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This Is Service Design Thinking: Basics, Tools, Cases

THIS IS SERVICE DESIGN THINKING.

Basics — Tools — Cases

Twenty-three authors from the global service design community invested their knowledge, experience and passion to create this award-winning book. It introduces service design thinking to beginners and students, and will be a valuable resource for consultants, marketers, innovators and design professionals.

Synopsis

How to design and market services to create outstanding customer experiences Service design thinking is the designing and marketing of services that improve the customer experience, and the interactions between the service providers and the customers. If you have two coffee shops right next to each other, and each sell the exact same coffee at the exact same price, service design is what makes you walk into one and not the other. Maybe one plays music and the other doesn't. Maybe one takes credit cards and the other is cash only. Maybe you like the layout of one over the other, or one has more comfortable seating. Maybe the staff at one is friendlier, or draws fun shapes on the top of their lattes. All of these nuances relate to service design. This Is Service Design Thinking combines the knowledge of twenty-three international authors and even more online contributors from the global service design community and is divided into three sections: Basics: outlines service design thinking along five basic principles Tools: describing a variety of tools and methods used in Service Design Thinking Cases: vivid examples for the introduced fundamentals with real-life case studies from 5 companies that did inspiring projects within the field of Service Design At the end, a one-page "Customer Journey Canvas" is included, which can be used to quickly sketch any service on a single sheet of paperÃ¢â ¬â •capturing different stakeholder concerns: e.g. customers, front-line staff and management.

Book Information

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Customer Reviews

This is Service Design Thinking introduces an inter-disciplinary approach to designing services. Service design is a bit of a buzzword these days and has gained a lot of interest from various fields.

This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: This is service design thinking.A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals. Besides an introduction to service design thinking through five basic principles, a selection of individual perspectives demonstrate the similarities and differences between various disciplines involved in the design of services. Additionally, the book outlines an iterative design process and showcases 25 adaptable service design tools, exemplifying the practice of service design with five international case studies. The book concludes with an insight into the current state of service design research and sets service design thinking in a philosophical context. --This text refers to an out of print or unavailable edition of this title.

Marc Stickdorn (Austria; http://thisisservicedesignthinking.com; www.destinable.com) is co-founder of Destinable, a consultancy specializing in service design for tourism, and lectures around the world at business and design schools.Ã Â He is a professor at the Management Center Innsbruck in Austria, where he lectures on service design and service innovation.Ã Â His main areas of interest are service design and strategic marketing management particularly in a tourism context. Jakob Schneider (Germany)Ã Â is a graphic designer based in Germany.

Service Design Thinking is an emerging field that recognizes that the product design principles need counterparts in designing services for customers that are user centric; that are delightful, pleasurable, usable all the while serving utility to the customer.Understanding the value and the nature of relationships between people, organizations is central to designing services. Viewing your service through the customersÃƒÂ¢Ã â ¬Ã â„¢ eyes, and designing the experience to be consistent for the customer is the essence of service design thinking.Service Design methods and tools are ways for a business to gain a comprehensive, empathic understanding of customer needs. Service Design as a practice at consulting firms results in design of systems and processes aimed at providing a holistic service to the user.The best part of this book I liked is the set of cases discussed in the last section of the book. Includes service design projects in Europe by consulting firms of government institutions, a hospital, a bank among others. The cases explain the

clientÃƒÂ¢Ã â¬Ã â„¢s context, the specific service design problem being tackled, and make references to the methods and tools that were used in solving the problem. For example:- using a emotional customer journey map while designing for a new service offering at a bank, to understand what are people really trying to achieve, how, and what do they use. What are they experiencing and feeling while trying to reach the desired outcomes.- using priority grids to identify issues that can be solved quickly with little effort and highest impact on customer creation at a hospitalThe other sections of the book cover the principles of Service Design, the participants (product designers, interaction designers, graphic designers, social designers, strategists, operational managers, design ethnographers) and the principles of service design.The section on the tools for service design falls short. It lists all the popular design techniques ÃƒÂ¢Ã â¬Ã â œ stakeholder maps, customer journey maps, personas, storyboards etc and few I havenÃƒÂ¢Ã â¬Ã â„¢t been exposed to before. The explanations and examples are not adequate though. I have seen other books cover the methods and tools much more comprehensively.

This book provides a really good overview of a lot of techniques and skills involved in service design. Even better, the design of the book itself is simply stunning. There was a lot of thought put into how to organize this book and the information design. I've never enjoyed just flipping through pages or finding a section as much as I have with this book.Whether you're buying this for yourself or for someone you know, if you're interested in service design specifically or just design in general, you will find something to love in this book.

If you're like me, you have a mini-library of those user experience books that are most meaningful to you. I've recently finished reading what is now the latest addition to my own professional mini-library: This Is Service Design Thinking, by Marc Stickdorn, Jakob Schneider, and numerous collaborators and co-authors. This book is likely to become the quintessential service design textbook for students, educators, and professionals alike.The book covers a non-definition definition of service design, explaining that it's really the successful amalgamation of various fields (including but not limited to interaction, product and graphic design and operations management). It is quite refreshing to see the lack of a solid statement for what service design is as we designers tend to belabor definitions of our disciplines and sub-disciplines to a fault.The authors then proceed to explain a framework for what service design is through 5 principles. As an advocate for simplicity, I'd further coalesce the five principles that the book presents. Service design places importance on1) people--both customers and service providers2) participatory, ethnographic processes and

approaches3) tangible, visualized design artifactsThe remainder of This Is Service Design Thinking covers the following topics in discreet sections:- Who are service designers?- What is the process that service designers follow?- What are examples of tangible deliverables, tools, and case studies that result from the service design process?The content, visuals, layout, flow and overall book design are incredibly effective and actionable and I'd recommend it to anyone in the field of design who is interested in exploring how the service economy will intersect with the work you do.

Really just a catalog of (albeit very cool) practices, doesn't really hang together well. Wanted more of a framework than what as presented

This book has 3 clear sections that do a credible job of explaining Service Design and the thinking that goes into it supported by the views of many experts in the business.The section on service design tools is valuable in its own right. I found the introduction a little lightweight and would have preferred more substance in terms of service dominant vs product dominant logic and why service design is now so prevalent.The last section with a few essays on the future was interesting and I wish that there had been more of this section.

For a design thinking book, they didn't think enough about their user. I found elements of the design to be distracting or confusing, more than helpful, and much of the content could have been removed without significantly impacting the usefulness of the book. I skimmed and probably won't keep it.

This is Service Design Thinking: Basics, Tools, Cases Positive Thinking: 50 Positive Habits to Transform you Life: Positive Thinking, Positive Thinking Techniques, Positive Energy, Positive Thinking,, Positive ... Positive Thinking Techniques Book 1) The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) CRITICAL THINKING: A Beginner's Guide To Critical Thinking, Better Decision Making, And Problem Solving ! (critical thinking, problem solving, strategic thinking, decision making) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Food Service Menus: Pricing and Managing the Food Service Menu for Maximun Profit (The Food Service Professional Guide to Series 13) Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides) Start Your Own Senior Services Business: Adult Day-Care,

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