Chapter 1 : Design Principles

Service design offers people in business, or government organisations, a new and powerful way to approach challenges, impact results and undertake change. This book provides the insight into how to apply service design in your business.

Product Design Product development is a three-stage process in which marketing establishes product requirements, a design team develops a working prototype and production engineers then determine how the product will be manufactured. A concept design is used to evaluate product ideas for initial market testing. If a review by potential customers or salespeople suggests the product has market potential, a design specification that addresses such product characteristics as appearance and function is created and market-tested. If the market test is successful, embodiment design is initiated to identify design options. The design options lead to implications for product development. A preferred product design is then selected and tested. A successful market test leads to a detailed product design and a design for manufacture, which leads to the creation of a production prototype. The prototype is then formally approved. Business Strategy A business strategy is a plan that guides a company to profitable operations. A strategy ensures that a company retains the loyalty of important customers through product extensions new products based on current offerings , changes in a product mix a range of complementary products and adjustments to prices or costs. Strategy reflects decisions regarding what products to market and what products to abandon. Product Design and Strategy Customers make purchase decisions based on price, quality and product design. Product design is the means by which customer demand for new and varied products can be met, a key focus of business strategy. Implementation Customers seek custom products, the timely delivery of products, safe products, products that are simple to use and products that require little maintenance as well as products that are low in cost, high in quality and backed by warranties. In addition, some customers consider the environmental impact of a product in terms of its production, function and disposal. These customer preferences are key considerations in the development of both a product design strategy and a business strategy. References 3 "Product Design: Product Design About the Author Billie Nordmeyer works as a consultant advising small businesses and Fortune companies on performance improvement initiatives, as well as SAP software selection and implementation. During her career, she has published business and technology-based articles and texts. Nordmeyer holds a Bachelor of Science in accounting, a Master of Arts in international management and a Master of Business Administration in finance.

Chapter 2 : Service Development and Design | IT Standard for Business

In order to adapt to service design, a UX designer will need to understand the basic principles of service design thinking and be able to focus on them when creating services. The principles here are drawn from the design ethos of Design4Services, the organization that is committed to developing service design and promoting business transformation.

Service Structure Figure 6. Service Architecture together with professional sourcing of services and business-value driven Service Roadmap help to achieve optimal services. It is essential to include also the key service providers in the development of the Service Architecture. Service Architecture should always be kept as clear and simple a possible. Service Architecture is managed by Service Owners. Each Service Owner is responsible for a Service Domain or a specific service. Organizations have typically five to ten Service Domains such as: Workstation and Collaboration Services Infrastructure Services, i. The Service Offering is the tangible and understandable part of IT services forming the basis for developing, organizing, delivering and improving the overall IT management. In addition, it creates a link between business and IT by explaining which services are available and what components each of these services embraces. The Service Catalogue helps to demonstrate the service focus of IT and the value for the business. The Service Roadmap is a plan for developing a service or Service Domain with information on scope, schedule, costs and business benefits of each of the initiatives. Each development initiative is carried out as a project, service release or change. The Service Delivery Model is defined in cooperation with Sourcing. The possible Delivery Models for continuous services include near or offshoring and cloud services. The Service Delivery Model should decide if and which services are sourced as well as who are the preferred Service Providers. It should also define whether services are purchased as end-to-end services, separate service components, or by building the so-called service towers stack of services that utilize the most suitable supplier for each service area. In most cases, the size and the operational model of the company will define the best delivery model. The Service Structure includes definitions of the logical structure of the service, service relations and responsibilities. Change and Release Management The Change Management is a governance process that employs standard methods and procedures in order to make assessment between the need for change versus the impact of change. This way, it will be easier to prevent all unintended consequences to service quality. The Release Management is an execution process that is used for building and deploying the changes although some changes can still be carried out individually e. Scheduling the changes in the Release Calendar makes the whole Change Management process more proactive and predictable. Classification and execution of changes within the Service Lifecycle starts from the Development Backlog, which contains the development needs, small enhancements and Change Requests CR see Figure 6. The changes need to be first categorized and prioritized, followed by planning, building and validating the execution. Finally, after the deployment, the new functionality will be reviewed and closed and handed over to the Service Operations. Changes can be classified as normal, standard or emergency. Normal changes are infrequent changes to a service or infrastructure requiring a risk assessment by the Change Advisory Board CAB. These type of changes can be implemented e. Normal changes are divided further into three sub categories: Minor change can also be a candidate for a standard change. The change requires significant effort and could have a substantial impact on the services. This type of change requires approval from the CAB. The Change could impact mission critical operations of the organization. Standard change is a routine task pre-authorized by the Change Management function that uses approved and established procedure to provide a specific change requirement. A standard change comprises pre-defined trigger, documented tasks and budgetary approval. The risk of implementing a standard change is low and well understood. Standard changes can be executed via the Service Request within an incident or via the Problem Management process. A good example of a standard change is e. Standard changes can be deployed on-demand, daily, weekly or monthly basis either individually or via a Release. Emergency change must be introduced as soon as possible, usually in order to correct an error within the environment. It also requires a separate escalation procedure in order to reduce or eliminate the impact on the

environment. Emergency changes can be deployed individually or via a Release On-Demand process.

Written in practical terms, Service Design for Business offers all types of organizations (business-to-consumer, business-to-business, or government services) a proven, effective approach for better responding to customers' needs and demands, and provides a strategy that can be implemented immediately.

It can be used to improve an existing service or to create a new service from scratch. In order to adapt to service design, a UX designer will need to understand the basic principles of service design thinking and be able to focus on them when creating services. The principles here are drawn from the design ethos of Design4Services, the organization that is committed to developing service design and promoting business transformation. These are widely accepted in the commercial sector. Copyright terms and licence: This a customer experience map for a utility service. They are complemented by principles that relate to process design, organizational design, information design and technology design â€" we will come to these complementary principles in a few moments. The general principles of service design are: Services should be designed based on a genuine comprehension of the purpose of the service, the demand for the service and the ability of the service provider to deliver that service. Services should be designed based on customer needs rather than the internal needs of the business. Services should be designed to deliver a unified and efficient system rather than component-by-component which can lead to poor overall service performance. Services should be designed based on creating value for users and customers and to be as efficient as possible. Services should be designed on the understanding that special events those that cause variation in general processes will be treated as common events and processes designed to accommodate them Services should always be designed with input from the users of the service Services can and should be prototyped before being developed in full Services must be designed in conjunction with a clear business case and model Services should be developed as a minimum viable service MVS and then deployed. The service design principles ensure that this blueprint adds customer value when complete. Process Design Principles for Service Design Much of service design is found in the design of processes, both internal and external, and these principles underpin this: Any activity that fails to add value for the customer should be eliminated or minimized Work is always structured around processes and not around internal constructs such as functions, geography, product, etc. Work shall not be fragmented unless absolutely necessary. This enables accountability and responsibility from a single individual and reduces delays, rework, etc. It encourages creativity , innovation and ownership of work. Processes should be as simple as possible. Focus on reducing process steps, hand overs, rules and controls. Wherever possible the owner of the process should have control over how it is delivered. Processes should reflect customer needs and many versions of a process are acceptable if customers have different needs. Process variation should be kept to a minimum. Process dependencies should be kept to a minimum. These are simple principles for information design in service design: Data design will normally be carried out by DBAs Database Administrators however; UX and service designers should have a large amount of input in ensuring guiding principles are adhered to. Technology Design Principles for Service Design Technology design principles are used to support the delivery of service. Technology should always be used to enable a service; it should not be the driver of a service. Technology should be pulled into a service design rather than pushed into it. Technology design is to be flexible enough and agile enough to allow fast modification in the face of changing customer requirements The Take Away Service design principles support the development of services which deliver high quality experiences to users and customers. Many of these principles are similar to principles already employed in UX design and it should be relatively easy for an experienced UX designer in products to transition to UX design for services. Resources The design4services website is a free resource with large amounts of resources for service designers - http:

Chapter 4 : Service Blueprint | SERVICE DESIGN FOR BUSINESS

Service design is a human-centered design approach that places equal value on the customer experience and the business process, aiming to create quality customer experiences, and seamless service delivery.

Identifies problems, time spent and costs. Provides evidence of the consumer experience. Identifies opportunities for innovation and for improving the quality of a service in extend the business. Highlights resources and capabilities of an enterprise key activities. Measures value and impact. Method building successful teams, ensuring that everyone within the enterprise would have a satisfied outcome. Strategic tool for making tactical decisions to implement change. At the same time, physical evidence shows the tangible materials used from the customer, at the use of the service. Front line is stating the direct process of interaction from the enterprise; what the user see and interacts with e. Back line is the non-visible activities to users of the enterprise, that are happening in order to support the front line interaction or the delivery of the physical evidence. Support process show the activities needed in order to deliver the service. That could include the time required for a specific process, cost and other internal factors of the enterprise that could influence the actions of delivering the service. Tips Trying to understand the way blueprints work, I started testing it with other projects of fellow master students and other start-up enterprises. My learning through that process was invaluable and taught me some lessons that I consider important sharing with others. A blueprint needs space. It is best to start creating it using post-its and an empty space wall or paper. Blueprint is a way of prototyping. It is a great way to first test the new service before making any major changes. Using physical materials e. Be aware of the service that the one interested in the blueprint aims to create. Some of the headings see above may not be applicable in some cases, which needs to be flexible when developing a blueprint. In many cases that is better understood when started doing the blueprint. Having the person or team that needs to blueprint a service to step back for a while and leave them talk, having another person to do the blueprint writing, helps to understand better the way the service works and concentrate to what is more important. It leaves space for imagination. Always go back and forth, checking that the process is on the right track. Including detail information could create better outcomes. A blueprint is never successful on the first try. It is more effective when it is been reviewed and done again and again. Leaving the people that the blueprint is for to vote their opinion to what they consider effective successful , not effective worrying about its use and implementation and necessary can not avoid , increases the interest and allows to identify where opportunities can be created.

Chapter 5 : Book Review: Service Design for Business () â€" Practical Service Design

Service design and business analyst roles have some similar skill sets, but they require a different type of focus and mindset. As I've spoken about service design over last few years a number.

Service blueprint , Servicescape , and Participatory design Early contributions to service design were made by G. Lynn Shostack, a bank and marketing manager and consultant, [9] in the form of written articles and books. Booms and Mary Jo Bitner to emphasize the impact of the physical environment in which a service process takes place [13] and to explain the behavior of people within the service environment, with a view to designing environments that accomplish organizational goals in terms of achieving desired behavioral responses. Please help by editing the article to make improvements to the overall structure. January Learn how and when to remove this template message Service design practice is the specification and construction of processes that delivers valuable capacities for action to a particular customer. Service design practice can be both tangible and intangible and it can involve artifacts or other elements such as communication, environment and behaviors. In contrast, products are created and "exist" before being purchased and used. Consequently, service design is an activity that, among other things, suggests behavioral patterns or "scripts" to the actors interacting in the service. Understanding how these patterns interweave and support each other are important aspects of the character of design and service. Methodology[edit] Together with the most traditional methods used for product design, service design requires methods and tools to control new elements of the design process, such as the time and the interaction between actors. An overview of the methodologies for designing services is proposed by Nicola Morelli in , [5] who proposes three main directions: Design tools aim at producing a blueprint of the service, which describes the nature and characteristics of the interaction in the service. Design tools include service scenarios which describe the interaction and use cases which illustrate the detail of time sequences in a service encounter. Both techniques are already used in software and systems engineering to capture the functional requirements of a system. However, when used in service design, they have been adequately adapted to include more information concerning material and immaterial components of a service, as well as time sequences and physical flows. Because of the need for communication between inner mechanisms of services and actors such as final users , representation techniques are critical in service design. For this reason, storyboards are often used to illustrate the interaction of the front office. Recently, video sketching Jegou , Keitsch et al. Public sector service design[edit] See also: Civic technology , Open government , and E-government Public sector service design is associated with civic technology , open government , e-government , and can be either government-led or citizen-led initiatives. The public sector is the part of the economy composed of public services and public enterprises. Public services include public goods and governmental services such as the military , police , infrastructure public roads , bridges , tunnels , water supply , sewers , electrical grids , telecommunications , etc. Due to new investments in hospitals, schools, cultural institutions and security infrastructures in the last few years, the public sector has expanded. The number of jobs in public services has also grown; such growth can be associated with the large and rapid social change that is calling for a reorganization. In this context, governments are considering service design for a reorganization of public services. Behavioural Insights Team and Government Digital Service In and documents from the British government explore the concept of "user-driven public services" and scenarios of highly personalized public services. Under the influence of the European Union, the possibilities of service design for the public sector are being researched, picked up, and promoted in countries such as Belgium. A redesign is clinically led and involves all stakeholders e. Private sector service design[edit] A practical example of service design thinking can be found at the Myyrmanni shopping mall in Vantaa , Finland. The management attempted to improve the customer flow to the second floor as there were queues at the landscape lifts and the KONE steel car lifts were ignored. Making their Elevators more attractive to the public solved the people flow problem. This case of service design thinking by Kone Elevator Company is used in literature as an example of extending products into services.

Chapter 6 : Service design - Wikipedia

Service blueprint is a method that also enables to measure where value is created within a service and was used as a prototyping tool for testing a new business idea on paper, before going through the process and expenses in implementing it, as Polaine et al. (, p) suggest.

Chairman of the Service Design Network Netherlands. Unhappy with the inefficiency of arts for social transformation, he decided to move into business after ten years of a successful career in arts. Asier Perez founded Funky Projects in , after some other ventures, to stir-up innovation in organisations that aim to change themselves and their environment. Asier is a regular speaker, visiting teacher and media contributor in several European countries. Bas has a background in cultural studies, the internet industry, and interaction design. His main passion is to bring people into design and innovation processes, using visual storytelling in general and documentary film techniques in particular. She has been involved in the design of e-learning and corporate communication projects, and since she has run her own site about communication and new technologies. Since she works at Funky Projects as web and knowledge researcher looking for new ways to turn information into knowledge to trigger transformation. Puzzled that everything in design school revolved around design being a handicraft modelling, sketching etc. With no one wanting to employ radical design thinkers, Erik and his colleagues had no option but to start their own business. Since Erik has been working as a design strategist and service designer at Transformator Design Group, which has pioneered in the area of service design in Sweden. He is currently doing his PhD, in which he focuses on user involvement in the early stages of service design projects. He has published on visualisations in service design as well as appropriations of ethnography to service design and interaction design. When not in office, he enjoys doing various sports and travelling to remote corners of the world, often to go diving there. When not wearing his design hat, Fergus can be found wearing his ski hat or running shoes. STBY is specialised in design research for service innovation, and works for clients in industry and the public sector. Geke has a background in ethnographic research, user-centred design and services marketing. Being a freelance design consultant and graphic designer since , he has worked with a wide range of various clients, from small cultural institutions to nationally operating trading companies. In his professional work he strives not to separate branding from information design. Jakob also spent some time at MetaDesign, Berlin. Right now he is working on digital service design tools together with Marc Stickdorn and Klaus Schwarzenberger. Jamin has been actively engaged in promoting and supported the Service Design Network since He taught interaction design at Carnegie Mellon University, and has spoken at various international conferences. From there I went on to a master in design, eager to apply my newly acquired knowledge about humans as social, communicative, and embodied beings situated in cultural and evolutionary contexts. During this time I also started working with user innovation and managing projects where design students collaborated with organisations and companies. Her freelance clients include: Trained as a Chemical Engineer, she has worked in a variety of public and private services during her career. Her current research focuses on service innovation, in sectors including health, culture, education, and the digital economy. She mentors and teaches undergraduate students at universities all over Europe, running a variety of workshops and lectures on Service Design, Prototyping and Critical Thinking. As the Director of MyPolice, Lauren is working closely with the police and the public to ensure the police service is the very best it can be. In addition, Lauren is an associate of the mental wellbeing movement Mindapples, Sociability and Thriving. She was principal investigator on a multidisciplinary research project on the design of services in science and technology-based enterprises involving academics from management and design; IDEO, live work and Radarstation; and science entrepreneurs. Lucy originally studied engineering design, later did an MA in digital arts, and is completing doctoral work in design theory. His research involves the development of the mobile ethnography app myServiceFellow, the Customer Journey Canvas and various publications and presentations. Marc is co-founder of Destinable, associate of DesignThinkers, guest lecturer at various international universities and occasionally speaks at conferences. Ralf teaches at all leading design management programmes in Europe, and since runs www. She is leading a process of change, putting design thinking at the

heart of their organisation, and building capabilities of staff to innovate from the ground up. Her work challenges the role of design within the public sector. As the winner of the first Scottish Social Innovation camp, Sarah ambitiously challenges the way governments operate and make policies through initiatives such as MyPolice. Sarah teaches at various international universities. In the past she has worked as a project manager and specialist in the areas of craft development, cultural and creative tourism in several international and European Union funded projects during the period â€" He has been teaching service design for over four years, and is about to complete a major service design research project called AT-ONE. In an earlier life he has managed a large brand and design department at a Scandinavian consultancy, has been research manager at Telenor and has had his own consultancy. He is passionately enthusiastic about the strategic role of design in organisations, and how designers add value to cross-functional development teams. He pioneered studio teaching of interaction design and service design in Sweden, and continues to teach user-driven innovation, interaction design and service design. Currently his research interests are the expressive powers of and the involvement of stakeholders through design methods and techniques in service development and service innovation. The book comes with hardcover, pages, photos, 41 illustrations, 23 authors, three coloured bookmarks, Customer Journey Canvas poster and many visual aides to deliver an improved reading and learning experience.

Chapter 7 : Design Business: 10 Reasons to Start One Now

"What is service design?" I've asked this question several times and not once have I received an answer that wasn't filled with design jargon and littered with abstractions. I sensed there was a communication problem between service designers and their clients/non-designers.

Finding motivation is as easy as viewing these famous inspirational business quotes from successful entrepreneurs. However, it is not that easy, as you learn some hard lessons along the way but both the journey and the destination is more than wonderful. Today I would like to share 10 reasons why you should consider starting your design business right now. So firstly, how do we define a design business? There are basically two types of design businesses â€" service and product-based. Many designers start out as freelancers which is really a service-based design business. However, the nature of the beast is that you get paid per hour. This is where the difference between a service-based and a product-based business appears. It might be challenging attracting customers and generating profit at the beginning but it will definitely pay off in the long run. Whether product or service-based, it is the right time to do it now. You do not need an investment One of the biggest challenges facing new start-ups is the lack of financial investment. In a design business however, you need another investment to succeed â€" commitment. If you are willing to invest your time and passion you will definitely succeed. You must live it, eat it, breathe it and sleep it. Most of the modern designers have a wide skill-set ranging from design through web development to marketing and even more. If you are a designer you can read some blogs, take online training courses on programming, marketing, business to extend your knowledge and start building business of your own. You are your own team and you need to identify the gaps in yourself and address those through our suggestions above. You do not need an office Another advantage of starting up a design business is that you do not need an office or special equipment. You can work from your kitchen easy to get to the fridge! Productivity might not be at the highest point as you have to be self-disciplined but if you are passionate about pursuing your dream of building a successful business it will work. We are proof of this. You can start a design business with very little money. You will need only a small amount of money to start a design business no need to rob a bank. Here is a quick breakdown: The hard part would be managing the finances of the business after the start up, expenses, traveling costs, etc. You may want to go back to school for a Bachelor of Science in Finance to prepare. The design industry is growing each year The design industry is huge and worth billions globally. Fashion design, interior design, graphic design, digital design, design, design, design. Digital design is growing at a meteoric pace and the introduction to new digital devices and related services to the market are creating numerous design entrepreneurship opportunities. You can design websites, blogs, e-commerce sites, mobile apps, interfaces for smart TVs, web apps and the list goes on. The trick is for you to be ready for the next new design opportunity as soon as it appears. The community is just fantastic Any community is only as great as its members and we know, from experience, that the design community is just simply fantastic. So many creative professionals are sharing their experience and skills on their blogs, Twitter, Facebook. It is easier than ever to connect with your peers and ask for feedback, advice or an opinion. Everyone is extremely helpful and if you are willing to sharpen your design skills, design gurus are quick to help. The design community also stands apart for being open minded and encouraging innovation and creativity. In many communities, being different is frowned upon, not so, in ours. So, if you are able to offer something different you can easily get new fans from the design community where people are passionate about creating and using beautiful products or services. Our community celebrates innovation. Design business gives you many possibilities We are talking about possibilities that can change your entire life. If you are in the creative industry a lot of amazing things can happen. You may choose to work with a promising startup that is going to change the world. This is not just about making money and enjoying the work you do but also helping other people and making world better through your design solutions. You can find the industry that you would like to work in and guaranteed, they will need a designer. The fear of failure is what stops many people. As cliched as it sounds, fear is the stepping stone to success. The biggest businesses have all had a series of failures along the journey to become who they are now. To

succeed, you must be tenacious and determined. It comes from failure and learning from that failure and also, learning to fail. You have to start your business now to make mistakes, to learn from them and grow as an entrepreneur. You have to change your mindset and see failures just as a part of the path to success. As simple as that. Do what you love You love designing, making things better, playing around with different concepts? Then do what you love. You can design mobile interfaces, web apps, websites, magazines, themes, icons, posters, business cards, logos the list is huge. Freedom Running your own design business gives you freedom. You will have a flexibility to design your own lifestyle, no matter what you chose to do with your design business you can basically work from anywhere in the world. Your business, your rules. You can decide how much you want to work and when you want to take time off. Conclusion There is only one way to get to know if you will be successful. Did you enjoy this post? Never miss a blog post. Now check your email to confirm your subscription. There was an error submitting your subscription.

Chapter 8 : ITIL Service Design: Best Practices & Processes - BMC Software

Tim Manning is a freelance Business Enterprise Architect, Service and Service Operations Designer and Project Manager, with over 30 years experience in systems engineering and business transformation, the last 20 of which have focused on service design and improvement. Tim is based in the UK.

A person who wants to write and connect with people. Jan 4, Book Review: The book arrived just before my Christmas vacation, and I resolved to finish it during that free time. This is my unbiased review. I was not given the book for free or had any contact with the authors. I liked the book, found it valuable and educational, and I recommend reading it if you are a service design practitioner, beginner, or someone involved in the business aspect of an organization this is interested in service design â€" go buy it. Because a large part of my job for the foreseeable future is going to be articulating and translating it to others. For this review to make sense, realize my personal take away: This is a good thing. Even as someone who has been studying this topic and has crunched these ideas in my mind for years now, I found myself highlighting nearly half of the content. With that, continue reading if you want a review with more opinion and detail. From Insight to Implementation. In fact, this book articulated service design in theory in a very pragmatic, simple, and procedural manner. But to make my point more clear; as I read the book on Christmas vacation, a relative who has never worked in design, technology, or anything remotely related to this domain that wanted to see what I was reading. He picked it up and read the intro and first few pages, and finally understood what I did for work at the highest level. Given that, I believe that this book will hold tremendous value for three types of reader: People new to service design that want to work it into their practice and need a fundamental breakdown of the core tenets, beliefs, and theoretical applications â€" and how they manifest in the real world. Simplified further, that is really two audiences. Content Breakdown The book has 5 chapters of content over pages, and a 6th chapter that is a very short tools overview. It went Why Service Design? When I highlight something, it means I agree with it and need to remember it, explore it more, and write notes about what it meant to me for later study. I will end up typing a document that is just the highlights and page numbers as my final take away value. I highlighted probably half of the words here. If you were going to convince a boss or executive to read anything, start with just having them read this. This chapter is shorter and mainly sets the tone for the authors taxonomy and how the rest of the book will be presented. It essentially codifies the authors collective understanding and packages it in a way to be used consistently throughout the book. This is where the practitioners live; right there inside the customer experience. However, the latter half of this chapter has less highlights. It talked about customer engagement, and then concept innovation, and that just strayed from what I wanted out of the book. For other readers, it might be exactly what they need. There were three core concepts: The first of this, becoming more digital, is the opposite of what I am trying to do in my work. The other aspect was achieving better customer performance. If they are to sign up for something, helping your customer perform that task better means designing the service in a way that facilitates performance. It could be the topic of a whole book. I found myself highlighting this part of the book the least. It was interesting and valuable, but not something I wanted to come back to given that most of my work is iterative right now and really focused on organizational change. Luckily, organizational change was the focus of the next chapter. As with chapter 3, this is where I highlighted the most. This chapter was all about structuring your organization to be customer centric, and how you can go about doing that. In contrast to that, Service Design for Business is printed in black and white, serif font, and only a handful of illustrations. No color, no typography flourishes, no photos except a few at the very end. This is a brilliant approach. Cutting out the visual design of the content made it much quicker to read, sharp, and to the point. This is a metaphor for the content itself. One of the main benefits I can see for those reading this book is that it will give them a real clear view of where they need to start with their personal focus, as well as the focus of their business. This sounds like a paradox, but the book acts as a for people at the start of their journey, as well as those who are farther down the path. Like I said in the beginning, I recommend this book to anyone interested in service design, whether they are a beginner, experienced practitioner, or involved in the business and interested in become more customer experience

focused. If you want it, you can get it here: Want to talk about it and other topics with the service design community? Join the Slack and dive in to the conversation!

Chapter 9 : This is Service Design Thinking

Service design is the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between the service provider and its customers.