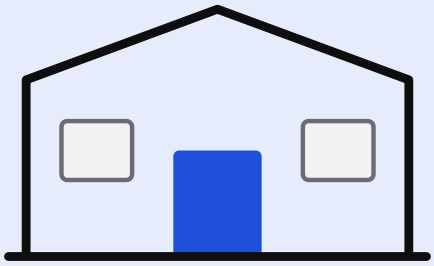
Specialty

Service environment design

Designs the physical setting in which a service is delivered (the space, light, sound, signs) because it affects how customers and employees experience it.



In Spanish
Diseño de entornos de servicio

Origin
Bitner (1992)

What problem it addresses

In a service, the space is part of the experience: an uncomfortable wait or a confusing place changes how everything else is judged.

Principles

Ambience
Light, noise, temperature and smell.

Space and function
How it is laid out and whether it makes the tasks easier.

Signs and symbols
What the place communicates without words.

Applications in design

✓ Use it like this
Walk through the space as a customer and as an employee.

✗ Avoid
Designing the space only for the photo.

👁 Don't fall for it
The setting also affects those who work there all day.

Connections

Builds on

Service evidence

Related to

Retail design

Spatial design

Wayfinding design

Authors and works

1992	**Mary Jo Bitner**	Showed that the physical setting of a service influences the behavior of customers and employees.

Sources

Original sources

- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. Journal of Marketing, 56(2), 57–71. View source (https://doi.org/10.1177/002224299205600205)

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