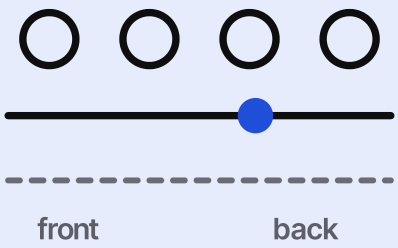
Specialty

Service design research

Researches how all the actors in a service (customers, employees, partners) experience it and how it works behind the scenes, to know what to change.



In Spanish
Investigación en diseño de servicios

Origin
Stickdorn et al. (2018)

What problem it addresses

Many people experience a service at once, and each one sees only their part.

Principles

All the actors
Customers, employees and partners.

Front and back
What is seen and what makes it possible.

In context
Observe the service as it happens.

Applications in design

✓ Use it like this
Also research the people who deliver the service, not just the customers.

✗ Avoid
Researching only what happens in front of the counter.

Don't fall for it
Combine what people say with what they do and with the service's data.

Connections

Uses these methods

- Journey map
- Service safari
- Service blueprint
- Shadowing

Authors and works

2018	**Marc Stickdorn et al.**	Brought together the research methods of service design in practice.

Sources

Original sources

- Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). This is service design doing: Applying service design thinking in the real world. O'Reilly Media.

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