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-4020.06.22F.001 / Moduldurchführung
Modul	Studio V: Service Design
Veranstalter	Departement Design
Leitung	Florian Wille
	Nicole Foelsterl Nadine Cocina Prof. Jürgen Späth
Zeit	Di 22. März 2022 bis Fr 29. April 2022
ECTS	9 Credits
Voraussetzungen	Successful completion of courses in design and technology during the 2nd and 3rd semester
Lehrform	Project based work with methodical inputs as well as exercises and independent studies. Group mentoring and atelier visits by lecturers will provide further guidance throughout the course.
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, the 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 touchpoints, the use of diverse technologies, and the cooperation of numerous stakeholders. These complex settings must be understood, addressed, and orchestrated in a holistic manner. While designing an intuitive, inspiring, and innovative service we are guided by the user's needs.
Bibliographie / Literatur	Marc Stickdorn; Markus Hormess; Adam Lawrence; Jakob Schneider (2018), This is service design doing: applying service design thinking in the real world : a practitioner's handbook 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.
David Bland; Alexander Osterwalder (2020), Testing Business Ideas: Mit kleinem Einsatz durch schnelle Experimente zu großen Gewinnen. Campus

Leistungsnachweis / Testatanforderung	80% attendance, teamwork, independent study, delivery on schedule
Termine	22.03.2022 - 29.04.2022
Dauer	20 days
Bewertungsform	Noten von A - F