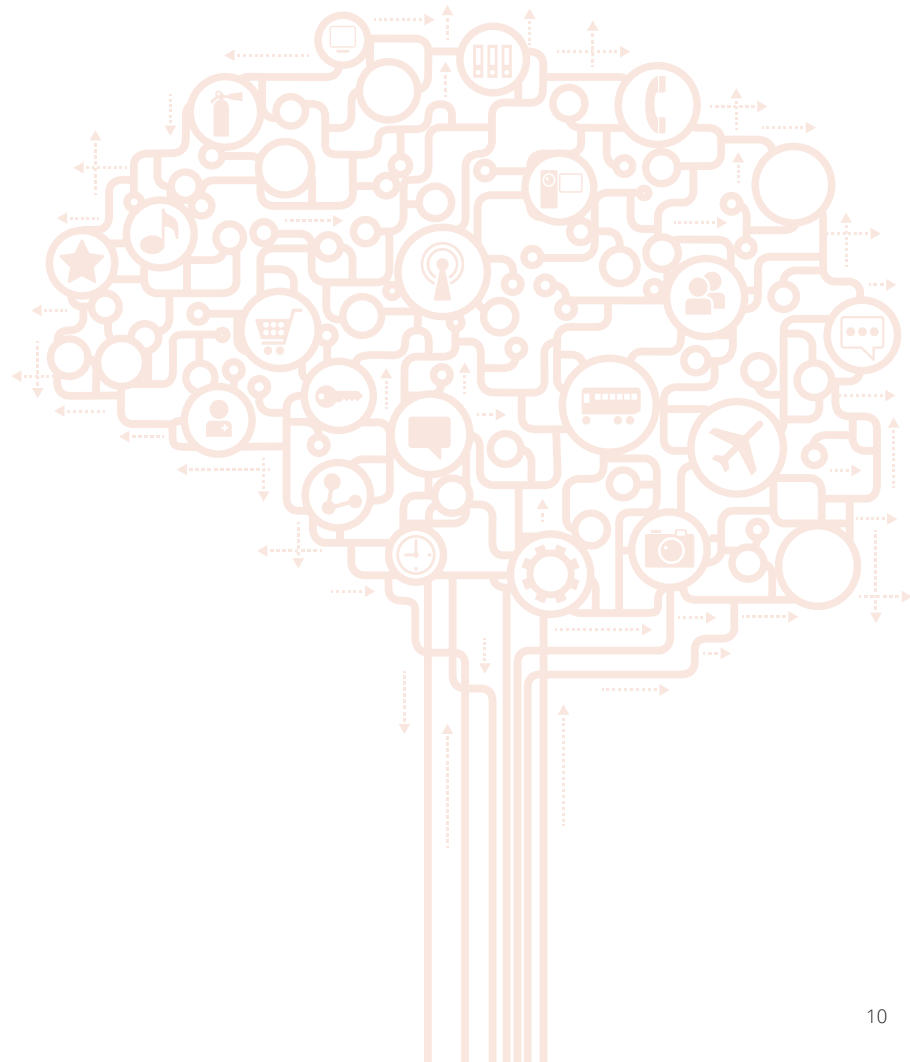
Workshops

Day 1
15:00

Room A

Workshop 1

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

Facilitators: Lilian Henze and Ingrid Mulder,
Delft University of Technology

In order to understand the networked nature of collaborations in innovation activities a Networked Collaboration Canvas has been developed addressing the different actor perspectives and interactions between actors and objects involved in human-centred development of products and services. The Networked Collaboration Canvas covers the entire life cycle of a development process, starting from understanding user needs through generating product service propositions and developing these into implementations. The process is visualized as an accumulation of translations.

By applying the Networked Collaboration Canvas on a provided case, participants learn to trace possible boundaries in (their practice of) networked collaboration, and how to designate adequate boundary crossing methods and tools.
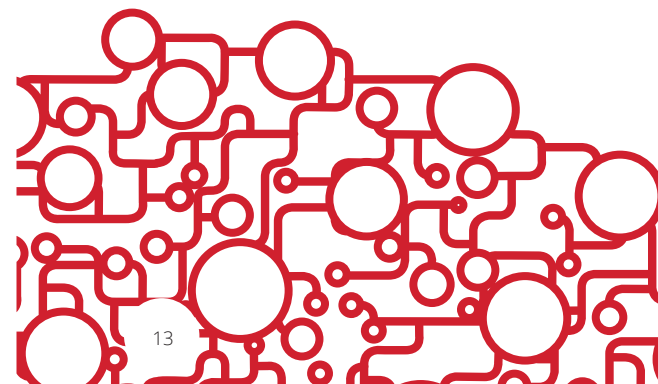
The primary aim of the workshop is to discuss experiences with existing Service Design methods and tools that should be on the palette.

Day 1
15:00

Room B

Workshop 2

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

Facilitators: Ed Gardiner, Design Council
Rupert Tebb, Paper

A workshop to explore how behavioural science can enable service designers create better services and products.

In the first section of the workshop, participants will be introduced to some of the basic concepts of behavioural science, shown where they can access relevant resources and taught how to create experiments to test their hypotheses. In the second section they will have the opportunity to apply their new knowledge to a real-world problem: creating an alcohol reduction service for under 30s.
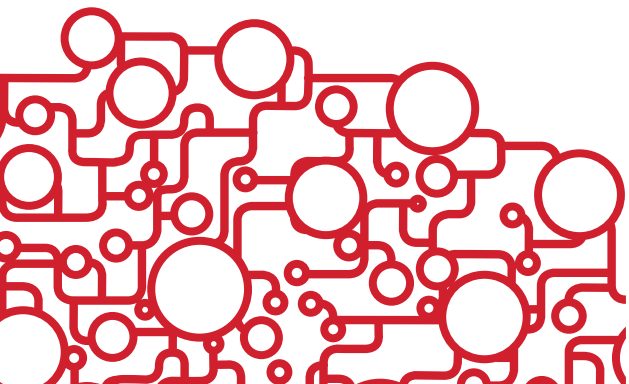
Attendees will leave with practical tips and tools that will help them improve their own practise.

Day 1
15:00
Room C

Workshop 3

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

Facilitators: Markus Edgar Hormeß, Workplayexperience
Marc Stickdorn, Smaply / Myservicefellow / University of Erlangen-Nuremberg

This workshop provides an overview on the academic body-of-knowledge of the various approaches to visualise customer experiences and compares these with service design practice.

The workshop starts with a short introduction into how journey mapping has developed as a tool to visualize both existing and conceptualized experiences. Journey mapping as it is published in literature is compared with various examples of how it is used in practise. Service design practitioners often use a combination of academic methods, as single methods typically cover a rather limited view of the customer journey.

Based on a simplified example, participants are asked to map a given customer experience according to various methods. The results are then compared, similarities and differences will be identified, and parameters when to use which approach or which combination of approaches will be derived. The outcomes of this workshop will be published and used as the starting point for a wider discussion.

Day 1
15:00
Room D

Workshop 4
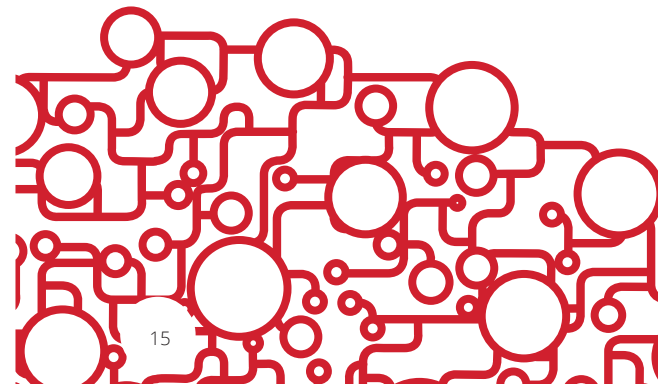
Feely Touchpoints and Bouncy Journeys? Kinetic Materials for Service Design

Facilitators: Robb Mitchell, University of Southern Denmark, **Mette Agger Eriksen**, Malmö University, Sweden, **Sune Gudiksen**, Aalborg University, Denmark, **Kirsikka Vaajakallio**, Diagonal, Finland

Given an emphasis on "touch points" within service (co-)designing and service innovation processes, it is somewhat surprising that there appear few attempts to exploit multidisciplinary sense-making through collaboratively manipulating tangible and kinetic materials - especially since services are not static, linear, or fully controllable!

Design materials with unpredictable dynamic qualities such as balancing, bouncing, rolling and falling can lead to surprises that provoke a lively challenging of assumptions. In this workshop, participants will engage hands-on in exploring several contrasting kinetic materials to support negotiating service strategies and values. This will be through addressing a sustainable service innovation case introduced on the day.

We aim that all attending will playfully and critically investigate how these dynamic, multi-dimensional and partly unpredictable materialisations and provocations may complement more established practices in service (co-)designing.

Day 1
16:45
Room A

Workshop 5

Bedside Manners: Lessons Learned from Design Practice in Healthcare

Facilitators: Daniel Wolstenholme, User-Centred Healthcare Design, Sheffield Teaching Hospitals NHS Foundation Trust, **Helena Sustar,** User-Centred Healthcare Design, Sheffield Hallam University, **Simon Bowen,** Newcastle University, School of Computing Science

This workshop is the opportunity to bring together practitioners delivering service design in 'health and social care' to critically reflect on the highs and lows, the successes and challenges of working in this area. Workshop participants along with the facilitators will be encouraged to bring stories that describe challenges from their own practice in Health and Social care. Participants will deliver short presentations describing the context for the challenge and then a consensus process will prioritise the top five challenges.

Participants will be facilitated to devise strategies to address the identified challenges and describe the practical steps required for each of the five prioritised challenges. The presentations of context and the final five solutions will be presented as scenarios and recorded to produce a short film that will be edited and shared with the service design community. The workshop will be facilitated by a multidisciplinary team representing both design and healthcare practice who has a rich experience of working in the complex context of design for health.

Day 1
16:45
Room B

Workshop 6
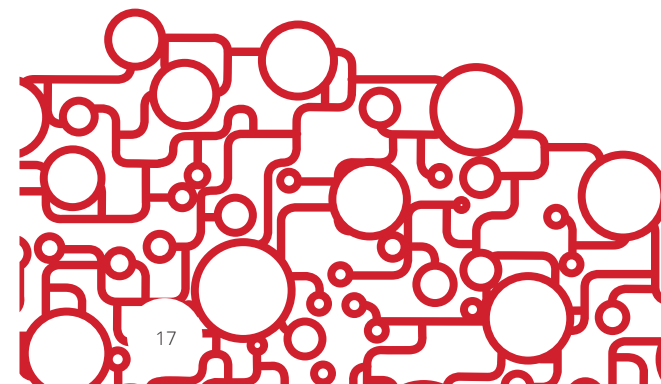
CoCo Cosmos – Experiencing a New Visual Way to Develop Service Businesses

Facilitators: Krista Keränen, Laurea University of Applied Sciences, and University of Cambridge, **Katri Ojasalo,** Laurea University of Applied Sciences

Identifying opportunities for service innovation in the rapidly changing and complex business environments requires easy-to-use tools. This workshop introduces and provides a possibility to test a new tool kit for accelerating service innovation and supporting co-creation activities.

The CoCo Tool Kit is a collection of five tools: 1) CoCo Interview, 2) CoCo Self-assessment, 3) CoCo Continuum, 4) CoCo Tree, and 5) CoCo Cosmos. The first four tools analyze and communicate a company's current business approach. The most powerful tool is the CoCo Cosmos which is an interactive service design game. The game uses cards as a visual method for ideating and visualizing holistic service contexts. Most importantly, the game helps companies focus on customers' contexts and build their value propositions to correspond with customers' needs. In November 2013, the CoCo Tool Kit was nominated as the winner of one of the main categories ("Capacity Building") in the EU Female Inventors and Innovators competition.

Day 1
16:45

Room C

Workshop 7
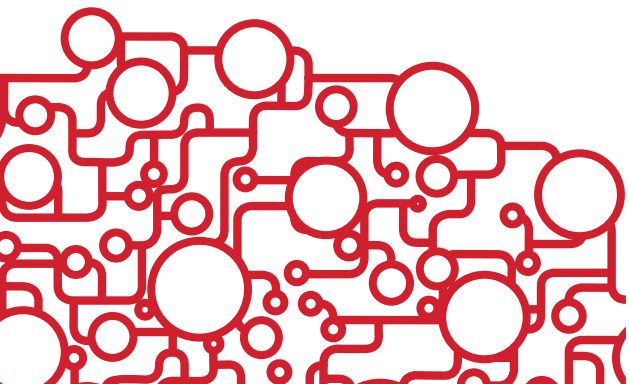
Future Worlding for Service Design

Facilitators: Sandjar Kozubaev and Chris Livaudais, InReality

Service design aims to take a comprehensive view in creating value and services, as well as to help organisations create mechanisms to deliver and support those services. However, very often service design practitioners do not have an opportunity to consider the implications of a new service in a wider context (social, economic, political). This oversight may also limit the ability to make a significant impact on how we design and create our collective future.

The goal of this workshop is to demonstrate how futures studies (also known as futures or foresight) can help service design practitioners (i) imagine possible future worlds, (ii) create services in the contexts of those worlds (iii) understand systemic implications based on the interaction of the service and the future world. During this workshop we will introduce some of the basic concepts of future studies and drawing from the decades of research in this field, teach and practice specific futures methods to the audience. These methods will be then combined with more traditional service design tools (e.g. journey mapping) to demonstrate how futures can empower service design to deal with larger and longer-term change and how service design can help futures in imagining specific user interactions and services in an imaginary world.

Day 1
16:45

Room D

Workshop 8
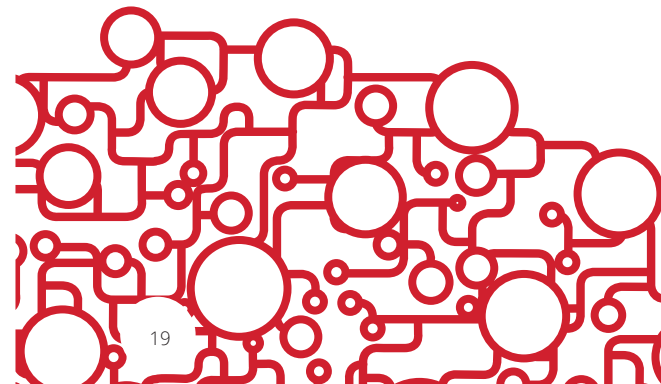
What if the Service Design Industry Did Mozilla Open Badges?

Facilitators: Sarah Drummond, Andy Young, Lizzie Brotherston, Snook

Imagine if the DMI or the Design Council had national standard Open Badges for Service Design? Imagine if design consultancies used Open Badges to assess future talent?

Badge Maker is a platform in development by Snook that allows people to create Open Badges, a world wide web standard created by Mozilla allowing people to earn digital badges, shared on the Internet, by completing set challenges.

Our workshop will introduce the concept of Open Badges and undertake a collaborative exploration of the fundamental skills that underpin successful practice as a Service Designer for a variety of contexts.

We will explore: 1. A shared language to describe the key competencies and skills of Service Designers and; 2. How Open Badges could be used within the design industry to demonstrate these.

Outcomes/ takeaways: 1. Agree a shared language to describe our skills and competencies; 2. An agreed Open Badge framework; 3. A digital open badge with one of your challenges attached to it and; 4. A certificate of your badge and a physical badge.

Day 2
10:30
Room D

Workshop 9

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

Facilitators: Julia Jonas, Angela Roth, Kathrin Moeslein, Friedrich-Alexander University, Erlangen-Nuremberg

Whilst co-creation of innovation for products is establishing in the online world, service industries are still lacking an open space for transparent, interactive value creation with customers. Service design tools enable interdisciplinary, interactive and mutual co-creation of service innovation with customers. But up to date, customer integration is happening mostly in rather closed environments with hand-selected customers representing predetermined target groups. Knowing that service innovation can benefit from the integration of latent needs and tacit knowledge of customers, this workshop suggests the integration of real customers, users and non-users in an open co-creation space. In this workshop, we will present the concept and motivation of our experiment, a so called service manufactory, followed by an interactive session. In an open atmosphere, workshop participants are invited to create ideas and discuss the opportunities to utilize such an open downtown shop for service design.

Day 2
13:00
Room D

Workshop 10

Designing the Agenda – Co-Creation with Co-Workers to Improve Services in the Health Care Domain

Facilitators: Johanna Thorell and Henrik Eneroth, Antrop

Tracing the journey through the health care system for some of our most elderly patients can be disheartening. At worst, fragile individuals bounce back and forth between the emergency room and home because organisations fail to see what context their work is part of and how what they do – or don't do – affect other care givers and the patients.

In this workshop, we want to share insights and tools for co-worker driven improvements in different health care organisations. We will show real-life examples of how core service design principles and customer journey maps can be used to re-design traditional work meetings between co-workers and their leaders, empowering co-workers whilst helping them to:

· see their role in the service chain;
· pinpoint where the service needs to be improved;
· find ways to improve coordination.

Insights from this workshop can also be relevant for companies and organisations in other domains.

Your Notes

Long Papers

Day 2
10:30
Room A

Emerging Directions for Service Design

Session 1

Chair: Emma Murphy

Service Futures: What is Expected from Customer Care?

Asbjørn Følstad, SINTEF, **Knut Kvale**, Telenor Research, **Joachim Bråthen**, University of Oslo, and **Ida Maria Haugstveit**, SINTEF, Norway

Customer care is a critical aspect of service provision. A customer-centric approach to the design of services depends on knowledge of customers' preferences and expectations for customer care. In this paper, we present a study on customers' near future expectations for customer care within selected service sectors. As part of a future scenario process, 151 participants contributed their perspectives on customer care for banking, telecom, and logistic services. The study findings highlight expectations concerning service value and service experience, and shed light on preferences for self-service vs. manual care. Furthermore, we found that, though the participants expressed a marked preference for service providers that add a positive experiential aspect to their customer care, the studied service sectors were not closely associated with experiential customer care. Consequently, the experiential aspects of customer care may represent an unrealized potential in these sectors.

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

Necmiye Savut, Halime Demirkan, Bilkent University, Turkey

The aim of the study is to develop a public service design framework as an innovative management tool to be used in decision-making in the urban areas for age-friendly cities. Based on the previous research on age-friendly cities, the relevant initiative priorities that are mainly shaped by the population of the city of Ankara are determined. A collaborative approach among the citizens and service providers is used to develop this framework. The self-assessment tool that is composed of 82 items categorized under eight themes of an age-friendly city was completed by 251 samples. Results of the Principal Component Analysis method indicated that the primary factor was composed of the community support and health services features; the second factor was related to transportation; and, the third was the combination of civic participation and employment features with respect to social inclusion features.

The Identification of Innovative Customer Groups for Collaborative Design Activities

Jakob Trischler, **Don Scott**, Southern Cross University, Australia

This paper integrates relevant concepts from the literature to identify innovative customer groups for collaborative service design activities. It is proposed that the central concepts characterizing an innovative customer are innovation-related benefit, ahead of trend, use experience, and knowledge of the field. Measures are provided that underpin the integrated concepts and thus allow for the future testing and refinement of the proposed framework towards a more standardized customer screening approach. The need for open innovation platforms is identified to enhance customer participation beyond customer engagement behaviour. The paper contributes to the growing knowledge of the requirement to systematically select and involve specific customer groups in service design.

Design for Service Innovation and Transformation

Session 2

Chair: Yon Se Kim

Design Strategies for Human-to-Human Contact in Services

Dirk Snelders, Eindhoven University of Technology, The Netherlands and Aalto University, Finland, **Evelien Van de Garde-Perik**, Delft University of Technology, The Netherlands, **Fernando Secomandi**, Federal University of Juiz de Fora, Brazil

This paper investigates the degree of control that designers might have over human-to-human contacts in services. For this purpose, a number of speculative service designs were devised to address work-related stress. We focus on three of the generated designs, where design interventions have made changes to the material circumstance in which contacts among users and providers take place. The paper looks into the capacity of design to promote discussion and social support, and its capacity to make objects act as 'quasi-others' in social encounters. Through the case studies we show how the different levels of designerly control can be exercised in practice.

Accessible Self-Service: a Driver for Innovation in Service Design?

Jenny Darzentas, **John Darzentas**, University of The Aegean, Greece

Increasingly, services are being delivered via self-services technologies, where customers interact with technology, rather than the service provider. If the technology is not accessible, these self-services are unusable. Frustration and dissatisfaction make vulnerable customers abandon tasks or refuse to use these services. This paper takes the view that such cases should not be regarded as unfortunate or irrecoverable situations, but as opportunities for inspiring new types of services. Such thinking moves beyond user interface and ergonomic design approaches for designing self-service technologies, to designing 'smarter services', supporting customers in their use of self-service technologies, as well as better quality access to people-delivered services. We argue that there is potential for greater engagement in the co-creation of services that, although inspired by 'vulnerable' stakeholders, can be of value to all.

Servitisation of Products as an Approach for Design-Driven Innovation

Ehsan Baha, **Aylin Groenewoud**, **Koert Van Mensvoort**, Eindhoven University of Technology, The Netherlands

In this paper we present how the meaning of a product can radically be innovated through add-on services and related service support products to the existing product instead of significantly redesigning it. We explore and investigate this assertion with an action-oriented case study using a research through design approach. Our research was done within the Dutch fashion industry together with a fashion label specialised in handmade knitwear. As a result two services, 'Meet Your Knitter' and 'Our Garment', were designed and added to an exclusive garment line. Early probing indicated an innovation in the meaning of the garments through servitisation. In general, we conclude that servitization of products can be a promising approach for design-driven innovation. This is especially interesting for firms that would like to probe and experiment with service design for meaning innovations. However, more research is required to fully understand and utilize the suggested approach.

Day 2
10:30
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**, Lancaster University, UK

This paper illustrates how, although Service Design has been described as evolving from a narrow description of a phase in New Service Development (NSD) to an approach to Service Innovation, the current Service Design research is still focused on the initial stages of NSD. Comparing existing Service Design research with foundational knowledge on NSD, the authors have proposed two complementary directions for future Service Design studies: 1) the expansion of 'service design as a phase' to investigate how Service Design processes and outcomes can be better linked with and integrated within the development and implementation stages of NSD; and 2) the application of 'Service Design as an approach' studying how current human-centred design methods could be extended and adapted for service system development and delivery, and how 'designerly' ways of innovating could inform the overall NSD process.

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

Nikki Holliday, **Gillian Ward, Darren Awang**, **David Harson**, Coventry University, UK

The project aimed to explore what potential users would want from an innovative consumer care service platform which helps people live independently, and helps friends and relatives more easily support them. Co-creation methods were used to design a prototype of the service with stakeholders. Existing technologies were repurposed to prototype the service concept, which was tested in-situ with older people and their carers. Results from this initial pilot were positive, with participants finding the service non-intrusive, reassuring, and easy to use. The service is now being developed as a customer proposition and commercialised with business modelling by ADI, support from the charity CarersUK, and a national channel partner, with the intention to roll the service out UK-wide to customers. This paper describes the methods and processes used, and how the holistic service design methodology is proving to be a powerful persuader to help take the service to commercialisation.

Challenges in Designing and Scaling-Up Community Services

Nicola Morelli, Aalborg University, Denmark

This paper is based on two EU funded projects: Life 2.0 and MyNeighborhood (MyN). The former aimed at creating location based and socially networked services to support elderly people to lead an independent life. The latter is developing a platform to activate hidden or latent resources in neighbourhoods. Both the projects are an application of service design to the public sector that provide interesting insights about designing and scaling up highly localised and personalised services. Both the projects are highly related to a real life context. Several analogies could be found, between the existing generation of social networking platforms and the services proposed in these projects, however several important differences can also be found, that challenge the way those platforms should be designed and scaled up in different contexts. This paper analyses the lesson learned from the work undertaken so far and proposes criteria and hypotheses for the diffusion of this kind of services.
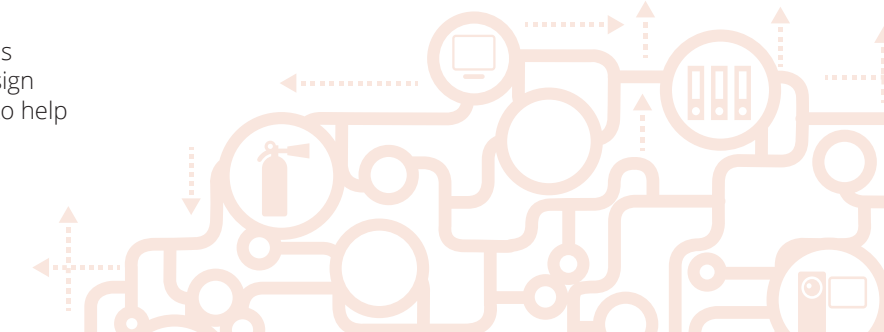
Day 2
13:00
Room A

Emerging Directions for Service Design

Session 4

Chair: Nicola Morelli

Starting a Conversation: the Need for and Application of Service Design in International Development

Ruth Edmonds, Keep Your Shoes Dirty, **Mary Rose Cook**, Uscreates, UK

International Development is concerned with the provision of public services and development programmes in contexts where resources are scarce and states are often fragile. Service Design has much to offer to the kinds of problems faced by International Development organisations. In this paper, we open a conversation about the need for and application of Service Design in International Development, focusing on two of its core principles, collaboration and user-centredness. We also begin to unpack some problematics that need attention when applying a Service Design approach to International Development programming.

The Potential of a Design for Service Approach to Transform Voluntary Community Sector Organisations

Laura Warwick, **Robert Young**, **Matthew Lievesley**, University of Northumbria, UK

This paper presents the findings from a case study where a designer worked within three Voluntary Community Sector (VCS) organisations using a Design for Service (DfS) approach. The authors identify four organisational features that enable transformational change in this setting: understanding the role and remit of DfS; being receptive to change; valuing both process and outcomes; and the affinity between the existing organisational culture and DfS approach. These findings are discussed as a precursor to establishing the capacity of a DfS approach to effect transformational change in the development of public services in the VCS. It is hoped that this will help to influence the development and design of pubic services in the VCS in the future, whilst also informing the future practice of service design practitioners operating in this sector.

Informal, Formal, Collaborative: Identifying New Models of Services Within Favelas of Rio de Janeiro

Maíra Joly, **Carla Cipolla**, Federal University of Rio de Janeiro, Brazil, **Ezio Manzini**, Politecnico di Milano, Italy

Favelas in Rio de Janeiro are places characterized by the lack of infrastructure and access to services. Nevertheless, when looking more closely at these communities, it becomes apparent the power that their social fabric has to create solutions, opening field for the emergence of social innovations. In fact, preliminary research suggests a set of cases where people are already imagining and conceiving a new generation of services within these communities. This article introduces a research about services that arise from social innovation initiatives within favelas of Rio de Janeiro. More precisely, it describes how locals, using social network connections inside favelas, can design services and how service design can be inspired from these cases to suggest ideas of new service models. In order to illustrate that, a case study about Favela Orgânica is presented, a service born in the Favela of Babilônia that promotes new ways to deal with food.

Day 2
13:00
Room B

Design for Service Innovation and Transformation

Session 5

Chair: Alison Prendiville

Design Legacies: Why Service Designers are not able to Embed Design in the Organisation

Sabine Junginger, Kolding School of Design, Denmark

Much talk about service design has focused on how to bring design practices, design thinking and design methods into an organisation in order to transform or change the way it is going about business. There is only one thing that researchers and practitioners have overlooked: Design principles, methods and practices are already deeply embedded in organisations. That is, in fact, the real problem: Organisations are full of design legacies, however flawed and poorly suited. If service designers want to effect real change in real organisations, they have to be able to articulate these organisational design practices. This paper explains the concept of design legacies and describes three elements of organisational design legacies: organisational purpose, organisational design approaches and organisational design practices. Using a matrix developed around designing for, with and by, the paper explains how we can make sense of existing organisational design practices.

Passing On, Handing Over, Letting Go – the Passage of Embodied Design Methods for Disaster Preparedness

Yoko Akama, RMIT University, Australia

Natural disasters are predicted to become more frequent and severe. Building on Sangiorgi's principles for transformative practices in service design, this paper discusses a case study of working with communities and emergency agencies in Australia over a five-year period and the process of designing their adaptive capacities for collective and continuous development in strengthening resilience. When transition of intention and ownership is critical in sustaining any community work, what can be enabled in others and 'let go' in the process of doing design? By following the passage of methods through people's practices, the paper tells the story of how the methods were adapted, embedded and enacted through those who were part of the fabric of change. What were being 'designed' were not just a service performance but people's adaptive capacity for survival as well as the practices of those who attempted to enable transformation.

Imagineering as Complexity-Inspired Method for Transformative Service Design

Diane Nijs, **Jo Engelen**, NHTV, Netherlands

Service design is increasingly oriented toward transformative aims and practices. With this evolution it is entering the fields of organisational studies and social change with high responsibility and sometimes little background knowledge of their respective theories, principles and their recent evolution. Exactly in the field of change and transformation, the recent evolution of theoretical insights are significant as the turn towards complexity science is gaining academic acceptance and starts to be embraced in practice.

This article presents Imagineering as a complexity-inspired design approach to realize transformational objectives and it illustrates the method with the case study of the transformation of the enterprise logic in the city of Antwerp. The author concludes with a reflection on the eventual implications and perspectives of the method for the practice of service design as transformational design and for design thinking in management in general.

Day 2
13:00

Room C

Service Design and Implementation

Session 6

Chair: Valerie Carr

A Design-Led Complex Intervention for the Stroke Rehabilitation Service

Alastair Macdonald, **David Loudon**, **Anne Taylor**, Glasgow School of Art, UK

This paper discusses findings from the introduction and integration of design-led qualitative, research methods into the overall scientific methodology for the design and evaluation of a 'complex intervention' through a set of pilot random control trials (RCTs). A set of visualisation tools was co-developed with stakeholders to enhance patient-therapist interaction in the context of the stroke rehabilitation setting. The participative approach recognised the importance of mobilising lay knowledge and experience to drive innovation in the tools whose use helped reduce the 'social distance' between therapist, patient and clinical biomechanist. The visualisations aided understanding for patients, enhanced communication between patient and therapist, and provided an objective tool for therapists to monitor progress and communicate this to patients. The implications for service improvement and redesign resulting from involving designers in pilot RCT design are discussed.

Experience-based Co-design and Healthcare Improvement: Realising Participatory Design in the Public Sector

Sara Donetto, **Paola Pierri**, **Vicki Tsianakas**, **Glenn Robert**, King's College London, UK

Growing attention has been paid to the potential value of design theory and practice in improving public services. Experience-based Co-design (EBCD) is a participatory research approach that draws upon design tools and ways of thinking in order to bring healthcare staff and patients together to improve the quality of care. Through a six-stage facilitated process, EBCD uses filmed patient narratives to promote change that is grounded in people's experiences and engages participants in co-design activities to implement improvements. The co-design stage is a powerful and yet challenging one, as it requires both staff and patients to renegotiate their roles and expectations. When applied in the healthcare sector design approaches acquire a distinct political dimension by re-configuring the relationships of power between citizens and public services. From a critical review of approximately 60 EBCD projects, we reflect on lessons for effective participatory co-design approaches.

Creating an Evidence-Based Research Methodology to Determine whether Awareness-Based Practices Benefit Co-Creation for Service Design Within a Multidisciplinary Social Innovation Community

Pratik Vyas, **Robert Young**, Northumbria University, UK

Multidisciplinarity requires team members to justify and competitively defend their disciplinary perspective, which creates a risk of them becoming egocentric. (Fisher and Smith, 2011). Whiteley (1993; 2010) examined the problem of multiple intentions affecting social development projects and recognised that to design responsibly, the designer must facilitate a co-creation process. In the UK, different studies and interventions are carried out by private, governmental and public sector organisations, including health initiatives by the NHS, to improve co-creation. However, design-based social innovation projects occur in real life (live) community contexts and mostly produce case-studies as outcomes, which are subjective and biographical. Therefore, this research looks to create a mixed-method evidence-based research methodology to determine whether awareness-based practices benefit co-creation for service design within a multidisciplinary social innovation community context.

Day 2
16:00
Room A

Emerging Directions for Service Design

Session 10

Chair: Ezio Manzini

Brave New Worlds: Transitions in Design Practice

Joyce Yee, Northumbria University, UK, **Emma Jefferies**, The Design Doctors, UK, **Lauren Tan**, Deloitte, Australia

This paper describes transitions currently happening in design practices engaged in service innovation, service design and service futures. It is the result of an empirical research investigation into how design practice is changing and offers insights into four key transitions that have emerged from the research. These transitions are: 1) The expansion of designer's roles to include new positions as facilitators, educators/capability builders and entrepreneurs. 2) More prominent collaborations by designers with users, other designers and professionals from other disciplines. 3) The diversification of business models of a design practice away from a consultancy model. 4) The expectation and requirement of designers to externalise and demonstrate value quickly, clearly and convincingly. The focus of this paper is to articulate these four transitions in more depth and explore their implications for service design practice.

Design for Social Innovation. Building A Framework of Connection Between Design and Social Innovation

Beatrice Villari, **Marzia Mortati**, Politecnico di Milano, Italy

The paper discusses the connections between social innovation and design practice/research outlining possible challenges for innovating in the service field. Social Innovation is one of the most promising frameworks for delivering service innovation that is receiving increasing attention from governments, academy, and businesses alike. Design is described as a privileged path to innovation, because it can establish a link with creativity and outline more efficient processes. The paper aims to provide a platform for discussion and learning that can ground a connection between the two topics. Moreover, it offers a critique of what has been achieved while highlighting the main questions for future development.

The Role of Service Design in the Effectual Journey of Social Entrepreneurs

Gerasimos Balis, Lancaster University, UK

The paper explores the common ground between the fields of social entrepreneurship and service design, in order to understand how the role of designers in social innovation projects relates to that of social entrepreneurs and identify new ways to connect the design practice with social transformation and social impact. To achieve this, the construct of effectuation in entrepreneurship is discussed, followed by suggestions on how it reveals fertile areas for research across the fields of service design and social entrepreneurship.

Day 2
16:00
Room B

Novel Service Design Frameworks and Tools

Session 11

Chair: Stefan Holmlid

What Triggers Us?! A Close Look At Socio-Material Situations of Co-Designing Services

Mette Agger Eriksen, Malmö University, Sweden

Relations between Service Design and Participatory Design have been established. Yet, on the topic of how, in the situation, in the conversation, to stage and establish fruitful co-designing practices, a closer relationship can still be established - to further support practices of co-designing for complex service futures. Based on various participatory and socio-material theoretical perspectives including my previous co-design research, this paper goes beyond focusing on tools for co-creation, and rather looks into various 'triggers' of participation in the co-design situation. Through analysis of some conversations around mapping people, places and things in a 'service project landscape' in a teaching context, it is explored and discussed what seems to trigger 'us' – the various stakeholders – in such co-design situations. The paper particularly takes a close look at how diverse (tangible) materials, relations and questions in various ways can trigger participation.

How to Get a Leader to Talk: Tangible Objects for Strategic Conversations in Service Design

Simon Clatworthy, The Oslo School of Architecture and Design, AHO, Norway, **Robin Van Oorschot**, Delft University of Technology, The Netherlands, **Berit Lindquister**, AHO, Norway

This paper presents work investigating how tangible objects can assist understanding and discussion of the strategic implications of future scenarios. It draws upon theory and practice from co-design, particularly the area of workshops using gaming, objects and tangible tools. Three iterations of objects were developed, then evaluated through discussions with leaders in three commercial service providers. Results show that tangible objects encouraged efficient and effective discussion and reflection regarding strategic implications of scenarios. Further, they directed discussion towards unexpected areas and helped the leaders gain an overview that supported discussion of future strategy.

The paper contributes to Service Design by bridging co-design and service design, particularly through tangible tools for strategic discussion. It describes the development process and the results and discusses the important role that tangible objects might play in the future service co-design process.

Using Information Visualization to Support Creativity in Service Design Workshops

Graham Dove, **Sara Jones**, City University London, UK

In this paper we outline an on-going PhD research in which we are exploring how information visualization can be used to make quantitative data more accessible and engaging to key stakeholder representatives during service design workshops. We also outline how such visualizations could be used in conjunction with applied creativity techniques to identify ideas for design requirements that are both novel and appropriate, and therefore considered creative. We illustrate this research with details of a workshop held with customers and staff of E.ON Energy in which the objective was to design new services that utilise the data generated by smart energy meters.

Day 2
16:00
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, University of the Arts London, UK

This paper proposes a design anthropology of place in the design of services, particularly when designing community based services for the elderly. It draws on two service design projects located in the Byker area of Newcastle, which brought together Ordnance Survey [OS], Age UK Newcastle and a Post Graduate Masters programme. In this paper I describe how design methods and practices captured and communicated a sense of place. I take an anthropological perspective to reflect on how these methods make visible and tangible the everyday informal networks that support the elderly community within Byker. Finally, the paper considers how this approach contrasts with the UK Government's perspective that reduces transactions to economic units and questions the role of service design and design anthropology in communicating the values that are so central to weaving place making, values that cannot be reduced to simple metrics.

Resource Oriented Service Ideation: Integrating S-D Logic with Service Design Techniques

Masanao Takeyama, Keio University, **Kahoru Tsukui**, Actant, **Yoshitaka Shibata**, Hitachi, Japan

Although the importance of Service-Dominant (S-D) logic is recently recognized among service designers, they still have barriers in applying the perspective to design practices due to the lack of appropriate tools and techniques to operationalize its conceptual strengths. To advance the integration of S-D logic into service design, this paper introduces a resource-oriented service design approach. In particular, a service ideation technique called ROSI, along with two representation tools named resource integration map and resource availability table, is developed based on the concepts of resource integration and value constellation, and the characterization of discontinuous service innovation from the perspective of S-D logic. This paper then shows how the introduced approach facilitates the ideation of innovative services and also discusses its future research possibilities.

Fragile Liaison - Opportunities and Challenges in Cross-Organisational Service Networks

Jaana Hyvärinen, **Jung-Joo Lee**, **Tuuli Mattelmaki**, Aalto University, Finland

The aim of this paper is to identify what kind of needs and challenges exist in cross-organisational and cross-sector collaboration in service networks and how service design can contribute to tackle the challenges. The paper interrogates a project called 'Customer-centred service networks in the L area', initiated by the City. The project aimed to build more holistic service networks, involving private and third sector organisations, and to embed customer-centredness in the networks. This experimental project revealed various kinds of tensions from the participating organisations and the employees in building such networks. We conducted 16 interviews with participants of the project to interrogate challenges and opportunities. The findings suggest that in addition to focusing on customer centeredness, a shift to emphasize collaboration between different actors is crucial in service design.

Day 3
09:00
Room A

Plenary Session

Designing Services in Business and Government

Camilla Buchanan, Design Council, UK

The Design Council is an enterprising charity that champions great design to improve lives. As the UK Government's advisor on design, we set the benchmark for promoting good design nationwide. Through our services we apply the design process to a wider set of problems in business and society, giving people the advice, practical tools and knowledge to achieve positive changes in business, government or local communities.

For the past ten years the Design Council has worked with small businesses, taking a design approach to service and growth challenges. More recently this approach has been taken to service challenges in the public sector, and we have worked with over 30 public bodies on issues ranging from youth employment to housing services. This talk will outline the Design Council's approach to service innovation and some of the recent changes in where this is being applied.

Toward an Anthropology of Services

Jeanette Blomberg, IBM Research San Jose, California, USA
Chuck Darrah, San Jose State University, California, USA

This paper proposes an anthropology of services with implications for service science and design. Contemporary services are often presented as a rupture with previous economic regimes such as manufacturing, a discontinuity that allows services to be conceptualized as a professional domain. We argue instead that services have long characterized the human condition and that they are always embedded in local contexts. An anthropology of services explicates these social contexts to develop more varied and grounded approaches to service encounters, notions of co-production and co-creation, value propositions, and service systems. Paradoxically, an anthropology of services draws attention to the conceptual and methodological messiness of service worlds and in doing so it contributes to expanding our understanding of the variety of services, the limits to their conceptualization as objects of design, and the possibilities for intervening in and around them to contribute to human betterment.

Day 3
11:10
Room A

Emerging Directions for Service Design

Session 4

Chair: Rory Hamilton

Borg-Human Interaction Design

Claudio Pinhanez, IBM Research, Brazil

We use the term borg to refer to the complex organisations composed of people, machines, and processes which provide services to their clients, most often through computer and mobile interfaces. Unlike interfaces to pure machines, we contend that borg-human interaction (BHI) happens in a service-like context of anthropomorphization of the interface, conflict with users, and dramatization of the client journey. We believe this context requires designers to construct what we call the human facet of the borg, a structure encompassing the borg's personality, social behaviour, and embodied actions; and the strategies to co-create dramatic narratives with the user. To design the human facet of a borg we propose a six-step design methodology to combine traditional computer-human interface and service design techniques, including enactment of conflicts, the use of puppets as interface prototypes, and comics-like sketches of the interaction process.

The Service Ouroboros: Designing Persona Service Cycles

Sune Gudiksen, Aalborg University, **Eva Brandt**, The Royal Danish Academy of Fine Arts, Denmark

Many companies investigate new business opportunities in a turn from product to service design. As service offerings expand over time and space, such notions as 'customer journey' or 'service blueprint' have been suggested to grasp and design the nature of the emergent services. However, we find that there is room for improvement on two levels. First, customer journeys and service blueprint tools could benefit from empathic customer understanding; that is the design of customer-specific services. Secondly, the existing customer journey and service blueprint tools are less concerned with the cyclic nature of services, by which we mean the dynamics of a customer relationship and its development over time. We report findings from collaborative workshops, in which we challenged two companies to try a new concept and tool we call 'The service Ouroboros'. We suggest it as a more appropriate way to design various customers' service cycles.

Day 3
11:10
Room B

Novel Service Design Frameworks and Tools

Session 5

Chair: Stuart Bailey

Components of a Visual Language for Service Design

Ragnhild Halvorsrud, **Eunji Lee**, **Ida Maria Haugstveit**, **Asbjørn Følstad**, SINTEF, Norway

The increasing interest in service design implies the need for more formal approaches to the analysis, conceptualization, and implementation of services. In particular, this is critical when multiple actors, such as designers, developers, and managers are to apply a service design approach for a customer centric transformation of the organisation and its service offerings. In this paper, we present key components of a formal language for the modelling of customer journeys. The language is developed, in particular, to support customer journey analysis and design; its formal character is meant to facilitate an unambiguous communication of a customer journey throughout a service organisation, and to bridge the current gap between fuzzy front-end service design and service implementation. Application of the language is illustrated through case studies from a large web-based service provider and a power company.

Incorporating the Customer Experience along Different Iterative Cycles of Service Design

Teresa Sarmento, **Lia Patricio**, INESC TEC, Faculdade de Engenharia da Universidade do Porto, Portugal

The creative transition from understanding the customer experience to defining the service solution, is central to Service Design (SD). However, the incorporation of customer experience factors can change along the different iterative cycles of SD. This paper presents the results of a study of how the path of customer experience was followed and incorporated along a mobile service development. Three iterative SD cycles enabled a holistic vision of the service and raised 'customer experience' awareness on the development team. Following a design research approach, experience factors were actively taken into account and incorporated along ideation and implementations cycles involving 61 interviews. The research work contributes to SD by providing a global vision of the experiential changes, especially in mobile and technology based services. It describes the reframed situations working with experiences at each cycle of design, and making use of SD tools and methods at each moment.

Day 3
11:10
Room C

Novel Service Design Frameworks and Tools

Session 6

Chair: Dirk Snelders

## Wearable Probes for Service Design

Aaron Mullane, **Jarmo Laaksolahti**, **Dag Svanæs**, IT-University of Copenhagen, Denmark

Probes are used as a design method in user-centred design to allow end-users to inform design by collecting data from their lives. Probes are potentially useful in service innovation, but current probing methods require users to interrupt their activity and are consequently not ideal for use by service employees in reflecting on the delivery of a service. In this paper, we present the "wearable probe", a probe concept that captures sensor data without distracting service employees. Data captured by the probe can be used by service employees to reflect and co-reflect on the service journey, helping to identify opportunities for service evolution and innovation.

The Applicability of Online Communities in Health Service Co-Design

Ander Altuna, **Thomas Jun**, Loughborough University, UK

Evidence indicates that engaging local communities in health service co-creation can contribute to more responsive and efficient services. A variety of approaches have been proposed to involve the various stakeholders along the service life-cycle. While the planning, delivery and monitoring of health services are increasingly characterized by an extensive use of the Internet, little is known about its applicability in their co-design. However, the current health service co-design practice presents major challenges in involving overloaded staff and hard-to-reach patients. This study aims to explore the challenges faced by the health service co-design practice in physical environments and the potential and limitations of online communities for health service co-design. We will describe how an online community was integrated in a recent health service design project, and discuss some observations from the design facilitators and responses from the project coordinators and participants.
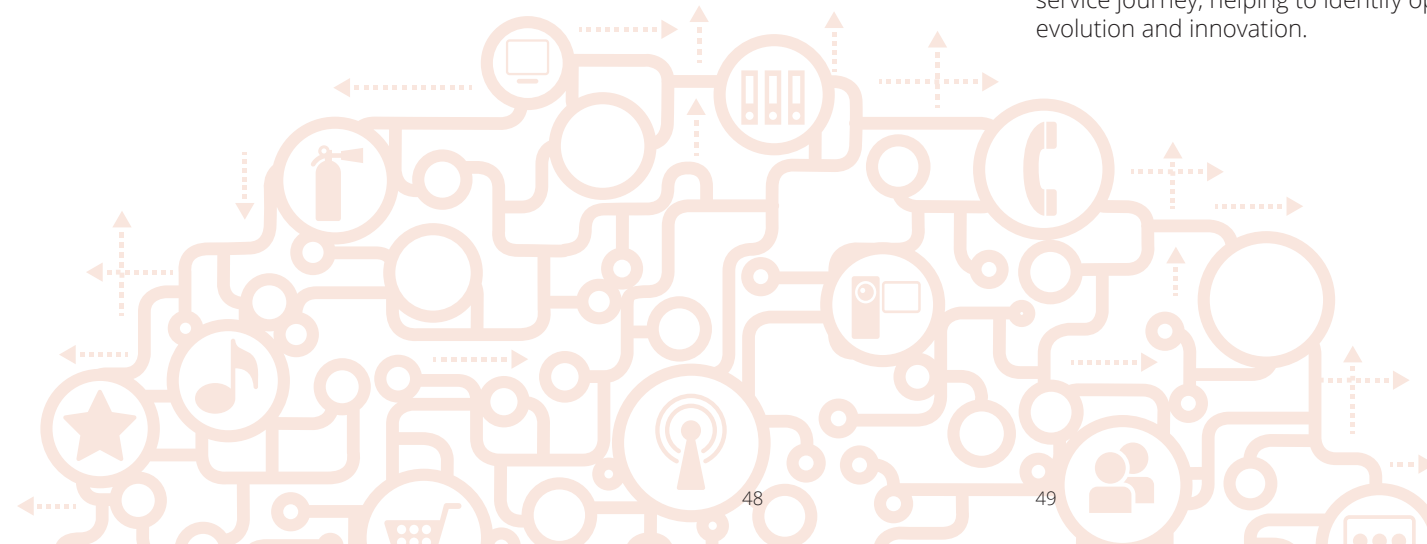
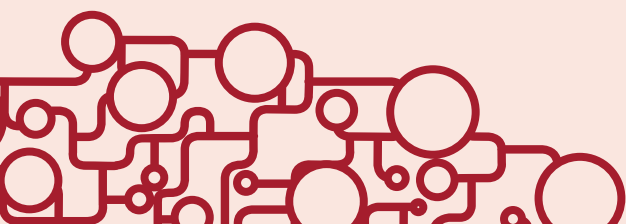# Your Notes

Short Papers

Day 2
15:00

Room A

Emerging Directions for Service Design

Session 7

Chair: Janne-Valtteri Nisula

Transforming the Planning Process - Challenges for the Service Designer

Lara Salinas, **Sebastian Weise**, **Serena Pollastri**, Lancaster University, UK

This paper focuses on the public consultation process for planning applications which have an effect on physical changes to urban settlements. We draw on experiences from project work undertaken on the planning system in Liverpool (UK). We discuss the process as it is, criticise the current limitations in regard to public engagement on planning applications, and develop advice to service designers who want to work within such an existing institutional setup. In particular we caution service designers to be aware of issues related to access to open data, the difficulties in managing expectations of actors, and the importance to understand one's own perceptual biases. We suggest that more research is required on understanding suitable service design approaches to break up existing institutional practices in urban planning.

Transforming Basque Manufacturing Companies through Service Design. Showing the Potential of Service Thinking

Ion Iriarte, **Daniel Justel**, Mondragon Unibertsitatea, **Mikel Orobengoa**, ISEA S.Coop, **Ester Val**, **Itsaso Gonzalez**, Mondragon Unibertsitatea, Spain

This short paper aims to illustrate the joint effort done by Mondragon University's Design Innovation Centre (DBZ) and the Mondragon Group's Business Acceleration Centre (BAC Mondragon) to demonstrate to manufacturing companies the innovation potential of Service Thinking. In this initiative, Strategic Design students have used Service Design to create new service concepts based on Mondragon Group's current products and manufacturing capabilities. The process and the results obtained were presented to Mondragon Group's managers with the purpose to promote future Service Design projects. This initiative became the first stage of the DISEI project. DISEI is an ongoing knowledge transfer project that aims to introduce Service Thinking into the Basque industry as an innovation strategy.

Service Design Blueprinting for Stray Animals: Concept of Establishing Joint Adoption Platform for Stray Animals

Ya Han Tu and Chou Wen Huei, National Yunlin University of Science and Technology, Taiwan

Aiming to improve the method of adopting stray dogs in dog shelters, this research is people-orientated, analyzing their adoption needs and willingness of the public good through a service design concept and users research methods. It re-constructs current adoption service procedure and conception, and incorporates the notion of joint adoption in order to ensure service quality and to create abstract service value. By doing so, a joint adoption platform is set up with group solidarity and via Internet links for information. The notion applied in this research embraces the adoption system and rewarding method in World Vision, and includes identifying items, which enables the adopters to share the feelings of supervision, joy and belonging. Apart from dog lovers, it will be promoted among potential users for adoption and popularized as a belief or attitude influencing the adoption practice for stray dogs in Taiwan and realizing a better system.
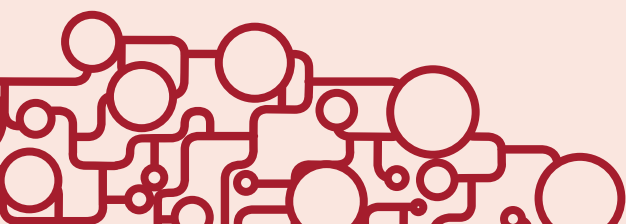
Day 2
15:00
Room B

Novel Service Design Frameworks and Tools

Session 8

Chair: Simon Clatworthy

Customer Journeys: Involving Customers and Internal Resources in the Design and Management of Services

Asbjørn Følstad, **Knut Kvale**, **Ragnhild Halvorsrud**, SINTEF and Telenor, Norway

The customer journey approach is increasingly being taken up by practitioners and researchers to support the design and management of services. As part of this approach, customers and internal resources are often involved as contributors of input in design and management processes. In the current literature on customer journeys, a broad variety of involvement practices has emerged. No coherent framework has been proposed to structure these practices. In this short-paper, we provide an overview of the different purposes and implementations of emerging involvement practices with the customer journey approach. We then contribute a simple framework for these practices, where we classify involvement according to its purpose, implementation, and output. Finally, we point out future research needed to further develop the ways customers and internal resources are involved within the customer journey approach.

Service Archetypes, a Methodological Consideration

Stefan Holmlid, **Johan Blomkvist**, Linköping University, Sweden

In practice based research, especially when working with non-research organisations, sometimes researchers face challenges related to the willingness of participants to openly share experiences outside the realms of the project. As a consequence there are methodological challenges with showing results, and working with knowledge verification. In this paper we suggest that some of these obstacles might be dealt with by using service archetypes. These form a neutral basis on which the developed design knowledge may be applied.

A Research Framework for Service Evaluation

Francesca Foglieni, **Stefano Maffei**, **Beatrice Villari**, Politecnico di Milano, Italy

The authors propose a reflection on service evaluation research and practice starting with the assumption that the evaluation process in the service field is still a fragmented and controversial issue. The paper describes a first attempt to build a research framework targeted to better understand which can be the role of evaluation in the service lifecycle (from a design to a release phase). The final purpose is thus to propose a service evaluation overview by mapping existing theories and tools coming from different service-related disciplines and to outline an in-progress interpretive theoretical model.
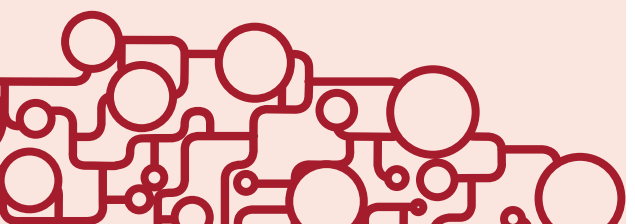
Day 2
15:00
Room C

Service Design across Organisations

Session 9

Chair: Alastair Macdonald

Design for Cross-Sectorial Service Innovation – Provisional Framework

Bettina Minder, Lucerne University of Applied Arts and Sciences, Switzerland

Design and service innovation has received increasing attention in recent years. However, there is no agreed view on what the relation entails. Both management and design research literature acknowledge the importance of design for service innovation. However, most of the research fails to bridge the gap between differing notions of design thinking and emerging design fields.

The lack of research linking the two discourses calls for investigations that provide clarity. This paper seeks to make a step towards a common ground by presenting a provisional framework of design for cross-sectorial service innovation. Emphasis is given to common terminology and characteristics. Focusing on the design discourse, this paper discusses the relationship between design and service innovation as a set of certain approaches, experiences and minds-set. The study is based on a review of key texts and indications from a set of interviews.

Defining Values through Collaboration

Karianne Rygh, **Danielle Arets**, **Bas Raijmakers**, Design Academy Eindhoven, The Netherlands

As the service sector within the global economy is growing at a rapid pace, design is called upon by the economy, society and culture to help address complex problems and build bridges between previously separate disciplines. Large organisations struggle to deliver new services that address complex problems, but do not fit into their organisational models. Designers are asked to expand their traditional roles, and also address complex organisational re-structuring. In order to play these more strategic roles, designers however need be involved at the start of an innovation process and not – as is now the often the case – only towards the end. Using a 'thinking through making' approach the CRISP PSS 101 project introduces tools that facilitate the alignment of expectations and address the importance of trust and meaning within networks producing Product Service Systems.

Dead or Alive: How Municipalities Can Use Service Design Tools to Create Live Services that are Flexible, Mindful and Involving

Fredrik Sandberg, Linnaeus University, Sweden

Regional service innovation is an emerging and important topic within the European Union. According to the OECD it is becoming ever more crucial for each European municipality to support collaborations between regional stakeholders in order to be innovative and competitive. But collaborations between large municipalities with fixed service routines and small flexible SMEs are challenging. In this paper we argue that service design and service designers' knowledge about different techniques can act as a new approach for municipalities to interact with SMEs in a creative way. As an example of this, the paper describes experiences from a workshop where service designers, SMEs and Swedish municipalities prototype a visual mapping activity. From this first pilot study we learned that visual mapping is an activity that makes it possible for municipalities to step out of their standardized service routines and step into a more involving and flexible service offering.
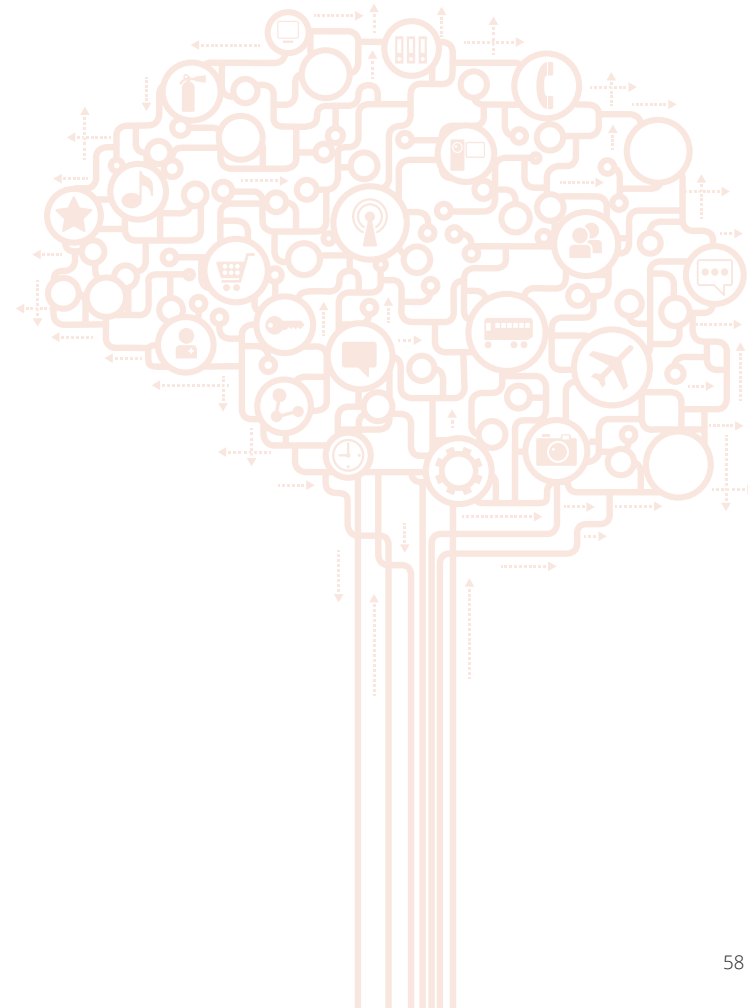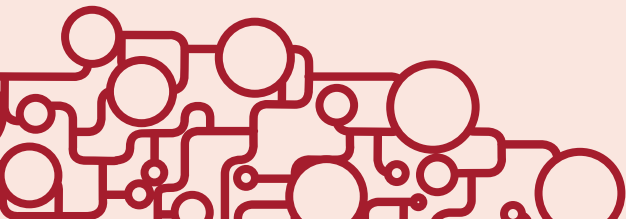
Day 3
10:30

Room A

Emerging Directions for Service Design

Session 1

Chair: Sabine Junginger

The Future of the Service Design Category: Authentic Adaption as a Way Out?

Eva Kirchberger, **Mark Kennedy**, Imperial College, UK

Service design as a new market category has emerged quite rapidly since the first pioneers, live|work in 2001 and Engine 2002 started offering service design commercially and claimed the label. Since then, a service design field has developed. Recently, the success of service design attracts management consultancies, which include service design as part of their core offering. This represents a challenge for the pioneers, as modifications of the practice might lead to ambiguous meanings and hence the category as a whole can suffer from devaluation by audiences. As a consequence, the entire category is likely to turn into a fad. In order to prevent this from happening, pioneers have several strategic options at their disposal. In the following, we propose a research design which suggests the theory of "authentic adaption": pioneers might react in drawing from their heritage, while also adapting to the new context.

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**, Aalborg University, Denmark

In this paper the new Master program on Service Systems Design at Aalborg University in Copenhagen will be presented, focusing on the challenges of building such a curriculum and on its peculiar approach to Service Design through the Problem Based Learning methodology. All the semesters will be described.
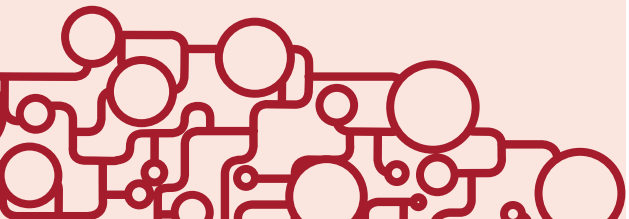
Day 3
10:30
Room B

Design for Service Innovation and Transformation

Session 2

Chair: Robert Young

Positioning Service Design as Transformational Approach in Education for Sustainable Development (ESD)

Ksenija Kuzmina, **Tracy Bhamra**, Loughborough University, UK

Through the review of literature, as part of a PhD research undertaken at Loughborough University, a relationship between Service Design and Education for Sustainable Development (ESD) has been identified. It positions Service Design and its participatory design methodology as an integral change agent within this context. A lack of literature defining such theoretical positioning means that service designers do not have a defined space to operate within nor do they have a view of a broad impact that their action can have. This paper presents findings from the literature review that positions Service Design as a transformative change approach in the context of ESD.

Transforming Student Services in Higher Education

Heather Madden, Cork Institute of Technology, Ireland

At Cork Institute of Technology (CIT), there are many disparate actors, systems and processes involved in service delivery and too often employees work in silos with little or no understanding of the personal impact of the student journey. Traditionally in large organisations, the focus is often on the technology implementation while ignoring the importance of people and processes.

As part of CIT's plan to transform and streamline services for students in a higher education institution, a pilot project was initiated to re-design some key business processes within the student lifecycle. The design of services is well-documented; however there is a lack of research in regard to an inside-out service design approach used to transform the student experience in higher education. CIT have discovered that focusing on the on-stage and back-stage functions of the employee experience is just as important as the student experience in order to deliver great services.
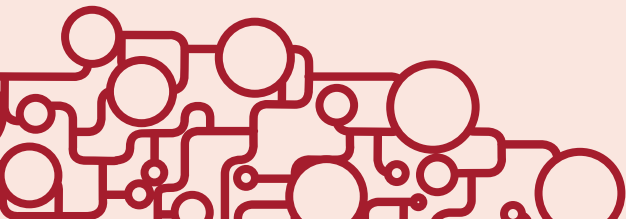
Day 3
10:30

Room C

Service Design Across Organisations

Session 3

Chair: David Hands

Open Service Innovation Platforms and Experience

Dimitra Chasanidou, **Amela Karahasanovic**, SINTEF ICT, Norway

Open Service Innovation (OSI) platforms invite customers and other users to co-create innovative ideas and generate experiences that will potentially create value. In this paper, we propose a framework for designing experiences for service users of OSI platforms. The framework utilise the following four types of experiences described by Polaine et al.'s (2013): user experience, customer experience, human experience and service provider experience by the properties relevant within the OSI context. Our framework might provide useful insights to OSI platform designers and help them to effectively involve users in the innovation process.

The Strategic Role of Design in Supporting Knowledge Exchange

Jennifer Ballie, University of Dundee, **Suzanne Prior**, Abertay University, UK

Within the last decade design has had a strategic role in tackling escalating environmental, social and economic problems. Through design thinking, creative methods have been applied to problem solving in a process of collaboration and designers working in new territories and knowledge domains. as the designer has moved further afield the method of Knowledge Exchange (KE) has become more recognised as a democratic approach to collaboration with the ethos that everyone has something creative and productive to offer. This paper provides reflections on early stage findings from a strategic design innovation process in which collaborative partnerships between academics, SMEs and designers emerged through KE and suggests that there is value to be had from using design strategically for not only those from a business or academic background but also for those from the design community and points to a need for more training for designers from all disciplines in how to use design strategically.

Your Notes

Forums

Day 3
13:10
Room A

Service Design and Research Forum

Organisers:
Daniela Sangiorgi, Lancaster University,
Alison Prendiville,
University of the Arts London,
Lia Patricio, University of Porto,
Don Allen, CISCO and ISSIP Member

Service Design Research has been developing considerably in these last few years, with more research centres approaching designing for services from different design backgrounds. As we can see from ServDes.2014 conference programme, services as a new object for Design, touch many existing fields of innovation and requires contributions related to methodological development (i.e. co-design, empathic design, etc.), sectorial development requirements (i.e. healthcare, transport, education, etc.), delivery channels design (i.e. digital services, social interaction, touchpoints, etc.) as well as related to the development of theoretical frameworks and foundations. At the same time Service Design researchers are approaching the wider academic fields of Service Research and Service Science to position Service Design within the global and multidisciplinary debate around service innovation.

This forum builds on an on-going UK Art and Humanities Research Council funded network on Service Design Research, on the surveying Service Research priorities, and on the Special Interest Groups discussions, as part of the International Society of Service Innovation Professionals (ISSIP). The forum aims to initiate the development of an international map of Service Design Research to compare and link with, contemporary research priorities and themes as currently discussed in Service Research and Service Science. Workshop participants will actively contribute to this mapping exercise and to the following discussion.

Questions
- What are the growing centres, themes and questions for research in Service Design globally?
- How are these emerging themes related to contemporary research priorities in Service Research and Service Science?
- How are they different from each other?

Day 3
13:10
Room B

Service Design and Education Forum

Organisers:
Lara Penin,
Parsons The New School for Design,
Jodi Forlizzi, Carnegie Mellon University
Beatrice Villari, Politecnico di Milano
Stefan Holmlid, Linköping University

Today's designers are increasingly being asked to design services and systems intended as new challenges for societal change, for new ways of production and consumption, and for new governments and the private sector. In response, our current educational missions also need to change. Current design approaches, inspired by user experience and user-centred design, are necessary but insufficient in adequately training students in how to take on these new design challenges. An open question is how we best design the curricula of the future to best accommodate for designing future product service systems and services and systems intended for contemporary society.

This session invites a core group of design educators to compare and contrast their educational approaches to managing the increasing breadth and complexity of service design. We aim to bring together leaders in academic service design to discuss their thoughts and experience in creating new service design curricula, or instead tuning more traditional curricula in industrial and communication design. We aim to promote an international discussion about service design pedagogy and how it has led to the development of service design practice and careers.

Questions
- What are core competences future service designers should learn, considering both technological and people-centred aspects in service design practice, what are the key multidisciplinary combinations being taught and how do they inform different professional profiles?
- Assuming service design pedagogy is mainly project based, what is the landscape in terms of scope and modalities of projects offered to students in service design courses - that will result in graduate portfolios, and what are the theoretical fundamentals that sustain this model?

Day 3
13:10

Room C

Service Design and Social Innovation Forum

Organisers:
Ezio Manzini, DESIS Network ,
Adam Thorpe, University of the Arts London, DESIS Network,
Carla Cipolla, Universidade Federal do Rio de Janeiro, DESIS Network

Social innovation is a dynamic phenomenon, with solutions emerging and moving from the margins of society to the mainstream. The word "social" in "social innovation" refers both to the means and the end. As a means, it indicates that these innovations are based on the capabilities of the people who activate and benefit from the innovation, and on unexpected interactions and partnerships between citizens, institutions, businesses, and governments. As an end, it indicates that the social effort is targeted to solve commonly recognized problems that existing businesses and technological solutions have failed to address. This implies that design discipline can have an important role in identifying these small, local social inventions and their working prototypes, and make them spread to address economic, social and environmental challenges.

Research activities on service design for social innovation - particularly undertaken in DESIS Network - have identified a particular kind of service configurations known as collaborative services: services where the final users are actively involved and assume the role of service co-designers and co-producers. Recognition of the collaborative service model led to the coining of another one: relational services, in which participants need not only to be operationally active and collaborative, but also well inclined and willing to relate with others in an intensive personal manner.

Questions

· How is social innovation changing service design? What does service design bring to social innovation?

· Could social innovations be an important source for innovation in the service sector, bringing into light new service configurations and, consequently, enlarging the definition of "services" itself?
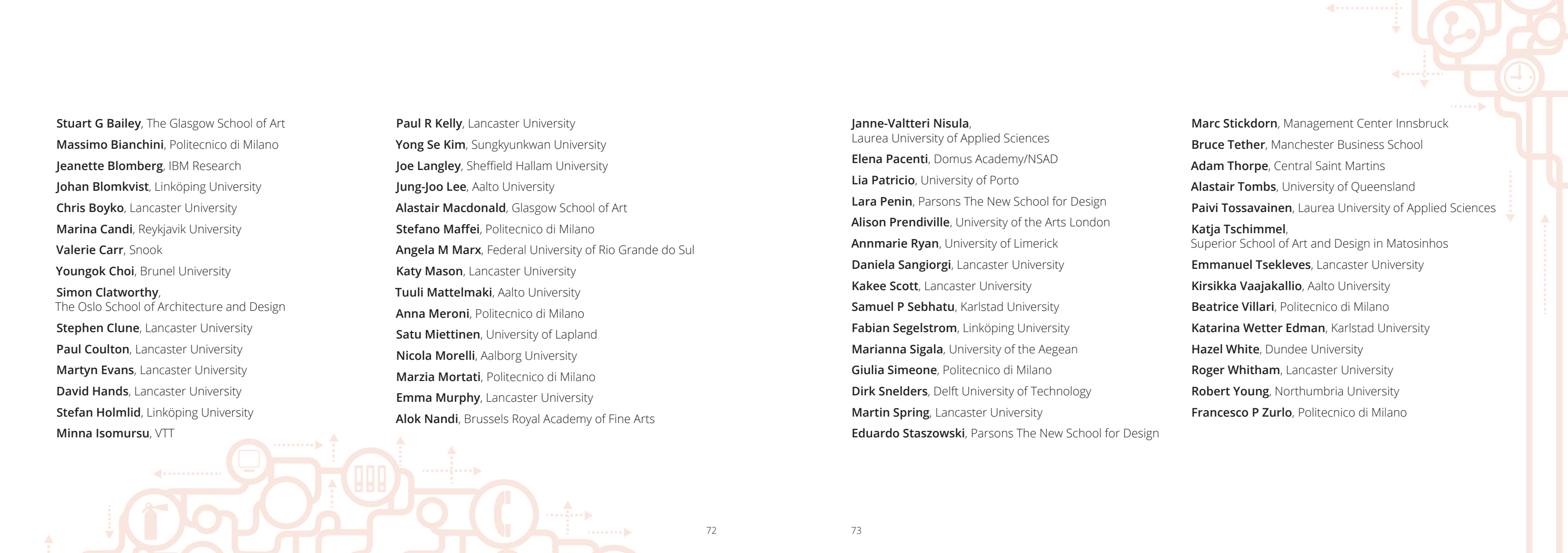
Your Notes

Your Notes

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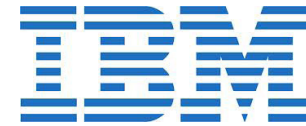
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We work with a variety of organisations to provide fresh perspectives on real-world issues and facilitate innovation.

We offer Undergraduate, Postgraduate, and PhD study opportunities. All our staff are active researchers with extensive expertise in teaching.

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