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## Data challenges and opportunities in designing for service

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### Abstract

The rising relevance of data in the design of new services exposes service designers to new challenges and opportunities. The ever-growing number of services that use and/or produce data requires service designers to be equipped with the tools needed to understand, analyze and transform data as well as design and inform the process with them. It is then crucial to define how to achieve this data literacy to move beyond statistical analysis and consolidate a set of (design) practices for data usage. Achieving this higher level of data literacy can help integrate data better into the design of services.

**KEYWORDS:** open data, big data, digital social innovation, OpenDataLabs