

Studio V: Service Design

Development of service oriented design innovation in the context of entrepreneurial collaborations.

Angebot für

Bisheriges Studienmodell > Design > Bachelor Design > Interaction Design > 4. Semester

Nummer und Typ	BDE-VIAD-V-4020.03.19F.001 / Moduldurchführung
Modul	Studio V: Service Design
Veranstalter	Departement Design
Leitung	Stefano Vannotti Prof. Jürgen Späth Florian Wille Luke Franzke Joël Gähwiler
Zeit	Di 30. April 2019 bis Fr 7. Juni 2019 22 Tage
ECTS	9 Credits
Voraussetzungen	Successful completion of courses in design and technology during the 2nd and 3rd semester
Lehrform	Project divided in methodical and technological inputs as well as exercises and independent studies.
Zielgruppen	Pflichtmodul für 4. Semester Interaction Design
Lernziele / Kompetenzen	In this course students will apply previously acquired methodical, technological and design skills for the first time in a holistic, service oriented project. Throughout the course students will design a service in close collaboration with a company. They will conduct in depth analyses of the existing service landscape and ethnographically driven user research to subsequently design comprehensive process-, communication- and interaction solutions. Selected service design methods and techniques will be taught, and technological frameworks for a multimodal implementation will be provided. The outcome will be an exemplary service flow, prototypes to visualize the interaction and a concept video showing the service solution.
Inhalte	The design of services is becoming increasingly important, especially in areas like: health, public transportation, museums and communication of art, politics, public service, energy sector or tourism. Service design is not focused on the creation of singular products or systems, but supplying the tools to support the creation of complex social interactions within long and complex service chains. These processes are characterized by multiple touch points, use of diverse technologies and the cooperation of numerous stakeholders. These complexe settings must be understood, addressed and orchestrated in a holistic manner. While designing an intuitive, inspiring and innovative service we are guided by the users needs.
Bibliographie / Literatur	Marc Stickdorn, Jakob Schneider, Kate Andrews (2013), This is service design thinking: basics - tools - cases, Amsterdam : BIS Publishers Merholz, P., Wilkens, T., Schauer, B., and Verba, D. (2008). Subject To Change: Creating Great Products & Services for an Uncertain World: Adaptive Path on Design. O'Reilly Media, Inc.

Marc Stickdorn, Marc Stickdorn, Adam Lawrence (2018) This Is Service Design
Methods: A Companion to This Is Service Design Doing

Leistungsnachweis / Testatanforderung	80% attendance, teamwork, independent study, delivery on schedule
Termine	30.04.2019 - 07.06.2019
Dauer	22 Tage
Bewertungsform	Noten von A - F